

Business Practitioner Session

Event – 1 Date: 05-11-2024

Activity Name: Business Practitioner

Faculty Coordinator: Dr. Kumar Mukul

Contact No. 9538351718

Guest Name: Mr. Giridharan V K

Guest Designation: Director

Company Name: Galore Systems and studio

Topic: Innovation possibilities in MSME Sector

Duration: 1 hour 30 minutes

Venue: Lecture Hall: 709, 7th Floor, FMS, CMS, BS - JU

No. of Participated: 12

Summary: (Write-up required minimum 4 to 5 lines)

In the session on "Innovation Possibilities in MSME Businesses," participants gained valuable insights into how small and medium enterprises (MSMEs) can leverage innovation to drive growth and sustainability. They learned about different forms of innovation, including product innovation, process innovation, and business model innovation, and how each can help MSMEs remain competitive in a rapidly changing market. The session also covered practical approaches for fostering a culture of innovation within an MSME, such as encouraging creative problem-solving, adopting new technologies, and collaborating with external partners. Additionally, participants were introduced to strategies for overcoming common challenges in innovation, like limited resources and resistance to change. By the end of the session, they had a clearer understanding of how innovation can be integrated into their business operations, leading to increased efficiency, customer satisfaction, and market expansion.



Business Practitioner Session

Innovation possibilities in MSME sector



Mr. Giridharan V K

Director - Strategic Business
CXP Lab India / Galore Systems & Studio



November 5th, 2024



08:45 AM - 10:15 AM



Lecture Hall - 709



Cohort Profile:

MBA Batch 2023-25, 3rd Semester

Sections:

ENVC

Faculty Coordinators:



Dr. Kumar Mukul
Professor & Area Chair



