



Department of Management Studies

Semester 2

Self Driven Activity

Quarter 4

Title	Wacky Ideas & 2 minutes pitching -Brainstorming activity
Date of Activity	03/06/2025
Mode of Conduct	offline
Conducted By	Mr. Muralidar Nayak
Time	12.15pm to 02.15pm
Mandatory/Elective	Mandatory
Participants	56
Place	No.407, Civil & Mechanical Block, RIT
Objective	The objective of this session was to encourage creative thinking, teamwork, and entrepreneurial communication among students through a hands-on brainstorming activity. By combining two unrelated everyday objects into a single innovative invention, students were challenged to think out-of-the-box and apply problem-solving, design thinking, and presentation skills. The 2-minute pitching element was aimed at developing their ability to articulate ideas clearly, confidently, and persuasively — a key competency in the fields of entrepreneurship and business development.
Outcome	The <i>Wacky Ideas & 2-Minute Pitch</i> session was highly engaging, with 56 students forming 9 teams to brainstorm and pitch innovative product ideas by combining two unrelated objects. Students demonstrated strong creativity, enthusiasm, and teamwork, and presented their ideas with impressive confidence and clarity. Through this activity, students learned to: • Think creatively and generate unique product ideas • Collaborate effectively in teams • Solve problems by identifying practical uses for abstract concepts • Communicate persuasively through concise pitching • Develop an entrepreneurial mindset and understand product value To build on the skills developed in this session, the following activities are recommended: • Prototype Challenge: Create a basic mock-up or digital model of their invention • Market Research Simulation: Identify target audiences and validate product ideas • Branding & Marketing Workshop: Design logos, taglines, and marketing plans • Business Model Canvas: Map out the business aspects of their idea (value, market, revenue)



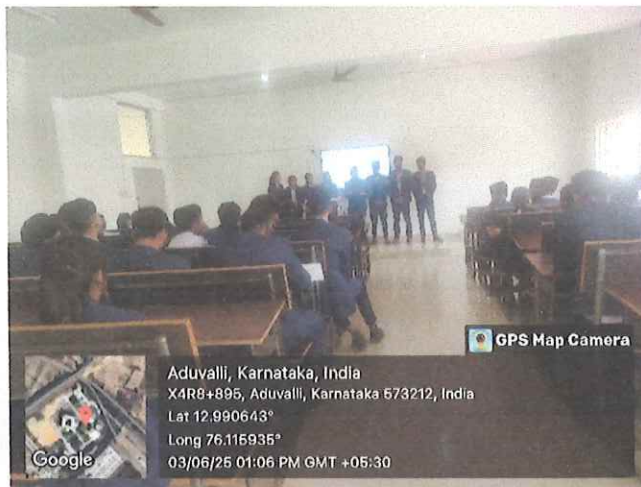
Department of Management Studies



BEATBRELLA

where rain meets rhythm

A high-tech Umbrella with
a built-in Bluetooth
Speaker System



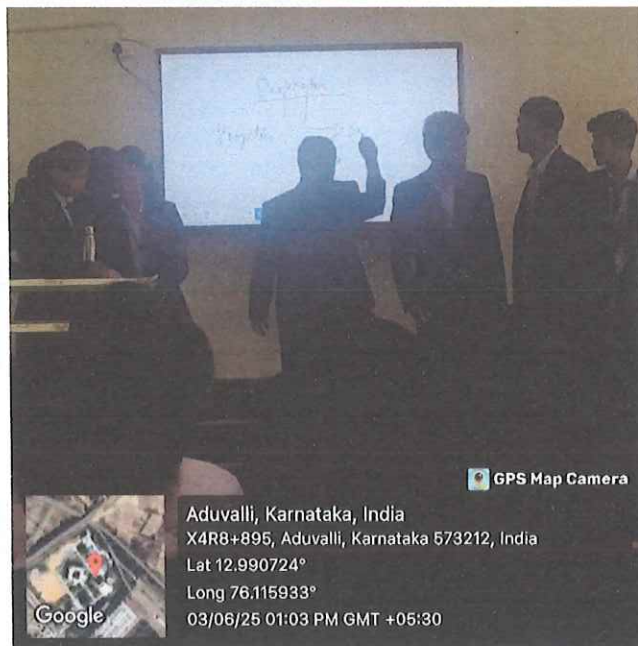
GPS Map Camera

Aduvalli, Karnataka, India
X4R8+895, Aduvalli, Karnataka 573212, India
Lat 12.990643°
Long 76.115935°
03/06/25 01:06 PM GMT +05:30



GPS Map Camera

Aduvalli, Karnataka, India
X4R8+895, Aduvalli, Karnataka 573212, India
Lat 12.990676°
Long 76.115916°
03/06/25 01:24 PM GMT +05:30



GPS Map Camera

Aduvalli, Karnataka, India
X4R8+895, Aduvalli, Karnataka 573212, India
Lat 12.990724°
Long 76.115933°
03/06/25 01:03 PM GMT +05:30

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HOD

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Department of Management Studies

Student Attendance List

SL NO	Name of the Student	Signature
1	ADHARSH S	Adharsh
2	AJAY B H	Ajay B.H
3	AKASH C A	Akash. C.A
4	AKSHAY J S	Akshay J.S
5	AMULYA	Amulya.
6	ANKITHA B R	Ankitha
7	ANKITHA K C	Ankitha. K.C
8	ANKITHA K R	Ankitha K.R.
9	ANKITHA N S	Ankitha N.S.
10	ANUSH H S	Anush-HS
11	ANUSHA K R	Anusha K.R
12	ASHWAPRIYA K D	Ashwara
13	BINDU KS	Bindu
14	CATHRINE	Cathrine
15	CHAYA H P	Chaya
16	DARSHAN B S	Darshan. B.S
17	DEEPIKA H N	
18	DHARMARAJU T K	Dharmaraju
19	HARSHITHA H M	Harshitha H.M
20	HARSHITHA K	Harshitha
21	HEMANTH H K	Hemant
22	IMPRITHA K R	Impritha K.R
23	JEEVITHA S	Jeevitha.S
24	KIRAN M P	Kiran M.P
25	KIRANKUMAR K C	
26	LOHITH B	Lohith B.
27	MADHUSUDHAN S M	Madhusudhan S.M
28	MEGHANA M B	Meghona M.B
29	MONIKA C V	Monica. C.V.
30	NANDAN GOWDA S A	Nandan
31	NANDEESH B S	Nandeesh.
32	PALLAVI V R	Pallavi
33	PAVAN D P	Pavan D.P.
34	PAVAN M	Pavan
35	POOJA S N	Pooja