



DKM COLLEGE FOR WOMEN (AUTONOMOUS) VELLORE-1

MHRD IIC & DEPARTMENT OF MICROBIOLOGY

**ORGANIZE A WEBINAR
ON
“PROCESS OF INNOVATION DEVELOPMENT AND
TECHNOLOGY READINESS”**

RESOURCE PERSON

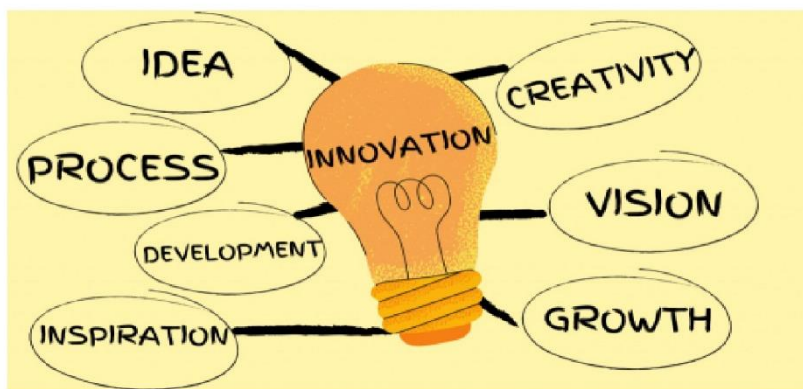


Dr.T.AUGUSTINE ARUL PRASAD

ASSISTANT PROFESSOR IN CHEMISTRY
D G VAISHNAV COLLEGE (AUTONOMOUS)
ARUMBAKKAM CHENNAI-106

1ST DECEMBER 2021, 2.00 pm

Platform: Google Meet



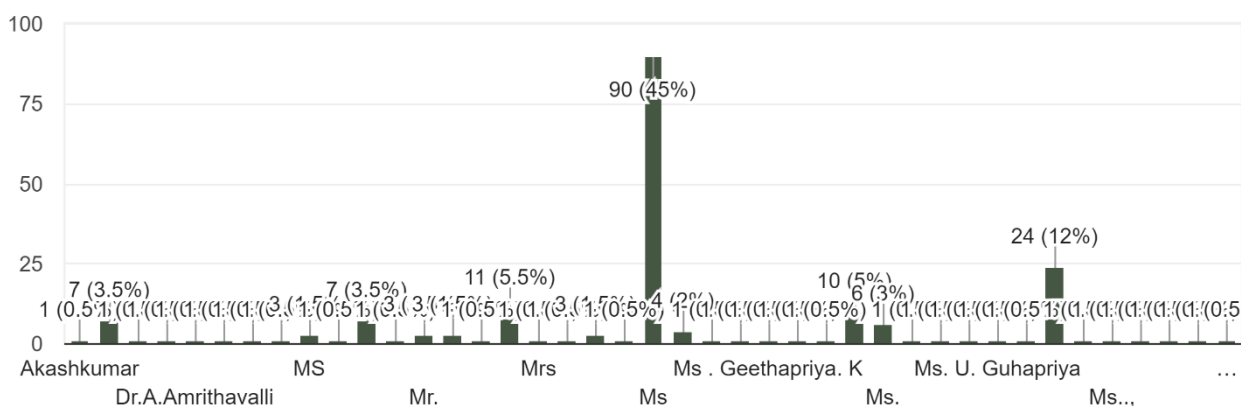
REPORT ON THE WEBINAR ON “Processes of Innovation development and Technology readiness”

Organized by MHRD Institution’s Innovation Council (IIC) & PG & Research Department of Microbiology, DKM College for Women, on December 1st, 2021

The Webinar on Processes of Innovation development and Technology readiness” was organized by MHRD Institution’s Innovation Council (IIC) & PG & Research Department of Microbiology, DKM College For Women, on December 1st, 2021. Around 200 members have registered for the webinar and the proof for this has been given below as screen short of the google registration form of this Webinar. Google meet id and YouTube link were sent to the registered participants through the registered email id.

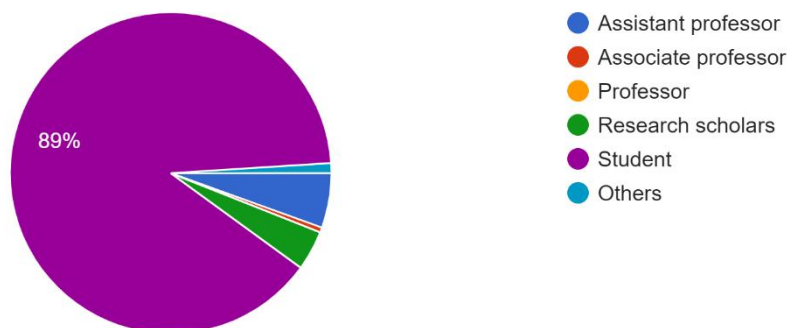
Salutation (Dr., Mr., Ms., Mrs.,)

200 responses



Designation

200 responses



OBJECTIVES

The objectives of the webinar were:

- To inculcate the participants in developing innovations by creating new ideas and implementing the idea into a successful concept.
- To impart knowledge of developing new idea to become a successful entrepreneur. The result, it is hoped, will be to the benefit of the students, researchers and society.

PROCEEDINGS

WELCOMING AND OPENING CEREMONY

The webinar started with the **Welcome address** by Dr.A.Vidhya, Head, PG and Research Department of Microbiology, DKM College for Women, Vellore. The **Introduction of Invited speakers** to the delegates was done by Mrs. S. Arunadevi, Asst Prof in Microbiology.

This session was taken over by the invited speaker **Dr.T.Augustine Arul Prasad**, Assistant Professor in Chemistry, D. G. Vaishnav College (Autonomous), Chennai. He addressed about the

- Innovation matrix – Incremental innovation, sustaining innovation, disruptive innovation and radical innovation.
- 10 innovations that are improving lives and
- Testing for innovations

CLOSING CEREMONY OF THE INTERNATIONAL WEBINAR

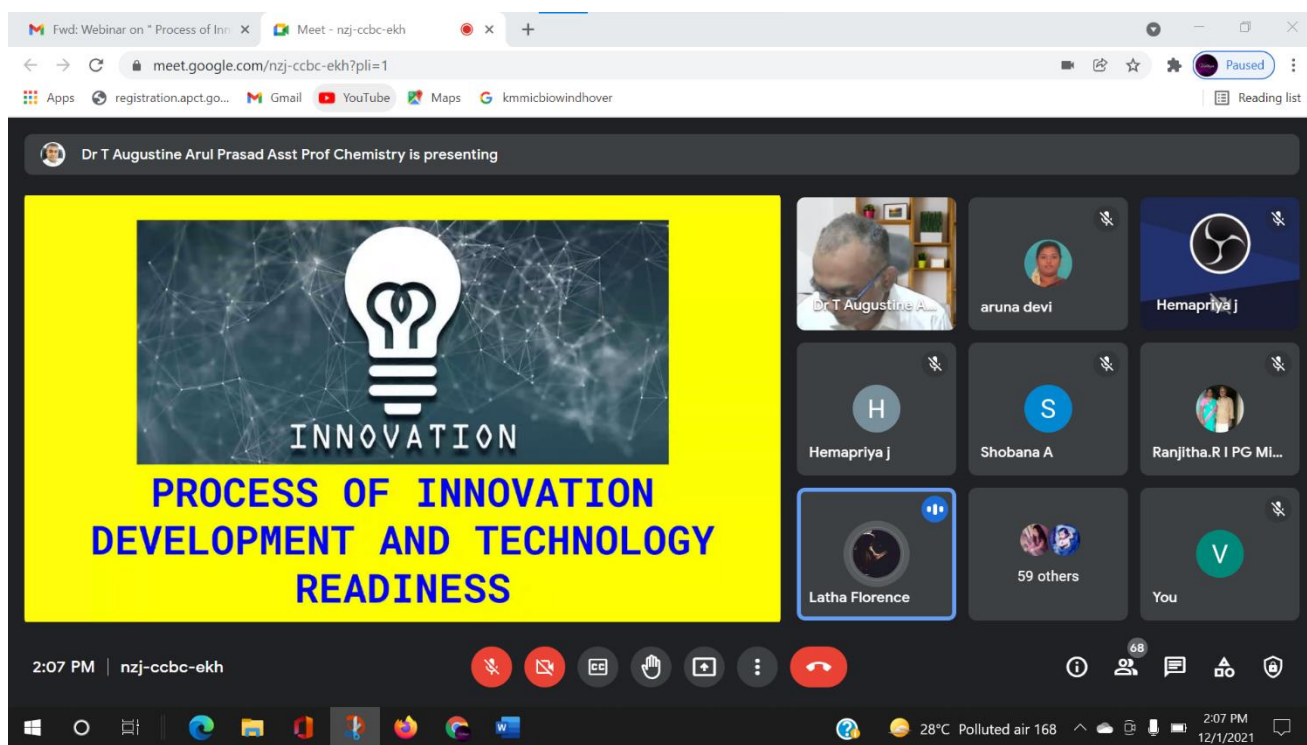
The webinar concluded with **vote of thanks** by Mrs. A.Barathi, Assistant Professor, PG and Research Department of Microbiology, DKM College for Women followed by **National Anthem**.

OUTCOMES AND RESULTS

This conference would have quenched the scientific thirst of many participants and made them to get a wide knowledge about the various types of innovations.

This webinar forum would have definitely reinforced the delegates from various fields to think on developing innovations.

PHOTOS OF THE WEBINAR

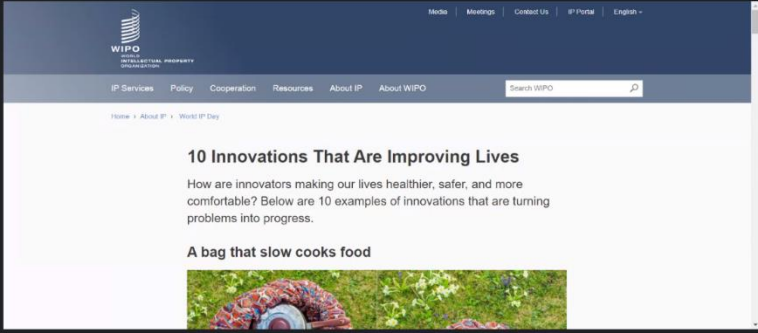


Meet - nzj-ccbc-ekh

meet.google.com/nzj-ccbc-ekh?pli=1

Apps registration.apct.go... Gmail YouTube Maps kmicbiowindhover Reading list

REC Dr T Augustine Arul Prasad Asst Prof Chemistry is presenting



WIPO

10 Innovations That Are Improving Lives

How are innovators making our lives healthier, safer, and more comfortable? Below are 10 examples of innovations that are turning problems into progress.

A bag that slow cooks food

3:21 PM | nzj-ccbc-ekh


28°C Haze 12/1/2021

Meet - nzj-ccbc-ekh

meet.google.com/nzj-ccbc-ekh?pli=1

Apps registration.apct.go... Gmail YouTube Maps kmicbiowindhover Reading list

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Sustaining Innovation

Sustaining innovation is similar to incremental innovation in a sense that the product is made slightly better with every iteration, reducing defects. The new improved version of the product can be more expensive and have higher margins than the previous one if it targets more demanding, high-end customers with better performance than what was previously available. However, it might as well be cheaper if it leads to higher volumes and thus higher absolute profits.

Once disruptive but currently fully sustaining and profitable innovation is iPhone, where the recent versions of the phone appeal to the same customer segments and do not create new value networks.

New models of the phone sustain the existing business model in the premium segment of the market to meet the needs of a more demanding customers who are willing to pay more for a newer, slightly better version of the phone.

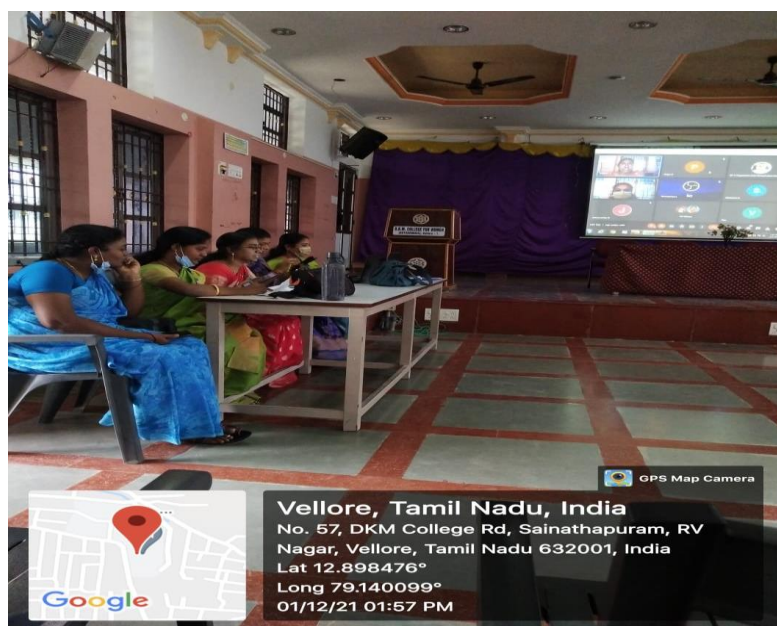
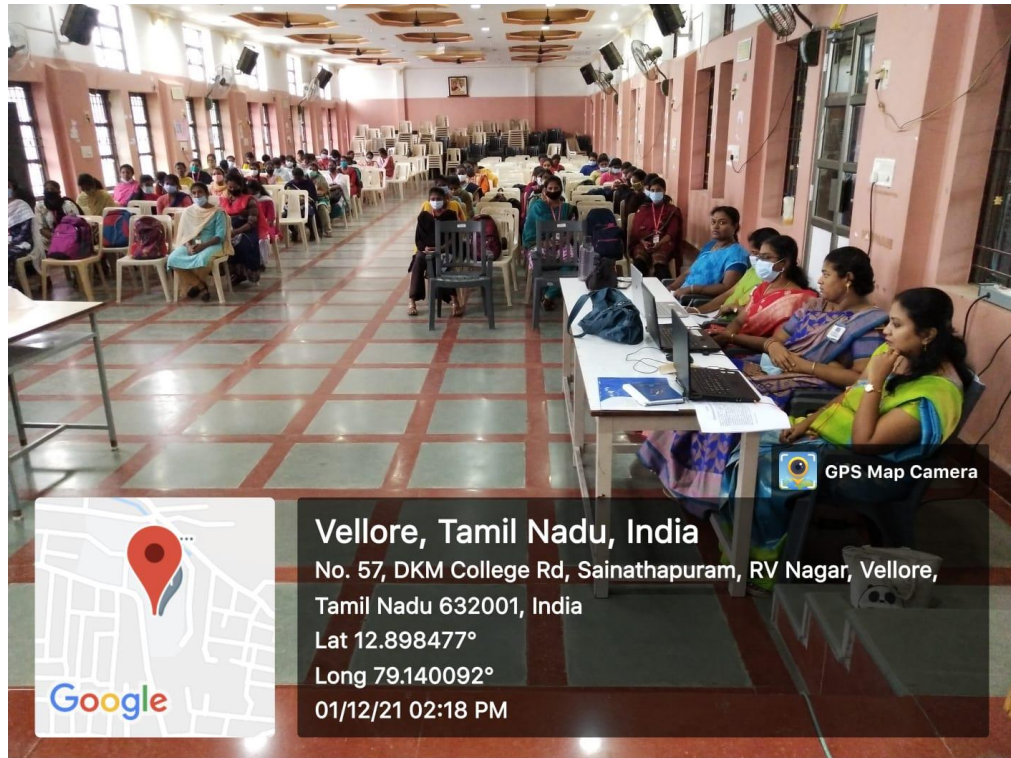
Characteristics:

- Higher profits > focus on profitable segments
- Sustains or improves the position in an existing market
- Improves and grows existing value networks
- Changes are more incremental in nature
- At risk of being disrupted

1st Generation iPhone iPhone 11 Pro Max

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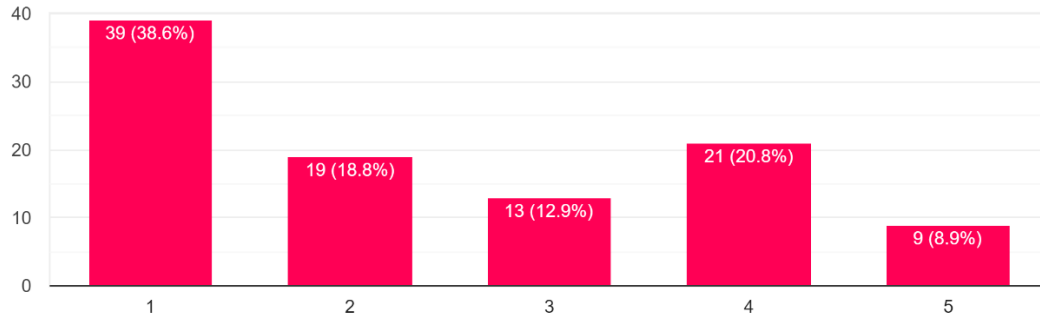
28°C Polluted air 168 12/1/2021



Feedback from the participants

How relevant and helpful do you think the event was?

101 responses



How satisfied were you with the session content?

101 responses

