



Sri Devaraj Urs Academy of Higher Education and Research

Comprising Sri Devaraj Urs Medical

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Research and Development

Cell &

Innovation and Incubation Cell

Speaker Name: Dr. ANAND THIRUNAVUKARASOU, SRIIC, RIHER(DU), Chennai.

Topic: Innovation and Entrepreneurship

The Innovation and Incubation Cell hosted an Ideathon'24 on August 5th, 2024, in the Central Library, Silver Jubilee Hall, SDUAHER.

As a part of the IDEATHON'24, a guest lecture was conducted from Dr. Anand Thirunavukarasou, SRIIC, SRIHER(DU), Chennai on Innovation and Entrepreneurship from 11.30 am to 1 pm.

Dr Kalyani R, Director, R & D Cell, SDUAHER, Liasson Officer, IIC, SDUAHER was the organising chairperson for the event. Dr Ashwini N S, Chief Co-Ordinating Officer, IIC, was the organising secretary and Dr Sudarshan K with Dr Likith Shetty, Members, IIC, SDUAHER were co-organising secretaries for the event.



Dr. Anand Thirunavukarasou emphasized that innovation and incubation are crucial elements of entrepreneurship. Innovation drives the creation of new ideas, products, and services, while incubation provides the necessary support and resources to nurture these ideas into successful businesses. Together, they form the foundation for entrepreneurial ventures, enabling them to grow and thrive in competitive markets.



Around 400 students from various disciplines, including MBBS, Physiotherapy, Allied Health Sciences (AHS), and Nursing, attended the event. The diverse participation highlighted the interdisciplinary interest and enthusiasm for innovation and incubation. The event provided a valuable platform for students to engage with experts, showcase their ideas, and gain insights into the latest advancements in their respective fields. The large turnout also underscored the importance of fostering a collaborative environment for future healthcare professionals.

Dr. Anand Thirunavukarasou also explained about innovation, incubation and entrepreneurship. He also gave a brief idea about how they work together,

1. Idea Generation: Innovation sparks new ideas that can be developed into business opportunities.
2. Support and Growth: Incubators provide the necessary resources and support to help these innovative ideas grow into successful businesses.
3. Market Introduction: Entrepreneurs introduce these nurtured ideas to the market, driving economic growth and development.

In conclusion, Dr. Anand Thirunavukarasou highlighted that innovation and incubation are essential pillars of entrepreneurship. Innovation fuels the creation of new ideas and solutions, while



The guest speaker was felicitated with a certificate and memento for the guest lecture from Dr Prabhakar K, Dean, Faculty of Medicine.

The event concluded with vote of thanks by Dr. Sudarshan, Deputy Co-Ordinator, IIC,SDUAHER.

Event Report for Workshop for IDEATHON '24

A workshop was conducted to boost the leadership skills and to enjoy the team building activities organized by the students and mentored by the members of Innovation and Incubation Cell, SDUAHER.

The workshop was conducted in Physiology AV Hall on 5th August 2024 from 2.00pm to 4.00pm.

The first event was Ice breaker: Participants introduced themselves to each other within 10 minutes. By the end of the session, everyone had the opportunity to recall all the names. The person who remembers the most names was rewarded. At the end of the session all the participants were given an envelope and a sketch pen to creatively introduce themselves by drawing a picture on the envelope. Participants after introducing themselves formed a team of two or three to solve a crossword puzzle provided to them.



Dipak Kumar, III MBBS student, SDUMC, Student Coordinator of Innovation and Incubation Cell, SDUAHER gave a presentation on Exploring the Key Aspects of Leadership focusing on six distinct leadership styles.

An activity to help participants understand their leadership strengths and areas for improvement a direction activity was performed with a checklist to assess their leadership qualities and decision-making skills. Based on their results, they were grouped into four directions representing different leadership styles.



Following this activity a presentation focusing on essential leadership qualities for effective communication in healthcare, emotional intelligence in healthcare settings, interdisciplinary team building, decision-making in clinical practice, conflict resolution in healthcare, and time management and delegation in healthcare contexts was given by Kaushik, III MBBS, SDUMC.

Harsh and Hardik, III MMBS, SDUMC gave a talk on critical thinking in leadership essentials.

Shipwreck Survival Challenge was given to the participants with a chit determining their role in a simulated shipwreck scenario, where they must persuade the event host to allocate the only available life jacket to them. This event was conducted by Likitha, III MBBS, SDUMC.



At the end of the event, the envelopes initially collected from participants were displayed on a wall. Participants were asked to anonymously write messages for each other and place them inside the envelopes. These envelopes then be picked up by the participants to read and reflect on the messages shared.

The event was moderated by Dr Ashwini N S, Professor, Chief Co-Ordinator, Innovation and Incubation Cell, SDUAHER. Dr Sahana S Murthy, Assistant Professor, Member, Innovation and Incubation Cell, SDUAHER, Dr. KalaiPriya S, Member, Innovation and Incubation Cell, SDUAHER.