



LOYOLA INSTITUTION'S INNOVATION COUNCIL (LIIC)

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034.

“POWER OF AN IDEA” – REPORT

4TH MARCH, 2021

No. of Participants Registered: 170

Registered Participants Link:

<https://docs.google.com/spreadsheets/d/1dGHAdnJmsY6W39M9N2AzC0n0MrHtEj2iHeZlaOxLXFw/edit?usp=sharing>

No. of Participants Attended: 79

List of Participants Attended (Link):

https://docs.google.com/spreadsheets/d/1lfQWn8M9PIWv5enh0pcmnd_xHF4AzjavS5aOC50KE0w/edit?usp=sharing

Platform: **CISCO WEBEX**

Event Link:

<https://loyolachennai.webex.com/loyolachennai/j.php?MTID=m9f88131ac2ce1cea2492711fc92c73fc>

About the Event:

Loyola Institution's Innovation Council (LIIC) conducted a Ideation session based on the theme “Power of an Idea” on 4th March 2021 via WebEx platform, having about 80 participants in total under the guidance of Dr S. Prasanna Kumar, Convener, LIIC. It began with Pugazharasu being an amazing moderator who briefed the gathering about the topic in hand as well as the instructions to be followed by the participants. The welcome address was delivered by Prithvi and Pranav introduced the speaker to all the students out there.



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The day was marked by the energetic and enthusiastic presence of Mr Asheeh Khaneja, a Qualified senior management professional with 30+ years' experience in enabling digital transformation, managing technology business, consultative solution selling and sales management of Block chain, ERP, Systems Integration & Middleware products & services to enterprise customers, governments & partners across diverse organizational domains of Social enterprises, Manufacturing and Services sectors including CPG, Retail, Automotive, Semiconductor, Banking & Telco's. He is distinguished for achieving sales targets, mentoring technology start-ups, public presentations and sales mentoring & Training and even for Exploring challenging senior managerial assignments with a professionally managed organization.

The entire session took by the speaker was very much informative, interesting and provocative. Graduating from Loyola in the year 1979, Mr Asheeh was much thrilled to take a session for his own alma mater. The whole session was based on the theme - 'Power of an Idea'. He thus began by highlighting the fact that 'Ideas are what that differentiates us from everything.' He illustrated a very good example for the same, correlating it with the Pigeon Shit Problem as to how at the first there were ideas like killing them, feeding them with food containing poison, using plastic spikes in balcony, whistles for eventually getting rid of them, but finally her wife marked all of these as stupid ideas and the best idea was Air-Chime'em- being the Power of an Idea in this case as with the every blowing wind, the tone of the music was much enough for letting those pigeons run away. Through this staggering prototype, he was very much clear in terms of explaining it to the audience that there are multiple ways of solving a problem; it just heavily depends on how one is thinking wherein the 'out of the box' concept lies. As in the above-mentioned case, power of an idea was the one with the most melodious and musical approach for solving the problem without actually harming the pigeons. Thus, ideas can have multiple ways of dealing with a problem; it just depends upon how effective it is without causing any harm and winning over the hearts of people around us.



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He then spoke about humans being Idea Machines these days, especially in a digital era like the 21st century. He also pinpointed the fact that the economy in the last ten years with the growing technology has just been transforming and adapting itself to the latest technology then and there. Post COVID-19 Pandemic, World has become super charged and technology has laid its way forward. He greatly conveyed that adoption of technology is very fast these days compared to earlier which might be one of the reasons for increment in the ability to move ahead with the Idea. He engrossed upon ten key areas.

Firstly, how much obsessed should one be with his very own idea, which is very important for establishing the foundation at the very first place. Secondly, he emphasised upon the fact that, the way one develops a habit of evolving the idea is the way by creating journals as at the end of day, one is always committed and prepared in terms of the idea as to what he is doing and when he is going to do it. Thirdly, he told the crowd not to feel unique by having an idea as ideas are with everyone. The biggest challenge which lies here is the fact that how one starts to realign those ideas which is actually the most important factor as to making everyone believe in your idea and clearing off those difference of opinions if any. Fourthly, he stressed upon the fact that one shouldn't ask or think how good the idea is rather he should majorly understand what problem the idea is exactly solving, i.e., basic problems being solved from one's idea, adoption behaviour for the same and the foremost demographic segmentation of that particular idea. Fifthly, this factor being the most important amongst all is changing the paradigm to experimenting one's idea as to testing the idea in real life scenarios and how it is exactly going to solve the required problem.

Then, Mr Asheeh mentioned about equipping oneself with digital language which is most required in terms of expressing ideas via digitally for attracting larger crowds in order to power up one's idea. Seventhly, he believed in the fact that hiding an idea is pointless, rather one should open source the problem by getting obsessed with his idea and build a strong community in expanding the idea for greater impact. That's where network effect



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comes into account. Eighthly, he initially told not to worry about funding as there are enough institutions in the recent times making funding easily accessible to all those upgraded with digitalisation, large community etc. for building up the Power of an Idea. Ninthly, he demanded the crowd to ask the question pertaining to the idea on the early stages itself as to how it is going to provide the maximum benefit especially to that one particular geographical segment. Finally, he illuminated upon the fact that technology has for sure brought down the entry barriers to test the efficacy of an Idea. Mr Asheeh said that the only impediment in taking one's idea ahead is they and their imagination as 'Power of an Idea' is more sorted out today. It's just one's mind set which needs to be changed. He accented our generation being the 'key generation' and we all should actually take the idea forward to pinnacle.

At the end of the session students did ask pragmatic questions with good amount of interaction and definitely had a valuable time. Mr Asheeh had done well on his part and has taught everyone a lesson in terms of creativity and conventional thinking being one of the two important factors in building up the "Power of an Idea." One more enticing fact from the Q&A Session was that, one can easily make others resonate with one's idea, by being completely passionate and obsessed about the idea all the time and making others identify the solutions it's been offering. The session finally came to an end by Rishikesh delivering the vote of thanks to everyone present in the session.

J. Prasanna Kumar

Dr S. Prasanna Kumar

Convener, LIIC.



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INVITATION

Loyola College (Autonomous), Chennai – 600 034.
LOYOLA INSTITUTIONS INNOVATION COUNCIL (LIIC)

cordially invites to for an
Ideation Session on

THE POWER OF AN IDEA

By
Mr Asheesh Khaneja
President, Loyola Alumni Association, Singapore Chapter

on
Thursday 04th March, 2021 @ 5:30 p.m.

CISCO WEBEX - Click here for the webinar
For Registration Click the Link - <https://forms.gle/UNGhXUePT11HPmwv?>

e-Certificates will be provided



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PHOTO GALLERY

