



IIC ID: IC202425464

Institution's Innovation Council (IIC) – BJI

Activity Report

Vision:

To nurture creativity, innovation, and entrepreneurship among students and faculty through continuous learning, research, and industry collaboration.

Mission:

1. To promote innovation-driven culture across all departments.
2. To provide necessary support for ideation, prototyping, and start-up creation.
3. To establish linkages with national and international innovation networks.
4. To enhance employability, entrepreneurial mindset, and problem-solving skills among students.

A. BASIC DETAILS

1. Type of Event: Calendar Activity
2. Quarter No.: Quarter 1



3. Thrust Area: Ideation
4. Title of the Program: IDEATION BOOTCAMP
5. Date: 6/11/2025 – 7/11/2025
6. Program Type (Level): Level 3
7. Program Theme: Business challenges
8. Time: Day 1; 1:30 PM-4:30 PM, DAY 2; 9:00 AM-3:00 PM
9. Mode of Conduct: Offline
10. Place of Visit (if applicable): NA
11. Program Driven By: MBA Department
12. IIC Student Coordinator(s): Amrutha Vijayan
13. Faculty Coordinator(s): Prof. Silpa A Prasad
14. Resource Person Details:

- Name: Prof.. Silpa A Prasad
- Designation: Assistant Professor
- Organization/Institution: Bishop Jerome Institute, Kollam
- Brief Profile :

Mrs. Silpa A Prasad is an accomplished academic and HR professional currently serving as an Assistant Professor in the Department of Management at Bishop Jerome Institute, Kollam. Prior to joining Bishop Jerome Institute, she served as an Assistant Professor at Sree Narayana Guru College of Legal Studies, Kollam. She also possess extensive industry experience, having worked as a Consultant with Headhunters HR Pvt. Ltd., Mumbai, and as an Executive – Talent Acquisition with Fidelis Technology Services, Bangalore.



B. PROMOTIONAL DETAILS

15. Poster / Brochure Sample:



16. Social Media Links:

LinkedIn: https://www.linkedin.com/posts/bishop-jerome-institute_ideationbootcamp-innovation-entrepreneurship-activity-7392195933859610624swwW?utm_source=share&utm_medium=member_android&rcm=ACoAAC2TzfoBv5SFoNZBYptc4lRloUxV-yrla04

Instagram:

<https://www.instagram.com/p/DQtMMgJEy66/?igsh=MWN1bHc1a3VjZW1lcg==>

Facebook:

<https://www.facebook.com/61560830525999/posts/pfbid0PEfgv2rzaKa6skTBQkTmTJumL9SMDMnrXHx4DAgDh1Q85CZs8d1F1qfAX4WYfPRxl/?sfnsn=wa>



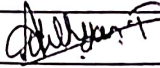
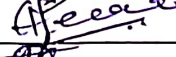
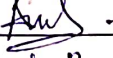
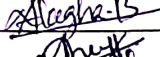
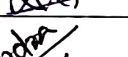
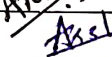
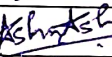
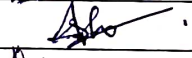
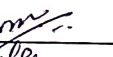
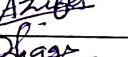
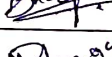
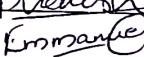
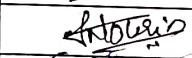
17. Video Link: https://drive.google.com/file/d/12WBnPUA5-HU-mU-MwxiSv8-WectLE_NS/view?usp=sharing

18. Registration / Attendance Details:

Attendance sheet:

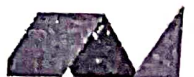


Attendance sheet:

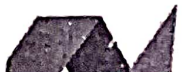
IDEATION BOOTCAMP, IIC, BISHOP JEROME INSTITUTE, KOLLAM		
Roll No.	Name	Signature
1	Adithyan T	
2	Aishwarya Pillai	
3	Aleena Mary A	
4	Alfa JS	
5	Amal S	
6	Anagha B	
7	ANCY JOHNSON	
8	Anjana. A	
9	Archana RG	
10	ARDRA P S	
11	Arsh Muhammed	
12	Ashna Ashraf	
13	ASHNA HASHIM	
14	Ashna S	
15	Azifa .s	
16	Bhagya S Pillai	
17	Bhagyaraj N	
18	Bismiya A S	
19	Dhanush Raj Rajesh Saluja	
20	Emmanuel S	
21	Fathima nourin S	
22	Gayathri S	



23	Jabir A	Jabir A
24	Jeen Valentine	Jeen Valentine
25	Judith	Judith
26	Kanishka R	Kanishka R
27	Lujaina N	Lujaina N
28	Midhul M	Midhul M
29	Mohamed Thaha	Mohamed Thaha
30	Mohammed Ajmal E	Mohammed Ajmal E
31	Muhammed irfan N	Muhammed irfan N
32	Najma Nazeer	Najma Nazeer
33	Nanda Gopan G	Nanda Gopan G
34	Nandana Thulasi	Nandana Thulasi
35	Nandhana R	Nandhana R
36	Nandu S Nair	Nandu S Nair
37	Nesna N	Nesna N
38	Nesni Navaz	Nesni Navaz
39	Parvathy Nair S	Parvathy Nair S
40	Parvathy S	Parvathy S
41	Reshma X	Reshma X
42	Roshna Rafi	Roshna Rafi
43	Sandra Maria Roshni Michael	Sandra Maria Roshni Michael
44	SHAMIN JACOB SHAJU	SHAMIN JACOB SHAJU
45	Shasna Nazir	Shasna Nazir
46	Sijo Joshua	Sijo Joshua
47	Siyana S	Siyana S
48	Sona Angel	Sona Angel
49	Soumya Rajan	Soumya Rajan
50	Stalin Shereef	Stalin Shereef
51	Umarul Farook N	Umarul Farook N
52	Abdul basith A	Abdul basith A



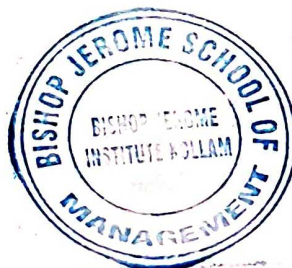
53	Abdul Rahman	Abdul Rahman
54	Adarsh Rs	Adarsh Rs
55	Aiswarya R	Aiswarya R
56	Ajmal As	Ajmal As
57	AL AHAMMAD	AL AHAMMAD
58	Alan cleetus	Alan cleetus
59	Aleesha Reynold	Aleesha Reynold
60	Alex Edwin Jose	Alex Edwin Jose
61	Amala Pathrose	Amala Pathrose
62	Amina Nizarudeen	Amina Nizarudeen
63	Amrutha Vijayan	Amrutha Vijayan
64	Amyrose Dennison	Amyrose Dennison
65	Aneesha N	Aneesha N
66	Anna celine Jose	Anna celine Jose
67	ANNMARY JOHNSON	ANNMARY JOHNSON
68	Aparna sunil. N N	Aparna sunil. N N
69	Archa Nair M	Archa Nair M
70	Ashna Shaji	Ashna Shaji
71	ASHNA VAHID	ASHNA VAHID
72	ATHIRA L	ATHIRA L
73	Athulya B Raj	Athulya B Raj
74	Atlin Hilary	Atlin Hilary
75	Badhariya Salim	Badhariya Salim
76	Brony N	Brony N
77	Dona DM	Dona DM
78	ELVIS JOHN ALLEN STEPHENS	ELVIS JOHN ALLEN STEPHENS
79	Fathima Kani A	Fathima Kani A
80	Fathima S	Fathima S
81	GreGoriose Glad	GreGoriose Glad
82	Hiba	Hiba



83	J Muhammed Amir	Ab
84	Jibin Jose	Ab
85	Lekshmi A s	Ab
86	Manjima Manikuttan	Manjima
87	Mb Muhammed Bilal	Bele
88	Mithil Sunil	Mithil
89	Muhammad Aslam M N	Muhammad
90	Rabiyathul Adhabiya	Ab
91	Rakhi S. A	Rakhi
92	Sameera Sain	Ab
93	Sandra Sona	Ab
94	Sandra Thomas	Sandra
95	sanjeeb sanjeeb	Ab
96	Sefaniya Joy	Ab
97	Shifana N	Ab
98	Shijina H	Ab
99	Shrihari Mj	Ab
100	Subina S	Subina
101	Sumimol Mathai	Sumimol
102	Vivek Aloysius	Vivek
103	Yedudev D	Ab

Number of Faculty Participants

1	Prof. Dr. Lekshmi M S	Lekshmi
2	Prof. Dr. Anju K V	Anju



Anil G.S.
ANIL G.S.
HOD, MBA.

Fatima College Road, Kollam 691 001, Kerala State

Email: bishopjeromegi@yahoo.com Tel. 0474-2764052/53 website: www.bjgi.in



C. EVENT SUMMARY

20. Objectives

- To define a business challenge that is actionable.
- To understand strategic context for development of new ideas
- To know early stage risk assessment

21. Programme Overview

In today's volatile, uncertain, complex, and ambiguous business world, the ability to innovate rapidly and frame problems strategically is a core competency for modern managers. This bootcamp was designed to move MBA students beyond theoretical problem statements and immerse them in the high-speed discipline of Strategic Thinking. It focuses on generating ideas that are not just creative, but also market-viable and financially defensible, directly addressing the need for entrepreneurial leadership and organizational agility.

High-Speed, Action-Oriented Format: Strict time-boxing (e.g., 20-minute sprints) to simulate real-world pressure and foster rapid decision-making. MBA-Specific Constraints: Ideation is filtered through strategic and financial constraints, ensuring ideas are anchored in business reality. Mandatory cross-functional teamwork to leverage diverse perspectives in finance, marketing, and operations. Various idea generation techniques were discussed. Participants are organized into cross-functional teams, forcing them to leverage diverse skills in finance, marketing, and operations to generate holistic solutions. During the time of discussions many participants initiated various start up ideas and discussed about preparing a business proposal.

Activities Carried Out

- "What Bothers You?" Wall, Asked participants to write 2–3 everyday frustrations on sticky notes and discussed the same in the session



- To build empathy, persona swaps were done, by discussing random personas (e.g., working parent, small retailer, delivery driver). And those person's biggest daily challenges were discussed.
- Storytelling Workshop were done, Asked some entrepreneurs among the participants to share their Entrepreneur Journey in a way that the audience understand the problems they faced, the struggles and the final impact.
- Finally, a debate was initiated on the topic, "If you were an entrepreneur, would you support 9-to-5 working hours?" Both teams presented relevant points from an entrepreneurial perspective, resulting in a fruitful and engaging discussion.

22. Outcomes

By the end of the bootcamp, the participants may have developed various skills required to solve various real life business problems. Participants got an understanding about the real stress which might be there in an organization. Effective brainstorming sessions made them understand their real potential.

They may have understood the importance of teamwork in every aspect of life especially when working in an organization.

D. PARTICIPATION DETAILS

23. Number of Student Participants:84

24. Number of Faculty Participants: 2

25. Number of External Participants: 0

26. Total Participants: 86

27. Expenditure (If any): NA



E. VISUAL & EVIDENCE SECTION

28. Event Photo Collage:







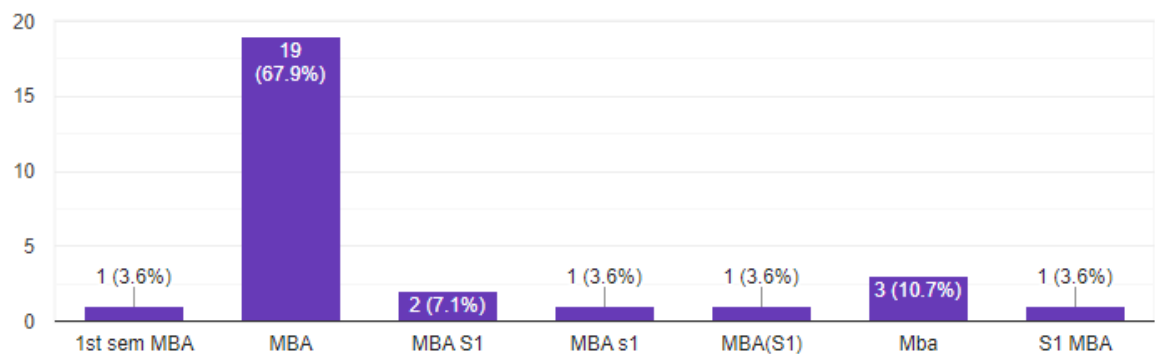


29. Feedback Summary:

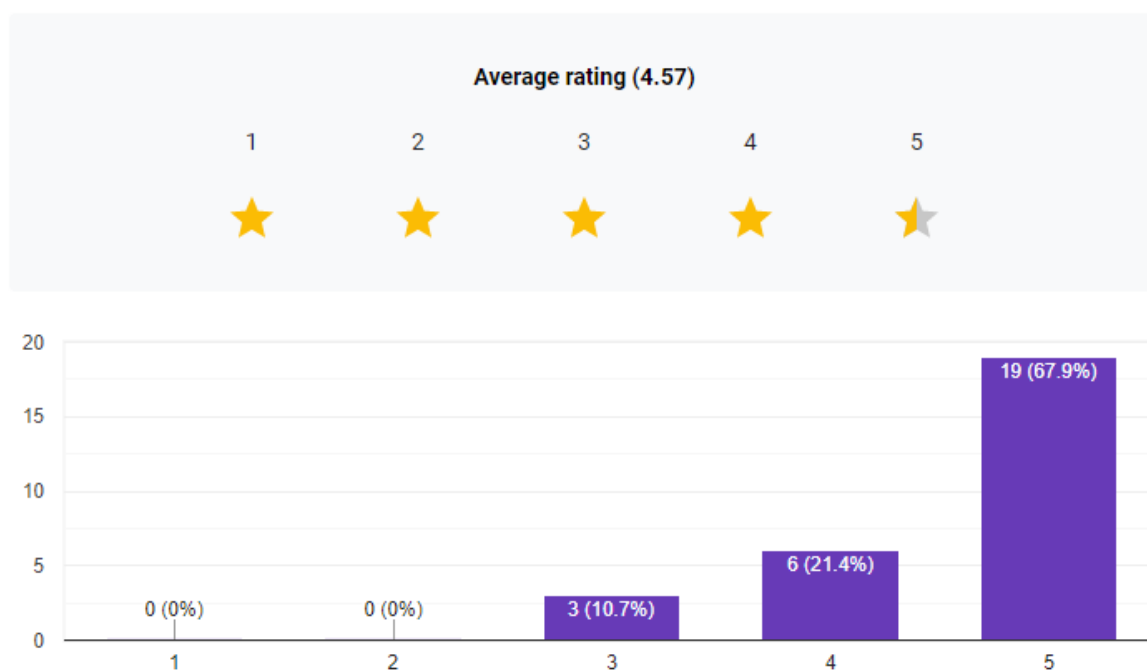
Google form ratings were be done. Link of the google form:

<https://forms.gle/xnfPvPa6HFt4npSu5>

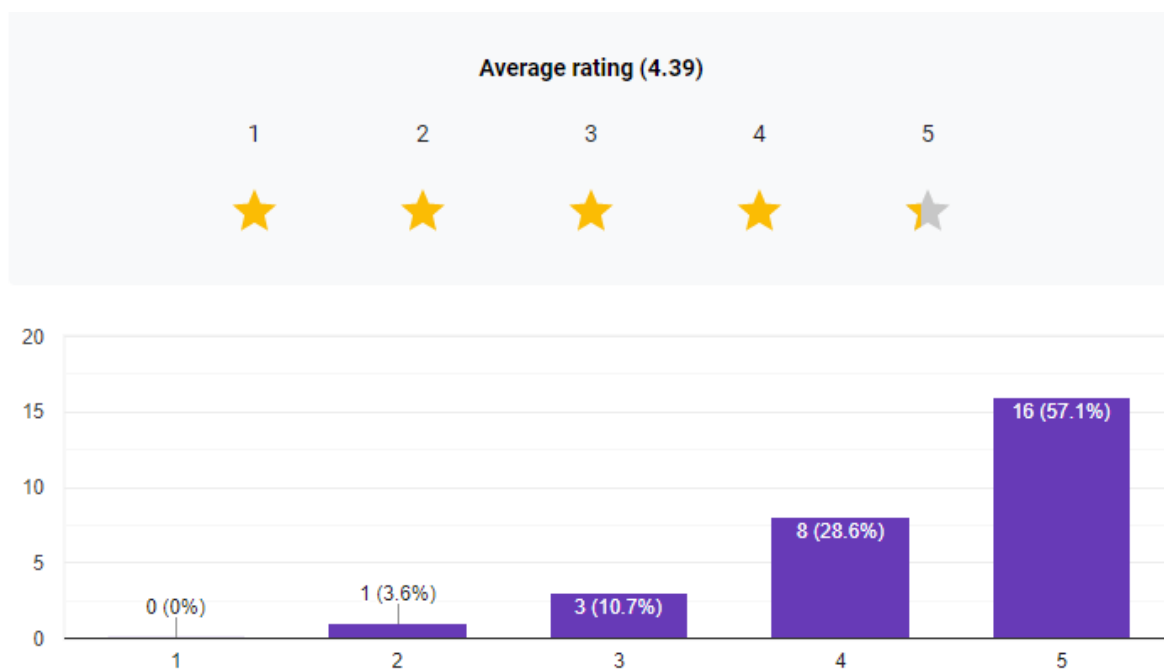
Department



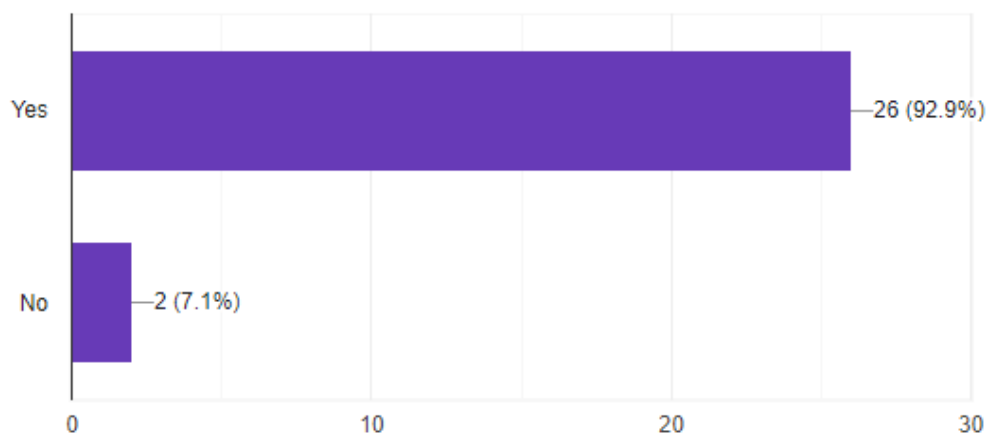
How would you rate the ideation session out of 5?



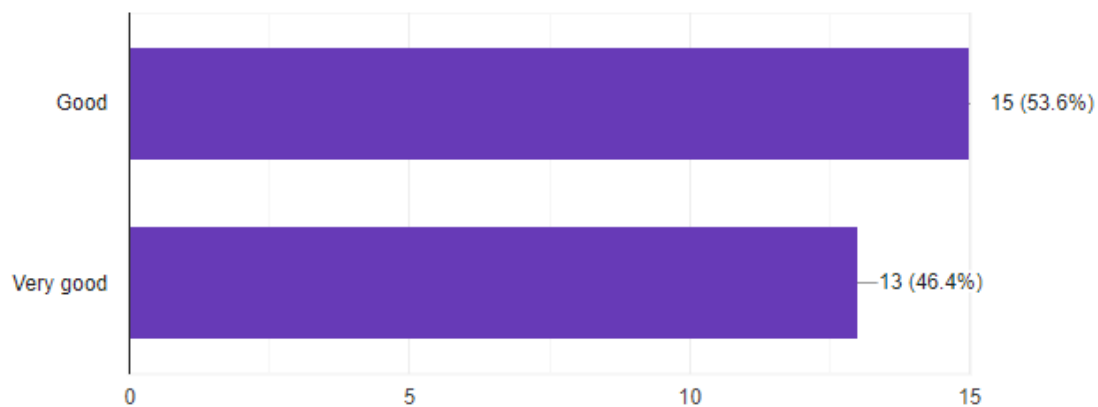
How would you rate the activities?



Did the session inspired you generate innovative ideas?



How much interactive is the session?



Any suggestions

SESSION WAS GOOD , THERE IS NO SUGGESTIONS !

Nothing

No suggestions

No suggestion

Need More sessions

Would like to have more bootcamps

More sessions like these

Nothing

F. FOLLOW-UP & IMPACT

30. Linkage with National Innovation Ecosystem:

Participants already have some start up ideas and they are on to developing it.

31. Follow-Up Actions:

- Plans for business proposal development
- Proper consultation will be given if participants have any doubts

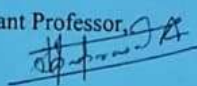
32. Remarks / Suggestions for Improvement:

Time constraints will be solved in the next such sessions

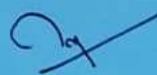


Signatures

Faculty Coordinator/Program Coordinator: Prof. Silpa A Prasad, Assistant Professor,
Department of Management Studies, ED Club Coordinator



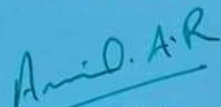
IIC Convener: Prof. Roy S, Dean-Academics



IIC Event Coordinator: Prof. Nevin Nelson, Assistant Professor, Department of Engineering



Principal / Head of Institution: Dr. Anil A R, Principal



Dr. ANIL A.R.
Principal
Bishop Jerome Institute
Fatima College Road,
Kollam - 691001

