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## **E – Connect**

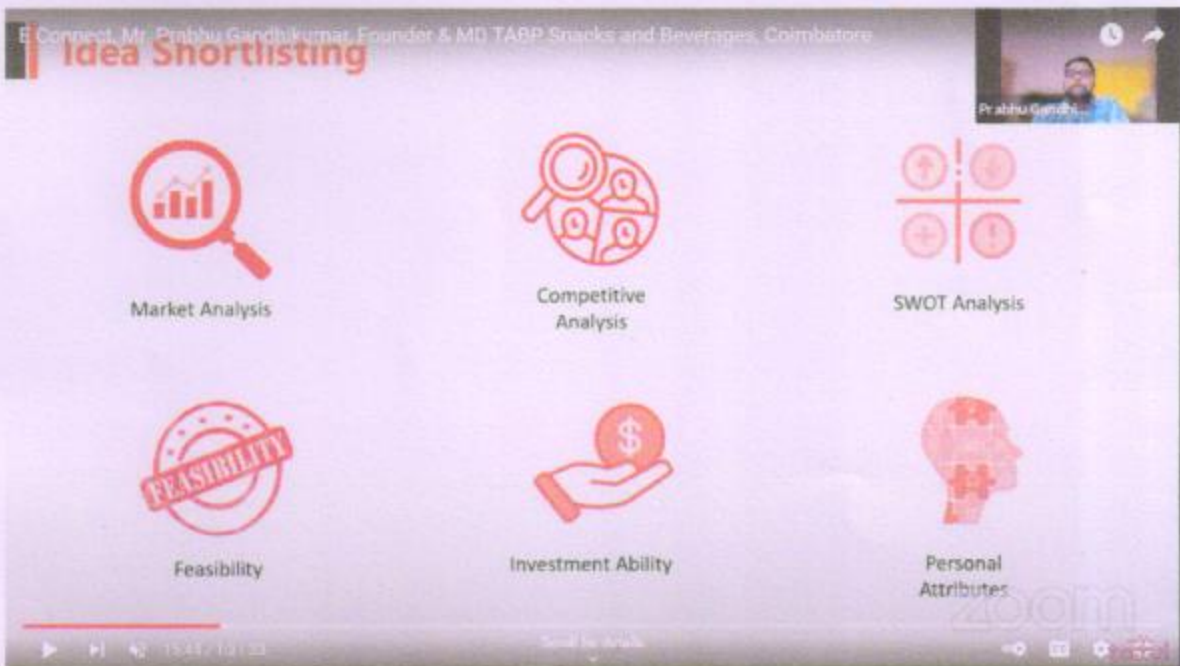
# **“Ideation and sustainability in Entrepreneurship”**

**2021 - 2022**

**Mr Prabhu Gandhikumar, Founder and Managing Director, TABP Snacks & Beverages, Coimbatore had delivered a lecture on Ideation and sustainability in Entrepreneurship.** He said that Ideation is the process of coming up with an idea. It is using creativity and questions like “What if?” to imagine ways something can be done differently. The ideation stage is critical to ensure that you are generating good ideas from the start. It involves seeing problems and opportunities, brainstorming around the problems you identify, and doing research to test your assumptions about the market, your customers, and your idea.

Refining that initial idea involves assessing the market, looking at trends, and asking questions (and more questions)—and learning from potential customers, investors, and researching whether your idea is a good one. The design process consists of a series of steps to test assumptions and ideas. Ideation falls within a larger design process that begins with understanding who you are serving; empathizing, understanding, and defining the needs of

that target audience; then ideating around what is needed.



## Sustainability in Entrepreneurship



Outsource Non  
Core Functions



Reduce  
Overheads



Expand Slowly



Find a mentor



Free App and  
Tools



Buy used

taruni

He further said that “Sustainable entrepreneurship refers to the discovery, creation, and exploitation of entrepreneurial opportunities that contribute to sustainability by generating social and environmental gains for others in society”. In facing the challenges of reducing detrimental environmental and societal impacts created by current unsustainable business practices, sustainable entrepreneurship has gained special attention because it might bring about necessary transformations to current products, processes, and behavioural patterns.

Around 80 participants including students & faculty members from DJAME, other institutes, and industrial participants participated in the program



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