

## Workshop on Converting Innovation into a Startup

19<sup>th</sup> June, 2025

Institution's Innovation Council (IIC), Innovation Cell in collaboration with IQAC, Victoria Institution (College) successfully conducted a workshop on Converting Innovation into a Startup which was a Level 1 calendar activity of IIC.

Resource person was **Dr. Prabir Kumar Aditya is the Director & CEO (Spring & River™ - Sprinriver Technology Pvt Ltd)**. The workshop began with an inaugural session featuring an encouraging address by the Principal of the college, highlighting the importance of innovation and entrepreneurship among students. This inaugural session was followed by Dr. Aditya's talk on ***"Think it..Build it.. Launch it-A Journey towards your Success of Independence"*** providing a comprehensive overview of the innovation-to-startup journey emphasizing the motto of incubating and igniting innovative ideas of the participants to transform their creative concepts to successful business. Key concepts such as creativity vs. innovation, design thinking and types of innovation were explained to help students differentiate idea generation from value creation.

Finally, the workshop was concluded with an interactive session where students shared their ideas, asked questions and discussed practical ways to launch their startup journey. Through this workshop we hope that the students gained a clear understanding of the process of transforming innovative ideas into viable startups and got the inspiration to think creatively and consider entrepreneurship as a career option.

Special thanks to our patron, Dr. Maitreyi Ray Kanjilal, and the organizing team for their effort to make the event a grand success.



*Snippets of the Day*