



Jain Institute of Technology, Davangere

Department of Civil Engineering

IICs REPORT

Submitted by IIC Co-ordinators

Kiran Kumar M S

Harish K S

IICs REPORT

“Building an Innovation/Product fit for Market”

The Institution Innovation Council (IIC) and Department of Civil Engineering, Jain Institute of Technology (JIT), Davanagere jointly organized **“Building an Innovation/Product fit for Market”** on **22/07/2021 at 11.30 A.M** via Zoom Meeting & YouTube live platforms.

Zoom Meeting link: <https://bit.ly/3wMK8Ey>

YouTube live: <https://www.youtube.com/watch?v=xE5aF3rD7YU>

Mrs. Renuka R, Assistant Professor of Civil Engineering Department, JIT welcomed the gathering. Mr. Kiran Kumar M S of Civil Engineering Department, JIT introduced the resource person. Dr. Rahul Patil, HOD, Civil Engineering Department address the gathering and Dr. Ganesh D B, Principal, JIT delivered presidential address.

The resource person, **Mr. Nivedan Nempe**, CEO Mystic Aromatic & Founder of ARECA Tea, Mandagadde, shivamogga district, Karnataka State Delivered a technical talk on **“Building an Innovation/Product fit for Market”** This session was very useful for students with innovative thinking and he provided lots of information regarding the Idea generation, how to build the product and market techniques and also cleared all the doubts asked by students, faculties and participants.

Mr. Harish K S, Assistant Professor of Civil Engineering Department, JIT proposed vote of thanks. A total of 350+ persons from UG and PG courses, research scholars, and Industrial persons and staff members of Jain Institute of Technology, Davanagere participated in this programme. From this lecture, participants gained more knowledge about how to build an innovative product and market strategies to sell the product.



ARKA Educational & Cultural Trust(Regd.)

JAIN INSTITUTE OF TECHNOLOGY, DAVANGERE

Institution's Innovation Council

&

Department of Civil Engineering

Cordially invites you for the session on

"Building an Innovation / Product Fit For Market"



Scan me

22/07/2021, Thursday, @ 11.30 A.M

Meeting link:- <https://bit.ly/3wMK8Ey>

YouTube Live @ <https://bit.ly/3reANUG>



Mr. Nivedan Nempe
CEO, Mystic Aromatic
Inventor of Areca Tea

Make in India Excellency Award 2015
Innovative Product of the year 2015-16
Chamber of Commerce Business Man of the Year 2016
JCI's SAMVANTHANA Award 2017
Best Agro food Start-Up Award 2018
Technical Innovation Award 2018
Best Horticulture Product 2019
Karnataka Vishwa Kannada Kanmani Award 2019
Food Legend 2019
Krushi Seva Award 2019
Prestigious Brand of India 2019
Silicon Business Magazine Best Tea & Coffee Brand Award 2019
News 18 Person of the Year 2020

Mr. Kiran Kumar M S
Mr. Harish K S
Faculty Coordinators

Dr. Rahul Patil
Head of the Department

Dr. Ganesh D B
Principal & Director

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STUDENTS/FACULTIES PARTICIPATIONS









