

**Name:** N. Ramakrishnan

**Venue:** ECR

**Date:** 30-11-2017

**Time:** 5:00 p.m.

**Topic:** Smart Innovative Design and Entrepreneurial Agility for enhancing career and development



Team Colloquia had the pleasure and honor to invite Mr. N. Ramakrishnan, an entrepreneur and innovator. The speaker started with the question how many of us would be willing to come out of our cocoon and face the world with the skills to handle it?

His enthralling speech began by mentioning a strong personality, Tipu Sultan who was the first person to use rockets during warfare that even Britishers had to learn how it functions. This statement was made to denote how advanced we were, but gradually diminished under the British rule. He says that the status quo of our youth is code writing which is a conventional job and it will diminish with the emergence of jobs which will demand decision making ability and unique skills in future. **Gig economy** - a term which is coined to denote that people are only paid for the job they do. Seasonal and temporary unemployment may prevail due to lack of demand. So the youth must be ready to embrace the change which comes on their way by developing their technical abilities. He spoke on the following topics:

#### **Drivers:**

He emphasized on the combination of IOT, Virtual, artificial and mixed reality which is ruling the world. Today the employer knows everything about his employee through cloud computing and mobile workforce management software. New business models such as Uber and Airbnb has inspired the gen y to come up with new ideas.

He explains about the crucial implementation phases of a business namely:

- Vision - to think for long term future needs
- Optimization- to put minimum efforts at the same time achieve your goal
- Monetization-collecting funds from potential sources
- Metamorphosis-the phase where change is accepted

He wants us to remember his quote **“unlearn to learn new things”** and also encourages rethinking the learning aspects to gain skills essential to work in the field.

The present challenges are: knowledge economy, innovative entrepreneurship, patent filing and the vision of Modi – make in India. He also stresses upon the fact that it should also be created in India to make it a powerful and developed economy.

**Strategies:**

Knowing the pulse and changing mindsets of the people to empower ourselves with new skills and strengthen the industry with good relationships. A shift from the conventional thought process where 'how to do a job' should be replaced by 'why to do a job is needed'. A proactive and a blended approach involving study and work, along with a creative mind is the need of the hour.

**SIDEA workshop**

This workshop involves one of the finest and hands on training to mould students to make them industry ready. This training helps students in agile decision making, where holistic approach and methodology is used in mentoring them.