

Mula Education Society's  
Arts, Commerce and Science College, Sonai  
Tal. Newasa, Dist. Ahmednagar – 414105  
ORIENTATION SESSION ON

**EMPOWERING INNOVATIVENESS IN CURRENT ERA**  
BY  
DR RAMESHWAR JAJU  
HEAD DEPARTMENT OF FOOD AND FOOD TECHNOLOGY  
MGM COLLEGE, AURANGABAD

UNDER  
Indian Institution Innovation Council (IIC)

**A) Descriptive Report:-**

**a).Introduction:** A webinar on “ A Need of Empowering Innovativeness in Current Era” under the IIC activity of ‘ORIENTATION SESSION FOR ALL STUDENTS AND FACULTIES OF INSTITUTE BY INNOVATION AMBASASDAR” was organized on 24<sup>th</sup> April 2021 Dr. Rameshwar Jaju was the speaker and Resource Person of the webinar.

**b) Description on Event:** He focused on the importance of Innovativeness, value chain analysis and different factors affecting innovativeness. The concept included the introduction of new attributes and factors in the product or services. According to him, 21<sup>st</sup> Century is an empowering Era and for value work.

He gives example of Dr. Joseph Schumpet who introduce new combinations for Innovativeness purpose. These combinations are New quality features in Business, New sources, New Products, New market, New organization structure Value chain Analysis (VCA) – There are two phases such as a primary, and Secondary one. It included logistics and marketing services, The Secondary activities included General administration, Human Resource management and Technology development The major factors affected on innovation such as need of product, conveniences and necessity.

He dealt with the case study of ‘Goli Vada Pav.’ It was firstly launched in Kalyan and Mumbai in 2004. But in 2006, It faced problems due to wasting and non standardization of the product. But after that in the year 2016-17, they made certain development in their quality and pries etc. As a result it reached into 21 states, 90 cities and 350 retailers. Hence Innovations is a need of 21th century.

Outcome – Participants understood about Empowering Innovativeness in Current Era

Sr. No.	Date	Time / Duration	Name of Activity	Name of Coordinator	Speakers / Experts				No. of Participants			
					Name	Designation	Contact No	Institute	Teacher		Students	
									Male	Female	Male	Female
1.	24 <sup>th</sup> April 2021	11.00 am to 1.00 pm	Prototype / Process Design and Development	Dr R.R. Dandawate	Dr Rameshwar Jaju	Head, Food Technology College, Aurangabad	94204229896	MGM College, Aurangabad	30	05	40	18

Zoom Meeting 40-Minutes

Original Sound: Off | Recording Paused

Participants (98)

Waiting Room (1) | Message

In the Meeting (98)

Shankar Laware (Host, me) | Mute | Video Off

Sagar Barde | Mute | Video Off

Invite | Mute All | ...

Chat

From Me to Everyone (in Waiting Room):  
plz mute your mic

From Rameshwar Jaju to Everyone:  
kindly mute to all

Who can see your messages?  
To: Everyone | File | ...

Type message here...

aniket jadhav

Unmute | Start Video | Security | Participants (99) | Chat | Share Screen | Resume/Stop Recording | Reactions | End

11:07 AM 24-Apr-21

Original Sound: Off | Recording... | You are viewing Rameshwar Jaju's screen | View Options

# Importance of Innovatiions

- Personal Life: Value
- Academics: Research
- Professional: New Offerings
- Requires Education & Guidance
- Protection to Social Welfare

Talking: Rameshwar Jaju

Unmute | Start Video | Participants (91) | Chat (12) | Share Screen | Pause/Stop Recording | Reactions | Leave