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BANGALORE · INDIA

Report of Webinar on
**Innovative Mindsets for Disruptive Business
Ideas**
Organised by CHRIST Consulting

Date: February 26, 2022

Venue: Cisco WebEx

Time: 2:00PM to 3:30PM

Facilitators: Ms Anamika Viswanathan

Key Takeaways:

1. Exploring Innovative Business Ideas
2. Understanding Entrepreneurial Mindset
3. Creating Disruptions
4. Successful Business Strategies
5. The Power of Networking

Details of Facilitators:

Ms Anamika Viswanathan



Ms Anamika Viswanathan is a proficient and dynamic leader with over two decades of organizational and leadership experience in business psychology and advertising. She is UK certified Business Psychologist, accredited by Association for Business Psychology, UK. Having worked and engaged with premier esteemed advertising agencies and trained as a business psychologist, she currently heads CHRIST Consulting while it transforms into a progressive horizon extending diversified services and solutions to corporates.

Details of the Webinar:

The session begins with a brief introduction of today's speaker, Ms. Anamika Viswanathan, and CHRIST consulting. The speaker emphasized how India is moving towards a culture of innovation, demonstrating a legacy of entrepreneurs from Tata to Shiv Nadar. Entrepreneurship has found a new meaning in the Indian context giving birth to innovative and disruptive entrepreneurs. The speaker presented a short video featuring a popular TV show, " Shark Tank. " She touched upon various elements without which a disruptive mindset could not be achieved. Flexibility, burning passion, and continuous innovation are the keys to sustenance for entrepreneurs to establish themselves in the global market.

The speaker brushed up some basic terms, including various models like the free subscription and offering models. Following this, there was a quiz involving pictures of some well-known young entrepreneurs of brands like Oyo and Crypto, to name a few.

Ms Anamika also addressed the essentiality to explore what makes an entrepreneurial mindset. Over the years, it has been observed that the ones who are resilient, passionate,

brimming with unique implementable ideas, natural takers, and have the zeal to not settle are the ones who become one of the best entrepreneurs in the world. This was showcased in a short video clip played during the session. It can be safely said that it does not matter how many failures and rejections you have had previously in your life, but what really matters is how to convert your potential, bizarre ideas, and dream into a glorious reality.

Participants List

Name	Christ email ID
Mohit Sharma	mohit.sharma@bba.christuniversity.in
Adarsh Srivastava	adarsh.srivastava@mba.christuniversity.in
Arathi Venkatesh	arathi.venkatesh@christuniversity.in
Manikandan M K	manikandan.mkm@christuniversity.in
Meghna Menon	meghna.menon@psy.christuniversity.in
Mohit S	mohit.sharma@christuniversity.in
Nikitha Mary Sooraj	nikithamary.sooraj@bcom.christuniversity.in
Sampath Suvarna	sampath.suvarna@res.christuniversity.in
Hansel Lewis	hansel.lewis@bba.christuniversity.in
Pranav S	pranav.s@psy.christuniversity.in
Maria Divya	mariadivya.chethana@christuniversity.in
Manasvi Singh	manasvi.singh@science.christuniversity.in
Arathi Venkatesh	arathi.venkatesh@christuniversity.in
V Harshitha Moulya	harshithav.moulya@christuniversity.in
Dilipchandra S	dilipchandra.s@christuniversity.in
Harshal Sawlani	harshal.swami@bba.christuniversity.in
Manikandan Mkm	manikandan.mkm@christuniversity.in
Amit Gupta	amit.gupta@christuniversity.in
Moses Johnson	moses.johnson@christuniversity.in
Rishabh Sethi	rishabh.sethi@christuniversity.in
Tanish Adlakha	tanish.adlakha@christuniversity.in
Bornali Das	bornali.das@christuniversity.in
Sampath Ramappa Suvarna	sampathramappa.surnava@mgn.christuniversity.in
Dr. Bhupinder Singh	bhupinder.singh@christuniversity.in
Amit Malhotra	amit.malhotra@christuniversity.in
Shyam Sundar Rathi	shya.rathi@bba.christuniversity.in
Shailaja L	shailaja.l@dps.christuniversity.in
Palak Sharma	palak.sharma@bba.christuniversity.in
Prof Shankar S. Hosakere	shankar.hosakere@christuniversity.in
Dr. Maharajan K	maharajan.k@christuniversity.in

Brochure:

CHRIST Consulting
is pleased to bring you its
8th Masterclass on

FOR *INNOVATIVE* MINDSETS *DISRUPTIVE* IDEAS

KEY TAKEAWAYS

- Exploring Innovative Business Ideas
- Understanding Entrepreneurial Mindset
- Creating Disruptions
- Successful Business Strategies
- The Power of Networking



Ms Anamika Viswanathan

HEAD
CHRIST Consulting

SCAN TO REGISTER



Saturday, 26 February 2022
2:00 PM - 3:30 PM (IST)
Cisco WebEx

Faculty from all the campuses are welcome



consultancy@christuniversity.in



[CHRIST Consulting Website](#)

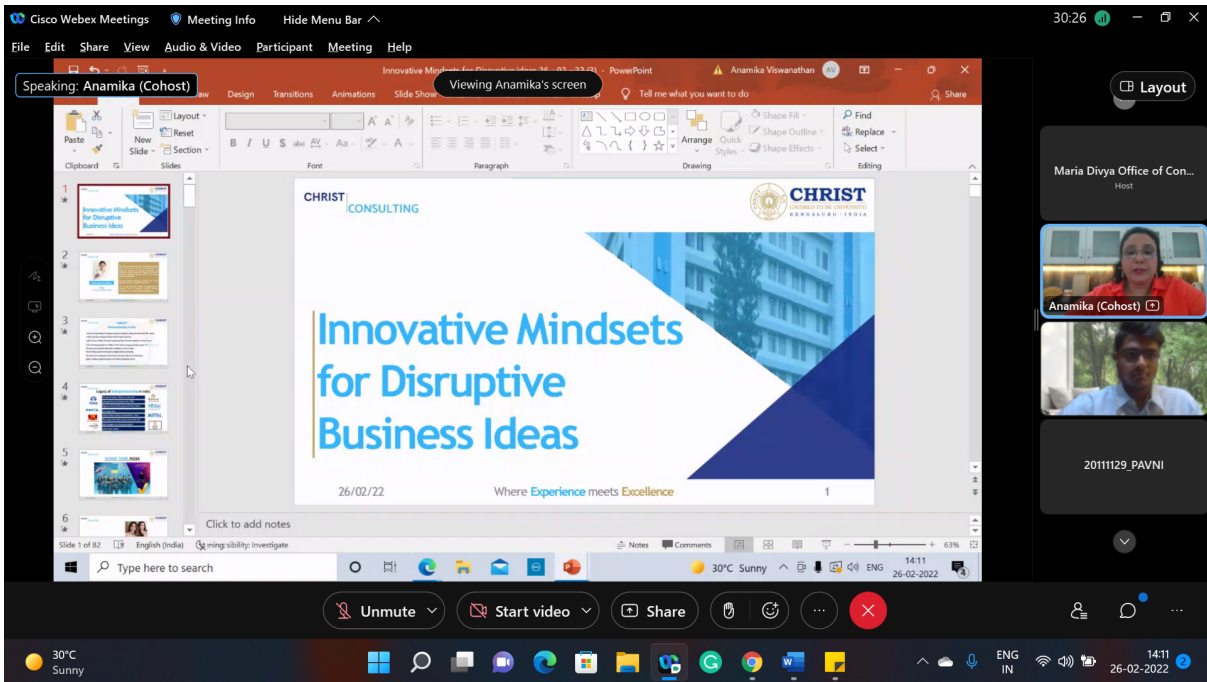
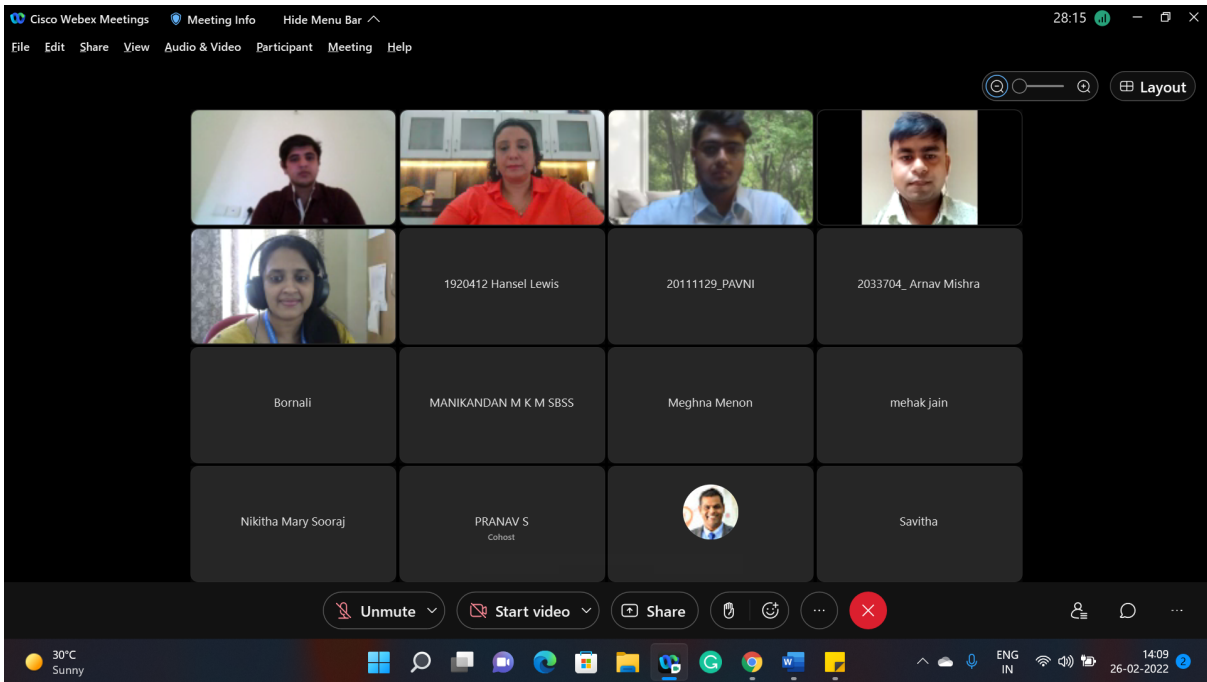


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Requirements for Disruptive Innovation

- 1 Intentional innovation
- 2 Desire to revolutionize
- 3 Focused on the consumer
- 4 Positive impact goals
- 5 Anti-status quo creative thinking
- 6 Agile adaptability

Reference: [How Business Disruption Creates New Markets](#)

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Speaking: Anamika (Cohost)

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SCHEMES AND POLICIES TO HELP GROW START-UP

- To support and motivate the MSME entrepreneurs government had introduced various schemes and policies such as -
 - Implementing the entrepreneurship development and skill upgradation schemes
 - Setting up of three institutions -
 - The National Institute for Entrepreneurship and Small Business Development (NIESBUD) (1983) at Noida (Uttar Pradesh),
 - National Institute for Micro, Small and Medium Enterprises (NI-MSME) (1960) at Hyderabad,
 - Indian Institute of Entrepreneurship (IIE) (1993) at Guwahati

MSME MICRO, SMALL & MEDIUM ENTERPRISES

सुक्ष्म, लघु एवं मध्यम उद्यम

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