

INNOVATION CELL 25-26



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Overview

The Innovation Cell of R.A. Podar College continued its mission to foster creativity, financial independence, and entrepreneurial spirit among students and the community. Our theme, "Perception" reminds you that a small shift in perspective can flip an entire idea on its head. Change what you see... and you change what you create.

The vision of the Innovation cell is to prepare students to use their young minds

productively and contribute towards developing our nation.

This year, the cell bridged the gap between psychological self-awareness, grassroots social impact, and digital marketing through three flagship events.

1. Event: Ink and Impressions (Graphology Workshop)

- **Date:** 23rd September 2025
- **Venue:** F2 Classroom
- **Attendance:** 20 Students

Executive Summary: The session explored the intersection of psychology and penmanship. Guest speaker Mr. Aaryaman Rao, alongside our esteemed faculty Mrs. Bhuvaneshvari Ramamurthy, guided students through the nuances of graphology—the study of handwriting as a window into the subconscious.

Key Highlights:

- **Decoding Personality:** The speakers demonstrated how slant, pressure, and letter connections reveal traits such as emotional stability, social confidence, and analytical thinking.
- **Drawing Analysis:** Beyond text, the workshop included a segment on "Doodle Analysis," showing how various drawing styles reflect an individual's current mental state and personality orientation.
- **Interactive Session:** Students analyzed their own handwriting samples, providing a practical, hands-on experience in self-discovery.



2.Event: BEST–WORST PITCH (Online Competition)

- **Date:** 31st January 2026
- **Format:** Digital Submission (Google Forms)
- **Participation:** 12 Competitors

Executive Summary: This competition challenged students to flex their marketing muscles by pitching two extremes: a viable business idea and an intentionally absurd one. The "Worst Pitch" segment required participants to use high-level advertising logic to sell ridiculous concepts, such as Garlic Flavored Chewing Gum.

Judging Criteria:

- **Creative Presentation:** Proficiency in Canva and visual storytelling.
- **Persuasive Communication:** Quality of language and rhetorical skills.
- **Advertising Strategy:** Ability to find a "selling point" in even the most unmarketable products.

Results:

- Winner: Ivanna D'zouza (SYBCOM)

3.Event: Paishachi Shist, Bhavishyachi Jeet

- **Date:** 12th February 2026
- **Location:** Mulund Leo Club Centre
- **Target Audience:** Street Vendors of Mulund
- **Collaboration:** Leo Club of Mumbai

Executive Summary: In a significant move toward social responsibility, the Innovation Cell conducted a Financial Literacy & Inclusion Workshop. The focus was on "Street-Smart" financial logic, ensuring the content was accessible, jargon-free, and immediately actionable for local micro-entrepreneurs.

Core Modules:

- The "Chai-Paani" Leak: A visual demonstration showing how small, unnoticed daily expenses can derail long-term family savings.
- Sarkari Suraksha: Practical assistance was provided to enroll vendors in the Pradhan Mantri Suraksha Bima Yojana (PMSBY), securing life and accident cover for just ₹20/year.

- Debt-Free Living: Education on avoiding high-interest "Pathani Byaaj" (money lenders) by transitioning to the PM SVANidhi scheme for government-backed loans.
- Digital Shana (Smart): A safety-first guide to using UPI and digital payments, protecting vendors from common cyber-frauds.

The image displays three digital service interfaces:

- PM SVANidhi — कर्ज योजना फायदे**: A dashboard showing loan benefits. It lists three loan tiers:
 - 1. पहिले कर्ज: ₹10,000 – ₹15,000
 - 2. दुसरे कर्ज (वेळेवर भरल्यावर): ₹20,000 – ₹25,000
 - 3. तिसरे कर्ज: ₹50,000
 It also lists additional benefits: 10% व्याज सरकार भरते, UPI वापरल्यास Cashback, आमीन नाही, and Bank साहाय्य पैसे जमा.
- Ayushman Bharat — मोफत Hospital Card**: A card interface for Senior Citizens. It features a ₹5 लाख (5 Lakh) limit and lists covered services: Operation / Surgery, Tests - रोगी Diagnosis, Medicines, and Cashless Admission. It also mentions a 10% अतिरिक्त (Additional) 1% लाख (1 Lakh) (स्वतंत्र Limit) benefit.
- Jan Dhan Yojana**: A dashboard for a Zero Balance Bank (ZBB) account. It lists services: Zero Balance (पैसे नसले तरी खाते उपडता येते), ATM / RuPay Card (मोबायल डेबिट कार्ड मिळते), Accident Insurance (₹२ लाख प्रिया संरक्षण), and Overdraft सुविधा (₹२०,००० पर्यंत उधार).
- Atal Pension Yojana**: A dashboard for a government pension scheme. It shows a 60 वर्षांनंतर दर महिना मिळे (₹1,000, ₹2,000, ₹3,000, ₹4,000, ₹5,000) and the corresponding monthly contribution (₹50, ₹100, ₹150, ₹200, ₹250).