

Productomime

Introduction:

Constraints and limitations are central to all innovation and creativity, especially in entrepreneurship ventures. Making innovative use of available resources is also an inherent quality that an entrepreneur has. This exercise will help orient students and help them develop these skills.

Learning Objectives:

To

- instill an open and resourceful mindset in the students
- encourage creativity and innovation
- develop entrepreneurial skills – leveraging resources and presentation/communication

Exercise:

Instructions for the participants:

1. Divide the audience into teams of 5-7 members depending on the number of participants.
2. Ask the groups to pool in some of their belongings – pens, pencils, bags, sun glasses, wrist watches, books etc
3. Announce the discussion which will be based on the E Week theme – Ideas for India.
4. To set the context: talk to them about how different sectors in the country (education, healthcare, infrastructure, social and rural space etc) hold opportunities for new businesses that bring in exciting solutions for India's most critical problems.
5. Task each team to come up with one business idea based on the theme and the discussion they would have just had. And further, they should present their idea to other teams in the form of a pantomime.
6. Give them 45-60 minutes to ideate and prepare for the pantomime. Ask them to create a pantomime that represents/talks about the business idea/product using all the things they pooled in together.
7. Explain the rules of the game:
 - A pantomime means that they will not be talking while presenting it and that they have to enact their idea through gestures and the things they have pooled together.
 - They must use all the things that they have pooled together.
 - Each team will have 10 mins maximum to present their pantomime after preparation.

Concluding the Exercise:

Ask all the teams to present their pantomimes by turn. You may ask the audience to guess what the business/idea or product is and at the end of each team's pantomime.

Debrief:

There would be loads of fun and innovation coming to the fore when the teams do this exercise. But it is essential to highlight that they have actually learnt how to operate within constraints, leverage resources, innovate and ideate and also communicate/pitch to stakeholders.

Time required: 2 hours

Setting the context and discuss on theme – 15 mins

Ideate and create pantomimes – 60 minutes

Presentations - 60 mins for 6 participant teams (this may increase if the number of participant teams is more than that)