

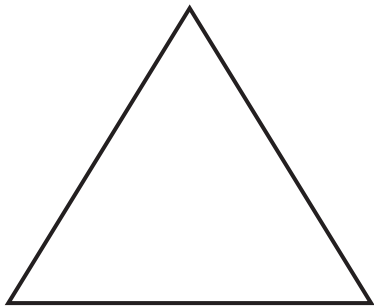
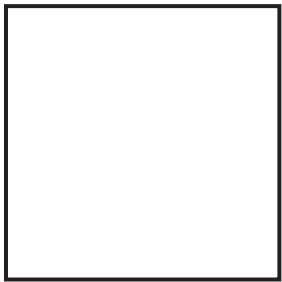
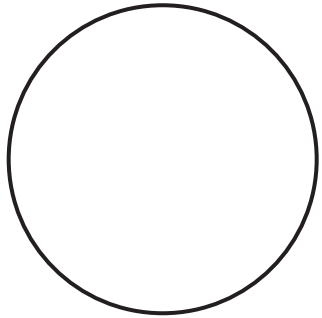


Entrance Document for Postgraduate Program in Business Innovation & Strategy

Name:

E-mail: Mob.:

Using the circle, square, triangle and line (one each only), try to make a composition which shows or depicts the word - HAPPY. Make use of color pencils /pastels or markers.



Find and write the contributions of the personality and state their core thoughts on the subject of innovation.



Sara Beckman

A series of horizontal dashed lines for writing, starting below the name "Sara Beckman" and extending across the width of the page.

Find and write the contributions of the personality and state their core thoughts on the subject of innovation.



Tim Brown

A series of horizontal dashed lines for writing, starting below the name "Tim Brown" and extending across the width of the page.

Find and write the contributions of the personality and state their core thoughts on the subject of innovation.



Jeanne Liedtka

A series of horizontal dashed lines for writing, starting below the name "Jeanne Liedtka" and extending across the width of the page.

State top 3 International innovations that have made a difference in people's lives.



1. _____

2. _____

3. _____

State top 3 Indian innovations that made the difference in people's life.



1. _____

2. _____

3. _____

Read and answer any one of the 4 questions asked below.



Philips wants to launch a new choolah (stove) for the lower middle class people in India. What will be your strategy for them and justify how it is innovative.

OR

Majority of India's population stays in slums. These people can't afford to buy houses and as a result they have to live in unhygienic conditions. You as a designer and a responsible citizen are asked to design a green sustainable housing solution for them. What it will be.

OR

As an innovator you are asked to design a product / service solution which when used by the rich contributes / helps the poor. What will your solution be? Justify your answer.

OR

Suggest an innovative method to OPEN / CLOSE the toilet door in Indian Railways trains. Consider hygiene, privacy and safety issues.

A large rectangular box containing 20 horizontal dashed lines for writing answers.

Use additional sheets incase required.

Write your reason for opting for this course in about 500 words also describing your aim after completing this course.



A large rectangular area with a black border, containing 25 horizontal dashed lines for writing.

Entrance Document Submission

How should you present your Entrance Document?

- Your Entrance Document must be neat and clean
- The Entrance Document sheets are to be bound together in a suitable manner
- You should not roll up the sketches while sending
- Pay particular attention to what is expected of you and attempt accordingly

Submitting your Entrance Document

You can either hand-deliver the document or send it to DYPDC via a courier service or speed-post in a study package. The package size should be as close to the actual size of the Entrance Document.

Submit your filled-in application form, entrance document, photocopies of official mark sheets, photographs and Rs. 2000 application fee (as a demand draft drawn in favour of “DYPDC Center for Automotive Research & Studies”)

**To: Director, DYPDC Center for Automotive Research and Studies, Dr. DY Patil
Knowledge City, Charoli Bk. Via Lohegaon, Pune 412 105, Maharashtra, India.**

