

# IEDC organises two-day residential Idea Innovation Camp



The IEDC of the College organised a two-day residential Idea Innovation Camp in the College during 10-11.02.2018. The camp was held for the generation of ideas for developing prototypes and for giving the participants an awareness about creating startups. A total of 150 students participated in the camp of which 25 students were from Jyothi Engineering College and the remaining students from Vidya itself. The resource persons were Mr Sanjeev K G, Mr Vishnu M S, Mr Sajin C Sabu Nair, Mr Rahul Mohanan, all from *AlphaBot*, an Alumni Startup, and Mr Sreerag O D, Mr Joe S Kolengaden, Mr Nair Rohith Ravunnikutty and Mr Sreejith E S and Mr Vyshak, all from *Motify*. The camp was inaugurated by Dr Sudha Balagopalan, Principal, on the morning session of the first day of the camp.

On the first day, after the inaugural ceremony, there was a session to explain the objectives of the camp and general concepts of entrepreneurship. The second session was devoted

to giving an introduction to ideation. The afternoon session was about how to develop ideas and to present it. On the second day, there was a session about prototyping and analysing market possibilities and creating presentations. During the afternoon session the ideas were presented in front of the judges by 15 groups each group containing 10 students. The judging panel consisted of Mr Renjith (Software Test Analyst, Strants Energy), Mr Sarajith (Market Manager, Jazz solutions Pvt LTD) and Mr Alok (Asst Professor, Women's Polytechnic College, Nedupuzha).

The Camp Directors were Ms Swapana E V M and Mr Alex Chacko, and the Camp Conveners were Mr Adel Kabeer, Mr Joe S Kolengaden, and Mr Shanto.