

## REPORT ON IDEATHON-2018

A start-up event called Ideathon-2018 was held at Jorhat Engineering College on 15<sup>th</sup>, 16<sup>th</sup> March, 2018 to commemorate the entrepreneurship culture and provide a platform for the upcoming entrepreneurs.

The event consisted of two sub-events:

(I) Idea-X: The business plan pitching event.

(II) Ad-Bazaar: The advertising strategy competition where participants develop advertising pitch for various products.

### **Idea-X**

The event was held at Jorhat Engineering College on 15<sup>th</sup> March, 2018 with a lot of pomp and show. The event was attended by 9 teams from various universities and judged by Dr. Parimal Bakul Baruah, Head of Department, Jorhat Engineering College and Mr. Jyoti Jiban Das, Scientist, CSIR-NEIST.

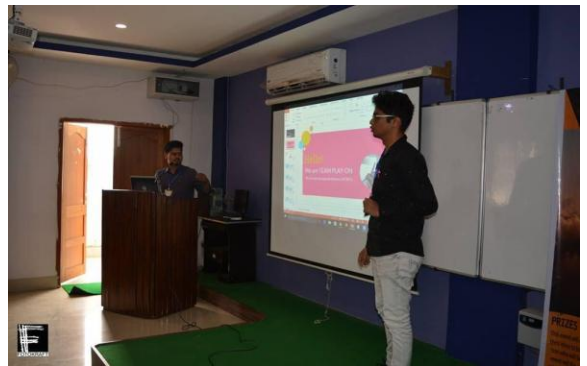
The teams were represented from various prestigious institutes like Tata Institute of Social Sciences, Tuljapur, Assam Engineering College, Guwahati, Dibrugarh University, Kaziranga University and other institutes.

The teams put up some great ideas and pitches which varied for event planning for special occasions to audio-books for the blind to late-night food delivery.

The Chief Guest of the event was Miss. Nandini Kakati, DSP, Jorhat District who inspired us with her social outreach and amazing personality.

### **Ad-Bazaar**

The advertising strategy competition was held on 16<sup>th</sup> March, 2018 where participants created advertising pitches for products assigned to them. It was judged by Mrs. Aditi Bezbaruah, HoD, Physics Department, Jorhat Engineering College and Mr. Dhanjit Das, Scientist, CSIR-NEIST. It was held with great enthusiasm and participants put up a good show.



IDEATHON-2018