

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE

(UGC - AUTONOMOUS)

A Report on **DIYA** (Dynamic Ideas by Young Aspirants) - An Idea Generation Contest organized by Entrepreneurship Development Cell

Report submitted by Dr. R. Vara Prasad, Asst. Prof, Department of Management Studies & Coordinator, ED Cell.

Entrepreneurship Development Cell (EDC) has organized its flagship event DIYA, (*Dynamic Ideas by Young Aspirants*), a 2-tier competition which has concluded on 20th April 2017. DIYA, Ideas for change was organized with an aim to provide a robust and efficacious platform for the spirited innovative minds to showcase their innovative ideas. An Idea cannot be judged in one day, and hence the competition was organized in more of a process rather than a single event. Prizes worth over 25K were offered for the winners and an opportunity to pitch their ideas before potential investor. DIYA has provided an ideal launch pad for all the budding entrepreneurs to present their ideas.

The contest has received varied ideas from 39 teams comprising 107 members.

Selection Process

Round 1:

Firstly, applications have been invited from students and shortlisted by the review panel members based on the idea, the submitted presentation, and the prototype. Each judge was assigned a fixed number of ideas that he/she would have to evaluate. **Out of thirty-nine applications received, nineteen applications have been selected in the second round by review panel members.**

Round 2:

The finalists were selected by the review committee and they are invited for "5 Minutes Idea Pitching Round" where a quick interview of team members was conducted based on their presentation. **Nineteen Teams have pitched their ideas out of which five ideas have qualified for the first three prizes and two for the consolation prizes.**

DIYA Winners:

DIYA - Idea Generation Contest						
Winners of Diya - 2017						
#	Branch	Name of the Student	No of Team Members	Roll No.	Place	Prize Money
1	ME	Ch.Vineel Kumar	2	13691A03H3	First	Rs. 7000
2	ECE	Vishnu Prakash. B	1	14691A04L3	second	Rs. 5000
3	CSE	C.J. Teja Sai	2	15691A05F6	Third	Rs. 3000
4	ECE	T. Dhatri	2	14691A0436	Consolation	Rs. 1000
5	CSE	K. Sasi Kumar Reddy	2	16695A0503	Consolation	Rs. 1000

A felicitation ceremony chaired by Dr. C. Yuvaraj-Principal, Dean- Administration, HoD-MBA, Mr. Mubarak, Founder & CEO-Enroco Technologies, Madanapalle and MITS-Alumni was organized on 29/07/2017 where the winners have been awarded with cash prizes worth Rs. 17000.

Dr. C. Yuvaraj, Principal in his remarks said that a grant of Rs. 6,20,000/- is provided by the management to encourage students towards starting up their companies.

Dr. Sremmant Basu, Dean-Administration in his message he opined that this contest has to be organized once in a quarter to encourage innovativeness.

Dr. D. Pradeep Kumar, HoD-Department of Management Studies said that students from all the departments should participate in this type of contests to prove themselves and start their enterprises.

Mr. Mubarak said that while they were studying in the college they didn't had these many opportunities to showcase their ideas he appreciated the way the institution is encouraging entrepreneurship and conducting many activities. He has promised that he will mentor the winners in converting their ideas into a successful business model.

ED Cell would like to thank all the review panel members from all the departments for sparing their valuable time to screen the ideas.

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1st Prize: Mr. Vineel Kumar, ME



2nd Prize: Mr. B. Vishnu Prakash, ECE



3rd Prize: C.J. Teja Sai, CSE



Consolation Prize: Mr. K. Sasi Kumar Reddy, CSE



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Consolation Prize: T. Dhatri, ECE

