

**KKR&KSR Institute of Technology and Sciences
(Autonomous)**

Vinjanampadu, Guntur, Andhra Pradesh-522017

Approved by AICTE, New Delhi and Permanent Affiliation from JNTUK, Kakinada
Accredited with "A" Grade by NAAC & NBA Accreditation Status for 4 UG (CSE, ECE, EEE, ME) Programs

**Session on Problem Solving through Ideathon using Artificial
Intelligence and Machine learning on 8/12/2021 to 9/12/2021 by
MadBlocks Team**

1. Objective of the Event:

The major objective of this event is to encourage young people to come up with creative solutions to problems utilising Artificial Intelligence technology. To build innovative skills, the Department of Information Technology, KKR & KSR Institute of Technology and Sciences hosts an AI/ML Ideathon Workshop. An ideation workshop is a place where people can come up with new ideas. An ideation session's major purpose is to instill a culture of invention and to elicit a sense of creativity. It also intends to allow people to freely share and brainstorm as many ideas as possible in order to solve problems.

2. About the Chief Guest:

Mr. Madhu Parvathaneni, CEO, madBlocks Technologies Pvt Ltd.

Madhu Parvathaneni, the CEO of MadBlocks, has been in the market since 2010 and has developed a product called "Mad Makerspace" that is critical today since engineers are problem solvers. With initiatives like Learn on Campus, Innovate on Campus, and Start on Campus, we are continually competing with our competitors. MadBlocks' goal is to instil creativity on campus so that it becomes a culture. Opportunities abound wherever Innovation thrives. He received an Intel award for his efforts to promote technology in higher education.

3. Date and Venue of the Event:

The event is organized in KKR & KSR Institute of Technology and Sciences, Vinjanampadu, Guntur, Andhra Pradesh on 8th and 9th December,2021 in association with MadBlocks team from morning 8.00 AM to Evening 6:00 PM

4. No. of persons participated: 460

5. Details of Social Media: <https://www.facebook.com/kits.guntur.18>

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6. Event Photographs







7. Benefits in terms of learning/Skill/Knowledge obtained.

To encourage innovation in any form, the competition is an open challenge in AI. Rather than set a single, universal goal for all teams, this competition will invite teams to each create their own goal and solution to a grand challenge. From improving the efficiency of treatments and avoiding costs by minimizing the risks of false diagnosis, to visual commerce in retail to building the vehicle that can communicate with city's infrastructure. Think of it as helping to bring a good idea to life. This IDEATHON event is a Community Project Accelerator. This is a chance to share your ideas, information, resources or skills to help move a community project forward. Propose a Startup idea or pitch your own Community Project and receive help from others. All the applications of this technology culminate in increased comfort, convenience, and better management, thereby improving the quality of life.

8. Expenditure Amount (If any):20000/-



HEAD
Dept. of Information Technology
KKR & KSR Institute of Technology & Sciences
Vinjarampadu, GUNTUR-17.