



## **KKR&KSR Institute of Technology and Sciences**

**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

### **MHRD- IIC Report Format**

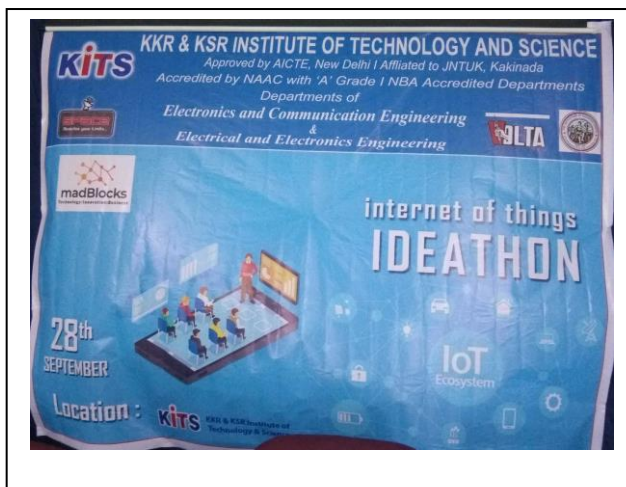
#### **NAME OF THE EVENT: IDEATHON**

- Objective of the Event:** An ideathon is a short, intensive, brainstorming event to help young talents generate fresh solutions to existing challenges in their communities. Participants work in teams and use innovative ideation practices such as design thinking to brainstorm on possible solutions. Ideathon helps to engage potential Stakeholders from Academia, Government and Private Sector in the Lab Ecosystem. The main aim of the Ideathon is to develop Innovative skills in students. The Ideathon aims to bring together innovative academicians, researchers and industry to join hands for research development.
- About the Program/Event:** Ideathon is a unique and transformational leadership programme providing a creative space for leaders to generate ideas that can change people's lives and explore how to lead collaboration in their own organisations. Participants learn about collaborative leadership with peers from other organisations through a live experience of collaboration. During this event, they create fresh ideas to solve real business challenges, presenting back the best of their thinking at the end. They learn practical tools and techniques, develop their own skills and behaviours and have the opportunity to network with leaders from different organisations.
- Details of External Participants (If any):** NIL
- Details of Resource Persons :**  
  
**Name:** Archana Rao  
  
**Designation:** CEO, madBlocks
- Venue of the Event:** Seminar Hall, KKR&KSR Institute of Technology & Sciences, Guntur
- Date & Time of the Event:** 28/09/2019 & 08:10 am to 5:20 pm

7. **No of Students participated:** 80
8. **Year, Branch and Section of Students:** II year, ECE
9. **No of Faculties participated:** NIL
10. **One Student Member Feed Back:**

I am Sk. Akhila, pursuing II year SEC-3 in KKR &KSR Institute of Technology and Sciences with ECE discipline. I have participated in Ideathon. First of all I want to thank my college management who provided such facility for all of us to learn and experience about all the technical sessions.The Session is Very useful and Informative. This Ideathon helps me a lot to think innovatively with great ideas. This Ideathon Provided a great platform to give my ideas in innovated way. While listening other ideas given my friends helped me a lot to think in a different way. Finally, I can say that this will be useful to me in future.

11. **Promotion of the Event on the Social Media Website:** (Link and Screenshot)  
<https://m.facebook.com/photo.php?fbid=118374546227193&id=100041639447228&set=a.118356706228977&source=48>
12. **Promotion of the Event on the University/college Website :**  
[http://kitsguntur.ac.in/site/admin/up\\_files/sd19.pdf](http://kitsguntur.ac.in/site/admin/up_files/sd19.pdf)
13. **Event Photographs from different angles covering all the students, Banner and speaker (Include 4 or 6 photographs in the Document and send those photos)**





**14. 2 minutes video of the event (Drive Link Only)**

<https://drive.google.com/open?id=1dApC4Epvr3YkON0D9FRmrrarYjyl2uPy>

**15. Benefit in terms of learning/Skill/Knowledge obtained :**

- Exploring new technologies.
- Driving business innovation.
- Sourcing incubation programs.
- Creating potential startups.
- Branding of products or an organization.
- Creating solutions for social causes.
- Analyzing data to make predictions.
- Rewarding innovative thinking.

**16. Remarks:**

- It is nice to see so many young and enthusiastic participants and good regional and gender balance amongst you.
- It is clear that ideathon can improve people's lives in particular our health, education, environment and are widely recognized as the goal of ending hunger.
- The ideas presented are highly knowledge based and helpful in future.



### **17. Experiences and Output of the Session :**

The Themes given in Ideathon are Education, Medical, Agriculture, Smart cities, Energy. Participants work in teams and use design thinking and innovative learning practices to ideate and collaborate on a host of possible solutions. It improves leadership qualities along with creativity. The students experienced that how to implement their ideas practically