

Event Details	
Event Name	Competition
Topic	Chitkara SocioNavintam Ideathon
Date	2024 -03 -19 to 2024 -03 -19
Mode	Offline
Venue	Carnegie Hall, Rockefeller Block
Organizer Name	Dr. Deepak Sood, Dr. Monica Gupta, Dr. Sandeep Singh, Dr. Payal Bassi, Dr. Tanvi Jindal, Dr. Reena Malik, Dr. Gurmeet
Resource Person	Mr. Sameer Goel Senior VP Business Development , Mr. Divam Wadhwa Founder and CEO , Mr. Harpreet Khattar  Founder & CEO
No. of Participants	132
SDG No	SDG 4: Quality Education SDG 8: Decent Work and Economic Growth SDG 9: Industry , Innovation and Infrastructure SDG 13: Climate Action

### Objective :

1. To find our real social problems in nearby villages through village visit .
2. To offer possible solutions to solve the problems .
3. To conduct Innovative Product Development Competition .
4. To conduct Presentation Competition .
5. To invite guest talks from industry experts and village Sarpanch to the event .

### Description :

Chitkara Business School, BBA Professional Department in collaboration with Office of Student Affairs, Chitkara University, Punjab organised an event Chitkara SocioNavintam Ideathon". With the view to motivate the students, initiate their collaboration and participation skills, and encourage learning, our department organised Chitkara SocioNavintam Ideathon For solving Community Problems through Social Innovation. It was an experiential learning for the students as they participated in Innovative Product Development Competition (in which they presented working models / prototypes which could full fill the social objective). On the other hand they participated in Presentation Competition (in which they presented theoretical solutions to the various problems faced). The event was addressed by five Esteemed Sarpanch's from the nearby adopted villages and three industry experts. MOU was signed between Chitkara University & Seculabs Inc. for creating awareness support for cybercrime preventive measures to the inhabitants of the adopted villages by Chitkara University as CSR. An Activity Bulletin was released for the activities conducted by the students. We received 60 entries in both Product Development & Presentation Competition. Trophies & Cash prize of Rs.5000/- each was awarded to the winners of both the competitions. The event was successfully conducted.

### Outcomes :

1. Real social problems in nearby villages were found out through village visit .
2. Possible solutions to solve the problems were given .
3. Conducted Innovative Product Development Competition .



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- 4. Conducted Presentation Competition .
- 5. Invited guest talks from industry experts and village Sarpanch to the event .



Welcoming Esteemed Guests (19.03.24)



MoU Signing (19.03.24)



Product development competition (19.03.24)



Awarding winners (19.03.24)



Felicitation of Guests (19.03.24)