

## Report of Ideation Camp Participation on 17-03-2022

Ideation camp was organised by Entrepreneurship Development and Innovation Institute Tamilnadu(EDII-TN) and IEDP-EDII, Salem Hub, Sona College of Technology on 16-03-2022. Three students Teams were shortlisted from our college and invited for the participation. The students team participated with Dr.Bhuvaneshkumar as Guide are;

- 1.Aishwarya GR (Shaashi,Krishna)
- 2.Bhavani(Naren)
- 3.Deepan(Vishal,Dhanusya)

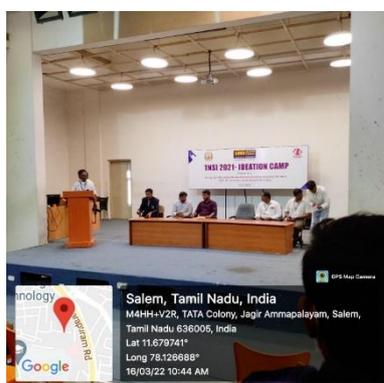
The organisers created a Whatsappgroup with all other team leaders from different colleges for better communication.

Dr.Ravikumar, a young Entrepreneur from Periyar University and Managing Director of Aquit company, Salem was the chief guest. The meeting started at 8.40 AM,Dr.MDhanushu, the Sona Incubation hub coordinator of EDII was the speaker and during his speechhe detailed about the TNSI (Tamil Nadu Student Innovation) Contest, where around 556 registration were done from Coimbatore zone and among which only 168 ideas got selected, of which 68 were from Salem. All the selected ideas have to undergo 3 levels, the first level was Ideation Camp followed by the next level - Boot Camp which will be held in Coimbatore after shortlisting the ideas from level I and the third level will be held in Chennai.

Dr.AbdulKatharmember of Sona college hub explained all the three levels. The event was held till 5 pm. Online form was given and candidates will be further shortlisted on 22nd for the boot camp that will be conducted in Coimbatore.

The program also elaborated about the Business opportunities and funding thatwill be provided for the selected ideas. We were informed that cash of 1 Lakh rupees as TNSI award will be given for selected candidates for the prototype – developing product. They gave a brief introduction about ‘lean canvas’ and we added our ideas as they explained in step by step process.At the end, mentoring session was held individually for each team.

The program was concluded with vote of thanks given by Dr. M.Dhanasu.



club President



IIC President



Dean- VMSDC