



**NEW HORIZON  
COLLEGE - KASTURINAGAR**

Affiliated to Bangalore North University; Approved by Government of Karnataka  
Included under section 2 (f) of the UGC Act, 1956



*E- Cell  
Organizes  
Ideation & Design Thinking Competition  
(innovative additions to the existing products)*

**Rules of the event:**

- Participation is open to all students of BCOM, BBA, & BCA
- Minimum of 2 and Maximum of 3 members in a team
- Each team should present and explain their innovative ideas
- Participation certificates will be given to all.
- Judges decision will be final.

**20th July 2021 3.00 pm onwards**



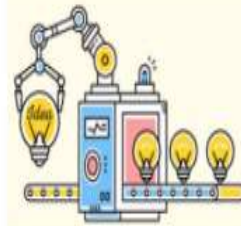
**For Further Information contact:  
Faculty coordinators**



**Ms. Jyothi J : 9972376994**

**Ms. Shashikala : 9448165011**

**Ms. Nagalakshmi: 9632507624**



**Registration Link: <https://forms.gle/8N6dqJ39zUwJrxwX7>**



## REPORT ON Ideation and Design Thinking

**Date:** 20<sup>th</sup> July 2021

**Time:** 3.00-4.00PM

**Mode:** -Cisco WebEx

### Objective

- To create opportunity for students to come up with innovative ideas
- To generate and find several solutions with effective innovative techniques.

The E-cell of New Horizon College organized an event 'Ideation thinking' on 20.07.2021. The event aimed to help students to think outside the box and explore innovative ideas.

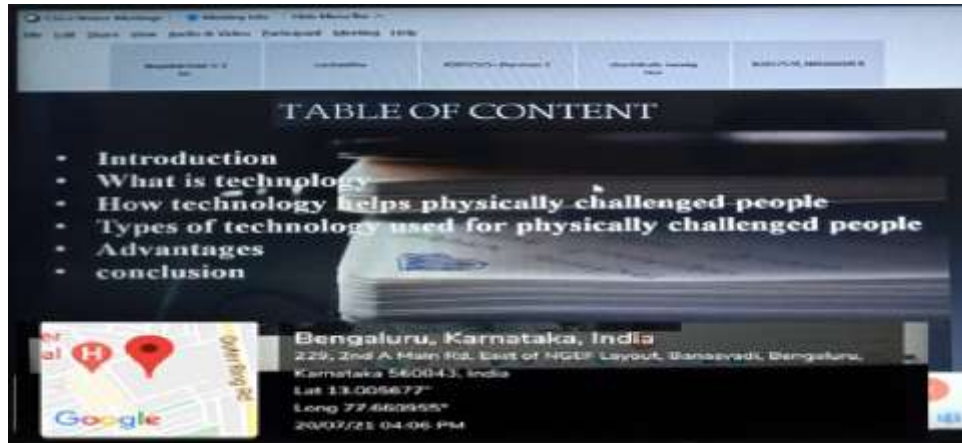
'Ideation Thinking' was a virtual event that began at 3:00 pm. 5 teams comprising of 2-3 members participated in the event.

The participants had to come up with innovative ideas that make use of latest advanced technologies, business ideas and marketing plans to improve efficiency and enable a business to achieve more in less time.

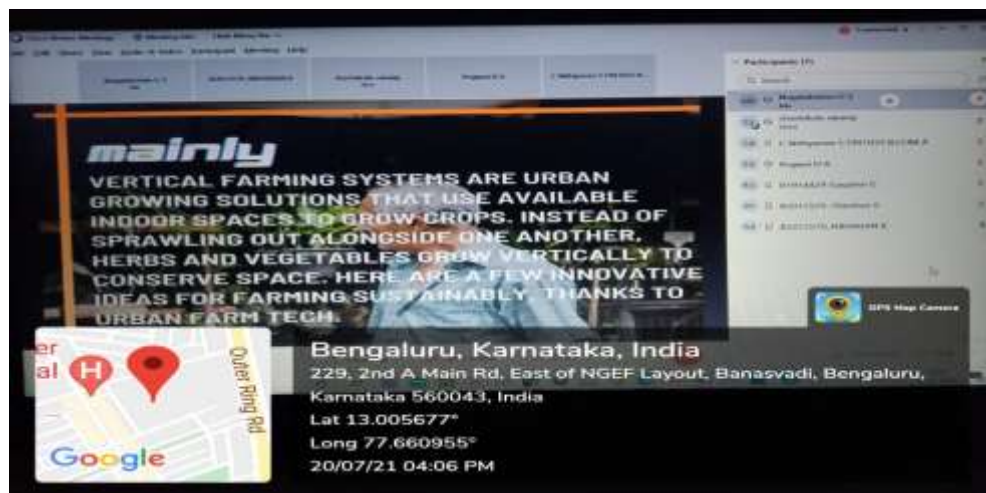
The teams were asked to submit their ideas in the form of presentations, and provide a brief explanation. students could participate virtually from anywhere. Students presented innovative ideas in the fields of Agriculture, Rural Development, Medical, Business Intelligence, Digital Marketing, Energy Storage, Business Intelligence, Sustainable Energy, Internet of Things, Artificial Intelligence etc. The participants were evaluated based on the innovativeness of the topics selected, their presentation skills and implementation techniques.



**Rules mentioned and Explained**



**Use of technology for physically challenged people**



**Use of Technology in the field of Agriculture**

**Outcome:**

The event was a good platform for the students to showcase their innovative ideas as well as their competing spirit. Students were also encouraged to come up with prototypes of the ideas they presented.