

## 1. INTERNAL HACKATHON – SMART INDIA HACKATHON (SIH) 2024

The Internal Hackathon for **Smart India Hackathon 2024** was organized on **20 September 2024** at **Ashoka Institute of Technology & Management**, Varanasi, in association with the Institution's Innovation Council (IIC).

A total of **22 teams** participated in this one-day offline event. The hackathon aimed to prepare students for the national-level SIH by evaluating their solutions to real-world problem statements provided by various ministries and organizations. It encouraged innovation, problem-solving, and product-oriented thinking.

### Event Highlights

- One-day offline hackathon
- Participation from multiple departments
- Exposure to **Software & Hardware problem statements**
- Focus on **innovation and startup-oriented solutions**
- Guidance from faculty and expert panel

### Participation Summary

- **Total Teams:** 22
- **Participants:** Students from multiple branches (CSE, AIML, ECE, ME, EE, etc.)
- Each team consisted of **4–6 members**
- Strong interdisciplinary participation observed





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 INSTITUTE OF TECHNOLOGY AND MANAGEMENT  
 SCHOOL OF BUSINESS  
 VARANASI  
 Conducting Internal  
 Hackathon for SIH 2024  
 Date: 20.09.2024  
 Time: 10:00 AM- 4:00 PM

**INTERNAL HACKATHON-2024**  
 Organised by  
 AIMT Foundation for Incubation and Entrepreneurship  
 and Institution's Innovation Council (IIC)  
 " Venue: Seminar Hall 01 "

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## 1. Workshop on Recent Developments in Concrete Technology Date: 21.02.2025

Civil Engineering Department & Institution's Innovation Council (IIC), Ashoka Institute of Technology and Management in Collaboration with Ultratech Cement successfully conducted a one-day workshop on **Recent Developments in Concrete Technology**. This initiative aimed to foster innovation, technical excellence, and sustainable practices among budding engineers.



## 2. Workshop on Sales & Marketing Strategies for Medicinal Mushroom Startups

**Date:** 07 December 2024

**Venue:** Biotechnology Department, AITM Varanasi

**Organized By:** Department of Biotechnology in collaboration with IIC

Ashoka Institute of Technology and Management conducted an insightful workshop on **entrepreneurship in medicinal mushroom cultivation**, integrating technical knowledge with real-world business strategies. The workshop empowered students with **practical skills in mushroom cultivation, business models, and market strategies**, fostering entrepreneurial thinking and opening opportunities in the emerging **agri biotech startup ecosystem**.

## Guest Speaker

**Dr. Shailendra Singh Shera**

Co-founder & CTO, Argotech Farm Pvt. Ltd.

## Key Highlights

- Techniques for **controlled environment mushroom cultivation**
- Business strategies: **B2B & D2C models**
- **Live demonstration** in Biotechnology Lab
- Insights on **market demand & product differentiation**
- Interactive session encouraging **startup-oriented thinking**





### 3. World Pharmacist Day Celebrated at AITM

**Date:** September 25, 2024

Ashoka Institute of Technology and Management celebrated **World Pharmacist Day 2024** with enthusiasm, recognizing the vital role of pharmacists in global healthcare under the theme **“Pharmacist: Meeting Global Health Needs.”**

The event aimed to **raise awareness about the contributions of pharmacists** and inspired students to appreciate their role in improving global health outcomes through engaging and knowledge-driven activities.

#### **Event Highlights**

- **Rangoli Competition:** Creative designs showcasing the dedication of pharmacists
- **Poster-Making Competition:** Visual messages on global healthcare impact
- **Quiz Competition:** Testing knowledge of pharmacy and its global significance.



#### 4. National Entrepreneurship and Education Day Celebration – 2024

##### Organized By

Institution's Innovation Council (IIC) in collaboration with The National Entrepreneurship and Education Day was celebrated through a **Start-up Strategy & Planning Program** under the theme "*Innovate to Elevate.*" The event aimed to inspire students to develop innovative startup ideas and embrace entrepreneurship as a career path.

##### Event Details

- **Date:** 12 November 2024
- **Mode:** Offline

##### Objective

- Promote **entrepreneurial mindset** among students
- Highlight the role of startups in **economic development**
- Create awareness about **government startup initiatives**
- Encourage students to become **job creators**

##### Activity Highlights

- Startup idea presentations by student teams
- Innovative concepts like:
  - **One Touch Solution** (integrated service platform)

- **Cloud Kitchen** business model
- **Dira** (eco-friendly interior solutions)
- Total **6 teams participated**, with top 3 awarded

### Winners

- 🏆 **1st Place:** Vishakha Rao & Team
- 🏆 **2nd Place:** Agnesh Kr. Singh & Team
- 🏆 **3rd Place:** Tausif Raza & Team



## 5. Earth Day 2025 Celebrated with Green Initiatives at AITM

Ashoka Institute of Technology and Management, in association with the **Institution's Innovation Council (IIC)**, celebrated **Earth Day 2025** with a series of impactful green initiatives promoting environmental awareness and sustainability.

### Tree Plantation Drive

A large-scale plantation drive was conducted across the campus, where **hundreds of saplings** were planted, transforming the institute into a hub of eco-conscious action.

#### Dignitaries Present:

- Er. Ankit Maurya (Chairman)
- Dr. Sarika Shrivastava (Director)
- Dr. Brijesh Singh (Director, Pharmacy)
- Dr. Shirish Srivastava (Principal, ASB)

#### IIC Leadership:

- Mr. Sajjad Ali (President, IIC)
- Mr. S.N. Singh (Convener, IIC)

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15th ANNIVERSARY  
RANKED No. 1  
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WORLD EARTH DAY!

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## 6. AITM Students Participate in E-Summit 2025 at IIT (BHU)

Ashoka Institute of Technology & Management, under the guidance of the **Institution's Innovation Council (IIC)**, actively participated in **E-Summit 2025 – “Vortex of Visionaries”**, organized by the E-Cell of IIT (BHU).

### Event Highlights

- Exposure to national-level **entrepreneurship and innovation ecosystem**
- Interaction with **industry leaders, investors, and startup founders**
- Showcase of student-led startup **TECHXVEDA**
- Initiation of **mentorship and funding discussions**

### Impact

The participation significantly enhanced students' **entrepreneurial mindset** increased the visibility of AITM innovations and strengthened engagement with national innovation platforms.

**A step forward in fostering innovation, startups, and future entrepreneurs!**



## 7. National Startup Day Celebration – 2025

Institution's Innovation Council (IIC) at **Ashoka Institute of Technology & Management** organised **National Start-up Day**. The event aimed to foster entrepreneurial enthusiasm among students by highlighting India's dynamic startup ecosystem. It focused on promoting innovation, encouraging startup culture, and strengthening industry–institute interaction through expert talks and startup exhibitions.

### Event Details

- **Date:** 16 January 2025
- **Time:** 10:00 AM – 4:00 PM
- **Mode:** Offline

### Participation

- **Students:** 60
- **Faculty:** 10
- **External Speakers:** 2 Startup Founders / Alumni

### Activity Highlights

- Keynote session by startup founders sharing real-world experiences
- Startup exhibition featuring student and alumni ventures
- Interactive discussions on challenges and opportunities in startups
- Felicitation of contributing startups and innovators



## 8. AITM Signs MoU with Garuda Aerospace for Drone Technology Innovation- A major step towards future-ready education and technological advancement!

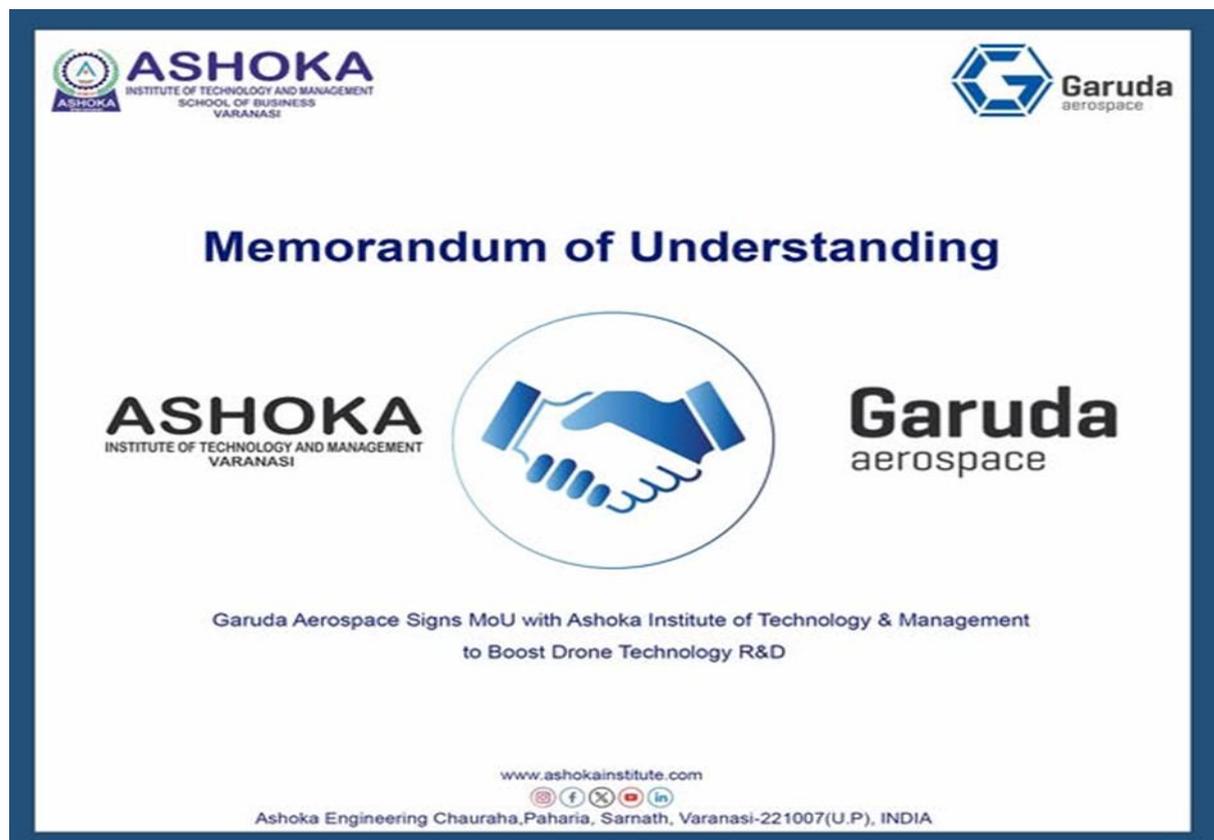
Ashoka Institute of Technology and Management, under the **Institution's Innovation Council (IIC)**, has signed a strategic **MoU with Garuda Aerospace** to promote innovation, research, and skill development in **drone technology**. This collaboration bridges **academia and industry**, empowering students with emerging technology skills and contributing to innovation-driven societal solutions

### Key Objectives

- Establishment of a **Center of Excellence** in drone technology
- Hands-on **skill development and training** for students
- Promotion of **research and AI-based drone applications**

### Application Areas

- **Security & Surveillance** – Enhanced public safety
- **Traffic Management** – Real-time urban monitoring
- **Healthcare** – Delivery of medical supplies in remote areas
- **Climate Monitoring** – AI-driven environmental data collection



## 9. AITM & IIA Varanasi Collaborate for Career Growth and Industry Exposure- A strong initiative towards building future-ready careers!

Ashoka Institute of Technology and Management, in collaboration with the **Indian Industries Association (IIA), Varanasi Chapter**, organized a significant event focused on strengthening **industry-academia collaboration** and enhancing student career opportunities. The event marked a major step toward **bridging academia and industry**, creating pathways for student success through mentorship and real-world engagement. To empower students with **mentorship, industry exposure, and career guidance**, aligning academic learning with real-world industry needs

### Key Highlights

- Signing of **MoU** for long-term collaboration
- Panel discussion on “*Bridging the Gap Between Education and Industry*”
- Launch of **mentorship program** for final-year students
- Career guidance & **resume-building workshops**
- Internship and placement opportunities via **IIA member industries**

### Dignitaries Present

- Mr. Ankit Maurya (Chairman, AITM)
- Mr. Rajesh Bhatia (President, IIA Varanasi)
- Dr. Sarika Shrivastava (Director, AITM)
- Mr. Sajjad Ali (President, IIC)
- Mr. S.N. Singh (Convener, IIC)



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ASHOKA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, VARANASI  
and  
Indian Industries Association, Varanasi Chapter  
24th July  
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MEMORANDUM OF UNDERSTANDING  
SIGNING CEREMONY  
between  
Ashoka Institute of Technology and Management, Varanasi  
and  
Indian Industries Association, Varanasi Chapter

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## 10. Empowering Ideas, Igniting Futures! – MoU with Humanomics Pvt. Ltd.

Ashoka Institute of Technology and Management signed an MoU with **Humanomics Pvt. Ltd. (Beggars' Corporation)** to **build a strong startup ecosystem by enabling student innovation, providing mentorship, and accelerating ideas into impactful entrepreneurial ventures.** To build a robust platform supporting **student startups from ideation to acceleration**, fostering innovation, incubation, and entrepreneurial excellence.

### Key Highlights

- Formal **MoU signing** between AITM and Humanomics Pvt. Ltd.
- Launch of **joint incubation initiatives** for student startups
- Introduction of **mentorship programs and innovation challenges**
- Interactive session with **startup founders and industry mentors**
- Showcase of **student projects in social entrepreneurship**

### Key Representatives

- Mr. Amit Maurya (Vice Chairman, AITM)
- Dr. Sarika Srivastava (Principal, Pharmacy)
- Representative, Humanomics Pvt. Ltd.
- Mr. Sajjad Ali (President, IIC)
- Mr. S.N. Singh (Convener, IIC)



**ASHOKA & HUMANOMICS:  
BUILDING TOMORROW TOGETHER**

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## 11. Session on Problem Solving & Ideation Workshop

A half-day interactive workshop featuring expert speakers from start-ups or industries who shared real-world perspectives on defining problem-solving in entrepreneurship, generating innovative ideas, and applying innovation frameworks. To inspire participants with creative ideation tools and innovation strategies that can be applied in entrepreneurship and product development.

### 4. Speakers / Resource Persons

- Mr Gufranullah Ansari, IBM

### Key Highlights

- Understanding the structured problem-solving process
- Hands-on ideation techniques like brainstorming and mind mapping
- Overview of innovation frameworks, tools, and essential skills



## 12. KASHI HACKATHON–2025

The **Kashi Hackathon–2025** was successfully organized at **Ashoka Institute of Technology & Management** on 20–21 February 2025. The 24-hour hackathon brought together students from various institutions to showcase innovation, teamwork, and technical skills.

The event challenged participants to transform a mystery image into a real-world business model, encouraging entrepreneurial thinking and problem-solving. Teams of 1–4 members actively engaged in continuous coding, ideation, and solution development throughout the event.

Projects were evaluated based on **Innovation & Creativity, Technical Execution, Impact, and Presentation**, ensuring a holistic assessment of each team's performance.

## Coordination

- **Faculty Coordinators:** Santosh Kumar, Pankaj Srivastava, Aditya Singh Yadav, Dr. Ravi Tripathi, Dr. Farhan Ahamad, Pooja Yadav, Gaurav Kushwaha, Shubham, Surendra Kushwaha
- **Student Coordinators:** Sujal Yadav & Diwakar Patel

## Winners

- **1st Prize (₹7000):** Team Gold Hawk
- **2nd Prize (₹5000):** Team Sattvix Kit
- **3rd Prize (₹3000):** Team Syntax Squad



## 13. GRAND IDEATION CHALLENGE–2025–*National-Level Innovation Challenge*

### Event Details

- **Event Date:** 23 June 2025
- **Mode:** National-Level (PAN-India Participation)

### About the Event

The **GRAND IDEATION CHALLENGE–2025** was successfully organized by Institution's Innovation Council (IIC) & AITM Foundation for Incubation and Entrepreneurship, **Ashoka Institute of Technology & Management (AITM)** In collaboration with **StartupShala** as a **national-level innovation competition** aimed at nurturing entrepreneurial thinking among students across India. The event provided a dynamic platform for participants to present innovative ideas addressing real-world challenges with potential for scalable startup development.

### Participation Overview

- Around **90 students** from across India actively participated
- Faculty members contributed as **mentors and facilitators**
- The event witnessed **diverse innovative ideas** from multiple domains

### Mentorship Support

**Anilabh Agrawal**, Founder & CEO of StartupShala, served as the **Mentorship Partner**.

- Provided expert guidance to shortlisted teams
- Assisted participants in refining their ideas
- Helped in preparing teams for final pitch presentations

### Event Highlights

- **PAN-India Participation:** Students from various institutions showcased innovative concepts
- **Expert Mentorship Sessions:** Interactive guidance sessions conducted for participants
- **Idea Pitching:** Finalists presented their ideas before an expert panel
- **Evaluation Process:** Ideas were assessed based on innovation, feasibility, and scalability
- **Recognition & Awards:** Top-performing teams were awarded and considered for further incubation support.



# GRAND IDEATION CHALLENGE 2025

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Open for all students



Upload your idea



Free Access to Workshops



Pitch Your Idea



Register before 20<sup>th</sup> June 2025



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*Great founders start early.  
Why not you?*

## 14. Expert Talk on “IPR Awareness for Startups”

AITM Foundation of Incubation and Entrepreneurship (AFIE) & Institution’s Innovation Council (IIC), **Ashoka Institute of Technology & Management** organised an expert talk session on “IPR Awareness for Startups” is being organized to enhance understanding of Intellectual Property Rights (IPR) and its critical role in protecting innovative ideas within the startup ecosystem.

**Speaker:** Patent Attorney from M/s Alok Gupta & Associates.

### Event Details

- **Date:** 08 May 2025
- **Venue:** AITM Campus
- **Audience:** Students, Startup Founders, Faculty & Innovators

### Objective

- To create awareness about **IPR in startups**
- To guide innovators on **protecting ideas and innovations**
- To support **entrepreneurial and startup ecosystem development**

### Expected Outcome

- Patent filing and IPR processes
- Legal aspects of innovation protection
- Strategies for safeguarding startup ideas

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**AITM FOUNDATION FOR INCUBATION AND ENTREPRENEURSHIP**  
&  
**INSTITUTION'S INNOVATION COUNCIL**

is Organizing an Expert Talk

**“IPR Awareness for Startups.”**

**Dr. Alok Gupta**  
Founder & Director  
Alok Gupta & Associates

📅 08 May, 2025 ⌚ 10:00 am Onwards

Ashoka Institute of Technology and Management Pahariya, Sarnath, Varanasi-221007 (U.P.)

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