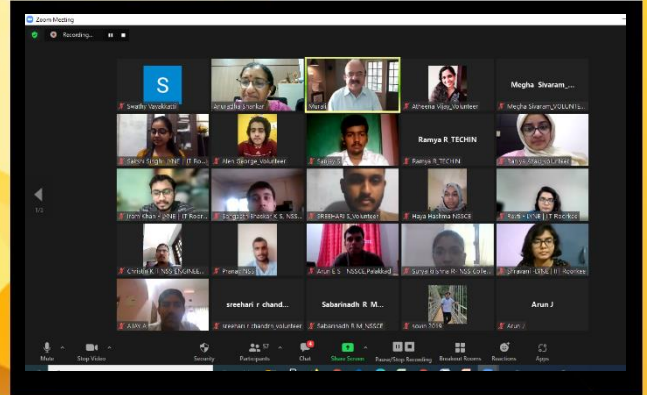
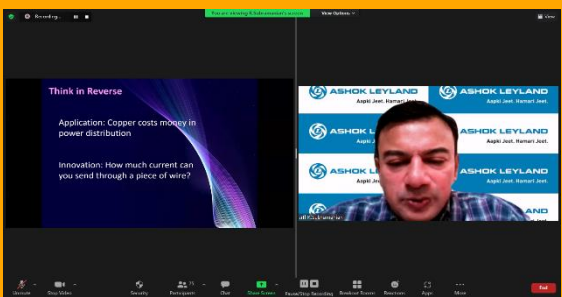


## FRESHERS' LEAGUE

**TECHIN** conducted a workshop cum mock pitch event in October 2021, from 02.10.2021 to 24.10.2021, encompassing Interactive business aspects. This event was in collaboration with **ELACSTA, IEDC, IIC** all of **NSS** college, Palakkad and **Finance Club of IIT Palakkad**. Applicants could come for the workshop with an 'Idea' or at least with an interest in becoming an entrepreneur. The Interactive Workshop consisted of Ideation, Business workshops to help the participants understand the basics of customer discovery, customer segments and value proposition. Ideation, Problem definition, Customer segment, Value Proposition, Business model canvas and market size were discussed. Dr. K Subramanian, Mr. Sridharan Murailidharan and Ms Anuradha Shankar conducted the workshops. There was a mock pitch and Prizes were announced for the selected teams. Mr C Balakrishnan, Co-Founder & CEO, Autonom8 Inc announced the winners.



## AARAMBH

TECHIN and IPTIF are jointly conducting a workshop cum pitching event from **27th November through 22nd December 2021**, encompassing **Intelligent Collaborative System (ICS) solutions for Safety and Energy**

A Gala will be happening on 10<sup>th</sup> Nov 2021 with keynote speaker **Mr Kouchouseph Chittilapilly**, founder Chairman of **V-Guard Industries Ltd.**

## FEEDBACKS

It was a wonderful session that stressed the importance of market and consumer analysis - Dhananjay P S

Learnt to think in reverse and always have a multi-disciplinary approach. - Shravani Wamanrao Kakde