SESHDRI RAO
GUDLAVALLERU ENGINEERING COLLEGE

(An Autonomous Institute with Permanent Affiliation to JNTUK, Kakinada)
SeshadriRao Knowledge Village,Gudlavalleru–521356, Krishna (Dt), AP, India

A

Report on

Celebration Activity

"Logo Design Using Design Thinking Contest"

In view of

"Innovation"

Thrust area: Validation & Concept Development

On

21st January 2023

By

SRGEC TECHDOC

Innovation and Incubation cell

For the Academic Year

2022-23

Quarter-II

Semester-II

Ministry of Education Government of India | MoE's INNOVATION CELL (GOVERNMENT OF INDIA) | INSTITUTION'S INNOVATION COUNCIL (Ministry of Education Initiative) | AICTE

Semester 2	**Thrust area: Validation & Concept Development** **Quarter 2**
Theme	Innovation
Activity Name	Logo Design Using Design Thinking Contest
Mode of Conduct	Offline
Time	One Day, 21st January 2023
Participants	Students:240 Faculty:23

Objective:

Applying new ideas, methods and ways of thinking for startups.

Exemplary:

The SRGEC TECHDOC, Innovation and Incubation cell organized a **Logo Design using Design Thinking Contest** 21-01-2023. A Total of 123 teams attended the event from all departments and child institutions. In the first round 20 teams were short listed and entered the next round of evaluation. Further 5 teams were shortlisted for final round of evaluation. Dr. B. Mahesh Babu, Associate professor and IIC coordinator of SRGEC and other 8 department IIC coordinators mentored the students in this event. The certified innovation ambassadors enacted as judges for the event.

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