



Confederation of Indian Industry



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Presents



PITCH YOUR IDEA



1st Dec 2017 : 1500Hrs to 1900Hrs

Agora The Club : Gariahat Mall (5th Flr) : Kolkata

In Association With





“Work is Worship”

-Swami Vivekananda



***“Dream is not that which you
see while sleeping it is
something that does not let
you sleep.”***

-Dr. A. P. J. Abdul Kalam

Preamble

Today, when, the abilities of Fresh Engineers are before question, Camellia Institute of Technology is focused to create such engineers, who will be skilled; whose ideas will be implementable and the products will create market. The name of the program is "**Idea to Implementation**", where all our B.Tech Final Year Projects from all colleges of Camellia Group participate and are evaluated on the basis of Technological and Implementation/Business aspects.

Like previous years this year also the "**Entrepreneurship Development Cell (PRAYAS)**" and "**Innovation Cell**" of Camellia Institute of Technology would like to organize "**Idea 2 Implementation**" but in **two Phases** and with all the group colleges. The idea is to give opportunity to all interested final year students to take their project from lab to land.

On **December 01, 2017**, the **First Phase, "Pitch Your idea"**, has been organised in association with Google Business Group, CII, YI, Yuva, IIM Calcutta Entrepreneurship Cell, NASSCOM 10000 Start-up, EKTA TBIC and Wadhvani Foundation. Some shortlisted ideas have been presented before the jury. All these ideas will be implemented during final semester with mentor-ship support. The **Second Phase "Idea 2 Implementation"** i.e. the implementation of those ideas will be presented at the end of the Final Semester.



**Message from Prof. Saikat Maitra Vice Chancellor,
MAKAUT**

"It is my pleasure to know that, Camellia Institute of Technology has organized a programme "Idea to Implementation" in association with CII, YI. GBG, Wadhvani Foundation(NEN), EKTA Technology Business Incubation Center, NASSCOM 10000 STARTUP and IIMC Entrepreneurship Cell.

I believe that this programme will really rejuvenate the students to think out of the box and inculcate the culture of being entrepreneur. I strongly recommend the promotion of inter-disciplinary ideas for the better success.

I wish the organizer as well as participants a great success."

The Program

The program started with briefing about it by Prof. Avijit Das, Campus Director, Madhyamgram Campus, Camellia Group. He explained the line of action to increase the acceptability of the future budding engineers, either as a skilled employee or a successful Entrepreneur.



Then, Honorable chief Guest, Prof. (Dr.) Subrata Kumar Dey, Pro-VC, MAKUT inspired students to come up with new technological solutions. He explained to be a complete engineer until the student must apply the knowledge in solving real life technological problem. He mentioned that, such type of initiative is necessary in today's context.

Guest of Honor, Mr. Pradip Kumar Chopra - Co-Founder & Chairman, P S Group, how small ideas even make money. In this context, he discussed his own entrepreneurial journey, in brief. He said that he is always beside the young entrepreneurs.





Message from Mr. N.R. Datta
Chairman & Managing Director, Camellia Group

“It is a matter of great pleasure that our engineering colleges (BITM, CIT, CSET, CITM & CIET) are running successfully due to the effort of our Group. All the institutions have rendered a great service in connection with the fulfillment of the demands of students in the field of Technology and Management.

I have noticed with pleasure an accelerated progress of the institutions, which is due primarily to the quality of training imparted by the faculty members and interaction with corporate houses. In addition, I thank WBUT and AICTE for approving all our Degree and Post Graduate Courses and also express gratitude to the District Authority, West Bengal Government Education Department, University of Technology and the distinguished persons and faculty members for rendering all help to maintain the noble heights that our institute has attained.”

Guest of Honor: Mr. Harsh Khemka - CEO, KHEMKA COMMERCIAL, explained, how Confederation of Indian Industries (CII) can handhold the young engineers to be successful.



Mr. Arijit Bhattacharyya, CEO, Virtualinfocom, explained the entrepreneurial journey. He said that, an Idea is of no work if it is not implemented. He represented Google Business Group.

Dr. Subhranshu Sanyal, CEO, IIMC Incubation Park, explained the scope of incubation in IIM Calcutta. He has also announced the Smart Fifty competition, where the dream of these young engineers may come to reality.



Mr. Nirupam Chowdhury, Regional Director - EAST at NASSCOM, explained the scope of incubation at NASSCOM and how the budding engineers may get benefited there.



**Message from Mr. *Sporshomoni Chatterjee*
Chairman, Governing Body, Camellia Group**

“To maintain prolonged development of global technical education, many qualities are required. An international engineer should not only be academically brilliant, but also technically sound, ethically conscious and functionally efficient. He should also have aptitude in matters of production and culturally enriched and internationally competitive.

Camellia Institute have successfully adopted this concept right from management up to the stake holder for the sake of international mobility. In circumstances, I have no doubt that national and international community will be attracted.

I convey my best wishes to all concerned in the institute.”

Mr. Yatish Somaiyya, from CII, launched an entrepreneurial game and competition "Spark An Entrepreneur". In this event, 50 YUVA students will be given Rs. 1000/- each to do small business and they have to return back only the Seed money and the profit they will keep. This is an initiative to give those students a feel about market, customers' need and behavior, marketing strategy building and above all generating a market winning idea.



We were very happy to felicitate Mr. Arpit Dhandania, CII, the most energetic and positive minded person, without whom the event would not reach such a height.

A Panel discussion was arranged on the topic "**Catching Young and Restless Minds**". The Panelists were": Mr. Nayan Mukherjee , Mr. Ashish Choudhury, Anmol Biscuits, Mr. Arihant Kothari - Deputy Manager NASSCOM 10000 StartUps,, Mr. Subhabrata Bhattacharjee - Regional Manager, National Entrepreneurship Network, Mr. Mainak Bhattacharya - COO, Calcutta Angels Network.



After High Tea, the Students' Presentation started. Eleven innovative ideas were presented. All these ideas can revolutionize the society if properly mentored. All the guests were invited to judge the ideas and comment on them to guide the students. Though all the ideas were fantastic and up-to- the time, as a rule, judges have selected the following three ideas in the First, Second and Third positions.

1st

SENSORIMETER



Vijeet Shaw, a student of Dept. of ECE, and his team designed this novel device to help the patients with locomotor disease, under the guidance of Prof. M. K. Pain. The idea is completely new to the market and has huge potential to capture the market

2nd

SMART MUSIC PLAYER



Arijit Mondal, a student of Dept. of CSE, and his team designed this device which can play Music understanding the mood of the person, under the guidance of Prof. Olivia Saha. Can be used for music therapy and has huge potential to capture the market

3rd

I-KEY



Arka Mandal, a student of Dept. of EE, and his team designed this device, which can be used for switching on and off the house hold devices using the Smart Phone & IOT, under the guidance of Prof. D. Maji and Prof. S. S. Laga to win the market

PHOTO GALLERY





**Prof. Avijit Das,
Director, CIT**

We at our institute are talking about skill and outcome. Our mission is to produce students who will passionately design the products, the future society is waiting for. I2I is a step to that mission. I thank all the Association Partners, Incubators & Experts from Industry and Academia, who are continuously helping us to fulfill our dream.



**Prof. (Dr.) S. Chatterjee,
Principal, CIT**

IDEA TO IMPLEMENTATION is an opportunity for young, aspiring engineers of Camellia Institute of Technology to be a successful ENTREPRENEUR. I2I transforms engineer to entrepreneurial engineer. It is a new learning space on campus designed to provide an environment for project based learning.



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