



Report on iTELF's SPROUT IT 2022

1. Title of the Event: **SproutIT 2022**
Theme: **Essence of Erised, Vision to Venture**
2. Date of Event: 17 September 2022
3. Duration: 10 AM – 5:30 PM
4. Location: Symbiosis Infotech Campus, Pune
5. **Objective:** The aim was to know the journey of a venture and unfold the ideas, mindset, and hurdles faced. It also focused on overcoming those hurdles and how to be relevant in this technology-driven age. It also included knowing the perspective of the already established field icons and letting our students listen to their success journey, helping many of them to be successful entrepreneurs in the future.
6. **Number of Participants:** 260
7. **Name of Panelist:**
 - **Yogesh Shinde (Founder, Bamboo India)**
 - **Amal PS (Founder KEITO)**
 - **Nakul Rajpurohit (Co-Founder, Urban Nomads)**
 - **Vineet Chandra (SCIT Alumnus & Senior Consultant IBM)**
8. **Outcomes/Deliverables:**
 - Live Session of speakers from different business backgrounds and established Businesses.
 - Business Management Activities to build an entrepreneurial mindset instudents.
 - Certification and prize money to the winners, first runners-up and second runners-up.
 - An experience for the team and participants to explore the Startup-skillset requirements, the Mindset required, and how to manage the solution for the challenges in the entrepreneurial journey.



9. Brief Report:

The SPROUT IT 2022 event was hosted under the guidance of Prof. Apoorva Kulkarni & Mr. Raghav Sandhane. The event was divided into two parts, the first half, was completely devoted to the Panel discussion on mapping the entrepreneurial mindset from Square One and the second part of the event included the activities that were designed exclusively for the participants from various universities.

Event Part 1 - Panel Discussion (First half of the day-10 AM to 12:30 PM)

Place – SIC Auditorium

Duration- 2.5 hours

Number of attendees - 260

The event was hosted by iTELF team by giving a warm opening speech & playing a theme video, followed by the insightful words of our esteemed Director, Dr. Dhanya Pramod, and a great panel discussion in the first half of the day. The Panel discussion ended with a vote of thanks by Mr. Raghav Sandhane (iTELF Faculty Coordinator).

The keynote speakers for the day were **Yogesh Shinde (Founder, Bamboo India)**, **Amal PS (Founder KEITO)**, **Nakul Rajpurohit (Co-Founder, Urban Nomads)**, and moderator of the event **Vineet Chandra (SCIT Alumnus & Senior Consultant IBM)**

SCIT's iTELF team is grateful to the Speakers, faculty, and all the students for a day full of wonderful learning experiences. Students were actively interacting with the panel. A token of appreciation was given to the speakers for sharing insightful knowledge with the attendees towards the end.

Event Part 2: Sub-events

Sub-event 1: Product 360

Place – SIC campus

Duration- 1 hour

In this event, participants were handed over some products and had to think of alternative use of that product other than regular ones. The event successfully ended with the declaration of the results by the jury, Dr. Rajagopal K.

In the end, one team emerged as the Winner, followed by the first runner-up and second runner-up. We shared the certificates with all the participants and cash prizes to the top 3 teams.



Sub-event 2: Pro-Seed

Place – SIC campus

Duration- 2 hours.

Participants in this event were given a chance to pitch their products and specify their needs in the market and ways of scaling them in the market to succeed. This gave the participants a real-life experience of pitching in front of potential investors.

The event successfully ended with the declaration of the results by the jury, Mr. Nahush Gulawani and Mr. Shishir Vaidya.

In the end, one team emerged as the winner, followed by the first runner-up and second runner-up. We shared the certificates with all the participants and cash prizes to the top 3 teams.

Sub-event 3: Criti-Call

Place – SIC campus

Duration- 1.5 hours

It was a case study competition, participants were given a case of two start-ups and they had to analyze the case, identify the business problems and come up with feasible solutions.

The event successfully ended with the declaration of the results by the judge, Mr. Siddhesh Sarode.

In the end, one team emerged as the winner, followed by the first runner-up and second runner-up. We shared the certificates with all the participants and cash prizes to the top 3 teams.

Sub-event 4: Bullet-In-Board

Place – SIC campus

Duration- 1 hour

In this event, participants were given three products, and they had to choose one product and design marketing and selling strategies for the selected product.

The event successfully ended with the declaration of the results by the judge, Mr. Siddhesh Sarode.

In the end, one team emerged as the winner, followed by the first runner-up and second runner-up. We shared the certificates with all the participants and cash prizes to the top 3 teams.

The event ended with a mesmerizing musical show put on by the musical committee of SCIT, Konnect.



10. Promotions & Media

The Web and Media Team shared a helpful hand for all the promotions and marketing with an increase in social media engagement at an exponential level. The SPROUT IT 2022 event was put across social media channels viz. Instagram, Facebook, and LinkedIn. On the event Day, the countdown posters received a response of 60 to 100 likes on each post which was ideally a good number. With the increased number of followers and visitors, the team successfully reached a good count which is more than 700. A Theme video was created by the team to boost the Theme Launch and to give a kick start to the event on D-Day.

11. Communications:

The communication part was successfully done by the Email handling team which included communication to students, faculty, speakers, and all the event-related information, and inquiries were proactively entertained in time. A Thank you note to all the Audience, host, and members were floated for being a part of the Event.

12. Social Media Presence:



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iTELf

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13. Glimpses of the Event:

