"Youth Innovation Challenge - 2019" at Dr. V. N. Bedekar Institute of Management Studies (BRIMS)

20 teams, 4 competitions and 1 challenge.

Dr. V. N. Bedekar Institute of Management Studies (BRIMS) organized "Youth Innovation Challenge" – an intercollegiate competition for graduation students on 5th December, 2019, with an aim to encourage culture of Innovation among youth by providing them a platform to present & discuss their innovative ideas. The competition was divided in 4 different rounds which included decoding clues based on "Knowledge Museum" at BRIMS, Mock Stock, Bizovation i.e. New Product Development for the theme provided and the last one was the Social Media Buzz. Participants were actively involved in each levels of the competition and were excited to face the new challenges at every round.

Speaking on this event Dr. Nitin Joshi – Directors, BRIMS said "Innovation is imperative to gain competitive advantage in prevailing business scenario, and to achieve it, Innovator should be Creative, Critical Thinker, Problem Solver & Consumer Centric. The Youth of today have tremendous energy, they are quite observant and they grasp well. What we do is provide them a platform to learn, brainstorm and come out with the innovative ideas that provides pathbreaking solutions"

The real test was when students had to not only brainstorm on innovative product ideas, but present them in the form of a poster and later explain to the jury members & audience. This was the moment of learning and sharing. Where each team could present their views, understand what others were creating and learn through exchange of ideas.

To appreciate and encourage the efforts of the participants, top three teams, based on the total points scored in all the 4 rounds, were awarded with exciting prizes such as Amazon Gift Card worth Rs. 6000/-, MI Fitness Bands and Boat Wireless Earphones; additionally, certificates were given to all the participating teams. This competition created social media buzz on BRIMS Facebook Page with, 9600+ 'Reach', 2000+ 'Post Clicks' and 2000+ 'Reactions'.

The team from B.Com course of Joshi Bedekar College won the 1st Prize, followed by the team from Dnyanasadhana College, who won the 2nd Prize, and 3rd Prize went to the team from BMS course of Joshi Bedekar College.

1st Prize (Rs. 6,000/- Amazon Giftcard) Winners – Joshi Bedekar College Team

2nd Prize (MI Fitness Bands) Winners – Dnyanasadhana College Team

3rd Prize (Boat Wireless Earphones) Winners – Joshi Bedekar College Team