

PRODOTHON 1.0 @ BNMIT

14th November 2019

BNMIT's NewGen Innovation Entrepreneurship Development Center (**New Gen IEDC**) funded by the Department of Science and Technology, Government of India came up with a unique program called **PRODOTHON**, in collaboration with incubate firm Hycube works Pvt Ltd., similar to a Hackathon competitions going on in recent times. Engineering students from various disciplines participated and showcased their products in this event. The program was designed in such a way that it became a platform for young entrepreneurs not only to exercise their technical skills but also to use their business thinking, constructing and innovating vast solutions.

The 15 hour technical Prodothon was attended by around 100 students from different colleges on 14th November 2019. BNMIT hosted industrial mentors and investors to guide support and encourage all the participants. **Dr. R S Hiremath**, CEO Cofounder, Flexitron, possesses more than 600 innovations and **Mr. Shiva Shankar**, CEO JSS Incubation Mysore and an Entrepreneur with an engineering and management background were the guests of the program.

The first prize of Rs. 25k was bagged by students from NMIT and the runners up from AMC Engineering College took Rs. 15K. On the whole, **Dr. Vijayashree**, Head NewGen IEDC & ED cell, BNMIT who conducted this event, felt that the energy level of the participants and the organizers remained high till the end. During her feedback sessions, the participants expressed their eagerness to be a part and parcel of such events in future as well. So, the program was a roaring success.



