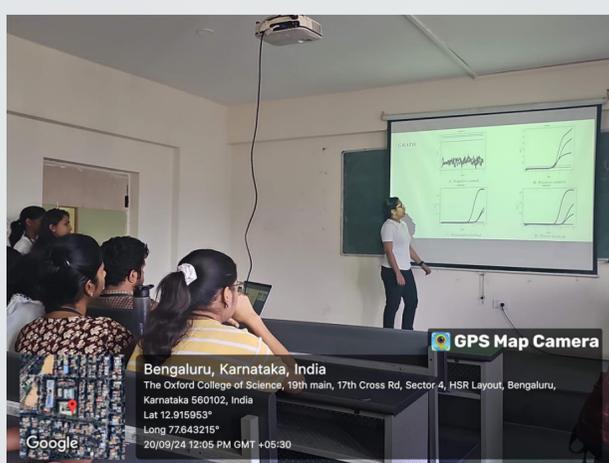# PROJETHON 2024: A Research Extravaganza

Projethon 2024 was organized by the Research and Development Cell of The Oxford College of Science on 20th September 2024. The event aimed to encourage and provide a platform for all the postgraduate students of life science and physical science disciplines to showcase and share their research findings. The day started with an inaugural session with Dr. Anjali Ganjiwale, Department of Life Science, Bangalore University as the chief guest. This was followed by the research presentations. A total of 245 students participated to showcase 133 research projects. The research presentations were conducted in 7 parallel sessions and each judged by two experts in the field. Students from across the disciplines experienced what was truly a day to refine, enrich and expand research. The winners were felicitated at a formal prize distribution ceremony.

Inaugural Session of Projethon 2024 held on 20th September 2024 in the College Auditorium

Parallel Research Presentation Sessions of Projethon 2024 held on 20th September 2024

Prize Distribution for the winners of Projethon 2024

HACKATHON 2024

The *Entrepreneurship Development Cell (EDC)* under Research and Development Cell organized "Hackathon 2024" on *23rd August, 2024* at The Oxford College of Science. The cell also facilitates networking opportunities with industry leaders and investors, providing a platform for students to showcase their entrepreneurial projects. It plays a crucial role in bridging academic learning with real world entrepreneurship, as well as preparing our students to become future leaders and innovators in the business world.

The HACKATHON-2024 is meticulously designed to foster creativity, collaboration, and innovation. The program also includes networking opportunities, allowing participants to connect with peers and industry professionals. A total of *71 teams, 133 participants,* registered for the event under *Exhibition, Poster Presentation* and *Model Demo*, with teams consisting of 3-4 participants. The teams had access to mentors who provided guidance and feedback throughout the preparation period. The projects were evaluated by a panel of judges consisting of Ms Ritasree Sarma, Mr. Abhijit N, and Mrs. Shabina V.A based on criteria such as innovation, technical complexity, and usability.

"HACKATHON 2024" Inauguration Session

"HACKATHON 2024" Judges with Participants

"HACKATHON 2024" Participants explaining their ideas to Judges

GUEST LECTURE ON
STARTING UP A BOUTIQUE

The *Entrepreneurship & Development Cell* in association with *IIC (Institution's Innovation Council)* organized a *Guest lecture on "Starting up a Boutique"* on 9th August 2024 at the *Design Studio of Fashion and Apparel Design Department* of the college. The program was conducted for all the UG Fashion and Apparel Design students. The resource person was *Ms. Roshini*, Proprietor-Atelier by Roshini, Second stage, Domlur Layout Bangalore. The guest lecture titled "Starting up a boutique"- started with the speaker explaining about boutique and its investment, where she mentioned a boutique business is a small retail establishment that caters to a particular market by offering items like clothing, accessories, and fabric. She mentioned making a business plan is the first step in beginning a boutique enterprise. The fashion boutique business plan serves as a blueprint for opening the shop, growing it, and expanding it.

Introducing the concept of boutique and investment for it.

Speaker clarifying doubts of the audience

ENTREPRENEUR DEVELOPMENT PROGRAM ON
ACHIEVING: VALUE PROPOSITION FIT & BUSINESS FIT

The *Entrepreneurship & Development Cell* in association with *IIC (Institution's Innovation Council)* organized organized an Entrepreneurship Development Program (EDP) on *achieving value proposition fit and business fit* on 16th July 2024 in the College Auditorium. This EDP aimed to help aspiring entrepreneurs refine their business ideas and ensure that their products or services meet the needs of the market while aligning with the overall business strategy. The resource person was *Mr. Surinder Kumar*, Founder and Managing Director of Excel Education Institute. The speaker explained Value Proposition Fit, by giving few examples, learn how to articulate the unique value a product or service offers to customers. He suggested the students to explore different business models and identify the one that best aligns with their value proposition. The speaker stressed upon the point that by overcoming challenges and leveraging their unique characteristics, entrepreneurs have the potential to transform industries, create jobs, and bring about significant positive change in the world.

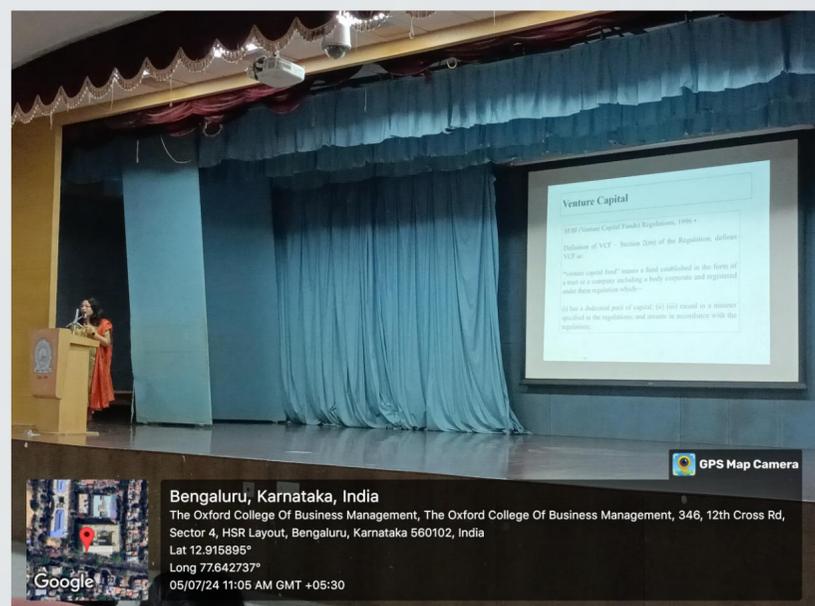The speaker talking about Value Proposition

The audience listening with rapt attention

ENTREPRENEUR DEVELOPMENT PROGRAM ON ANGEL INVESTMENT AND FUNDING OPPORTUNITY FOR EARLY - STAGE ENTREPRENEURS

The Entrepreneurship & Development Cell in association with IIC (Institution's Innovation Council) organized a Guest lecture on "Angel Investment and funding opportunity for early stage entrepreneurs" on 5th July 2024 the program was conducted for all the postgraduate students in the college auditorium. The resource person was Dr. Ritasree Sarma, Ph.D. Senior Project Manager, Department of Chemistry , Bangalore Bio Innovation Centre (BBC). The speaker spoke about how angel investment and funding opportunities play a crucial role in the entrepreneurial ecosystem, especially for early-stage entrepreneurs. These investments provide not only the capital necessary to turn innovative ideas into viable businesses but also offer invaluable mentorship and networking opportunities that can significantly enhance the chances of success for nascent ventures.

Introducing the concept of Angel investment to the audience

Discussion on Venture Capital