



**CHRIST COLLEGE**

OF SCIENCE AND MANAGEMENT

Approved by AICTE, New Delhi | Affiliated to Bengaluru North University | Recognized by Govt. of Karnataka  
Hosur-Malur Main Road, Alambady, Malur, Karnataka- 563160



**Ministry of  
Education**  
Government of India



**MoE's  
INNOVATION CELL**  
(GOVERNMENT OF INDIA)



**INSTITUTION'S  
INNOVATION  
COUNCIL**  
(Ministry of Education Initiative)



**IIC7.0 CALENDAR ACTIVITIES FOR ACADEMIC YEAR 2024-25**  
**(Quarter 2)**

SL NO	ACTIVITY
1	Workshop on Design Thinking, Critical thinking and Innovation Design
2	Workshop on Effective Sales and Marketing Strategies for Entrepreneurs /Startups
3	Session on Achieving Problem-Solution Fit and Product-Market Fit
4A	Intra – Institutional Innovation – Flython (Branding & Marketing Challenge)
4B	Intra – Institutional Innovation – Movethon (Logo & Mascot Design Contest)
5	Expert talk on Process of Innovation Development, Technology Readiness Level (TRL); Commercialization of Lab Technologies & Tech-Transfer
6	Exhibition/Poster Presentation of Innovations (Space on Wheels – The Mobile Bus Exhibition – ISRO)
7	Field/Exposure Visit to Sri Sakthi Motors Incubation Unit
8	Awareness Programme on Innovation & Entrepreneurship (Out Reach Program in Govt. School)



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## IIC 7.0 (QUARTER 2)

### HIGHLIGHTS OF EVENTS CONDUCTED

#### WORKSHOP ON DESIGN THINKING, CRITICAL THINKING AND INNOVATION DESIGN

Date: 04<sup>th</sup> February, 2025 @ 01:00 PM

The Centre for Extended Learning, in collaboration with the Institution's Innovation Council (IIC) and Internal Quality Assurance Cell (IQAC), organized a one-day workshop on "Design Thinking, Critical Thinking, and Innovation Design" on February 04, 2025, at 01:00PM. The workshop aimed to equip students with essential problem-solving techniques, enhance their analytical reasoning skills, and introduce structured methodologies for fostering innovation.

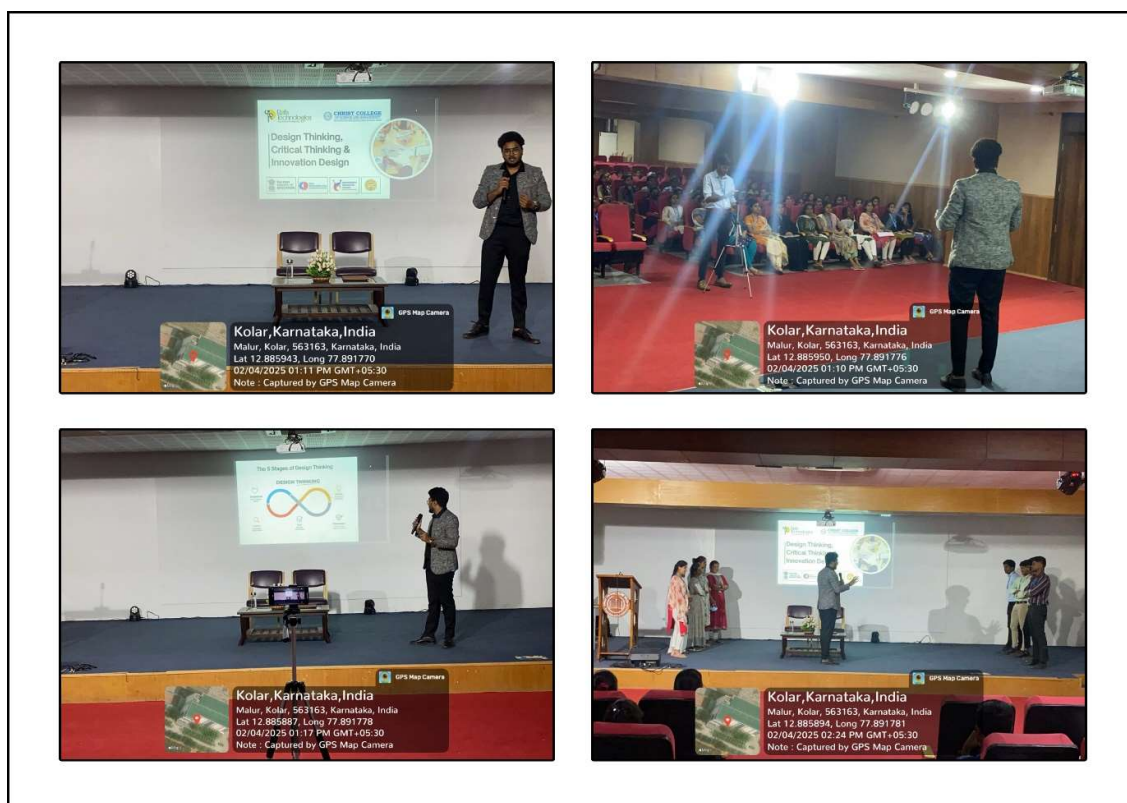
The poster features the Christ College logo at the top, followed by logos of the Ministry of Education, MoE's Innovation Cell, and the Institution's Innovation Council. It states that the Centre for Extended Learning, in association with IIC & IQAC, presents a workshop on IIC 7.0 (Q2) titled "Design Thinking, Critical Thinking and Innovation Design". The workshop is led by Mr. Guru Kiran M, a Software Developer at Rats Technologies. The date and time are 04/02/2025 @ 01:00 PM. At the bottom, a process flow diagram shows five stages: Empathize, Define, Ideate, Prototype, and Test, each with an icon and a brief description. The website www.christcollege.co.in is listed at the bottom.

The sessions covered key aspects of design thinking, including empathizing with users, defining problems, ideating solutions, prototyping, and testing. Additionally, critical thinking exercises focused on logical reasoning, questioning assumptions, and evaluating solutions, while innovation design methodologies guided participants through practical approaches to generating and implementing creative ideas. Expert from industry conducted interactive sessions and hands-on activities, ensuring an engaging learning experience.

The workshop resulted in significant learning outcomes, as students gained a deeper understanding of human-centered design, analytical problem-solving, and strategic innovation.

The event encouraged an interdisciplinary approach, allowing attendees to think creatively and critically in addressing real-world challenges. By the end of the workshop, students expressed confidence in applying design thinking principles and critical analysis techniques to their academic, professional, and entrepreneurial pursuits, making the event a valuable and impactful learning experience.

## Snapshots:



## WORKSHOP ON EFFECTIVE SALES AND MARKETING STRATEGIES FOR ENTREPRENEURS /STARTUPS

**Date: 05<sup>th</sup> February, 2025 @ 10:15 AM**

The Centre for Extended Learning, in collaboration with the Institution's Innovation Council (IIC) and Internal Quality Assurance Cell (IQAC), organized a workshop on "Effective Sales and Marketing Strategies for Entrepreneurs/Startups" on February 05, 2025, at 10:15 AM. The objective of the workshop was to equip entrepreneurs and startup founders with essential sales techniques and marketing strategies to enhance brand visibility, attract customers, and drive business growth. The sessions covered key topics such as market research, competitive positioning, digital marketing, sales funnel optimization, and customer acquisition strategies. Industry expert led interactive discussions on understanding consumer behavior, leveraging data-driven decision-making, and implementing cost-effective marketing techniques. Hands-on exercises, including case studies, group activities, and real-world business simulations, provided participants with practical experience in developing and executing successful sales and marketing plans.

The workshop proved to be highly impactful, offering students actionable insights into scaling their businesses, improving customer engagement, and increasing market reach.

students gained a deeper understanding of branding, digital marketing trends, social media strategies, and effective sales conversion techniques. The interactive format encouraged collaboration and networking, allowing entrepreneurs to connect with industry mentors, marketing professionals, and fellow startup founders for future partnerships. By the end of the session, participants expressed confidence in applying the acquired skills to refine their business models, enhance customer retention, and implement innovative sales strategies to ensure long-term success in a competitive market.



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**CENTRE FOR EXTENDED LEARNING**  
in association with IIC & IQAC  
Presents

**Workshop on**  
Effective Sales  
and Marketing Strategies  
for Entrepreneurs / Startups

**Session on**  
Achieving  
Problem-Solution Fit &  
Product-Market Fit



IIC 7.0 (Q2)



Date & Time  
05/02/2025 @ 10:15AM

Date & Time  
05/02/2025 @ 01:00PM



**Ms. Mamitha J**  
Founder / CEO

JRM Infotech & Apollo Computer Education  
IP Chairman - JCOM L Hosur 1.0 - Zone Trainer - JCI India

[www.christcollege.co.in](http://www.christcollege.co.in)



## Snapshots:



## SESSION ON ACHIEVING PROBLEM-SOLUTION FIT AND PRODUCT-MARKET FIT Date: 05<sup>th</sup> February, 2025 @ 01:00 PM

The Centre for Extended Learning, in collaboration with the Institution's Innovation Council (IIC) and Internal Quality Assurance Cell (IQAC), organized a session on "Achieving Problem-Solution Fit and Product-Market Fit" on February 05, 2025, at 01:00PM. The objective of this session was to help entrepreneurs, startup founders, and innovators understand the critical processes of validating business ideas, aligning solutions with customer needs, and ensuring market viability. The session covered fundamental concepts such as identifying real customer pain points, designing value-driven solutions, testing assumptions through early customer feedback, and iterating based on market responses. Expert from the industry shared insights on how to refine business models, optimize product offerings, and create sustainable demand. The session also included interactive discussions, case studies, and hands-on exercises, helping participants apply these principles to their own business ideas.

The session significantly enhanced students' understanding of how to bridge the gap between innovation and market needs. Attendees gained valuable insights into customer-centric product development, iterative testing, and strategic go-to-market planning. Through practical frameworks and real-world examples, they learned how to

assess whether their product truly solves a pressing problem and how to fine-tune it for a strong market fit. The session also fostered collaboration and networking, allowing entrepreneurs to exchange ideas, receive expert guidance, and explore potential partnerships. By the end of the session, students expressed confidence in refining their business strategies, making data-driven decisions, and developing scalable solutions that meet both customer expectations and market demands.

### Snapshots:



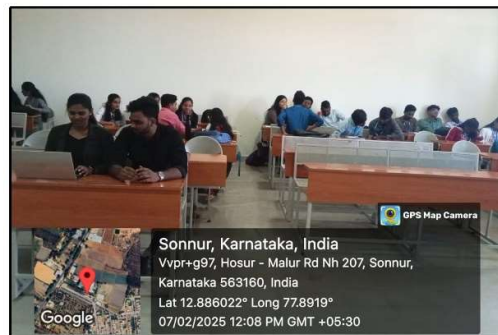
### INTRA - INSTITUTIONAL INNOVATION FLYTHON (Branding & Marketing Challenge) Date: 07<sup>th</sup> February, 2025 @ 10:00 AM

The Centre for Extended Learning, in association with the Institution's Innovation Council (IIC) and the Internal Quality Assurance Cell (IQAC), successfully organized the Intra-Institutional Innovation Flython on February 07, 2025, at 10:00 AM. This event aimed to foster creativity, strategic thinking, and brand-building skills among BBA Aviation students by challenging them to develop a compelling brand identity. The core objectives of the challenge included enhancing students' understanding of branding principles, promoting innovative marketing strategies, and encouraging entrepreneurial thinking. Students worked on real-world brand development exercises, focusing on crafting distinctive brand names, designing impactful logos, and formulating memorable slogans that align with the brand's vision and market positioning.

The competition was evaluated based on multiple key aspects, including the uniqueness and relevance of the brand name, the visual appeal and conceptual depth of the logo design, and the effectiveness of the slogan in conveying the brand's message. Additionally, students' overall presentation skills, including clarity, persuasion, and storytelling, played a crucial role in the final assessment. The event provided a platform for students to showcase their branding acumen and marketing creativity, ultimately reinforcing their strategic and design capabilities. Judges provided valuable feedback, highlighting the importance of consistency, originality, and alignment with target audience preferences.

The Flython successfully met its objectives by fostering innovation, strategic marketing insights, and professional branding skills among participants, setting a strong foundation for future entrepreneurial and corporate ventures.

### Snapshots:




**CHRIST COLLEGE**  
 OF SCIENCE AND MANAGEMENT  
FOUNDED IN 2012, 4th FLOOR, 1st Stage, Hosur - Malur Road, Sonnur, Karnataka - 563160






CENTRE FOR EXTENDED LEARNING  
in association with IIC & IQAC & Collaboration with  
**RATS TECHNOLOGIES**  
Presents



IIC 7.0 (Q2)

## FLYTHON

Exclusively for BBA Aviation

**Branding & Marketing Challenge**  
Design Brand Name, Logo, Slogan & Presentation  
for your **Fictional Airline**.

Judging Criteria

Brand Name	Logo Design and Meaning	Slogan with Explanation	Over All Presentation	Total
10	20	10	10	50

Date & Time  
07/02/2025 @ 10:00AM

[www.christcollege.co.in](http://www.christcollege.co.in)



## INTRA INSTITUTIONAL INNOVATION MOVETHON (Logo & Mascot Design Contest)

**Date: 07<sup>th</sup> February, 2025 @ 10:00 AM**

The Intra-Institutional Innovation Movethon, organized by the Centre for Extended Learning in collaboration with the Institution's Innovation Council (IIC) and the Internal Quality Assurance Cell (IQAC), was held on February 07, 2025, at 10:00 AM. This contest aimed to foster creativity and design-thinking skills among participants by challenging them to create a unique brand identity through a well-crafted logo and mascot.

The event encouraged BCOM (Logistics and Supply Chain Management) students to develop visual storytelling elements that effectively represent an organization's vision, values, and engagement with its audience. The challenge covered the strategic development of brand names, slogans, logo designs, and mascot concepts, ensuring that all elements aligned with the brand's core identity.

Students were expected to showcase originality, artistic expression, and the ability to communicate a brand's personality through visual elements.

The evaluation was based on several key criteria, including the relevance and distinctiveness of the brand name, the creativity and conceptual depth of the logo design, and the effectiveness of the slogan in enhancing brand recall. Additionally, the mascot's design, symbolism, and engagement potential played a vital role in determining the winners. The overall presentation skills of the students, including their ability to articulate their branding choices and design inspirations, were also considered. The Movethon contest successfully provided students with a platform to hone their branding, marketing, and design skills, reinforcing the importance of visual identity in today's competitive landscape. The event concluded with insightful feedback from the judges, emphasizing the need for cohesive branding strategies and the power of visual storytelling in marketing and institutional representation.

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**CENTRE FOR EXTENDED LEARNING**  
in association with IIC & IQAC & Collaboration with  
**RATS TECHNOLOGIES**  
Presents



IIC 7.0 (Q2)

# MOVETHON

Exclusively for BCOM  
Logistics & Supply Chain Mgmt

**Logo & Mascot Design Contest**  
(Design a Logo and Mascot for Movethon  
to create a strong Brand Identity)

Judging Criteria (Total: 50 Marks)

Brand Name	Logo Design and Meaning	Slogan with Explanation	Mascot	Over All Presentation
10	10	10	10	10

Date & Time  
07/02/2025 @ 10:00AM

[www.christcollege.co.in](http://www.christcollege.co.in)



## Snapshots:



## EXPERT TALK ON PROCESS OF INNOVATION DEVELOPMENT, TECHNOLOGY READINESS LEVEL (TRL); COMMERCIALIZATION OF LAB TECHNOLOGIES & TECH-TRANSFER

**Date: 13<sup>th</sup> February, 2025 @ 01:00 PM**

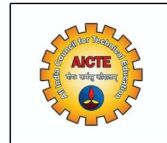
The Centre for Extended Learning, in collaboration with the Institution's Innovation Council (IIC) and the Internal Quality Assurance Cell (IQAC), organized an Expert Talk on "Process of Innovation Development, Technology Readiness Level (TRL); Commercialization of Lab Technologies & Tech-Transfer" on 13<sup>th</sup> February 2025 at 01:00PM. The session aimed to provide insights into the structured approach to innovation, the different stages of TRL, and strategies for transforming research outcomes into commercially viable products. The expert speaker shared valuable perspectives on bridging the gap between research and industry, emphasizing the importance of strategic planning, funding, and collaboration in the innovation ecosystem.

The talk also covered essential aspects of technology commercialization and tech transfer, highlighting how academic research can be effectively transitioned into market-ready solutions. The speaker discussed case studies of successful innovations, the role of incubation centers, and the significance of intellectual property rights in protecting and promoting novel technologies. Participants, including faculty members, researchers,

and students, actively engaged in discussions, gaining a deeper understanding of the commercialization process. The session concluded with an interactive Q&A segment, making it an enriching experience for all attendees.



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**CENTRE FOR EXTENDED LEARNING**  
in association with IIC & IQAC  
Presents

**Expert Talk On**  
**Process of Innovation Development**  
**Technology Readiness Level (TRL);**  
**Commercialization of Lab Technologies & Tech-Transfer**



IIC 7.0 (Q2)



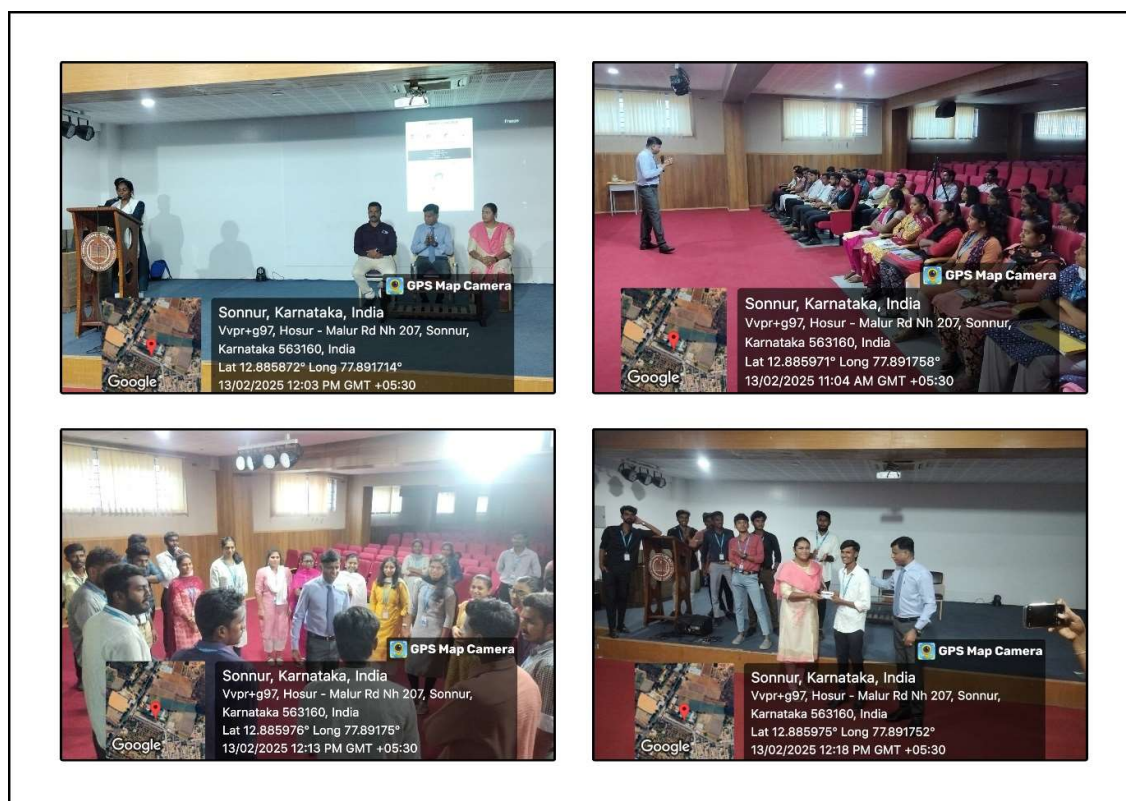
Date & Time  
13/02/2025 @ 01:00 PM



**Mr. Angels JK**  
Life Skill Facilitator  
Director- JK Insight Academy

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## Snapshots:



## INNOVATIONS SHOWCASE: EXHIBITION/POSTER PRESENTATION OF INNOVATIONS (Space on Wheels – The Mobile Bus Exhibition – ISRO)

**Date: 20<sup>th</sup> & 21<sup>st</sup> February, 2025**

The Centre for Extended Learning, in collaboration with the Department of Science, Institution's Innovation Council (IIC) and the Internal Quality Assurance Cell (IQAC), organized a special edition of the "Innovations Showcase: Exhibition" featuring "Space on Wheels – The Mobile Bus Exhibition" by ISRO, exclusively for government school children on 20<sup>th</sup> and 21<sup>st</sup> February 2025.

The initiative aimed to ignite curiosity and interest in space science among young minds, providing them with a unique opportunity to explore India's advancements in space technology.

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OF SCIENCE AND MANAGEMENT  
HOSUR - MALUR MAIN ROAD, ALAMBADY, MALUR  
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**Chief Guest**  
**Mr. PVN Murthy** Senior Scientist  
U R Rao Satellite Centre (URSC), ISRO

**Space on Wheels**  
**The Mobile Bus - Exhibition**

**Date & Time**  
20<sup>th</sup> & 21<sup>st</sup> Feb, 2025 (10:00 AM to 04:00 PM)  
More Info: 9900651851

**Welcome**

**Venue**  
Hosur - Malur Main Road, Alambady, Malur  
www.christcollege.co.in



The mobile exhibition bus, designed by ISRO, featured interactive models, engaging presentations, and informative displays on India's space missions, satellite technology, and research breakthroughs. The young attendees were captivated by the exhibits, gaining firsthand knowledge of ISRO's contributions to scientific and technological progress.

The event saw enthusiastic participation from government school students, who engaged in interactive sessions with experts and explored various aspects of space exploration, rocket science, and planetary missions. The exhibition was designed to be both educational and inspiring, offering students a rare chance to witness real-world applications of science beyond textbooks. Special guided tours and demonstrations were arranged to enhance their learning experience. The initiative successfully fostered scientific curiosity, encouraging students to pursue careers in STEM (Science, Technology, Engineering, and Mathematics) fields. The event concluded with words of encouragement from organizers and ISRO representatives, leaving the students motivated to dream big and contribute to India's future in space research.

### Snapshots:



## Snapshots:



## FIELD/EXPOSURE VISIT TO SRI SAKTHI MOTOR INCUBATION UNIT (EV VEHICLES – IoT Experiential Learning)

**Date: 08<sup>th</sup> March, 2025**

The Centre for Extended Learning, in collaboration with the Department of Science, Institution's Innovation Council (IIC), and the Internal Quality Assurance Cell (IQAC), organized a Field/Exposure Visit to Sri Sakthi Motor on 08<sup>th</sup> March 2025, exclusively for III BSc students.

The visit was designed to provide students with experiential learning in Electric Vehicles (EV) and the Internet of Things (IoT), helping them understand cutting-edge advancements in sustainable transportation. Experts from Sri Sakthi Motor guided the students through key aspects of EV design, battery technology,

**INSTITUTION'S INNOVATION COUNCIL**  
(Ministry of HRD Initiatives)

**CHRIST COLLEGE OF SCIENCE AND MANAGEMENT**  
(Autonomous Institute for Higher Education and Research)  
Hosur-Volur Main Road, The Study Mokka, Karnataka - 563160

**MoE'S INNOVATION CELL**  
(GOVERNMENT OF INDIA)

**CENTRE FOR EXTENDED LEARNING**  
in collaboration with **DEPARTMENT OF SCIENCE**  
in association with **IIC / IQAC**

**GO GREEN  
GO ELECTRIC**

**Field / Exposure Visit to** **IIC 7.0 (Q2)**  
**SRI SAKTHI MOTOR INCUBATION UNIT**  
Hosur

As part of an  
**accenture**  
CSR Activity  
(III BSc)

08/03/2025 @ 10:00AM      [www.christcollege.co.in](http://www.christcollege.co.in)



IoT-enabled smart vehicle systems, and automation in the automotive industry. The sessions included live demonstrations on regenerative braking, battery management systems, and real-time IoT applications, allowing students to witness firsthand the role of technology in modern vehicle innovation.

The visit provided an interactive and hands-on learning experience, bridging the gap between classroom knowledge and real-world applications. Students explored EV assembly lines, sensor-based monitoring systems, and data analytics in vehicle performance optimization. Industry professionals shared insights on the future of electric mobility, smart connectivity solutions, and career opportunities in the EV and IoT domains. The exposure visit concluded with a Q&A session, where students engaged in discussions with experts, gaining valuable industry perspectives. The initiative successfully enriched their understanding of green technology and intelligent transportation systems, inspiring them to explore emerging opportunities in sustainable and smart mobility solutions.

### Snapshots:





**AWARENESS PROGRAMME ON INNOVATIONS AND ENTREPRENEURSHIP**  
**(Outreach Program in Govt. Schools)**  
**Date: 11<sup>th</sup> March, 2025**

**INSTITUTION'S INNOVATION COUNCIL**  
(Ministry of HRD Initiative)

**CHRIST COLLEGE OF SCIENCE AND MANAGEMENT**  
Kannur - Malur - Kolar Road, Kolar, Karnataka - 562102

**MaE'S INNOVATION CELL**  
(GOVERNMENT OF INDIA)

Centre for Extended Learning  
in collaboration with Department of Science  
in association with IIC / IQAC

**IIC 7.0 Activity**

**AWARENESS PROGRAMME ON INNOVATION & ENTREPRENEURSHIP**

To introduce school students to Innovation, Business Fundamentals, and Entrepreneurial Thinking

**Exciting Prizes awaits you.!**

**Venue**  
**GHPS SAMPANGERE**  
Cluster: Chikkathirupathi  
Block: Malur  
District: Kolar  
(Outreach Programme )

**11<sup>th</sup> March, 2025**  
**@ 10:30 AM**  
**Christ Social Responsibility**

[www.christcollege.co.in](http://www.christcollege.co.in)

The Centre for Extended Learning, in collaboration with the Department of Science, Institution's Innovation Council (IIC), and the Internal Quality Assurance Cell (IQAC), organized an Awareness Programme on Innovation and Entrepreneurship as part of an outreach initiative for government school students on 11<sup>th</sup> March 2025. The program aimed to ignite creativity, problem-solving skills, and entrepreneurial thinking among young students, introducing them to the world of innovation and startups.

Sessions included interactive discussions on scientific thinking, idea generation, and the importance of entrepreneurship in nation-building. Experts and mentors engaged with students,

sharing inspiring stories of successful innovators and demonstrating how simple ideas can lead to impactful solutions.

The outreach program also featured hands-on activities, brainstorming sessions, and demonstrations of innovative projects, encouraging students to think beyond textbooks and explore real-world applications of science and technology. Special emphasis was given to STEM education, design thinking, and the role of startups in economic growth. The students actively participated, showcasing enthusiasm and curiosity about developing their own creative ideas. The program concluded with motivational talks, urging students to pursue careers in innovation and entrepreneurship. This initiative successfully instilled a spirit of inquiry and self-reliance, empowering young minds to envision a future driven by scientific advancements and entrepreneurial endeavors.

## Snapshots:



## CONCLUSION

Christ College of Science and Management has made remarkable strides in fostering a culture of innovation, entrepreneurship, and sustainability through a series of well-structured events and initiatives. These efforts are strategically aligned with the AICTE Startup Policy and the United Nations' Sustainable Development Goals (SDGs), ensuring that both students and faculty are equipped with the necessary skills to make meaningful contributions to society and industry. By emphasizing inspiration, motivation, and ideation, the college has cultivated an ecosystem where creativity and technological advancements flourish.

Through workshops, innovation showcases, industry exposure programs, and hackathons, students have been empowered to transform their ideas into real-world solutions. Their successful participation and achievements in national-level competitions further underscore the institution's commitment to academic excellence and innovation. Moving forward, Christ College remains dedicated to nurturing future leaders and change-makers, equipping them with the skills, knowledge, and mindset required to thrive in an increasingly dynamic and technology-driven world.