

Name of event: Technokraft

Date: 18th September, 2019.

Venue: Teqip Building , Jadavpur University

Brief Description of event: Technokraft was a technical cum marketing event organized for students of all years and open to all colleges. 107 people registered for the event, who went through 3 rounds, two were based on the technical feasibility of product and the last round was based on the marketing of the product. They were divided into teams of 4/5 as required.

In the first round, two members from each team had to select the primary features of the allotted products using a part of the sum in the wallet assigned to each team.

In the second round, the remaining 2/3 members had to choose the secondary features of the allotted product with the remaining sum in the team wallet after round 1. The factions were not allowed to communicate with each other during the first two rounds.

In the third round, the two factions came together with their selections of the features where they virtually built the product, fixed a price for it and pitched it to the judges.

The winner was decided by the judging panel based on certain criteria which they had decided. The winning team got exciting prizes and gift coupons from the sponsors and dignitaries.

Dignitaries/ Judge panel (If any):

- Anuj Agrawal, Co-Founder, Learning while Travelling
- Mr. Khabbab Zakaria , Founder , Epiphany

Pictures:



