



An Autonomous Institute
Approved by AICTE, New Delhi
Affiliated to VTU, Belagavi
Recognized by UGC under 2(f) & 12(B)
Accredited by NBA & NAAC

**DYNAMECH Department Club Activity on
“PRODUCT IDEATHON”
(09TH NOVEMBER 2024) – 10.30 am to 1.00pm**

DYNAMECH Club Activity on “PRODUCT IDEATHON”

DYNAMECH Club Activity on ‘PRODUCT IDEATHON’ was successfully conducted by the Department of Mechanical Engineering in association with ISTE, IIC and IQAC – MVJCE, on 09th November 2024 from 10.30 am to 1.00 pm. This DYNAMECH Club Activity was carried to influence upon students, the importance of Product Ideathon, for their career and future product development. 79 students were attended in this event from ME, AE and ASP department. **Mr. Salim Basha, Product Manager, ALSTOM** is invited as a chief guest for this event.

CLUB ACTIVITY THEME:

Product Ideathon is a collaborative event where the participants come together to brainstorm and develop innovative product ideas, typically within a set time frame. These events are popular in entrepreneurial, tech and design circles and are aimed at fostering creativity, problem solving and Innovation.

Problem Statement:

In today’s rapidly evolving world, consumers and businesses are constantly looking for solutions that enhance efficiency, improve quality of life, and drive sustainable growth. The rise of digitalization, environmental concerns, and changes in consumer expectations present both challenges and opportunities for innovators. The goal of this Ideathon is to tap into fresh ideas for products or features that address pressing issues or unmet needs in the current market.

Challenge: Design an innovative product, feature, or solution that solves a real-world problem or meets a critical need. This product should either:

1. **Enhance the User Experience** – Address an existing pain point in consumer or business life, such as simplifying tasks, providing faster services, or improving accessibility.

2. **Promote Sustainability** – Help businesses or consumers reduce their environmental footprint, improve waste management, or adopt sustainable practices.
3. **Enable Digital Transformation** – Develop a solution that supports digital transformation across sectors such as healthcare, education, finance, or retail. Consider aspects such as AI, automation, data security, and ease of adoption.
4. **Address Social Challenges** – Propose a solution that addresses a social issue, like enhancing accessibility for individuals with disabilities, improving education or healthcare access in remote areas, or supporting mental health.

Requirements:

A3 Sheet for design the product

Include design and 2D or 3D diagram

Include sustainable ideas

Mention scale of dimensions

Uniqueness and neatness of the design

Highlight of the Event:

Dr. Shrinivas L Gombi, Dean Academics, gave the talk about the importance of club activity in front of the participants. He also revealed the significant of ideas and product development for the engineers especially in core branches of mechanical and aeronautical departments. Dr. Santhosh N, Professor and Head, Department of Mechanical Engineering, introduced the chief guest and delivered the speech about the club activity in front of the students and given the rules and regulations about the club activity. Then session was handover to the chief guest Mr. Salim Basha, Product Manager, ALSTOM delivered the importance of Address an existing pain point in consumer or business life, such as simplifying tasks, providing faster services, or improving accessibility. Propose a solution that addresses a social issue, like enhancing accessibility for individuals with disabilities, improving education or healthcare access in remote areas, or supporting mental health. After event was started by the students.



Dr. Shrinivas L Gombi, Dean Academics has delivered speech in front of the students



Mr. Salim Basha, Product Manager, ALSTOM has delivered speech about the Idea Based Product



Overall, 79 students participated in this event.



Students interacted actively during this event.

Overall, the Club activity was very well coordinated, with the main impetus on Product Ideathon and the students were actively engaged in the event. The Club activity came to an end, with concluding remarks from Mr. Salim Basha, Product Manager, ALSTOM, on how to go forward with the Idea Based products. He encouraged the participants to participate actively in all future events.

Outcome of the Club Activity

1. The students were encouraged to carry out knowledge of developing ideas into the product.
2. They experienced and understood the concepts of how to generate the ideas and design the product
3. They were prompted to recognize the need for design in product as user friendly and less cost and simple in design



Paul Benjamin I (1MJ23AS022)
(1ST Prize)



Vishnu Prasad N M (1MJ23ME014)
(Runner Up)

Photographs of the Winner and Runner up of the Event

Summary of the DYNAMECH Club Activity on Product Ideathon

Date of the Event	09 th November, 2024
Time of the Event	10.30 am to 1.00 pm
No. of. Participants	79 Students
Venue	CAMD Lab (Room No. 43)
Title of the Event	DYNAMECH Club Activity on ‘Product Ideathon’
Theme of the Event	Suggest Product Ideas with simple design and feasible products
Winner and Runner up	Winner: Paul Benjamin I (1MJ23AS022)- ASP Runner Up: Vishnu prasad N M (1MJ23ME014) - Mech
Organized by	DYNAMECH Student Club, Department of Mechanical Engineering, MVJCE, in association with ISTE, IIC and IQAC – MVJCE