

Department of Mechanical Engineering

A Reflection Report

Mack-A-Thon

On

“Product Development and Marketing (Bug to Business)”

Organized by

Department of Mechanical Engineering

Date: 5.11.2022 & 6.11.2022

Co-coordinators

Mr. M. Arulkumar AP/ MECH

Mr. M. Nishal, AP/MECH

Mr. K. Ram Prasad, AP/MECH

Convener

Dr. S. Ramesh Babu

HoD/ Mechanical Engineering

To
Mr. MAK
Ramesh
6/10/22

Forwarded to the
Principal for approval

Ramesh
24/9/2022

Sri Venkateswara College of Engineering
Department of Mechanical Engineering

Submitted to the Principal:

Through HOD Mechanical

Sub: Requesting for conducting 24hour Make-a-thon on "Product Development and marketing" - reg.

Respected Sir,

Concept to Business is a technical event conducted by the **Department of Mechanical Engineering** for the UG/PG students of all the years and open to all engineering branches. This event is a **24hr Make-a-thon**, where the candidates will be building their products from any one of the chosen domains on the first 12hrs of the event and will be judged by industry experts on the next day morning session. Following that the teams will prepare a marketing strategy pitch to market their product and present it in front of the marketing experts who will evaluate their marketing skills and strategies.

Hence, it is proposed to conduct the 24hr Make-a-thon on Product development and Marketing during the mid of October 2022 (tentatively) in our college with the help of Mechanical faculty members and Student Executives. Industry experts and marketing analyst are to be invited to judge the event. The total number of participants is expected to be around 85-100. The tentative expenditure, source and the flow of the event is attached.

Kindly permit us to proceed further for organizing the above Programme.

Thank you

Principal's kind permission is required for the followings:

- Attendance OD for the participants
- To collect Registration Fee of Rs.650/- from each participants to meet below attached expenditure.
- To conduct this event in Placement cell (Day1) and Library Seminar Hall (Day2).
- Permission to allow packed food (Veg) from Hotel to serve the participants during the Programme. *

Mr. M. Nishal

Mr. K. Ram Prasad

Mr. M. Arulkumar

Coordinators

Dr. S. Ramesh Babu

Prof/HoD

MECH

Convener

Mr. Gokul Krishnan A

Mr. Akash R

Mr. Bharath P

Student Executives

To: HOD-MEC
* Hygiene and safety of packed food must be ascertained.
Approved
Ramesh
3/10/22

FLOW OF THE EVENT

DAY 1 OF THE EVENT: (First 12hrs)

The teammates will assemble at the venue at 9.00 am. In the selected Domain, they will be working on product development. In the first review, they will Analyze, think and modify their products based on the suggestions given by their peers and mentors.

DAY 2 OF THE EVENT: (Second 12hrs)

The teammates will assemble at the venue at 9.00 am. They will be judged based on their technical aspects and their product by Industry experts. Judging criterion will be based on their Innovation, Implementation and Impact of their product. Following that the teams will present the business pitch with various marketing strategies for their product, in front of marketing experts. The participants are requested to be in formal attire during the day. The points will be designated based on the innovative strategies they bring in and the societal impacts of their product.

At the end of Day 2, the judges will hand out the points based on their performance and the top 4 teams will be awarded cash prizes during the valedictory. Special mentions will also be given to various criteria standards.

LIST OF DOMAINS

- Green Technology
- Smart Education
- Agriculture & Rural Development Industry 4.0
- Healthcare
- Fitness & Sports
- Food Tech

EXPENDITURE INVOLVED:

Prize money: Rs. 66,000 - 1st place (30,000 Rs), 2nd Place (20,000 Rs), 3rd Place (10,000 Rs) & 4th Place (6000 Rs)

Prize money depends on the sponsorship we get.

Food: Rs.65000 (Four meals & refreshments to the participants)

(Since it is a 24hr event, lunch and dinner for Day 1, breakfast, and lunch for Day2 will be provided.)

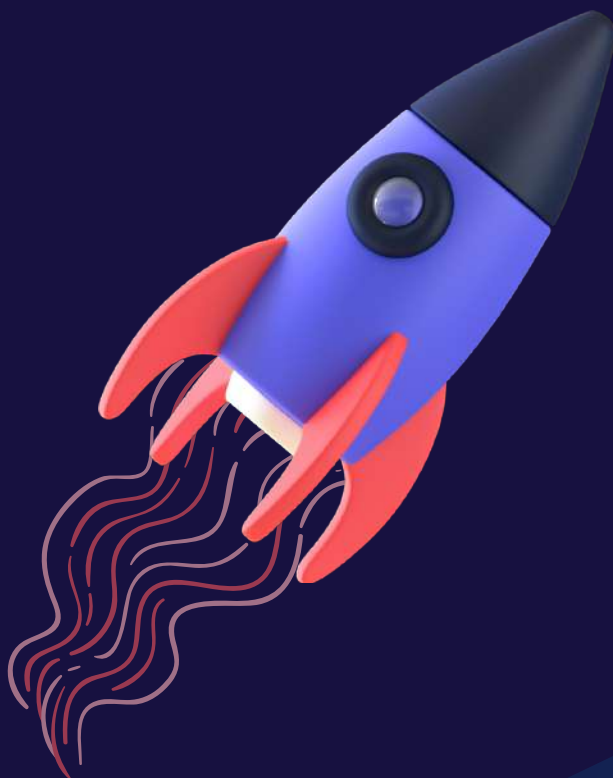
Miscellaneous: Rs. 20,000

(Miscellaneous costs involve charges for printing certificates and banners, delivery fee, compliments for judges, and some convenience charges)

*Expenditures are barred with registration fee and sponsorships

THE DEPARTMENT OF MECHANICAL ENGINEERING
ORGANISES

BUG TO BUSINESS



NOVEMBER

5th & 6th

2022

 [bug_to_business](https://www.instagram.com/bug_to_business)  bugtobusiness@gmail.com

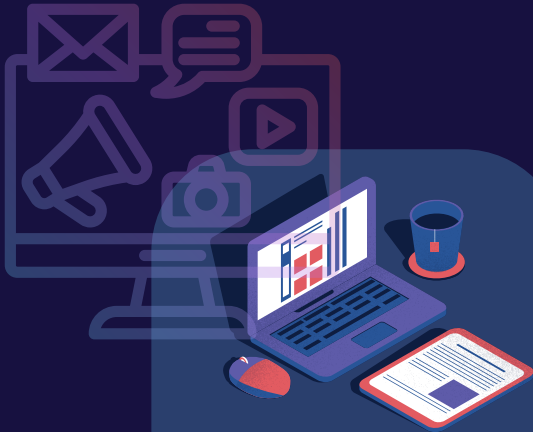
EVENT CONVENERS

Dr. S.Ramesh Babu
(HoD of Mechanical Dept)

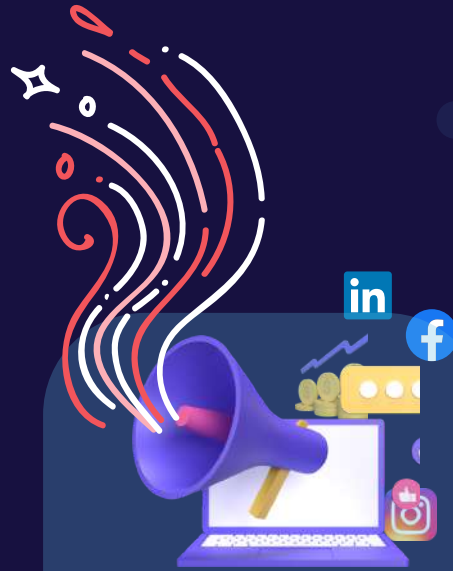
Dr. M.Mohandass
(AHoD of Mechanical Dept)

 SVCE

BUG TO BUSINESS



**Design and
prototype
your idea!**



**Propose an
innovative pitch
to market your
product!**

DOMAINS

Green Technology

Smart Education

Agriculture & Rural Development

Industry 4.0

Healthcare

Fitness & Sports

FoodTech

DAY 1:

PRODUCT DEVELOPMENT & STRATEGY

- **Assemble with your teammates to build your idea into reality.**
- **You will be given 24hrs to develop and to figure out an innovative marketing strategy to pitch your product.**
- **Share your idea with your rivals in the first pitstop. The top 5 teams will get exciting goodies on the first review!**
- **Analyse, think and modify to continue your mission to stand amongst your rivals.**

DAY 2: THE JUDGING

- **On day 2, Experts from different domains of the industry will analyze and will be judging your team based on your product (technicality) .**
- **Experts in the field of Marketing will analyze your strategy, inquire about your marketing moves and judge your product. (marketing)**

THE RULES!

- 1) A team of minimum 3 and a maximum of 5 from any dept and year is allowed.**
- 2) The team has to participate on both days of the event to be eligible for the final consideration.**
- 3) Bring your tech for your products. Power supply and Wi-Fi will be provided all around the day .**
- 4) ID cards and Event passes are mandatory for your entry to the event.**
- 5) On the second day, Participants are requested to be in formal attire for their business pitch.**

REGISTRATION LINK

[Click here to register](#)



STUDENT CO-ORDINATORS

Gokul Krishnan A
Akash R
Bharath P

EVENT CO-ORDINATORS

Mr. Arul Kumar M
Mr. Nishal M
Mr. Ram Prasad K

THE DEPARTMENT OF MECHANICAL ENGINEERING
ORGANISES

BUG
TO
BUSINESS



*You're
Invited!*

NOV 6

@ 10AM

**Sri Venkateswara
College of Engineering**
Pennalur, Sriperumbudur

VENUE : Placement Cell

SVCCE

TEAMLIST- BUG TO BUSINESS'22

S.NO	TEAM NAME	TEAM LEADERS	MEMBER	MEMBER	MEMBER	MEMBER
1	Maverick	Dafinny	Ajay Rohith G	Bharathi Priyadharshini P		
2	Ebullience	Dorraju Nikhita	Abinesh. K. N	Arunesh. B	Dharani. R	Abiraina. A
3	Go Bus	E GURUNATHRAJ	Vivekanand pandiyan MM	Singvalliyappa V		
4	Meta Artificial	Jeevakumar A	Priyanka Anand	Rahul G	Harshitha J	Harishri S
5	iNova	Kolla Mohan Rao	Kishan M	NAARAAYAN L R	MADHUMITA R	
6	The Catalysts	Nawras Ahamed N	Aravin Takshan KK	Deepak H		
7	Bug	Vijayaragavan T	Vijay k	Varun m	Thanigaivelan	Syed Mohideen Afridi M
8	Golden Gears	Vignesh D	Muthu Selvam N	Palanivel G		
9	MOBOCart	Vinish U	Akshara B S	Sai Kumar R V	Ramesh Aravind J M	
10	Team Sigma	Joshua Praveen R	Jithesh Bharathi K	Arvind M	Giri Prasath M	Nithin B
11	Alpha interface	Kaushigarajan U.K	Kirran Goutam J.B	Melvin Rosoaario.A	Boobalan .G	
12	Tech Innovates	Anushyanth A	Abishek G	Vishwa B		
13	INARI	VARSHINI.K.R	NIVASHINI VINDHYA S	JYOTSNA R	JUSTIN KIRAN KUMAR S	
14	4xception	MAHIMA.G	Preethi Purnimaa	Pratosh B	Arvindh G	
15	Raspberry High	Divyamsh B	Iyyappan R	Nandha Kumar S	Pranav Vignesh A	Meenakshi R
16	RevChair	Deepak Balasubramanian P	Aravind S	Hareesh V		
17	Mechies	Anton Jerome	Aatheswar	Dillirajan	Giri	Jagan kumar
18	Tech Bugs	Mohammed Aashiq A	Manikandan J	Hariharan M		
19	Freethinkers	Hakash MP	Adityavignesh V	Janani V		
20	Trailblazers	Shrudin S	Priyanka Raj	Allen Manoj	Janani K	
21	CYPHER ASSASSIN'S	Madhav B	V.Kiran Yadav	Mukesh S	Lok Ranjan P	Ram sureth Kumar

VOLUNTEERS LIST – BUG TO BUSINESS'22

GOKUL KRISHNAN A	MEC A	III Yr
AKASH R	MEC A	III Yr
BARATH P	MEC A	III Yr
ANEESH VARMAN S	MEC A	III Yr
KALYAN MS	MEC A	III Yr
ADITHIYA R	MEC A	III Yr
RISHAB	MEC B	III Yr
TARUN	MEC B	III Yr
SANJAY	MEC B	III Yr
TUSHIT DEV	MEC B	III Yr

(Autonomous & Affiliated to Anna University)
Pennalur, Sriperumbudur (TK) – 602117

DEPARTMENT OF MECHANICAL ENGINEERING

Solicit your esteemed presence for the
INAUGURAL FUNCTION

Of

24Hr MAKE-A-THON

BUG TO BUSINESS

Inaugural Address by

Dr. M. Mohandass
Associate Professor &
Asst.Head

Department of Mechanical Engineering
Sri Venkateswara College of Engineering

Presided by

Dr. S. Ramesh Babu
Professor & Head

Department of Mechanical Engineering
Sri Venkateswara College of Engineering

Venue	:	Placement Cell
Date	:	5th Nov 2022
Timing	:	9.00 a.m to 9.30 a.m

JUDGES

Judge

**Associate Vice
President &
Business Head at
Tube Investments
of India**



**Technical
&
Marketing**

Mr Sivakumar Menath

Judge

**Co-Founder ,
Director @Nyx
Wolves.**



Marketing

Mr Sriram Sankar

Judge

**Associate of
product
operations
Mad Street Den**



**Product
Operations**

Ms Sneha Joy

Report

Make-a-thon on Bug to Business was a 24-hour event which challenged students to offer innovative solutions in the form of product development and marketing which will help address crucial real time problems in our country and around the world. The event happened for 24 hours from 05th November to 6th November 2023 from 10 AM onwards at the Placement Cell, SVCE. The event witnessed a participation of a total of 21 teams with total of 82 participants. The developers had to build products that would impact and shape the future.



HOD, Dean Academics visited the Venue



Volunteers of the Make a thon

The inaugural address was presided by Dr. M. Mohandass, Associate Professor and Assistant Head of department mechanical engineering along with Dr. S. Ramesh Babu, Professor and Head department of Mechanical engineering facilitate the inaugural function.



Snapshot of the Event held at Placement Seminar Hall



Ms. Anitha, Assistant Professor, Department of electrical and electronics engineering reviewed the projects during the event held at placement hall.



Dr. Indhumathi, Assistant Professor, Department of Information Technology reviewed the projects during the event held at placement hall.

Final selection process was done by Judges from industry Mr. Sivakumar Menath, Mr. Sriram Sankar, Ms. Sneha Joy along with Dr. Ramesh Babu, Professor and Head of the department will present during the selection process.



Teams presented their final completion projects to the Judges



The valedictory address was presided by Dr. K. Pitchandi, Controller of Examination along with Dr. S. Ramesh Babu, Professor and Head department of Mechanical engineering facilitate the valedictory function.



Honoring the Judges with memento by Dr. K. Pitchandi, Controller of Examination along with Dr. S. Ramesh Babu, Professor and Head department of Mechanical engineering.





Prize distribution to the winners by the Judges along with Dr. K. Pitchandi, Controller of Examination and Dr. S. Ramesh Babu, Professor and Head department of Mechanical engineering.





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Pennalur, Sriperumbudur (TK) – 602117

DEPARTMENT OF MECHANICAL ENGINEERING

Solicit your esteemed presence for the

VALEDICTORY FUNCTION

Of

24Hr MAKE-A-THON

BUG TO BUSINESS

Valedictory Address by

Dr. K. Pitchandi

**Professor & Controller of Examination
Sri Venkateswara College of Engineering**

Presided by

Dr. R. Ramesh

**Professor & Dean of Academics
Department of Mechanical Engineering
Sri Venkateswara College of Engineering**

Special Address by

Dr. S. Ramesh Babu

**Professor & Head
Department of Mechanical Engineering
Sri Venkateswara College of Engineering**

Venue : Library Seminar Hall

Date : 6th Nov 2022

Timing : 1.00 pm to 2.00 pm

CERTIFICATE OF PARTICIPATION IS PRESENTED TO :

for his/her active participation in the 24 hour event - **Bug To Business 22'** organized by the
Department of Mechanical engineering at Sri Venkateswara College of Engineering
conducted on 5/11/2022 and 6/11/2022 .

Dr.S.Ramesh Babu
HOD Mechanical,
Sri Venkatesawara College of Engineering

Prof. S. Ganesh Vaidyanathan
Principal,
Sri Venkatesawara College of Engineering

CERTIFICATE OF APPRECIATION

This is to certify that _____ of _____
is being awarded the _____ in the 24 hour event -
Bug To Business 22' organized by the **Department of Mechanical engineering** at
Sri Venkateswara College of Engineering conducted on 5/11/2022 and 6/11/2022.

Dr.S.Ramesh Babu
HOD Mechanical,
Sri Venkatesawara College of Engineering

Prof. S. Ganesh Vaidyanathan
Principal,
Sri Venkatesawara College of Engineering

Mr Sriram Sankar
Co-Founder , Director @Nyx Wolves.

Mr Sivakumar Menath
Associate Vice President & Business Head at
Tube Investments of India

Ms Sneha Joy
Associate of product operations
Mad Street Den

SRI VENKATESWARA COLLEGE OF ENGINEERING

DEPARTMENT OF MECHANICAL ENGINEERING

INCOME SHEET - BUG TO BUSINESS

INCOME	QTY	PRICE	TOTAL
STUDENT ENTRY FEE / PERSON	66	650/person	42,900
SPONSORS	Haier	25,000	70,000
	Western Airducts	10,000	
	Nyx-Wolves	10,000	
	TI (Murugappa Groups)	10,000	
	GoWin	5,000	
	Ambattur Metal Treaters	5,000	
	Arul Devi Paper Mills	5,000	
TOTAL			1,12,900

SRI VENKATESWARA COLLEGE OF ENGINEERING

DEPARTMENT OF MECHANICAL ENGINEERING

EXPENSES SHEET

EXPENSES	QTY	PRICE	TOTAL
PRIZE MONEY	1st	Rs.15,000	Rs.34,500
	2nd	Rs.10,000	
	3rd	Rs.5,000	
	Special mentions	Rs.1500x3	
Food Expenses			
DAY 1 Lunch (Vijay Catering)	X 100	100	10000
DAY 1 Dinner (Vijay Catering)	X 100	120	12000
DAY 2 Breakfast (Cookooc)	X 100	50	5000
DAY 2 Lunch (Dominos Pizza)	X 90	90	9000
Judges Lunch (Sangeetha)	X 10	305	3050
Refreshments			
Cakes	100	10	1000
Tea & Coffee	3 Times	1000-Tea X 2 1500-Coffee X 1	3500
Cups	2 Packs	100	200
Biscuits (Unibic Choco Chip Cookies)	100	5	500
Aavin Icecreams	92	10	920
Juice (Maaza)	100	10	1000
Somasa	100	10	1000
Sauces & Plates	100	3-Plates 1-Sauce	400
Day 1 Snacks for Faculties	-	-	300
Chocolates (Munch)	30	10	300
Total Food & Refreshment Costs			48,250

SRI VENKATESWARA COLLEGE OF ENGINEERING

DEPARTMENT OF MECHANICAL ENGINEERING

EXPENSES SHEET

EXPENSES	QTY	PRICE	TOTAL
PRINTING			
Banner	1	600	600
Bill Board	3	1600	4800
Certificates	90	16	1440
TOTAL PRINTING COST			6840
STUDENT MEMENTO			
Ceramic White Cups	66	70	4620
Bug To Business Sticker & Card	66	8	528
Chocolate (1 In Each Box)	66	10	660
TOTAL STUDENT MOENTO			5808
JUDGES MEMENTO			
Ceramic White Cups	5	70	350
Bug to Business Sticker & Card	5	8	40
Cadbury's Celebration Pack	5	150/BOX	750
Cupcake Box	5	350/BOX	1750
Basket (Gold Net)	4	270/BASKET	1080
TOTAL JUDGES MEMENTO			3970
FACULTY MEMENTO			
Galaxy Gift Box	10	350	3500
TOTAL FACULTY MEMENTO			3500

SRI VENKATESWARA COLLEGE OF ENGINEERING

DEPARTMENT OF MECHANICAL ENGINEERING

EXPENSES SHEET

EXPENSES	QTY	PRICE	TOTAL
STATIONERY			
Note Pads	5	25	125
Pens	5	10	50
Markers	3	14	42
Total Stationery			127
PETROL AND TOLL EXPENSES			
Car 1	3000 - PETROL 450 - TOLL	-	3450
Car 2	2000 - PETROL 350 - TOLL	-	2350
Total Expense			5800
WATER BOTTLES			
1/2 LITRE PACKED BOTTLES	10	20	200
BUG TO BUSINESS EXPENSES = 1,08,995			
REMAINING BALANCE IN ACCOUNT = 3056			
MISCELLANEOUS = 850			
OVERALL TOTAL = 1,12,901			