

MES Asmabi College , Vemballur

Individual Detail Report

IDEA Fest : Innovation and Creativity fest

The Department of Psychology at MES Asmabi College, Vemballur, organized an innovative Idea Fest on December 9, 2022, in collaboration with the IEDC Cell and the Entrepreneurship Development (ED) Club. This event was specifically designed to foster creativity, innovation, and entrepreneurial skills among psychology students. The main agenda was to offer students a platform to present their ideas or college projects, which had the potential to be transformed into practical, real-world solutions. A unique aspect of this fest was the opportunity for these ideas to be critically evaluated by an elite panel, with the most promising projects being shortlisted for grants. These grants were to be awarded based on the developmental stage and innovative value of the presented ideas, thereby encouraging students to think critically and innovatively about real-world problems.

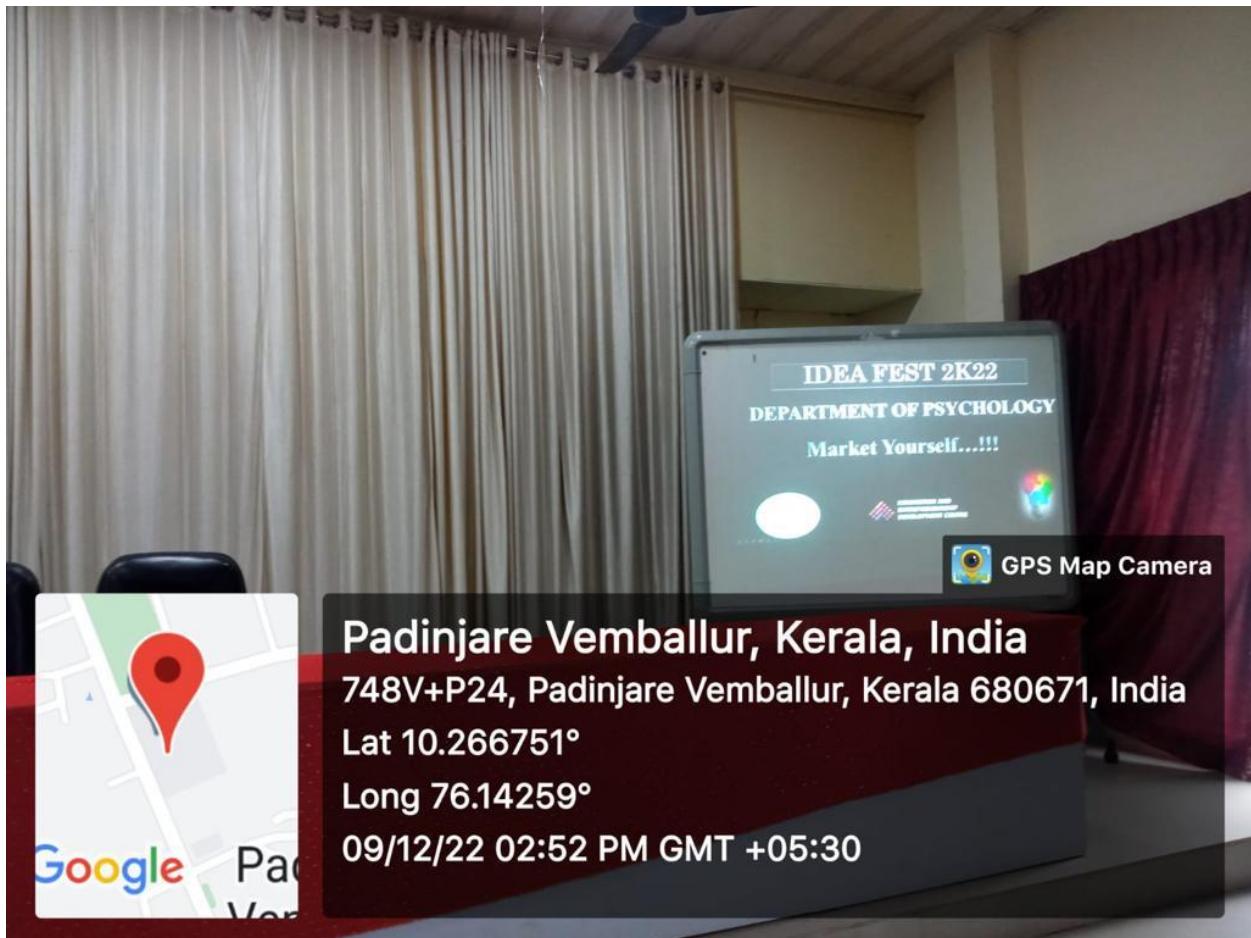
The fest witnessed enthusiastic participation, with a notable majority of female students among the 54 attendees. This demographic detail underscores the inclusive nature of the event, encouraging diverse participation and offering a supportive environment for all students, regardless of gender. Safa, a first-year BSc Psychology student, kicked off the event with an introduction to entrepreneurship, setting the tone for an engaging and informative session.

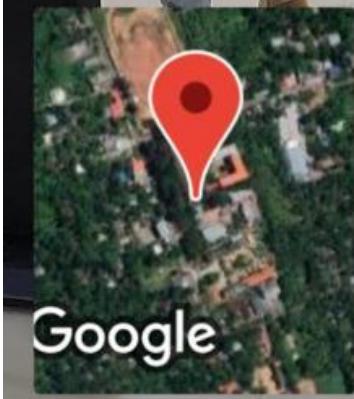
Three students had the opportunity to present their ideas, with Bhagya BL from the third year of BSc Psychology receiving the best presentation award. This accolade not only highlighted her exceptional idea and presentation skills but also emphasized the quality and potential impact of the ideas fostered within the psychology department. The award and recognition served as a testament to the creativity and innovation that the event aimed to cultivate among the students.

Ms. Minsila Hilal, an instrumental figure in organizing the fest, presented momentos to the students, marking their achievements and participation. This gesture not only acknowledged their hard work and innovative thinking but also encouraged them to continue pursuing their ideas with passion and dedication.

The Idea Fest, through its focus on innovation, creativity, and practical problem-solving, succeeded in its objective to develop better minds among students. It provided a vital opportunity

for students to enhance their skills and present themselves and their ideas in a manner aligned with real-world demands, thereby contributing significantly to their professional and personal growth.





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