

Introduction:

Solar power is energy from the sun that is converted into thermal or electrical energy. Solar energy is the cleanest and most abundant renewable energy source available. Harnessing and utilising this resource on a large scale can fulfil most of our energy requirements. Keeping this in mind, Vivekanand Education Society's Institute of Technology came up with their 3rd event under EBSB with participation from International Management Institute, Bhubaneswar. The name of the event was "Saur Urja Bharat". This event was conducted on October 24, 2020 on Zoom. This event focused on marketing strategies for selling a solar powered lamp in the rural areas.

About the product: The product which had to be marketed and sold was a solar powered study lamp which was devised by students of IIT Bombay under the guidance of prof. Chetan Singh Solanki. This product is highly flexible and promises battery backup of upto 5 hours. The cost of this solar powered study table lamp is rupees 500 only.

Students and teachers involved:

This very successful event was organised by VESIT with active participation from IMI Bhubaneswar. Dr. Geeta Ajit (Humanities and Science department) was the coordinator for the event.

Dr. Parmeshwar Birajdar (Electronics Department) and Ajinkya Valanjoo (Electronics and Telecommunication Department) were the event in charges. Sivanta Beera(D17A), the Student Head and Akshay Khanna(D14B), the Deputy Head along with Tanya Dubey(D9B) and Yash Bhise(D9B), the Junior Executive Committee Heads contributed greatly in the planning and execution of this event.

The hosts for this event were Sartha Tambe(D17A) and Saritha Tharakan(D6). This event was streamed live on YouTube at 11:00 am on VESIT's YouTube channel.

The technical support and management team consisted of Vishesh Mittal(D7B), Shrushti Jagtap(D9B), Jisha Philip(D10A) and Aditi Jamwal(D6) who ensured the smooth flow of the event.

Hemkesh Raina(D15) and Aditi Singh(MCA) did a commendable job with the poster and certificates. Dr. Sushil Dhuldhhar (Humanities and Science Department) along with Anuparvathi(D9A), Shrushti Govindwar(D7C) and Simran Huddedar(D10A) were responsible for publicity of the whole event.

The event had two teams, one team from each institute. Avinash Tripathy (D14B), Ayushi Pamnani(D14A) and Isha Gawde(D10A) were the members of team VESIT. Kumari Nikita, Abhirup Sarkar, Chhavi Singh were a part of team IMI.

The Event:

The event was inaugurated in a very unique way by our honourable principal Dr. J.M.Nair by lighting a solar lamp which was made by the students of IIT Bombay. This was followed by a speech by Dr. Parmeshwar Birajdar (Electronics Department) and Prof. Pallavi Pandey (Coordinator, IMI). The judges for this event were Mr. Prasad Rao and Ms Kriti Krishna.

Mr. Prasad Rao is a Bachelor in Electronics & Communication Engineering with Diploma in Business Management and Master of Business Administration. He has more than 38 years of Experience in Business Development, Engineering, Commissioning, Operation and Maintenance of Large sized Power Plants, Renewal Energy Plants and other process industries in the country. He has worked with Reliance Group for over 17 years at a respectable position. Trained in Germany on Process Automation, he has served both in Government and Private sectors in India and abroad. During his tenure with leading Power generating companies he has contributed significantly to improve plant performance through world class Operation & Maintenance practices and business sustainability. He has won many awards & accolades for his contribution to the Power Sector.

Ms Kriti Krishna is a research scholar at IIM Lucknow. Her research spans areas of marketing particularly, experiential marketing. She is also a freelance gamification consultant in Singapore. She has done her MBA from BIMTECH and graduation in arts from Lucknow University. She is also a Kathak graduate and has performed in several cultural events. She is also a volunteer of Handicare, an NGO working for the welfare of people with disabilities for the last 15 years.

We had Dr. Chetan Singh Solanki of the Energy swaraj foundation to share his thoughts on the importance of solar energy and its positive impacts on mother nature.

Rules for the event: A virtual toss would be done and the team who wins the toss gets to decide which team goes first. Every team was given 15 minutes to present their ideas in front of the judges. There was a warning bell after 13 minutes and a final bell after 15 minutes. Any team exceeding the given time limit was negatively marked. The marking scheme was divided into five criterias; content, organisation, delivery, overall impact and handling of questions.

The VESIT team won the toss and decided to go first. Isha Gawde gave a brief introduction of their presentation. Ayushi Pamnani talked about the investment strategies and Avinash Tripathy mentioned the economic benefits of the solar study lamp. The overall presentation was very informative and had a strong technical background.

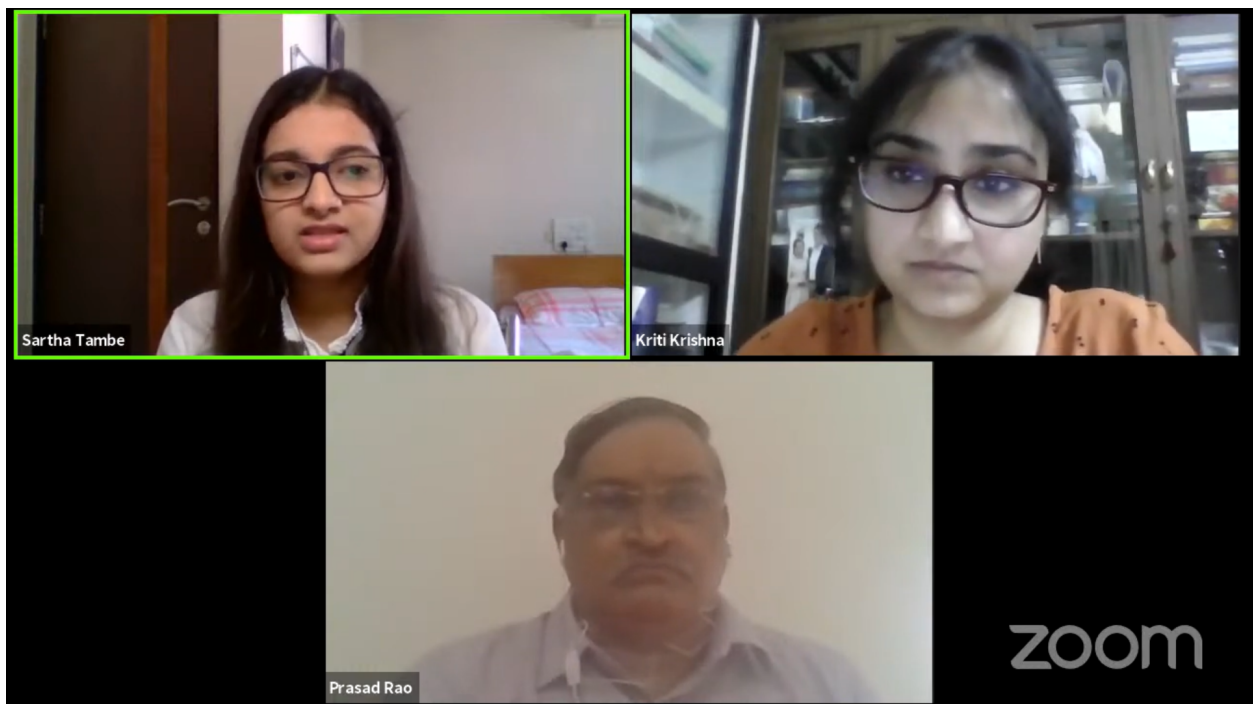
After team VESIT, team IMI geared up to deliver their lookout on the marketing of solar lamps in a rural area. Kumari Nikita started with a short introduction followed by Abhirup Sarkar who presented the various marketing strategies. The presentation was concluded by Chhavi Singh who discussed more about the marketing aspect of the solar lamp. This presentation was very well appreciated by the judges.

The judges announced team IMI as the winner and congratulated them for their strong management skills. Mr. Ajinkya Valanjoo brought down the curtains on this event by his concluding speech and appreciated the EBSB teams of both the institutes.

Glimpse of the event:



Inauguration by principal ma'am (Dr. J.M.Nair)



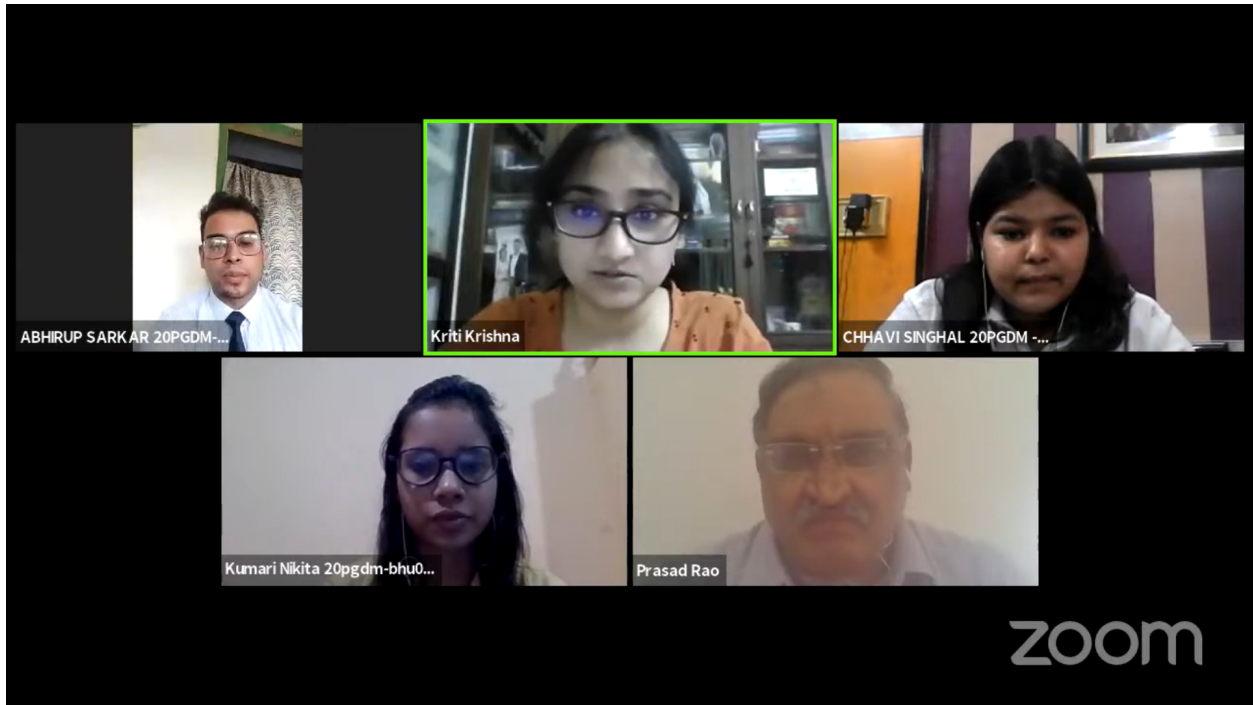
Judges (Mr Prasad Rao and Ms. Kriti Krishna)



Prof. Chetan Singh Solanki



VESIT team along with Ms. Kriti Krishna



IMI Bhubaneswar team with the judges