

vesAlthon

# VESAlTHON

AI FOR SOCIETY

24 HOURS NATIONWIDE HACKATHON

(28th & 29th June, 2019)

Link: <https://vesaithon.ves.ac.in/>

Platinum Partners

Capgemini

LEADINGINDIA.AE

Gold Partner

network marvels

Silver Partner

adapty  
Digital Commerce

COLLABORATORS



*Ms*



<b><u>No</u></b>	<b><u>INDEX</u></b>	<b><u>Page No</u></b>
<u>1.</u>	<u>About vesAithon'19.....</u>	<u>2</u>
<u>2.</u>	<u>Our Sponsors and Collaborators .....</u>	<u>2</u>
<u>3.</u>	<u>Prizes for vesAithon'19 Winners .....</u>	<u>2</u>
<u>4.</u>	<u>Facilities Provided .....</u>	<u>3</u>
<u>5.</u>	<u>Registration Process .....</u>	<u>3</u>
<u>6.</u>	<u>Offline Selection Process for vesAithon'19.....</u>	<u>5</u>
<u>7.</u>	<u>vesAithon'19 Judges .....</u>	<u>6</u>
<u>8.</u>	<u>Summary of vesAithon'19.....</u>	<u>10</u>
<u>9.</u>	<u>vesAithon'19 Winners.....</u>	<u>19</u>
<u>10.</u>	<u>Judging Criteria for Onsite vesAithon'19.....</u>	<u>24</u>
<u>11.</u>	<u>Team Count for Each Round and Evaluation Parameters.....</u>	<u>25</u>
<u>12.</u>	<u>vesAithon'19 Schedule.....</u>	<u>28</u>
<u>13.</u>	<u>vesAithon'19 Onsite Team Details.....</u>	<u>30</u>
<u>14.</u>	<u>Goodies given to vesAithon'19 Participants.....</u>	<u>31</u>
<u>15.</u>	<u>Social Media Support for vesAithon'19.....</u>	<u>31</u>
<u>16.</u>	<u>vesAithon'19 : Brand Marketing for CapGemini .....</u>	<u>32</u>
<u>17.</u>	<u>CapGemini Branding Line Items as per MoU.....</u>	<u>37</u>

## **About vesAlthon'19**

LeadingIndia.ai presented vesAlthon (24 hours nationwide hackathon on Artificial Intelligence), hosted at Vivekanand Education Society's Institute of Technology, Chembur, Mumbai. It was proposed to make an impact on the community by building a workable AI solution for most pressing Social Challenges faced by Senior Citizens, Differently abled and Kids. At this event, we brought together India's best coders, developers, designers, innovators, creators and entrepreneurs of tomorrow. vesAlthon'19 was geared up for those who are passionate about building, designing and innovating. It was a 24 Hours AI coding event where enthusiasts meet, develop and compete in the product prototyping competition. The final judging was done by the End users and Experts themselves.

## **Our Sponsors And Collaborators**

Our Platinum Sponsors included LeadingIndia.ai and Capgemini. Gold Sponsors included Network Marvels and Silver Partner was Adapty. Our Collaborators were AICTE, NVIDIA, Bennett University, Brunel University London.

## **Prizes for vesAlthon'19 winners**

Winner Prize	₹50000/-
1 <sup>st</sup> Runner Up Prize	₹30000/-
2 <sup>nd</sup> Runner Up Prize	₹15000/-
2 Special Prizes	₹10000/- per Team



## **Facilities Provided**

The following facilities were provided to the participants who were selected for the final stage Hackathon held on the 28th & 29th June 2019.

- ✓ **Accommodation** for Hackathon participants (only for those residing outside Mumbai) were provided from 27th June to 30th June, in the college hostel so that participants could rest and reach the venue at designated time without delay.
- ✓ **Travel** reimbursement was given to outside Mumbai participants. Maximum travel amount for 3rd AC train was given to the participants' nearest station to Kurla Junction. LeadingIndia.ai reimbursed the same for the participants.
- ✓ **Food** - The participants were given food during the Hackathon along with a 24hours supply of refreshments and beverages. Midnight snacks and energy drinks were provided to the participants so as to keep them going at night without a break.

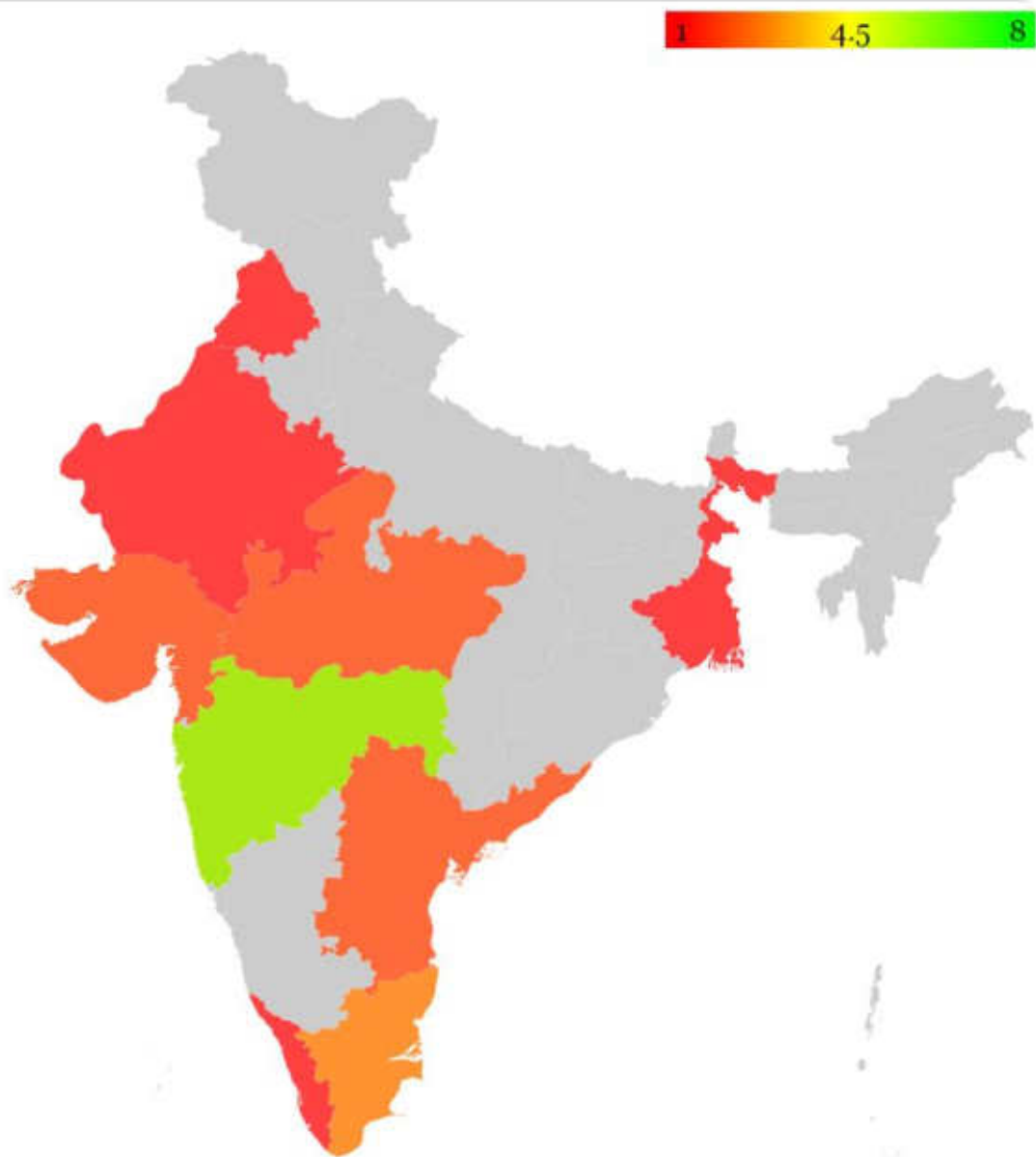
## **Registration Process**

Registrations for hackathon started around the mid March 2019 on our vesAItion website. The candidates were asked to submit their personal details, college details, domain they want to solve an AI challenge for, choose from problem statements given and upload the powerpoint presentations for the same. Submissions went on for a month. Participants from the following states, showed their interest to participate in the competition - Andhra Pradesh, Arunachal Pradesh, Assam, Bihar, Chhattisgarh, Goa, Gujarat, Haryana, Himachal Pradesh,



Jammu and Kashmir, Jharkhand, Karnataka, Kerala, Madhya Pradesh, Maharashtra and Manipur. Thus, our Nationwide Hackathon saw an amazing registration number of around 210 entries.

## VESAITHON PARTICIPATING TEAMS



## **Offline Selection Process for vesAlthon'19**

To ensure the utility of the developed AI Assistant, we conducted a rigorous selection procedure. The novelty in the Offline Judgment process is as follows:

- **Round - 1** : Participants were asked to submit their detailed approach to solve the chosen Problem Statement in form of powerpoint presentations. The scrutiny of this round was based on this response, which checked the Technical know-how and Innovational approach of the teams. Results of this round was announced on 30<sup>th</sup> April in the website.
- **Round - 2** : Selected teams had to attend a Telephonic Interview to check their Technical Command, Justification of Problem statement, Future Scope, Plan of action and Role of AI in their solution. Based on this, teams for the Onsite Hackathon were selected. Results for Round 2 went live on 15th May in the website.

The 30 Finalists from all over India came to Mumbai and for a period of 24-hours, Hackathon participants worked on Innovative Cross - Platform solutions while competing for prizes worth **Rs. 1 Lakh** in totality. End User testers and AI Experts were called to judge the competition for an unbiased evaluation.

## **vesAlthon'19 Judges**

On Day 1, AI Experts were invited from Industry and Academia for Judging the onsite participants. Thus, a four panel of two judges each, judged the participants and gave them valuable suggestions.

<b><u>Judge Panel 1 :</u></b>	<b>Dr. Madhushi Verma</b> (Bennett University) <b>Ms. Kamakshi Ananthraman</b> (Quantiphi)
<b><u>Judge Panel 2 :</u></b>	<b>Dr. Gaurav Singhal</b> (Bennett University)
<b><u>Judge Panel 3 :</u></b>	<b>Mr. Ravindra Muddinagari</b> (Network Marvels) <b>Mr. Nagananda A.</b> (TPO VESIT)
<b><u>Judge Panel 4 :</u></b>	<b>Mr. Vinaykumar Lad</b> (Capgemini) <b>Mr. Neel Gala</b> (Nielsen)

For phase 1 of Round 2, AI Experts from Industry and Academia along with the Alumnis were invited for judging. Thus an eight panel of 2 judges each, judged the final product in hand.

<b><u>Judge Panel 1 :</u></b>	<b>Dr. Madhushi Verma</b> (Bennett University) <b>Ms. Khushboo Peswani</b> (UBS – Alumni Judge)
<b><u>Judge Panel 2 :</u></b>	<b>Mr. Rajiv Yadav</b> (JPMC-- Alumni Judge) <b>Mr. Mayank Kothari</b> (Atto Infotech – Alumni Judge)
<b><u>Judge Panel 3 :</u></b>	<b>Mr. Prasad Ramanathan</b> (Capgemini) <b>Mr. Sagar Palao</b> (Morgan Stanley – Alumni Judge)
<b><u>Judge Panel 4 :</u></b>	<b>Dr. Gaurav Singhal</b> (Bennett University) <b>Mr. Tejas Watamwar</b> (Techzilla India Infotech – Alumni Judge)

**Mr. Kamakshi Ananthraman**

(Quantiphi)

**Judge Panel 5 :**

**Ms. Snehal Bhagat**

(Alumni Judge)

**Mr. Ravindra Muddinagiri**

(Network Marvels)

**Judge Panel 6 :**

**Mr. Himanshu Rawlani**

(Morgan Stanley – Alumni Judge)

**Mr. Vinaykumar Lad**

(Capgemini)

**Judge Panel 7 :**

**Mr. Rahul Shetty**

(Morgan Stanley – Alumni Judge)

**Judge Panel 8 :**

**Mr. Rohan Jagiasi**

(Tibcco – Alumni Judge)

For phase 2 of Round 2, End Users were invited to test the Usability and Friendliness of the prototype. The judges for this phase were as follows :

<b><u>Domain</u></b>	<b><u>Judge</u></b>
	<b>Dr. Sunil Patekar</b>
<b>Visually Disabled :</b>	(Principal, Vidyalandkar Institute of Technology)
	<b>Master. Manish Gaikwad</b>
	<b>Master. Yash</b>
<b>Deaf &amp; Dumb :</b>	(Rochiram T Thadhani High School For Hearing Handicapped)
	<b>Master. Soham Idetkar (10th STD)</b>
<b>Kids :</b>	<b>Master. Lalit Raheja (9th STD)</b> (Swami Vivekanand High School)
	<b>Mr. Ramani Iyer</b>
<b>Senior Citizen :</b>	(Ex. Chief G.M.,DOT)
	<b>Mr. Prasad Narayan Susarla</b>
	(Proprietor, deVelUp)

## Summary of vesAlthon'19 : 28<sup>th</sup> and 29<sup>th</sup> June, 2019

It started early in the morning with Registration of Teams and T-shirt Distribution. Teams were pretty punctual to reach the venue. After Registration, teams were served Breakfast.



**vesAlthon'19 Floral Decoration @ VESIT Entrance**

Being done with the necessities, Inauguration was held @9:00am in VESIT Auditorium where Guests and Participants were warmly welcomed by our beloved Principal, Dr. J. M. Nair. The Keynote Speech was given by the **Chief Guest from Capgemini, Mr. Mangirish Herwadkar**. Dr. Prakash Lulla advised the

participants about healthy lifestyle. Tulsi Samplings were presented to our Chief Guest Mr.Mangirish Herwadkar from Capgemini and Mr. Samir Patankar, from Network Marvels by our Principal.



**Chief Guest with Dignitaries inaugurating vesAlthon'19**



**Keynote Speech by Mr. Mangirish Herwadkar, Capgemini**

After the Inaugural Function, @10:00am participants and Chief Guest and the dignitaries headed towards VESIT Library and ribbon cutting was done by **Mr. Mangirish Herwadkar (Capgemini - Applied Innovation Exchange, Lab Director)** and **Mr. Samir Patankar (Network Marvels)**.



**The official Inauguration of vesAlthon'19 by Mr. Mangirish Herwadkar (Capgemini) and Mr. Samir Patankar (Network Marvels)**

Participants were seated in respected places and environment setup for teams was done. After that, the timer was started @10.15 am and participants began coding for their respective Problem Statements. Meanwhile, in the afternoon around 2pm Lunch was served @Amphitheatre. As per the rules, at least 2

participants from each team were to remain in their seats all the time so that coding could be continued for 24hrs. Then at around 4pm Round - 1 Judging started and each Judging Panel was coordinated by volunteers. This accounted for 25 % of total scoring required to calculate the Top 8.



### **Participants explaining their prototype to the AI Experts during Round - 1**

After the judging round, in the evening snacks and beverages were served in Library only @6.30pm. Then, @10pm Dinner was served in the canteen. Meanwhile to freshen the minds of participants, one of the participants came forward and beautifully sang an amazing song. Volunteers who stayed for the night were given shifts of 3hours and rest for 2-3hours and few volunteers were awake

all night. At around 2am midnight snacks and energy drinks were served. Participants were asked to take some rest keeping 2 participants awake all the time.



**Participants during vesAthon'19**

In the morning around 7.30am, Breakfast was served. Participants were asked to prepare powerpoint presentations by 10:00am. Then, @10.15am 24hours timer went off and coding ended. Panel of Judges from Industry and Alumni were coordinated by volunteers and Round - 2 Judging started. There were two phases for Round - 2 : 2A and 2B. Round- 2A was evaluated by Eight Panels of Judges, to check the Technical Aspect and Extent of AI used (accounted for 50%) and Round - 2B was evaluated by End Users (contributed 25%).



**Participants explaining their prototype to the AI Experts during Round - 2**



**End User Testing the prototype during Round - 2**

After Round - 2, Panel of Judges had a meeting about evaluation. Meanwhile, participants were asked to upload their powerpoint presentations and code to Github. Then, each team was called for a Photo Session outside the Library. All participants were called to Amphitheatre for a group photo with Faculties and Managing Team. Meanwhile, the Top 8 teams were selected by Judges, Lunch was served @Amphitheatre. All participants were brought to the VESIT Auditorium for Grand Finale, the final round of presentation, which went live on vesAIthon instagram handle.



**vesAIthon'19 Participants with the Organizing Committee**

Top 8 teams presented their project on stage. After the presentations, participants came forward and shared his views about this event. They were happy and satisfied from the whole event and spoke some very wise words that Mr. Boolani gave him of book for his genuine speech and wise words. It indeed proved that vesAlthon'19 was a huge success. And then without further delay, the Winners were announced and Prizes were distributed by our beloved Trustee, Mr. Boolani, Chief Guest, Judges and Faculties. vesAlthon was officially concluded up by a Vote of Thanks given by our loving Vice Principal, Dr. M Vijayalakshmi.



**Judges during the Grand Finale of vesAlthon'19**



**vesAithon'19 Trophies**



**vesAithon'19 Managing Committee**

## vesAithon'19 Winners

**Prize Money** : ₹50,000/-  
**Given By** : Capgemini, Dr. Prasad and Mr.Vinaykumar Lad  
**Winner** : Enlighteners  
**Category** : Differently Abled  
**College** : VNR VJIET, Telangana  
**Team ID** : 12  
**Members** : Mane Satya Mohanth  
Adusumilli Shiva Madhav  
U Srimanth Reddy  
Karakavalasa Mounika



**vesAithon'19 Winners with Capgemini, Leading India and VESIT Officials**

**Prize Money** : ₹30,000/-

**Given By** : Network Marvels, Mr. Samir Patankar

**First Runner Up** : Data\_X

**Category** : Elderly Caregiver

**College** : IIT Kharagpur

**Team ID** : 161

**Members** : Aadi Swadipto Mondal  
Kanishka Halder  
Parth Sarathi Roy  
Anirudh Chattopadhyay



**vesAlthon'19 First Runner Up with Network Marvels, Leading India and VESIT Officials**

**Prize Money : ₹15,000/-**

**Given By : Mr. Vijay Talreja  
(Co-founder of Adapty & Managing Trustee of VESIT)**

**Second Runner Up : Golden AI Age**

**Category : Differently Abled**

**College : CMR College Of Engineering & Technology, Telangana**

**Team ID : 67**

**Members : Saikiran Gogineni  
Sandeep Vuppala  
Ashwin Vaswani  
Porika Dhanraj Nath**



**vesAithon'19 First Runner Up with Mr. Vijay Talreja, Leading India and VESIT Officials**

<b>Prize Money</b>	<b>: ₹10,000/-</b>
<b>Given By</b>	<b>: Mr. Boolani Sir (VESIT - Managing Trustee)</b>
<b>Special Prize User Experience</b>	<b>: Stellar</b>
<b>Category</b>	<b>: Kids - Talk to my friend bot (chatbot)</b>
<b>College</b>	<b>: Vignan's Institute of Information Technolog Andhra Pradesh</b>
<b>Team ID</b>	<b>: 184</b>
<b>Members</b>	<b>: Shazia Muskan Guntuka Shahira</b>



**vesAlthon'19 Special Prize - User Experience winners with  
Mr. Boolani & Dr. (Mrs) J M Nair**

<b>Prize Money</b>	<b>: ₹10,000/-</b>
<b>Given By</b>	<b>: Mr. Boolani Sir (VESIT - Managing Trustee)</b>
<b>Special Prize Innovation</b>	<b>: we are on fire</b>
<b>Category</b>	<b>: Elderly, Medical compliance</b>
<b>College</b>	<b>: CMR college of engineering and technology Telangana</b>
<b>Team ID</b>	<b>: 138</b>
<b>Members</b>	<b>: Sravan Kumar Surendren Lokesh Agarwal Macha Nitesh Goud Karthikeya Rekulapalli</b>



**vesAithon'19 Special Prize Innovation winners with  
Mr. Boolani & Dr. (Mrs) J M Nair**

## **Judging Criteria for Onsite vesAlthon'19**

The Live Hackathon consists of three rounds to judge the onsite participants meticulously. The Onsite Judgement process was carried out as follows:

- **Round - 1 :** AI Experts from Industry were invited on the first day of Hackathon, to check the Idea and Justification to the Problem Statements, Role of AI in the described solution, Innovation and Technical feasibility of the Problem Statements. As per the Judgement, suggestions were given to Onsite participating teams.
- **Round - 2 :** All the Onsite participants were judged by two Panel of Judges : AI Experts and End users. During this round, AI Experts were checking the Product Completion, AI implementation, Scalability of Product, Real life implications, and Quality of code. Whereas, the End users were focused on the Usability and Friendliness.

To finalize the **Super 8 for Grand Finale**, 25% weightage was taken from Round 1, 50% weightage was taken from Round 2 judged by AI Experts and 25% weightage was considered for Round 2 judged by End Users.

- **Grand Finale :** The Top 8 teams presented their project and was judged based on Presentation, Pitch, Explanation of project and Questions answered. 70% of Previous cumulative scores (Round-1 & Round-2) and 30% of Round 3 score was considered to decide the Top 3 teams and Winners for Special Category Awards.

## **Team Count for Each Round and Evaluation parameter:**

### **Offline Round - 1 : Abstract Selection**

- **No. of Teams participated : 210 Teams**
- **Evaluation Parameters:**
  - Innovation : Uniqueness and innovation in the approach for solving the problem.
  - Technical Feasibility : How feasible the solution is. How easily the solution can be deployed from one machine to another. Dependencies and environment constraints must not be in large numbers. Extra points if they are developing their own APIs and using open source libraries.
  - Justification of Problem Statement : Does the proposed solution matches all the requirements. If not, how much percent the team is able to justify the requirements of the problem statement.
  - Clarity of Solution (Workflow etc) : How convincingly and clearly the team is able to explain what is proposed. No ambiguity in the solution. How easy is to understand (as a scrutinizer) what they are trying to explain. Marks on how well they have explained the entire workflow of the product.
  - Role of AI in the solution : What percent of the solution is being developed using AI.

## **Offline Round - 2 : Telephonic Interview (100 Teams participated)**

- **No. of Teams participated : 100 Teams**
- **Evaluation Parameters:**
  - Approach towards problem
  - Percent of problem completed
  - Technical Questions
  - If they will be able to make for the hackathon
  - Detailed questions from abstracts

## **Onsite Round - 1 : By AI Experts on 28th June 2019 (Day - 1)**

- **No. of Teams participated : 30 Teams**
- **Evaluation Parameters:**
  - Idea and justification to the problem statement (Does the idea solve the desired problem and tackles what is required)
  - Role of AI in the described solution
  - Innovation
  - Technical feasibility

### **Onsite Round - 2 : By AI Experts on 29th June 2019 (Day - 2)**

- **No. of Teams participated : 30 Teams**
- **Evaluation Parameters:**
  - Product Completion : What % of product has been implemented?
  - AI implementation
  - Scalability of Product
  - Real life implications  
(e.g : security of important data if any, Deployment of product, Maintenance plan of product, Business model etc...)
  - Quality of code

### **Onsite Round - 2 : By End Users on 29th June 2019 (Day - 2)**

- **No. of Teams participated : 30 Teams**
- **Evaluation Parameters:**
  - Usability and Friendliness : How easily the end user could use the product ?

### **Onsite Round - 3 : Grand Finale on 29th June 2019 (Day - 2)**

- **No. of Teams participated : 8 Teams**
- **Evaluation Parameters:**
  - Pitch
  - Presentation
  - Explanation of project

## **vesAlthon'19 Schedule**

### **Day - 1 : 28th June 2019**

<b>Time</b>		<b>Activity</b>
7:00 am	:	Registration
7:30 am	:	Breakfast @Amphitheatre
8:30 am	:	Saraswati Vandana & Lighting the Lamp
8:35 am	:	Inaugural speech by MOC
8:45 am	:	Introduce the Keynote Speaker Mangirish Herwadkar - Tulsi Sapling by Principal Madam
8:50 am	:	Keynote Speech by Mangirish Herwadkar
9:15 am	:	Felicitating the Keynote Speaker Mangirish Herwadkar - Memento by Dr. Lulla
9:20 am	:	Overview of the Hackathon - Levels of Judging - Relevance of End User Testing
10:00am	:	Onsite vesAlthon Flag off
1:30 pm	:	Lunch @ Amphitheatre
4:00 pm	:	Judging Round 1
6:30 pm	:	Snacks
10:00 pm	:	Dinner @ Canteen

**Day - 2 : 29th June 2019**

<b>Time</b>		<b>Activity</b>
2:00 am	:	Midnight Snacks
7:00 am	:	Breakfast
10:00am	:	Judging Round 2
12:00pm	:	vesAlthon Final Round - Presentation by vesAlthon Finalists
1:30 pm		Lunch Break
2:30 pm	:	Photo Session & vesAlthon Experience - By Experts & Participants
3:00 pm	:	Announcement of Winners - Special Category - Trustee - Innovation - Boolani Sir - 3rd Prize - Vijay Talreja - 2nd Prize - Network Marvels - 1st Prize - Capgemini
3:30 pm	:	Vote of Thanks - Sponsoring Companies - Participants - Names of Experts for Judging - End Users (Relevance of End User Testing) - Organizing Team
3:45 pm		Distribution of Certificates for Participants

## **vesAlthon'19 Onsite Team Details**

<b>Team ID</b>	<b>Problem Domain</b>	<b>Team Names</b>	<b>City, State</b>
180	Kids	AwesomeCase	Bhopal, Madhya Pradesh
203	Kids	BotLabs	Udaipur, Rajasthan
184	Kids	Team Stellar	Vishakhapatnam, Andhra Pradesh
200	Kids	Salvador	Mumbai, Maharashtra
170	Elderly	Grey Matter	Mumbai, Maharashtra
161	Elderly	Data_X	Kharagpur, West Bengal
169	Elderly	Hugs for bugs	Mumbai, Maharashtra
142	Elderly	Bro, code!	Mumbai, Maharashtra
138	Elderly	We Are On Fire	Telangana, Hyderabad
149	Elderly	Dream Team	Telangana, Hyderabad
124	Elderly	HealthCom	Rajkot, Gujarat
136	Elderly	Twilight Stars	Sathyamangalam, TamilNadu
172	Elderly	Hackstreet-Boys	Mumbai, Maharashtra
90	Differently Abled	Technorigger	Bhopal, Madhya Pradesh
98	Differently Abled	Sparx	Mumbai, Maharashtra
3	Differently Abled	MOZHI	Changanacherry, Kerala
14	Differently Abled	Republic Of Innovators	Rajkot, Gujarat
67	Differently Abled	Golden AI Age	Telangana, Hyderabad
97	Differently Abled	Neurons	Coimbatore, TamilNadu
34	Differently Abled	Team pacman	Visakhapatnam, Andhra Pradesh
35	Differently Abled	error(404)	Mumbai, Maharashtra
62	Differently Abled	Creative brainiacs	Telangana, Hyderabad
12	Differently Abled	Enlighteners	Telangana, Hyderabad
56	Differently Abled	Robo-Hacker	Amritsar, Punjab
95	Differently Abled	Software Chasers	Coimbatore, TamilNadu
87	Differently Abled	Hack	Nerul, Mumbai, Maharashtra

## **Goodies given to vesAlthon Participants**

All participants were given the following goodies:

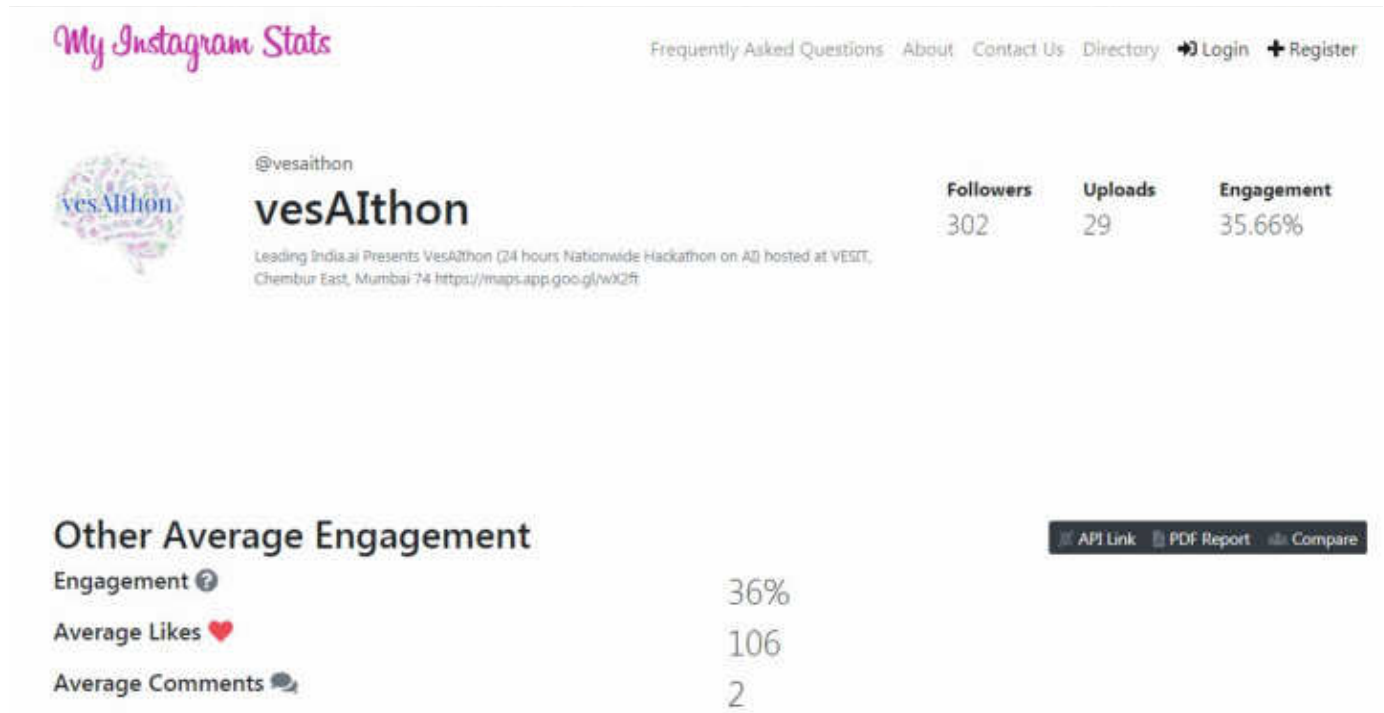
1. T- Shirt
2. Handy folder
3. Pen
4. Diary
5. Capgemini Laptop Stickers
6. Food coupons
7. Participation Certificate

## **Social Media Support**

1	LeadingIndia.ai Twitter	:	<a href="https://twitter.com/leadingindiaai?lang=en">https://twitter.com/leadingindiaai?lang=en</a>
2	VESIT Education - Twitter	:	<a href="https://twitter.com/vesitedu?lang=en">https://twitter.com/vesitedu?lang=en</a>
3	vesAlthon'19 Facebook	:	<a href="https://www.facebook.com/vesaithon/">https://www.facebook.com/vesaithon/</a>
4	VESIT Facebook	:	<a href="https://www.facebook.com/vesitedu/">https://www.facebook.com/vesitedu/</a>
5	VESIT Photocircle	:	<a href="https://www.facebook.com/vesitphotocircle/">https://www.facebook.com/vesitphotocircle/</a>
6	VESIT Education Instagram	:	<a href="https://www.instagram.com/vesitedu/">https://www.instagram.com/vesitedu/</a>
7	vesAlthon'19 Instagram	:	<a href="https://www.instagram.com/vesaithon/">https://www.instagram.com/vesaithon/</a>
8	Photos Drive Link	:	<a href="https://drive.google.com/drive/folders/1jcoS_z8QB3iDYwxAL9rkayn-AzzvFgvU">https://drive.google.com/drive/folders/1jcoS_z8QB3iDYwxAL9rkayn-AzzvFgvU</a>

## vesAithon'19 : Brand Marketing for CapGemini

- **Instagram :**



### **vesAithon'19 Engagement on Instagram**

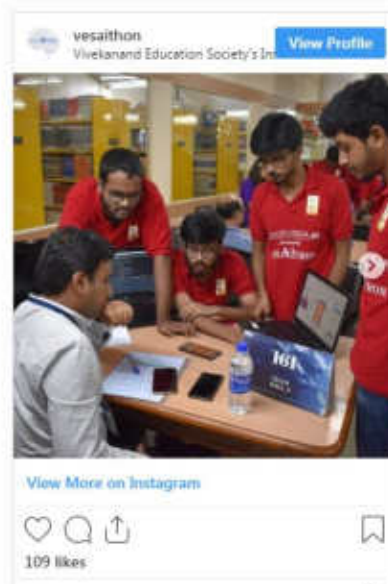
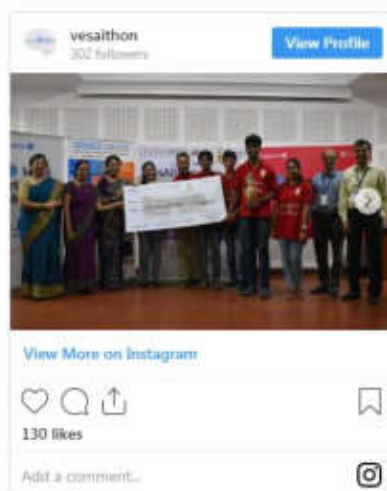
- **Overall Likes - 1278** (on 13 posts)
- **Overall Comments - 16** (on 13 posts)

- **Facebook:**

- **Likes - 54** (on 12 posts)
- **Comments - 1** (on 12 posts)

## Top Posts

Top posts from the last 10 posts



## vesAithon'19 Top Posts on Instagram

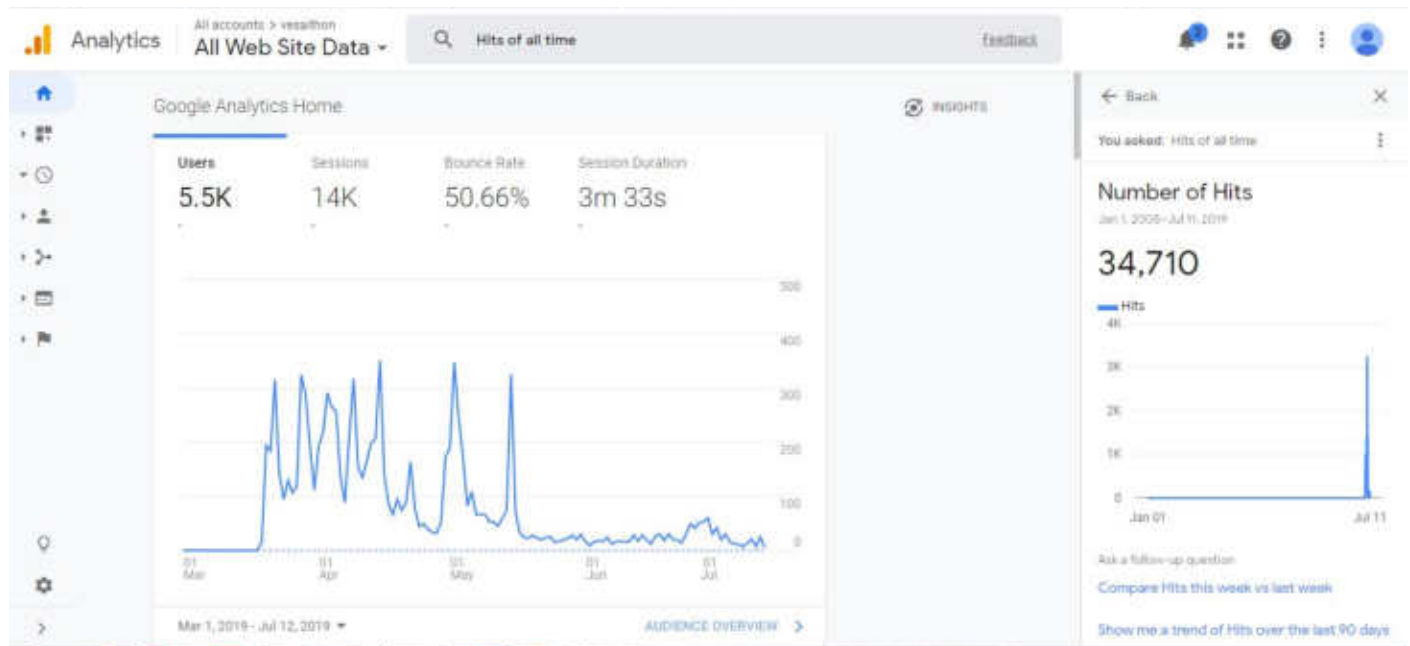
## Media Stats Summary

Showing last 10 entries:

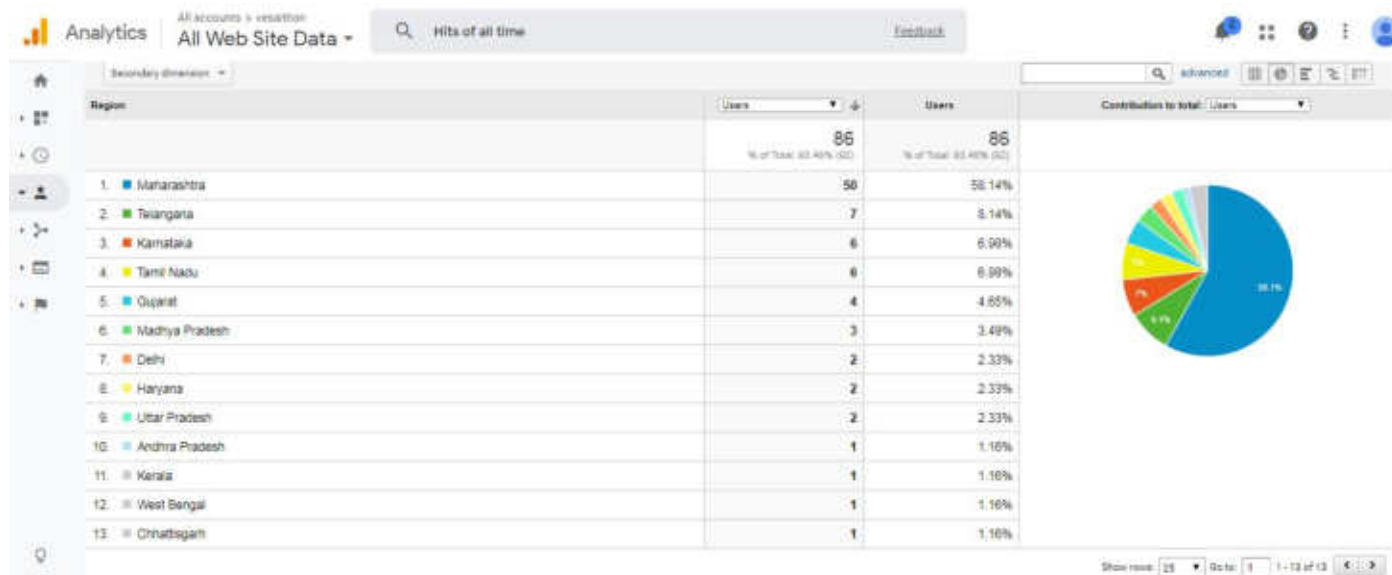
		Posted On	Caption	Likes	Comments
<a href="#">View Post</a>		2019-06-30	'As long as you've got pa...	154 +43%	9 +463%
<a href="#">View Post</a>		2019-06-29	Winning teams posing for ...	130 +23%	2 +25%
<a href="#">View Post</a>		2019-06-29	'End user experience' Rou...	109 +3%	1 -38%
<a href="#">View Post</a>		2019-06-29	Round 2, 0 judging in pro...	100 -6%	1 -38%
<a href="#">View Post</a>		2019-06-28	Managing Team powered by ...	89 -16%	0 -100%
<a href="#">View Post</a>		2019-06-28	Judging underway during V...	105 -1%	0 -100%
<a href="#">View Post</a>		2019-06-28	Mr. Mangirish Herwadkar d...	90 -15%	1 -38%
<a href="#">View Post</a>		2019-06-28	Managing Committee member...	98 -9%	2 +25%
<a href="#">View Post</a>		2019-06-28	Reception Entrance Rangol...	97 -9%	0 -100%

## vesAithon'19 Media Stats on Instagram

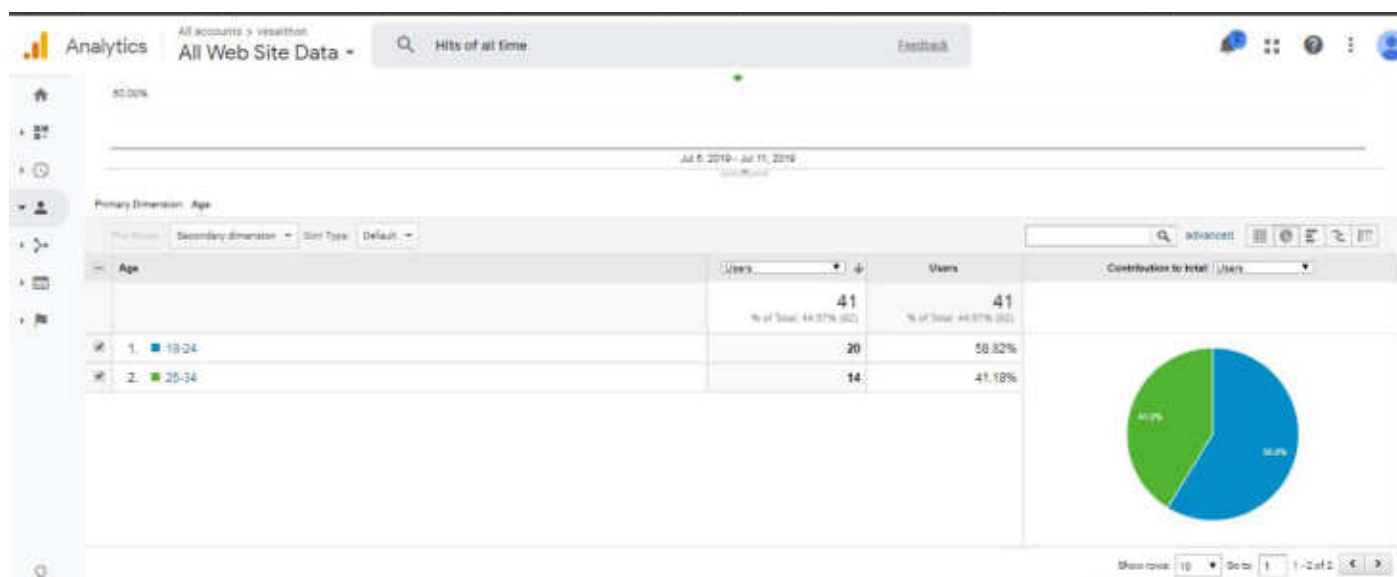
- **vesAithon'19 Website :**
  - **Number of Hits : 34710**



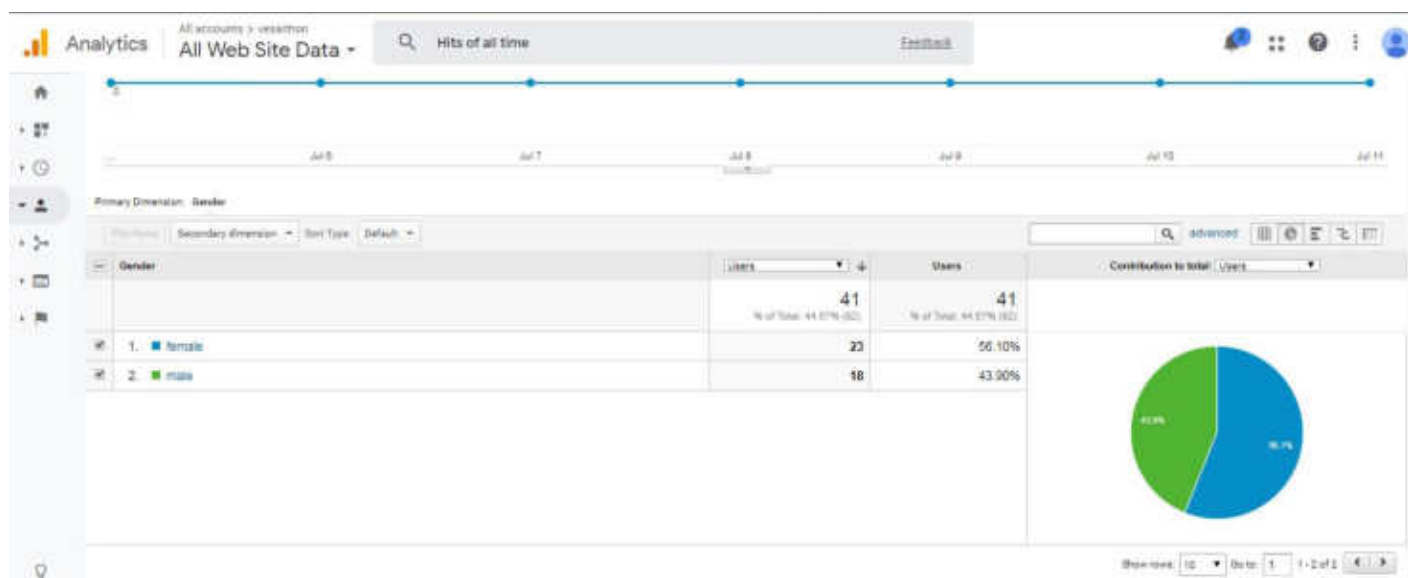
**Statistics of vesAithon'19 Website**



### State Wise Statistics of vesAlthon'19 Website



### Demographics of vesAlthon'19 based on Age



**Demographics of vesAlthon'19 based on Gender**

## Capgemini Branding Line Items as per MoU

### Banners:



**Capgemini Banner - 1, placed near Saraswati End @ VESIT Amphitheatre (2nd Floor)**



**Capgemini Banner - 2, placed near Technology End @ VESIT Amphitheatre (2nd Floor)**



**Capgemini Banner - 3, placed opposite VESIT Library on the 1st Floor**



**Capgemini Banner - 4, placed @ VESIT Auditorium on the Ground Floor**

**Standees:**

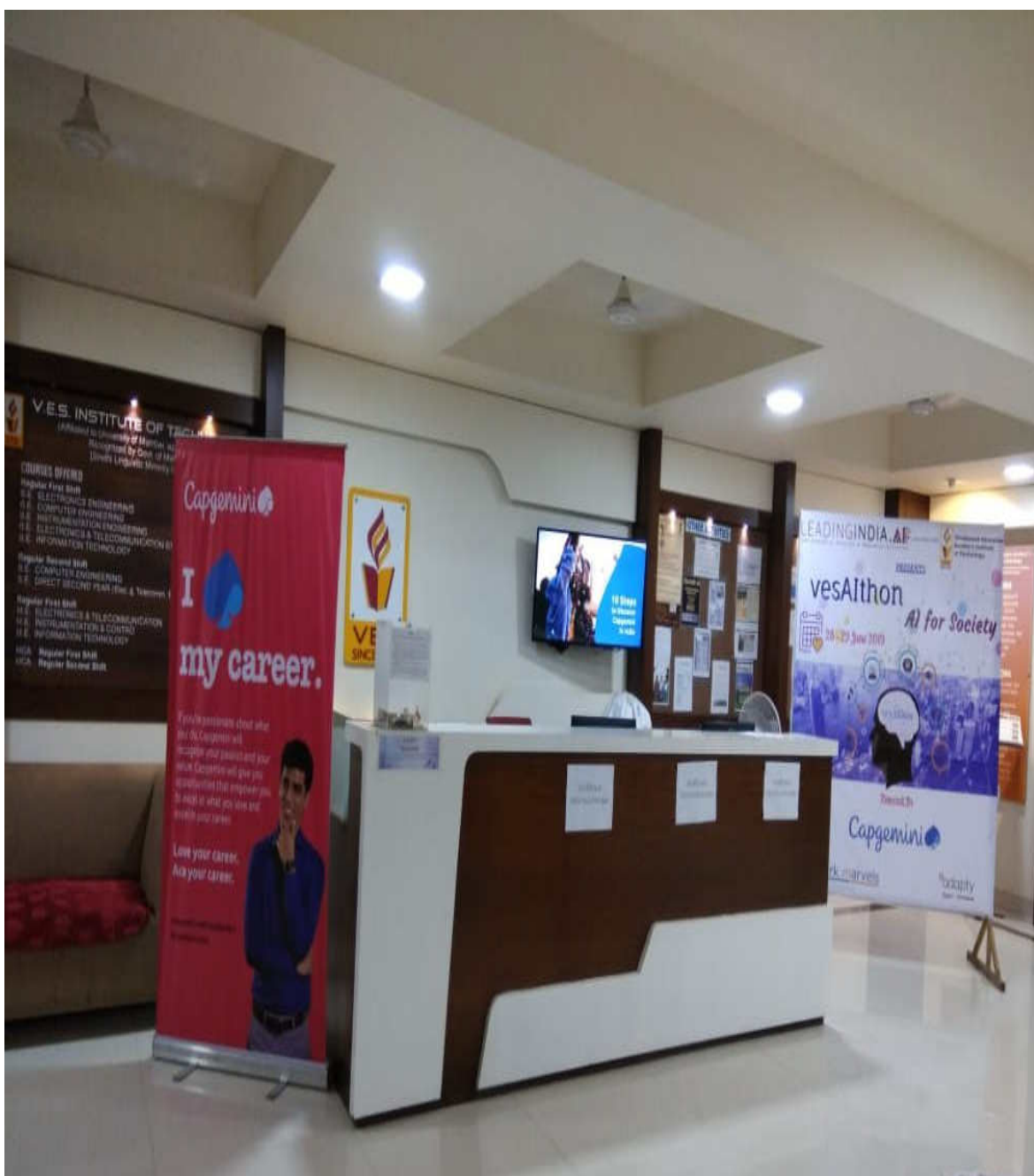
**Capgemini Standee - 1, placed outside VESIT Auditorium  
(Ground Floor)**



**Capgemini Standee - 2, placed near Saraswati End @ VESIT Amphitheatre (2nd Floor)**



**Capgemini Standee - 3, placed outside VESIT Library (1st Floor)**



**Capgemini Standee - 4, placed near Reception Counter @ VESIT  
(Ground Floor)**



**Capgemini Standee - 5, placed inside VESIT Library  
(1st Floor)**



**Capgemini Standee - 6, placed opposite to Reception Counter @ VESIT (Ground Floor)**



**Capgemini Standee - 7, placed @ VESIT Canteen on the Ground Floor**



**Capgemini Standee - 8, placed near Vivekanand Statue  
(Ground Floor)**

## Scrolls:



**Capgemini Scrolls (02), @ VESIT during vesAthon'19  
(Ground Floor)**

## Capgemini Welcome Gate for vesAIthon'19:



## Capgemini Welcome Gate for vesAIthon'19 @ VESIT College Entrance



**vesAlthon'19 participants posing with Capgemini Standee & Banner (1st Floor)**



**Capgemini logo on the vesAlthon'19 Welcome Gate**