

॥ Jai Sri Gurudev ॥

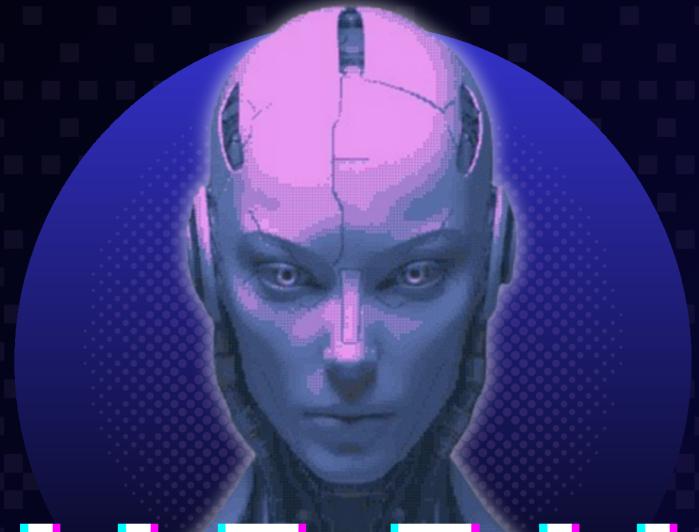
Sri Adichunchanagiri Shikshana Trust (R)

ADICHUNCHANAGIRI INSTITUTE OF TECHNOLOGY

Jyothinagara Post, Chikkamagaluru - 577102



Department of Computer Science and Engineering



HACK ABHIGNA

INNOVATE / CODE / CONQUER

A 24-HOUR NATIONAL-LEVEL HACKATHON

**EVENT HANDBOOK
& INFORMATION**

OVERVIEW OF HACKABHIGNA

INNOVATE / CODE / CONQUER

The Department of Computer Science and Engineering, proudly presents **HackAbhigna 2025** – a **24-hour National-Level Hackathon**. Gear up for an adrenaline-charged coding marathon that challenges your creativity, problem-solving, and AI ingenuity. The event runs from **10:00 AM on 29th October to 10:00 AM on 30th October 2025**, pushing participants to innovate under pressure and showcase their technical prowess.

Participants will compete across cutting-edge domains:

- **GenAI / Agentic AI in SEO & Marketing Optimization** – AI agents that continuously improve SEO, AEO, content, and marketing campaigns.
- **GenAI / Agentic AI in Agentic Flow Platforms** – Platforms combining analytics, predictive AI, SEO/AEO, SMM, and automated agentic workflows.
- **Wildcard Track** – Tackle a real-world, high-impact challenge from a leading environment-focused partner.

This is your chance to think big, code fast, and make an impact. With limited seats, a competitive spirit, and a total prize pool of **₹1,00,000**.

ABOUT US



The **Department of Computer Science and Engineering** is committed to fostering innovation, creativity, and technical excellence among students.

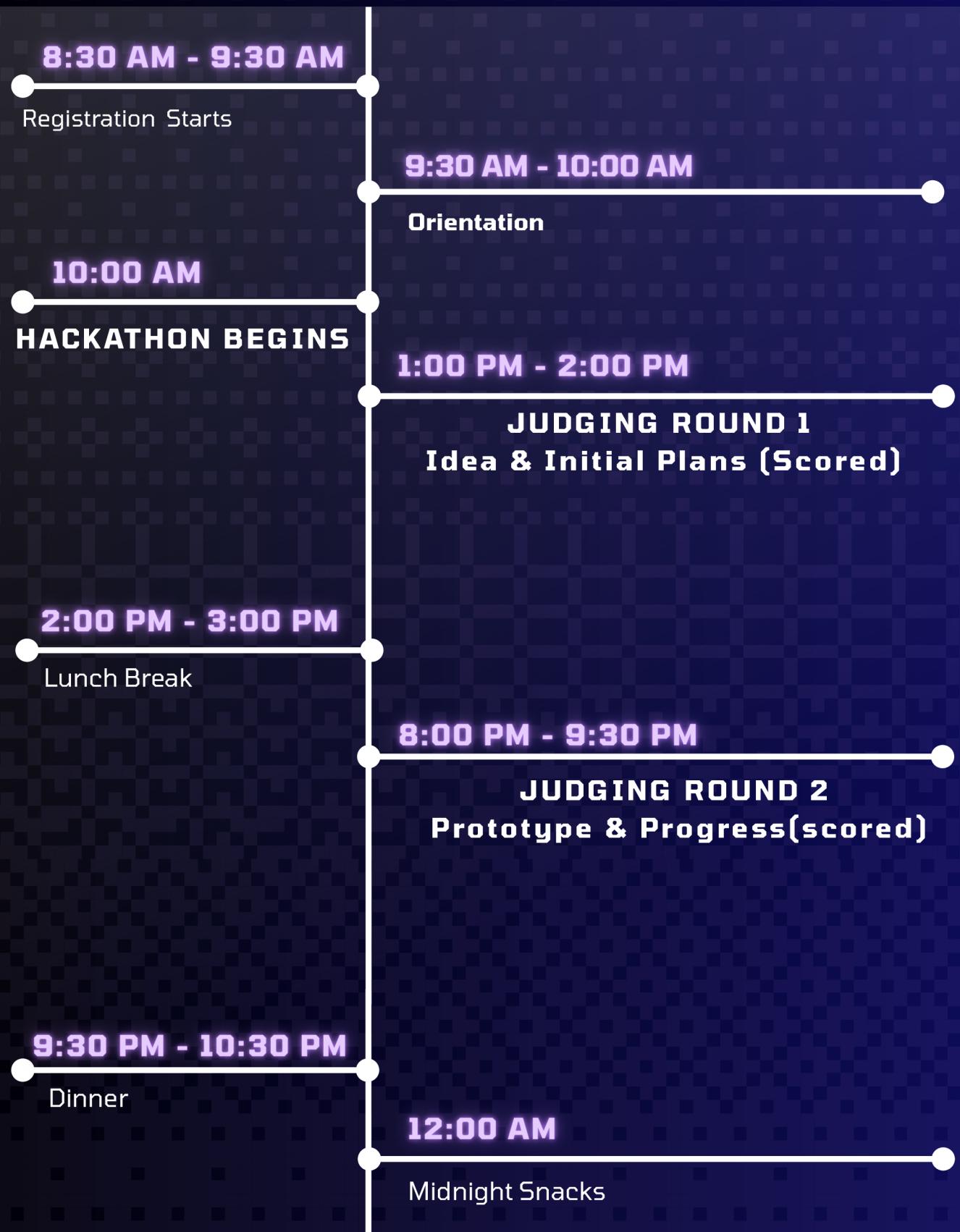
Our mission is to provide a dynamic platform for aspiring developers, designers, and AI enthusiasts to showcase their skills, solve real-world problems, and collaborate on cutting-edge technologies such as Generative AI and Agentic AI.

Through initiatives like **HackAbhigna 2025**, we aim to bridge the gap between academic learning and industry applications, encouraging participants to push boundaries, innovate fearlessly, and gain exposure to mentorship, networking, and career opportunities.

The department has consistently encouraged students to participate in hackathons and innovation-driven events, helping to bring out the creative potential and problem-solving capabilities of its students.

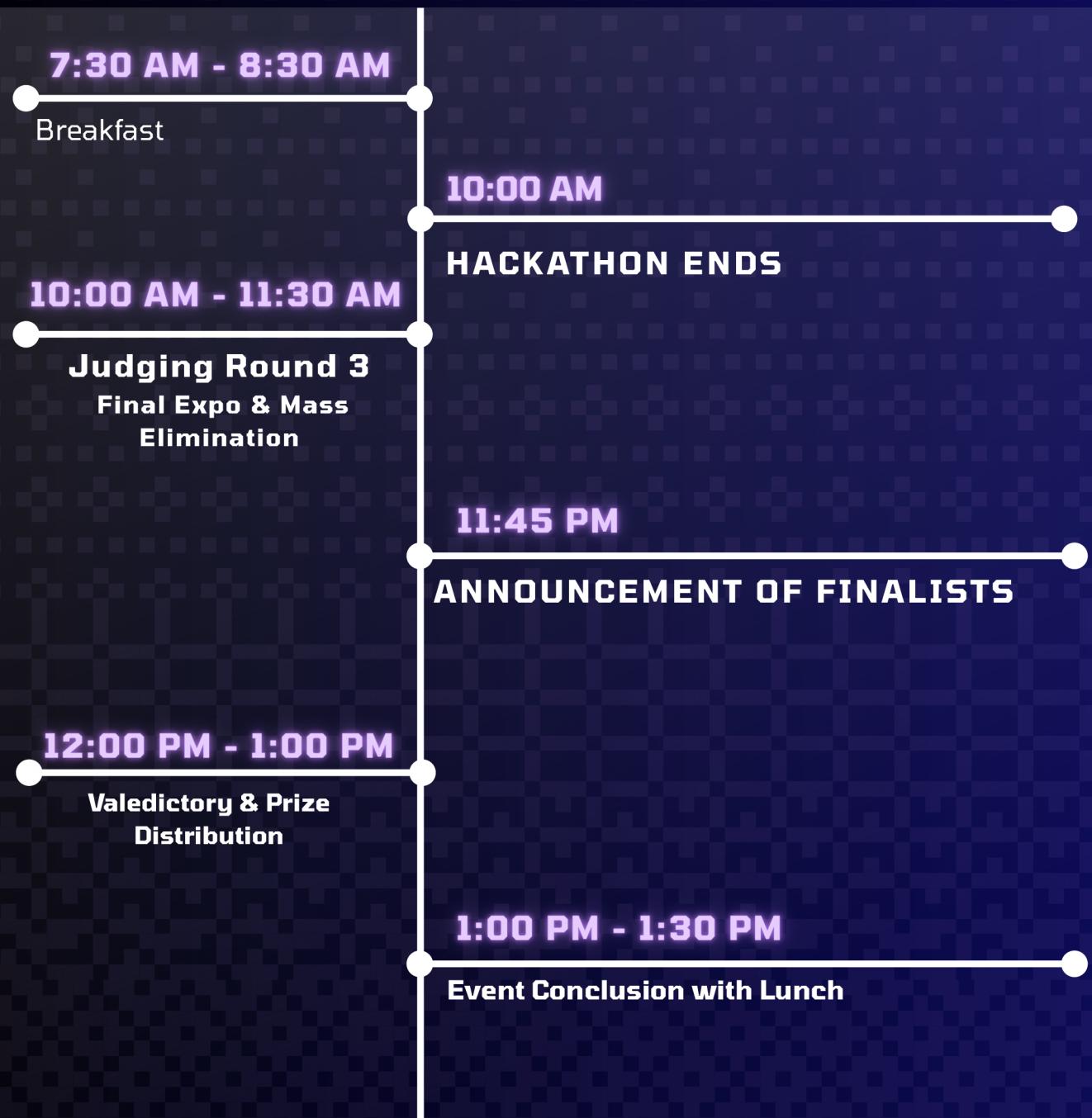
EVENT TIMELINE

Day 1



EVENT TIMELINE

Day 2



DOMAINS

SEO & Marketing Optimization

Businesses struggle to optimize websites and app listings across multiple platforms. Build an AI agent that continuously monitors pages, predicts search rankings, and automatically suggests or implements improvements.

Agentic Flow Platforms

Businesses need a unified view of campaigns across channels. Build a platform that aggregates SEO, AEO, and social media metrics, predicts trends, and triggers AI-driven workflows.

Wild Card

This special Wild Card track invites participants to address a challenge provided by a leading environmental company. Teams will develop AI-driven solutions during the hackathon, with successful projects.

WILDCARD RULES

Wildcard Challenge – Powered by Environ India

Format:

- One on-the-spot problem statement provided by Environ India.
- 20 teams
- Teams will build a working prototype and pitch their solution to the judges.
- One winning team will be declared.

Prizes:

- Total Prize Pool: ₹20,000.
- ₹20,000 awarded to the winning team.

Eligibility:

- Teams of 2–4 members
- Limited slots – first come, first served

EVALUATION ROUNDS

The hackathon will feature three rounds of transparent evaluation, with detailed feedback for each round provided through the participant panel on our website.

1

Round One

Idea & Initial Plan (Day 1)

- **Duration:** Quick 5-minute review per team at their desk.
- **Focus:** Problem understanding, proposed solution, and initial technology choices.
- **Scoring:** Judges will evaluate teams based on:
 - Clarity and relevance of the problem statement
 - Innovation and creativity of the proposed solution
 - Feasibility of the initial plan and tech stack
- **Outcome:** Each team will receive a set of scores that will contribute to cumulative evaluation.

2

Round Two

Prototype & Progress (Day 1)

- **Duration:** 7-minute demo per team at their desk.
- **Focus:** Working prototype, progress made, UI/UX design, and initial implementation.
- **Scoring:** Judges will assign a second set of scores based on:
 - Functionality and completeness of the prototype
 - User experience and interface quality
 - Technical implementation and innovation

3

Round Three

Final Expo & Comprehensive Evaluation (Day 2)

- **Duration:** 5–7 minutes per team, with judges circulating among all desks.
- **Focus:** Final project evaluation, mass elimination based on cumulative performance.
- **Scoring:** Judges will consider:
 - Final product quality and functionality
 - Integration of improvements from previous rounds
 - Overall impact and presentation
- **Outcome:** Cumulative scores from all three rounds will determine the finalists.

Final Presentation

- The finalists will present their projects on stage to the final jury panel.
- Each team must deliver a concise and impactful presentation summarizing their project, approach, and results.

Note

- The judges' decision is final and binding. Any misconduct or internal disputes are grounds for immediate disqualification.
- Each team is responsible for their own belongings. Teams will be held liable for any damage caused to the property, and strict action will be taken.

JUDGING CRITERIA

Dear Participants,

Here are the criteria we will use to evaluate your projects. Since the focus is on AI, Fullstack development, SEO, AEO, and agentic marketing workflows, we want to reward innovation, technical sophistication, and actionable solutions.

1

Problem Understanding & Originality (10%)

- Demonstrate a deep understanding of your chosen problem (SEO, AEO, SMM, or multi-channel marketing).
- Present creative, novel approaches to solve the problem.
- Integrate multiple aspects such as AI, analytics, automation, and agentic flow.

2

AI & Predictive Intelligence (20%)

- Effective use of AI, NLP, or ML models for content, keyword, or engagement prediction.
- Predictive accuracy of suggestions and recommendations.
- Autonomous behavior: Does your AI take action or make decisions, not just provide outputs?

3

Technical Complexity & Architecture (20%)

- Clean, modular, and scalable backend and frontend architecture.
- Integration of multiple data sources and APIs (social media, SEO tools, app stores, analytics).
- Efficient handling of multi-channel data and AI processing pipelines

4

Fullstack Functionality & Workflow Automation (15%)

- Interactive and responsive frontend/dashboard.
- Working backend APIs for data processing and AI integration.
- Automated workflows (agentic flow) performing tasks end-to-end: e.g., content → SEO scoring → posting/recommendation.

5

SEO, AEO & Marketing Effectiveness (15%)

- Quality and practicality of SEO/AEO recommendations.
- Ability to identify high-value keywords, meta tags, or content gaps.
- Demonstrates understanding of multi-channel marketing optimization.
- Predictive analytics for engagement or ranking trends.

6

Creativity & User Experience (10%)

- Intuitive, visually appealing UI/UX design.
- Innovative presentation of AI-generated insights.
- User guidance for taking actionable steps from AI suggestions.

7

Documentation & AI Ethics (5%)

- Clear documentation explaining architecture, AI models, and workflows.
- Instructions for running the tool locally.
- Consideration of ethical AI use, privacy, and reliability of suggestions.

8

Team Effort & Custom Implementation (5%)

- Evidence that the team did meaningful work beyond AI-generated code.
- Custom features, enhancements, or optimizations added by the team.

SCORING OVERVIEW

Criterion	Weight
Problem Understanding & Originality	10%
Problem Understanding & Originality	20%
Technical Complexity & Architecture	20%
Fullstack Functionality & Workflow Automation	15%
SEO, AEO & Marketing Effectiveness	15%
Creativity & UX	10%
Documentation & AI Ethics	05%
Team Effort & Custom Implementation	05%

PRIZES AND REWARDS

Domain-Specific Prize Pool:

- Each domain (SEO & Marketing Optimization, Agentic Flow Platforms) has a total prize pool of ₹40,000.
- Prize distribution per domain:
 - 1st Place Winner: ₹25,000
 - 2nd Place Runner: ₹15,000

Notes:

- Prizes will be awarded based on the final cumulative evaluation.
- The hackathon is designed to reward innovation, technical excellence, and real-world impact, providing both monetary incentives and career advancement opportunities.

CERTIFICATES

Google Gemini Certificates

- All participants will receive a Participation Certificate authorized by **Google Gemini** upon successful participation.
- Appreciation Certificates will be awarded to the winning teams, endorsed by Google Gemini.

Event Official Certificates

- All participants will receive a Participation Certificate upon successful participation.
- Appreciation Certificates will be awarded to the winning teams, jointly authorized by the **Event Organizers** and the **College**.

Notes:

- Participation Certificates will be sent online to the team leader's registered email address.
- Teams disqualified due to misconduct or as per the judges' decision will not be eligible to receive certificates
- Steps to obtain the Google Gemini Certificate will be shared during the event.

RULES & REGULATIONS

1. Team Composition: Each team must consist of 2 to 4 members.

2. Registration & GitHub Access:

- On-desk registration is mandatory.
- Each registered team will be provided with a dedicated GitHub repository.
- Only the team leader will have access to the repository.

3. Project Submission Guidelines:

- All code must be pushed to the provided GitHub repository during the hackathon.
- Pre-completed or previously submitted projects are strictly prohibited.
- Any team found submitting pre-existing work will be immediately disqualified.

4. Version Control & Updates:

- Teams are required to regularly commit and push updates to their GitHub repository.
- Only the team leader is authorized to push updates.

5. Conduct & Integrity:

- Teams must adhere to ethical coding practices and maintain the spirit of fair competition.
- No team member is allowed to leave the campus during the hackathon.
- Any attempt to breach rules, collaborate outside the registered team, or manipulate submissions will lead to disqualification.

6. Presentation Requirement:

- All teams are required to present their project during the hackathon.
- Failure to present will result in disqualification, regardless of the project submission status.

7. Final Submission:

- The final version of the project must be fully pushed to GitHub before the deadline.
- Judges will evaluate the GitHub repository along with the final presentation for assessment.

SPONSORSHIPS

Tech Sponsors



Environ India

◆ Google Gemini

◆ Streamz^{AI}

Knowledge Partner



ICTACADEMY®

CONTACT US

For any queries or additional information, feel free to reach out us on:

Email : hackabhigna2025@gmail.com

Website: hackabhigna.in

Discord: discord.com/invite/C6Zr44ZKxt

Instagram: [@ait cse official](https://www.instagram.com/@ait_cse_official)

Faculty Coordinators:

- Prof. Ravikumar : [97419 70005](tel:9741970005)
- Prof. Raghuramegowda S. M : [98449 26668](tel:9844926668)
- Prof. Anser Pasha C A : [98807 44210](tel:9880744210)
- Prof. Harish S: [99640 27241](tel:9964027241)

Student Coordinators:

- Akshata Chitme: [97310 88591](tel:9731088591)
- Shreyanka A Y: [63637 45305](tel:6363745305)
- Abhishek D S: [82965 90632](tel:8296590632)
- Mohammed Zaid Ali: [91646 24616](tel:9164624616)
- Jewel Pinto: [80733 22353](tel:8073322353)
- Srirag D R: [63610 65881](tel:6361065881)
- Disha T V: [93531 40736](tel:9353140736)

Our team is always happy and dedicated to assist with registration, rules, event schedules, or sponsorship inquiries, ensuring you have a smooth and enriching hackathon experience.

Feel free to reach out at any time - your queries and feedback are valuable to us.