



POST EVENT REPORT

IMPETUS: An Open Innovation Hackathon 2026

1. Event Overview

IMPETUS was a large-scale innovation-based hackathon successfully organized by **Google Developer Groups On Campus, IEM (GDG On Campus IEM)** in association with the **Centre of Excellence for Innovation in AI**.

This hackathon aimed to empower student innovators to build real-world problem-solving projects through technology, collaboration, and structured mentorship, while promoting innovation culture among young developers.

Additionally, **IMPETUS was conducted as a part of the official campaign by Google Developer Groups India**, strengthening its national impact and credibility.

2. Organizing Body

- **Organized by:** Google Developer Groups On Campus IEM
- **In association with:** Centre of Excellence for Innovation in AI
- **Institution:** Institute of Engineering & Management (IEM) Kolkata

3. Event Duration

- **Start Date: 11th December 2025**
- **End Date: 12th January 2026**

This month-long hackathon included idea submissions, development phase, evaluation rounds, and the final offline event.

4. Participation Statistics

IMPETUS received massive engagement from student innovators across India and beyond:

- **Total Participants: 421**

- **Total Teams: 236**

The participation numbers highlight the strong reach and interest among students, making IMPETUS one of the most impactful events organized under GDG On Campus IEM.

5. Pan-India and Global Reach

IMPETUS witnessed participation from **17 states/UTs of India**, along with international participation.

Participants from 17 states/UTs:

- Andhra Pradesh
- Bihar
- Chandigarh
- Delhi
- Gujarat
- Haryana
- Jharkhand
- Karnataka
- Kerala
- Madhya Pradesh
- Maharashtra
- Odisha
- Rajasthan
- Tamil Nadu
- Telangana
- Uttar Pradesh
- West Bengal

International Participation:

- **Nigeria**

This diverse participation reflects the wide recognition and reach of GDG initiatives and the strong appeal of IMPETUS as a national-level hackathon platform.

6. Hackathon Highlights

Top 13 Finalists Selection

From 236 teams, the **Top 13 teams** were shortlisted after multiple evaluation stages, based on:

- Innovation and uniqueness
- Technical implementation
- Problem relevance
- Feasibility and scalability

- UI/UX & presentation

These selected teams qualified for the **Offline Final Round**.

7. Offline Final Round

Venue

- **Science Auditorium, IEM Gurukul Campus**

The offline round served as the grand finale of IMPETUS and marked the most engaging part of the hackathon where finalists presented their projects live before the judges and audience.

Judging Panel

The final round was evaluated by **4 Industry Expert Judges**, who judged the teams on:

- Innovation
- Real-world impact
- Technical depth
- Product vision and execution
- Business feasibility and presentation skills

Their insights and feedback encouraged participants and significantly improved the learning value of the event.

8. Benefits Provided to Participants

IMPETUS was designed not just as a competition but as a **learning + growth + opportunity platform**. The key benefits provided were:

1. **Hands-on innovation exposure** through real-world problem statements
2. **Certificate of participation** for all eligible participants
3. **Certificates for Top Teams / Finalists / Winners**
4. **Industry-level project presentation experience** for final round teams
5. **Judges feedback & expert evaluation**, improving project quality
6. **Free Domain Benefits (.XYZ domains promo codes)** helping participants in:
 - building their startup/project website
 - hosting portfolios
 - showcasing projects professionally
7. **Nationwide visibility through GDG network**, boosting student credibility
8. **Community building opportunities**, connecting students from multiple states
9. **Confidence boost in teamwork and leadership**, especially for first-time hackathon participants

9. Involvement of Google / GDG India

IMPETUS was not only a campus-level initiative – it was conducted as part of a wider national mission:

 **This hackathon was a part of the campaign by Google Developer Groups India**, which helped amplify the outreach, encourage wider participation, and strengthen the learning ecosystem aligned with Google Developer Communities.

10. Acknowledgement & Special Thanks

The successful execution of IMPETUS was made possible due to continuous support, guidance, and encouragement from respected faculty members.

Special Thanks to:

- **Prof. (Dr.) Moutushi Singh**
(Convenor, Centre of Excellence for Innovation in AI)
- **Prof. Anindita Das Bhattacharjee**
*(Centre Incharge, Centre of Excellence for Innovation in AI
& Faculty Advisor, GDG On Campus IEM)*

Their involvement played a key role in providing direction and institutional support, making IMPETUS a smooth and successful initiative.

11. Conclusion

IMPETUS proved to be a high-impact hackathon that successfully motivated students to innovate, collaborate and build technology-driven solutions. With **421 participants, 236 teams**, national-level reach across **17 states**, and participation even from **Nigeria**, the hackathon showcased the power of community-driven learning through GDG initiatives.

The offline final round at **Science Auditorium, IEM Gurukul Campus**, judged by **4 industry experts**, marked a grand and inspiring end to the hackathon journey.

IMPETUS stands as a strong example of how student communities like **GDG On Campus IEM**, supported by faculty leadership and aligned with **Google Developer Groups India**, can create meaningful experiences that develop the next generation of developers and innovators.

12. Event Snapshots

