



IBC Media

ALT HACK CHENNAI

8-day Summary

IBC's Vision:

**1 Mn Web 3.0 developer upskilling and hackathon program
with Gov. of India**



WHAT IS ALT HACK?

Branding,
Awareness and
Community
Building



Education
Bootcamp
(Offline and Online)



Hackathon
(Beginner→Intermediate
→Advanced)



Internships,
Grants, Jobs,
Investments



IBC ALT HACK OVERVIEW

On-ground Bootcamp

Week-long Immersive learning & Ideation

- Internship driven education program
- Prominent Industry speakers
- Global Blockchain experts
- Ground up learning
- Hands on training
- Product idea generation & validation
- Most promising idea recognition

&

Online CEP

Flexible recurring learning & building reinforcement

- Internship driven education program
- Flexible mode keeping in mind students' schedule
- Modular approach
- Progressive journey towards becoming Web3 developer
- Build with IBC and industry mentors

Hackathon
Track Listing

On-ground Bootcamp
and/or Online CEP

Build with
Trainer

Demo Day

Delivery DAO

Prize allocation
post target
completion

*Certificates provided to student devs upon key milestone achievements

ALT HACK: 2023 India Program Roadmap



Telangana:
700+ colleges



Andhra Pradesh:
250+ colleges



Tamil Nadu



To continue in
other cities.....

Program Highlights



ALT HACK CHENNAI STATS



2716

Registrations
Across
TN



560

Students
Immersive
on-site
learning
experience



120

Teams
formed



1790+

Product ideas
generated



90+

Product idea
submissions
(so far)



25+

Blockchain
experts'
sessions
conducted



14

Top Teams
shortlisted for
presenting
before an
expert panel



3

Top most
promising
product ideas
to be
shortlisted

8-DAY PROGRAM OVERVIEW

- Introduction to blockchain, Panel discussion/Industry talks, Team formation
- Technical anatomy of blockchain, DeFi, NFTs, Metaverse, Web3 infra, How to become Web3 Dev
- Polkadot ecosystem deep dive, Dev environment setup, Blockchain Oracles
- Product management, Tokenomics, Media/marketing, Wallet creation, Team idea brainstorming
- Intro to Chingari & Unique tracks, Business solutioning deck preparation, Mock sessions
- Intro to Polka track, Networking in Web3, Idea maturity, Mock sessions, presentation submission
- Best projects identification and recognition, Industry talks

LEADERBOARD

SHARAN R	20/20	Mar 27
RANJITH R	20/20	
ABISHEK VINO R	20/20	
MUGIL VENDHAN G	19/20	
MOHANASUNDARAM S G	19/20	
SATHYA D	19/20	
POMMI SUJITHA E	19/20	
YOGESHWARAN V N	19/20	
INDUSHA	19/20	
SHARAN R	20/20	Mar 28
ABISHEK VINO R	20/20	
DINESH S	20/20	
HARISH NARAYANAN P L	20/20	
SANJAI N	20/20	
SACHIN ANANDHARAJ	19/20	
SUSHMEETHA C.K	19/20	

KRISHNAKANTH	20/20	Mar 29
AKASH KUMAR YADAV	20/20	
JAYAKARTHIK K	20/20	
DELCY V	20/20	
ARUN KUMAR	20/20	
HARISH NARAYANAN P L	20/20	
SANJAI N	20/20	
KARTHICK S P	20/20	



IBC Media

CERTS TO BE GIVEN OUT

- Most Engaging Presentation
- Most Unique Idea
- Best Ideas
- Most Unique Polkadot Idea
- Most Active Participant on Social Media
- Best Social Engagement
- Most Engagement on Social Media
- Most interactive Student during the Offline Program
- Student Web3 Volunteer
- Award for bringing Most Number of Invites



GLIMPSES OF ALT HACK CHENNAI



483 PARTICIPANTS

31 COLLEGES

INSTITUTE	COUNT OF INSTITUTE
Agni college of technology	10
ANAND INSTITUTE OF HIGHER TECHNOLOGY,CHENNAI	35
Anna University - MIT campus	3
Anna university regional campus Tirunelveli	1
Anna University, Chennai	2
Apollo engineering college	5
College of engineering, Guindy	1
Dhanalakshmi Srinivasan College of Engineering and Technology	34
G.K.M COLLEGE OF ENGINEERING AND TECHNOLOGY	2
JEPPIAAR ENGINEERING COLLEGE	148
JJ COLLEGE OF ENGINEERING AND TECHNOLOGY	1
kcg college of engineering	1
Kings Engineering College	8
KNOWLEDGE INSTITUTE OF TECHNOLOGY	13

INSTITUTE	COUNT OF INSTITUTE
LOYOLA ICAM COLLEGE OF ENGINEERING AND TECHNOLOGY	8
Misrimal Navajee Munoth Jain Engineering college	10
PANIMALAR ENGINEERING COLLEGE	24
PERI INSTITUTE OF TECHNOLOGY	22
Rajalakshmi Institute of Technology	9
S A Engineering College	1
Saveetha Engineering College	2
SKR ENGINEERING COLLEGE	5
Sri Sairam Engineering College	5
SRM EASWARI ENGINEERING COLLEGE	12
ST. PETER'S COLLEGE OF ENGINEERING AND TECHNOLOGY AVADI.	39
Thanthai Periyar Government Institute of Technology	4
VEL TECH MULTI TECH Dr.Rangarajan Dr. sakunthala enggineering college	12
Velammal Institute of Technology	18
"Vellore Institute of Technology - VIT Chennai University in Tamil Nadu"	2

Grand Total
437

GLIMPSES OF ALT HACK CHENNAI



ALTRIZZ

Abhinesh S, Sri sairam college
Sriram Bala, saveetha college
Anisha Shabnam, saveetha college

TEAM RANK 1

KRYPTONITEZ

DARSHAN STANISLAUS, jeppiaar
ANAND K, ANNA UNIVERSITY REGIONAL CAMPUS TIRUNELVELI
KARTHICK S P, KNOWLEDGE INSTITUTE OF TECHNOLOGY

TEAM RANK 2

JEANIST@3

Prakash M, Anna University,
Bharathkumaran MIT campus
Latchiyathanan K

TEAM RANK 3

ACE BLOCK

Naveen kumar S, Easwari Engineering College
Arjun P, Engineering College
Sanjay Karthik

TEAM RANK 4

KREVENTOZ'S

Krishna Kanth, Rajalakshmi
Naveen B institute of
Lokeswaran S technology

TEAM RANK 5

<A-LOCK-I>

Vishal Ponn Rangan G Rajalakshmi
Naveen J institute of
Subramaniya Jothi S technology

TEAM RANK 6

FUTURE CHAINS

Sathya D Knowledge Institute
Sivasankar C of technology
Maria robin andrew Panimalar Engineering College

TEAM RANK 7

MARK TECH

MARIO FRANCIS GEORGE St.Peters
GOPI college of engineering
RAJAVARMAN and technology

TEAM RANK 8

CODERS'S SPOT

Kiranjith V Velammal
Fino Franklin J institute of
Aravind Raj N technology

TEAM RANK 9

SBC

Badrinath rao. V VEL TECH MULTI TECH
Sandeep Kumar .Y Dr.Rangarajan
Chandra Bharathi. S Dr. sakunthala engineering college

TEAM RANK 10

BLOCK3RS

Swetha V Panimalar
Krishnaraghavan M institute of
S M Navin Durai technology

TEAM RANK 11

SPINATOES

Aswin Kumar S Knowledge Institute of Technology
Krishnaraghavan M Peri institute
Dhanush V of technology

TEAM RANK 12

Most Unique Idea - Polkadot

CRYPTON

Dinesh S	Knowledge institute of technology
Sanjai N	Knowledge institute of technology
HARISH NARAYANAN P L	Knowledge institute of technology

Most Unique Idea - Overall

IDLYVADASAMBHAR

Nishanth R	Misrimal navajee munoth
Naman S	Mnmjain engineering college
Chaya P Oswal	Mnmjain engineering college

**OUR STUDENT
VOLUNTEERS
ARE THE BEST**

Volunteers

Pommi Sujitha E

Knowledge Institute of Technology

Nadiminti Deepthi

Easwari Engineering College

Indusha M

Easwari Engineering College

SAAI JAGAN. S

KCG College of Technology

Sachin Anandharaj

Jeppiaar Engineering College

Yogeshwaran V N

Thanthai Periyar Government
Institute of technology Vellore-2

S.M.Shek Shabir Basha

Veltech multi tech Engineering
College

ABISHEK VINO R

Anand institute of higher technology

OUR JURY PANEL



Our Jury Panel

Praveen Thakur

COO, IBC Media

Dhruv Somaia

Blockchain SME, IBC Media

MohanRaaj Govindaswamy S

Director & Chief - Software Production

Dr. R. SENTHIL KUMAR

Professor - EEE and Vice Principal,
Saveetha Engineering College

Thirunavu

Professor CSE -Thanthai periyar govt
institute of technology

PR & MEDIA

Wide reach!

Pre Event

Date	Publication	Headline	Type	Reach	PR Value
23rd March 2023	Deccan Chronicle	Alt Hack Chennai form 24th	Print	150,000	60000
23rd March 2023	Dinal Kural	IBC Media launches Alt Hack, Chennai – Third edition in the Alt Hack series to foster innovation and internships in Web	Print	75,000	78750
22nd March 2023	DT Next	Alt Hack in city from Friday	Print	200000	60000
23rd March 2023	News Today	Alt Hack Chennai form 24th March	Print	100,000	89600
23rd March 2023	Dina Bhoomi	Alt Hack Chennai form 24th March	Print	80,000	96000
23rd March 2023	Tamil Sudar	IBC Media Launches Alt Hack, Chennai At Anna University	Print	80,000	98000
23rd March 2023	Trinity Mirror	Alt Hack programme to train students on emerging technologies	Print	1,00,000	128000

TV Channels

Date	Publication	Headline	Type	Reach	PR Value
25th March 2023	Kalaignar TV	Appeared and shared on Whatsapp	News Channel	NA	NA
25th March 2023	Tamilian TV	Appeared and shared on Whatsapp	News Channel	NA	NA
25th March 2023	Sun TV	Appeared	News Channel	NA	NA
25th March 2023	News Tamil	Appeared	News Channel	NA	NA
25th March 2023	Raj TV	Appeared	News Channel	NA	NA
25th March 2023	Puthiya Thalaimurai	Appeared	News Channel	NA	NA

Press Conference Print

Date	Publication	Headline	Type	Reach	PR Value
25th March 2023	Dina Mani	Alt Hack programme to train students on emerging technologies	Print	200,000	240000
25th March 2023	Sakshi	Alt Hack programme to train students on emerging technologies	Print	70,000	21000
25th March 2023	Telegu Times	Alt Hack programme to train students on emerging technologies	Print	65,000	38400
25th March 2023	Dina Thodar	Alt Hack programme to train students on emerging technologies	Print	55,000	60000
26th March 2023	Deccan Chronicle	Alt Hack programme to train students on emerging technologies	Print	150,000	86400
26th March 2023	Dina Kural	Alt Hack programme to train students on emerging technologies	Print	75,000	84000
26th March 2023	Malai Express	Alt Hack programme to train students on emerging technologies	Print	55,000	28000
26th March 2023	Malai Sudar	Alt Hack programme to train students on emerging technologies	Print	50,000	67200
26th March 2023	Namadhu Murasu	Alt Hack programme to train students on emerging technologies	Print	75,000	57600
26th March 2023	Tamil Sudar	Alt Hack programme to train students on emerging technologies	Print	80,000	58800
26th March 2023	Tamilika News	Alt Hack programme to train students on emerging technologies	Print	65,000	129600
27th March 2023	The Times of India	Alt hack chennai to foster innovations	Print	350,000	88000
28th March 2023	Afternoon	IBC Media launches innovation and internship series in Web3	Print	80,000	84000
28th March 2023	Trinity Mirror	IBC Media 'Naan Mudhalvan' to train students on new age emerging tech	Print	100,000	204800
28th March 2023	Southern Mail	IBC Media Launches Alt Hack, Chennai At Anna University	Print	70,000	44000
28th March 2023	News Today	Huge response for Alt hack chennai	Print	100,000	128000
29th March 2023	Dina Bhoomi	Alt Hack programme to train students on emerging technologies	Print	80,000	96000

Press Conference Online

YouTube

Date	Publication	Headline	Type	Reach	PR Value
25th March 2023	NT Media	Third Edition of Alt Hack launched by IBC Media at Chennai	Online	5,000	25,000
25th March 2023	VTV 24x7	IBC Media Launches Alt Hack Chennai-3rd Edition Alt Hack Series to foster innovation& InternshipWeb3	Online	5,000	25,000
25th March 2023	Nxt Pix	IBC Media - Alt Hack Chennai - India's leading Blockchain & Web3.0 educator @ AnnaUniversity IGovtTn	Online	5,000	25,000
27th March 2023	Express News Asia	IBCMedia launches Alt Hack Chennai-3rd edition Alt Hack series tofoster innovation& internshipsWeb3	Online	5,000	25,000
25th March 2023	News360D	Alt Hack Chennai will be conducted in association with the Government of Tamil Nadu Skill Board	Online	5,000	25,000
27th March 2023	Chennai Press News	IBCMedia launches Alt Hack Chennai-3rd edition Alt Hack series tofoster innovation& internshipsWeb3	Online	5,000	25,000
25th March 2023	DT News	IBC Media launches Alt Hack, Chennai	Online	5,000	25,000

Date	Publication	Headline	Type	Reach	PR Value
25th March 2023	Passionate in Marketing	IBC Media launches Alt Hack, Chennai at Anna University	Online	1,77,720	1,00,000
25th March 2023	India Education Diary	IBC Media launches Alt Hack, Chennai at Anna University	Online	11,204	25,000
24th March 2023	Express News	IBC Media launches Alt Hack, Chennai – Third edition in the Alt Hack series to foster innovation and internships in Web3	Online	20,000	25,000
25th March 2023	Pulse of India	IBC Media launches Alt Hack, Chennai – Third edition in the Alt Hack series to foster innovation and internships in Web3	Online	20,000	96000
25th March 2023	VR News Chennai	IBC Media launches Alt Hack, Chennai – Third edition in the Alt Hack series to foster innovation and internships in Web3	Online	5000	25,000
26th March 2023	CXO Today	IBC Media launches Alt Hack, Chennai	Online	1,14,700	1,00,000
27th March 2023	The Hindu	IBC Media launches Alt Hack, Chennai	Online	10,72,000	1,00,000

Post Event Print

Date	Publication	Headline	Type	Reach	PR Value
4th April 2023	Afternoon	Alt Hack – Chennai edition gives impetus to IBC Media's Internship Program in Web 3	Print	80,000	134400
4th April 2023	News Today	Alt Hack – Chennai edition gives impetus to IBC Media's Internship Program for student developers	Print	100,000	64000
4th April 2023	Dina Bhoomi	Alt Hack – Chennai edition gives impetus to IBC Media's Internship Program for student developers	Print	80,000	89600
3rd April 2023	Dina Kural	Alt Hack – Chennai edition gives impetus to IBC Media's Internship Program for student developers	Print	75,000	73500
4th April 2023	Tamil Sudar	Alt Hack – Chennai edition gives impetus to IBC Media's Internship Program for student developers	Print	80,000	49000
4th April 2023	Tamilika News	Alt Hack – Chennai edition gives impetus to IBC Media's Internship Program for student developers	Print	65,000	134400

Post Event Online

Date	Publication	Headline	Type	Reach	PR Value
4th April 2023	Financial Express	Alt Hack – Chennai edition gives impetus to IBC Media's Internship Program for student developers in Web 3 & emerging technologies	Online	10,75,000	1,00,000
4th April 2023	Afternoon News	Alt Hack – Chennai edition gives impetus to IBC Media's Internship Program in Web 3	Online	14,100	25,000
4th April 2023	Express News	Alt Hack – Chennai edition gives impetus to IBC Media's Internship Program for student developers	Online	20,000	25,000
4th April 2023	Chennai Press News	Alt Hack – Chennai edition gives impetus to IBC Media's Internship Program for student developers in Web 3 & emerging technologies	Online	11,300	25,000
4th April 2023	Pulse of India	Alt Hack – Chennai edition gives impetus to IBC Media's Internship Program for student developers	Online	20,000	25,000
4th April 2023	CXO Today	Alt Hack – Chennai edition gives impetus to IBC Media's Internship Program for student developers in Web 3 & emerging technologies	Online	1,14,700	1,00,000
4th April 2023	India Education Diary	Alt Hack – Chennai Edition Gives Impetus To IBC Media's Internship Program For Student Developers In Web 3 & Emerging Technologies	Online	11,204	25,000
4th April 2023	Passionate Marketing	Alt Hack – Chennai Edition Gives Impetus To IBC Media's Internship Program For Student Developers In Web 3 & Emerging Technologies	Online	1,77,720	1,00,000
4th April 2023	Business News This Week	Alt Hack – Chennai Edition Gives Impetus To IBC Media's Internship Program For Student Developers In Web 3 & Emerging Technologies	Online	2,52,180	1,00,000
4th April 2023	Media Bulletins	Alt Hack – Chennai Edition Gives Impetus To IBC Media's Internship Program For Student Developers In Web 3 & Emerging Technologies	Online	90,510	1,00,000
4th April 2023	Smart Business News	Alt Hack – Chennai Edition Gives Impetus To IBC Media's Internship Program For Student Developers In Web 3 & Emerging Technologies	Online	30	25,000
4th April 2023	Online Media Cafe	Alt Hack – Chennai Edition Gives Impetus To IBC Media's Internship Program For Student Developers In Web 3 & Emerging Technologies	Online	19,740	25,000
4th April 2023	Bengaluru Live	Alt Hack – Chennai edition gives impetus to IBC Media's Internship Program for student developers in Web 3 & emerging technologies	Online	32,600	25,000

Grand Total

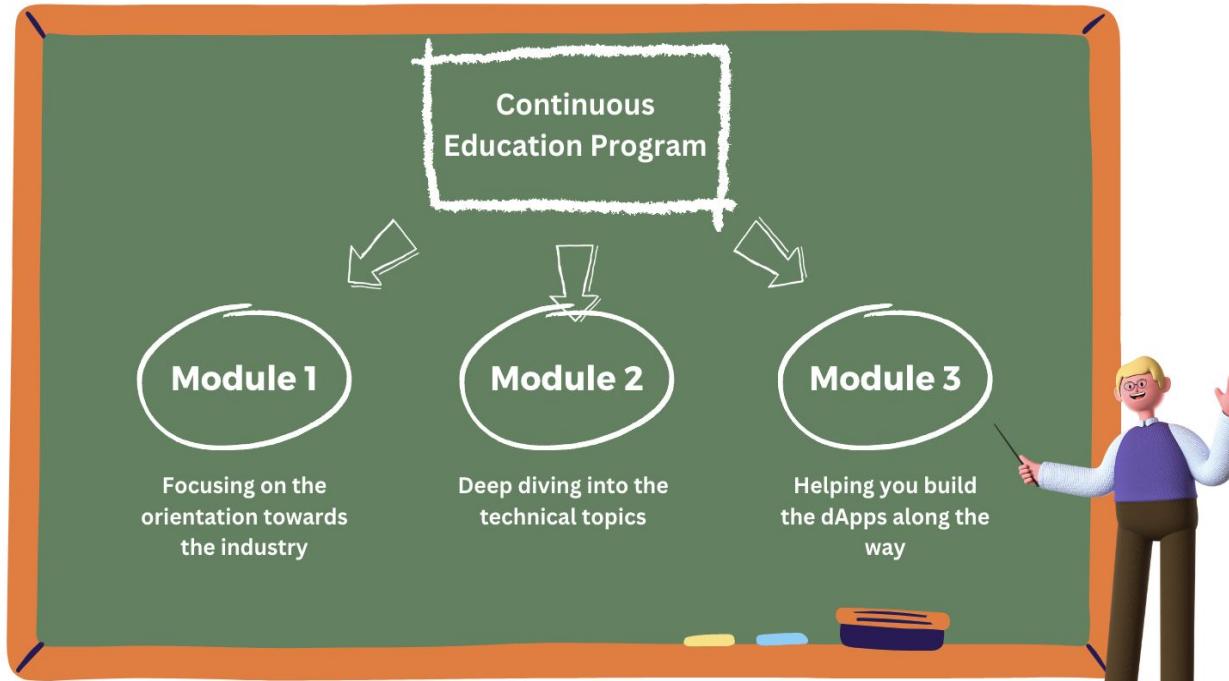
Reach 4,405,605

PR Value 4,405,605

WHAT'S NEXT?



CONTINUOUS EDUCATION PROGRAM



IBC CEP (Online)



IBC Media

THANK YOU



IBC Media

Find our more:

[IBC Media Website and Social Handles](#)