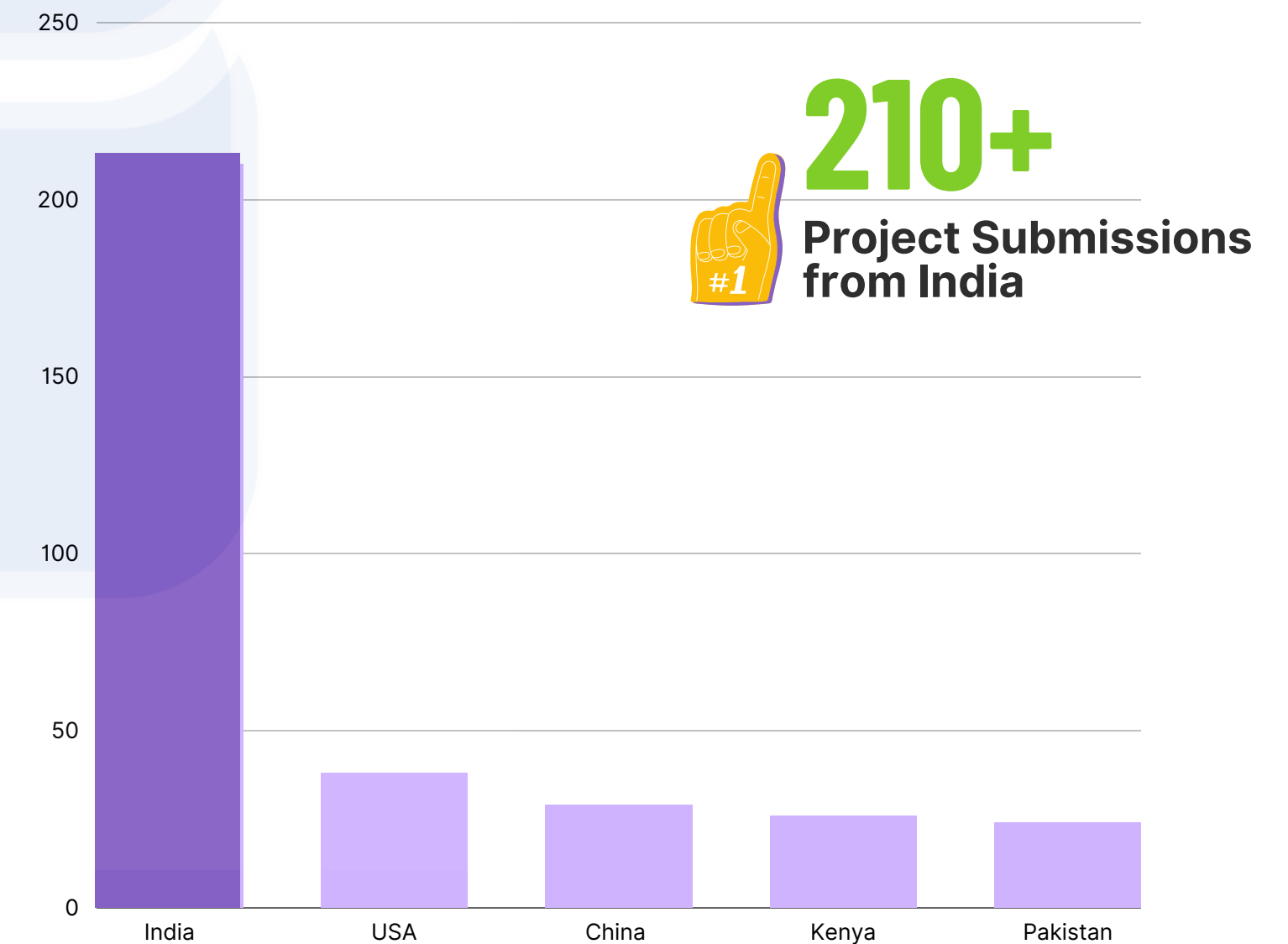
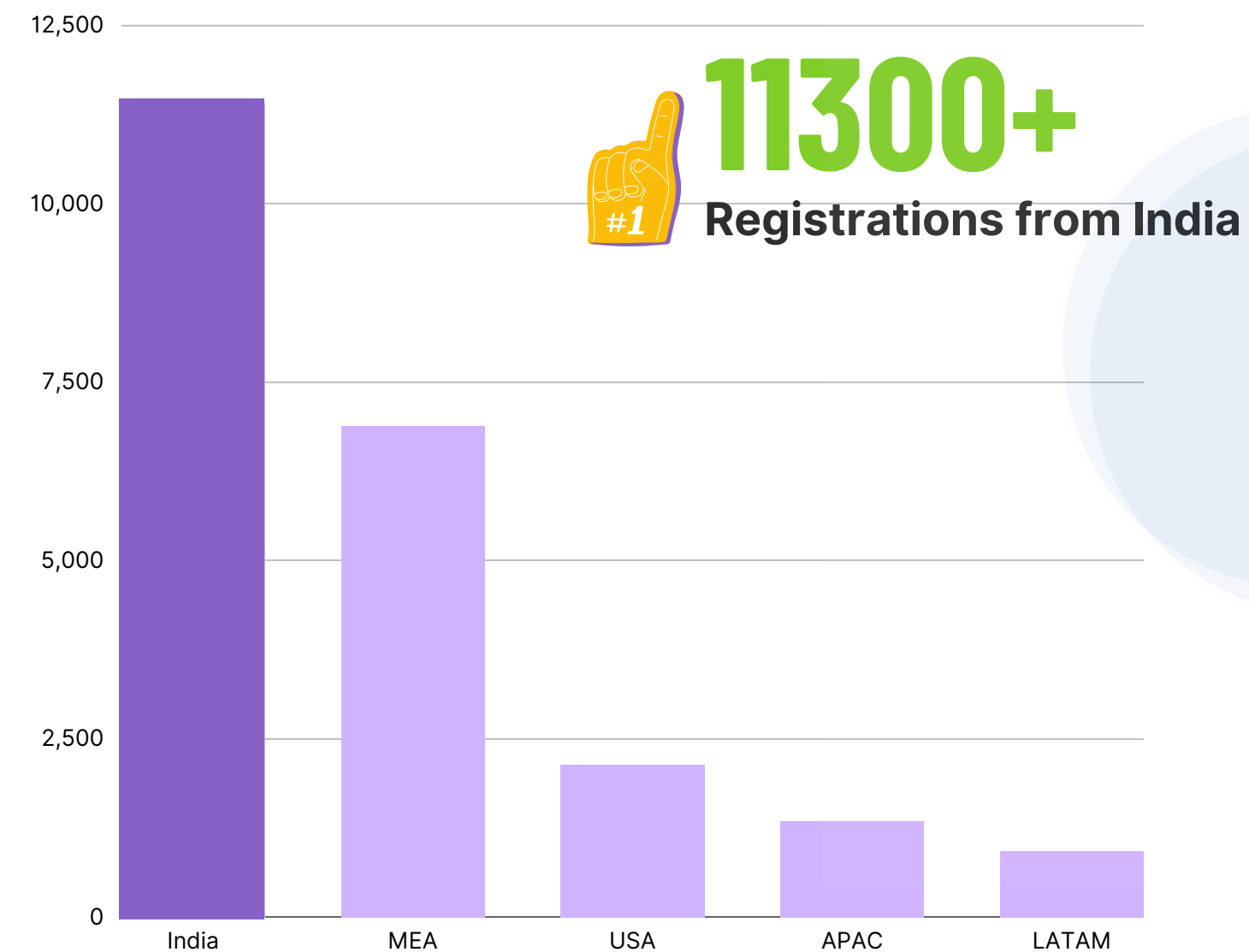


CASE STUDY

MICROSOFT IMAGINE CUP 2023



Imagine Cup, often regarded as the Olympics of Technology, is a global technology and innovation competition hosted by Microsoft which provides them with a chance to win cash prizes, mentoring, and more. Open to students in India, the Imagine Cup seeks to honor the most innovative, accessible, ground-breaking, and appealing software built with Microsoft tools and technology. This being one of the biggest global tech competitions ignited young minds to put in their creativity and innovative projects that could change the world.



CASE STUDY

MICROSOFT IMAGINE CUP 2023

IMPACT ANALYSIS

100K+

Student outreach
through marketing activities

145+

Institution participated

120+

Epic Challenge submissions

15+

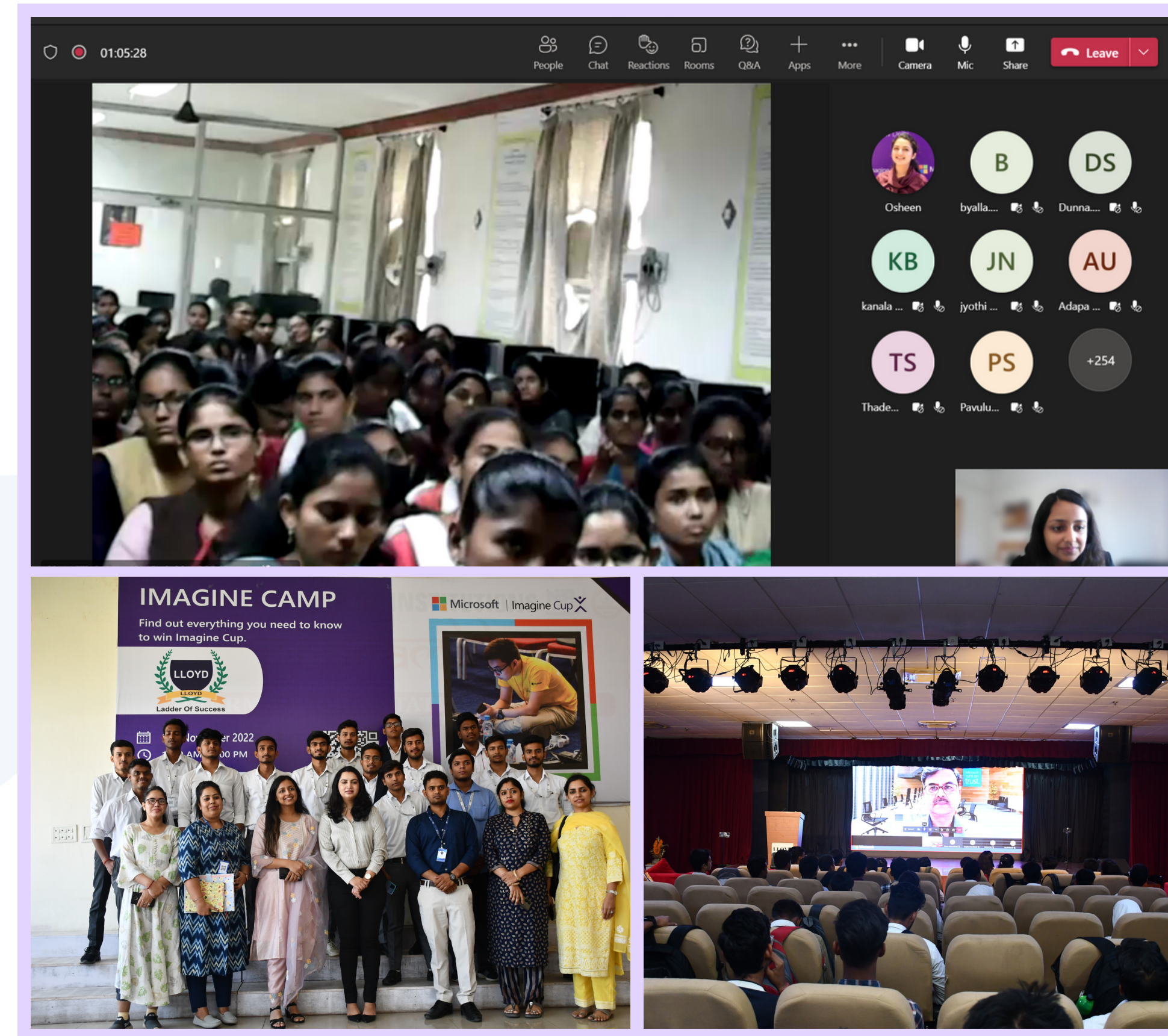
States covered across India

91%

Project submissions from
Tier 2 and Tier 3 colleges

27%

Female participation



CASE STUDY

MICROSOFT IMAGINE CUP 2023

IMAGINE CAMPS

In order to spread awareness for the competition, a series of Imagine Camps were organized across India, to empower the students. Each of these awareness events covered absolutely everything about Imagine Cup, starting from Rules & Regulations to Pro Tips, Guidelines and Brainstorming Sessions.

Imagine Camps

Events across universities of India conducted to spread awareness about the Imagine Cup

15

20+

Institutions Reached

Premium Insitituions reached to conduct Imagine Camps

Student Participation

To gain awareness about Imagine Cup 2023

17K+

300+

Students Requested Guidance

Guidance requests from students at Imagine Camps

Camps Hubs

Executed the Hub & Scope Model, wherein the Imagine Camps while being broadcasted live, were also projected offline

11

5

Student Technical Bootcamp

A series of technical boot camps were organized, for required guidance and technical help to students in deploying their projects

COLLABORATION WITH LARGE EDUCATIONAL GROUPS



AP State Skill Development Corporation

APSSDC is a not-for-profit organization (Section-8 company) formed as a Public-Private Partnership (PPP) corporation to promote Skill Development & Entrepreneurship in the state of Andhra Pradesh. APSSDC played a major role in driving more than 5000+ audience in Imagine Camps through Rajiv Gandhi University of Knowledge Technologies and more, in the month of December.



Techno India Group

Techno India Group is one of the largest educational groups in India with more than 50,000 students enrolled and 20 institutions offering engineering and management degrees. Imagine Camp conducted in West Bengal saw participation from across the group in East India.

INSTITUTION FOCUS



Manav Rachna College of Engineering, Faridabad



Lloyd Institute of Engineering & Technology, Greater Noida



Chitkara University, Chandigarh



Bennett University, Greater Noida



National Institute of Technology, Durgapur



Symbiosis Institute of Technology, Pune



JECRC University, Jaipur



Rajiv Gandhi University of Knowledge Technologies, Hyderabad