

The Hackathon:

Around a billion people live with different disabilities across the world. They are the world's largest minority. This figure is increasing through population growth, medical advances and the ageing process, says the World Health Organization.

In India it is estimated that 2.2% of the total population are known to be suffering from one disability or the other with about 20% increase in the past decade. Similarly size of the elderly population, i.e. persons above the age of 60 years is fast growing although it constituted only 7.4% of total population at the turn of the new millennium.

Keeping in mind the increasing number of people who need help, the efforts towards making their lives better is an important gesture that the world can give back. Desirous of generating a plethora of ideas from the young generation pursuing technical courses in India, Titan would like to conduct this Hackathon at a national level. Innovation, technology and purpose shall meet thoughts and designs leading to advanced products that can aid the ones in need.

The Hackathon shall be focussed on a hardware platform where students de-

sign and develop products or bring forth prototypes of new techniques that can assist the elderly or the disabled (visual or movement disability) in leading better lives at an affordable price. Optionally disruptive ideas/solutions for the hearing or speaking disability can be chosen if the participants have any such ideas of interest.

Solutions shall be looked for their simplicity, and manoeuvrability while also being able to address essential and significant needs. The design should be easily adoptable and a clear path for development be proposed. Keeping in mind that most of those in need of help also fall under the category of people who can't afford already available solutions in the market, it is advised to bring forth cost effective products.

Steps for Registration:

1. Visit the website- www.autitanhackathon.in
2. Browse through the content & click the registration link
3. Follow the onscreen instructions and fill the form
4. Submit the form by agreeing to the terms and conditions of participation
5. Check the confirmation email and send the bonafide scan in the reply

TITAN COMPANY LIMITED



In collaboration with

**ANNA UNIVERSITY,
CHENNAI**



presents

HACKATHON

**Technology Innovations
for people who need
them most!**



Old age (60+)

Movement
disability



Visual
disability

Speaking and hearing
disability



Deadline: 24th March 2016



About Anna University

Anna University was established on 4th September 1978 as a unitary type of University. It offers higher education in Engineering, Technology and allied Sciences relevant to the current and projected needs of the society. Besides promoting research and disseminating knowledge gained therefrom, it fosters cooperation between the academic and industrial communities. Since December 2001, it has become a large, highly renowned Affiliated University, having brought into its fold about 426 Self-financing Engineering Colleges six Government Colleges and three Government-aided Engineering colleges located in various parts of Tamilnadu State. The Anna University, which is of the affiliated type is a member of the Association of Indian Universities, the Association of Commonwealth Universities and Partner of UNESCO International Center for Engineering Education (UICEE). UGC have accredited Anna University with Five Star Status in 2002 which is the highest rating. With proven capabilities both in academic and research areas, Anna University was able to receive this honour for a period of five years for excellence in Technical Education.

About Titan Company Limited

Titan, an organisation which brought a paradigm shift in the Indian consumer goods market with its international fashion form stands as the fifth largest integrated own watch brand manufacturer in the world. Leading with the two most loved and renowned brands Titan and Tanishq, it has fathomed out every detail about what the customers yearn for.

A unique company under the TATA multinational conglomerate, Titan Company has revolutionised every segment where the market has been fragmented over the years. Backed by over 7,000 employees, two exclusive design studios for watches and jewellery, 12 manufacturing units, and innumerable admirers' world over, Titan Company continues to grow and set new standards for innovation and quality. The organization is all geared to repeat the Titan and Tanishq success story with each new offering.



For further details:

Website: www.autitanhackathon.in

Email: cuic.titanhackathon@gmail.com

Phone: 044-22358994

Mobile +91 73583 06675/ +91 73583 06679

Common Rules for Preliminary and Main Rounds:

- Demonstrations for both preliminary and main rounds will occur at locations predetermined and informed in advance to the teams.
- Demonstration time limits may be shortened or lengthened in TITAN's sole discretion depending on the number of submissions.
- Participants may present their Submission in any way they see fit, but are encouraged to explain and demonstrate how their Submission is relevant to the topic and its uniqueness.
- The order of demonstrations will be decided by TITAN in its discretion.
- Every important standard kit used in the prototype / project must be disclosed before coming to the Hackathon.
- The Finalist teams must submit the list of items (relevant to the project) they are bringing with them at the venue for the Hackathon. Any non disclosed items would not be allowed in the event. Teams however can bring their own laptops/mouse/keyboards without disclosure.
- Each team registered must appear for the prelims at the venue.
- All queries must be redirected to cuic.titanhackathon@gmail.com
- Teams are advised to build prototypes on their own.
- A list of common facilities available at the venue shall be sent along with the venue details. Participants should declare any special facility required at the venue for demonstration of their prototype.
- Participants must register with a proper email id as all the communications will be done through the same.
- Hard copy of the bonafide certificate should be retained safely by the participant/s and the same must be produced on the event venue if shortlisted for the prelims.
- TITAN reserves the right to change or cancel any clause any time.