**Innovation Expedition -**

Innovation expedition - an awareness drive initiated by PDPU IIC for inducing the spirit of innovation and entrepreneurship amongst school children. Throughout the expedition, we visited two schools and provided them with the opportunity to implement their theoretical knowledge in practical means by making a business model, prototype, marketing plan, etc.

* **S.N.K School, RAJKOT** - Team PDPU IIC visited S.N.K school, Rajkot on 4th April 2017. We collaborated with Innovative Product and Marketing (IPM), an event meant for higher secondary students in order to give them practical insights of the business world. There were 35 teams in total who displayed their prototypes, products, working models, radio jingles, T.V. advertisements along with the entire business plan and the best amongst them were awarded prizes.