

HACKATHON 3.0

IdeatorX- Unleash Data Driven Creativity

IDEATION HACKATHON FOR CODERS EVERYONE

1

TECH FOR NON-TECH CHALLENGE

Objective: Simplify a complex technology or concept for a non-technical audience.

Requirements: Identify a tech-heavy concept, create a tool, tutorial, or product to make it understandable and usable by non-tech users. Present the concept, implementation plan, and outcome through a brief proposal or prototype.

Judging Criteria: Clarity of explanation, accessibility of the solution, originality, and impact on the target audience.

Make tech easy, inclusive, and empowering!



2

NO-CODE INNOVATION APP CHALLENGE

Objective: Design an app prototype using no-code or low-code platforms.

Requirements: Choose a target group (list would be provided), develop a concept addressing the group's needs, detail the app's features, functionality, and user interface, describe the apps potential impact, submit a written proposal and any sketches or mockups.

Judging Criteria: Innovation, ease of use, problem relevance, and the completeness of the solution.

No code? No problem. Build big with small tools!

3

INFOGRAPHIC/DATA STORYTELLING CHALLENGE

Objective: Convert raw data into meaningful, engaging visual stories.

Requirements: Select a dataset and create an infographic or visual story that highlights key insights. Include the message, purpose, and design rationale. Submit in image or presentation format.

Judging Criteria: Clarity, visual appeal, storytelling effectiveness, and relevance of the data insights.

Let your visuals speak louder than words!



4

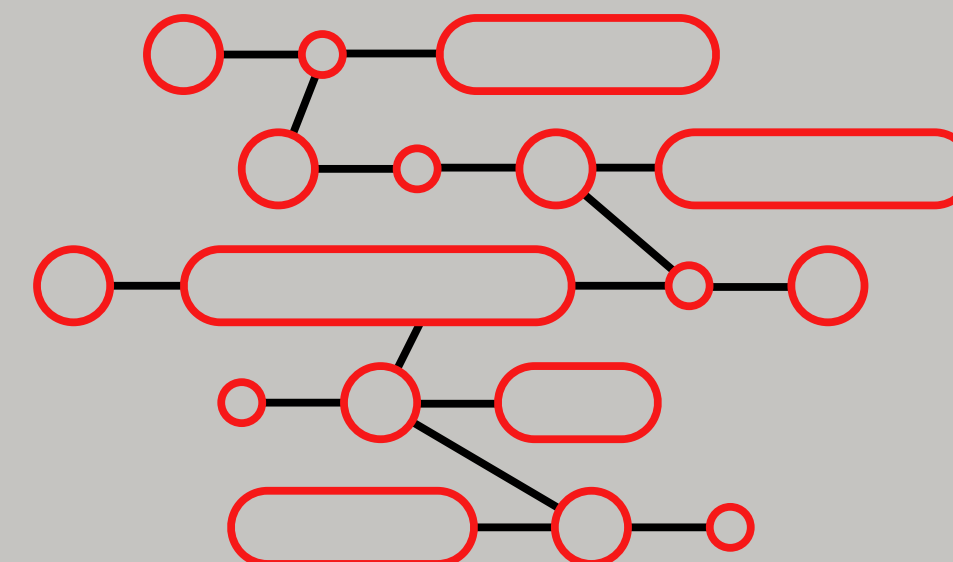
DIGITAL DETOX CHALLENGE

Objective: Promote healthier digital habits and tech-life balance.

Requirements: Design a campaign, tool, app, or creative strategy encouraging reduced screen time or conscious tech use. Include behavior change aspects and proposed impact.

Judging Criteria: Creativity, practicality, impact on mental well-being, and user engagement.

Reconnect with life—design for digital well-being!



5

DASHBOARD CHALLENGE

Objective: Create an insightful, user-friendly dashboard from a dataset.

Requirements: Use tools like Tableau, Power BI, or any relevant platform to visualize data effectively. Ensure interactivity, clear metrics, and business or social relevance. Submit the link + snapshots with a short brief.

Judging Criteria: Visual clarity, usability, insight generation, and design aesthetics.

Transform data into decisions!



6

REEL FOR REAL – SOCIAL MEDIA CHALLENGE

Objective: Create a short video/reel to raise awareness or spark change.

Requirements: Develop a 30–60 second reel on a real-world issue, innovation, or cause. Highlight clarity of message, creativity, and emotional or educational appeal. Submit via video format or link.

Judging Criteria: Storytelling power, originality, engagement value, and clarity of purpose.

Use the power of reels to spark real change!

7

DESIGN 4 GOOD – WEB DESIGN CHALLENGE

Objective: Design a website for a cause, social initiative, or NGO.

Requirements: Build a prototype or wireframe of a website with clear UX/UI, navigation, and storytelling. Tools like Figma, Wix, or WordPress can be used. Submit screenshots or links.

Judging Criteria: Design impact, user experience, message clarity, and accessibility.

Design that serves a purpose and uplifts communities!



8

IMPACT STARTUP IDEA CHALLENGE

Objective: Present a startup concept that creates meaningful social, environmental, or economic impact.

Requirements: Identify a real-world problem and propose an innovative, scalable startup idea to solve it. Detail the business model, target audience, implementation plan, and potential for long-term sustainability.

Judging Criteria: Originality of the idea, impact potential, feasibility of execution, and alignment with community or global needs.

Build bold ideas that make a real-world difference!

9

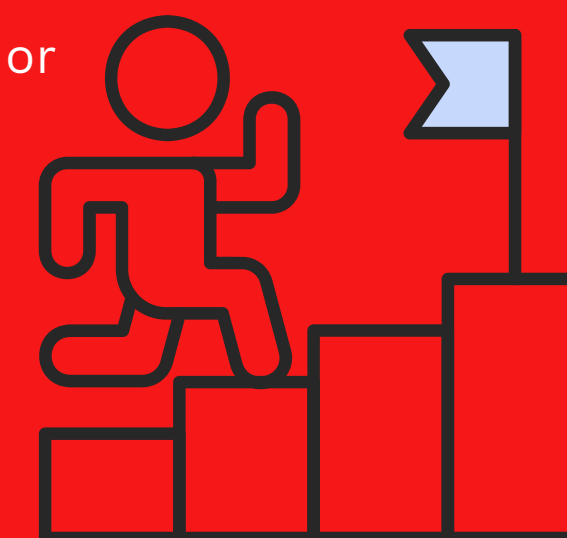
MISSION: 2030 – SDG INNOVATION QUEST CHALLENGE

Objective: Propose a solution aligned with the Sustainable Development Goals (SDGs).

Requirements: Choose one or more SDGs and design a project, product, or campaign addressing a key issue. Include implementation plan, innovation, and long-term impact.

Judging Criteria: Alignment with SDG goals, innovation, feasibility, and potential global or local impact.

Innovate for a better world by 2030!



ABOUT IES MCRC

IES is one of India's oldest Public Charitable Trusts committed to education and successfully running 64 Institutions. IES's Management College and Research Centre (IESMCRC) is recognized as a premier business school, committed to academic excellence and value based education.

In our endeavor to shape and develop business leaders, we offer several full time courses which include Post Graduate Diploma in Management (PGDM) and Post Graduate Diploma in Management (Pharmaceutical Management) approved by AICTE.

GENERAL GUIDELINES

1. Eligibility- Open to under grad and master's students. Individual or team participation (up to 3 members per team) is allowed for all challenges.
2. Registration- Registration is mandatory for the participation in any challenge, register using the QR Code.
3. Ensure that all entries are submitted by the stated deadlines. Late submissions will not be considered.
4. Submission Format- Submissions must adhere to the format specified for each challenge (e.g., prototype, report, presentation).
5. Original Work- All entries must be original and created by the participants during the hackathon period. Plagiarism or the use of pre-existing work will result in disqualification.
6. Evaluation Criteria- Entries will be evaluated based on the specific criteria for each challenge, including creativity, functionality, usability, impact, and technical quality.
7. Use of Tools- Participants are encouraged to use relevant tools, software, or platforms that help them achieve the best results, provided they comply with the guidelines of each challenge.
8. Judging Process- All submissions will be reviewed by a panel of judges who are experts in their respective fields. Their judgement would be final.

HACKATHON 3.0 CORE TEAM

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|------------------|------------------|-----------------|
| • PRACHI TAWADE | • MANISHA BHATI | • SONAM YADAV |
| • SAHIL KAKANI | • ANANYA AGARWAL | • ADARSH DUBEY |
| • CHINMAY SHINDE | • RIYA RAJPUT | • JAY JOSHI |
| • NILESH MAHAJAN | • JYOTI DINGREJA | • TANVI MAMGAIN |

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|----------------------|
| • HARSHIT RAMOLIYA |
| • ABHISHEK CHAUDHARY |
| • RISHI SINGH |
| • ANURAG RANE |



ABOUT HACKATHON 3.0

The Business Analytics Department at IESMCRC is excited to launch Data & Ideation Hackathon 3.0, following the tremendous success of its previous editions. This high-energy event invites college students from all backgrounds to demonstrate their analytical acumen and creative problem-solving abilities. Participants will take on real-world challenges, collaborate in a competitive yet inspiring environment, and vie for exciting prizes. With expanded participation and elevated opportunities, Hackathon 3.0 is set to be a vibrant celebration of ideas, innovation, and impact. Join the movement—ideate, analyse, and shine.

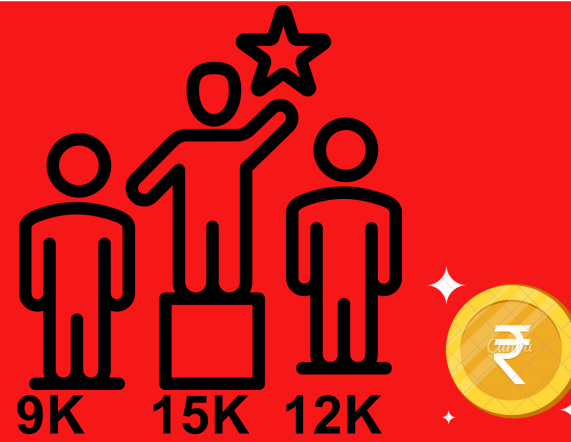
KEY DATES

Registration Deadline: **Aug 20th, 2025**
Submission Deadline: **Aug 27th, 2025**

Announcement- Top 3 Finalist of each challenge: Sept 4th 2025

Final Showdown Date: Sept 13th, 2025

ATTRACTIVE CASH PRIZES & SCHOLARSHIP



SCHOLARSHIP OF INR 1 LAKH TO THE MEMBER OF WINNING TEAM

TO KNOW MORE VISIT :

Website: <https://www.mcrc.ies.edu/hackathon>

Email ID - hackathon.analytics2024@ies.edu



Scan to register

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