



KMCT

COLLEGE OF ALLIED HEALTH SCIENCES

Affiliated to Kerala University of Health Sciences and approved by Govt. of Kerala

IDEA PITCHING SESSION-MEDICATHON

The Idea pitching competition was organized by the IEDC cell of KMCT COLLEGE OF NURSING in related to idea invitation week to foster innovation and entrepreneurship among students, provide a platform for idea generation and collaboration, and encourage the development of viable business concepts. The event aimed to bring together aspiring entrepreneurs, mentors, and industry experts to share knowledge and experiences.

The primary objectives of the Idea pitching competition were as follows:

- a. Encourage idea generation: The event aimed to inspire participants to generate innovative ideas and provide a platform for them to showcase their creativity.
- b. Foster collaboration: The event sought to promote collaboration among participants by facilitating networking sessions and group activities, enabling them to form teams and work on shared ideas.
- c. Provide mentorship and guidance: The event aimed to connect aspiring entrepreneurs with experienced mentors and industry experts who could provide guidance and support in refining their ideas and business concepts.





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On 22 June 2022 KMCT COLLEGE OF NURSING has conducted a Idea pitching day programme entitled "MEDICATHON", at KMCT-DENTAL COLLEGE Auditorium. Prof R Maheswari Principal, KMCT CAHS Inaugurated the program. 10 students from Allied Health were participated and present their ideas where they could receive feedback and suggestions from mentors and fellow participants.

The poster features a central graphic of a glowing lightbulb filled with various medical and healthcare icons. At the top left is the IEDC KMCT logo with the tagline 'Thoughtfully together'. At the top right is the logo for the Innovation and Entrepreneurship Development Centre. The main title 'KMCT MEDICATHON' is prominently displayed in a white rounded rectangle, with 'HEALTHCARE INNOVATION IDEATHON' underneath. Below this, it says 'Idea pitching competition' in yellow. The date and location are listed as '22nd June - 2022, Wednesday | KMCT College of Nursing'. At the bottom, it is organized by IQAC and KMCT College of Nursing. The footer of the poster provides the address: 'KMCT Medical College Campus, Mulkam, Kozhikode, Kerala - 673602'.

Muthalam, Mulkam, Kozhikode - 673602

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