NEW HORIZON COLLEGE OF ENGINEERING

CO-CURRICULAR CLUB

HEALTHXCEL CLUB

MADADS AT CONNECT '24

Venue: Tejas Seminar Hall, Sardar Vallabhbhai Patel Block, NHCE
Date: 27th June, 2024
Time: 10 AM-4.00 PM

Faculty Co-ordinator:

Ms. Srividhya G, Sr. Assistant Professor, Department of Computer Science and Engineering

Student Coordinators:

Anand Srinivas Cheruvu	**1NH21CS024**	**6/A**	**PRESIDENT**
Hashim Khan	**1NH21CS096**	**6/B**	**VICEPRESIDENT**
Prachii Mishra	**1NH21IS115**	**6/B**	**SECRETARY**
Siddharth Pradeep	**1NH21CS231**	**6/D**	**TREASURER (Substitute)**
Akash Praveen Nair	**1NH21CS018**	**6/A**	**BOARD MEMBER**
Sree Snigdha T	**1NH21IS156**	**6/C**	**BOARD MEMBER**
Khushi M	**1NH21IS197**	**6/C**	**BOARD MEMBER**
Neva Tessa Manoj	**1NH21AI066**	**6/A**	**BOARD MEMBER**

Arun Balajee R G   **1NH21CS033**   **6/A**   **BOARD MEMBER**

Ananya Ashok   **1NH21CS025**   **6/A**   **BOARD MEMBER**

Total Number of Internal Participants: 300

Total Number of External Participants : 0

Event Poster weblink in NHCE Website/Instagram / Linkedin or any other Social Media Sites:
https://www.instagram.com/reel/C8pPRblSxMc/?igsh=cXYxaWk1NWQ0ZDM4

Reel link: https://www.instagram.com/p/C8uw4oTyKmU/?igsh=MWd5N3Q1OTZxZnpzdw==

Targeted Audience: Students from ME, ECE, CSE, ISE, CE, DS, AIML, AS, EEE, AU, CV Departments

Description of the Event:

At HealthXcel, our mission is to seamlessly integrate health with artificial intelligence, providing a platform for Computer Science students to make significant contributions to the field. Our previous events have successfully championed this cause, bringing innovative ideas to the forefront. However, this time, we decided to take a detour from our usual technical focus and introduce an element of fun and creativity with our latest event: MadAds.

MadAds was conceived as a lively and engaging event designed to foster creativity and teamwork. As part of our ongoing "Student of the Year" competition, 25 teams advanced through the first two rounds, demonstrating their prowess in the Tech Wordle and Mafia challenges. These teams, each comprising 3-4 members, earned their spots in the semi-final stage where they were given a unique challenge: create a humorous, catchy advertisement for a health product.

Each team was assigned a health product, such as sunscreen, painkillers, or cough syrup, and given 45 minutes to brainstorm and craft their ad. The challenge was not only to create an ad that was funny and engaging but also to convey the health benefits of the product effectively. The ads had to be concise, with each presentation limited to just one minute.

The judging criteria were comprehensive, focusing on several aspects:

1. **Humor**: How well did the team incorporate humor into their advertisement?

2. **Originality**: Was the ad unique and innovative?

3. **Creativity**: Did the team demonstrate creativity in their approach and execution?

4. **Visual Appeal**: How visually engaging was the advertisement?

5. **Storytelling**: Did the ad have a clear and compelling narrative?

6. **Adherence to Time Limit**: Did the team stay within the one-minute limit?

The event was filled with laughter, creativity, and spirited competition as teams showcased their talents. The diverse approaches and inventive ideas brought a refreshing twist to the serious themes of health and wellness, highlighting the students' ability to blend technical knowledge with creative thinking.

MadAds proved to be a resounding success, not only in terms of participation and engagement but also in fostering a sense of community and collaboration among the students. The event underscored the importance of balancing technical skills with creativity and demonstrated that even serious topics like health can be approached in a fun and engaging manner.

In conclusion, MadAds was a testament to the ingenuity and versatility of our students, aligning perfectly with HealthXcel's mission to integrate health with AI. We look forward to more such innovative and enjoyable events in the future, continuing to inspire and challenge our talented participants.