



Date/Day: 01-03-2025/ Saturday

Title: Tech Crunch 2025

Objective of the Event:

- The *Tech Crunch* annual event, hosted by the Research & Innovation Committee of the college, was conceptualized with the vision of creating an intellectually stimulating yet enjoyable platform that bridges the gap between academic knowledge and practical application.
- The core objective of the event was to ignite the spirit of innovation, research-oriented thinking, and interdisciplinary learning among students, while also encouraging creativity, collaboration, and healthy competition.
- Recognizing the need to move beyond conventional classroom learning, *Tech Crunch* was designed to engage students in activities that challenge their analytical abilities, communication skills, and understanding of real-world issues in the pharmaceutical and healthcare sectors.
- The event brought together a blend of academic rigor and fun through thoughtfully curated competitions that allowed participants to showcase their talent in diverse formats.

Program Outcome :PO1, PO2, PO3, PO8, PO11

Details of the Resource Person/Event: Dr.Archana Upadhyay, Dr. Roja Rani , Mrs. Rachel Britto
External Judge for IPR Court (Dr. Kshitij Chavan).

Participants Details:

Total no. of college students: 68

Total no. of other institute participation: 2

Summary of Activities:

The *Tech Crunch* event featured a series of engaging and intellectually stimulating competitions that blended academic learning with creative expression. Each activity was designed to tap into different skill sets of the participants, encouraging them to think critically, communicate effectively, and work collaboratively. The key activities included:

One of the highlights of the event, *IPR Court*, provided a dynamic platform for students to engage in structured debates based on real and hypothetical case studies related to intellectual property rights. This activity was aimed at enhancing students' legal awareness, critical thinking, and persuasive communication, all of which are essential in the evolving pharmaceutical landscape.

Advaganza, the advertisement-making competition, encouraged teams to conceptualize, design, and present creative marketing strategies for pharmaceutical products. This competition not only tested the participants' understanding of product knowledge and consumer behaviour but also tapped into their ability to think innovatively and present with impact—key skills for professionals in the pharma and healthcare marketing space.

The Pharmacy Quiz added an element of fast-paced intellectual challenge, testing students' academic foundation, quick recall, and teamwork in a fun and interactive format. It was designed to reinforce core pharmaceutical concepts and encourage peer learning in a competitive environment.

Through this holistic blend of events, *Tech Crunch* aimed to inspire students to think beyond textbooks, collaborate across disciplines, and apply their academic learning in novel, engaging ways. The event also served as a platform for identifying and nurturing future leaders, innovators, and communicators in the pharmaceutical sciences.

Details of the events:

1. IPR Court

A simulation-based debate competition inspired by real and hypothetical case studies related to Intellectual Property Rights (IPR) in the pharmaceutical sector. Participants were divided into teams representing opposing sides of a legal argument. The event encouraged research, logical reasoning, and public speaking, while deepening the students' understanding of the significance of IPR in drug development and innovation.

2. Advaganza

An advertisement-making competition that challenged participants to design and present creative marketing campaigns for pharmaceutical products. Teams showcased their ability to balance scientific accuracy with consumer appeal, using storytelling, visuals, and branding techniques. This event promoted marketing insight, originality, and teamwork, offering a glimpse into the intersection of pharmacy and consumer communication.

3. Chemo-infomatics-Quiz

A high-energy quiz competition focused on core pharmaceutical knowledge, recent innovations, and general awareness related to the healthcare and pharma industries. Participants competed in teams, tackling a wide range of questions under time pressure. The quiz promoted healthy competition, reinforced academic concepts, and encouraged students to stay updated with current trends in the field.

Competitions & Winners

TECH-CRUNCH 2025 Winners			
Sr No.	Event Name	Name of Winners	Prize
1.	IPR COURT	Deep Sharma Sidrah Vohra (H.K. College of pharmacy)	1st Prize
		Laxmi Bhaskar Sahu Mitalli Mahajan (Gahlot Institute of Pharmacy)	2nd prize (Runner up)

TECH-CRUNCH 2025 Winners			
2.	Advaganza	Ansari Yasir Khan Mahhak Khumbhar Suraj Renugadevi Poovarajan (H.K. College of Pharmacy)	1st Prize
		Nishant Pandey Rishikesh Prajapati Dheeraj Kanojiya Kishan Upadhyay (H.K. College of Pharmacy)	2nd Prize (runner up)
3.	Quiz- Chemo Infomatics	Kushal Sheth Shubham Verma Sanobar Sayyed Saurabh Maurya (H.K. College of Pharmacy)	1st Prize
		Shambhavi Pandey Sneha Tiwari Sakshi Salian Rushdah Ansari (H.K. College of Pharmacy)	2nd Prize (runner up)

Brochure/Photo Gallery:



Maharashtra Educational Society's
H.K. College Of Pharmacy
 Approved by P.A.C. D.T.E., Govt. of Maharashtra & Affiliated to University of Mumbai,
 Accredited by NAAC 'A' Grade

Research & Innovation committee invites you to
TECH CRUNCH 2025

Innovate today for a healthier world tomorrow!
 Connecting minds, creating solutions, revolutionizing healthcare!

Rs 150 /- per participant

REGISTER NOW!

Be part of the revolution
 shaping pharmacy!

1st March 2025

Deadline for Registration: 26th February 2025.

Win Exciting Cash
 Prize & Certificates

Dr. Tushar Lokhande
 Principal

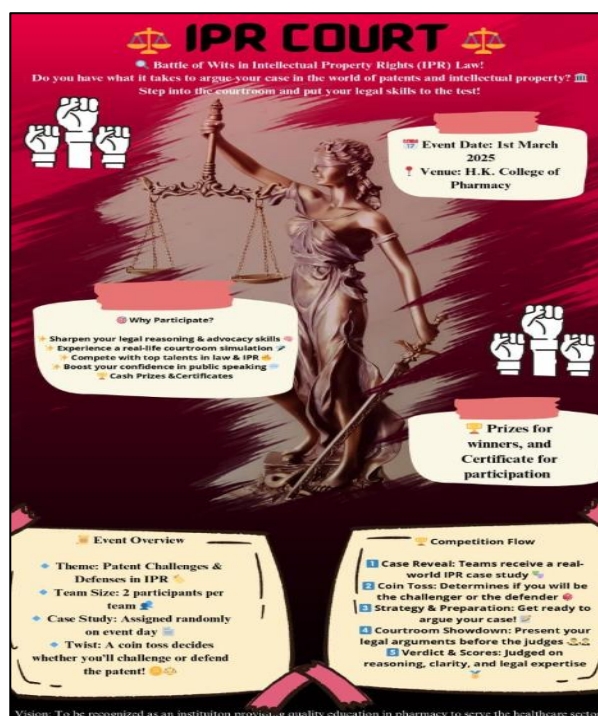
Dr. M.N. Saraf
 Dr. Roja Rani Budha
 Faculty Incharge

Dr. Archana Upadhyaya
 Mrs Rachel Britto

Mr. Aniket Tiwari
 Student Council General Secretary
 (Contact no-8291893127)

Mrs. Anushka Shelar
 Student Council Research & Innovation committee Head
 (Contact no-9326042964)

Vision: To be recognized as an institution providing quality education in pharmacy to serve the healthcare sector.



IPR COURT

⚖️ Battle of Wits in Intellectual Property Rights (IPR) Law! ⚖️

Do you have what it takes to argue your case in the world of patents and intellectual property? ⚖️

Step into the courtroom and put your legal skills to the test!

📅 Event Date: 1st March 2025

📍 Venue: H.K. College of Pharmacy

Why Participate?

- Sharpen your legal reasoning & advocacy skills
- Experience a real-life courtroom simulation
- Compete with top talents in law & IPR
- Boost your confidence in public speaking
- Cash Prizes & Certificates

Prizes for winners, and Certificate for participation

Event Overview

- Theme: Patent Challenges & Defenses in IPR
- Team Size: 2 participants per team
- Case Study: Assigned randomly on event day
- Twist: A coin toss decides whether you'll challenge or defend the patent!

Competition Flow

- Case Reveal: Teams receive a real-world IPR case study
- Coin Toss: Determines if you will be the challenger or the defender
- Strategy & Preparation: Get ready to argue your case!
- Courtroom Showdown: Present your legal arguments before the judges
- Verdict & Scores: Judged on reasoning, clarity, and legal expertise

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Key Outcome of the Lecture/Activity:

- The *Tech Crunch* event successfully achieved its objective of fostering a culture of innovation, critical thinking, and interdisciplinary learning among students. It provided an engaging platform where academic knowledge was applied in practical, real-world contexts through creatively designed competitions.
- Students exhibited remarkable enthusiasm, preparation, and teamwork throughout the event. The *IPR Court* saw participants engage in well-researched, articulate debates, reflecting a deep understanding of legal and ethical issues related to intellectual property in the pharmaceutical domain. It enhanced their analytical reasoning, confidence, and public speaking skills.
- *Advaganza* brought out the creative potential of students, as teams developed impactful advertisements that balanced scientific content with innovative presentation. This competition encouraged participants to think like both pharmacists and marketers, honing their persuasive communication and design thinking skills.
- The *Chemo-infomatics Quiz* challenged the participants' academic knowledge and speed of recall, fostering a spirit of healthy competition. It reinforced important pharmaceutical concepts and motivated students to stay updated with current industry trends.
- The event witnessed strong participation from students across all years, fostering peer learning, cross-disciplinary collaboration, and a vibrant exchange of ideas. Faculty members and judges appreciated the level of preparation and the professional conduct demonstrated by the participants.
- Overall, *Tech Crunch* not only provided a break from routine academics but also helped students explore new perspectives, sharpen essential skills, and build confidence. It was widely appreciated and will serve as a model for future academic-cum-fun events, further strengthening the culture of research, innovation, and leadership within the college.

Link for social media:

LinkedIn:	https://www.linkedin.com/posts/h-k-college-of-pharmacy-mumbai-303524222_tech-crunch-2025-1st-march-2025-at-hk-college-activity-7317570530914496513-a3_V?utm_source=share&utm_medium=member_desktop&rcm=ACoAADf2WrMBUFgAeZVznddoMfc3VtpDnyqdS4Y
Facebook:	https://www.facebook.com/photo/?fbid=1130750035731304&set=a.470185965121051
Instagram	https://www.instagram.com/p/DIbpUt-IHUE/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==

Event Coordinator/s

IQAC Coordinator

Dr. Tushar Lokhande

Dr. Archana Upadhyaya
Dr. Roja Rani
Mrs. Rachel Britto

Dr. Anagha Raut

Principal

