

## CAMPUS NOTES



### Pitchfest for start-up ideas

The Technology Business Incubator (TBI) of Amrita University is organising the 2017 edition of its Pitchfest at the Bengaluru campus from January 27, 2017.

The fifth edition of the annual Amrita TBI Pitchfest would provide a platform for start-ups to showcase their ideas, qualify to receive a seed investment of up to \$2,00,000 and get incubation space at Amrita TBI. The deadline for applications is January 7, 2017.

Giving information about the Pitchfest Dr. Krishnashree Achuthan, CEO, Amrita University's Technology Business Incubator, "If you have a great innovative idea or product and are looking for funding, then Amrita TBI Pitchfest is the perfect platform to showcase it to potential investors. The Pitchfest is a unique initiative to find the most promising start-ups in the country."

On Day 1 of the Pitchfest top 30 selected start-ups will go through a half-day mentorship programme, followed by selection of the top start-ups. On Day 2, the top start-ups will pitch in front of an elite panel of investors and C-level executives.

Amrita TBI will complete the required due-diligence on the three finalists and provide seed investments for

qualified start-ups and incubation space. Prominent partners of the programme are Department of Science and Technology, Govt of India, Indian Angel Network, Freshers World and YourStory.

More than 700 start-ups from 10 Indian states had participated in 2016, making the event one of the most popular start-up pitch contests in the country



### School of journalism, communication launched

The Jindal School of Journalism and Communication (JSJC) was inaugurated at the India International Centre in Delhi recently.

JSJC is an interdisciplinary school of journalism and communication which aims to train and groom the next generation of media leaders and generate a new vision on the future of democracy.

In 2017, JSJC will offer a 3-year full time B.A. (Hons.) Media & Communication programme which is designed to give students a rigorous understanding of journalism across print, broadcast, radio and new media platforms. It will train students to think, write, visualise, produce, edit, and rewrite as journalists, editors, web editors, TV producers and anchors on global problems and issues. Admission applications to the B.A.