



MERCY COLLEGE PALAKKAD

Affiliated to University of Calicut

Reaccredited by NAAC with 'A' Grade IV Cycle

ACTIVITY REPORT OF IDEA-PITCH COMPETITION

Title: IDEA-PITCH COMPETITION

An Inter Institution Idea-Pitch competition was organised by the Institution Innovation Council of mercy college, in association with National Entrepreneurship Day celebration on 7th November 2025 in the Common Computer Lab. The session started at 1.30 pm and concluded at 5.00 pm.

Objective:

- To provide platform for students to present ideas and feasible solutions.
- To identify potential ideas to nurture into start-ups and viable projects.

Resource Person / Judges:

1. Ms.Vinitha Joseph

Founder & CEO – Bluepurple Consulting

Life & Leadership Coach, Trainer& Facilitator, Start-up Mentor,

Speaker, EQ Trainer and DE&I enabler

Ms. Vinitha Joseph is a Senior Technology Fellow at Kerala Start-Up Mission. She is also a social worker, and DEI & B champion. Her flagship programs include, using EQ in day today life & workplace, PRAGATI – A program for women, Project Dream – for young adults which are curated for both corporates, as well as open to public.

Summary:

- Professional Certified coach - ICF, Level 3 certified, 2700 hours of coaching
- Mentor Coach, Life & Leadership Coach
- IC Agile Certified on Coaching & Enterprise & Leadership
- Transaction Analysis – 101

- Design Thinking
- Passionate about Coaching, Emotional Intelligence, Entrepreneurship & Innovation, Diversity & Inclusion, Startup Ecosystem, Leadership Development
- 24 years in leadership roles across Leadership Development, Business Strategy, Talent Management, OD, Enterprise & Team Transitions, Diversity, Equity & Inclusion

2. Mr. Vineeth Vasu

Co-Founder of Microbolite Research & Development Pvt Ltd. and
Director of C-Six Labs Pvt Ltd.

Contact: vasu@csixlabs.in Ph no: 9663155991,
[linkedin.com/in/vineeth-vasu-a38a169](https://www.linkedin.com/in/vineeth-vasu-a38a169), <http://www.csixlabs.in>

Summary:

His other experience include:

- Manager sales & application Basil Biosolutions Jan 2017 - Jul 2020 (3 years 7 months): Application support and sales of Live cell imaging system, Liquid biopsy, Microscopes and SPR.
- Key Account Manager-Pharma (Intellectual property and Science) Thomson Reuters Feb 2016 - Jan 2017 (1 year)
- Key Account Manager Genotypic Technology Jan 2013 - Jan 2016 (3 years 1 month)
Application support, project management and business development for corporate Genomics projects, specialized in claim substantiation using applied Genomics. Champion of customer success for applying genomics.
- NGS team Genotypic Technology Apr 2011 - Dec 2012 (1 year 9 months) worked in a state-of-the-art Genomics laboratory applying techniques such as Microarray, NGS, Q PCR for client projects including WGS, Transcriptome seq metagenome sequencing etc.

Publications: *Diverse endophytic Streptomyces species with dynamic metabolites and their meritorious applications: a critical review*; Reshma Ayswaria, Vineeth Vasu & Rijesh Krishna; <https://doi.org/10.1080/1040841X.2020.1828816>

Other Activities:

External resource person, molecular Biology workshop, UAS-GKVK Bangalore (2008-2011).

Speaker: Winter school KAU, Thrissur. (2015).

Member curriculum development: Sree Narayana Guru college, Coimbatore DNA sequencing Chromous Biotech Pvt Ltd

Advisory board: KTN college of Pharmacy

Participant Details:

A total of 25 participants forming 13 teams presented their ideas in the competition, in which 4 teams are from other institutions and 9 teams are from Mercy College, itself.

Outcome:

The event encourages participants to think like entrepreneurs and identify opportunities around them. Participants develop creative thinking and innovative problem-solving skills. Participants gain confidence in expressing and presenting their ideas effectively to an audience or panel. Promising ideas with real-world potential are recognized and may be further developed or incubated. Winners and participants gain recognition, motivating them to pursue innovation and entrepreneurship further.



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MERCY COLLEGE
Palakkad - 678 006.

Brochure:

Resource Persons



Ms. Vinitha Joseph
Sr. Technology Fellow
Kerala Startup Mission,
Entrepreneur, Social
Worker and Speaker



Mr. Vineeth Vasu
Director,
C-Six labs Pvt Ltd and
Co-Founder,
Microbolite Research
& Development Pvt Ltd

KEY EVENTS:

- IIC Council Inauguration
- Entrepreneur Insight Exchange
- Idea-Pitch Competition

Faculty coordinators:

Dr. Stency V S - 9995203285

Dr. A Reshma - 8754294543

Dr. Jimcy C S - 9633184507



Idea-Pitch Competition

- Fees: Rs. 350/ person.
- Last date for registration: 4/11/2025.
- Participants may compete in teams of 2 persons.
- Time for presentation: 7 minutes.
- Ideas must be original, innovative and ethical.
- Best ideas will be awarded.

For Registration:

<https://forms.gle/F8u58XodJYCz4sh5A>

G-Pay Numbers:

9995203285, 8754294543



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Institution's Innovation Council



Celebrates

NATIONAL ENTREPRENEURSHIP DAY

Date: 7th November 2025

Time: 10.30 AM

Venue: Seminar Hall

Photos:







