

SUMMER PROGRAMME 2024

SHAPERS

Arrival - 29th May 2024 (Wednesday)

| Time | Description | Location |
|-------------------|-----------------------------|------------|
| 6:00 PM - 8:00 PM | Check in followed by dinner | Building B |

Day 1 - 30th May 2024 (Thursday)

| Time | Description | Location |
|--------------------|--|---|
| 8:00 AM - 10:00 AM | Check in followed by breakfast | Building B |
| 8:00 AM - 11:00 AM | Campus Tour <i>Students and their Parents will embark on a guided tour of the cutting-edge facilities at the Jio Institute campus</i> | Buildings A & B |
| 11:00 AM - 1:00 PM | Ice-Breaking/Team Building by Mr. John K John <i>Session to set the tone for the programme and help students get to know each other</i> | Multipurpose Hall-4th Floor (Building A) |
| 1:00 PM - 2:00 PM | Lunch | Executive Dining-2nd Floor (Building A) |
| 2:15 PM - 4:00 PM | Dive into the Basics of Marketing by Dr. Sharad Borle <i>Introduction to the 4Ps & other marketing basics, followed by team formation for the workshop on developing a new product, where students will select a product across categories and explore the New Product Development (NPD) cycle</i> | Multipurpose Hall-4th Floor (Building A) |
| 4:00 PM - 4:30 PM | Snacks | Executive Dining-2nd Floor (Building A) |

Day 1 - 30th May 2024 (Thursday)

| Time | Description | Location |
|-------------------|--|---|
| 4:00 PM - 4:30 PM | Snacks | Executive Dining- 2nd Floor (Building A) |
| 4:30 PM - 6:00 PM | The eSport & Video Game Industry by Nimish Raut <i>Insights on the current scope of the eSport and Video game industry</i> | Multipurpose Hall- 4th Floor (Building A) |
| 6:15 PM - 6:45 PM | Know thy Consumer by Dr. Partha Krishnamurthy <i>Introduction to the concepts of consumer insights and its importance in starting and running a business</i> | Multipurpose Hall- 4th Floor (Building A) |
| 7:15 PM - 8:30 PM | Sports Activities* <ul style="list-style-type: none"> Cricket Kho-Kho | Play Ground/ Recreational Center |
| 8:30 PM | Dinner | Building B (2nd Floor) |

Day 2 – 31st May 2024 (Friday)

| Time | Description | Location |
|---------------------|--|---|
| 7:30 AM - 8:30 AM | Breakfast | Building B (2nd Floor) |
| 9:00 AM - 10:30 AM | How to Develop a New Product by Dr. Sharad Borle <i>The session will build upon the previous day's activities, where students will pitch their product ideas and marketing strategies and brainstorm with their peers and the instructor</i> | Multipurpose Hall- 4th Floor (Building A) |
| 10:30 AM - 11:00 AM | Tea- Break | Multipurpose Hall- 4th Floor (Building A) |
| 11:00 AM - 12:30 PM | Gaming with Nimish Raut <i>The students will play with a purpose: to solve a practical case-study from the eSports & Video game industry</i> | Multipurpose Hall- 4th Floor (Building A) |
| 12:30 PM - 1:30 PM | Lunch | Executive Dining- 2nd Floor |

#Please report to the respective classrooms at least FIVE minutes before the start of the session

*Planned activities are subject to change based on the prevailing weather conditions

Day 2 – 31st May 2024 (Friday)

| Time | Description | Location |
|--------------------|--|---|
| 12:30 PM - 1:30 PM | Lunch | Executive Dining- 2nd Floor |
| 1:30 PM - 3:30 PM | Discover the World of Chatbots by Rishabh Sharma & Dr. Kalyan Tadepalli <i>Explore the architecture and harness the power of Large Language Models (LLMs) to generate mind-blowing text and stunning images</i> | Computer Center- 5th Floor (Building A) |
| 3:30 PM - 4:00 PM | Snacks | Executive Dining- 2nd Floor |
| 4:00 PM - 6:00 PM | Make the Bots Work for You by Rishabh Sharma & Dr. Kalyan Tadepalli <i>Master the art of prompt engineering to craft compelling interactions with LLMs and take your chatbot to the next level!</i> | Computer Center- 5th Floor (Building A) |
| 6.30 PM - 8:00 PM | Treasure Hunt* | Multipurpose Hall- 4th Floor (Building A) |
| 8:00 PM | Dinner | Building B (2nd Floor) |

Day 3 – 1st June 2024 (Saturday)

| Time | Description | Location |
|---------------------|---|---|
| 7:30 AM - 8:30 AM | Breakfast | Building B (2nd Floor) |
| 9:00 AM - 10:00 AM | Tide over your Competition by Dr. Raveendra Chittoor <i>How to unlock new demand and make competition irrelevant through the Blue Ocean Strategy</i> | Multipurpose Hall- 4th Floor (Building A) |
| 10:00 AM - 11:00 AM | Dive into the World of AI by Dr. Shailesh Kumar <i>An insightful session to discover the world of AI & Data Science</i> | Multipurpose Hall- 4th Floor (Building A) |
| 11:00 AM - 11:15 AM | Tea - Break | Multipurpose Hall- 4th Floor (Building A) |

#Please report to the respective classrooms at least FIVE minutes before the start of the session

*Planned activities are subject to change based on the prevailing weather conditions

