



# INSTINTO'20



INSTINTO'20, the second sequel to one of the auspicious exhibitions ever took place at MEAEC was conducted by MEA IEDC on the 20<sup>th</sup> of February 2020. The exhibition was inaugurated at 10am by Mrs. Rema R, Manager of District Industries Centre Malappuram along with two other dignitaries from the same centre.



This time the exhibition showcased a total of 30 stalls which saw the large involvement of young budding entrepreneurs from all the corners of MEAEC. From Technology

related start-ups to art & craft start-ups to Eco-Friendly Start-ups and many others, INSTINTO'20 saw start-ups of all various genres making it a vibrant one.



Some of the start-ups which were tech-based were Techzia, Ranaganam, etc. Start-ups with Art & Craft as their core were Felacia, Azm art, Deeda's creations, La Crafticia, Neoxa designs, Decca Craft & Art, V Creations, Chuppi's Crafts, Dotcase, HandyMandy144,

Ayat Creations, A7 Arts & Moonbow. The eco-friendly start-up named IPPI ECO LIFE was some of the few which promoted Environment-

friendly products. CAV Designs showed their extra-ordinary skills in making Furniture & Artworks. This time in INSTINTO'20 saw the rise of event management start-ups. Some of them were Pika Events, Evored Events & Tertiqo Events. INSTINTO'20 also saw the exhibition of some innovative construction-based start-ups and those were Gridline Builders and TMC Waterproofing. HUMBOT Wheelchair &



Strydo Automations showcased their excellence in the Mechanical Engineering field. Jiya Bridal Rental Showroom was a rental based start-up which rent bridal jewelleryes and dresses. Make Edu Simple was an educational based start-up working with the help of



Youtube as their source of media. Chocobites and Bake Studio were the food-based start-ups exhibited in INSTINTO'20. Pusthakalaya was one of the versatile start-ups who focused on Online Bookstore. One of the best showcases of INSTINTO'20 was the Pet based start-up known as Zootopia.



INSTINTO'20 had a judging panel consisting of Mr Faisal C H, Asst.

Professor in S&H Department, Mr Muhammed Bava K H, Asst. Professor in S&H Department, Mr Nithin M.V, Asst. Professor in ECE Department to





select those start-ups in 7 aspects and those were: Best Social Start-up Award, Best Technological Start-up Award, Most Contemporary Start-up Award, Most influential start-up award, best marketing team award, Best Stall of the event and Best Presentation Award.

The exhibition ended at 3:50pm with the prize distribution ceremony in which the prizes were handed over by our dear principal, Dr G Ramesh and Administration Manager, Mr Zubair. The start-ups who got prizes in different categories are as follows:



- Best Social Start-up - Pusthakalaya
- Best Technological Start-up - Techzia
- Most Contemporary Start-up - Ippi Eco Life
- Most Influential Start-up - Make Edu Simple & HUMBOT Wheelchair (HW01)
- Most Marketing Team - CAV Designs & Ranaganam
- Best Stall of the Event - Zootopia
- Best Presentation - Zootopia & Ranaganam

The exhibition received a very good positive feedback from both students and faculties.

