Dear Principal/Students/Faculty

As you are aware – the focus of the Anna University is to create ‘Employability’ of Engineering students and support to create ‘Self Employment’.

To achieve this objective – Anna University has partnered with All India Manufacturers Organisation and Consortium of Indian Associations to conduct a 2-day Event – TECHKNOW 2022 which is also supported by Consortium of Self-Financing Professional Arts & Science Colleges on 22nd and 23rd April 2022.

We have identified 7 Sun Rise Sectors which are likely to have an appetite to provide Jobs to over 15 lakhs Engineers in next 5 years. To effectively achieve our objective – we are offering the following to the Students and Faculty.

Seminar:

A two day in person seminar is being planned at Anna University on 22nd and 23rd April 2022 at Vivekananda Auditorium where in over 15 Industry Professionals will present on the growth prospects and expectations from students. The fees to attend the seminar has been fixed as ::

For Students – Rs. 500/ for 2 days in person and Rs.300/ for 2 days for online

For Teachers and – Rs.1000/ for 2 days for in person only.

You may kindly send the list of interested students/ faculty by mail id seminar@techknow2022.in and payment for attendance in the name of

AIMO TNSB INDUSTRIAL RESEARCH DEVELOPMENT TRUST
BANK NAME AXIS BANK-BRANCH STERLING ROAD
AC NO.913020021771463 IFSC CODE-UTIB0002018

It is also proposed to conduct Talent and Job Fair for those who attend the seminar in person at the venue by the Companies. Students and Employers can also register at the website www.techknow2022.in.

For Further details pls contact Mob 90921 40000 – Mr.Charles – Executive Director.

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TechKnow 2022

EMPOWERING ENGINEERS

By
All India Manufacturers' Organisation
Anna University
Consortium of Indian Associations

- 2 Day Seminar / Talent & Job Fair on Emerging Sectors
- 2 Day Vendor Exhibition
- Selection of Best Student Projects / Ideas to nurture Start-Up

Dates & Venue
22nd & 23rd April 2022
Vivekananda Auditorium,
ANNA UNIVERSITY

Incubation Partner
AIC - AU INCUBATION FOUNDATION

Knowledge Partner
CONSORTIUM OF SELF-FINANCING PROFESSIONAL ARTS & SCIENCE COLLEGES, TAMILNADU

Platinum Sponsors
INTRODUCTION

Today the need of the hour, after last 2 years of pandemic situation which has affected everyone especially Students, is to support and empower them with opportunities to learn from the Market Situation beyond ‘in person education’. Now it is our responsibility to make them Employable and create a Eco System for Start-Up Enterprises. The real need is to bring Knowledgeable elders from Industry to Mentor and Handhold these youth and prepare them for a brighter future – by empowering them.

It is towards this objective ALL INDIA MANUFACTURERS’ ORGANISATION, a leading Chamber of Industries started by Sir. Dr. M. VISVESVARAYA in 1941, under the auspices of AIMO (TNSB) I R & D Trust, in collaboration with ANNA UNIVERSITY and CONSORTIUM OF INDIAN ASSOCIATIONS (CIA) has come forward in creating a platform for showcasing the Technological Projects / Ideas innovated by the young talented students from various Technical Institutions across the Country for the Industry and other stake holders to witness, evaluate and metamorphose them into successful and commercial ventures.

BRIEF ON ALL INDIA MANUFACTURERS’ ORGANISATION (AIMO)

AIMO was founded by Bharat Ratna Sir. Dr. M. Visvesvaraya in the year 1941 with a commitment to achieve Industrial Progress in India working with the motto “PROSPERITY THROUGH INDUSTRY”. AIMO has been recognised as an Apex Organisation of the Industry and given representations on most of the Policy Making Bodies of the Central and State Governments.

BRIEF ON ANNA UNIVERSITY

Anna University was established on 4th September, 1978 as a unitary type of university. It offers higher education in Engineering, Technology, Architecture and Applied Sciences relevant to the current and projected needs of the society. Besides promoting research and disseminating knowledge gained therefrom, it fosters cooperation between the academic and industrial communities. Atal Incubation Centre – Anna University Incubation Foundation is a Section 8 company founded by the Anna University with the grant from Atal Innovation Mission, at Niti Aayog, Government of India to build a vibrant innovation and start-up ecosystem in the country.

BRIEF ON CONSORTIUM OF INDIAN ASSOCIATION (CIA)

Consortium of Indian Association (CIA) – is a national body which has over 70 Trade associations across India mostly MSME focused. It has been serving as a bridge between policy makers and reality at ground for effective solutions and support to MSME Entrepreneurs.
About TechKnow 2022

The objectives of the TECHKNOW 2022 are mainly to

1. **Empowering Employability of Students** — we organise a 2 days of Seminar sessions spanning different areas of ‘Sun Rise’ Sectors – E Vehicle, Sustainable Energy Systems, Emerging Technologies in Core Sector, BIO Medical Instrumentation, Defense & Aero Space, Fintech and Infrastructure & Logistics – with presentation by Industry experts on what is required and how students are groomed to be employable.

2. **Identification of Start Up Entrepreneurs** – we invite proposal of Ideas / Projects done by students from various Engineering Institutions across India which will be evaluated and selected by an Eminent Jury panel. The best of 3 Ideas / Projects will be selected and given Cash Awards that would enable Students who presented the selected Ideas / Projects stand on their feet as Self Employed. Further on they will be hand held by AIMO and Anna University Incubation Center as Future Best Start-Up Enterprises. We have done this in the past too with the support of Faculty from Anna University acting as a Jury panel.

3. **Recognize Best Performers, Lifetime Achievement Awards** – conferring with Sir. Dr. M. Visvesvaraya Award – for Best Corporate, Best PSU, Best Women Entrepreneur, Best MSME, Best Start-Up and Best CSR organization. This time, we propose to recognise those enterprises which have withered the Pandemic and stood as Best Motivator for other Entrepreneurs.

4. **Talent & Job Fair** – Education, Knowledge and Skilling must culminate in the youth getting ‘the Right Job’. To facilitate this, all those who attended TECHKNOW 2022 Seminar will have an opportunity to attend on the Spot Job Interview by select companies. Also - under Talent Fair - the employers can indentify students from Second Semester onwards and partner with them till their education completion to make them JOB READY while Passing out of the Institution successfully.

5. **Exhibition** – We provide an opportunity for Emerging Technologies, few select Start-Up, few supporting Institutions, Sponsors to showcase their Products and Services in the Exhibition.

Basically TECHKNOW 2022 provides an opportunity for a “dream of a student to become a “reality”. If a student wants to be Employed – make him be aware of Employer expectations and prepare him. If he wants to be Self-Employed – support his ideas with hand holding and linking with support systems.

**Past Programmes of TECHKNOW 2010 / 2011 / 2014 / 2017**

AIMO had organized TechKnow in 2010, 2011, 2014 and 2017 in partnership with Anna University. Students from Colleges across India participated with their best campus projects at the venue. The Best projects were selected and awarded with cash prices.
Enthusiased at the progress and the success of TECHKNOW 2010, TECHKNOW 2011, TECHKNOW 2014 and TECHKNOW 2017, we now would like to bring the Fifth Edition of Techknow in partnership with Anna University and Consortium of Indian Associations (CIA) as TECHKNOW 2022, which is scheduled to be held on 22nd and 23rd of April 2022 at Anna University, Chennai. The contest will be open to all the universities, colleges in entire India to enable them to exhibit their BEST CAMPUS PROJECTS.

This event has Two Specific Areas of Activities:

1. TECHKNOW 2022 SEMINAR – There will be a two day seminar with renowned speakers from Industry. Subjects covered would be on Job opportunities in various Sun Rise Sectors, Expectations from the Employers, Prospects and Growth Potential - useful to Students and Placement Officers.

2. TECHKNOW 2022 AWARDS – Under this event, we would invite Innovative Technical Ideas / Projects under various categories from students across the Country from various Engineering Colleges and Universities. The best projects will be given Cash Awards apart from various exciting support from the Partner Industry in making them realize their dreams. Each participant of the successful team will also be given a Merit Certificate.

SELECTION PROCESS

All Educational Institutions, interested to participate in this competition, can forward their best Ideas / Projects of the current year or Ideas / Projects completed during the last 3 academic years. There is no limitation on the number of projects to be nominated. There is no entry fee for nominations. Each project should specify a Project Coordinator selected among within the team.

The projects must be submitted through our website www.techknow2022.in by the Student. For details, please visit the website.

<table>
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<tr>
<th>Event</th>
<th>Date</th>
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<tr>
<td>Last date for Submission (Entry Free)</td>
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<tr>
<td>Announcement of Short-listed Projects</td>
<td>15.04.2022</td>
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<td>In-person Presentation by Short-listed Teams</td>
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**Prof. R. VELRAJ**  
Vice Chancellor, Anna University

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CEO - AIC Anna University Incubation Foundation

Dr. MALA JOHN
Director, CUJC

Dr. V. KUMARESHAN
Associate Professor & Co-ordinator, ANIHEES

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