



“Organising Hackathon in collaboration with District Industries Center, Nanded will bring out the best designing and branding concepts, and strategies for Nanded district export potential products” – Dr. Geeta Lathkar, Principal, MGM Institute, Nanded

Hackathon for branding and promotion of district products in the international market

Problem Statement



- ▶ The Nanded district has a wide range of industrial and agricultural products, including horticulture and floriculture products. For branding and marketing of the district's products at par with international standards, the District Industries Centre, Nanded, was looking for a viable solution.

Key Intervention



- ▶ To promote the ODOP, GI, and export potential products of the district in the international market, the District Industries Centre, Nanded, and the local institutes have decided to organise a hackathon.
- ▶ The hackathon event will be a collaborative event where students from various colleges with various skill sets and levels of expertise participate to work on the product design and marketing strategy of the district's products.
- ▶ Organising a hackathon will bring out the best design and branding concepts and strategies for establishing the district's products in the international market.
- ▶ The best concept for designing and branding the products and the best marketing and promotion strategies shall be given the prize.

Value Delivered



- ▶ The hackathon will motivate the students to participate in the activity and will bring out the best designing, branding concepts, and strategies for the products, which will be beneficial in product image branding in the international market and will be helpful for the growth of exports of the district.