



Malla Reddy College of Engineering & Technology

(Autonomous Institution-UGC, Govt of India)

DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING



REPORT OF THE PROGRAM

Title of the Activity: Visit to AIC ALEAP WE-HUB and Incubation Facility

Date & Time: 12.04.2023

No of Student Participants: 50

No of Teams Participants: 05

Expenditure:

Mode of Delivery: Offline

Objectives of the AIC ALEAP WE-HUB Program: Malla Reddy college of Engineering & Technology Innovation Council (IIC) and Department of TBI with Atal Incubation Centre was organized a AIC ALEAP WE-HUB Program on 12-04-2023. There may be no universal understanding of creativity. The concept is open to interpretation from artistic expression to problem-solving in the context of economic, social and sustainable development. The creative economy too has no single definition. It is an evolving concept which builds on the interplay between human creativity and ideas and intellectual property, knowledge and technology. Essentially it is the knowledge-based economic activities upon which the 'creative industries' are based.

Benefits in terms of learning/Skill/Knowledge obtained (In 150 words):

The creative economy –which includes audiovisual products, design, new and media, performing arts, publishing and visual arts– is a highly transformative sector of the world economy in terms of income generation, job creation and export earnings. Culture is an essential component of sustainable development and represents a source of identity, Creativity for the individual and community. At the same time, creativity and culture have a significant non-monetary value that contributes to inclusive social development, to dialogue and understanding between peoples. Today, the creative industries are among the most dynamic sectors in the world economy providing new opportunities for developing countries to leapfrog into emerging high-growth areas of the world economy.

Types of Events are: AIC ALEAP WE-HUB and Incubation Facility provided different enterprise and invented their ideas and produced as Product and shown all production for the innovation any new idea and providing funding for the start-ups.

Links:

- <https://www.instagram.com/p/Cq7IThUJ4YJ/?igshid=YzcyNDA0Yzg3NA==>
- <https://youtu.be/mli-1FP0DfY>

POSTER

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and Incubation Facility**

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