

Updated on 27 August 2014

HOME

NEWS

MARKET PULSE

RESOURCES

NEWS

Talent Central

Classmate Ideas for India Challenge reaches out to 25 lakh students

EVENTFAQS Bureau

Thu 28 October 2010

ITC's education and stationery brand, Classmate has reached out to 25 lakh students across 30 cities, 500 schools and 200 colleges and echoes ITC's credo of 'Let's Put India First'. Krayon Events conceptualised and managed the activity in partnership with Welcomgroup and Travel House.

The purpose of the the nationwide challenge is to recognise ideas of the youth that have the potential to transform their India of tomorrow. ITC completed 100 years on August 24, 2010 and the challenge was organised to commemorate this day.

Commenting on the occasion, Chand Das, Chief Executive, ITC - Education and Stationery Products Business (ESPB) said, "We have received close to 60,000 entries within a span of 40 days and have shortlisted 500 of the best ideas. The next stage of this program will be a presentation round, where these select 500 winners will compete in their respective cities. One winner from each city will enter the national finals slated for December 2010. Classmate, as a brand, believes in the big ideas that are there in each one of us and how these ideas can be brought alive to make a real change. The 500 who have made it through to the next round will be given a unique opportunity to do just that."

Speaking on the ITC Centenary initiatives, Nazeeb Arif, Vice President, Corporate Communications, ITC Limited said, "Echoing ITC's credo of 'Let's Put India First', 'Classmate Ideas for India Challenge' is aimed at encouraging young India to contribute to the nation building process. The response we have received for this programme reiterates that the youth of today are indeed brimming with ideas on how to write India's destiny."

With program partners like the CII-ITC Centre of Excellence for Sustainable Development, WWF-India, Tony Blair Faith Foundation, Janaagraha, and Akshaya Patra Foundation, finalists will receive internships with relevant program partners along with cash prizes. The top five winners will be sent on a one week-long international educative tour.

Krayon Events | ITC Classmate

Post Comment

Today's Headlines



Concentrix rolls out red carpet for Synnex CEO during his India visit



Oye! 104.8 FM felicitates brave women at 'Dilli ki Mardaani'



Nutricia's annual convention concludes in Jaipur



Donald Trump visits India for Lodha partnership



Max ties up with Elite Model Look for their debut edition in India



Promo Power

All Things Nice Wine Week returns with Deutsche Bank as sponsor

Worlds of Wonder celebrates Independence Day with One India Concert

Hyundai Motors partners KidZania to help underprivileged children

Encompass Events Pvt. Ltd.



- Conceptualizer and Copywriter
- Senior Manager - Client Servicing
- Senior Manager - Production



P3P Ventures Pvt. Ltd.

- Business Development Manager / Marketing Manager: (2 Vacancies)
- Senior Accountant – Events Industry
- Assistant Wedding Coordinator
- Production / Operation Manager- Events

SUBSCRIBE

India's only magazine dedicated to the experiential marketing industry

Market Pulse

Success through engagement - Part 5



Alok Kalra, Head – Marketing, Reliance Life Insurance

Share

Interviews | Guest Columns

