

*Feb 2026*

# ECHOES & HUES

*"Where Creativity meets Storytelling through Sound and Colors."*

## MEDIUM CLUB X PDEU IIC

**12-13 Feb 2026**

**PDEU IIC, UG Office**



# Table of Contents

About Pandit Deendayal Energy University	01
About PDEU Innovation & Incubation Centre	02
Purpose Of The Event	03
About The Event	04
Conclusion	05

# ABOUT PANDIT DEENDAYAL ENERGY UNIVERSITY

**Pandit Deendayal Energy University** (PDEU), formerly known as Pandit Deendayal Petroleum University (PDPU), was established by the PDPU Act, 2007; Acts of the Gujarat Legislature and Ordinances promulgated and Regulations made by the Governor, in the State of Gujarat, India. The primary thrust areas for the university are to ensure Energy for All, creating a Larger Social Impact and Prepare the Youth for tomorrow. PDEU has **NAAC** accreditation with "**A++**" Grade CGPA of **3.52 out of 4.00** & Graded Autonomy by UGC.

The University addresses the need for trained and specialised human resources for the energy industry worldwide. It intends to expand students' and professionals' opportunities to develop an intellectual knowledge base with leadership skills to compete globally. This objective is being addressed through several specialised and well-planned undergraduate and postgraduate energy education programs and intensive research initiatives, in management, engineering and humanities.

**9500+**  
Students

**450+**  
Patents

**200+**  
Guest Faculty

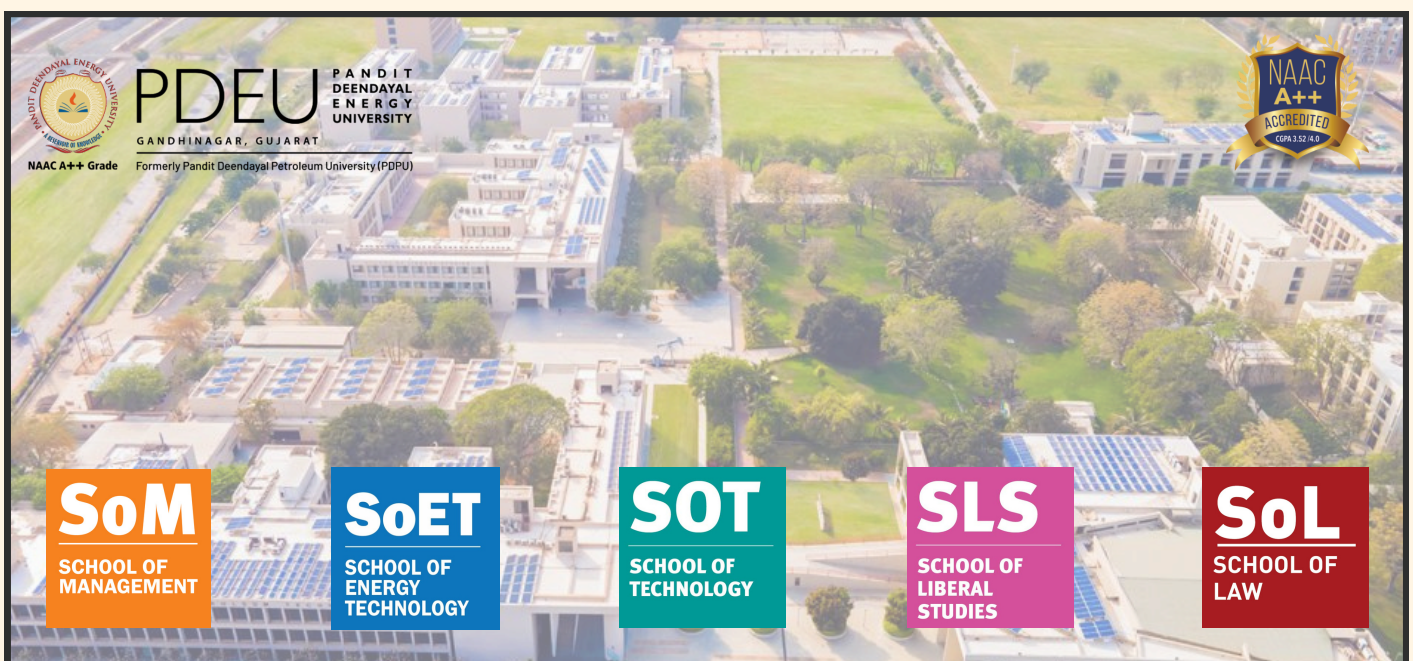
**98%**  
Faculty with PhD from  
premier institutes

**500+**  
Faculty &  
Staff

**250+**  
Students  
Research Project

**75+**  
Ongoing Project

**50+**  
Professional Body  
Association



# ABOUT PDEU INNOVATION & INCUBATION CENTRE

**PDEU Innovation and Incubation Centre** (formerly known as PDPU IIC) is an incubator at PDEU established in 2014. The Centre was formally established in 2017 u/s 8 of The Companies Act, 2013, with a vision to provide state-of-the-art support and service to innovators, technocrats and entrepreneurs who aim to create a social and economic pact in society through innovative solutions to existing problems. The centre acts complementary to the academic and research activities of the University.

PDEU IIC has also been approved to be a **“Technology Business Incubator”**, a recognition by the Department of Science and Technology, Government of India. It is recognized as a Nodal Institute by the Government of Gujarat. PDEU IIC has incubated **230+ start-ups** across **10+ domains** and generated **500+ employment** opportunities through start-ups. The IIC Office has a specially designated area of **20,000 sq. ft** for the start-ups to work on.



**4000+**

Application received

**230+**

Start-up Incubated

**40,000**

Students Sensitized

**nirf-Innovation**  
National Institutional Ranking Framework for Innovation  
Ministry of Education, Government of India

**250+**

Events Organised

**12+**

NISP Startups

**35+**

Startups with INR 50L+ revenue

**150+**

IPR FILED

**INR 45 CR+**

Funding Raised

**500+**

Employment Generated



# PURPOSE OF THE EVENT

The objective of Echoes & Hues was to encourage creative awareness and interdisciplinary learning by helping students recognise and understand branding and marketing elements in real-world settings. It pushed participants to observe their surroundings more closely and notice how brands communicate through visuals and context in everyday environments.

At the same time, the event focused on building creative problem-solving and visual storytelling skills through activities like collage-making, where abstract ideas were shaped into clear and relatable narratives. By also introducing audio elements such as narration and ambient sound into startup pitches, it made presentations more engaging and expressive. Overall, Echoes & Hues created a collaborative space where students could work together, share ideas, and explore creativity in a more practical and meaningful way.

Students Working On Their Ideas



# ABOUT THE EVENT

Echoes & Hues was conducted as a two day event that brought together creativity, branding, and pitching in an engaging and immersive format. Organised in observance of World Radio Day, the event encouraged participants to move beyond conventional startup presentations by incorporating visual storytelling and audio based communication into their brand narratives. Designed as an interactive and application oriented experience, it offered students a platform to explore innovative communication approaches while also strengthening their creative and entrepreneurial thinking. Participation was limited to 10 teams, ensuring focused evaluation and meaningful engagement throughout.

The event featured a perception-driven format with a Color Hunt and Audio Pitch round, promoting observation, storytelling, and strategic thinking. Participating startups spanned diverse sectors, including sustainable materials, STEM education, waste management, carbon capture, smart vending, electric mobility, biodegradable hygiene, eco-friendly recycling, food discovery platforms, and digital credential solutions.



Based on the overall performance, AirX Innovations secured the 1st position, followed by Streefi in 2nd place and STEMbotix in 3rd place, reflecting strong execution in both creativity and communication. Overall, the event created a space where students could think differently, express ideas more freely, and engage with entrepreneurship in a more thoughtful and creative way.



# CONCLUSION

Echoes & Hues was organized to help participants develop a deeper understanding of how branding, visual aesthetics, and perception come together to shape ideas. Through a mix of hands-on activities and evaluations, students got the opportunity to build confidence in presenting creative, out-of-the-box business pitches that blend storytelling with innovation. The team-based setup encouraged collaboration, exchange of ideas, and a more design-oriented approach to problem-solving. At the same time, the event aimed to identify promising concepts and early-stage startup ideas that could be further nurtured within the IIC ecosystem. Overall, it encouraged participants to express their ideas more clearly and approach branding and startup development in a more thoughtful and practical way.



**THANK YOU**



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Let's Connect