NEW HORIZON COLLEGE
MARATHALLI

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INSTITUTION'S INNOVATION COUNCIL

RURAL ENTREPRENEUR DEVELOPMENT CELL

Date: 15th October 2026

Timings: 9:40 A.M. – 1:20 P.M.

Title of the Event: REDC Logo Making Competition – 2026
Target Audience: Students of 1st, 2nd and 3rd Semester BBA, B. Com, and BCA

Venue: New Horizon College, Marathahalli – Amar Hemu Kalani Block Quadrangle
Organised by: Department of BBA, BCA, and B. Com — Rural Entrepreneur Development Cell (REDC)

Cell Head: Ms. Sowmya H L

Coordinators: Ms. Sowmya H L, Ms. Chythanya
Student Coordinators: Blessy Keerthana A (Student Head), Darshan N (Student Sub Head), Monisha.R (Student Board Member)

Student Participation: 50 students

About the Session / Event

The Rural Entrepreneur Development Cell (REDC), an IQAC initiative of New Horizon College, Marathahalli, organised the REDC Logo Making Competition on 15th October 2026 at the Amar Hemu Kalani Block Quadrangle. The competition was conducted to encourage students to express their creativity and understanding of rural entrepreneurship through visual design.

The event provided a platform for students to develop original logo concepts representing REDC and rural entrepreneurship, highlighting the importance of creativity, innovation, and rural development.

Objectives of the Event

- To encourage creativity, innovation, and artistic expression among students.
- To promote awareness of rural entrepreneurship and its role in economic development.
- To encourage students to communicate ideas through meaningful visual representation.
- To help students understand the purpose and identity of the Rural Entrepreneur Development Cell.
- To provide a platform for students to showcase their design skills, and creative thinking.

Brief Description of the Event

The Rural Entrepreneur Development Cell (REDC), an IQAC initiative of New Horizon College, Marathahalli, organised the REDC Logo Making Competition on 15th October 2026 at the Amar Hemu Kalani Block Quadrangle. The event aimed to encourage creativity, innovation, and artistic expression among students while promoting awareness of rural entrepreneurship and the objectives of REDC.

The programme commenced with a welcome address, followed by the logo-making activity, in which 50 students participated enthusiastically. Based on the theme of representing REDC and rural entrepreneurship, participants designed original logos that reflected their creativity, imagination and understanding of the cell's purpose. The competition provided students with an opportunity to express their ideas visually and demonstrate their design skills.

The submitted designs were evaluated by Ms. Pallavi N, Senior Assistant Professor, and Ms. Soumya P, Assistant Professor. Following the evaluation, the results were announced, and the winners were recognised for their creative efforts.

- Harshitha J. and Manish Gowda secured first place, III B.Com A
- S. Likitha and Sampath Kumar secured second place, III BCA A
- B. Abhinandan and Avinash V. secured third place, I BCA C

The programme concluded with a vote of thanks, expressing gratitude to the judges, participants and everyone who contributed to the event. Overall, the competition encouraged creative thinking, promoted student participation and strengthened awareness of rural entrepreneurship, aligning with REDC's commitment to fostering innovation and entrepreneurial interest among students.

Outcome of the Session

The REDC Logo Making Competition provided 50 students with an opportunity to showcase their creativity, originality and artistic skills. The competition enhanced students' ability to communicate ideas through visual representation and encouraged them to think innovatively while designing logos based on the theme of REDC and rural entrepreneurship.

The event helped create awareness among students about the role of the Rural Entrepreneur Development Cell in promoting rural entrepreneurship and development. It also encouraged students to explore the importance of creative thinking, innovation, and visual identity in representing an organisation and its objectives.

The competition recognised the creative efforts of the participants through the announcement of winners across three positions. Overall, the event fostered healthy competition, encouraged student engagement, and supported REDC's objective of promoting entrepreneurial awareness and innovative thinking among students.

Event Glimpses





Participants showcasing their creativity while designing logos based on the theme of REDC and rural entrepreneurship.



Judges evaluating the logo designs submitted by the participants.



1st Place Winners



2nd Place Winners



3rd Place Winners

HoD of B. Com	HoD of BBA	Faculty Cell Head	Faculty Coordinators	Student Coordinators
Ms. Kampa Belliappa	Ms. Sunitha S.	Ms. Sowmya H L	Ms. Sowmya H L Ms. Chythanya	Blessy Keerthana A Darshan N Monisha R