

## Women's Day Event Report:

### WISE (Women in Innovation, Science and Excellence)

<b>Name of organizing Unit</b>	IEEE WIE SSN and ACM-W SSN
<b>Venue</b>	CSE Seminar Hall
<b>Date of the Event</b>	9th March 2026, 11 AM onwards
<b>Event</b>	WISE (Women's day Celebration event) Trailblazers in Tech + AdZap
<b>Speaker</b>	Maria Subi Rajan
<b>Coordinators</b>	Akshayalakshmi Ananya Raman Anjana Venugopalan
<b>Reported by</b>	Aishwarya G
<b>Faculty Coordinator(s)</b>	Dr. Suganya and Dr. P. Mirunalini

IEEE Women in Engineering (WIE) in collaboration with ACM-W organized the flagship event WISE (Women in Innovation, Science and Excellence) as part of the International Women's Day celebrations.

The event began at 11:00 AM with a speaker session by Ms. Maria Subi Rajan, Founder and CEO of BrandFox. In her talk, she spoke about the importance of women entrepreneurship and financial independence, highlighting the opportunities available for women today. She also shared her personal journey, experiences, and success stories as an entrepreneur, which served as an inspiration for the students. The session concluded at 12:30 PM.



The afternoon session featured an AdZap competition. In the first round, five teams participated. Each team was given 2 minutes to ideate their advertisement and up to 6 minutes to perform it. The performances were judged by the student organizers based on creativity, humour, flow, and relevance.

The top two teams advanced to the Rapid Bounce-Off round, where they competed in a fast-paced challenge to showcase their advertising creativity.

Overall, WISE was an engaging and inspiring event that celebrated innovation, creativity, and the spirit of women empowerment.