1. Building SMART – IC’s Digital Footprint
   This project focuses on building & executing a strategy towards developing SMART Innovation Centre’s digital footprint. You will leverage your understanding of the digital landscape (website, social media, mobile media and other platforms) for promoting SMART IC – Events, Grants, Programmes, and Projects & Companies to a varied audience. In addition, you will develop SMART IC – properties (assets) to sustain the SMART IC brand over the long term. The project is execution oriented and will require knowledge of digital media and the ability to execute the strategies that are developed.

   **SMART Mentor:**
   Krishna Kumar NALLUR (Senior Associate Director, SMART Innovation)

2. Relationship Management System with SMART – IC Alumni
   The SMART – IC grants & programmes have created a large pool of researchers and technopreneurs over the last 7 years. The project will focus on implementing a system that will first build & maintain the database of this alumni and develop a strategy for managing the relationship with this group. The project is execution oriented and will require knowledge of creating and managing databases and relationship management systems.

   **SMART Mentor:**
   Krishna Kumar NALLUR (Senior Associate Director, SMART Innovation)