Er. Navdeepak Sandhu
Deputy Director
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PTU **PUNJAB TECHNICAL UNIVERSITY**

Ref. No. PTU/CO/Po/253

Dated Feb 01, 2016

Directors/ Principals
All Institutes/ Colleges
Affiliated to IKG PTU

Sub: "TCS Game On"

Sir/ Madam

I K Gujral Punjab Technical University invite students of its affiliated colleges to take part in TCS Game On. It is a national level Game Design & Development contest for Engineering, Arts and Science students across India.

The purpose of TCS Game On:

- To Identify and nurture talent with innovative ideas for various business problems and challenges.
- Provide students an opportunity to showcase their programming talent and earn peer recognition and honor.
- Provide the opportunity to win an paid internship at TCS.

For detailed information, TCS Game On contest note is attached. The last date of registration is Feb 06, 2016.

You are requested to please circulate the information to all the concerned students and motivate them to participate in the contest.

With profound regards,

Deputy Director
(Corporate Relations & Alumni)

Encl: TCS Game On contest details.

CC:

1. **Dean Academics, IKG PTU** for kind information (Through Email)
2. **Director (College Development), IKG PTU** for kind information (Through Email)

Respected Professors,

Greetings from TCSL!

Tata Consultancy Services (TCS) has always been a pioneer in promoting a culture of innovation and creativity through various initiatives. Recently we have launched **"Game Lab"**, a research and innovation wing of Gamification sub practice in TCS Digital Enterprise. This lab provides a platform to facilitate research, design, and develop games for bringing meaningful, and transformative experiences through industry and academic partnership.

In continuation to our effort on creating an ideation platform, we are pleased to share with you the launch of **"TCS Game On!"**, a national level Game Design & Development Contest for Engineering, Arts and Science colleges across India. This contest is focused on identifying and nurturing talent to come up with innovative ideas for various business problems and challenges.

The theme for this year challenge is **"Persuasive Games for Social Transformations"** which lays emphasis on reimagining learning through games from following domains.

HEALTH | LIFESTYLE | CULTURE | ENVIRONMENT | EDUCATION

The contest will have two rounds before the grand finale to bring out the best of participant's design creativity and innovation with respect to game development. The first round will focus on game design. The teams that qualify the design round will be eligible to participate in the development (prototyping) round. The teams that qualify the development phase can pitch their games to TCS Digital experts in the grand finale.

Apart from **exciting prizes** in various categories, the participants will be getting an opportunity to win a paid Internship with **"Social Media and Workplace Re-imagination"** Practice with expert's mentoring and a chance to implement their **Ideas into Action**!

Students with subject matter expertise and who are hands on, has been a long time aspiration for both industry and academia. TCS Game On! could be a fantastic opportunity specially for students as the universities across country encourage them to work closely with industry.

We have been working together and would like your institute to be an academic partner on this initiative as well. The partnership will provide an opportunity for UG/PG students to do their internship projects and apply their learning in solving real world problems.

I am sure you will find this to be an exciting opportunity benefiting students of your esteemed institute and faculty, and look forward to your institute to encourage your students to participate in TCS Game On!.

Registrations will close on 6th February 2016.
We encourage you and your students to visit & register now.

To know more about TCS Game On, please visit: http://on.tcs.com/1QhOdZd

TCS Game On!