

The Electronics discipline at the School of Physical and Applied Sciences, Goa University, proudly hosted Intel's prestigious 1 Million Minds Campaign at its campus on 16th October 2026 from 9:30am to 1:00pm. Marking a significant milestone, Intel selected Goa University as the launchpad to debut this national youth engagement initiative in the state of Goa. The event featured the campaign's dynamic Innovator Track, focusing on Case Solution Design and Ideation.

Intel's "1 Million Minds" is a flagship, education-focused campaign engineered to cultivate technology leadership among one million college students across India by 2029. By exposing students to cutting edge semiconductor trends, Artificial Intelligence enabled computing, and the evolving Personal Computer(PC) ecosystem through hands-on hackathons and workshops, the campaign seeks to foster a robust culture of innovation, bridge the industry-academia gap, and boost graduate employability.

The event commenced with a welcoming address by Prof. Jivan Parab, who ushered in the visiting Intel delegation led by Gaurav Siddharth, Senior Manager of Education at Intel Corporation, and Mahendrakumar Kirtane, Partner Sales Account Manager at Intel.

During the technical segment, Mr Siddharth and Mr Kirtane traced Intel's pivotal contributions to the global semiconductor industry and explored the massive surge in Artificial Intelligence(AI) adoption. The tech experts officially introduced the students to Intel's AI PC platform, showcasing how the next-generation Intel Core Ultra Series 3 processors are transforming day-to-day computing. The interactive session gave participants a deep dive into how the central processing unit, graphics processing units, and neural processing unit work in tandem to power advanced AI models, highlighting the performance advantages of AI PCs over conventional laptops.

Putting their newly acquired knowledge to the test, the students then competed in the Intel Innovator Challenge. This multidisciplinary competition tasked students with designing a compelling, one-page newspaper advertisement for Intel-based AI PCs. Given a strict two-hour deadline, the participants successfully translated complex technical specifications into culturally resonant, persuasive, and creative marketing concepts tailored for young Indian consumers.

Submissions were evaluated on creativity, persuasive communication, factual accuracy, and product understanding. The high-energy event concluded with the Intel team presenting exciting prizes to the top three winning student entries, celebrating the intersection of technology, design, and consumer marketing.