



MEDIA RELEASE

imd1 collaborates with Dr. DY PATIL and Sinhgad institutions for VIBE (Vibrant Institutions for Beyond Education) initiative

Mumbai, 1st August, 2018

imd1 (I Am The 1), is an offering by Aidia Technovations Private Limited (Mumbai & Pune based startup) that is working on co-curriculum marketplace for **MADS** (Music, Art, Dance and Sports). imd1 will be a unique combination of brick & mortar and digital to use best of the both to connect all stakeholders with one of its kind technology and providing quality services in MADS vertical. As part of its plan to widen its reach, company is collaborating with various education institutions under VIBE (Vibrant Institutions for Beyond Education) for information sharing.

In their first step towards VIBE initiative, imd1 has collaborated with two very renowned institutions, Dr. DY Patil B-School and Sinhgad Institute of Management (SIOM).

Talking about this collaboration, **Dr. Chandrani Singh** (who herself was a 100 metres national record holder for sub junior girls and a disciple of Classical music and rabindrasangeet), **Director of Sinhgad Institute of Management (SIOM)** said, "We as an institution believe in the power of co-curricular activities and how it can be a game changer in students' overall development apart from education. As an institution, we have always encouraged our students to give due importance to co-curricular activities and try to interweave it with education.

I strongly believe that imd1, with its VIBE initiative is determined to address all the pain points of co-curricular marketplace and contribute in individual's overall development and spread positivity. It will help our students to pursue their interests beyond education."

Commenting on this collaboration, **Dr. Sandip Sane, Director of Dr. DY Patil B-School** said " Dr. D. Y Patil institutions are known for creating various benchmark in MADS for beyond education, right from creating infrastructure to the continuous flow of talents. We as an institute, believe in contributing to the socio-economic and ethical development of the nation by ensuring overall development of students, by providing quality education and giving due importance to co-curricular activities.

We are proud to associate with imd1 for its VIBE initiative, which focuses on students' overall development through its various initiatives that encourages students to polish and recognize their talent along with education. "

Commenting on this collaboration, **Jigish Sonagara, founder of Aidia Technovations** said, "We are happy to collaborate with India's most prominent institutions Dr. D Y Patil B School and SIOM. For our aspiration to create and standardize co-curriculum in MADS, we see VIBE playing an important part. Educational Institutions can play a big role for students' overall development Beyond Education and we look forward to collaborate with many more institutions under VIBE in coming months."

For more information:

Websites: www.imd1.co Email: connect@imd1.co