


ACM 2025-2026 Student Chapter Excellence Awards Application

For Application Guidelines, see <https://www.acm.org/chapters/student-chapter-excellence-awards>

Award Category: Outstanding Recruitment Program

Chapter Name (Please submit only one application per chapter. If multiple applications are received, all but one will be removed at random.)

*  Dropdown

PICT ACM Student Chapter (156922) 

City: *

Pune

State/Province:

Maharashtra

Country: *

 Dropdown

India 

Outstanding Recruitment Program: Chapter Contact Information

Please provide all required information

URL for your Chapter homepage (for example, <https://www.acm.org>): *

Please ensure your chapter logo abides by ACM's Chapter Logo Policy (<https://www.acm.org/chapters/chapter-policies>).

<https://pict.acm.org/>

Social Media Page:

<https://www.instagram.com/acm.pict/>

Who is submitting this application? (Must be an officer listed on the Chapter Admin Interface or * the submission will be disqualified)

Enter Submitter's name

Madhura Pawar

Submitter's Email: *

Enter Submitter's email

madhuraatulp17@gmail.com

Faculty Sponsor Name: *

Dr. Geetanjali Kale

Faculty Sponsor Email: *

gvkale@pict.edu

Outstanding Recruitment Program: Chapter Achievements

Provide brief descriptions as requested, and stay within the character limit for each

Please provide a brief description of your chapter and school (1500 character maximum) *

Located in India's IT hub, the Pune Institute of Computer Technology (PICT) is a premier engineering institution known for producing top-tier technological talent. With its rigorous academics and high-calibre students, PICT serves as an ideal incubator for the next generation of computing leaders.

At the heart of this dynamic campus is the PICT ACM Student Chapter—far more than a conventional student club. It is a large, self-sustaining technical ecosystem with a current membership of 1,315 students, making it the premier technical collective on campus. Our mission is to bridge the gap between academic theory and cutting-edge industry practice.

We achieve this through structured, year-round Special Interest Groups (SIGs) in domains such as Machine Learning, Web Development, C++, and Flutter. In addition, we actively contribute to the community through initiatives like "Hour of Code." Our flagship technical fest, Pulzion'25, attracted over 1,000 active participants and 5,000+ unique website visitors, reflecting our scale and execution excellence.

Our consistent pursuit of excellence has established a strong global presence. Backed by award-winning digital infrastructure, our chapter is a regular contender for ACM accolades in Outstanding Recruitment, Chapter Activities, and Website Design. Driven by peer-to-peer mentorship, technical rigour, and a passion for impact, the PICT ACM Student Chapter stands as a global powerhouse of student-led innovation.

Outstanding Recruitment Essay Guidelines (4000 character maximum) *

Tell us about your recruiting program. How do you let students at your school know about your chapter and how do you get them interested in becoming a chapter member? What factors are most critical to your success? How many chapter members does your chapter have? Please note, this question is referring to your chapter member recruitment, not ACM membership recruitment. Please be sure to use your chapter's official name - do not refer to your chapter as 'ACM,' 'ACM-W' or 'WICS.' Please note, links to essays will not be accepted and will disqualify your chapter.

Recruitment at the PICT ACM Student Chapter is guided by a clear philosophy: we build a technical ecosystem that students actively want to join. We avoid relying solely on seasonal membership drives. This mindset sparked massive growth this year. Our community expanded from 908 at the start of CY 2025 to an impressive 1315 members by the time of this nomination. Adding 407 new members in a single cycle is a milestone we are incredibly proud of. To put that number into perspective, our college welcomes approximately 1,000 new students each year. Successfully capturing nearly 40% of that incoming class, especially within a highly competitive campus filled with multiple other student clubs and chapters, speaks volumes. It highlights the genuine value, mentorship, and exciting opportunities our community provides. Getting students to know about the PICT ACM Student Chapter begins with high visibility and creating a sustained engagement across campus. We maintain a consistent social media presence to showcase our achievements, upcoming opportunities, and the impact we have on our community. However, our primary awareness engine is our flagship technical fest, Pulzion'25. To make the event memorable, we created a dedicated website and a custom mobile application, attracting over 5,000 unique website visitors and more than 650 app downloads. By turning the fest into a massive experience with large-scale competitions and expert interactions, Pulzion'25 naturally became our strongest recruitment driver. When prospective members see a flagship event pulling in over 1000 participants, the FOMO (fear of missing out) naturally kicks in, and they want to know how to get involved.

Awareness brings them to the door, but tangible value is how we get them interested in officially joining. We realized early on that students are looking for direct benefits to their technical growth and career readiness. So, we host highly targeted, value-focused sessions right from the start. Events like our Domain Introductions, which drew over 280 attendees, and LinkedIn Mastery, which saw over 140 participants, act as the perfect hook. By directly addressing their anxieties about the future through HR Prep sessions and MS Guidance roundtables, we prove that being a member of the PICT ACM Student Chapter is a direct investment in their careers.

When we look at the critical factors behind our success, two things stand out: structured learning and personal connections. We never leave recruits to figure things out on their own. Instead, we use structured onboarding through our Special Interest Groups (SIGs). New members can dive into areas like Machine Learning, Web Development, C++, GitHub, Flutter, or even Video Editing. We provide clear and accessible learning pathways for each. Giving everyone a specific niche to belong to is crucial. It shows in our results: our technical SIGs collectively attracted more than 500 learners.

The second key factor is our culture of mentorship. We actively promote active junior-senior interactions to strengthen retention and encourage peer-driven recruitment. When juniors feel supported by experienced seniors, they don't just stay in the chapter; they bring their friends.

Recruitment for us isn't limited to a short window at the start of the semester. It's a continuous process. By pairing the large-scale appeal of events like Pulzion with the consistent, personalized mentorship offered through our SIGs, we've built a system where engagement naturally leads to expansion. In many ways, the community sustains and grows itself.