

DAC

DGU AI CELL

DBS GLOBAL UNIVERSITY

INNOVATE · AUTOMATE · ELEVATE

Empowering ideas with **AI & Technology**

 www.aicelldgu.in

INSIDE THIS BROCHURE

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WELCOME

About DAC

DAC – the **DGU AI Cell** – is the student-driven artificial intelligence community of DBS Global University. We exist to turn curiosity about AI into real, hands-on capability.

From research and live industry projects to events, workshops, and leadership opportunities, DAC gives students a place to learn modern AI, build alongside peers and mentors, and connect with the people and organizations shaping the field.

Whether you want to build, research, organize, or lead, DAC is where you grow – guided by three simple ideas: **innovate**, **automate**, and **elevate**.

“Bring an idea. Leave with experience that counts.”



Open to all DGU students

Every branch and year is welcome – no prerequisites.



Hands-on AI projects

Learn by building real things, not just watching.



Industry mentorship

Guidance from people who've done the work.



Cross-campus community

Connect and collaborate beyond one campus.

WHAT DRIVES US

Vision, Mission & Values



VISION

To make DBS Global University a launchpad for the next generation of AI builders, thinkers, and leaders.



MISSION

To bridge the gap between classroom and industry — giving every student hands-on AI experience, real projects, mentorship, and a community that turns ideas into impact.

OUR VALUES



Curiosity

We ask questions and chase ideas without fear — the best learning starts with wanting to know.



Collaboration

We build together, because the best work is shared work and no one grows alone.



Integrity

We do honest, responsible work with AI, and we own the impact of what we build.



Impact

We measure success by the difference we make, not the noise we create.



Inclusion

Every branch, year, and background belongs here — difference makes our work stronger.



Excellence

We hold a high bar and help each other reach it, one project at a time.

HOW WE WORK

The Four Pillars

Everything DAC does grows from four ideas. Together they describe how we think, build, and lift each other.



INNOVATE

We turn bold ideas into breakthrough solutions. DAC is a space to experiment, prototype, and challenge what's possible with AI — where curiosity becomes something you can build and show.

Members are encouraged to try, fail fast, and iterate, backed by mentors who help sharpen rough ideas into real prototypes.

IDEAS → PROTOTYPES



AUTOMATE

We build systems that work smarter, not harder. From workflows to AI-powered tools, members learn to automate the repetitive and free human effort for the work that matters most. The goal is leverage — using technology so a small, focused team can achieve far more than its size suggests.

EFFORT → EFFICIENCY



ELEVATE

We grow skills, careers, and real-world impact. Through projects, networks, and exposure, DAC lifts members toward the opportunities that move their goals forward. Every activity is designed to leave you more capable, more connected, and a step closer to where you want to go.

SKILLS → OPPORTUNITY



EMPOWER

We equip the next generation of AI builders. DAC shares knowledge, mentorship, and a community so every member has what they need to lead in an AI-driven world. No one grows alone here — we learn in the open and lift each other as we go.

KNOWLEDGE → LEADERSHIP

WHAT WE OFFER

10 Core Offerings

A complete launchpad for students to explore AI, build with industry, and lead the future of technology at DGU. Each offering is detailed on the pages that follow.

01



R&D Platform

Turn ideas into tested prototypes
INNOVATE PILLAR

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02



Cross Border Marketing

Take projects to a wider audience
ELEVATE PILLAR

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03



Industry Relations

Connect with companies shaping AI
EMPOWER PILLAR

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04



CXO Networks

Learn directly from senior leaders
EMPOWER PILLAR

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Event Management Opportunities

Plan and run real tech events
ELEVATE PILLAR

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Live Industry Project Experience

Ship work for real organizations
INNOVATE PILLAR

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07



Operations Management Platform

Run teams and workflows well
AUTOMATE PILLAR

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AI Tools Hands-on Experience

Build with the tools teams use
AUTOMATE PILLAR

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Inter-Campus Events & Workshop Management

Collaborate across campuses
EMPOWER PILLAR

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10



AI Industry Knowledge & Insights

Stay ahead of a fast-moving field
INNOVATE PILLAR

p.10

01

● INNOVATE

CORE OFFERING — 01 OF 10



R&D Platform

WHAT IT IS

A dedicated research-and-development environment where students turn raw ideas into tested, working AI prototypes. From literature reviews to model experiments, the R&D Platform gives you the structure, tools, and mentorship to pursue genuine inquiry. You'll work in small teams with faculty and peer mentors, moving from a question to a defensible result the way real research groups do.

WHAT YOU'LL DO

- ◆ Access to compute, datasets, and modern ML tooling
- ◆ Support taking prototypes from notebook to working demo
- ◆ Regular check-ins and reviews with faculty mentors
- ◆ Guidance on framing problems and designing experiments
- ◆ A path to publish, present, or open-source your work
- ◆ A clear path from a research question to a result

WHY IT MATTERS

Research skills compound. Learning to investigate rigorously sets you apart — whether you head into industry or academia.

DELIVERED AS Lab time, mentor reviews, reading groups, and demo days.

SKILLS YOU'LL BUILD

- Research methods
- Prototyping
- Experiment design
- ML tooling

02

● ELEVATE

CORE OFFERING — 02 OF 10



Cross Border Marketing

WHAT IT IS

A program to take student projects, products, and campaigns beyond the campus to national and international audiences. Learn how AI-built solutions are positioned, marketed, and scaled across markets and cultures. From content and community to analytics and outreach, you'll see how modern teams grow an audience and carry an idea across markets and cultures.

WHAT YOU'LL DO

- ◆ Build digital campaigns that reach across borders
- ◆ Showcase DAC projects to a wider community
- ◆ Hands-on with analytics, content, and outreach tools
- ◆ Learn positioning, storytelling, and growth tactics
- ◆ Understand global audiences and localization
- ◆ Feedback on real campaigns from mentors and peers

WHY IT MATTERS

A great solution still needs reach. Marketing fluency is what turns a strong project into real impact.

DELIVERED AS Campaign sprints, marketing workshops, and live showcases.

SKILLS YOU'LL BUILD

- Digital marketing
- Brand storytelling
- Growth tactics
- Global strategy

03

● EMPOWER

CORE OFFERING — 03 OF 10



Industry Relations

WHAT IT IS

DAC's bridge to the companies, startups, and organizations shaping AI today. Through partnerships, guest sessions, and collaborations, members gain direct exposure to how the industry actually works. You'll see how teams hire, build, and partner — and start forming the professional relationships that shape a career long before graduation.

WHAT YOU'LL DO

- ◆ Partner sessions, guest talks, and company visits
- ◆ Early exposure to internships and hiring pipelines
- ◆ A close look at how real teams hire and collaborate
- ◆ Collaboration on industry-relevant problems
- ◆ Relationships that outlast any single project
- ◆ A growing network of industry contacts

WHY IT MATTERS

Who you learn alongside shapes where you go. Strong industry ties open doors long before graduation.

DELIVERED AS Guest sessions, company visits, and collaborative briefs.

SKILLS YOU'LL BUILD

- Networking
- Partnerships
- Professional communication

04

● EMPOWER

CORE OFFERING — 04 OF 10



CXO Networks

WHAT IT IS

Curated access to senior leaders — founders, CTOs, CEOs, and decision-makers — through fireside chats, mentorship, and networking. Hear how leaders think, and build the relationships that accelerate careers. These are candid, close-up conversations — the kind that reveal how decisions really get made and what it takes to lead in a fast-moving field.

WHAT YOU'LL DO

- ◆ Fireside chats and AMAs with senior leaders
- ◆ Networking that leads to real opportunities
- ◆ Candid Q&A on real leadership challenges
- ◆ Mentorship from experienced operators
- ◆ Insight into leadership and decision-making
- ◆ Mentors who invest in your growth over time

WHY IT MATTERS

Proximity to leaders compresses years of learning into a handful of conversations.

DELIVERED AS Fireside chats, AMAs, and small-group mentoring.

SKILLS YOU'LL BUILD

- Executive communication
- Mentorship
- Strategic thinking

05

● ELEVATE

CORE OFFERING — 05 OF 10



Event Management Opportunities

WHAT IT IS

Hands-on experience planning and running technology events end-to-end — from concept and logistics to execution and follow-up. Lead teams, manage timelines, and deliver experiences people remember. You'll own real events from first idea to final wrap — coordinating people, partners, and moving parts under genuine deadlines.

WHAT YOU'LL DO

- ◆ Plan hackathons, talks, and workshops
- ◆ Lead cross-functional volunteer teams
- ◆ Coordinate volunteers, vendors, and schedules
- ◆ Own logistics, sponsorship, and promotion
- ◆ Build real project-management muscle
- ◆ Run post-event reviews and measure impact

WHY IT MATTERS

Running events builds leadership, ownership, and coordination — exactly the skills employers look for.

DELIVERED AS Planning and running DAC hackathons, talks, and workshops.

SKILLS YOU'LL BUILD

- Project management
- Team leadership
- Logistics
- Sponsorship

06

● INNOVATE

CORE OFFERING — 06 OF 10



Live Industry Project Experience

WHAT IT IS

Work on real problems for real organizations. Live projects put you on production-grade challenges with genuine constraints, stakeholders, and outcomes — the closest thing to a job before the job. You'll ship work that matters to a real stakeholder, learning to balance scope, quality, and deadlines the way working teams do every day.

WHAT YOU'LL DO

- ◆ Solve actual problems for partner organizations
- ◆ Build a portfolio of shipped, demonstrable work
- ◆ Regular reviews and feedback from stakeholders
- ◆ Work to real briefs, deadlines, and feedback
- ◆ Experience teamwork under real constraints
- ◆ A demonstrable outcome you can show and explain

WHY IT MATTERS

Real experience beats theory. Shipped work is the strongest signal you can put on a resume.

DELIVERED AS Team-based projects delivered with partner organizations.

SKILLS YOU'LL BUILD

- Applied AI
- Teamwork
- Delivery under deadlines
- Stakeholder management

07

● **AUTO MATE**

CORE OFFERING — 07 OF 10



Operations Management Platform

WHAT IT IS

Learn to run teams, workflows, and systems efficiently. The Operations Management Platform exposes members to the tools and practices that keep modern organizations — and AI projects — running smoothly. You'll learn the craft that keeps everything else working — planning, tracking, and steadily improving how a team gets things done.

WHAT YOU'LL DO

- ◆ Hands-on with workflow and operations tooling
- ◆ Resource planning and team coordination
- ◆ Build simple dashboards and track progress
- ◆ Process design, tracking, and automation
- ◆ Data-informed operational decisions
- ◆ Spot bottlenecks and improve how work flows

WHY IT MATTERS

Great ideas fail without execution. Operations is the craft of turning vision into reliable reality.

DELIVERED AS Operating real DAC teams, tools, and workflows.

SKILLS YOU'LL BUILD

- **Process design**
- **Workflow automation**
- **Coordination**
- **Data-driven ops**

08

● AUTOMATE

CORE OFFERING — 08 OF 10



AI Tools Hands-on Experience

WHAT IT IS

Practical, guided exposure to the AI tools and platforms used in the real world — from prompting and automation to building with modern APIs and frameworks. Move from 'I've heard of it' to 'I can build with it.' Every session is built around doing — you leave able to use a tool on a real task, not just describe what it does.

WHAT YOU'LL DO

- ◆ Work with leading AI tools and platforms
- ◆ Practical labs and challenges, not just lectures
- ◆ Build small projects that combine several tools
- ◆ Build automations and AI-powered workflows
- ◆ Skills that transfer straight to the workplace
- ◆ Keep pace with new tools as they emerge

WHY IT MATTERS

Tool fluency is now a baseline expectation. Hands-on practice is what makes it second nature.

DELIVERED AS Guided labs, build sessions, and hands-on challenges.

SKILLS YOU'LL BUILD

- Prompt engineering
- Automation
- APIs & frameworks
- Tooling fluency

09

● EMPOWER

CORE OFFERING — 09 OF 10



Inter-Campus Events & Workshop Management

WHAT IT IS

Collaborate across campuses to design and deliver shared workshops, hackathons, and learning experiences. Build a community that reaches beyond a single location and learn to organize at scale. You'll coordinate across teams and locations, learning to organize at a scale a single campus rarely offers.

WHAT YOU'LL DO

- ◆ Co-create events across multiple campuses
- ◆ Build a cross-campus network of peers
- ◆ Coordinate teams and schedules across locations
- ◆ Run workshops and shared learning sessions
- ◆ Coordinate logistics and teams at scale
- ◆ Grow a network that reaches beyond your campus

WHY IT MATTERS

The best opportunities come from wide networks. Cross-campus collaboration multiplies them.

DELIVERED AS Joint workshops, hackathons, and shared learning sessions.

SKILLS YOU'LL BUILD

- Event design
- Cross-team coordination
- Community building

WHAT IT IS

Stay ahead of a fast-moving field. DAC curates the trends, breakthroughs, and analysis that matter — so members understand not just what's happening in AI, but what it means for their work and their careers. We turn a firehose of news into clear, useful signal — so you can speak to where the field is heading and why it matters for your path.

WHAT YOU'LL DO

- ◆ Curated trend briefings and analysis
- ◆ Career-relevant industry context
- ◆ Learn to separate real signal from hype
- ◆ Discussion of breakthroughs and their impact
- ◆ A habit of continuous, current learning
- ◆ Build a habit of staying current that lasts

WHY IT MATTERS

In AI, staying current is itself a skill. Insight today becomes advantage tomorrow.

DELIVERED AS Trend briefings, discussion sessions, and curated reading.

SKILLS YOU'LL BUILD

- Trend analysis
- Critical thinking
- Continuous learning

10

● INNOVATE

CORE OFFERING — 10 OF 10



AI Industry Knowledge & Insights

FIND YOUR PLACE

Who Should Join

DAC is for every DGU student with curiosity about AI. Whatever your branch or year, there's a place for you.



The Builder

You love making things and want to ship real AI projects.



The Curious Mind

You ask 'how does this work?' – and chase the answer.



The Future Founder

You think in products, ventures, and what comes next.



The Researcher

You enjoy going deep, testing ideas, and finding evidence.



The Organizer

You bring people together and make events actually happen.



The Communicator

You turn complex ideas into stories people understand.

No prior experience required – just bring your curiosity.

WHAT YOU'LL GAIN



Practical AI skills



A real portfolio



Mentor & peer network



Career opportunities



A community



Leadership experience

FROM CURIOUS TO CAPABLE

Your Journey with DAC

Membership is a path, not a single event. Here's how a typical journey through DAC unfolds.

1

 **JOIN**

Become a member and choose the tracks that fit your interests — no experience needed, just curiosity.

2

 **LEARN**

Build fundamentals through workshops, labs, and hands-on tool sessions with mentors and peers.

3

 **BUILD**

Apply your skills on R&D experiments and live industry projects that produce real, shippable work.

4

 **CONNECT**

Meet mentors, partners, and leaders through events and networks that open real doors.

5

 **LEAD**

Run events, mentor newcomers, and drive DAC initiatives forward as you grow into a leader.

6

 **LAUNCH**

Turn your portfolio and network into internships and opportunities — a head start on your career.

SAY HELLO

Connect With Us

Questions, ideas, or ready to join? Reach out and follow along — we'd love to build with you.

EMAIL US



dac@dgu.ac.in

Questions, partnerships & membership

FIND US AT

DGU AI Cell · DBS Global University

FOLLOW US



X (Twitter) · Facebook · LinkedIn · Instagram · YouTube



Subscribe on YouTube

Stay updated with our latest videos

Let's build together.

Innovate · Automate · Elevate — with AI & Technology

WHERE IT HAPPENS

DAC Workspace

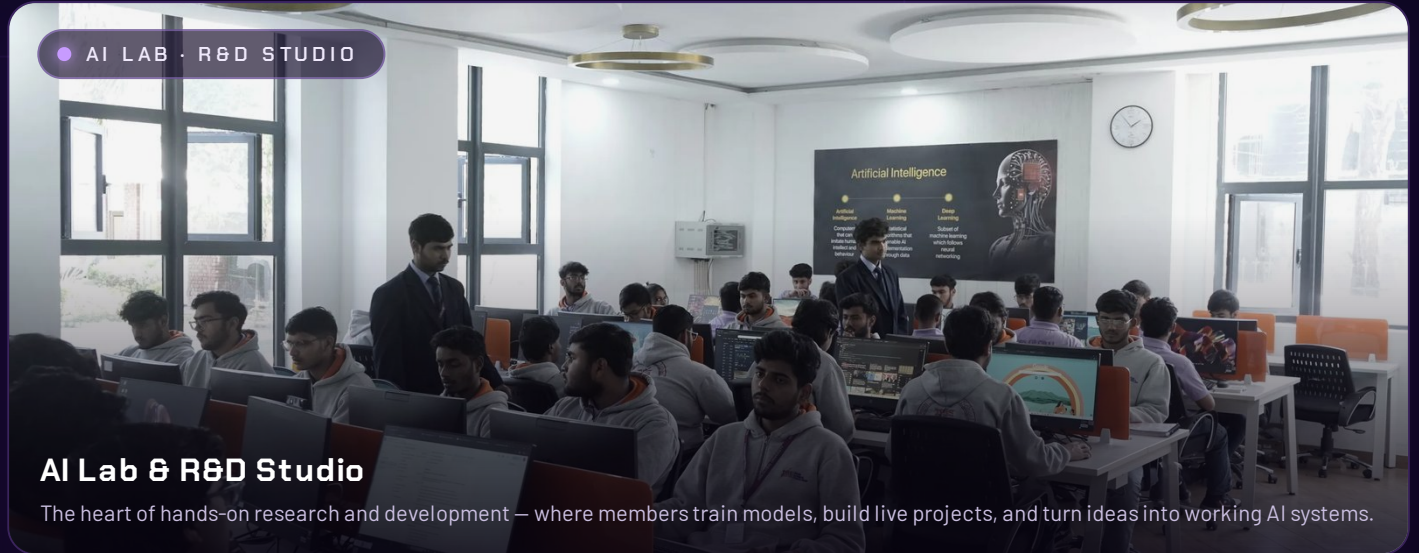
02



Collaboration & Brainstorming Room

Boardroom-style space for design sprints, project planning, and team brainstorming — anchored by a large interactive display.

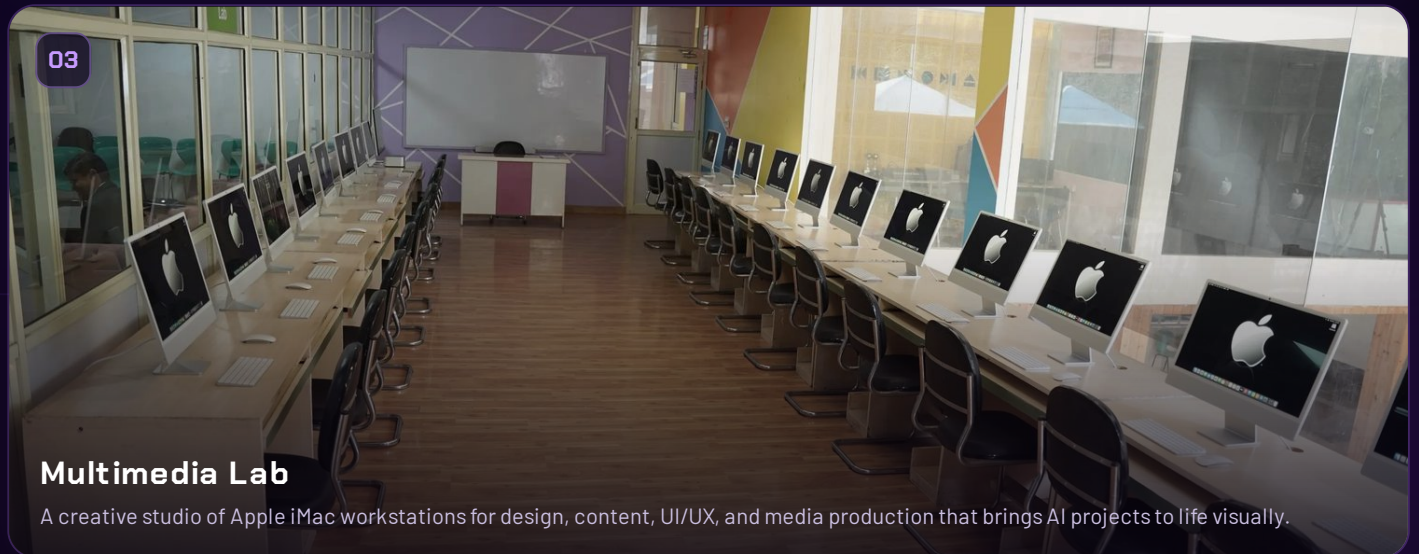
AI LAB · R&D STUDIO



AI Lab & R&D Studio

The heart of hands-on research and development — where members train models, build live projects, and turn ideas into working AI systems.

03



Multimedia Lab

A creative studio of Apple iMac workstations for design, content, UI/UX, and media production that brings AI projects to life visually.



— BE PART OF THE MOVEMENT

Join the future of AI, innovation & collaboration.

Be part of the movement. Build the future.

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