MALLA REDDY UNIVERSITY
MAISAMMAGUDA, KOMPALLY, HYDERABAD - 500100, TELANGANA STATE, INDIA.
DEPARTMENT OF AI&ML

ALAN TURING CLUB
MASQUERADE '26

Building AI That Thinks, Responds, and Feels Human.

(31 July – 1 August 2026)

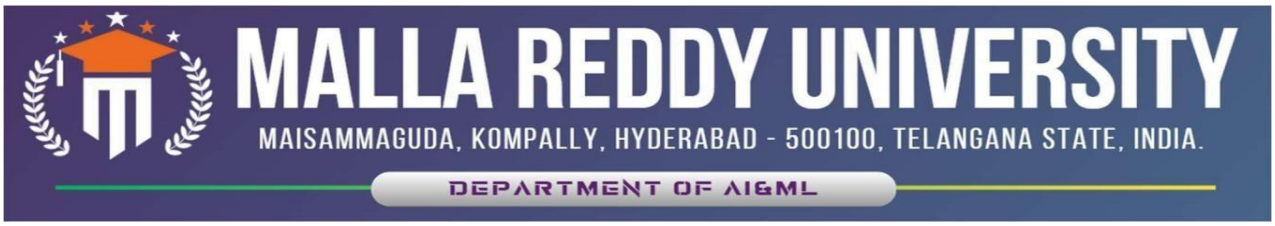


Event Overview

Masquerade ’26, organized by the **Alan Turing Club, Department of AI & ML, Malla Reddy University**, was a **2-Day National Level Turing Challenge** conducted in offline mode on **31 July and 1 August 2026**. The event was designed as an open platform for students from **colleges across India** to learn, build, experiment, compete, and interact with professionals from the technology and healthcare domains.

Unlike a conventional hackathon that provides multiple problem statements, Masquerade ’26 was built around **one central challenge inspired by the Turing Test**. Participating teams were challenged to design and develop a conversational AI system capable of communicating with human judges in a manner convincing enough to make the interaction appear human-like.

The event followed a **learn–build–test–evaluate** model. Day 1 began with the **inauguration, orientation, expert interactions, and an AI-focused boot camp**, giving participants the initial guidance required to approach the challenge. The event also featured **distinguished national and international speakers**, industry professionals, community members, and technology organizations who shared their experiences, practical knowledge, and perspectives with the participants.



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Following the learning and interaction sessions, participants entered the **hands-on development phase**. Teams worked on designing their conversational systems, integrating models and APIs, developing their applications, testing different approaches, refining their responses, and preparing their systems for deployment. This allowed students to move beyond theoretical learning and experience the complete process of building an AI-powered solution.

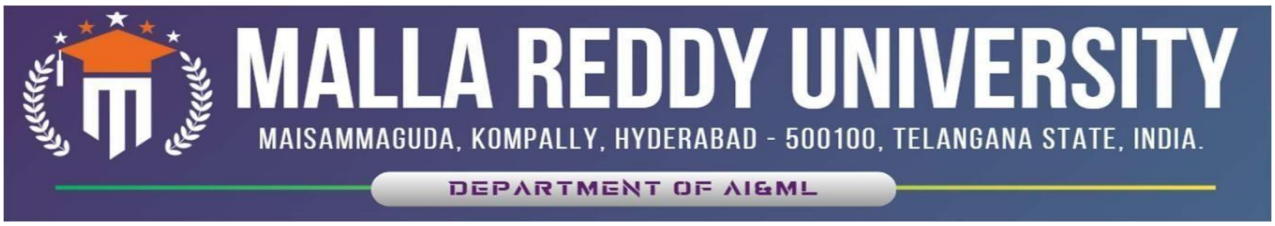
Day 2 focused primarily on **development, refinement, deployment, and evaluation**. Participants were provided dedicated time to complete and improve their systems before presenting them for the final challenge. The evaluation was conducted through **live interactions with human judges**, making the competition different from conventional coding or hackathon evaluations. Teams were assessed on how effectively their systems could engage in meaningful and convincing conversations.

The event also created opportunities for **industry exposure, networking, collaboration, and career interaction**. Participants had the opportunity to engage with speakers, professionals, influencers, sponsors, and technology communities, allowing them to gain perspectives beyond the competition itself.

Masquerade ’26 witnessed **280 student participants**, with registrations at a nominal fee of **₹300 per participant**. The event brought together students from different colleges and backgrounds, encouraging them to collaborate, compete, exchange ideas, and solve problems in an intensive two-day environment.

The event concluded with the **final Turing Test evaluation, announcement of results, and prize distribution**, recognizing the teams that demonstrated strong technical execution, creativity, innovation, and performance during the challenge. The top-performing teams received **cash prizes**, while additional opportunities were provided to selected teams.

Overall, **Masquerade ’26 successfully combined AI education, expert interaction, industry engagement, hands-on development, deployment, live evaluation, networking, and competition** into a single national-level student experience. It served not only as a competition but also as a platform for students to **learn from experts, build real AI systems, demonstrate their capabilities, and connect with the wider technology ecosystem**.



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Event Structure

1. Orientation, Inauguration & AI Boot Camp – Day 1

Day 1 of **Masquerade ’26** began with the inauguration and orientation session, where participants were introduced to the event, the Turing Challenge, its objectives, and the overall competition structure.

The day continued with an **AI Boot Camp** designed to give participants practical guidance and the foundational understanding required to approach the challenge. The sessions focused on helping participants understand how modern AI systems could be developed and applied to real-world use cases.

Following the learning sessions, participants were given an opportunity to interact with experts, clarify their ideas, and prepare for the development phase of the challenge.

2. Expert Sessions, Industry Insights & Community Activities – Day 1

Day 1 also featured sessions by experienced professionals from leading technology companies who shared their knowledge, experiences, and practical insights with the participants.

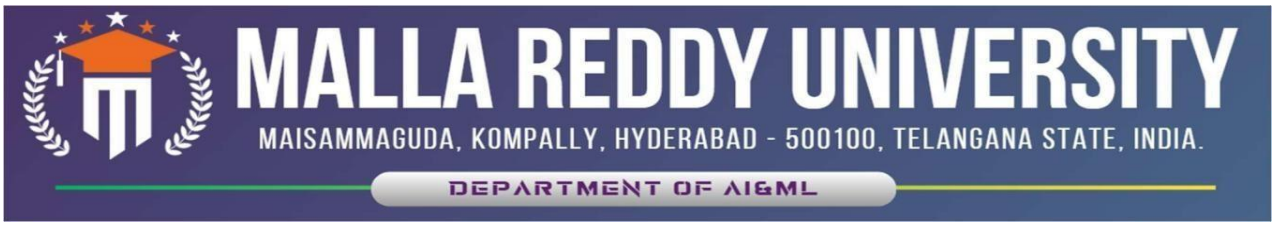
Pranali Bose – Apple | Speaker

Pranali Bose joined **Masquerade ’26** as a speaker and shared practical insights from her experience in the AI and technology space. Her session focused on connecting technical concepts with real-world applications and encouraged participants to approach AI development with a practical and problem-solving mindset.

Biswajit Mohanty – Salesforce | Speaker

Biswajit Mohanty delivered an engaging session focused on innovation, execution, and approaching challenges from different perspectives. He shared valuable professional insights and encouraged participants to think creatively while working on their solutions.

The event also included **Cludo** as part of the community and industry engagement activities. The Cludo team introduced their platform to the participants, explained its purpose and capabilities, and interacted with students about how the platform could support their learning and development journey.



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3. Development & Deployment – Day 2

Day 2 focused on the core **development and implementation phase** of Masquerade ’26.

Participants were given dedicated time to build their conversational AI systems, integrate the required components, refine their solutions, and prepare them for the final challenge.

Teams worked throughout the day on **development, testing, debugging, and deployment**, turning their ideas into functional AI systems. This gave participants hands-on experience in taking an AI concept from the development stage to a deployable solution.

4. Live Evaluation & Turing Test Challenge – Day 2

After completing the development and deployment phase, participants presented their solutions for the **live Turing Test evaluation**.

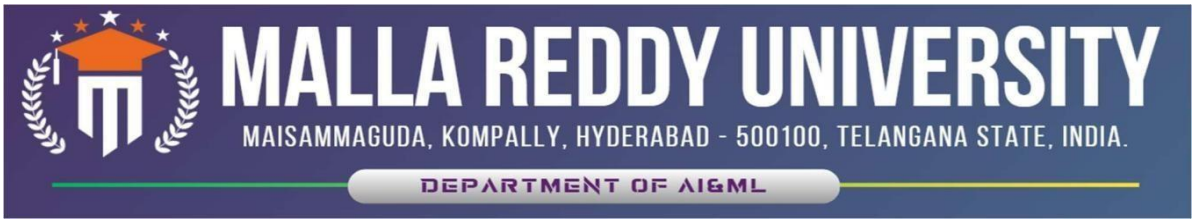
The systems were tested through interactions with human judges to assess how effectively they could carry out natural and convincing conversations. This provided participants with a practical competitive environment where their AI systems were evaluated under real-time conditions.

5. Prize Distribution & Closing Ceremony – Day 2

The event concluded with the **final evaluation, announcement of results, and prize distribution ceremony**.

The winning teams and outstanding participants were recognized for their performance, creativity, technical implementation, and ability to successfully complete the challenge.

Overall, **Masquerade ’26** brought together **expert sessions, industry interaction, community engagement, hands-on AI development, deployment, live evaluation, and competitive recognition** across two intensive days.



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Turing Test Evaluation

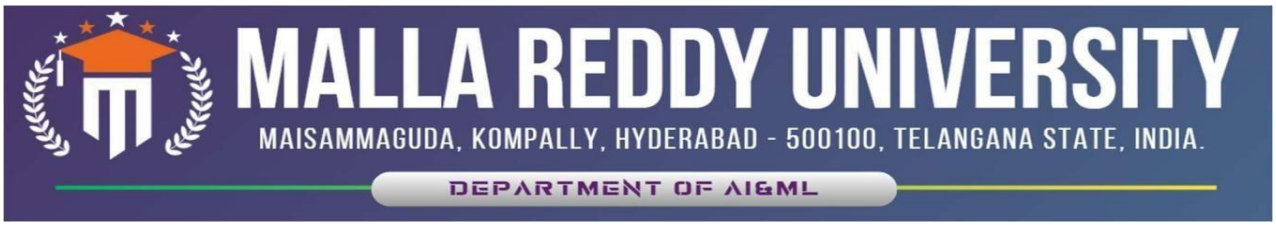
The final evaluation followed a Turing Test-inspired format. Each team submitted a deployed AI system connected to the event platform. During judging, a judge interacted with two separate, anonymized chat windows — one containing a real human participant, the other a team's AI system. After conversing with both for a fixed duration, the judge had to determine which participant was human and which was AI. Teams whose AI systems successfully convinced judges they were talking to a human earned the highest evaluation scores.

Evaluation parameters:

- Human-like Conversation
- Response Consistency
- Context Awareness
- Reasoning Ability
- Creativity in Interaction
- Technical Implementation
- Deployment Success

Registration & Participation

Registration Fee	₹300 per participant
Total Participants	280
Food Provided	Lunch, Snacks
Duration	2 Days (31 July – 1 August 2026)
Mode	Day -1 Hybrid, Day -2 Offline



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Rewards & Recognition

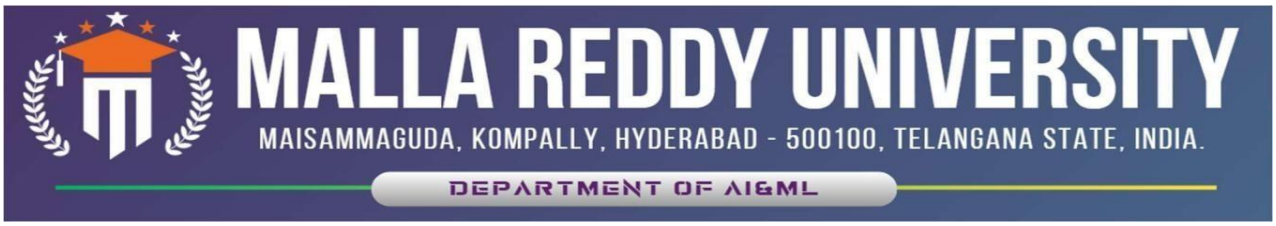
Top 8 teams were selected as finalists, with the top 5 receiving the following rewards:

1st Prize	₹10,000 cash prize + certificate
2nd Prize	₹5,000 cash prize + certificate
3rd Prize	₹3,000 cash prize + certificate
4th Position	Internship opportunity + certificate
5th Position	Internship opportunity + certificate

Sponsors

Masquerade '26 was proudly supported by the following sponsors:

Sponsor / Partner	Role
Unifesto	Ticketing Partner
221B Labs	Associate Partner
FlashCut Studio	Media Partner
Vynedam Group of Industries	Industry Partner
The Next Step Overseas	Education Partner
Prompt Techies	Technology Partner
CloudOU	Event Sponsor



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Time	Activity
09:30 AM – 10:30 AM	Opening Ceremony & Welcome Address
10:30 AM – 11:30 AM	Development Guidance
11:30 AM – 01:00 PM	Workshop: How to Build an AI (Boot Camp)
01:00 PM – 02:00 PM	Lunch Break
02:00 PM – 04:00 PM	Workshop & Hands-on Session
04:00 PM onwards	Development Starts – Continues into Day 2

Agenda — Day 2 (1 August 2026)

TIME	ACTIVITY
08:00 AM – 09:00 AM	**Registration & Breakfast**
09:00 AM – 09:30 AM	**Welcome Address & Guidelines Briefing**
09:30 AM – 11:30 AM	**Development Starts**
11:30 AM – 11:40 AM	**Short Break**
11:40 AM – 01:10 PM	**Development & Evaluation Round 1**
01:10 PM – 02:00 PM	**Lunch Break**
02:00 PM – 02:30 PM	**Final Build Sprint**
02:30 PM – 03:00 PM	**Final Evaluation Round**
03:00 PM – 04:00 PM	**Result Announcement, Prize Distribution & Closing Activities**

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Outcomes & Highlights

National-Level Participation: Masquerade ’26 successfully brought together **280 students from colleges across the country**, creating an open platform for students from different institutions to compete, learn, and collaborate.

Two-Day Experiential Learning: The event combined **orientation, expert sessions, AI boot camp, hands-on development, deployment, live evaluation, and prize distribution**, giving participants an end-to-end experience rather than a conventional competition.

Distinguished Expert Speakers: The event featured **20 distinguished national and international speakers and experts** who shared their professional knowledge, industry experiences, research insights, and practical perspectives across **AI, healthcare, physiotherapy, rehabilitation, digital health, emergency medicine, critical care, and technology**.

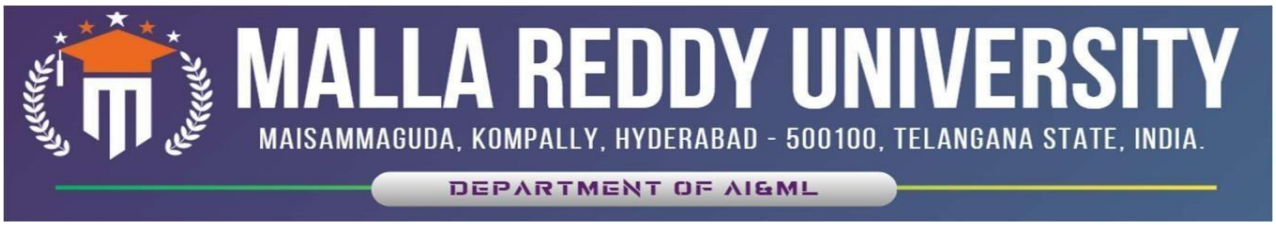
Industry & Community Engagement: Participants interacted with professionals and organizations from the technology and healthcare ecosystem, gaining exposure to **real-world applications, career opportunities, industry practices, and emerging technologies**.

AI & Technology Exposure: Through the boot camp, workshops, expert interactions, and development phase, students gained practical exposure to **Artificial Intelligence, LLMs, conversational AI, prompt engineering, API integration, AI agents, application development, and deployment**.

Unique Turing Test Challenge: Unlike a conventional hackathon focused primarily on features or problem statements, Masquerade ’26 challenged teams to create conversational AI systems capable of convincing **human judges through real-time interaction**, making the evaluation more engaging and distinctive.

Hands-On Development & Evaluation: Participants progressed from learning and ideation to **building, testing, refining, deploying, and presenting** their AI systems under competitive conditions.

Industry & Sponsorship Support: The event was strengthened through collaboration with **221B Labs, CloudOU, FlashCut Studio, IDP**, and other partner organizations, providing industry exposure and support to the participating student community.



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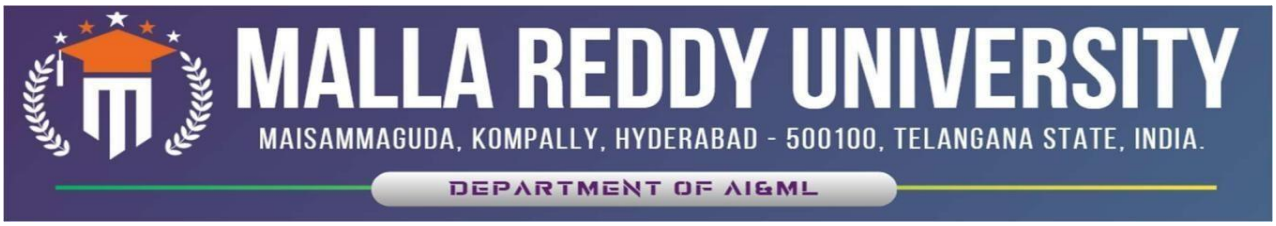
Career & Recognition Opportunities: The competition provided **cash prizes for the top-performing teams**, along with **internship opportunities for the 4th and 5th positioned teams**, giving participants opportunities beyond participation certificates.

Cross-College Collaboration: By welcoming participants from **colleges across India**, the event encouraged students from different academic backgrounds and institutions to exchange ideas, form connections, and work together in a competitive environment.

Community & Networking: The presence of **speakers, industry professionals, influencers, technology communities, sponsors, organizers, and students** created a broader networking environment around the event.

Innovation & Problem-Solving: Teams were encouraged to experiment with different approaches to conversational AI, strengthening their **creativity, technical problem-solving, collaboration, communication, and implementation skills**.

Successful Club Initiative: Organized by the **Alan Turing Club, Department of AI & ML, Malla Reddy University**, Masquerade ’26 demonstrated the club’s ability to conduct a **large-scale, national-level, multi-institutional technology event** that combined education, industry i



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Conclusion

Masquerade ’26 successfully established itself as a **national-level platform for AI learning, innovation, collaboration, and competition**, reflecting the vision and commitment of the **Alan Turing Club, Department of AI & ML, Malla Reddy University**. Over two intensive days, **280 students from colleges across India** participated in an experience that combined expert learning, industry interaction, hands-on development, deployment, live evaluation, and recognition.

The event provided participants with an opportunity to progress from **understanding modern AI concepts to designing, developing, testing, and deploying conversational AI systems**. The Turing Test-inspired challenge created a distinctive competitive environment where teams were evaluated through **real human interaction**, encouraging them to focus not only on technical implementation but also on communication, intelligence, creativity, and user experience.

The presence of **20 distinguished national and international speakers**, industry professionals, community partners, influencers, and supporting organizations further enriched the event. Their experiences and insights exposed students to real-world perspectives across **AI, technology, healthcare, physiotherapy, rehabilitation, digital health, critical care, and emergency medicine**.

The event also provided meaningful opportunities beyond competition through **cash prizes for the top-performing teams and internship opportunities for selected participants**, giving students tangible avenues to continue developing their skills after the event.

With strong student participation, industry collaboration, expert engagement, and a unique evaluation format, **Masquerade ’26 successfully brought together education, innovation, technology, and competition under one platform**. The event stands as a significant initiative by the Alan Turing Club toward **nurturing future-ready talent, encouraging practical AI development, strengthening industry–student connections, and building a culture of innovation and technological excellence at Malla Reddy University**.

Photographs:











