

ECell '21-22 Term Report

Foreword from the President :

When we started this year, we realized that ECell needs a fundamental change in its fabric - moving from conducting grand events to nurturing nascent student startups! The previous core took the founding step by establishing a team specifically for this called Research & Pre-incubation which I personally headed. Looking back, while it was just a pilot experiment, the results and enthusiasm inside & outside the club definitely points in this direction. We incorporated a soft change this year, trying a mix of both, and aim to move into more pre-incubation based activities instead of events starting from the next core transition. Simultaneously, we had grand events and an even grander ESummit, where we managed to get exciting speakers, events & workshops. Exciting times ahead!

Initiatives / Projects taken up this year :

Headstart '22 (December '21 - March '22) :

This was a completely student run 6-week pre-incubation initiative. E-Cell members acted as student mentors for candidates allotted to them, giving constant feedback and having weekly touchpoints. The members themselves were upskilled in advance through an internal curriculum. A total of 28 candidates had applied, and were often in different stages of their entrepreneurial journey. They were mentored accordingly, and for students in an advanced journey, we connected them with alumni from RVC (Rockfort Ventures).

SIP (Startup Internship Programme) :

Startup Internship Programme was a program designed to provide exciting startup internship opportunities to mainly 2nd years from NITT. It was a grand success, with 334 applicants applying and 34 students finally securing their internships!

Smart Notebook:

Smart Notebook project is a very informal project which is based on designing a notebook which bridges the gap between paper and web based note taking apps. Have 2 ideas which are in a very early stages.

Events conducted and related info :

E-Summit (April 8,19,10 '22) :

1. Guest Lecture #1 - Arpit Agarwal (8th April) :

This was the inaugural guest lecture by our Alumnus Arpit Agarwal, who touched upon the points of starting up as a first time founder and challenges of a first time founder.

2. Guest Lecture #2 - Mukund Kulashakaran (9th April) :

This was the second guest lecture which was conducted online. He is also our alumnus and is the current business officer of Urban Company. He touched upon his journey, and also very willingly answered questions from the audience.

3. Guest lecture #3 - Mohanraj J :

We invited the CEO of Duroflex down who shared his life journey and his life experience. His core takeaway was about embracing failure, and why to "fail forward".

4. Guest lecture #4 - Arun Prakash :

The final guest lecture was delivered by Arun Prakash, who is the CEO of Guvi Geek, an edtech startup. He prepared a very tailored speech, answering all the common questions an aspiring student entrepreneur will have before launching his/her start-up.

5. Content creators conclave :

To present a larger overview and not just from startup launchers point of view, we included 3 prominent youtubers to share their journey and answer interesting questions from students in an online fireside chat. The youtubers were Kalpit Veerwal, Jason Samuel, Sahil Khanna and Madhavan.

6. NFT Workshop :

We collaborated with YBlockchain to have a free online workshop where students learnt the basics of making NFTs and also got to make their own free NFT as a giveaway at the end of the session!

7. EV Automation workshop :

We collaborated with E&Y to have a free online workshop on EVs (Electric vehicles) and possible automation which can be introduced.

8. PMX case study workshop :

We conducted a product management competition with our title sponsor, BharatX where the objective was to improve on an existing product and come up with feasible solutions.

9. IPL Auction :

This event was a play on IPL, where people had to buy players in a reel life IPL auction.

10. Shark Tank :

This was a fun event meant to parody the concept of Shark Tank, by asking participants to put on their VC hats and start investing in past startups, with imaginary money.

11. Breakthrough :

This was our main B-Plan competition, where winners of the competitions got to pitch to exciting startup incubators, along with generous cash prizes.

NIT Conclave (5th March '22) :

VC Panic / Shark tank :

Mentioned above, in E-Summit "Shark Tank" heading. Was conducted for outside participants too.

Startup Shipwreck :

A fun event where participants had to roleplay as startup founders who have to defend their (questionable) startups to the media. It was a grand success, with over 30+ participants and was judged by Tanya Singh.

"Startup Mythbuster" lecture (January '22) :

Organized an online guest lecture by Mani Lankarraju who broke down some common misconceptions about a first time entrepreneur and startups in common.

Campus development initiatives :

SIP (Startup Internship Programme) :

Mentioned above.

Hult Prize :

Hult Prize is an annual international B-Plan competition which aims to solve problems based on UNDP goals. We conducted 3 startup workshops as part of the preparation for the workshop, but the competition had to be terminated due to issues arising from Hult Prize headquarters.

Collaborations :

Hult Prize :

Mentioned above.

iCreate :

Partnered with us for a EV sector related startup competition, and as incubator for the winners of breakthrough..

Core members :

1. President & (Head of Research and Pre-incubation) - S. Karan Kumar (106118088).
2. Treasurer & (Head of Marketing) - Varsha Bonam - (110118098).
3. Overall Co-ordinator & (Head of Corporate Relations) - Aravinth R (107118017).
4. Head of Marketing - Kapil Kunt (114118043).
5. Head of Corporate Relations - Karthika G Kumar (103118040).
6. Head of Research and Pre-incubation - Harsh Mudhale (106118037).
7. Head of Events and Operations - Nikhil Roy (114118058).
8. Head of Events and Operations - Jayanth Agarwal (102118029).
9. Head of Brand development - Alen Iype John (114118009).
10. Head of Brand development - Lalanya Yarlappa (103118105).
11. Head of Creative - Savit (101118034).
12. Head of Creative - Someshwar (101118039).

Faculty Advisor:

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