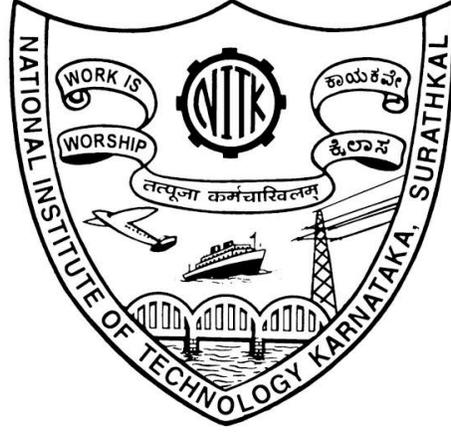


National Institute of Technology Karnataka - Surathkal



Club Activities Report

Entrepreneurship Cell (E-Cell) NITK



E-Cell NITK



NATIONAL INSTITUTE OF TECHNOLOGY KARNATAKA, SURATHKAL

Entrepreneurship Cell, NITK Surathkal
ecell.nitk.ac.in



Table of Contents

About Us.....	2
#1 Wacky Capitalist.....	2
#2 E-Hub.....	5
#3 Pre-Recruitment Talk & Recruitment of new members.....	7
#4 Case Study Competition.....	8
#5 Brand guidelines, digital marketing and content creation.....	8
#6 Podcast.....	10
#7 Finance Session.....	12
#8 E-Summit 2022.....	13
Core Contact Information.....	21



NATIONAL INSTITUTE OF TECHNOLOGY KARNATAKA, SURATHKAL

Entrepreneurship Cell, NITK Surathkal
ecell.nitk.ac.in



About us

The Entrepreneurship Cell of NITK Surathkal aims to create, foster and promote the spirit of entrepreneurship by helping young and talented minds pursue the path of innovation and set up their own entrepreneurial ventures. We strongly believe in nurturing critical thinking and business acumen by conducting workshops, speaker sessions, innovative games and competitions as well as providing student entrepreneurs with access to resources such as seed funding, mentoring, consultancy and networking.

#1 Wacky Capitalist

- Wacky Capitalist was a fun and exciting, team-based ideation event organised for the 1st year students of NITK (B.Tech 2024 Batch).
- Each team was tasked with developing a student-centred business idea and asked to create marketing material (logo, ad campaign poster, video, etc.) for their proposed businesses.
- Each team would then give a 10-minute presentation to a panel of E-Cell members, showcasing the work they completed.
- The judging (criteria declared upfront) was based on idea creativity, product usefulness and quality of media created.
- Teams were encouraged to come up with ‘wacky’, out-of-the-box ideas.



NATIONAL INSTITUTE OF TECHNOLOGY KARNATAKA, SURATHKAL

Entrepreneurship Cell, NITK Surathkal
ecell.nitk.ac.in



Competition details

- Participation: 53
- Teams: 11 (4-5 participants each)
- Date and Time: July 18th 2021, 11 AM - 6 PM

Results and rewards

Winners: Team 6 (Thermo) and Team 9 (Bibi)

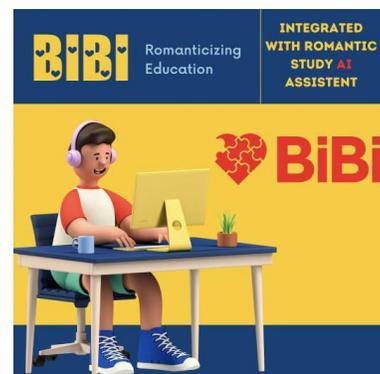
Runners Up: Team 3 (Glassex)

The reward for the members of the winning teams: free access to an equity trading, research, and analysis based project, courtesy of sponsor Finlatics (each project worth ₹1500 each).

Event Pictures



1. Team Mindmitra presentation



2. Team Bibi poster



NATIONAL INSTITUTE OF TECHNOLOGY KARNATAKA, SURATHKAL

Entrepreneurship Cell, NITK Surathkal
ecell.nitk.ac.in



E-Cell NITK



3. Team GlasseX Instagram post



4. Team Thermo Presentation Pitch



NATIONAL INSTITUTE OF TECHNOLOGY KARNATAKA, SURATHKAL

Entrepreneurship Cell, NITK Surathkal
ecell.nitk.ac.in



E-Cell NITK

#2 E-Hub

E-Hub is a community of student-run startups and entrepreneurship enthusiasts in NITK that is built by E-Cell NITK. By creating this startup collective, E-Cell can curate relevant discussions, resource opportunities and exclusive guest interactions for the benefit of these entrepreneurs.

Current community strength: 45 members

Completed live sessions

Session Title	Date
Design Thinking	17th October
Product-Market Fit	19th October
Build-Measure-Learn approach	21st October
Company Culture & Enterprise Resource Planning	8th November
Startup funding, Programs & Organizations. Supporting your venture. Journey & Milestones of a startup	10th November
Taxation & Corporate Social Responsibility	12th November
Organizational Structure & Dynamics (Founder & Team characteristics)	14th November



NATIONAL INSTITUTE OF TECHNOLOGY KARNATAKA, SURATHKAL

Entrepreneurship Cell, NITK Surathkal
ecell.nitk.ac.in



WHY SHOULD THE EQUITY BE SPLIT EQUALLY

- IT TAKES 7 TO 10 YEARS TO BUILD A COMPANY OF GREAT VALUE.
- MORE EQUITY = MORE MOTIVATION.
- IF YOU DON'T VALUE YOUR CO-FOUNDERS, NEITHER WILL ANYONE ELSE.
- STARTUPS ARE ABOUT EXECUTION, NOT ABOUT IDEAS.

RANSHITH S SAJJAN

Company Culture

What is Company Culture?

Company culture can be defined as a set of shared values, goals, attitudes, and practices that characterize an organization.

It's the way people feel about the work they do, where they see the company going and what they're doing to get it there.

ALOK KUMAR SINHA



NATIONAL INSTITUTE OF TECHNOLOGY KARNATAKA, SURATHKAL

Entrepreneurship Cell, NITK Surathkal
ecell.nitk.ac.in



#3 Pre-Recruitment Talk & Recruitment of new members

Our Pre Recruitment talk was attended by close to 300 people. An overview of the club was given and the recruitment process was explained in detail.



Link to the Talk: [E- Cell NITK Pre-Recruitment talk 2021](#)

Link to the PPT: [E-Cell Pre Rec Talk](#)

After an extensive recruitment process consisting of rounds like essay round, Group discussion round, Case Study solving, assignment submissions and the Fit Round we recruited 28 second year B.Tech students and 5 third year B.Tech students.



NATIONAL INSTITUTE OF TECHNOLOGY KARNATAKA, SURATHKAL

Entrepreneurship Cell, NITK Surathkal
ecell.nitk.ac.in



#4 Case Study Competition

An intraclub Case Study Competition was held as a group problem-solving activity. Members were divided into 5 groups and each given a problem statement on E-Cell itself. The task was to ideate and come up with a proposal as the solution. Weightage was given to the practicality and innovativeness of the solutions proposed. The cases covered obstacles faced while executing our initiatives, levelling up our annual Entrepreneurship Summit, boosting our publicity and content efforts and making E-Hub bigger.

#5 Brand guidelines, digital marketing and content creation

The club came up with our own brand and its guidelines that we follow while curating and posting our social media content. This endeavour had the following objectives:

- Ensure our social media presence is strategic and mimics that of a professional real-world organisation, in turn also showing NITK students how a brand communicates online and giving our media team real experience.
- Making the different types of posts uniform in nature.



NATIONAL INSTITUTE OF TECHNOLOGY KARNATAKA, SURATHKAL

Entrepreneurship Cell, NITK Surathkal
ecell.nitk.ac.in



Link to the brand guidelines: [E-Cell-Brand_guidelines.pdf](#)

Link to our Instagram page: https://www.instagram.com/ecell_nitk/

We succeeded in increasing our Instagram following by 30% in a span of just 6 months. The page was marketed well and the content curated reflected trending topics that attracted our audience for more. It was also a great learning exercise for our media and content teams.



NATIONAL INSTITUTE OF TECHNOLOGY KARNATAKA, SURATHKAL

Entrepreneurship Cell, NITK Surathkal
ecell.nitk.ac.in



#6 Podcast

Our official podcast - The Building Blocks of Business was back with its third season which was themed 'LinkedIn Top Voices'.

Link to podcasts on Spotify: [The Building Blocks of Business | Podcast on Spotify](#)

Link to podcasts on YouTube: [The Building Blocks of Business | E-Cell NITK Podcast](#)

- S3E1 - Raise Your Power, the Vanshika Way: Vanshika Goenka
(Brown University alumna, CEO and Founder of KoolKanya, nominated as one of India's LinkedIn Top Voices for 2020).



- S3E2 - The Digital Marketing Guru: Jaison Thomas
(IIM Calcutta student, nominated as one of LinkedIn's Top Voice for 2021).



NATIONAL INSTITUTE OF TECHNOLOGY KARNATAKA, SURATHKAL

Entrepreneurship Cell, NITK Surathkal
ecell.nitk.ac.in



**The Building Blocks
of Business**
Season 3
Episode 2

Jaison Thomas
Co-founder & Marketing Head
Blusteak Media

Host
Shashank Singit

LinkedIn Top Voice 2021

- S3E3 - Hans on with Hanshi Mehrotra
(University of Pennsylvania Wharton school alumnus, founder of The Money Hans, nominated as one of India's LinkedIn Top Voices for 2018 and 2020).

**The Building Blocks
of Business**
Season 3
Episode 3

Hansi Mehrotra
Founder of The Money Hans

Host
Kushagra Meena

LinkedIn Top Voice 2020



NATIONAL INSTITUTE OF TECHNOLOGY KARNATAKA, SURATHKAL

Entrepreneurship Cell, NITK Surathkal
ecell.nitk.ac.in



#7 Finance session

In collaboration with the NITK Student Council, E-Cell organised the first pre-E-Summit event about Investment Awareness and Opportunities in Finance for Engineers on the occasion of World Investors Week (Nov 22nd-26th). The audience learned how to set financial goals, cultivate discipline in savings, the impact of inflation, tax planning and the opportunities in the financial sectors for engineers. Everyone received a certificate of participation and took away many lessons from this awareness session.

Session Details:

- Participation: 46
- Date and Time: November 25th 2021, 5-6 PM

E-SUMMIT **NAMITA INVEST INDIA** **WORLD INVESTORS WEEK**

Investment Awareness and Opportunities in Finance for Engineers

Amit Sahita
Member of Bombay Stock Exchange
Equity Forex and Commodity Markets Expert

Namita Patel
18 years experience
Chartered Accountant
Ex-Bank of America

Thursday, Nov 25th, 5:00 - 6:00 PM

Live on **zoom**



NATIONAL INSTITUTE OF TECHNOLOGY KARNATAKA, SURATHKAL

Entrepreneurship Cell, NITK Surathkal
ecell.nitk.ac.in



#7 E-Summit

Inaugural Ceremony

January 27th, 6:00 PM.

E-Summit 2022 was inaugurated by Dr Alok Nath De (ex-CTO of Samsung R&D India and Adjunct Professor at IISC) who delivered a keynote address on "Where does Corporate intersect with Entrepreneurs?"

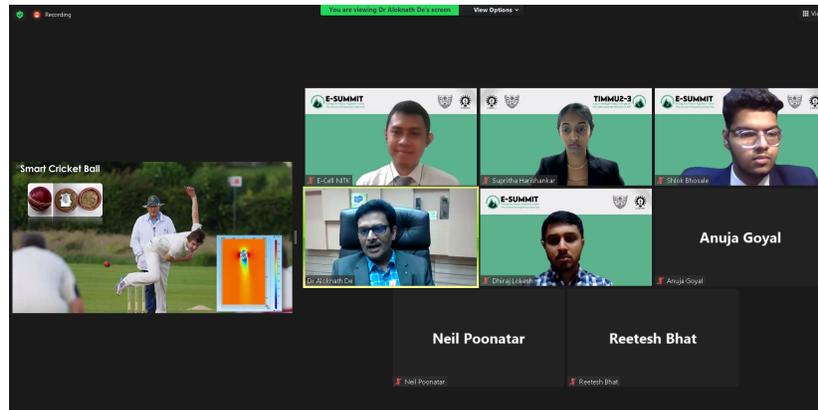
The Guest of Honor for the event was, Respected Prof. Narendranath S (Dean Students' Welfare).





NATIONAL INSTITUTE OF TECHNOLOGY KARNATAKA, SURATHKAL

Entrepreneurship Cell, NITK Surathkal
ecell.nitk.ac.in



Guest: Dr. Aloknath De, considered as one of the “Most Influential CIO/CTOs of India”, inspires young engineers to create products, innovative solutions, services and collaborate with startups for a better connected world. With more than 30+ years of research and industrial experience, he is also a recipient of the Alexander Graham Bell Prize in Canada.

The opening event received a good turnout of participants. Dr. Aloknath provided many valuable insights.

Organizer: Supritha Harishankar (181EC148), E-Cell Convener

1. "Entrepreneurship from the Ground Up" Workshop by Venkat Ramani

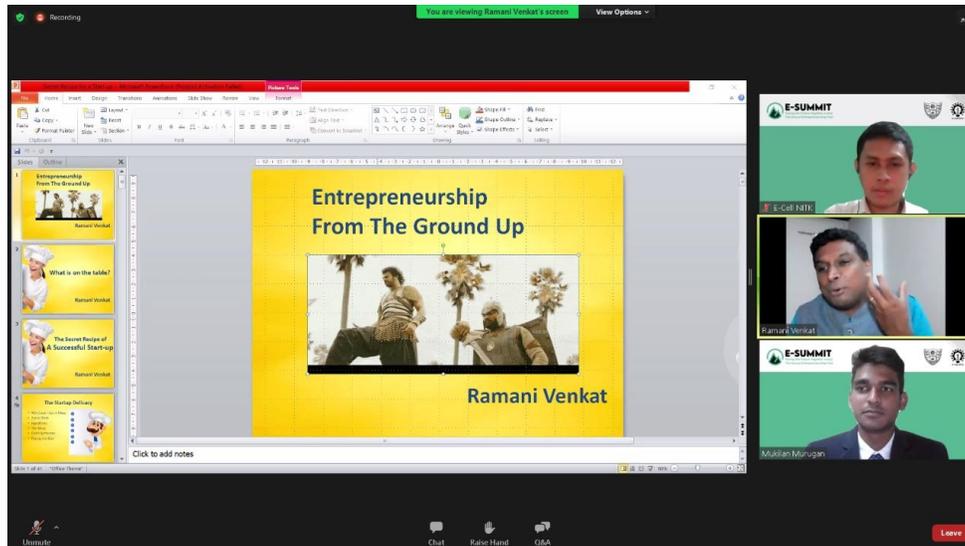
28th January, 6:00 - 8:00 PM

Guest: With 28 yrs of Experience in IT sales, Serial Entrepreneur, Mentor to 7 Startups, Sales Strategist Consultant & NLP Coach. Mr Ramani shared his knowledge and key insights about the business industry and about the startup culture.



NATIONAL INSTITUTE OF TECHNOLOGY KARNATAKA, SURATHKAL

Entrepreneurship Cell, NITK Surathkal
ecell.nitk.ac.in



Participation was encouraged from within NITK and open to external students as well.

Mr. Ramani is a frequent guest speaker at E-Summit and has become a crowd favorite. The session was extremely interactive and fun.

Organizer: Shankar Suresh (181EC242), E-Cell Head of Entrepreneurial Affairs

2. "Design Thinking and Product Management" Workshop by Aditi Chalisgaonkar

Scheduled Saturday, 29th January
Postponed to March, 2022

Guest: Aditi Chalisgaonkar is a Product Manager with Walmart's startup incubator, Store No. 8 and is responsible for new product development focused on Walmart's customers and associates.



NATIONAL INSTITUTE OF TECHNOLOGY KARNATAKA, SURATHKAL

Entrepreneurship Cell, NITK Surathkal
ecell.nitk.ac.in



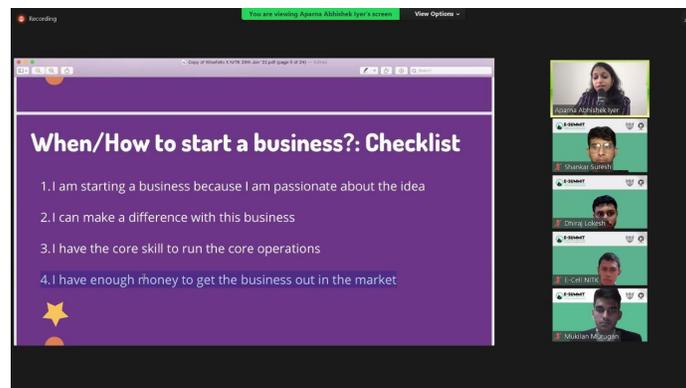
The workshop will revolve around the popular concept of 'Design Thinking' an iterative process in which product designers seek to understand the user, challenge assumptions, and redefine problems in an attempt to identify alternative strategies and solutions.

3. "Bootstrapping a Business" by Aparna Abhishek Iyer

Saturday, 29th January, 5:00 PM - 8:00 PM

Guest: Aparna has been an entrepreneur for the last 3.5 years, runs a profitable IELTS training venture, Grassroot Education, handling the sales, marketing and coaching operations. Her dedicated and motivational counselling sessions have eased all apprehensions of parents and students alike. She is now working on her new venture Wisefello, a social network for students.

The workshop covered 'bootstrapping', a concept often forgotten in the funding rich startup ecosystem of today. Bootstrapping involves your startup means growing your business with little or no venture capital or outside investment. It means relying on your own savings and business revenue to operate and grow.





NATIONAL INSTITUTE OF TECHNOLOGY KARNATAKA, SURATHKAL

Entrepreneurship Cell, NITK Surathkal
ecell.nitk.ac.in



Students with entrepreneurial spirit and keen on creating self-sufficient businesses, from NITK and outside the college participated in this informative session.

Organizer: Shankar Suresh (181EC242), E-Cell Head of Entrepreneurial Affairs

4. "Marketing Hacks for Year 1 of your Startup" Workshop by Srikanth Sagar

Sunday, 30th January, 11:00 AM - 1:00 PM

Guest: Srikanth Sagar is a marketing professional with 6+ years of experience, currently working as Marketing Lead at Intugine Technologies, a logistics tech startup based out of Bangalore. He's a 2015 NITK alumnus and has been the first marketing hire at various early-stage startups.

Startups fails because...

The first year of a startup is especially challenging

Lack of market fit

- Customer Acquisition
- Customer Engagement

Reason	Percentage
Run out of cash/failed to raise new capital	38%
No market need	35%
Got outcompeted	20%
Flawed business model	19%
Regulatory/legal challenges	18%
Pricing/cost issues	15%
Not the right team	14%
Product mismatch	10%
Poor product	8%
Disharmony among team/members	7%
Pivot gone bad	6%
Burned out/lacked passion	5%

Participants were introduced to marketing strategies employed by startups of the past. Their success/failure will be discussed along with fundamental marketing principles. The session will also include plenty of practical exercises and case studies.

Organizer: Dhiraj Lokesh (181CO118), E-Summit Convenor



NATIONAL INSTITUTE OF TECHNOLOGY KARNATAKA, SURATHKAL

Entrepreneurship Cell, NITK Surathkal
ecell.nitk.ac.in



5. Design-athon

Jan 29th, 1PM -5PM

Design-athon was a no-code hackathon based on website design. Participants were given a problem statement related to a business and will be asked to design a product or service using platforms like Squarespace, Wix, WordPress.

Judges

- Rahul Goradia, is a product designer currently working at Meesho to make shopping accessible to the next wave of Internet Users. He worked at Zomato, improving the way people order food online. Prior to that, he was a UX Design Intern at Homelane creating experiences for people to visualize their dream homes.
- Aditi Chalisgaonkar, is a Product Manager with Walmart's startup incubator, Store No. 8. She is responsible for new product development focused on Walmart's customers and associates.

The competition received a massive turnout, a majority of the participants being from outside the NITK student body.

Design-athon was hailed as an 'amazing opportunity' and a fresh competition, unique from the overused hack-athon concept

Organizer: Shankar Suresh (181EC242), E-Cell Head of Entrepreneurial Affairs

6. BizCosplay

Scheduled January 30th, 11AM - 1PM

Postponed to Incident



NATIONAL INSTITUTE OF TECHNOLOGY KARNATAKA, SURATHKAL

Entrepreneurship Cell, NITK Surathkal
ecell.nitk.ac.in



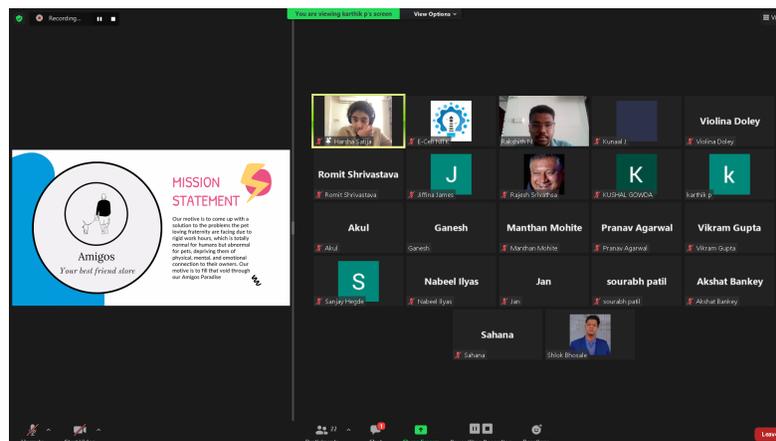
In this competition, participants will choose a character from a fictitious world of their choice and pitch a business proposal best suited for that character and sector. In the final round, similar people will be teamed up and they will need to come up with potential problems of that world and creative solutions to solve them.

Organizers: E-Cell NITK, in collaboration with LSD NITK

7. Hult Prize Campus Round

Its flagship funding event has a prize money of \$1,000,000 prize for the winner of the world's largest start-up program. With more than thousands of college students from 121+ countries participating each year, it is the world's biggest student-centered event and crowd-sourcing platform.

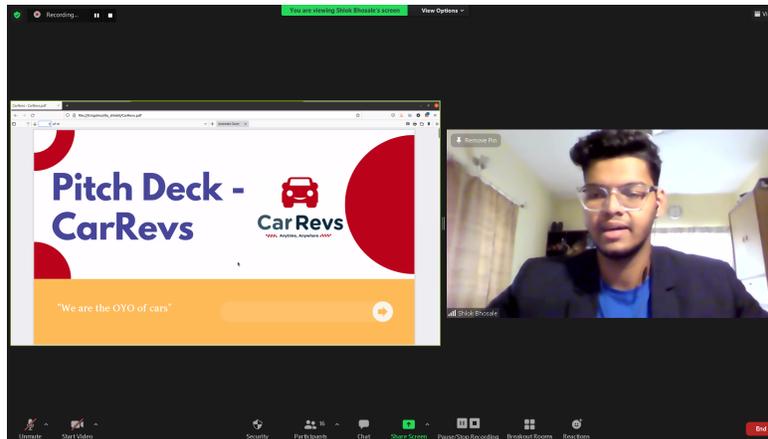
Hult NITK, is a pitch event that gives a platform to promising young entrepreneurs and serves as the university round for the overall competition.





NATIONAL INSTITUTE OF TECHNOLOGY KARNATAKA, SURATHKAL

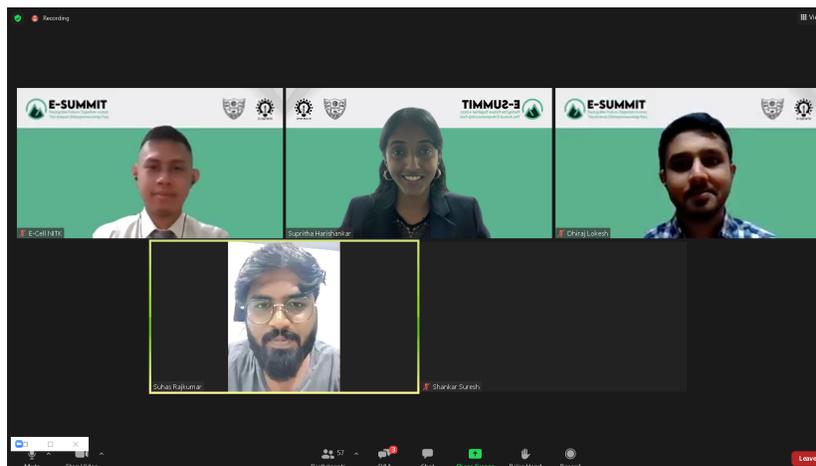
Entrepreneurship Cell, NITK Surathkal
ecell.nitk.ac.in



Organizer: Kushal Narayan Gowda (19CH019)

Closing Ceremony

January 30th, 7 PM. Guest: Mr. Suhas Rajkumar, Founder and CEO of Simple Energy delivering a speech on “The Simple Journey-Entrepreneurship and EV.”



Organizer: Supriya Harishankar (181EC148), E-Cell Convener



NATIONAL INSTITUTE OF TECHNOLOGY KARNATAKA, SURATHKAL

Entrepreneurship Cell, NITK Surathkal
ecell.nitk.ac.in



E-Cell NITK

Core Contact Information

Name	Position	Contact Number	Email ID
Supritha Harishankar	Convenor	9901680920	suprithaharishankar.181ec148@nitk.edu.in
Samarth C Swamy	Treasurer	9035191756	samarthcswamy.191me274@nitk.edu.in
Dhiraj Lokesh	E-Summit Convenor	9035432880	dhiraj.181co118@nitk.edu.in
Shankar Suresh	Head of Entrepreneurial Affairs	9742546737	shankar.181ec242@nitk.edu.in
Rohit Handique	Joint Convenor	7002398718	rohand.181cv135@nitk.edu.in
Yashas S	Media Head	8105454687	yashass.181cv154@nitk.edu.in
Reetesh Bhat	President	8971071692	reeteshbhat.181me166@nitk.edu.in
Neil Paresh Poonatar	Secretary	8668902852	neilpoonatar.181it130@nitk.edu.in
Shithik Shaji	Head of Public Relations	9380166134	shithik.181ec144@nitk.edu.in
Anuja Goyal	Publicity Coordinator	9650034676	anujagoyal.191ec206@nitk.edu.in
Aadil Zubair Khalifa	Publicity Coordinator	8105232680	aadil.191it101@nitk.edu.in
Stafan Kuttikal Santhosh	Technical coordinator	8147445130	stafan.191it151@nitk.edu.in
Ganesh S	Webmaster	9900512512	ganeshs.191me133@nitk.edu.in