

## **Entrepreneurship Cell, NIT Trichy**

**Term Report 2022-23**

<https://ecell-nitt.org>

<b>Faculty Advisor</b>	Dr S Nivethitha
<b>President</b>	V Sabarisrinivas
<b>Overall Coordinator</b>	Shri Hari L
<b>Treasurer</b>	Renuka Meruva

## **Foreword from the Ex-Comms**

We are witnessing a paradigm shift in the startup ecosystem and India is moving from a nation of job seekers to that of job creators. In this vespertine hour, It is important to proceed with acuity and caution. The global economy in the financial year 2022-23 has been with a great deal of variance from the best of times to that of the worst of times. It is times like this that mold entrepreneurs and innovators.

As such, E-Cell went through a massive reorganization and restructuring to redefine the entrepreneurial ecosystem on our campus. We went from a predominantly event-centric team to a team that not just conducts events but also nurtures, grows, and supports startups at a first-principle level.

Our aim and mission for this year were to be an unconditional ally to everyone who is embarking on an entrepreneurial journey and to provide them with unequivocal assistance in taking their startup to fruition and reality.

We would like to commend every one of the E-Cell members for their tireless dedication to our aim and mission and for their indomitable spirits, without whom the team couldn't have done what we set out to do.

**Sabarisrinivas Venkatesan**

**President**

**E-Cell 2022-23**

**Shri Hari L**

**Overall-Coordinator**

**E-Cell 2022-23**

**Renuka Meruva**

**Treasurer**

**E-Cell 2022-23**

## List of Members

### Core Members:

Name	Department	Year	Role
V Sabarisrinivas	CSE	4	President and Corporate Relations and Networking
Shri Hari L	EEE	4	Overall Coordinator and Head of Events
Renuka Meruva	Mech	4	Treasurer and Head of Marketing
Sruthi P	CSE	4	Head of Events
Siddharth Patkar	Mech	4	Head of Corporate Relations and Networking
Shubham Khadham	ICE	4	Head of Marketing
Abishek Arjun	ECE	4	Head of Brand Development and Social Media

## Directors

Name	Department	Year
Jagadeesh G	Mechanical	4
Deekshitha	ICE	4
Abhishek Chapaitkar	Prod	4
Aravindhan T	Civil	4
Nirupama K G	ECE	4
Rahul Prakash	ECE	4

## Managers:

Name	Department	Year
Aathithya Pravin V S	Prod	3
Aditya Kumar Varma	Civil	3
Ajayvishagan P	ICE	3
Akilan B	ICE	3
Ariya Rajesh	Prod	3
Aryan Kumar	Mech	3
Ayush kori	ECE	3
Bhavya R	Prod	3
Girthyka A A	Prod	3
Gunin Goel	EEE	3
Harshith S	Mech	3
Prajwal Singh	CSE	3
Sailesh S	ICE	3

Sakthi B	Civil	3
Sethu Mathavan D C S	ECE	3
Vishaal S	Mech	3
Kush Bagri	MME	3
Ankit Singh	Prod	3
Vaibhav	MME	3
Sarabesh	Prod	3

### **Coordinator:**

<b>Name</b>	<b>Dept</b>	<b>Year</b>
Abhishek Kumar	ICE	2
Amar Singh	ICE	2
Debaleena Basak	PROD	2
Dhruv Chauhan	PROD	2
G Surya Tejaswi	MME	2
Gaurav Kumar Tiwari	ICE	2
Harsh Fatehchandka	MME	2
Harsh Sukhwal	EEE	2
Ritu Raj	MECH	2
S Snehal Prasad	MME	2
Saurabh Bhalerao	ICE	2
Saurabh Devidas Buye	MME	2
Sumedh Shankar Kamble	PROD	2

Tanishq Mehta	PROD	2
Tejas Bothara	PROD	2
Umang Bhavar	ECE	2
Vineet Shinde	PROD	2

## Projects and Initiatives

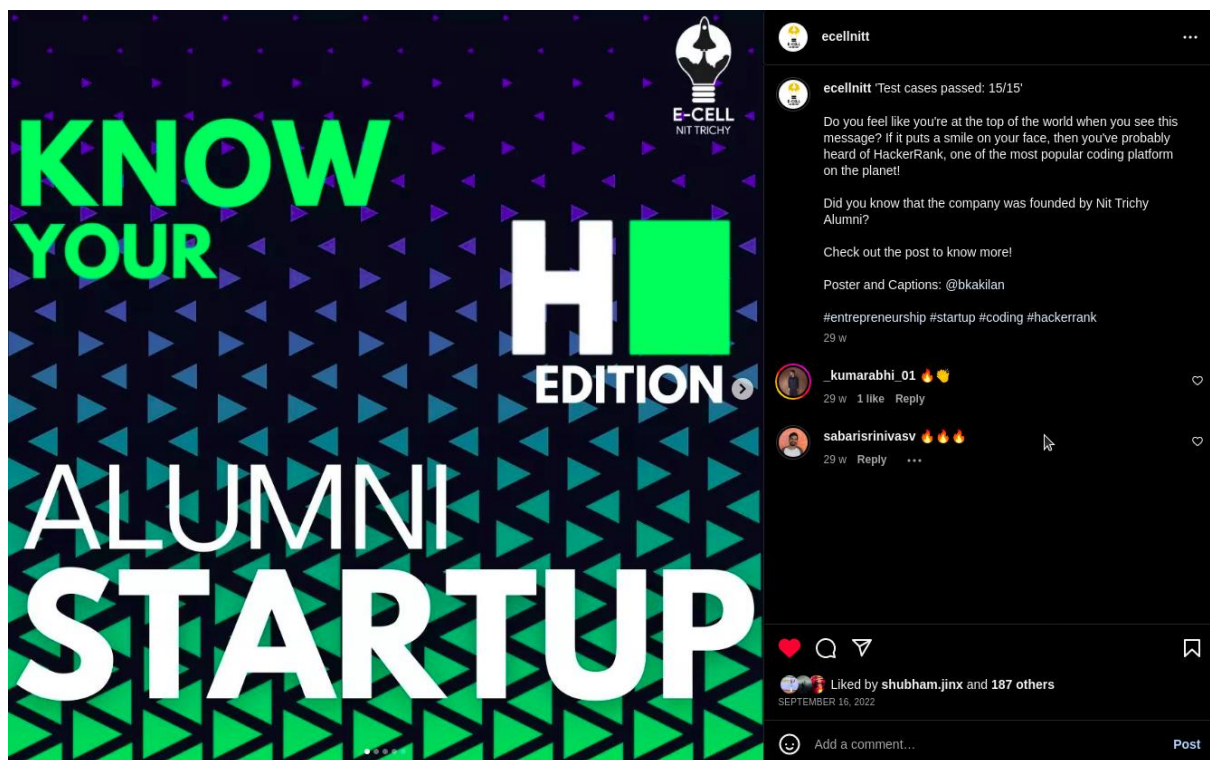
### Social Media Education Project

There is a lack of awareness on our campus on basic startup-related topics. By making the basic management concepts easy and understandable by everyone, We hope to make starting up accessible to everyone.

As such we are using different social media and experimenting with different forms of content to reach as many students as possible and to enable them to understand complex business topics.

We have received positive feedback from various stakeholders including college students, professional managers from the industry and the luminaries we highlight in our posts.

The following are some of the examples of how we leveraged social media and meme culture to teach the basics of business management and entrepreneurship.





## E-Cell Founders Program

There are a lot of founders within E-Cell, This is a guided preincubation program where the members help each other to ensure their accountability. Apart from that members who are a part of this program will get access to exclusive resources like mentorship, VC investments, etc. Our Main objective with this program is to help grow several startups within E-Cell.

One of our startups in this program already received an investment offer from an angel investor and another startup started making revenue.

3 of the Startups in this program are ready to raise funds and will soon be meeting investors to pitch.

We are planning to have a demo day for these startups and several top VC firms have shown interest in attending the demo day and considering the startups for investment. This includes CampusFunds, Strongher Ventures and Beej Network.



## **Alumni Connect Initiative**

We had an opportunity to connect with several of the distinguished alumnus who took time in their busy schedule to mentor and guide the would-be startup founders.

We had a session with Mr Sudharshan Chandra Babu (2016 Batch) who runs his own AI + Blockchain startup. He discussed the intricacies of running a startup and how to acquire customers. We also had an opportunity to learn about the present and the future of AI and Machine Learning where he highlighted the bleeding edge projects being developed in this field.

We had a session with Vishnubharat Boopathy who shared his experience on product and sales strategy working in one of the largest tech startups in India. He spoke about the importance of personal branding and solopreneurship.

Both of the aforementioned sessions were closed doors open only to active startup founders. We also had an open to all session with Mr Prasanna Shankar (Former CTO of Rippling Labs) in January 2023. He shared his life journey as a story to all those present. He then went on to discuss how he started all his startups along with Rippling. Furthermore, the current trends in the tech industry were also discussed. The session finally concluded with an open to all Q&A session.

We also had 2 open door sessions in April, One with Mr Anirudh Sundararaman, Founder and CEO of DhanLAP and ex-SDE, Microsoft in collaboration with NITTSAC and another with Mr Arpit Agarwal, Director at Blume Ventures who shared on things to do as college students to be successful.







## Headstart

Headstart is a pre-incubation program for the students of NIT Trichy to provide them with mentorship and support for a period of 6-8 weeks and enable them to develop a solid business model and a minimally viable prototype. This program is envisioned as a program to provide a startup experience to the students and to enable them to build from 0 to 1.

We provided them with resources, mentorship, and opportunity for them to take their startup to the next level.

We partnered with Wadhwani Foundation to provide them with weekly sessions on various facets of entrepreneurship including business model development, building an MVP, approaching customers and clients etc.

We also provided them with one on one mentorship to personally help them build their startup.

In Partnership with Scalix by LetsVenture, We organized a session on Startup Fundraising exclusive for Headstart Participant on March 28th 2023 where a distinguished venture capitalist explained the process of raising funds. The participants also got access to the Scalix community app through which they will be able to raise funds for their startups if required.

## **Events**

### **Pitchers**

Pitchers is a 36 hours online hackathon that speedruns the process of building a startup by working along with seasoned mentors. This was conducted in partnership with SCIENT. Pitchers was open to the students of all the colleges and around 30 teams from various colleges across India participated in the competition. Over time these teams developed a solid business model and go-to-market strategy.

Over the course of 36 hours, the team submitted various tasks and challenges and were continuously made to iterate upon their product and business model.

We partnered with organizations such as ICREATE, CampusFund, Omidyar Network India and 10KSI to provide the participants with resources and support.

We had around 35 teams participating in pitchers across multiple colleges from India including (Bharathidasan Institute of Management, Trichy, Birla Vishvakarma Mahavidyalaya, Gujarat, Entrepreneurship Development Institute of India, Gujarat, Kongu Engineering College, Erode etc)

Meet - sdu-whnc-txc

meet.google.com/sdu-whnc-txc

faiaz pardiwala

SIRPA SAI SNEHITH

Muthyala Sruthi

You

PITCHERS

17:32 | sdu-whnc-txc

People

Add people

Search for people

In call

- Pitchers 23 (You) Meeting host
- faiaz pardiwala
- Muthyala Sruthi
- SIRPA SAI SNEHITH

Meet - sdu-whnc-txc

meet.google.com/sdu-whnc-txc

SURYARAJU A 20MTR086 is presenting

faiaz pardiwala

THAHA ABDUL HAMEED A 20...

SURYARAJU A 20MTR086

You

PITCHERS

12:11 | sdu-whnc-txc

TECH 2 PRODUCT

S. NO	COMPONENTS	MODEL ALPHA	MODEL BETA	MODEL GAMMA
1.	Raspberry pi	Raspberry pi 3b (1GB RAM)	Raspberry pi 4b(4 GB RAM)	Raspberry pi 4b (8GB RAM)
2.	Camera	2 MP	5 MP	8 MP
3.	Battery Time	4 hours	6 hours	9 hours
4.	Tank	3 litres	3.5litres	5 litres
5.	Processing time	8 Seconds	5 Seconds	3.5 Seconds
6.	Overall cost	₹16000	₹20000	₹28000

10

People

Add people

Search for people

In call

- Pitchers 23 (You) Meeting host
- faiaz pardiwala
- SURYARAJU A 20MTR086
- SURYARAJU A 20MTR086 Presentation
- THAHA ABDUL HAMEED A ...

## **E-Summit**

E-Summit is the annual flagship event of our organization, which brings together aspiring entrepreneurs, industry experts, and business enthusiasts from all over the country.

This year, we curated an exciting lineup of events and activities to inspire, educate, and challenge young minds to think creatively and innovatively. This year's edition of ESummit was conducted in collaboration with SCIENT.

### **i) Guest Lectures :-**

The three-day event featured a series of guest lectures and keynotes by prominent entrepreneurs and industry leaders (Mr. Shikhar Goel (CTO of GeeksforGeeks), Mr. Satya Chakarvarthy (Founder of Agnikul Cosmos), Mr. Sandeep Das (Leading Consultant, and Best Selling Business Author) and Mr. Pratik Shah (CEO of Specs maker), who shared their experiences, insights, and knowledge about the world of entrepreneurship and business.

The event also featured a range of workshops, covering topics such as Blockchain and Web3 (conducted by Tezos and YBlockChain), Business Consulting (conducted by a senior leader from KPMG), Startup Fundraising (conducted by Beej Network, One of the largest Angel networks in India).

We also had a huge array of fun competitions to engage the participants and to give a hands-on experience for them to try out different hats concerning entrepreneurship and business. This includes Breakthrough (A startup pitchfest where the startups pitched in front of a panel of experts and got their opinion), Brand Bash (A Marketing Game where the participants worked on building a brand from scratch), Case Blitz (A case study competition where the participants solved the business problem of a fledgling fashion company).



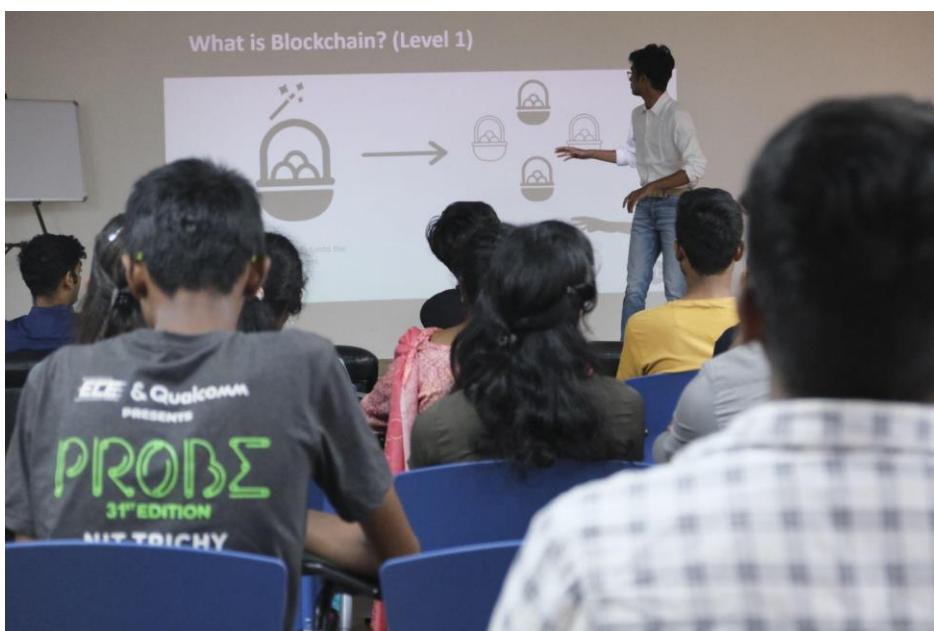






## ii) Workshops :-

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### iii) Events and Competitions:

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**Footfall for E-Summit: 1000+** Across multiple colleges including NIT Trichy

## Tamilpreneur Community Meetup

Tamilpreneur is a startup community from Tamil Nadu committed to nurturing the Startup Ecosystem of Tamilnadu.

Since 2019, they have been helping Entrepreneurs from Tamil Nadu learn, build, and scale their startups. In that regard, they conduct offline networking events Sangamam for Entrepreneurs, Angel Investors, Partners from VC firms, and Startup Enthusiasts.

The past editions of Sangamam have been conducted in reputed institutes in Chennai and Coimbatore such as CEG Anna University, IITM-Research Park, M2P Fintech office, SRM IST, Coimbatore Institute of Technology, KCT Group of Institutions with over 100+ participants across the community.

The 10th edition of Sangamam was conducted in NIT Trichy campus in partnership with E-Cell, NIT Trichy.



## **Campus Development Initiatives**

### **Startup Support Program**

Most of the successful startup ideas come from student clubs, teams, etc. As such, we created a program where we partner with external organizations to develop their technical product for the market. We develop business models, go to market strategy, and work across various growth and investment domains such as digital marketing, Fundraising, etc and work with external organizations to implement business solutions. So far we completed one project successfully.

This project was in an alumni startup that is involved in building a real estate platform and the team from E-Cell, NIT Trichy successfully helped the startup to achieve its business objectives. Alumni commended the efforts of E-Cell for helping him solve the business objectives and provided us with a letter of commendation.

### **Startup 101**

This is a workshop conducted for the students of the first year to get them interested in entrepreneurship. This workshop was conducted on January 21, 2023, and consisted of 3 different components.

The first component was a keynote lecture by Mr. Aashik Rahman, who runs one of the top robotics companies in India and was covered by major news outlets for his robotic products. The second component was fun entrepreneurship based games to engage the first years and get them interested in entrepreneurship. The final component is a keynote presentation by E-Cell Members to explain the ecosystem in NIT Trichy.





## **Our Impact over the year**

### **Our Strategic Partnerships**

<b>Partner Organisations</b>	<b>Partnership</b>
10KSI	Mentorship
Scalix	Community and Investment
Wadhwani Foundation	Mentorship
Campus Fund	Investment
ICreate	Incubation

### **Our Social Media Presence**

<b>Social Media</b>	<b>No of Followers</b>
<a href="#">Twitter</a>	1665
<a href="#">Instagram</a>	2725
<a href="#">Linkedin</a>	4364
<a href="#">Facebook</a>	10,000+

### **Our Startups**

<b>Stage</b>	<b>No of Startups</b>
Ideation	5
Prototype and Prelaunch	2
Launch and Revenue	1