



NITTE
EDUCATION TRUST

**NITTE MEENAKSHI
INSTITUTE OF TECHNOLOGY**



An Autonomous Institution Affiliated to Visvesvaraya Technological University, Belagavi
Approved by UGC/AICTE/Govt. of Karnataka. Accredited by NAAC (Grade 'A+')

KNOWLEDGE • CHARACTER • UNITY



enigma

ENTREPRENEURSHIP CELL NMIT

Annual Report 2021

ABOUT US

OUR MISSION

METAMORPHOSIZING THE GEN-Z TO TRAIL-BLAZE A BETTER TOMORROW.

OUR VISION

PIONEERING THE YOUTH OF INDIA TOGETHER TOWARDS "ATMANIRBHAR BHARAT"

ENIGMA THE ENTREPRENEURSHIP CELL OF NMIT BELIEVES ENTREPRENEURSHIP TO BE THE KEY TO INDIA'S DEVELOPMENT AND TO FULFIL THIS VISION, WE HAVE CONCEPTUALIZED & SUCCESSFULLY IMPLEMENTED VARIOUS INITIATIVES TO HELP STUDENTS AND YOUNG ENTREPRENEURS IN THEIR ENTREPRENEURIAL JOURNEY.

OPPORTUNITIES AND NETWORKS ARE THE TWO DEFINING FACTORS IN THE REALM OF ENTREPRENEURSHIP THAT MAKES ALL THE DIFFERENCE. WE WANT TO MAKE SURE THAT THERE IS NO DEARTH OF EITHER. OUR TEAM IS A SMALL GROUP OF HARDWORKING INDIVIDUALS WHO WORK DAY IN, DAY OUT TO BRING US CLOSER TO OUR VISION, ONE STEP AT A TIME.

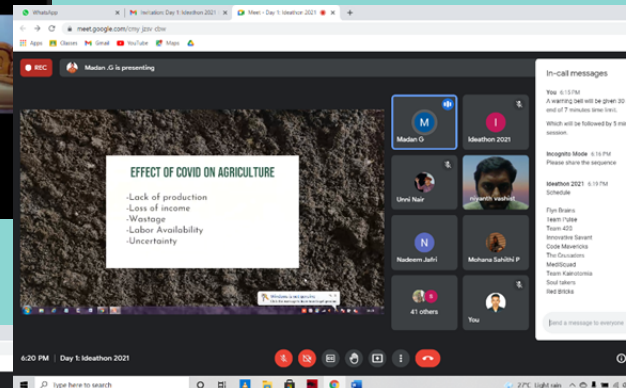
IDEATHON 2021

11, 12, 13 JUNE

2021
EVENT CONDUCTED ON

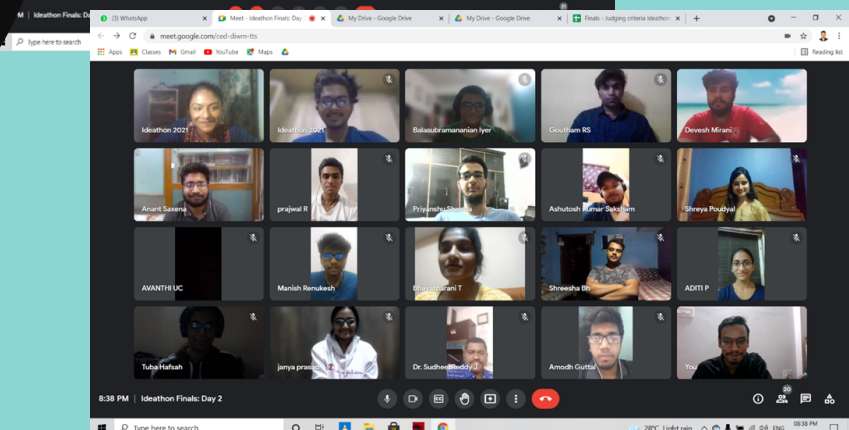
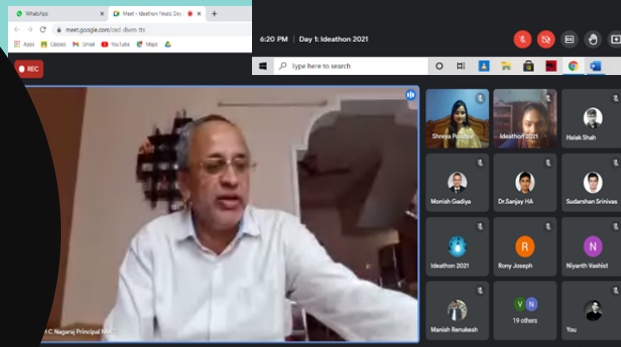
683

REGISTRATIONS



400

SUBMISSIONS



IDEATHON 2021

IDEATHON-WHERE IDEAS SPEAK IS THE FLAGSHIP EVENT CONDUCTED BY ENIGMA-ECCELL NMIT, AN INTENSE, INNOVATIVE BRAINSTORMING EVENT THAT ENCOURAGES NEW MODERN IDEAS TO SOLVE REAL-LIFE PROBLEMS. THIS AIMS AT SHAPING THE FUTURE WITH CREATIVITY AND TRUE POTENTIAL. AN OPPORTUNITY TO GET THE WINNER'S IDEA INCUBATED AND TO WIN A CASH PRIZE WORTH A POOL OF 70,000 RS. DUE TO THE COVID-19 PANDEMIC AND THE RESTRICTIONS BECAUSE OF IT, IDEATHON 2021 WAS CONDUCTED ONLINE FOR THE FIRST TIME WITH OVER 683 REGISTRATIONS, 400 SUBMISSIONS AND TOP 20 TEAMS FROM VARIOUS REPUTED INSTITUTIONS QUALIFYING TO THE FINALS.

ROUND 1

ALL THE PARTICIPANTS WERE GIVEN THEMES AND THEY HAD TO COME UP WITH AN IDEA SHOWN IN A SINGLE PAGE EXECUTIVE SUMMARY WITHIN 48HRS. THE THEMES GIVEN WERE: HEALTHCARE, EDUCATION, LOGISTICS, AGRICULTURE. SINCE THE EVENT WAS DONE ONLINE EACH OF THE TEAM PARTICIPANTS WAS CALLED PERSONALLY BY THE ORGANISING COMMITTEE FOR DOUBT CLARIFICATION AND ASSISTANCE.

ROUND 2

ALL THE SUBMISSIONS WERE EVALUATED AND THE TOP 20 TEAMS WERE SELECTED FOR THE 2ND ROUND.

A NEW SET OF THEMES WERE GIVEN AND THE PARTICIPANTS HAD TO COME UP WITH A DETAILED PRESENTATION OF THEIR PRODUCT/IDEA WITHIN 48HRS ALL OF THEM WHO SUBMITTED THE PRESENTATION WAS GIVEN A CHANCE TO PITCH THEIR IDEA IN FRONT OF THE JUDGES.

THE THEMES GIVEN WERE: EFFECT OF COVID 19 ON-

1. AGRICULTURE, 2. LOWER AND MIDDLE-CLASS POPULATION, 3. ENVIRONMENT, 4. MANUFACTURING SECTOR.

DAY 1 OF ROUND 2:12/06/21 AT 5:15 PM THE EVENT WAS CONDUCTED ONLINE THROUGH THE VIDEO CONFERENCING PLATFORM GOOGLE MEET.

THE MCS GAVE AN INTRODUCTION TO THE EVENT. THE EVENT WAS INAUGURATED WITH AN INVOCATION SONG AND A VIRTUAL LAMP LIGHTING CEREMONY. THEN THE JURY PANEL WAS INTRODUCED.

THE JUDGES WERE-

1. **MR NADEEM JAFRI**, FOUNDER AND MANAGING PARTNER OF HEARTY MART, AHMEDABAD
2. **MR NIYANTH VASHIST**, EXECUTIVE DIRECTOR OF ASCEND SCHOOL OF CONSTRUCTION BUSINESS
3. SQUADRON LEADER **UNNI NAIR**, FOUNDER AND HEAD HONCHO AT EXCEL HR FACILITATIONS AND SERVICES

IDEATHON 2021

FURTHER, THE PARTICIPANTS PROCEEDED TO PRESENT THEIR PRESENTATIONS, THE TIME LIMIT GIVEN WAS 7 MINUTES FOR THE PRESENTATION AND 5 MINUTES AFTER THAT FOR THE Q&A SESSION. THE FIRST 10 TEAMS SHOWED THEIR PRESENTATION ON THE FIRST DAY. THE FIRST DAY ENDED SUCCESSFULLY WITH A VOTE OF THANKS GIVEN BY ONE OF OUR CLUB MEMBERS

DAY 2 OF ROUND 2: 13/06/21 AT 6 PM

THE REST OF THE FINALIST TEAMS PRESENTED THEIR IDEAS IN FRONT OF THE JUDGES. AFTER THAT, THE JUDGES WERE ASKED FOR FEEDBACK REGARDING THE EVENT AND ALL OF THEM GAVE A POSITIVE RESPONSE. LATER ON, THERE WAS AN OPEN INTERACTIVE SESSION WITH THE JUDGES, WHEREIN ALL THE PARTICIPANTS AND OUR VERY OWN ECELL MEMBERS ASKED THEIR QUESTIONS TO WHICH THE JUDGES ANSWERED AND SHARED THEIR EXPERIENCES AND GREAT INSIGHTS. IN THE END, THE MUCH-AWAITED RESULTS OF IDEATHON 2021 WERE ANNOUNCED.

WINNERS:

1ST PRIZE- TEAM 420

PARTICIPANTS: AYUSH GARG, KANISHK KAUSHIK, ROHIT BHARGAVA
THEIR PRODUCT TC BIN WAS BASED ON THE THEME 'EFFECTS OF COVID-19 ON ENVIRONMENT'.

2ND PRIZE- TEAM 2 STATES

PARTICIPANTS: GUNJAN AHUJA, HITESH KISHORE
THEIR IDEA WAS BASED ON THE THEME 'EFFECTS OF COVID-19 ON AGRICULTURE'.

3RD PRIZE- TEAM INFINIA

PARTICIPANTS: NEELU KUMARI, ASHUTOSH KUMAR SAKSHAM
THEIR IDEA OF REFRIGERATOR TRUCKS WAS BASED ON THE THEME 'EFFECTS OF COVID-19 ON AGRICULTURE'.

FINALLY, IDEATHON 2021 WAS A GREAT SUCCESS WITH ALL THE PARTICIPANTS SHOWING GREAT ENTHUSIASM IN THEIR WORK AND EFFORTS. SPECIAL THANKS TO OUR EVENT COORDINATORS DEVESH MIRANI, ALINI CHRIST AND THE WHOLE TEAM MEMBERS WHO VOLUNTEERED FOR ORGANIZING AND MAKE THIS EVENT A GRAND SUCCESS.

SOCIAL MEDIA CHALLENGE

**15
OCT
2021**
EVENT CONDUCTED ON

20
PARTICIPANTS

NEC | e-cell **IF I WERE...** Response no. 1

| | |
|------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Name | Shivang gangwar |
| What are you becoming ? | Nithin Kamath - Zerodha |
| What is the ONE thing / feature you will add to the Company / App as a founder ? | I would add forex transaction also and wouldn't limit zerodha to just Indian market. |
| If your company is continuously losing customers / users, what steps will you take to prevent this ? | As zerodha is all about stocks, assets and trading, I would create awareness about the same in customer segment which is more inclined towards money and want to have some secondary/primary income. |
| What slogan would you use for advertisement marketing of your company ? | Turning liabilities to ASSETS |

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ANNUAL REPORT 2021

NEC | e-cell **IF I WERE...** Response no. 1

| | |
|------------------------------------------------------------------------------------------------------|----------------------------------------------------|
| Name | Priyanshu Sharma |
| What are you becoming ? | Deepinder Goyal - Zomato |
| What is the ONE thing / feature you will add to the Company / App as a founder ? | Delivering 24/7 and establishment of Cloud Kitchen |
| If your company is continuously losing customers / users, what steps will you take to prevent this ? | Providing them with free coupons and discounts. |
| What slogan would you use for advertisement marketing of your company ? | Food for your Mood |

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ANNUAL REPORT 2021

NEC | e-cell **IF I WERE...** Response no. 1

| | |
|------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Name | Amith Shetty K |
| What are you becoming ? | Byju Raveendran - Byjus |
| What is the ONE thing / feature you will add to the Company / App as a founder ? | Other than delivering quality content from the organization, we would provide some seasonal offers and also free trials before paying for the subscriptions. Assuring the academic success of a student, the fees of the student would be refunded in cases of failure. |
| If your company is continuously losing customers / users, what steps will you take to prevent this ? | I would like to start some more offline centers for more interactive sessions and promote students for discussions which helps in their conceptual understanding. |
| What slogan would you use for advertisement marketing of your company ? | "Dopamine Rush Learning" |

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ANNUAL REPORT 2021

SOCIAL MEDIA CHALLENGE

THE SOCIAL MEDIA CHALLENGE WAS ANNOUNCED BY E-CELL NMIT AS A WAY OF PRONOUNCING OUR PRESENCE ON OUR CAMPUS, CREATING CURIOSITY, AND TRYING TO FIND STUDENTS WHO ARE INTERESTED IN ENTREPRENEURSHIP. OUR SOCIAL MEDIA CHALLENGE WAS OUR STEP TOWARDS KNOWING THE ENTREPRENEURS WHO HAVE INSPIRED THE MILLENNIALS, SO WE DID A GENERAL SURVEY AMIDST THE STUDENTS OF NMIT TO GET AN IDEA ABOUT THE MODERN-DAY ENTREPRENEURS THAT HAVE INSPIRED THEM.

AFTER THE SURVEY, WE GOT A FEW COMMON NAMES LIKE BYJU RAVEENDRAN, KUNAL SHAH, NITHIN KAMATH, RITESH AGARWAL, DEEPINDER GOYAL AS SOME OF THE COMMON NAMES THAT HAVE REVOLUTIONIZED THE BUSINESS INDUSTRIES IN THIS ERA.

ENIGMA E-CELL NMIT ON 15TH OCTOBER 2021 DECIDED TO TEST OUT STUDENTS OF OUR CAMPUS BY ANNOUNCING A SIMPLE "IF I WERE" CHALLENGE, WHERE WE DID A GENERAL SURVEY AMIDST THE STUDENTS OF NMIT TO GET AN IDEA ABOUT THE MODERN-DAY ENTREPRENEURS THAT HAVE INSPIRED THEM AND WHAT WOULD THEY DO IF THEY WERE AT HIS/HER ROLE MODEL ENTREPRENEUR'S SHOES.

THE PARTICIPANTS PUT ALL THEIR ENTREPRENEURIAL MINDS TO COME UP WITH CREATIVE SOLUTIONS ON HOW TO TACKLE THE PROBLEMS FACED BY THE STARTUPS.

THE CHALLENGE WAS COMPLETED WITH GREAT SUCCESS. SPECIAL THANKS TO OUR EVENT COORDINATORS SHREY S AND VAIBHAV C WHO MADE THIS EVENT POSSIBLE AND A SUCCESSFUL ONE.

NO. OF PARTICIPANTS: 20

WINNER DETAILS:

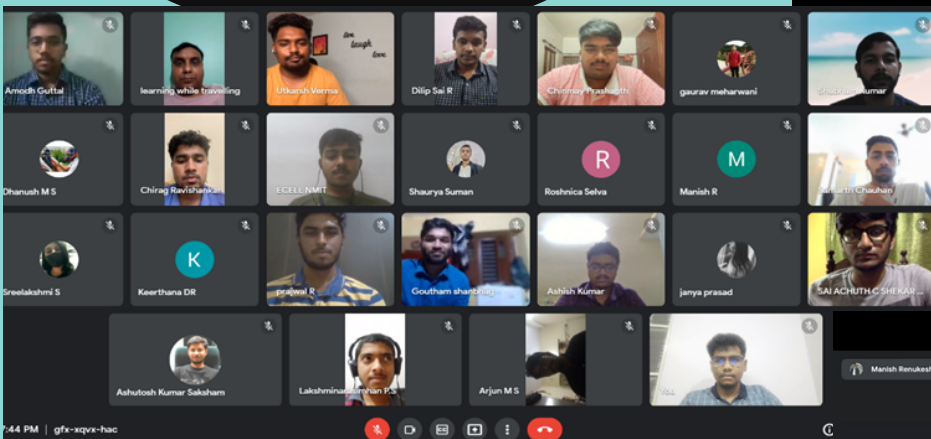
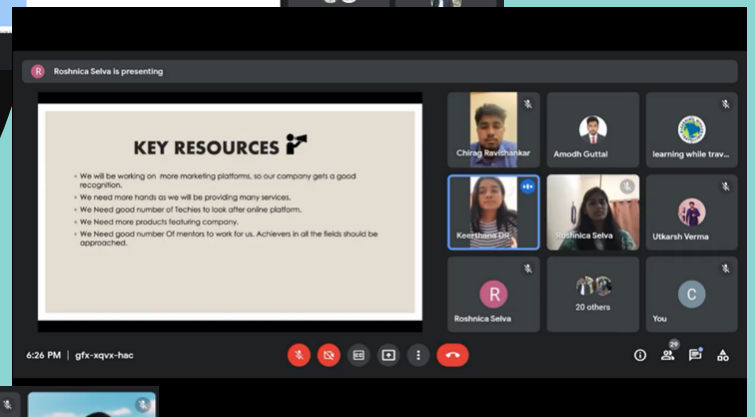
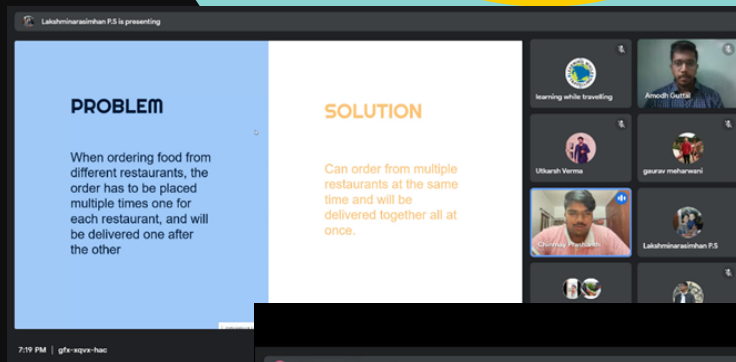
WINNER: SHIVANG GANGWAR
1ST RUNNER UP: AMITH SHETTY K
2ND RUNNER UP: PRIYANSHU SHARMA

B-PLAN



7

TEAMS



B-PLAN

PITCHING OUT OUR INNOVATIVE IDEAS TO AN UNKNOWN PERSON AND CONVINCING THEM TO FUND OUR START-UP OR BUY OUR PRODUCT IS A SKILL ONE MUST ALWAYS CARRY ALONG.

WITH THIS IDEA, ENIGMA THE E-CELL OF NMIT ORGANISED AN ONLINE PITCHING COMPETITION

B-PLAN AS A PART OF THE NEC 2021- 22 TASK. THE EVENT WAS SPONSORED BY LWT.PVT.LTD AND MR VISHAL RAJ FROM LWT JOINED AS ONE OF THE JUDGES. MR UTKARSH VERMA, CO-FOUNDER & CEO OF THE START-UP “UPRIDE” JOINED AS ANOTHER JUDGE.

THE SESSION WAS CONDUCTED ON **21ST OCTOBER 2021 AT 6 P.M** THROUGH THE VIDEO CONFERENCING PLATFORM GOOGLE MEET. THE SESSION STARTED ON A WARM NOTE WITH THE INTRODUCTION OF OUR JUDGES AND WAS FOLLOWED BY THE PRESENTATIONS OF THE TEAM. THE TEAMS WERE ALLOTTED A TOTAL OF 10 MINUTES FOR THE PRESENTATION WHEREIN THEY WERE SUPPOSED TO PITCH THEIR IDEAS FOR THE FIRST 6 MINUTES AND A Q&A SESSION WITH THE JUDGES FOR THE NEXT 4 MINUTES. THE SESSION CONCLUDED WITH THE JUDGES ADVISING ALL THE PARTICIPANTS AND WISHING THEM LUCK FOR THEIR FUTURE ENDEAVOURS.

NUMBER OF TEAMS: 7

ORIENTATION 2021

175

PARTICIPANTS

9
JAN

2021
EVENT CONDUCTED ON



CHIEF GUEST :

MR.VINOD DAVE (CHAIRMAN
AND MANAGING DIRECTOR AT
TRIM MEDIA PVT LTD)

An event invitation poster for the Orientation Session on Entrepreneurship and the E-cell of NMIT. The poster features the Enigma Entrepreneurship Cell NMIT logo at the top, along with logos for Red Hat and NEC (National Entrepreneurship Challenge). The text reads: "We cordially invite you to the Orientation Session on Entrepreneurship and the E-cell of NMIT". Below this is a portrait of Vinod Dave, Chairman & Managing Director at Trim Media Pvt Ltd. The date and time are listed as "Date: 9th Jan'21" and "Time: 5pm onwards". At the bottom, there is a QR code and the text "Scan to Register (Link below)". The REVOI logo (Real Voice of India) is also present at the bottom left of the poster.

ORIENTATION 2021

ENIGMA E-CELL NMIT IS ALWAYS EXCITED TO BRING ONBOARD PASSIONATE MEMBERS WHO HAVE A STRONG ENTREPRENEURSHIP DRIVE OR IF NOT THAT THEN JUST THE WILLINGNESS TO LEARN NEW THINGS AND EXPLORE THE UNCHARTED.

ENIGMA E-CELL AIMS TO TRANSFORM ITSELF INTO A PLATFORM TO LAUNCH THE LEADERS OF TOMORROW TOWARDS THE PATCH OF SUCCESS. OUR TEAM IS A SMALL GROUP OF HARDWORKING INDIVIDUALS WHO WORKS DAY IN DAY OUT TO BRING US CLOSER TO OUR VISION ONE STEP AT A TIME. OUR MAJOR ACHIEVEMENTS ARE IDEATION 2021 CONDUCTED AS A PART OF ANAADYANTA WAS A HUGE SUCCESS WHEREIN WE HAD 670 PARTICIPANTS REGISTERED. TEAM ENIGMA QUALIFIED TO THE FINALS OF THE NATIONAL ENTREPRENEURSHIP CHALLENGE AND E-SUMMIT CONDUCTED BY IIT BOMBAY IN THE PREVIOUS TWO YEARS.

OUR MAJOR GOAL IS TO ORGANIZE OUR VERY OWN E-SUMMIT, LAUNCH A FEW STARTUPS, CONDUCT SUCCESSFUL EVENTS IN INCEPTION(TECH FESTS), INCREASE ONLINE PRESENCE AND COLLABORATE WITH OTHER COMPANIES/E-CELL.

THE FRESHMAN ORIENTATION WAS CONDUCTED BY US ON 9TH JANUARY 2021. THE EVENT WAS CONDUCTED ONLINE USING THE PLATFORM AIRMEET. THE HOST INTRODUCED OUR RESPECTED GUEST MR.VINOD DAVE TO THIS ORIENTATION PROGRAM.

THE SESSION STARTED WITH MR DAVE TELLING US AN INSPIRING STORY ABOUT A HERMIT WITH A VERY STRONG MORAL THAT “ ONLY WHEN YOU HAVE FACED FAILURES, YOUR TRUE SUCCESS WILL BEGIN”.

THE GUEST ALSO CONVEYED TO THE AUDIENCE THAT ENTREPRENEURSHIP IS NOT ALWAYS ABOUT SUCCESS, BUT IS ALSO ABOUT FAILURE AND HOW YOU OVERCOME IT. QUOTING HIS CLOSING STATEMENTS “ENTREPRENEURSHIP IS A JOURNEY WHERE YOU FALL MISERABLY AND THEN COME UP AGAIN AND AGAIN UNTIL YOU REACH PEOPLE’S EXPECTATIONS”.

AFTER THE SPEECH, THERE WAS A Q&A SESSION WHERE OUR FUTURE MEMBERS BOMBARDED MR DAVE DOUBTS AND QUESTIONS. THE AIRMEET WAS CONCLUDED ON A HAPPY NOTE WITH THE WHOLE AUDIENCE HAVING THEIR MIND FILLED WITH INSPIRATION AND SOMETHING NEW TO THINK OF.

CHIEF GUEST: MR VINOD DAVE (CHAIRMAN AND MANAGING DIRECTOR AT TRIM MEDIA PVT LTD)

NO.OF PARTICIPANTS: 175

THE BUSINESS MODEL CANVASING AND PITCHING WORKSHOP

60

PARTICIPANTS

11
DEC

2021
EVENT CONDUCTED ON



SPEAKER:

MR. RAGHUVIR S BHAT, CO-FOUNDER OF "VTRIKE" (ROBUST EDGE TO CLOUD SOLUTIONS) AND AN ASSOCIATE MANAGER OF "THE GAIN"



THE BUSINESS MODEL CANVASING AND PITCHING WORKSHOP

THE BUSINESS MODEL CANVASING AND PITCHING WORKSHOP TOOK PLACE ON **SATURDAY 11, 2021, IN NMIT. AROUND 60 PARTICIPANTS** WERE A PART OF THIS EVENT ADHERING TO COVID NORMS AND MAKING THE EVENT A GRAND SUCCESS. IT WAS ORGANISED IN THE CONTEXT OF GETTING MORE IDEAS ON THE BUSINESS CANVAS MODEL AND EFFECTIVE PITCHING.

THE YOUNG AND DYNAMIC SPEAKER **MR RAGHUVVEER S BHAT**, CO-FOUNDER OF "VTRIKE"(ROBUST EDGE TO CLOUD SOLUTIONS) AND AN ASSOCIATE MANAGER OF "THE GAIN", EXPRESSED WAYS OF PITCHING AND CREATION OF BMC TO A WIDE RANGE OF FUTURE ENTHUSIASTIC ENTREPRENEURS.

THE TOPICS ADDRESSED THROUGH DETAILED AND INTERACTIVE SESSIONS INCLUDE;

- FACTORS THAT LEAD TO START-UP SUCCESS
- ESSENTIAL SKILLS TO START A BUSINESS
- A PROPER ROADMAP FOR BUSINESS MODEL CANVAS
- START-UP STAGES THAT WE WILL COME AROUND AS AN ENTREPRENEUR

TWO YOUNG ASPIRING ENTREPRENEURS PITCHED THEIR UNIQUE IDEA OF DEPLOYING AIRBAGS FROM RIDERS' HELMETS. SIR WAS IMPRESSED AND JOINED HIS HANDS AND GUIDED THEM THEN AND THERE. HE ALSO PROMISED TO TAKE A MONTHLY UPDATE AND CONTINUOUSLY SUPPORT THEIR JOURNEY FROM AN IDEA TO AN ESTABLISHED START-UP IN INDIA.

THE EVENT HELPED A LOT OF BRILLIANT MINDS WHO HAD IDEAS BUT DIDN'T HAVE A SINGLE CLUE ON HOW TO START A COMPANY. ONE OF THE PARTICIPANTS CLAIMED, "EVENTS LIKE THIS WILL HELP INDIA REACH GREATER HEIGHTS IN NO TIME".

ENTREPRENEURSHIP BOOTCAMP & IMPORTANCE OF THE SALE

**12
DEC**

2021
EVENT CONDUCTED ON

SPEAKER:

ACHAL RANGASWAMY
LIFE COACH

50

PARTICIPANTS

The poster features the speaker's logo 'ar Achal Rangaswamy the Coach' at the top left. On the right, it lists logos for 'NEC' (National Entrepreneurship Cell) and 'e-CELL IIT BOMBAY'. The main title 'Entrepreneurship Bootcamp & Importance of a Sale' is prominently displayed. Below the title, the date and time '12th Dec, 2021 3pm to 4pm' are provided. A circular photograph of Achal Rangaswamy is shown, with his name and title 'Achal Rangaswamy Coach' underneath. At the bottom left is the 'enigma' logo with the tagline 'ENTREPRENEURSHIP CELL NMII'. A QR code is located at the bottom right with the text 'Scan to Register'.

ENTREPRENEURSHIP BOOTCAMP & IMPORTANCE OF THE SALE

AS A PART OF A COMPLETE PACKAGE BOOTCAMP ON ENTREPRENEURSHIP, A SESSION ON THE IMPORTANCE OF SALES WAS CONDUCTED ON **12TH DEC 2021**. THE SESSION WAS HOSTED IN ONLINE MODE IN AN ONLINE GOOGLE MEET. THE SPEAKER FOR THE SESSION WAS **ACHAL RANGASWAMY**. HE IS A LIFE COACH AND HAS IMMENSE EXPERIENCE AS WELL AS KNOWLEDGE IN THE FIELD OF SALES AND MARKETING.

THE SESSION STARTED AROUND 3.10 PM WITH A GREAT QUOTE BY TONY ROBBINS I.E., 'SETTING GOALS IS THE FIRST STEP IN TURNING THE INVISIBLE INTO THE VISIBLE. ACHAL RANGASWAMY FIRSTLY STARTED OFF BY SHARING HIS JOURNEY EXPERIENCES AND LIFE LESSONS HE LEARNT DURING THAT. LATER THE SPEAKER SHARED HIS KNOWLEDGE ABOUT PRODUCTS, SALES AND MARKETING. HE TALKED ABOUT THE BEST THINGS HE FELT ABOUT MARKETING WAS TO CREATE EXISTING CONTENT ON THE CURRENT MARKET WHICH IS INTERESTING AND INFLUENCES THE TARGET AUDIENCE. HE MENTIONED STEPS FOR BRINGING OUT THE HIGH SALES OF PRODUCTS FOR ONE'S COMPANY SUCH AS STUDYING THE COMPETITION, NURTURING RELATIONSHIPS, KNOWING THE TARGET AUDIENCE, CONDUCTING TESTS OR SURVEYS AND CREATING INTERESTING CONTENT.

HE CONCLUDED HIS TALK BY GIVING OUT VARIOUS REASONS TO CONSIDER THE SALES VERTICAL AS ONE OF THE MOST IMPORTANT VERTICALS OF THE START-UP. THE SESSION THEN WAS FOLLOWED BY A QNA SESSION WHERE EACH PARTICIPANT WAS GIVEN A CHANCE TO CLEAR OUT HIS/HER DOUBTS.

THE SESSION WAS A FULL PACKAGE OF STRATEGIES, MISTAKES TO BE TAKEN CARE OF AND KNOWLEDGE FOR EVERYONE. EACH ONE OF THE PARTICIPANTS ENJOYED IT AND SURELY TOOK LOTS OF KNOWLEDGE WITH THEM.

BOOTCAMP ON ART OF REJECTION AND WHAT TO LEARN

**12
DEC**
2021
EVENT CONDUCTED ON

SPEAKER:
DR. VENKATESH IYER,
FOUNDER OF
BRAINZUNLIMITED

50
PARTICIPANTS

The poster features the Enigma Entrepreneurship Cell NMIT logo at the top left, a cloud logo at the top center, and logos for NEC and e-cell at the top right. The main title is 'BOOTCAMP ON Art of Rejection & What to Learn'. Below the title, it states '12th Dec, 2021' and '5pm to 6pm'. A QR code is provided with the text 'Scan to Register'. On the right side, there is a portrait of Dr. Venkatesh Iyer, Founder of Brainzunlimited.

BOOTCAMP ON ART OF REJECTION AND WHAT TO LEARN

DATE OF THE EVENT: 12TH DECEMBER 2021

TIME: 5PM TO 6 PM

NUMBER OF PEOPLE WHO ATTENDED: 50

MODE: ONLINE

SPEAKER: DR. VENKATESH IYER, FOUNDER OF BRAINZUNLIMITED.

NMIT ENIGMA E-CELL CONDUCTED A BOOTCAMP ON THE ART OF REJECTION AND WHAT TO LEARN ON 12TH DECEMBER 2021 VIA ONLINE. OUR SPEAKER FOR THE EVENT WAS DR VENKATESH IYER, FOUNDER OF BRAINZUNLIMITED.

THE EVENT STARTED WITH INTRODUCING OUR SPEAKER. HE STARTED WITH REJECTION AND CONTINUED TO TALK ABOUT THE DIFFERENCE BETWEEN FAILURE AND REJECTION. THE SPEAKER PRESENTED A PPT AND EXPLAINED THE DIFFERENCE CLEARLY. HE CONTINUED ON WITH HOW REJECTION THAT CAN HAPPEN FOR A MULTITUDE OF REASONS DOESN'T MEASURE OUR WORTH. HE ALSO EXPLAINED HOW TO DEAL WITH THE DISTRESS AND NOT TAKE IT PERSONALLY. HOW TO NOT FEEL DEJECTED AND MOVE ON TO OUR NEXT GOAL. HE ALSO BRIEFLY HOW TO ACHIEVE OUR OBJECTIVES EVEN AFTER WE FACE REJECTIONS. HE ALSO EXPLAINED HOW THINKING OUT OF THE BOX AND MOVING OUT OF OUR COMFORT ZONE CAN HELP US ACHIEVE OUR GOALS. HE ALSO USED CHARTS AND FLOW CHARTS TO HELP US ANALYSE THEM EASILY. HE SHOWED US A FEW ENTREPRENEURS WHO FAILED IN THEIR INITIAL ATTEMPT BUT LATER ACHIEVED THEIR GOALS AND WERE NOW SUCCESSFUL. HE ALSO SUGGESTED A FEW MOVIES THAT WOULD HELP US AS ASPIRING ENTREPRENEURS. THE Q AND A SESSIONS WERE FOLLOWED UP WERE THE EVENT PARTICIPANTS ASKED QUESTIONS TO WHICH THE SPEAKER ANSWERED ENTHUSIASTICALLY.

THE PARTICIPANTS AND SPEAKER WERE HAPPY WITH THE SESSION AND A VOTE OF THANKS WAS DONE. THE EVENT WAS DONE SUCCESSFULLY.

BOOTCAMP IMPORTANCE OF PUBLIC RELATIONS IN ENTREPRENEURIAL ECOSYSTEM

50

PARTICIPANTS

12
DEC

2021
EVENT CONDUCTED ON

SPEAKER:
UTSAV JAIN
COMMUNICATION
ENTHUSIAST AND EXECUTIVE
OFFICER AT ASSOCHAM

ABHYUDAY WE SELL CONCEPT | NEC | e-coll | enigma

BOOTCAMP ALERT 

Importance of Public Relations in Entrepreneurial Ecosystem


UTSAV JAIN
COMMUNICATION ENTHUSIAST



Scan to register

 **12 DEC 2021**
4:00 - 5:00 PM

BOOTCAMP IMPORTANCE OF PUBLIC RELATIONS IN ENTREPRENEURIAL ECOSYSTEM

DATE: 12TH DECEMBER 2021
TIME : 4:00 - 5:00 PM

BOOT CAMP ON THE IMPORTANCE OF PUBLIC RELATIONS IN THE ENTREPRENEURIAL ECOSYSTEM WAS AN ONLINE EVENT CONDUCTED BY E-CELL OF IN NMIT UNDER NEC ON **12TH DECEMBER 2021** BY THE SPEAKER **UTSAV JAIN**.

UTSAV JAIN IS A COMMUNICATION ENTHUSIAST AND EXECUTIVE OFFICER AT ASSOCHAM (THE ASSOCIATED CHAMBERS OF COMMERCE AND INDUSTRY OF INDIA) HAS BRIEFED US ABOUT THE IMPORTANCE OF PUBLIC RELATIONS FOR A COMPANY. PUBLIC RELATIONS IS THE PRACTICE OF MANAGING AND GUIDING PERCEPTIONS OF THE BUSINESS OR A COMPANY TO ATTRACT NEW CUSTOMERS AND STRENGTHEN THE LOYALTY OF EXISTING CUSTOMERS. WELL PLANNED PUBLIC RELATIONS STRATEGIES ARE POWERFUL TOOLS FOR COMPANIES. IT TAKES ADVANTAGE OF UNPAID COMMUNICATION CHANNELS SUCH AS LOCAL AND REGIONAL MEDIA, THE INTERNET, BUSINESS NETWORKS AND COMMUNITY & CUSTOMER RELATIONSHIP. HE ALSO EXPLAINED THE INVOLVEMENT OF COMMUNICATION WITH THE MARKET TO RAISE AWARENESS OF THE COMPANY OR THE BUSINESS REPUTATION AND TO CULTIVATE RELATIONSHIPS WITH CONSUMERS. IT BUILDS VARIOUS CONTACTS BY OBTAINING POSITIVE PUBLICITY, BUILDING UP A STRONG COOPERATIVE IMAGE AND HANDLING & HEADING OFF UNFAVOURABLE STORIES, EVENTS AND RUMOURS. IT CAN BE A POWERFUL BRAND-BUILDING TOOL.

HE COULD EVEN SUCCESSFULLY DESCRIBE THE OFTEN FAILURE OF PUBLIC RELATIONS OF THE COMPANIES THAT COULD BE LIKE THE BRAND DOESN'T KNOW AND UNDERSTAND ITS TARGET AUDIENCE. THEY FAIL TO TEST MARKET THEIR PLAN WITH A FOCUS GROUP OR AMONG OTHERS WHOSE JUDGMENT IS VALUED. SOMETIMES DUE TO A LACK OF PLANNING THAT IS WITHOUT A STRATEGIC PUBLIC RELATIONS PLAN, ALL EFFORTS MAY BE HAPHAZARD. LACK OF CLARITY, WITHOUT ANY SENSITIVITY SOME UNREALISTIC EXPECTATIONS AND MAJORLY BUDGET MANAGEMENT ARE THE ESSENTIAL CAUSE FOR THE FAILURE OF PUBLIC RELATIONS.

THE EVENT WELL ASSISTED MANY OF THE PARTICIPANTS TO KNOW THE IMPORTANCE, ADVANTAGES AND FAILURES OF PUBLIC RELATIONS IN THE ENTREPRENEURIAL ECOSYSTEM.

PANEL DISCUSSION

14 DEC

2021
EVENT CONDUCTED ON

50

PARTICIPANTS

enigma
NEC
e-cell

WILFRED SHREYAS
Persuasive Speaker - Author - Professor

VINAYAK NADIGER
CEO at Leonid chemicals Pvt.Ltd

UTKARSHA VERMA
Co-founder & CEO at UPRID

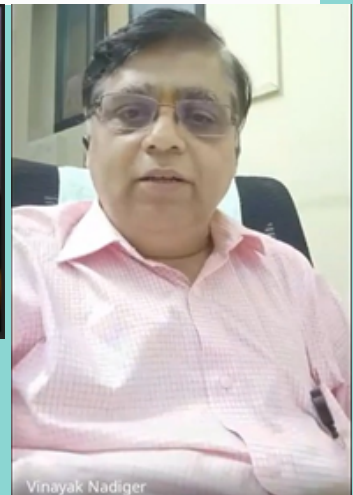
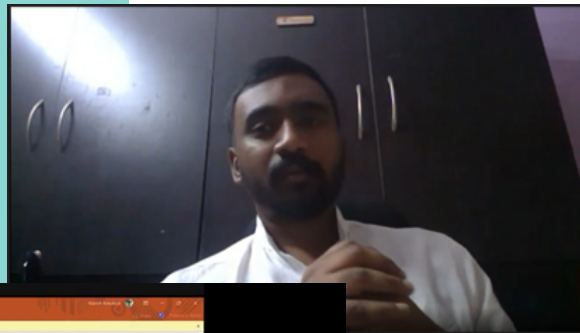
JOB? / ENTREPRENEURSHIP? / HIGHER STUDIES?

Join our
PANEL DISCUSSION
to clear your dilemma !

14th December 2021
6PM onwards

For Details , Contact
MANISH RENUKESH: 9686024374

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PANEL DISCUSSION

THE PANEL DISCUSSION WAS ARRANGED BY ENIGMA- ECELL OF NMIT UNDER THE NEC (NATIONAL ENTREPRENEURSHIP CHALLENGE) BY IIT - BOMBAY. THE MAIN THEME OR TOPIC OF DISCUSSION WAS **JOB? / ENTREPRENEURSHIP? / HIGHER STUDIES?** THE PANELISTS WERE BROUGHT FROM EACH OF THESE DOMAINS TO SHARE THEIR PERSPECTIVE OF WHAT IS RIGHT ACCORDING TO THEM. AS THIS WAS THE HOT TOPIC FOR TODAY'S YOUTH, MANY OF THEM ATTENDED THE SESSION TO EXPLORE AND CLEAR THEIR DILEMMAS.

THE PANEL DISCUSSION WAS HELD ON THE PLATFORM GOOGLE MEET DUE TO COVID RESTRICTIONS IN THE REGION. THE PANEL DISCUSSION WAS STARTED AT **6:00 PM ON 14TH DECEMBER 2021**. THE EVENT WAS STARTED WITH A BRIEF INTRODUCTION TO THE PANELISTS, AND THEN THE MODERATORS STARTED WITH THE MOST COMMON QUESTIONS THAT AROSE IN THE CANDIDATES AND THE DISCUSSION WENT ON UNTIL ALL THE PANELISTS SPENT TIME ANSWERING THE MODERATORS. THEN THE AUDIENCE STARTED ASKING QUESTIONS TO THE PANELLISTS AND ALSO IN THE CHATBOX THERE WERE SOME SENSATIONAL QUESTIONS FOR WHICH THE PANELLISTS GAVE THEIR PERSPECTIVE AND WENT ON TO CLEAR MOST OF THE DILEMMA THAT THE STUDENTS HAD. THEN THE HOST WAS INTO THE FRAME AND GAVE THEM A VOTE OF THANKS FOR THE DISCUSSION.

THE EVENT WENT ON IN A GREAT MANNER THAT THE AUDIENCE, PANELLISTS AND THE ORGANIZERS HAD A DELIGHTFUL EXPERIENCE TO TAKE FROM THE DISCUSSION. THE AUDIENCE WERE ASKED FOR FEEDBACK FOR WHICH THEY HAD THEIR WAYS OF EXPRESSING THEIR GLADNESS ABOUT THE PANEL DISCUSSION. THE AUDIENCE AND THE PANELISTS MADE THE EVENT A GRAND SUCCESS.

PANELISTS:

- UTKARSH VERMA, CO-FOUNDER & CEO AT UPRIDE
- WILFRED SHREYAS, PERSUASIVE SPEAKER - AUTHOR - PROFESSOR
- VINAYAK NADIGER, CEO AT LEONID CHEMICALS PVT LTD.

HOST AND CO-HOSTS:

- MANISH RENUKESH
- SREELAKSHMI S
- SRINIVASA RAO

INAUGURAL CEREMONY

8
DEC

2021
EVENT CONDUCTED ON

90

PARTICIPANTS



INAUGURAL CEREMONY

THE E-CELL OF NITTE MEENAKSHI INSTITUTE OF TECHNOLOGY, TEAM ENIGMA, CONDUCTED THE ANNUAL INAUGURAL CEREMONY ON THE **8TH DECEMBER 2021**. IT SIGNIFIED THE BEGINNING OF THE NEW ACADEMIC YEAR, NEW LEADERS STEPPING UP TO THEIR ROLES AND THE WELCOMING OF FIRST-YEAR STUDENTS AND NEW MEMBERS OF THE TEAM.

ONE OF THE PRIMARY OBJECTIVES OF THE EVENT WAS TO HELP THE NEW MEMBERS AND FIRST-YEAR STUDENTS TO UNDERSTAND THE ATMOSPHERE AND SPIRIT OF ENIGMA. KEEPING THE SAME IN MIND, PUBLICITY WAS EXTENSIVELY WORKED UPON. POSTS & ANNOUNCEMENTS REGARDING THE EVENT WERE PUT UP ON ALL THE SOCIAL MEDIA HANDLES OF ENIGMA AND WERE SHARED EXTENSIVELY. ALL THE EFFORT PUT IN THE PUBLICITY DEFINITELY PAID OFF AS THE SEMINAR HALL WAS HOUSEFUL ABOUT FIFTEEN MINUTES BEFORE THE EVENT BEGAN. THERE WAS A 100% ATTENDANCE OF THE 50 MEMBERS OF TEAM ENIGMA WITH AN ADDITIONAL 40 STUDENTS CHOOSING TO PARTICIPATE.

THE EVENT WAS HELD IN ROOM 412 OF THE MAIN BLOCK AND BEGAN AT **11.00 AM** IN THE MORNING. MEDHA'S INVOCATION SONG WAS THE PERFECT PLACE TO START. THE DAY'S SPEAKERS WERE WELCOMED BY MR BHARATH V, THE E CELL'S FACULTY COORDINATOR. THE LAMP WAS THEN LIT BY THE DIGNITARIES, AND DEVESH MIRANI, THE E CELL'S STUDENT HEAD, GAVE A BRIEF OVERVIEW OF THE E CELL'S ACTIVITIES.

ENIGMA'S OBJECTIVE AND PURPOSE WERE OUTLINED BY DR SUDHEER REDDY J, HOD OF THE MECHANICAL DEPARTMENT. HE ELABORATED ON THE NEED TO TAKE RISKS AND THAT BY OBSERVING OUR SURROUNDINGS ONE CAN COME UP WITH AN IDEA THAT COULD BE A MILLION-DOLLAR BUSINESS OPPORTUNITY.

ONE OF THE PARAMOUNT OBJECTIVES OF ORGANIZING AN INAUGURAL CEREMONY AND ORIENTATION WAS TO MOTIVATE AND EXCITE THE YOUNG MINDS WHO ARE FILLED WITH IDEAS, ENERGY AND ENTHUSIASM. THIS WAS ACCOMPLISHED BY INVITING AND GREETING **MR RAJIV P**, A MAN WHO HAS MADE A NAME FOR HIMSELF AS A SUCCESSFUL ENTREPRENEUR AND HAS A SOLID REPUTATION IN THE OMINOUS AUTOMOBILE SECTOR. MR RAJIV STARTED OFF HIS KEYNOTE SPEECH BY CONGRATULATING THE INSTITUTION FOR GIVING IMPORTANCE TO RATHER HOLISTIC KNOWLEDGE SUCH AS ENTREPRENEURSHIP WHILE IMPARTING TECHNICAL EDUCATION.

INAUGURAL CEREMONY

HE EMPHASIZED THE NEED TO CONSIDER ENTREPRENEURSHIP AS A JOURNEY RATHER THAN A DESTINATION.

HE THEN WENT ON TO SPEAK ABOUT HIS JOURNEY OF BECOMING AN ENTREPRENEUR, ALL WHILE DELIVERING SOME KEY TAKEAWAY LESSONS. MR RAJIV WENT ON TO EMPHASISE THE NECESSITY OF GIVING VALUE TO A CONCEPT, REMINDING US THAT, AT THE END OF THE DAY, ADAPTABILITY AND SUSTAINABILITY ARE CRITICAL FACTORS IN AN ENTREPRENEUR'S PATH.

HE EMPHASISED THAT AS YOUNG ASPIRING ENTREPRENEURS, OUR MAJOR WORRY SHOULD BE THE IDEA RATHER THAN THE FINANCIAL ELEMENT. "YOUR IDEA IS YOUR INVESTMENT," MR REDDY SAID IN ONE OF HIS MEMORABLE QUOTES.

THE INSPIRING SESSION BY MR REDDY WAS FOLLOWED BY THE UNVEILING CELL WEBSITE BY THE GUESTS FOLLOWED BY MR BHARATH V PRESENTING THE RESPONSIBILITIES DISTRIBUTION OF E CELL FOR THE ACADEMIC YEAR 2022-2023,

DR V SRIDHAR, THE DEAN OF OUR COLLEGE SHARED HIS INSIGHTS ABOUT THE WORLD OF ENTREPRENEURSHIP AND WHY WORKING TOWARDS IT CAN HELP US EARN WHILE WE EARN. WITH THE LAST WORDS BY DR H C NAGARAJ, THE PRINCIPAL, THE SESSION DREW TO A CLOSE. HE STATED THAT AS YOUNG STUDENTS WITH IDEAS, WE MUST STRIVE TO GROW WINGS TO THOSE IDEAS AND BECOME EMPLOYERS RATHER THAN EMPLOYEES.

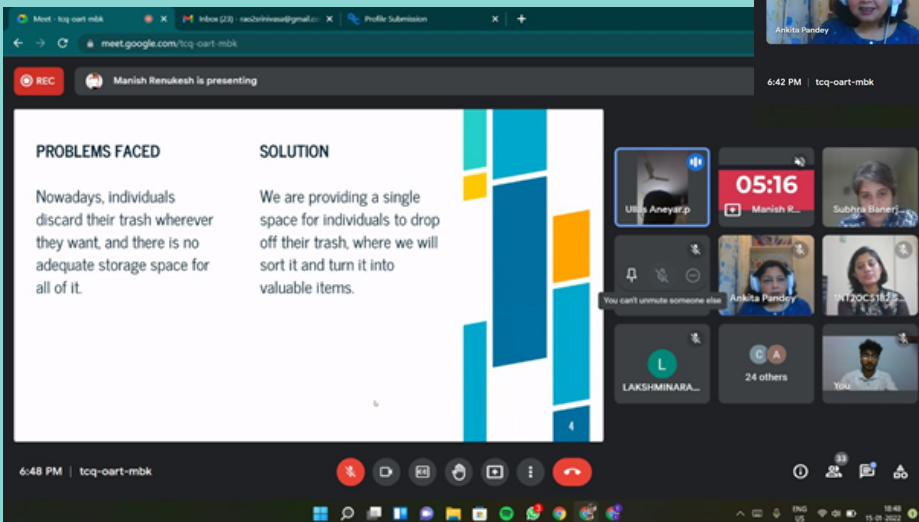
THE VOTE OF APPRECIATION WAS GIVEN BY MOHANA, ONE OF ECELL'S CORE AND THE EVENT CONCLUDED WITH SNACKS BEING SERVED TO ALL THE PARTICIPANTS AND SPEAKERS.

OVERALL THE EVENT WENT GREAT AND BECAME ONE OF THE MEMORABLE MOMENTS FOR THE TEAM.

IDEASTORM 2022

15
JAN
2022
EVENT CONDUCTED ON

29
PARTICIPANTS



IDEASTORM 2022

IDEASTORM 2021 WAS ORGANISED BY ENIGMA E-CELL, NMIT UNDER THE BANNER OF NEC, IIT BOMBAY CHALLENGE. THE EVENT WAS ORGANISED TO MOTIVATE YOUNG ENTREPRENEURS. THE EVENT BEGAN AT **5:30 PM** WITH THE WARM WELCOMING OF THE JUDGES AND THE PARTICIPANTS.

THE PARTICIPANTS WERE THEN BRIEFED ABOUT THE EVENT BY COORDINATORS. THE HEARTBEATS OF EVERY PARTICIPANT HAD STARTED PACING AS THE WINNERS OF THE EVENT WOULD WIN PRIZE MONEY WORTH RS 3000. IN THE COMPETITION EACH TEAM HAD 6 MINUTES FOR PRESENTATION AND 4 MINUTES OF QUESTIONING BY JUDGES.

WITH THE LAST PRESENTATION TAKING PLACE, THE EVENT CONCLUDED WITH OVERWHELMING SPEECHES BY OUR JUDGES. THE RESULTS WERE ANNOUNCED ON THE ECELL NMIT INSTAGRAM PAGE THE NEXT DAY. THE EVENT WAS A GREAT SUCCESS FOR OUR E-CELL AS IT GAVE MANY YOUNG ENTREPRENEURS OPPORTUNITY TO DIRECTLY INTERACT WITH BUSINESS EXPERTS AND STARTUP FOUNDERS THEMSELVES.

JUDGING PANEL :- 1) SUBHRA BANERJEE
2) ANKITA PANDEY

NO. OF PARTICIPANTS: 29

PRIZE MONEY - 1ST PRIZE - 3000
2ND PRIZE-2000
3RD PRIZE - 1000

MENTORS' MEET

13
JAN

2022
EVENT CONDUCTED ON

35

PARTICIPANTS



MENTORS' MEET

E-CELL'S MAIN AIM IS TO PROVIDE MENTORING, GUIDANCE AND SOLVING DOUBTS BY EXPERIENCED PEOPLE WHO HAVE MASTERED IN THEIR FIELD. FOR THE MEETING, ENIGMA INVITED MR RANAGANATHA NAYKAR, CO-FOUNDER AND DIRECTOR OF NUTRIPLANET FOODS PRIVATE LIMITED.

THE EVENT BEGAN AT 06:30 PM WITH A WARM WELCOME OF THE SPEAKER BY TEAM ENIGMA. THE MEET DELVED INTO THE INTRICATE ASPECTS OF ENTREPRENEURSHIP, SPECIFICALLY AFTER THE PREVIOUS EDITION OF IDEATION SUGGESTED A RELATIVELY INSUFFICIENT UNDERSTANDING OF THIS AMONG THE PARTICIPANTS. GOING BY ENIGMA'S PHILOSOPHY OF CONSTANTLY IMPROVISING AND HELPING THE ENTREPRENEURSHIP CULTURE

ON THE WHOLE ADVANCE, THE WORKSHOP HELPED PARTICIPANTS UNDERSTAND CERTAIN BUSINESS MODELS ADOPTED BY LARGE COMPANIES AS WELL AS SUCCESSFUL INDIAN STARTUPS, THE PROS AND CONS OF ALL, AND HOW THEY FARE IN THE LONG RUN.

FOLLOWED BY MR RANAGANATHA NAYKAR'S TALK, THERE WAS A QUESTION & ANSWER SESSION WHERE THE STUDENTS LOOKED TO CLARIFY THEIR DOUBTS AND MISCONCEPTIONS, MR. RANAGANATHA NAYKAR PATIENTLY ANSWERED ALL OF THEM.

ON THE WHOLE, THE MEET WAS ORGANIZED SUCCESSFULLY AND FANTASTIC FEEDBACK AND REVIEWS HELPED THE ORGANIZING TEAM AT E-CELL ENIGMA DECLARE THE MENTORS' MEET AS A GRAND SUCCESS.

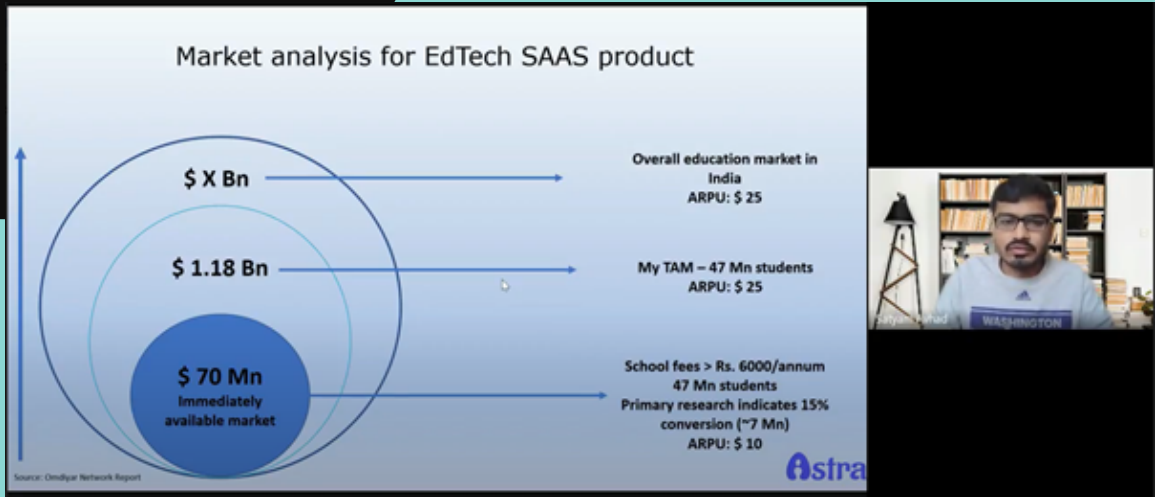
INSTRUCTOR AND SPEAKER:

MR. RANAGANATHA NAYKAR
CO-FOUNDER AND DIRECTOR
NUTRIPLANET FOODS PRIVATE LIMITED

MARKET ANALYSIS

30
PARTICIPANTS

15
JAN
2022
EVENT CONDUCTED ON



MARKET ANALYSIS

DATE & TIME: 15TH JANUARY 2022, 4-5PM
EVENT: THE IMPORTANCE OF MARKET ANALYSIS

THE EVENT WAS ORGANISED BY ENIGMA ECELL TO EDUCATE THE BUDDING ENTREPRENEURS IN OUR COLLEGE TO GET AN IDEA ABOUT THE IMPORTANCE OF THE MARKET FOR A START-UP.

SPEAKER:
MR SATYAM AVHAD
CO-FOUNDER OF ASTRA.

THE EVENT KICKED OFF WITH THE INTRODUCTION OF THE SPEAKER FOLLOWED BY THE SPEAKER SESSION WHERE HE GAVE INSIGHTS ON THE MARKETS THAT HAVE TO BE LOOKED INTO AS AN ENTREPRENEUR. HE EXPLAINED TO THE STUDENTS THE BASICS OF A MARKET LIKE WHAT IS TAM, SAM AND SOM. HE TOOK REAL BUSINESS EXAMPLES AND SHOWED HOW THE MARKETS ARE CALCULATED AND HOW IT IS IMPORTANT TO KNOW THE MARKET BEFORE HAVING A START-UP. THE EVENT WAS INDEED A WONDERFUL AND INFORMATIVE SESSION FOR ALL OF US.

THE SESSION NOT ONLY EDUCATED US BUT ALSO INSPIRED US TO TAKE THE FIRST STEPS IN OUR JOURNEY.

THE EVENT WAS CONDUCTED ONLINE AND WAS ATTENDED BY 25-30 PARTICIPANTS FROM ALL YEARS AND BRANCHES.

THE SPEAKER SESSION WAS FOLLOWED BY A SMALL Q & A SESSION WHERE THE SPEAKER CLEARED THE DOUBTS OF STUDENT IN THE BEST WAY POSSIBLE



Our Team



Head

Mohit Prabhakar



Vice - Head

Vivek Kumar



Documentation Head

Pooja Rai



Public Relations Head

Somya Srivastava



Operations Head

Devesh Mirani



Finance Head

Alini Christ Paul



Our Mentors



Faculty Incharge

Dr. J Sudheer Reddy
Prof. & HOD
Department of Mechanical
engineering

Faculty Coordinator

Mr. Bharath V
Asst Professor
Department of Mechanical
Engineering





Thank
You