



Technology Incubation &  
Entrepreneurship Development Cell

# E-SUMMIT'21

# REPORT

Breaking the Monotony

# Event Schedule

## DAY 01

October 15, 2021

7:00 PM

Opening  
Ceremony

10:00 PM

Creators Table  
Launch

11:00 PM

Networking  
Session

11:30 PM

Gaming Night

## DAY 02

October 16, 2021

11:00 AM

Solo Talk 1-  
Ankit Aggarwal

12:30 PM

Executive  
Symposium Prelims

2:30 PM

Solo Talk 2-  
Rakesh Rathore

3:30 PM

Dalal Street  
Quest

5:00 PM

Solo Talk 3-  
Armaan Sood

# Event Schedule

## DAY 02 Continued

October 15, 2021

6:00 PM



Executive  
Symposium  
Finals

9:00 PM



Informal Night

## DAY 03

October 17, 2021

10:00 AM



Solo Talk 4-  
Dr. Srinivas  
Chunduru

11:30 AM



Ideathon  
Presentations

2:00 PM



Marketing  
Mockup  
Presentations

4:00 PM



Solo Talk 5-  
Mr. Mujahid  
Omer

5:30 PM



Pannel  
Discussion

7:30 PM



Closing  
Ceremony

**SPEAKERS**



# Raja Sekhar

Kicking off E-SUMMIT on a high note with the Networking session we had Mr.Raja Sekhar motivated the attendees with his very enthusiastic and thoughtful words.

Teaching us the rule of CRIPES, a major takeaway from his insightful speech was to always keep our own mental health and self-satisfaction as a priority. Rather we learned to ask the right type of questions and the answer to everything lies within us.





# Ankit Aggarwal

Sharing his life journey from JUIT to founding Dare2Compete, Mr. Ankit Aggarwal provided a very informative insight into what he has experienced and how he takes proper advantage of those experiences converting them to real-time opportunities.

The major takeaway was to understand the fact that no one can predict or determine the success of a certain startup or an idea. It is the right time, the right kind of effort that the individual needs to exhibit in order to brew just the perfect kind of output.

# Rakesh Rathod

It's said that it's good to have a plan. To explain that a great session was taken by Mr. Rakesh Rathod. He talked about "Impact of Financial Planning on a life". He explained the importance of early investment, Emergency funding, and insurance.

He shared his financial journey and took the doubts of the attendees and answered those in brief. Overall it was a session full of Finance and Fun.







# Arman Sood

There are a lot of challenges faced by an entrepreneur, especially when you are young and there is a lot that you have to learn yet. But when all these challenges are overcome you get a brand like “Sleepy owl coffee” and this makes you an entrepreneur like Arman Sood.

Along with sharing his journey, he solved many doubts of budding entrepreneurs and gave them some great advice that surely gonna help them during their journey.



# Shakti Shetty

“Brand is an outcome of a great product” as quoted by Communication and Content specialist, Shakti Shetty, the session provided everyone a walk-through on how nimble-witted marketing strategies assist contact prospective consumers and convert them into unswerving customers of their products or services.

When weighing in on marketing mockup presentations, he made certain that everyone understood how recognising that “the most essential commodity in market is attention” can be a game-changer and pique people’s interest.





# Mujahid Omer

As rightly quoted "Design is not just what it looks like and feels like. Design is how it works" our speaker Mujahid Omer who is a product designer at Snapdeal, elucidated this in the multi-disciplinary session espousing the intersection of design disciplines.

Not only did he imparted a roadmap for pursuing a career in UI/UX, but he also explained how a but also elucidated how a competent designer observes users, analyses what they do, inquires about the reasons for actions, and validates their responses in order to optimize the product's user experience.

# Dr. Srinivas Chunduru

Talked about how to start a successful startup and what are the easiest ways to get funding for your startup.

The session was way far useful for all the young and enthusiastic entrepreneurs who are looking forward to start their ventures but aren't sure how to?







# E-summit' 21

Breaking the Monotony



**Max Klymenko**

Youtuber || Creative Director klym&co ||  
Online Edutainer (2M+ on tiktok)





# Creator's Table

A moderated pannel discussion on the topic:

"How startups are competing with corporate giants."



**EVENTS**

# Executive Symposium

Participants were given different roles in a firm's boardroom meeting simulation. The event was divided into prelims and final stage, each stage provided with a very thought-provoking problem statement, putting all the roles at the edge of providing worthy solutions while they diplomatically tried to sabotage the amendments and resolutions in their favor. The event was charged with heated discussions, smart solutions, defensive tactics, overall making it a very energy filled discussion platform.

# Marketing Mockup

Marketing can make an average product soar great heights and also flop a great product. Therefore understanding the importance of marketing is really important regardless if you are putting a product in the market or even yourself. With the same agenda, Marketing mockup sought to provide the challenge of successfully advertising and marketing the most useless products to pave a way for their success in the market.

# Design Develop

For many the logos may just be a small photo representing the company. It's not just what the companies deliberately put out, their logos speak a lot about themselves. Understanding this importance of a Logo, Design develop set to provide the participants a challenge to redesign any company's logo, enhancing the relevance of that logo attached with the company's profile and adding a clever pun to the new logo.

# Change Makers

Business experts from all parts of the world shared their perspectives, lessons and stories. Providing a varied level of insight in the corporate world along with a directioned vision for the attendees, boosting their efforts to hustle for a successful career.



# Ideathon

Great ideas turn into great startups in the future. To bring out those ideas and give them a platform, an ideathon was organised. Here participants had to choose from the 4 given problem statements and focus their solutions around it. They had to make a presentation explaining the problem statement and the solution. Along with this the participants also prepared a BMC (Business Model Canvas). This event gave them an idea about how to pitch a startup idea and to learn the process behind it.

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# Informal Night

Not only events and workshops but informal night and gaming night were also organised. Here participants were allowed to play any of the games that were mentioned and have fun. During the informal night many artists were called and they performed and entertained all. Not only this but the floor was open for participants to show their skills. Many participants took advantage and showed off their skills and made that night full of fun.

# Dalal Street Quest

Sub divided into two events:

1. Investment simulation - Here participants were given Rs. 1,000,000 and a 5 days to invest into the stocks they think will bring them profit. The team with the highest profit was declared as the winner.
2. Quiz: This was a 20 minute quiz and participants were given 20 questions to answer. This quiz was designed to check the basic knowledge of the participants in the finance domain.

## Creators Table

Learn from the experience of women entrepreneurs. In the creators table Priya Guliani, Meenu Bhatia and Rohini Unnikrishnan who are doing great in their respective domains shared their experience of becoming an entrepreneur. They shared their journeys and the challenges they faced on the way and the ways to overcome them.





## Dalal Street Quest Round 2



## Decoding College To Corporate with our Alumnus Mr. Ankit Aggarwal







## **Executive Symposium Finals!!**



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## **Executive Symposium Finals!!**







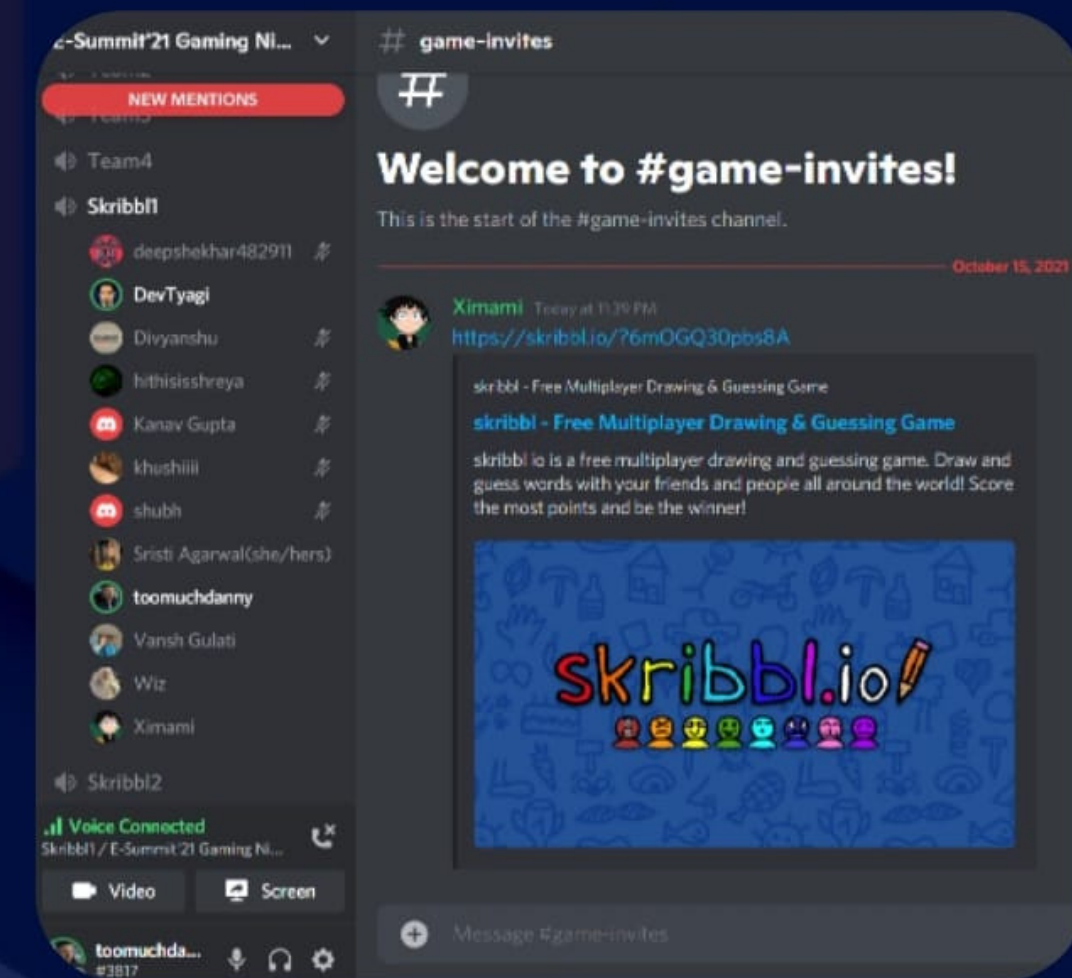
**Gaming Night bringing an end to Day 1**



**Networking at it's best throughout the evening!!**



# Gaming night Done right!







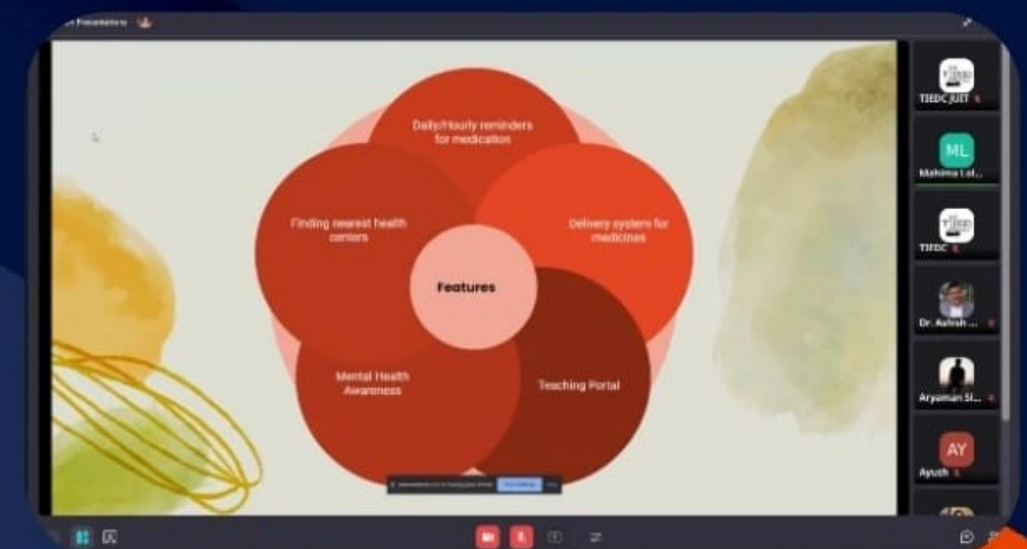
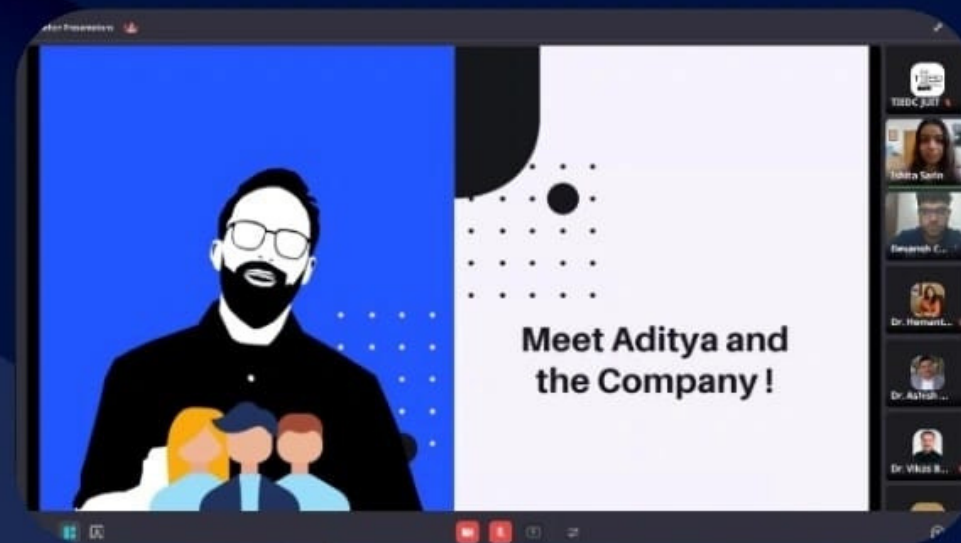
**Ideathon!!**



**Ideathon!!**



**Ideathon!!**



# Prizes

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75k+

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**Does that rev up the heat?**

Exciting goodies and merch worth 50k+, certificates of accomplishment, enthralling subscriptions and much more!





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 **YES**  
**STARTUPS**

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atmos

# END NOTE

The ESUMMIT'21 overall worked as a launchpad for not only budding ideas to develop into reality but also a launchpad for the motivation levels of the young dreamers.

The exposure gained by interacting with some of the most profound minds in the business world will really help the attendees make efforts in a very structured and target oriented manner.

The sub events of ESUMMIT helped the participants build many soft skills and understand the importance of communication and networking.