



## WORK POLICY E-CELL KARUNYA

### E-CELL

#### Description:

Entrepreneurship Cell (E-Cell) is set up to foster an entrepreneurial mindset among the students of Karunya. The main motive of this dynamic organization is to bring up student entrepreneurs and make Karunya, a start-up hub.

### EVENTS AND MANAGEMENT

#### Description:

The events and management portfolio aims at creating awareness of entrepreneurship and bringing start-up ideas among the students through creative, innovative, and feasible events.

#### Roles and Responsibilities:

1. Brainstorming and deliberating entrepreneurship-centred event ideas.
2. Planning, and implementing event plans that help develop an entrepreneurial mindset among the students.
3. Hosting and execution of events.
4. Obtaining necessary permissions for the events.
5. Maintain pre and post-event records to summarize the event for later references.
6. Fetch feedback and analyse the feedback data that allows addressing of any potential question or an issue.

#### Objectives:

1. Create awareness on entrepreneurship.
2. Cater to the general needs of the start-ups by conducting events according to necessity.
3. Bring ten start-ups.

### MARKETING

#### Description:

Marketing Portfolio in E-Cell functions to make students aware of the activities organized by E-Cell and develop an entrepreneurial mindset among the audience. Marketing influences students to think out of the box for bringing in innovative ideas.

#### Objectives:

1. Responsible for marketing plans, driving new initiatives, and executing marketing strategies to increase the viewers for all events conducted under the banner of Innovation and Incubation.
2. Ensure best marketing practices are implemented across all digital channels, emails, and communications.
3. Develop interactive content strategies for E-Cell and lead teams to ensure event-to-event marketing methods are implemented to engage with our audience year-round while enhancing digital platforms performance and audience engagement.
4. Responsible for database growth and development.
5. Driving new marketing initiatives to grow new audience acquisition online and at.

## **CORPORATE**

### **Description:**

Corporate relations team works to maintain positive relationships with other start-ups and businesses. They are tasked with developing and improving the local, regional, and national image and reputation of E-Cell Karunya.

### **Roles and Responsibilities:**

1. Establishing relations with its stakeholders, venture capitalists, resource persons, and accelerators through communication channels.
2. Maintaining and translating the company's brand to their various audiences.
3. Strong corporate culture, corporate identity, and corporate philosophy.
4. Playing a role in highlighting a firm's corporate social responsibility (CSR)
5. Encouraging collaboration across various start-ups and connecting them to E-Cell.
6. Developing and recommending corporate public relations policy and sharing it with top management and all departments.
7. To support the organization's mission.
8. To manage an external communication framework.

## **BUSINESS DEVELOPMENT**

### **Description:**

Primarily BDM is tasked with developing and diversifying business so that outcome increases and the future and growth of the organization are guaranteed. A Business Development Manager job description should ask for a range of skills and capacities that center on the best strategic outcomes for the organization.

The Business Development Manager (BDM) is often the first point of contact a new potential client will have with a business when they are seeking information on the services the organization provides.

### **Roles and Responsibilities:**

1. Developing growth strategies and plans
2. Managing and retaining relationships with existing clients
3. Increasing client base
4. Should act as a catalyst in a startup
5. Writing business proposals
6. Researching on startup opportunities
7. Identifying and mapping business strengths and customer needs
8. Following industry trends locally and internationally.
9. Reporting on successes and areas needing improvements

### **Objectives:**

- To find the best startup ideas from the campus.
- To support the startup to grow them from ideation stage to product.
- To provide necessary resources required from E-Cell.
- To have 20 startups by the end of the academic year.

## **HUMAN RESOURCES**

### **Description:**

Human Resource deals with maintaining the operations and relations within the team. It sets clear goals for managing its company's workforce and will make great strides toward ensuring the company's success by implementing policies and reviewing individual performance.

### **Roles and Responsibilities**

1. Maintain Workforce (Recruitment, Dismissal)

2. Maintain Team records
3. Maintain minutes of the meeting
4. Prepare work policy and implement it.
5. Collect feedback from the team and maintain relations within the team.
6. Evaluate each individual's work in the organization.

### **Objectives:**

1. To maintain the team count.
2. To manage the workflow and keep the team enthusiastic.
3. To increase work efficiency.
4. Time to time refreshment and appreciation to the team for their hard work.
5. Watch over everyone's performance.

## **E-CELL CONSTITUTION AND BY-LAWS**

### **ARTICLE - I**

- Entrepreneurship Cell Karunya

### **ARTICLE II**

The purpose of the entrepreneurship cell is three-fold, namely,

- To bring out the entrepreneurial flair in students.
- To make students understand the entrepreneurial attitude and entrepreneurial skills.
- To provide them with a platform that gives the students a number of innovative opportunities to develop the entrepreneur in them.

### **ARTICLE III MEMBERSHIP ELIGIBILITY**

**Section A:** All the students of Karunya University from 1st and 2nd-year undergraduates are eligible to be a part of E-Cell Karunya.

**Section B:** Recruitment will take place according to the requirements of the organization.

The selection process must include the following:

- Group discussion round
- Personal Interview
- Solo Task related to the portfolio the candidate has applied for.

The number of rounds of the above-mentioned events shall be increased / decreased based on the number of applications and vacancies, in order to select the best of the lot.

**Section C:** Workplace Policy

- Mandatory working period - All new recruits are required to work in E-Cell for at least One Semester.
- All members are entitled to 10 days of authorized leaves. All leaves will require a leave application mail to be sent to HR before 4 days of the said leave period.
- E-Cell will not function on Public Holidays\* and during Exams\*. (\* - unless in case of emergencies)
- Members are required to attend all meetings without fail and complete all given tasks by the said deadline. On grounds of not being able to join a meeting or complete a given task, he/she must inform the respective head about it as early as possible.
- Heads are required to submit a work report twice every month, on the 2<sup>nd</sup> and 4<sup>th</sup> Friday by 6:00 PM IST. Which would then be compiled and sent to the faculty advisor for verification.

**Section D:** Withdrawal Process

- Notify the Head of the portfolio at least a month before.
- The responsibilities shall be handed over to the person who is trained in the place of the said person leaving the organization.

- If no member is there to take up the person's responsibilities, the resignation shall not be accepted.
- If the member resigned is found eligible in any of the conditions mentioned in Appendix II, he/she shall be awarded accordingly.

## **ARTICLE IV EXECUTIVE BOARD OF OFFICERS AND DUTIES**

**Section A:** Officers of E-Cell Karunya are as follows:

- Chief Executive Officer
- General Manager
- Heads of the Portfolios
- Deputy Heads of the Portfolios
- Senior Coordinators
- Coordinators.

**Section B:** Chief Executive Officer of the organization shall preside at all meetings of the organization and shall prepare the agenda for meetings. The Chief Executive Officer must be an undergraduate student. The Chief Executive Officer shall be the official spokesperson of the organization, representing the policies, views, and opinions of the organization in its relations with the campus and community at large. The Chief Executive Officer shall appoint all committees and Heads of every Portfolio of the Organisation.

**Section C:** The General Manager shall preside at organization meetings in the absence of the Chief Executive Officer. The General Manager shall perform all legal duties assigned by the Chief Executive Officer. The General Manager shall assume the office of Chief Executive Officer if the office becomes vacant.

**Section D:** The roles and responsibilities of the portfolios namely Marketing, Corporate Relations, Business Development and Events and Management is discussed in the Work Policy of E-Cell Karunya.

**Section E:** The Members of the Human Resources Portfolio shall take minutes at all meetings of the organization including multiple portfolio meets, upload these on the Human Resource drive, and send required copies to all organization members.

## **ARTICLE V MEETINGS**

**Section A:** Meetings – Regular meetings shall be held weekly, monthly, etc. during the regular academic year.

**Section B:** Special Meeting – Special meetings may be called by the Faculty/Advisory Committee.

**Section C:** The basic agenda at regular meetings shall be as follows:

1. Call to order
2. Approval of minutes
3. Executive committee report
4. Portfolio reports
5. Old Action Points
6. New Action Points
7. Announcements

**Section D:** Under *unforeseen* circumstances, the meetings are permitted to be held online using any video conferencing platform.

It is mandatory for all the members and Heads of the respective portfolios to attend all the meetings specified in Sections A and B.

## **ARTICLE VI ADVISORY COMMITTEE**

**Section A:** Duties – The responsibilities of the faculty advisor shall be to:

- Maintain an awareness of the activities and programs sponsored by the student club.

- Meet on a regular basis with the Chief Executive Officer to discuss upcoming meetings, long-range plans, goals, and problems of the club.
- Attend regular meetings, executive board meetings as often as the schedule allows.
- Assist in the orientation of new coordinators.
- Explain and clarify campus policy and procedures that apply to the club.
- Provide direction in the area of parliamentary procedure, meeting facilitation, group-building, goal setting, and program planning.
- Assist the Finance Team in monitoring expenditures (if any), and corporate sponsorship to maintain an accurate and up-to-date account ledger.
- Inform members of those factors that constitute unacceptable behaviour on the part of the organization members, and the possible consequence of said behaviours.

Section B: The communications between the advisory committee must be done via mails.

## **ARTICLE VII CODE OF CONDUCT**

Section A: The heads of the portfolios, coordinators and the members must abide by the rules and regulations mentioned in the constitution.

Section B: The heads of the portfolios, coordinators, and the members must adhere and fulfil the roles and responsibilities mentioned in the Work Policy.

Section C: The heads and coordinators must respect and fulfil the tasks, deadlines, and instructions given by the senior management and the faculty coordinator.

Section D: The heads of the portfolios, coordinators, and the members must be present in all the meetings punctually and interact as well as participate in the discussions taking place.

Section E: All team members must show mutual respect amongst each other. All internal and external communications must be conducted in a formal manner and shouldn't be derogatory in any way.

Section F: The heads of the portfolios, coordinators, and the members must inform the Human Resource Team beforehand in case of any personal leave(s) or absence(s) for genuine reasons for not being present/active during the working semester or any meetings scheduled through email.

Section G: Any issues and/or internal conflicts pertaining to other member(s) of the organization are to be solved in the presence of the Chief Executive Officer, General Manager, and the Human Resource Head/Coordinator.

## **ARTICLE VIII AMENDMENTS**

Section A: This Constitution is binding to all members of E-Cell Karunya but is not binding unto itself.

Section B: Amendments to the Constitution must be proposed in writing by an active member at any regular meeting in a particular proposal addressed to the Chief Executive Officer and the General Manager.

Section C: Proposed amendments shall be voted upon only after two regular meetings following the introduction of the proposal.

Section D: Proposed amendments will become effective following a 70% affirmative vote of the active members.

Section E: The voting should be carried out by show of hands or anonymously through any medium. Voice vote is strictly not allowed.

## **ARTICLE IX PARLIAMENTARY AUTHORITY**

Section A: The rules contained in this Constitution, revised, shall govern the organization in all cases to which they are applicable and in which they are not inconsistent with the bylaws or the special rules of order of the organization.

## **ARTICLE X UNIVERSITY POLICIES**

Section A: This organization shall abide by all applicable policies instituted by the University of Karunya.

## **APPENDIX I ACTIONS AND PUNISHMENTS**

Section A: If the attendance of the member is below 80%, he/she will be given a warning mail.

Section B: If the warning mails given to a member exceeds 2 numbers, then the Human Resource has all the authority to terminate the member.

## **APPENDIX II CERTIFICATIONS AND REWARDS**

Section A: If the member of the club has resigned after rendering services for less than 6 months or one semester, he/she will be receiving an appreciation letter/mail.

Section B: If the member of the club has resigned after rendering services for 6 months or one semester, he/she will be receiving an Experience Certificate.

Section C: If the member of the club has resigned after rendering services for more than one year or two consecutive semesters, he/she will be receiving an Experience Certificate as well as some personalized goodies\*.

Section D: If the member of the club has been terminated for any of the causes shall not receive any of the certifications mentioned in Section A, B, or C.