



ENTREPRENEURSHIP AND DEVELOPMENT CELL

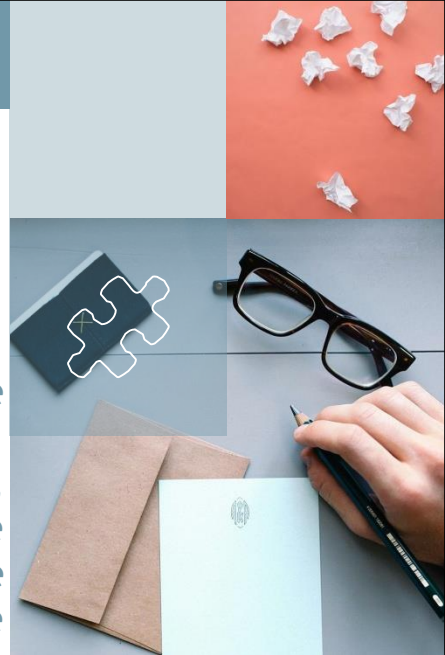
PRESENTS

THE WORKSHOP AND THE INNOVATION CONCLAVE



OVERVIEW

E Cell, Pantnagar is going to organize the entrepreneurial fest for the overall development of the youth. This mega event will include counselling session, workshops, innovation conclave. To embrace this events, many dignitaries will be welcomed who will contribute towards enhancing the entrepreneurial skills of creative and young entrepreneurs. They will motivate the students to write the success story of their own and be the revolution. This will be a stepping stone towards the rise in standard of both the students and the university. Many students will participate to witness this revolutionary idea and set a clear goal of their life which will help them in the future.



SCHEDULE

- DAY 1

- * COUNSELLING SESSION
- * ENTREPRENEURIAL EVENTS
- * WORKSHOPS

- DAY 2

- * WORKSHOPS
- * ENTREPRENEURIAL EVENTS
- * INNOVATION CONCLAVE

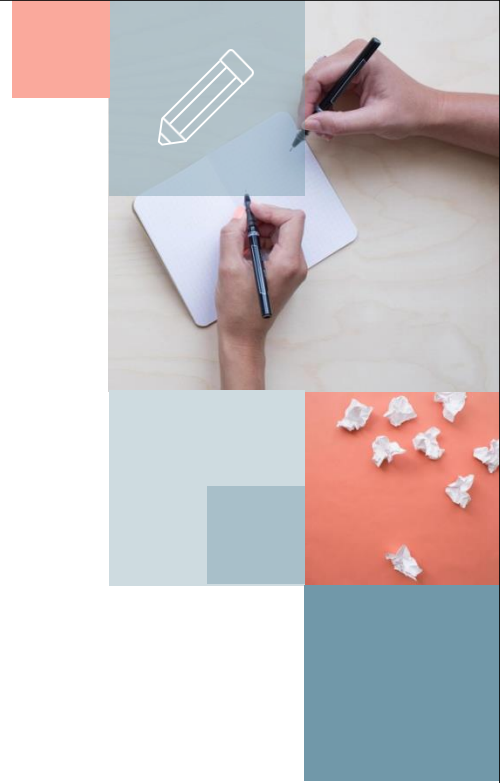
- DAY 3

- * INNOVATION CONCLAVE
- * BREAK
- * REWARDS AND HONOURS
- * FOUNDER'S SPEECH



COUNSELLING SESSIONS

Career development or career counselling is a lifelong process that actually started when you were born! There are a number of factors that includes your career development abilities, values, personality, background, and circumstances. In recent years, various forms of career guidance and career counselling have become more prominent and better serviced in most universities throughout the world such services are obviously to the benefit of the students themselves and for society.





WORKSHOPS

TOPICS:

1. PRODUCT DEVELOPMENT
2. GROUP DISCUSSION & PERSONAL INTERVIEW
3. DIGITAL MARKETING



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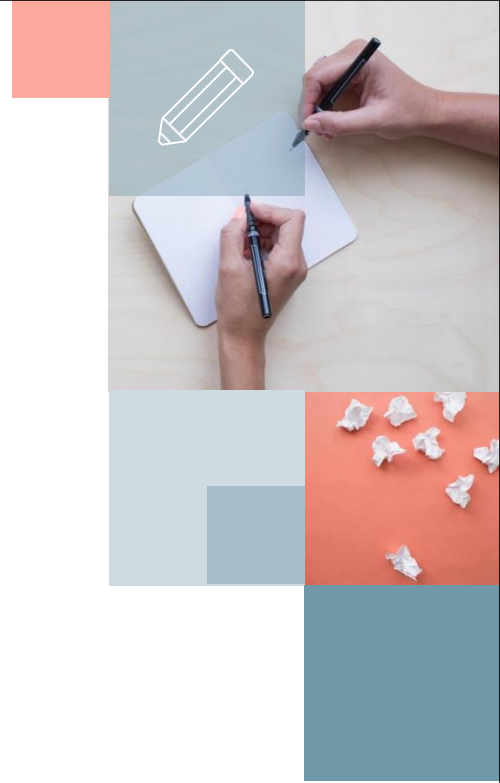
PRODUCT DEVELOPMENT

In business and engineering, product development covers the complete process of bringing a new product to market. In a nutshell, product development is simply the creation of products with new or different characteristics and basically includes the techniques for the modification of an existing product. Cost, time and quality are the main variables that drive customer needs. Aiming at these three variables, companies develop continuous practices and strategies to better satisfy customer requirements and to increase their own market share by a regular development of new products.



GROUP DISCUSSION & PERSONAL INTERVIEW

Clearing the written test is one of the most important steps in securing a dream job. However, it doesn't end there. Students should also be competent enough to clear the group discussion and personal interview rounds. Today, many organizations look for candidates with great knowledge and interpersonal skills. Group discussions and personal interviews serve as the best ways to assess the efficiency of candidates. We at Entrepreneurship and Development cell have developed a special workshop to develop the GD and PI skills among candidates who appear for campus placements.



Digital marketing is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium. Digital marketing methods such as search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, and optical disks and games are becoming more common in our advancing technology.



THE INNOVATION CONCLAVE

How to Get Maps

Maps

Good maps are in general extraordinarily easy to obtain. Even the small-scale maps distributed by gas stations are generally pretty good. Sectional maps, particularly those government publications, are inexpensive in the extreme. Furthermore, most suppliers will furnish upon request the detailed lists of exactly what they have available.

Maps of those portions of the United States east of the Mississippi River may be secured from the U. S. Geological Survey, in Washington, DC. For maps of areas west of the Mississippi contact the U. S. Geological Survey, Federal Center, Denver, Colorado.

For maps of national forest areas, write the Forest Service, Department of Agriculture, Washington, DC. Maps of the Great Lakes and Lake Survey, Federal Building, Detroit, Michigan. Canadian maps may be obtained from the U. S. Civil public affairs located in the various consular offices, from the Government Travel Bureau in Ottawa, and from the Map Distribution Office, Department of Mines and Technical Surveys, which is also located in Ottawa, Ontario.

For governmental maps of Mexico, write: Dirección de Geografía y Meteorología, Tacuare, D. F., Mexico. Two private sources for foreign maps are: The National Geographical Society, 11th and M Streets, Washington, D.C., and the International Map Company, 90 West Street, New York, NY.

Why contour maps are preferable

Contour maps are by far the most valuable for wilderness use, indicating as they do valleys, canyons, mountains, and other such geographical features in terms of elevations. Consulting such

maps in strange country can save one an exhausting amount of unnecessary climbing, descending by compass in a straight line, even when possible, is often not advisable. In mountainous terrain, for example, we soon learn that on more than one occasion both time and strength can be conserved by circling several miles along an open ridge instead of striking a small fraction of the distance straight across a deep ravine to the next destination.

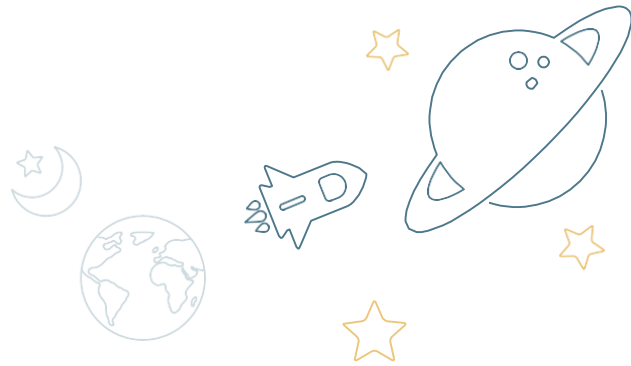


ABOUT THE INNOVATION CONCLAVE

The innovation conclave brings together the nation's nonpareil speakers on innovation and the leading Indian innovators themselves. The conclave is not only an amalgamation of a plethora of Innovations that arose because a problem needed to be solved, but also which has strong growth potential across various levels.

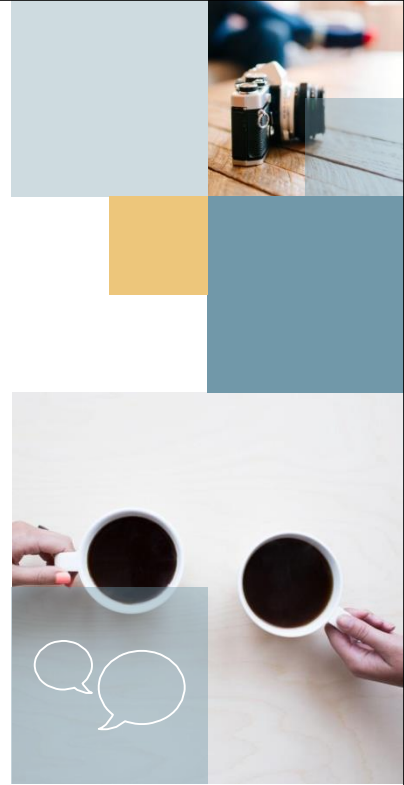
Entrepreneurship Cell believe that Innovation is a paramount force that drives any startup, a company and ultimately the growth of any country. With this belief, we present to you The Innovation Conclave, a confluence of visionary innovators from all across India, a true melange of innovators and startups; one simply can't afford to miss.





THE START UP EXPO

**.TECH STALLS
.FOOD STALLS
.GENERAL STALLS
AND MANY MORE.....**



ABOUT THE EXPO

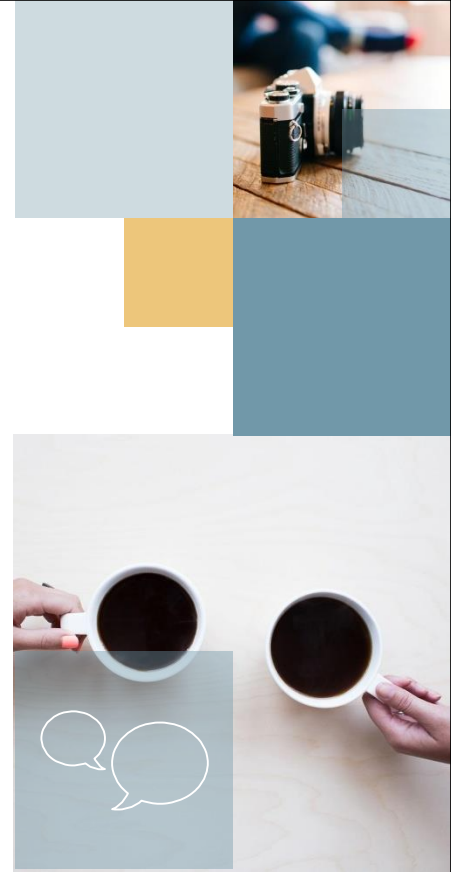
A unique one-day event that brings together an entire ecosystem of support for Start-up success.

It includes the arriving of companies with their stalls like technology stall, food stall and various other products stalls Showcasing their products at the prominent locations of the college. The Startup Expo is an unprecedented collaboration of over various partners to make your startup dreams come true.



REWARDS AND HONOURS

An award, after ample hard work adds more sweetness to the efforts. It is an appreciation, and ensures the on-going progress. In the conclusion awards and honours will be provided to the most creative, versatile and future entrepreneurs. Besides contributing for the development of society and self, they will act as a role model for others. It will be followed by honouring the dignitaries who will lend their precious time to lighten the path of youngsters.



CONTACT US:



Address:

**G.B Pant University of Agriculture & Technology
Pantnagar- 263145**

www.ecellgbpuat.com Phone-8869000820



contact@ecellgbpuat.com



fb.com/ecellgbpuat

