



E-Cell
IIT ROORKEE



IIT Roorkee's

E-SUMMIT'21
EMBRACING EVOLUTION

5th - 9th January

CAMPUS AMBASSADOR PROGRAMME

RULEBOOK



Content

About E-cell	01
About E-Summit	02
Campus Ambassador Program	03
Who is a Campus Ambassador	05
Let's Understand Work	06
Award System	10
Successful Campus Ambassador	15
What Would YOU Get?	17



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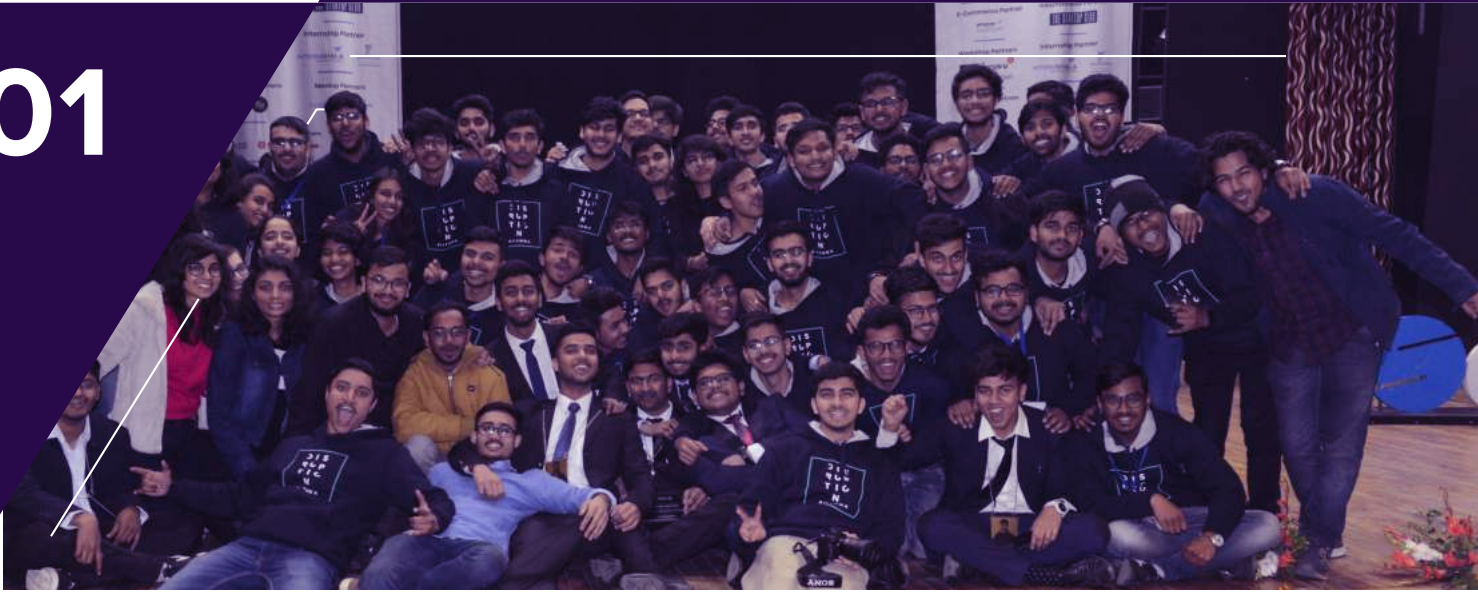


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01



ABOUT E-CELL

The Entrepreneurship Cell of IIT-Roorkee, previously known as Entrepreneurship Development Cell IIT Roorkee (EDC IITR), has been established to create, foster and promote the spirit of entrepreneurship among the youth of the nation. Made in the early months of 2006, the Entrepreneurship Development Cell has already taken rapid strides in cultivating entrepreneurial temper and has succeeded in carving a niche for itself. It wants not only to ignite the minds but also to nurture the ideas of one of the most talented students of India. E-Cell IIT Roorkee is committed to building a robust platform for budding entrepreneurs. The vision is to guide the students to take entrepreneurship as a career, as a path to success, as a journey of wisdom.



02



ABOUT E-SUMMIT

E-Summit is the flagship event of E-Cell IIT Roorkee. This entrepreneurial festival aims to foster the zeal of entrepreneurship not only among the students of IIT Roorkee but also the external participants from other colleges. E-Summit will include Startup Internships/Expo, VC lounge, Business Conclave, Panel Discussion, Networking Meets, Mentoring Sessions, Internship Fair, Competitions, Workshops and many more events aimed at developing an entrepreneurial attitude among the participants. E-Summit will witness the presence of eminent entrepreneurs, budding professionals, mentors, angel investors, venture capitalists, and students from different domain across the globe.



03

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CAMPUS AMBASSADOR PROGRAMME

The CAP (Campus Ambassador Programme) is a pinion initiative of E-Summit IIT Roorkee, 2018 organised by the Entrepreneurship Cell, IIT Roorkee and aims to amplify our purview to newer horizons. We aspire to increase our outreach to as many students as possible throughout the country and spread the spirit of entrepreneurship to similar extents. This year E-Summit IIT Roorkee brings with it loads and loads of colossal opportunities for the participating students and exciting perks for the Campus Ambassadors. The students selected as the Campus Ambassadors would bear the flag of E-Summit IIT Roorkee in their respective colleges to help us to promote



E-Summit among the students of their colleges. The selected Campus Ambassador, in his entire tenure, would be actively interacting with E-Cell IIT Roorkee about the available opportunities and requisites for promotions.



04

WHO IS A CAMPUS AMBASSADOR?

Campus Ambassadors are forward-thinking, ambitious, optimistic college students who have demonstrated through action and with the desire to represent E-Cell IIT Roorkee & the ideas for which it stands for. They are passionate, intelligent, and entrepreneurial. They are problem solvers and opportunity creators. They know their campuses better than anyone else and can find ways to cooperate with other groups or act independently to spread the culture of entrepreneurship on their campus.



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05

LET'S UNDERSTAND WORK

DASHBOARD

To carry out the work of a Campus Ambassador you would need to have the understanding of the tool to manage all your activities.

The complete grasp of the functioning of your dashboard is of supreme importance to your job as the Campus Ambassador.

They would bear the flag of E-Cell IIT Roorkee in their respective Colleges to help us promote E-Summit'21 among the students in their college.



Let's look at a brief outlook of how your dashboard looks on first glance-

1. The left side of the dashboard contains:

Tasks- your upcoming tasks would be mentioned here.

Leaderboard- shows the list of top 30 performing CAs registered with us.

Payments - Your payments to participating in the Summit

CA Rulebook- this gives a brief description of your work.

Profile - where Personal information about the CA with a profile picture, name and your score. To view or edit your complete profile select 'View Profile', then 'Edit Profile', and you can change your profile details. It also contains invite code using which you can invite other participants to the Summit.

2. The bottom right corner would contain a message bot through which you can contact us.
3. The centre dashboard includes the list of task to be performed. Choose the file to be uploaded and drag it onto your Dashboard. Files should be uploaded in the form of screenshots, Word docs, etc. There would be a text box present there itself



which is optional to fill. You may enter the marketing plan/strategy you made to achieve your target.

4. The centre-right part has an 'updates' tab for announcements to all CAs regarding the latest developments or the changes in the schedule.
5. Every 20 days, your tasks will be monitored, and if the tasks are not completed on time, then you will be off-boarded.

HOW TO UPLOAD SCREENSHOTS?

You must have realised by now that to make the most of the points system, you need to upload the screenshots of almost every task you perform.

Here are the guidelines you need to follow to upload the same -

1. Visit the Facebook page or post using which you wish to claim your points by clicking on the share button near the task.
2. Take a screenshot of the post.
3. Open your dashboard.
4. Choose the post you wish to upload and drag it on your Dashboard.



5. To upload an Excel sheet or Word doc or any other file type, choose the file and drag it on your Dashboard similar to what you have to do above.



06

AWARD SYSTEM

As a Campus Ambassador, you will be provided with a dashboard to monitor and keep a track on all your activities. We would also be provided with a chatbot for you to communicate with us.

Furthermore, you would be given a coupon code that would solely belong to you.

The points would be awarded according to the set criteria which would automatically get updated on the leaderboard.

The rules are-

1. For each 'Like' on a given post you share on Facebook, you will be awarded with 2 points.



2. For each 'Like' on our Facebook page, you will be awarded 1 point. In order to claim your awarded points, you are required to invite all of your connections or contacts. Further, a screenshot of the number of 'Likes' of your invites must be shared with us.
3. For each share of the E-Summit poster, you will be awarded with 5 points.
4. As a Campus Ambassador, you will be given a unique ID which you can forward to your contacts. They are required to fill in the ID of the Campus Ambassador by whom they were referred to. As such, for each successful registration using your unique link/ID 15 points will be credited to your unique coupon code.
5. For each successful payment made using your unique coupon code, you shall pocket 60 points.
6. For each startup and their alumni contact in the database you have provided us with, you will be awarded 10 points i.e for every 10 startups you referred to, you will be awarded a total of 100 points.



7. Apart from start-ups, you are required to submit a database of students from your college or elsewhere. For every 10 entries you provide, 30 points will be awarded to you.
8. While the databases of the students are most welcome, but that of E-Cell members of the college would reap you more rewards. Here, for every 10 entries, you will be awarded 50 points.
9. For each insta story mentions(@ecelliitr) you will be awarded 5 points. In order to claim these points, after 20 hrs, a screenshot of the same should be uploaded on the dashboard for this. Additionally, if the screenshot is uploaded including the number of views, an additional 5 points will be rewarded, amounting to a total of 10 points.
10. For each hashtag mention (#) you will be awarded with 5 points. It is mandatory to upload the screenshot of the mention on your dashboard for tracking. Points will be given automatically afterwards.



11. Contingent model point system- In this system, a group of 5 or more will be treated as a contingent. These contingents can be formed amongst themselves. Every contingent will have a team leader or representative. While all members of a contingent, leaders including, are required to register per-se, the leaders needs to register their contingent as a whole separately at a later stage. In case you, as a CA, yourself come with a contingent being the leader, 100 points will be awarded to you straight-away. In case you have referred and thus are sending a few contingents on their way, the points you receive depends on the number of members in the contingent.

Here's how-

- a) For a contingent of 5 members, 100 points will be awarded.
- b) For a contingent of 5-10 members, 150 points will be awarded
- c) For a contingent of more than 10 members, 200 points will be awarded.

12. A number of events will be organised during the E-Summit, which are open to participation for all contingents. If a given contingent goes on to win a particular event, the entire team will be awarded points. The number of points will vary from event-to-event and will be disclosed at a later stage.



13. Every strategy/marketing plan you submit would give you a bonus of 10 points.

For a month your supreme task would be to make databases and complete all the social media tasks. The point system for registration starts only when the registration portal gets live and same goes for payment portal.



07



SUCCESSFUL CAMPUS AMBASSADOR

Criteria for successfully completing your tenure as a Campus Ambassador:

1. Submission of database and contact details of minimum 150 students from your college.
2. Submission of database and contact details of minimum 10 alumni (working in Corporates, Startups, Industries or VC firms of your college.
3. Submission of database and contact details of at least 5 members of the E-Cell of your college. (*If applicable)



4. Facebook share of each poster provided by the E-Summit organising team on your dashboard. (*Extra points for Instagram and Twitter shares)
5. Minimum 15 registrations from your referral link.



08



WHAT WOULD YOU GET?

All of this sounds a bit tedious, right? Rest assured, hard-work always reaps rich benefits. As a Campus Ambassador under the E-Summit 2020, you are a crucial cog of our wheel. As such here is a list of perks we provide you with, in acknowledgment of your efforts as a CA.

1. Top 10 CAs would be called in the E-Summit 2021 and felicitated.
2. For the remaining CAs every successful payment from the participants who have registered from the referral link, the CA would be awarded 10% on the registration fees for E-Summit 2021. (Maximum Discount: Registration Fees (Rs. 400))



3. An official certificate from E-Summit IIT Roorkee will be provided as an acknowledgment of your work as a CA for the same.
4. Endorsement of your LinkedIn profile by E-Summit IIT Roorkee.
5. Other additional goodies including T-shirts, E-summit merchandise, etc. and benefits will be awarded to the top performing CAs.
6. Top 20 CAs will be given E-Summit Hoodies and the next 30 will be given E-Summit merchandise. (*Subjected to change')
7. Resources on entrepreneurship and internship opportunities at exciting startups.