**WEBSITE CONTENT**

**MOTO OF EDC:**

To instill the spirit of entrepreneurship and to provide the platform for the creation of successful entrepreneurs.

**ABOUT EDC:**

The Entrepreneurship Cell, PICT firmly believes that India needs the drive and innovation of the drive and innovation of young entrepreneurs. The Cell therefore aims at manifesting the latent Entrepreneurial spirit of the youth.

The E-cell was founded by the college students , alumni, industry, and faculty, towards the cause of producing quality leaders who contribute to the growth and development of mankind. PICT EDC was inaugurated on 4th march , 2009.

**EXAGERATE ABOUT EDC:**

Entrepreneurship Cell (E-CELL) has been established to train and motivate the engineering students to become Job Creators rather than Job Seekers. It aims to cultivate the entrepreneurial spirit among the students such as the spirit of resilience, risk taking and dedication.

**BRIEF ABOUT EVENTS:**

**Entrepreneurs Meet- MAGNATE**

This is our Annual Event in which PICT alumni entrepreneurs were invited to enable their direct interaction with the aspiring ones. CELL organized a few programs and competitions to provide the platform for the future entrepreneurs to get their motivation and hone their skillsand test out their ideas/startups and the reality that they may face.

**1.Beta-Pitch:**

The Beta-Pitch Competition gives platform for innovative startups/Business ideas for a five-six minute pitch on stage. Within these six minutes, contestants need to explain their idea in front of audience and jury.

**2. Mad-Ads:**

**“Where creativity meets madness.”**

**Mad-Ads** is an '**Advertisement Making Competition**' for students to showcase their creativity in Marketing products and services. Its objective is to acquaint the students about promotional strategies in marketing through advertisements. It comprises of humorous & conceptual ad presentation by the students. Students will act out on various advertisement script and ideas relevant for different sectors including FMCG product, while goods, services, automobiles and social awareness etc. All the teams will be given a time frame to showcase their talent.

**3.**