E-Cell IIT Guwahati

#EcellForever

Events Team

Headed by: Mayank, Ayush, Ankit

- Generally handles the events conducted by E-Cell like various webinars, talks, and workshops
- Conducted throughout the year
- Some examples:-
    - Panel discussion - On the state of the Ed-Tech Sector
    - Webinar - Y Combinator
    - Workshop - Idea Validation by Markus Buck (Germany)
    - Webinar - Saurabh Jain, VP, PayTM
    - Workshop + Webinar - Product Management - PM School
    - Alumni talks - Ankit Nagori (Cure. Fit), Prem Vishlawath (Forbes 30 Under 30), Prashant Swaminathan (Crypto Startup)
- Learn how to manage a complete event
    - Ideation of an event - what to conduct? Why? How? - in your hands!
    - Approaching the company/ entrepreneur
    - Gathering your target audience - pitching skills
    - Handling the logistics (say, in case of a competition) (stuff like event platform, timings, submissions, and evaluation (in case of a competition)
- How will you invite someone for a talk/ workshop for your college/ E-Cell? - conveying your message well - some usual stuff like formal talking, mailing, pitching your cause for the invitation
- A chance to talk to them personally - one more personal contact for a lifetime - Some awesome entrepreneurs… Kevin Harrington, Jimmy Wales, etc. - Everyone knows them but now they know you

StartOps

"Is there anyone so wise as to learn by the experience of others?"

-Voltaire

Headed by: Shyam, Ayush, Prakhar

What will we do?

We aim to build a Start-ups community and a Product community this year. We will also be in close contact with campus startups and other startup communities to build an entrepreneurial ecosystem on our campus.

Value addition for you

You will be an integral part of an innovation-led community of change-makers.

You will also be in personal contact with the founders of startups from whose experiences, you can learn many things.

Indirectly, you will get acquainted with LinkedIn and Twitter and also learn about how you can benefit from them.

E-Cell DevOps

"Better user Experiences are complex inside, that's the magic of development"

Headed by: Ankit, Prakhar

What will we do?
Learning and Implementation of concepts of development.

What will we learn?
Front-end Development: HTML, CSS, Bootstrap, Javascript
Back-end Development: Django/Node.Js
Debugging and hosting websites. (Believe me, it take much more efforts and time than developing)

How will we implement it?

- **E-Cell IITG Website:**
  Official E-Cell IITG Website from scratch.
  https://www.iitg.ac.in/stud/gymkhana/technical/home/EDCHome.html

- **UDGAM 2021 website:**
  Official UDGAM 2021 website from scratch.
  https://udgam-iitg.in/

- **Intern Fair 2021 Website:**
  We will modify UI and add functionalities to the existing Intern Fair Website and at the same time will understand the code base of the same.
  bit.ly/internfair_iitg

- **Codes For:**
  Specific requirements for any of our events.
  For eg:
    - Mass mailing.
    - WhatsApp messaging.

- Certificate creating code.
- Team allotment.

- **If we have sufficient time:**
  - Entrepreneurship Learning Platform.
  - Customer Relation Manager.

CONTENT TEAM

"Content adds value to the reader's life."

Headed by: Shambhawi, Janvi, Shyam

Content is not just about writing emails, writing blogs... it's more than that
There are various content initiatives that we plan round the year.

What you'll learn - Content writing helps you unlock your creativity, improve your communication skills, vocabulary while gaining knowledge from various books, blogs, content from various sites, and also life experiences.

Starting with basic things which are various mail contents which are for inviting speakers, sponsors, writing captions for social media posts, and writing blogs.

Start-up ECG - which is our weekly newsletter wherein we bring to you the weekly updates of the Indian Startup ecosystem.

E-genesis - in this content initiative, we dive into the lives of entrepreneurs.

LS Summary - Udgam has been host to many great speakers for many years, every year we have many insightful lectures, inspiring speakers and we aim to share the lecture insights with our audience.

Podcast, book, series summaries - Media is one of the greatest sources of knowledge. And in this fast-paced world, everyone doesn't prefer watching documentaries, reading books, or listening to podcasts, so we bring them in a summarized manner through our social media handles.

We have more plans this year, like PM101 for product management enthusiasts, start-up school, which will be like a central library of startup resources, and more, which you'll get to know as we work together!

Growth Hack

Headed by: Janvi, Sai

About
The Growth Hack team will majorly focus on different strategies we can apply to spread about entrepreneurship and Startups by best utilizing social media platforms.

Key learnings
- Different strategies for increasing our reach on various social media platforms (majorly Instagram, Facebook, LinkedIn, Twitter)

- Creative and minimalistic posts that can be created to increase our reach.

- Maintaining, running daily interaction on all social media platforms

- **Moment marketing, copy writing** we keep releasing creative content related to entrepreneurship based on the ongoing events and bringing relevance to the present market.

- These audience that we get on social media can be later converted for Udgam participation

Some statistics from last year
- **Instagram**: 1700 followers in August 2020, by the end of the year i.e. in December we had 5000+ followers.

- **LinkedIn**: 3000 followers in August 2020 by end of the year i.e in December, we had 6000+ followers.

- Successfully conducted **Antah Prerna** on Instagram stories with a huge reach.

- The **pencil post** went viral with **15+ features** on all social media.

**ECELL
IIT GUWAHATI**
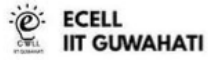
Useful for
thinking new ideas

Useful for
writing down Ideas

DESIGN TEAM

Headed by: Manav, Sai

Introduction to
Design Team

MANAV, SAI SHREYAS

But what does the design team do?

We have 3 major responsibilities!

Social Media Content

Video production

Web design

But how will I benefit by getting into design team?

Make your choice

Video Editing

3D

Nebulla

SEPTEMBRE

MINIMAL PRESENTATION

Portofolio

Business G

We Set The Target

Market Analisys

Advance UI

Vlog Like a Pro

What We Do?

Unique Branding

2019

2020

Career benefits from design

YouTube

Home
Explore
Subscriptions

Library
History
Your videos
Watch later
UI/UX Motion Design
Show more

SUBSCRIPTIONS
Raptor
Johnny Harris
two dollars twenty
TED-Ed
Show 93 more

MORE FROM YOUTUBE
YouTube Premium
Movies
Gaming
Live
Fashion & Beauty
Learning
Sports

Take better smartphone videos. | MOBILE VIDEOGRAPHY
658K views • 1 year ago

Jake Frew ✓

MOBILE **VIDEOGRAPHY** | How to take better smartphone videos #mobilevideography #mobilefilmmaking #nosmallcreator.

4K

8:13

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5 Videography Tips for Beginners
8.5K views • 1 month ago

Brandon Washington

Are you a beginner **videographer** looking for some basic tips? This video goes through some of the tips I wish I knew we I was ...

4K

10:27

Filming Basics 101
345K views • 4 years ago

Michael Carey

Thinking about making a video? This is a basic overview that can help get you started.

6:41

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5 MOBILE VIDEO TRICKS in 1 MINUTE
3.2M views • 6 months ago

Jordi Koalitic ✓

❤️ SHARE if you like it. Always add credit in caption ❤️ FOLLOW MY TEAM https://www.instagram.com/arnaukoalitic/ My 2020 ...

4K

1:15

Videography vs Cinematography
16K views • 1 year ago

Nick Kelly

Cuberto TEAM ♥ 259 👁 37.6k

Cuberto TEAM ♥ 428 👁 38.9k

StanVision TEAM ♥ 29 👁 1.1k

2021 ISOMETRIC CITY

Rwds PRO ♥ 160 👁 18k

Cuberto TEAM ♥ 562 👁 56.1k

Automate your design process
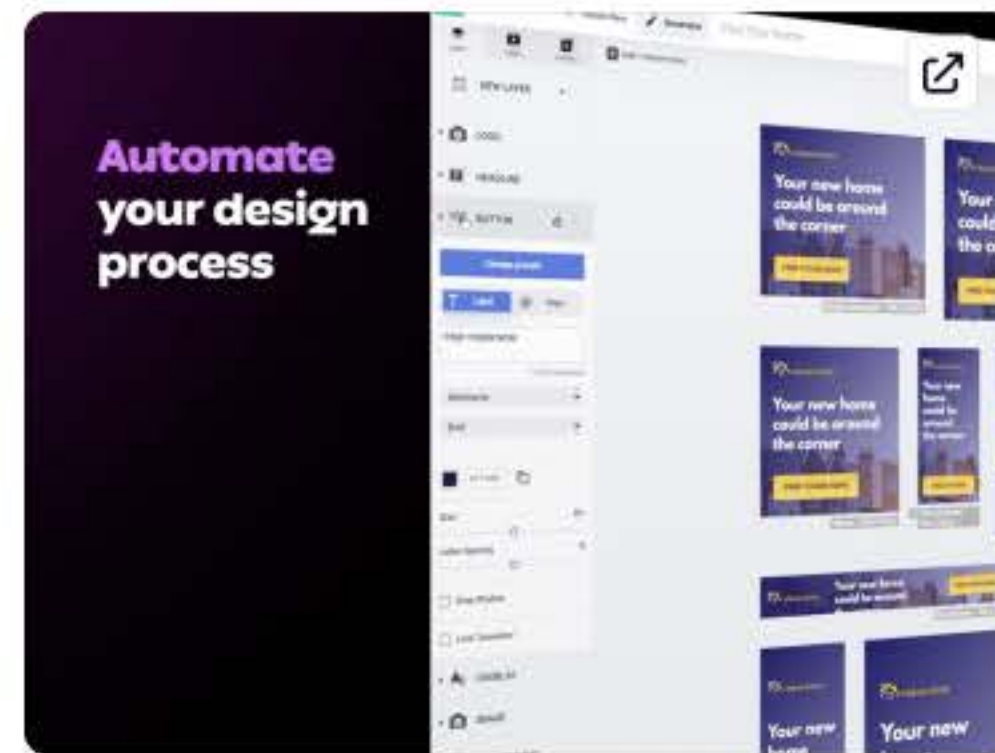
Creatopy TEAM BOOSTED

Rwds PRO ♥ 132 👁 13.6k

Cuberto TEAM ♥ 583 👁 71.9k

Rent a Scooter Hourly monthly Or yearly

Use mobile app for Pick and drop locations

Cuberto TEAM ♥ 479 👁 58.9k

Bars Physical Services Digital Service
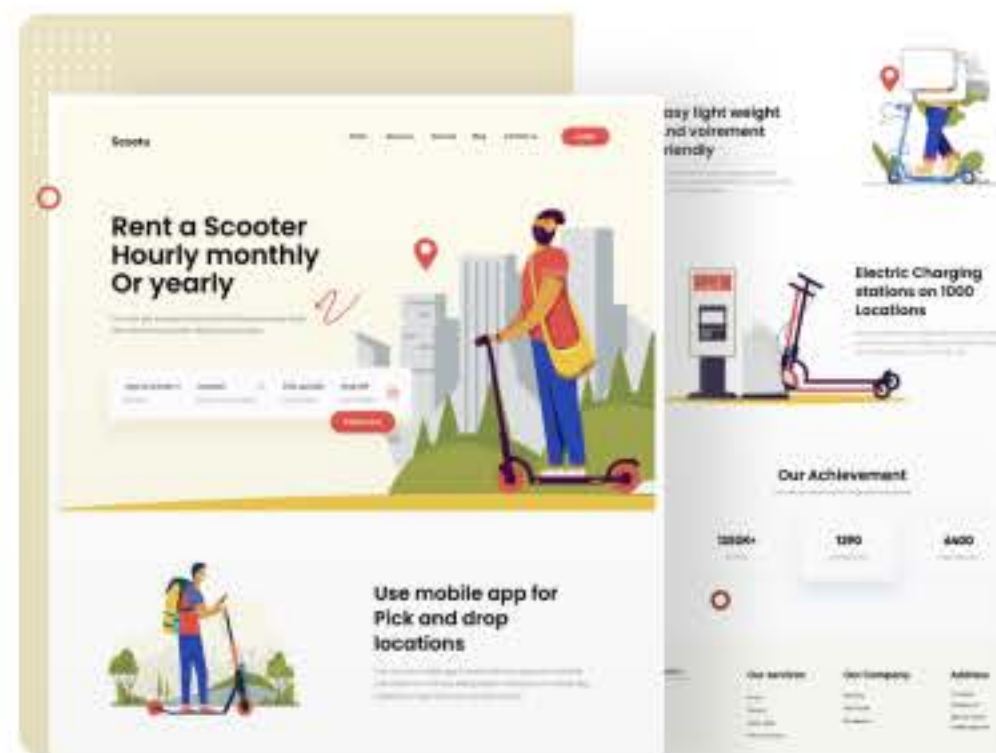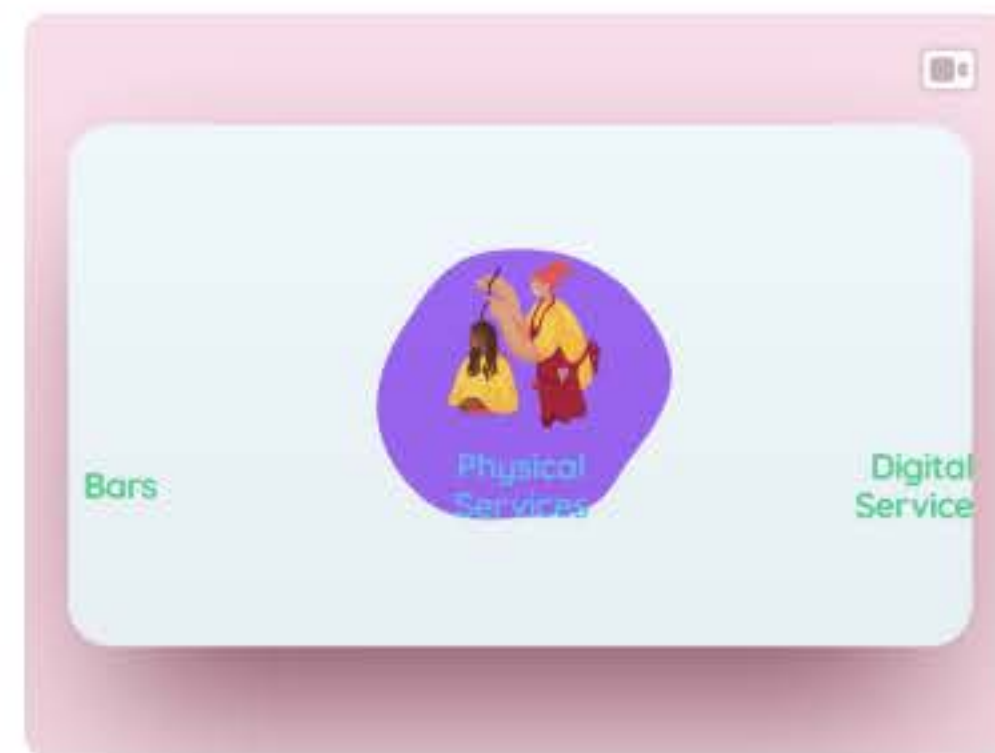
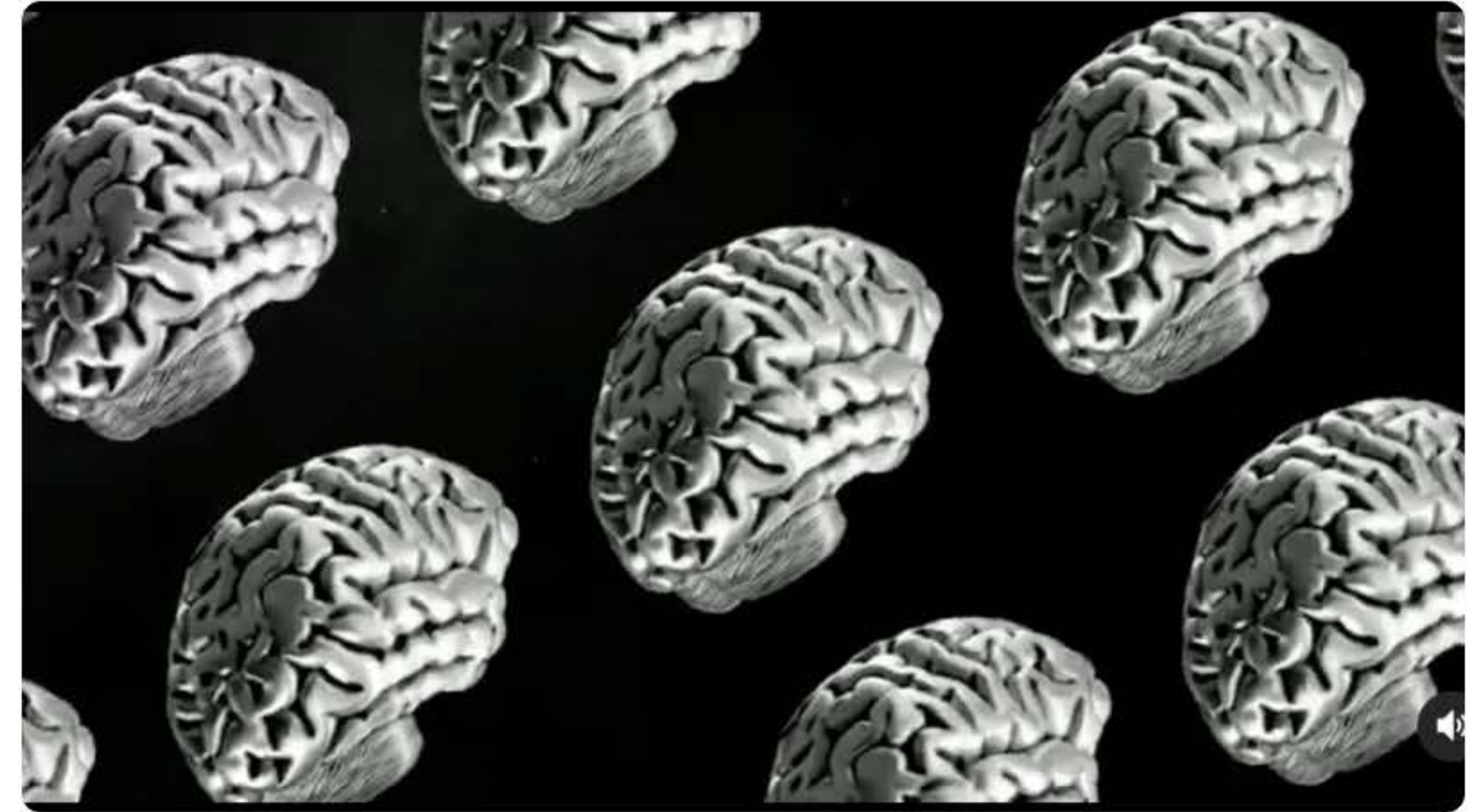Cuberto TEAM ♥ 417 👁 49.6k
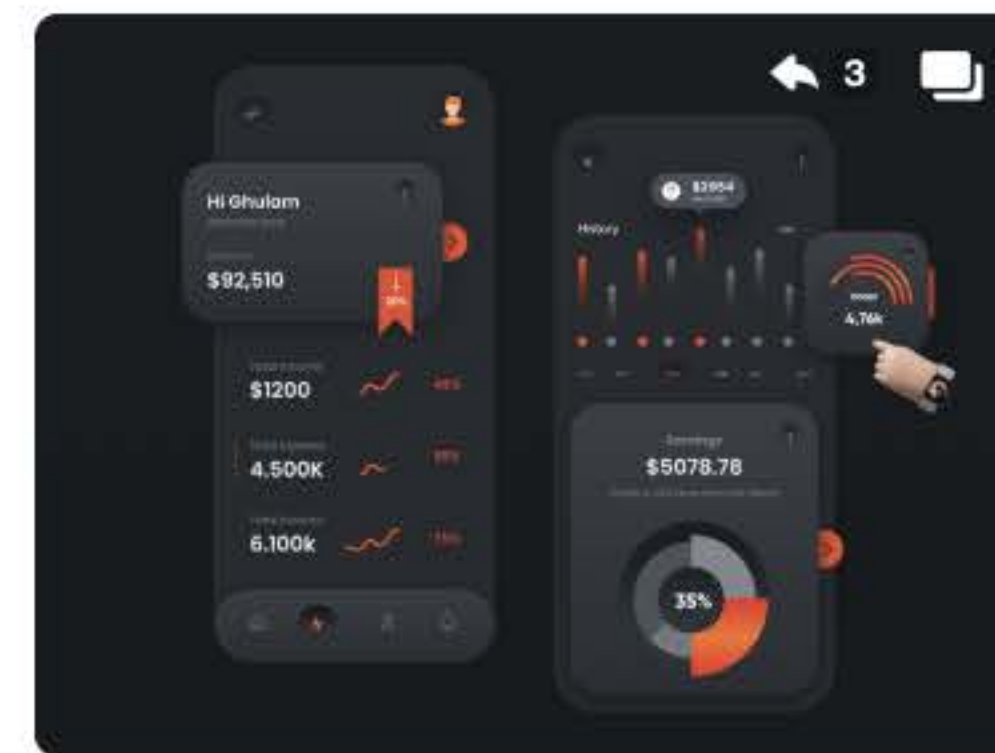
Cuberto TEAM ♥ 583 👁 69.6k

Rwds PRO ♥ 283 👁 31.9k

Some cool stuff we did last year

UDGAM PROMO

PMx PROMO

KEVIN HARRINGTON
Lecture Series 2021
ORIGINAL SHARK ON SHARK TANK
24TH JAN 6 PM IST
MORE DETAILS IN CAPTION

2 Days to go

UDGAM PUZZLES
FUN EVENTS
On
Instagram Stories
16th - 24th January, Everyday 12PM
WINNERS GET MENTION ON OUR INSTAGRAM STORIES
MORE DETAILS IN CAPTION

SAIREE CHAHAL
Lecture Series 2021
FOUNDER & CEO, SHEROES
24TH JAN 4:30 PM IST
MORE DETAILS IN CAPTION

3 Days to go

BINDESHWAR PATHAK
Lecture Series 2021
FOUNDER, SULABH INTERNATIONAL
23RD JAN 4:30 PM IST
MORE DETAILS IN CAPTION

SUPRIYA PAUL
Lecture Series 2021
DIRECTOR & CO-FOUNDER, JOSH TALKS
23RD JAN 06:00 PM
MORE DETAILS IN CAPTION

REVIVIFY
IN ASSOCIATION WITH PLANNER
Planerr
PRIZE
Winners will get a Pro Membership of Voiceflow for 6 months worth $240 and PPI offer from Planerr
DEADLINE
19th Jan, 2020, E.O.D
MORE DETAILS IN CAPTION

JIMMY WALES
Lecture Series 2021
FOUNDER, WIKIPEDIA
22ND JAN 6 PM IST
MORE DETAILS IN CAPTION

ECELL
IIT GUWAHATI

Useful for
thinking new ideas

Useful for
writing down Ideas

ECELL
IIT GUWAHATI

ECELL
IIT GUWAHATI

See you soon...