

# MAVERIKS

**TOPIC : FIX THE FAILING E-CELL**

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## Problem Analysis :

Mid-Level Disinterest (SY & TY): Students prioritize academics and core placements; the immediate value of entrepreneurship activities is not clearly visible or aligned with their short-term career goals.

Freshers Budget (FY):

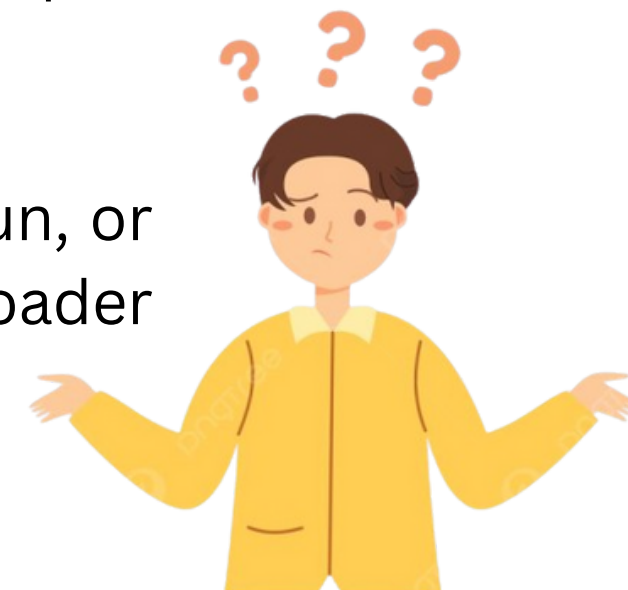
Recent highly paid events set an unsustainable precedent, leading FY students to perceive current free/low-cost E-Cell events as having low value or being less appealing.

Recruitment Burnout:

Students who were not selected for the E-Cell team have disengaged due to disappointment, seeing E-Cell activities as an exclusive club rather than an open platform.

Monotonous Event Portfolio:

E-Cell exclusively focuses on core entrepreneurship activities, lacking variety, fun, or immediate interest (e.g., non-technical/non-competitive events) to attract a broader audience.



# Social Media Challenge

Date : 22 August 2026

Venue : Ahh , Any Where You Can Find In Campus 🌟😊

- THE CRAZE OF SOCIAL MEDIA IN YOUNG GENERATION IS HIGH. SO WE ARE HERE WITH SOCIAL MEDIA CHALLENGE. HERE YOU JUST HAVE TO CLICK YOUR PHOTO IN THE FRAMES DESIGNED BY ECELL AND POST IT ON YOUR SOCIAL MEDIA ACCOUNT . THE FRAME CONTAINS ALL THE UPCOMING EVENTS NAMES AND POSTERS. SO THAT IT AUTOMATICALLY MARKETS THE EVENTS.
- THE WINNER IS DECIDED BY HOW ENGAGING HER/HIS ACCOUNT IS. WE ARE GOING TO CHECK LIKES , VIEWS AND SHARES ON YOUR POST .
- AND THE EXCITING NEWS IS , THE WINNERS OF THIS CHALLENGE GET THE FREE PASSES TO E-SUMMIT WHICH IS GOING TO HELD AT IIT BOMBAY.



# Outcomes

1. THE MARKETING OF THE INCOMING EVENTS.
2. THE REACH OF ECELL WILL INCREASE DUE TO VIRAL POST .
3. FOCUSING ON MARKETING EFFECTIVENESS AND COST.
4. ENHANCED BRAND VISIBILITY DUE TO MENTIONED UPCOMING EVENTS AND ECELL ON FRAME.



## Budget

Sr. No	Items Details	Amount
1	Banners(8 Banners)	4750
2	Passes(5)	1250

# AI Day ( Google For Startups )

Date : 15th September 2026



Venue : Computer Centre , GCOE Kolhapur

- A FULL-DAY DEEP DIVE INTO GENERATIVE AI POWERED BY GOOGLE
- LEARN DIRECTLY FROM GOOGLE EXPERTS AND INDUSTRY LEADERS HOW TO USE GEMINI, VERTEX AI, AND AI STUDIO TO CREATE POWERFUL, MARKETABLE APPLICATIONS
- CHANCE TO GAIN IN-DEMAND SKILLS, NETWORK WITH FOUNDERS
- EXCITING SWAGS FROM GOOGLE FOR ALL PARTICIPANTS
- INSIGHTFUL KNOWLEDGE ABOUT OTHER INITIATIVES

 Google for Startups

# Outcomes

OUTCOME :

**1.BREAKS THE "PAID E-CELL" TAG :**

SINCE E CELL HAS RECENTLY CONDUCTED ILLUMINATE WORKSHOP AND FRESHERS CONNECT EVENT, STUDENTS ARE UNABLE TO PAY HUGE ENTRY FEES HENCE TEAM IS MAKING THIS PREMIUM, HIGH-VALUE EVENT COMPLETELY FREE.

**2.ACCESS TO WORLD CLASS LEARNINGS ON EMERGING TOPICS :**

STUDENTS GAIN DIRECT, HANDS-ON TRAINING FROM A GLOBAL TECH LEADER (GOOGLE) ON TOOLS LIKE GEMINI AND VERTEX AI—TRAINING THAT WOULD NORMALLY COST HUNDREDS OR THOUSANDS OF DOLLARS OUTSIDE OF THE CAMPUS.

**3.PRACTICAL APPLICATION DIRECTLY SUPPORTING ACADEMICS :**

STUDENTS GET CUTTING EDGE KNOWLEDGE ON NEW EMERGING TECHNOLOGIES WHICH BOOST ACADEMIC DEVELOPMENT OF INDIVIDUAL .

**4.SIGNIFICANCE OF GOOGLE TAG :**

ATTENDING AND ENGAGING WITH A GOOGLE-PARTNERED EVENT INSTANTLY ENHANCES A STUDENT'S CV/LINKEDIN PROFILE, MAKING THEM MORE ATTRACTIVE TO RECRUITERS.

**5.HIGHLIGHTED EVENT :**

DUE TO EVENT POWERED BY GOOGLE AND FREE SWAGS DISTRIBUTION STUDENTS PARTICIPATION WILL BE HIGHER .

## Budget

Sr. No	Items Details	Amount
1	Speaker Accomdation	4400
2	Stickers & ID Cards	1800
3.	Decoration	1800





# **IPL Auction**

**Date : 10 October 2026**

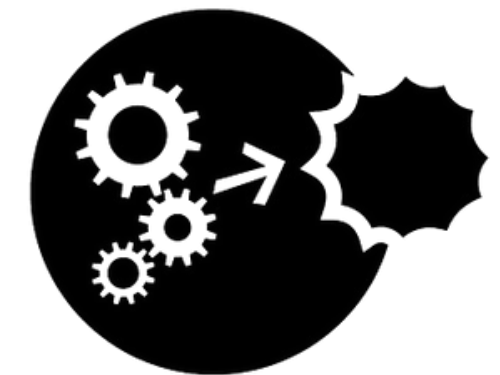
**Venue : Seminar Hall , GCOE Kolhapur**

AN IPL AUCTION WILL ACT AS FLAGSHIP EVENT OF ECELL . THERE WILL BE 10-12 TEAMS WHICH WILL BID FOR GETTING BEST 11+1(IMPACT PLAYER) IN THE TEAM . EACH TEAM WILL GET BUDGET OF 90CR TO BUILD THEIR TEAM. THEY HAVE TO MANAGE THE BUDGET ACCORDING TO THE PLAYERS BASE PRICE AND BIDDING VALUE. IN IPL AUCTION THEIR DECISION MAKING AND FINANCIAL MANAGEMENT SKILLS WILL BE CHECKED . THIS EVENT WILL ATTRACT THE PARTICIPANTS TOWARDS ECELL'S UPCOMING EVENTS .

THE WINNER GET DECIDED BY THE PLAYER THEY CHOOSE IN THEIR TEAM AND THEIR BUDGET REMAINED. THE WINNER WILL GET THE EXCITING PRIZES.

# Outcomes

1. FUN EVENT : STUDENTS WILL GET ATTRACTED TO THE EVENTS.
2. NOT ONLY THE FUN EVENT BUT IPL AUCTION CHECKS THE STUDENTS DECISION MAKING ABILITY AND FINANCIAL MANAGEMENT SKILLS.
3. WILL IMPROVE THE TEAM MANAGEMENT AND LEADERSHIP QUALITIES
4. TEAM WORK WILL IMPROVE.



## Budget

Sr. No	Items Details	Amount
1	Inaugration	500
2	Decoration	1000
3	Prizes	4500

# **E Summit Chapters 2026**

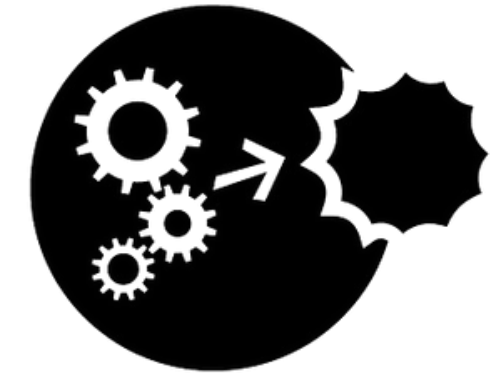
**Date : 15th September 2026**

**Venue : Computer Centre , GCOE Kolhapur**

THE E-SUMMIT CHAPTER IS OUR HIGH-OCTANE LAUNCH EVENT FOR THE MAIN E SUMMIT ORGANISED BY E CELL GCOE KOLHAPUR . WE WILL HOST THIS EVENT IN VIBRANT OAT (OPEN AIR THEATRE ) WITH FULL OF FUN , COMPETITIVE TEASERS LIKE THE 60-MINUTE PROTOTYPE CHALLENGE, ALONGSIDE A SPEAKER AND CONCERT .THIS POWERFUL, FREE PREVIEW IS THE KEY TO LOCKING IN EARLY REGISTRATIONS FOR THE MAIN E SUMMIT 26.



# Outcomes



- 1.COST BARRIER ELIMINATION: OFFERING A FREE, PREMIUM EVENT (SPEAKER + CONCERT) DIRECTLY COUNTERS THE PERCEPTION OF E-CELL ACTIVITIES AS COSTLY, DRIVING IMMEDIATE ATTENDANCE.
- 2.ENGAGEMENT CATALYST: THE CHAPTER ACTS AS A MEMORABLE, FUN "HOOK", CONVERTING PREVIOUSLY DISINTERESTED STUDENTS INTO POTENTIAL E-SUMMIT ATTENDEES AND THE FIRST FULL DAY EVENT IN OPEN ENVIRONMENT .
- 3.GUARANTEED REGISTRATIONS: THE CHAPTER DRIVES IMMEDIATE SIGN-UPS FOR THE MAIN E-SUMMIT COMPETITIONS (HACKATHON, PITCHING) THROUGH EXCLUSIVE ON-SITE DISCOUNTS AND EARLY ACCESS.
- 4.STRATEGIC WAY FOR SPONSORS ATTENTION : THIS EVENT WILL SERVE AS AN IMPORTANT CHANNEL TO ATTRACT ATTENTION OF POSSIBLE BIG SPONSORS FOR OUR MAIN INITIATIVE .

# Detailed Budget

Sr No.	Event	Item Details	Amount ( INR )
1.	Speaker Session	Reknowned Startup Ecosystem Expert Honorarium & Travel (Local)	12,000
2.	( OAT Events )	Basic PA system rental, Mixer, 2 Microphones, 4 Par Cans/Spotlights, Smoke Machine (Rented for 4 hours)	8,000
3.	Musical Performance	Musical DJ ( By Under 25 )	FREE
4.	Promotion & Swag	E-Summit Stickers (200 qty) / T-shirts ( 10 Qty ) /Wristbands ( 500 qty ) / Posters/Banners	10,200
5.	Stage Decoration	Backdrop Printing (Flex Banner) / Basic OAT Stage Decor / Water bottles for speaker/performers	9,800
6.	Welcome & Validatory	Bouquet , Greetings	2,500

# Thank You