

GUESS MASTER

Date: May 11, 2022

Number of participants: 120

On May 11th, the E&I cell in association with the institute's Innovation Council celebrated National Technology Day by organizing The Guess Master.

The guess master was a 5-part quiz event that included: Guess the price, Call of Action, Guess the famous person from their signature, Guess the company from the tagline, and guess the brand name from the logo. The contestants were divided into teams of 6. They were asked to write their answers after discussion amongst themselves on the given sheet of paper. In the first part of the quiz, the participants were asked to guess the price of a common place product displayed within a time limit of 1 minute. The participants' creativity was put to test in the second round: Call of Action, wherein they were expected to come up with an APT ORIGINAL CATCHPHRASE for the given company. In this next round, contestants had to identify the famous person from their signature in 30 seconds. The fourth round called for quick thinking, where the participants had to guess the name of the company from the tagline. The last round required the participants to recognize the brand from the displayed logo. All focusing on Improving daily life observation skills in a entrepreneur perspective .



GUESS MASTER 2.0

Date: 3 February, 2023

This is version two of guess master organised focusing on bringing entrepreneurial thinking in daily life among the students . The guess master 2.0 was a 7-part quiz event that included: Guess the price, Call of Action, Call to Action, Tagline methodology, Guess the company from the tagline, and guess the brand name from the logo . All focusing on Improving daily life observation skills in a entrepreneur perspective .



WEBINARS ON BUSINESS

Date : 22 January , 2023

We invited experienced entrepreneurs, investors, and industry experts to share their experiences, insights, and advice on topics such as ideation, market research, funding, marketing, and business development. Our webinars were interactive and engaging, and we encouraged students to ask questions and share their own experiences and ideas. We also provided resources and tools to help students apply the concepts and strategies discussed in the webinars to their own entrepreneurial ventures. The webinars were well-received by students, with high attendance and positive feedback.



This screenshot shows a video conference interface during a presentation. Arnaov Jaimini is visible in the top left video feed. The main screen displays a slide titled "My Story!" with various bullet points and a QR code. One bullet point reads "All right, awesome. BUT, What's in it for me???" Another says "Never reach here; but you need to keep moving!!!". The slide also includes the text "Being Aware", "Vision: Spread awareness for students seeking business exposure", and "Mission: To provide everyone personally with their customized needs and interests". The interface shows other participants in smaller video feeds and a grid of names and initials.

STARTUP EXPO

Date : 23 February , 2023

The Startup Expo was a platform for startups to showcase their innovative products, services, and ideas to a wider audience. It is a one-day event that brings together entrepreneurs, mentors, and students who are interested in entrepreneurship. The Expo was a huge success, with over 2500+ visitors to the Incubation Cell (Our event Venue). The event featured 36 startups from various industries such as healthcare, education, technology, and finance. The startups displayed their products, services, and ideas through interactive booths and presentations.

The Startup Expo also provided an opportunity for networking and collaboration among startups and students. The event had 120 students from other colleges who participated in this Event and have showcased their prototypes and validated their startup idea .At the end of the event, attendees were asked to provide feedback on their experience at the Startup Expo. Over 760+ feedbacks were collected, which will be used to improve the event for next year.

Overall, the Startup Expo was a great success, and it provided a valuable opportunity for startups to showcase their products, and engage with students who are interested in entrepreneurship. In addition It has Been Featured in the E TV Yuva Program which Focuses on innovations from students giving our college a wider outreach .

<https://youtu.be/tsplHMLGuuY> (E TV Telecast of Startup Expo)



FIELD VISIT TO JNTU - KAKINADA (DESIGN INNOVATION CENTRE)

Date : 15 MARCH , 2023

The I&E cell made a field visit to the Design Innovation Centre of JNTU KAKINADA. The goal of this visit is to get insights into the innovation cells of fellow neighbouring colleges and foster future collaboration with other innovation centres and strengthen the connections. The field visit went successfully and was a memorable experience for the members along with the faculty advisors.

JNTU KAKINADA FIELD VISIT - VIDEO

https://drive.google.com/file/d/1--eCOPNBKWVwf5kY8vV-7fvQvFwD1_Gr/view?usp=sharing





E-MERGENCE - NIT ANDHRA PRADESH

Date : April 8 , 2023

Introduction:

IIT Madras has been making strides in innovation and technology, consistently ranking well in various assessments. The Entrepreneurship Cell (E-Cell) at IIT Madras is pivotal in nurturing an entrepreneurial spirit among its students. It aims to provide a platform for budding entrepreneurs to explore ideas, collaborate, and learn from each other's experiences.

About E-Mergence:

E-Mergence, hosted by the Entrepreneurship Cell at IIT Madras, is an annual entrepreneurship event. Its primary goal is to offer startups a platform to showcase their innovative ideas and receive feedback from industry professionals and investors. The event also includes workshops and sessions to help participants refine their business concepts and gain insights into the startup ecosystem. E-Mergence has become a significant networking opportunity for aspiring entrepreneurs, fostering innovation and collaboration.

About the Participants:

The inaugural E-Mergence conference saw participation from 17 colleges and institutes across India, including IIIT Kancheepuram, VIT, and IBS Mumbai and NIT Andhra Pradesh. The event facilitated networking and knowledge exchange among diverse entrepreneurial organizations, enabling them to discuss strategies for building robust entrepreneurship ecosystems.

EVENT IDEATION AND PLANNING

Stages of Event Planning

- Ideation
- Planning
- Execution
- Post Event

Key Things to Note

- Decide your Audience before
- Setup KPIs and SOPs of your event before hand.
- Make sure you are keeping tracks of all Indices.
- Do dry runs and follow a structured timeline.
- Most Important, do a SWOT Analysis at the end.

Structure of the Event:

Introduction

Masterclass

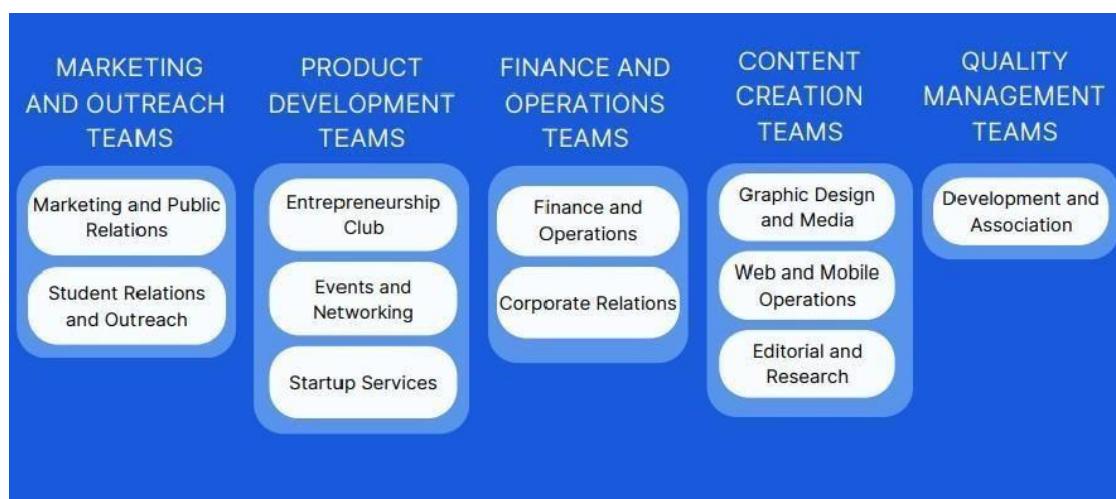
Hustle Hour

Introduction:

Participants introduced themselves and their respective E-cells, fostering networking opportunities and laying the groundwork for collaboration. Each group provided insights into their organization's structure and past activities, promoting mutual understanding and cooperation.

Masterclass:

A masterclass on entrepreneurship, led by a representative from E-Cell IIT Madras, covered various aspects such as team hierarchy, hiring metrics, and event management strategies. The session emphasized the importance of finding the right audience, securing sponsors, and implementing quality management systems for successful events.\



Hustle Hour:

During the Hustle Hour, representatives from different organizations brainstormed common challenges faced by E-Cells. Discussions centered on identifying obstacles like resource limitations and talent acquisition difficulties, followed by collaborative problem-solving initiatives.

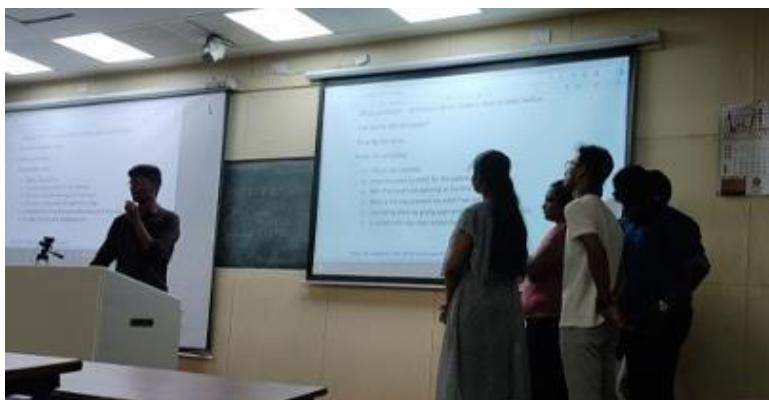
Outcomes:

- 1) Enhanced networking opportunities facilitated faster growth and knowledge exchange among participating institutes.
- 2) Critical thinking and interdisciplinary collaboration led to innovative solutions for common challenges, promoting a culture of progressive learning.
- 3) The event served as a unifying platform for institutional startup ecosystems, fostering information exchange and collaboration.

- 4) Collaborative efforts encouraged startups to evolve and expand their market reach, promoting a culture of innovation and growth.
- 5) Embracing diversity and leveraging complementary strengths contributed to positive outcomes and enriched collaborative endeavors.

Conclusion:

E-Mergence at IIT Madras provided valuable insights and networking opportunities, enriching participants' understanding of entrepreneurship. The event's focus on fostering innovation and collaboration aligns with the university's vision of nurturing entrepreneurial talent. Overall, E-Mergence equipped attendees with essential knowledge and skills, paving the way for future entrepreneurial endeavors.



SMART INDIA INTERNAL HACKATHON 2023

Date : September 26 , 2023

Number of participants : 33 teams

SMART INDIA INTERNAL HACKATHON -2023 IDEATION PITCHING COMPETITION.

The event is a hackathon type of competition initiated by Government of India whose objective is to formulate innovative ideas to solve the pressing problems of various government departments , private organizations through the minds of budding engineers. It provides the students an opportunity to enhance problems solving skills and promote collaboration mindset to tackle challenging problems

Prior to the main event the students of the institution were provided with necessary details such as team requirement of 6 members with minimum 1 female student , registration form and deadline for entry , guidelines on getting problem statements , themes from sih.gov.in website and process of selection.

The SPOC of the entire hackathon was Dr.Yuvraj of ECE department

The main event took place in 021 room of the MMM academic block on 26th September at 5:00 PM. There were 33 teams participating from all departments. All the teams gathered at 021 room by 5pm and the event kicked off with a speech by Dr. JSR Shastri with a note on motive of conducting SIH and chance of participants idea being selected and invited to fly to Delhi for presenting at higher level. Next the SPOC Dr.Yuvraj spoke about the guidelines to be followed while presenting the idea like

- Time of 5 to 8 minutes given to present the idea
- Judging done based on Novelty , Clarity and Feasibility of Idea

Overall there was smooth conduction of the SIH with equal efforts of I&E Cell and Institution's Innovation Council. The teams whose ideas were outstanding were selected for the next level of competition and all the participating teams were provided certificates of participation.



**NATIONAL INSTITUTE OF TECHNOLOGY
Andhra Pradesh**

**SMART INDIA INTERNAL HACKATHON - 2023
IDEATION PITCHING COMPETITION**

On 26th September 2023 , at MMM 021 @ 5 PM

Themes

• Smart Automation	• Transportation & Logistics	• Smart Education
• Fitness & Sports	• Robotics and Drones	• Disaster Management
• Heritage & Culture	• Clean & Green Technology	• Toys
• MedTech/ BioTech/ HealthTech	• Renewable/ sustainable Energy	• Miscellaneous
• Agriculture & Rural Development	• Blockchain & Cybersecurity	
• Smart Vehicles	• Tourism	

Note: Team Should Contain 6 members (Min 1 Female Student)

SPOC: Dr. Yuvraj
Phone: 8090673100

Note: Certificates will be provided to all the participants

Google Form Link For Registration:

SCAN

Deadline
24 Sep 2023



SENSORY FUSION

Date : 4 NOVEMBER , 2023

In this event, participants are provided with Arduino boards, which are small, programmable microcontrollers capable of controlling various electronic components. Additionally, they are given access to a variety of sensors (such as temperature sensors, motion sensors, light sensors, etc.) and actuators (such as motors, servos, LEDs, etc.). These components enable participants to create a wide range of interactive projects. The hands-on nature of the event implies that participants are actively involved in building and programming their projects. They have the opportunity to experiment with different combinations of sensors and actuators, learn how to write code to control them using Arduino's programming language (based on C/C++), and troubleshoot any technical challenges they encounter along the way.

Participants actively engaged in combining them in symphony to build new working models and winners were given exciting prizes

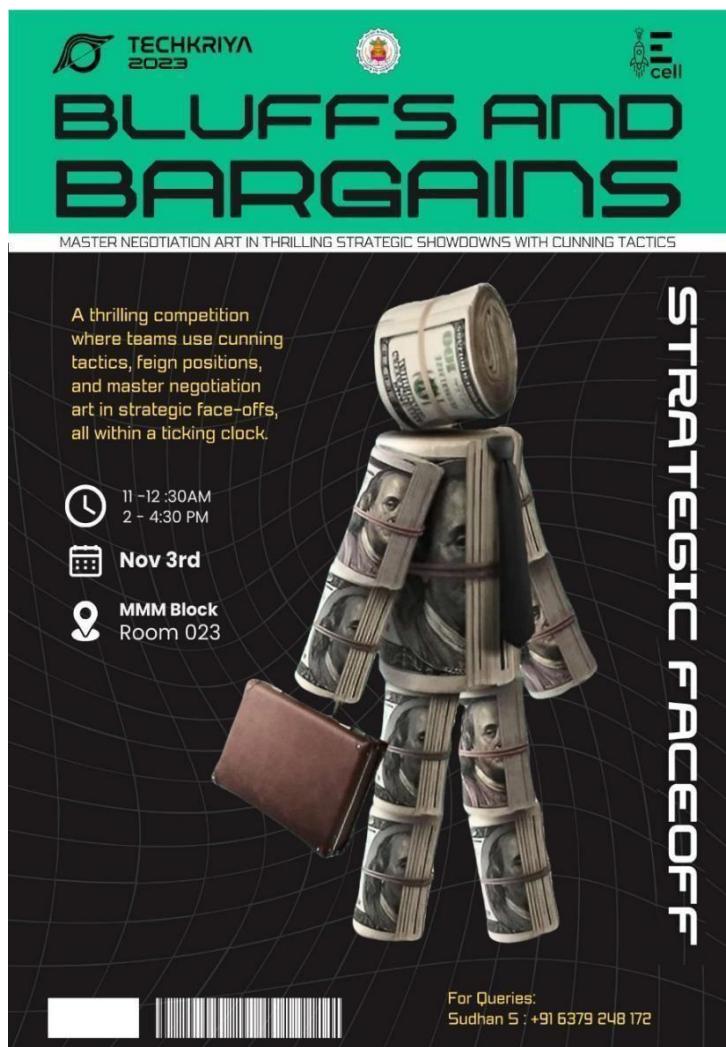


BLUFFS AND BARGAINS

Date : November 4, 2023

Skillful communication tactics were evident in "Bluffs and Bargains," as negotiators effectively conveyed their positions and needs, persuading counterparts through articulate and compelling arguments tailored to address their concerns.

Negotiators showcased strategic concession management, adeptly determining the timing and nature of concessions to secure favorable outcomes while safeguarding their own interests in the negotiation process.



STARTUP EXPO 2.0

Date : NOVEMBER 4 , 2023

Startup Expo 2.0 surpassed the expectations with a foot fall of 4000 where 75 teams from 17 engineering colleges showcased their projects,

The Startup Expo 2.0 was a platform for startups to showcase their innovative products, services, and ideas to a wider audience. It is a one-day event that brings together entrepreneurs, mentors, and students who are interested in entrepreneurship. The Expo was a huge success, with over 4000 visitors to the Incubation Cell (Our event Venue). The event featured 75 startups from 17 different colleges encompassing various industries such as healthcare, education, technology, and finance. The startups displayed their products, services, and ideas through interactive booths and presentations.

The Startup Expo 2.0 also provided an opportunity for networking and collaboration among startups and students. The event had 200+ students from other colleges who participated in this Event and have showcased their prototypes and validated their startup idea

Appeared as articles in mainstream Telugu newspapers like Sakshi and Eenadu.

The banner features the NIT Andhra Pradesh logo at the top left, followed by the text "NATIONAL INSTITUTE OF TECHNOLOGY Andhra Pradesh" and the "IE cell" logo. Below this, there are logos for the Ministry of Education, Government of India, Ministry of University Education, and the Institutions' Innovation Council. The main title "STARTUP 2.0 EXPO 2024" is prominently displayed in yellow and blue, with a small rocket icon above the letter 'U'. A photograph of two people interacting with a display board is shown below the title. To the right, the text "NIT ANDHRA PRADESH" and "DATE : 4 NOVEMBER, 2023" is listed. A detailed description follows, explaining the event as a student startup showcase aimed at educating students about entrepreneurship and innovation. A QR code for registration is provided, along with the URL "https://forms.gle/hRMzxDBgCDhexZWu5". The bottom section includes a "SCAN" button, a QR code, and the text "Participation Certificates will be given to all the Participants". Contact information for "Jawad : 9618543588" and "Kashik : 7066387394" is listed, along with the deadline "DEADLINE 1 NOVEMBER, 2023".





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ఈనాడు

మనంగా ట్రైక్లియా - 2023 ఆరంభం

వీళీ నిట్ (ఆదేపల్లిగూడెం టుటాటాన్), పెంటపాడు, సూర్యోద్యమ్ : విద్యుల మన్ వింసానికి విజ్ఞానం, వీన్సదం రెండూ ముఖ్యమైనని వీళీ నిట్ రిజిస్ట్రేర్ పి.డిన్స్ కంకరెస్ట్ అన్నారు. ఎమీ నిట్లో రెండు రేజులుగా నిర్వహిస్తున్న ట్రైక్లియా-2023 ఆరంభ కార్యక్రమం శనివారంలో ముగిసింది. ఈ సందర్భంగా ఆయన మాట్లాడుతూ విభిన్నమైన ఆలోచనలు ప్రతి విద్యుత్తి జీవితంలో బాగం కావాలన్నారు.

అశ్విన్ స్ట్రోచ్ ఎక్స్పో.. నిట్ సంస్థలోని ఇన్వెషప్స్ కౌన్సిల్ అధ్య ర్షయంలో డీన్ (ఏస్ట్రీ అంక్ పెట్టులాటి) డాక్టర్ జీఎర్కె శ్సై పట్టవేక్షణలో నిర్వహించిన స్టోర్మ్ 20 ఎట్టోస్ 2024 కార్యక్రమం అప్పామలను ఆశ్విన్ మంది. జిల్లాలోని వివిధ ప్రాంతాలకు చెందిన 17 ఇంజనీరింగ్ కళాశాలల నుంచి మొత్తం 75 బృందాలు తమ ప్రాజెక్టులను ప్రదర్శించారు. ఇందులో ఐదు ఉత్తమ ప్రాజెక్టులను ఎంపికచేసి బహుమతులను అందజేసారు. ఆచార్యులు డాక్టర్ యువరాజు, డాక్టర్ నిట్స్, డాక్టర్ వెంకటేశ్వర్ డాక్టర్ చక్రవర్తి, భారత్ రాజు, డాక్టర్ సురేష్ స్టోర్మ్ న్యూయినిట్స్ తలుగా, ప్రోగ్రామ్ కోల్సెన్స్ నేర్స్ రెండ్ డీన్



విజేతలకు బహుమతులు అందజేస్తున్న ఆచార్యులు

డాక్టర్ సుదర్శన్ దీప వ్యవహారించారు. గోదాది నిర్వహించి కార్యక్రమానికి 14 ఇంజనీరింగ్ కళాశాలల నుంచి కీ బ్యాడ్యులు రాగా ఈ సంవత్సరం రెట్లేప్ స్టోర్మ్లో ప్రాజెక్టులు రావడం వీచు. నిట్ విద్యు సంస్థలోని 8 ఇంజనీరింగ్ డీప్‌ఎస్‌ఎంట్స్, 17 క్లబ్ల అధ్యార్థయిలో విద్యుర్భూలు నిర్వహించిన వివిధ రకాల ప్రదర్శనలు ఆశ్విన్ మాట్లాడు. ఆయా ప్రదర్శనలను, ప్రాజెక్టులను గూడం చుట్టూ పట్టుల ప్రాంతాలకు చెందిన వివిధ పారశాలలు, కళాశాలల విద్యుర్భూలు ఆస్క్రిప్టింగ్ లిలకించారు. కార్యక్రమంలో డీన్లు, విభాగాధిపతులు, ఆచార్యులు పాల్గొన్నారు.

“The reach of Startup Expo 2.0 was incredible with receiving articles published praising the one of a kind event “

WORLD EDUCATION DAY AWARENESS

Date : 11 NOVEMBER , 2023

In commemoration of National Education Day , IIC & E&I cell conducted an event on “Educating Children in Science and Innovation ” at Saraswathi Vidyalai Prathipadu , a local government school. Our members visited the school and indulged in interacting with the young minds and spreading awareness of education and their role as a student to acquire education and be ready to serve the nation when needed. The student engaged by asking doubts and their thoughts.

As a part of our commitment to we wish to visit few more schools and try to educate the local people around on the importance of education , innovation and entrepreneurship



ARCADE

Date : February 2 - 3 , 2024

1. A event featuring bunch of interactive and fun games that reminds every hardworking innovator and entrepreneur to take a break and relax once in a while. The fun activities included domino's , lock puzzles , RC car soccer , picture scramble ,Jenga and a lot more fun activities that would put your brain to critical thinking and analyzing to boost its functioning



WORKSHOP ON PERSONALITY DEVELOPMENT

Date : 22 February , 2024

Guest: Dr. Suresh Naik

Attended by: Dr. Ravikiran Shastri,Dr. P. V. Narasimha, Dr. Karthikeya Dr. Sudarshana Deepa, DEAN STUDENT WELFARE Dr. Veeresh

The session commenced with Dr. Ravikiran Shastri presenting a bouquet of flowers and extending a warm welcome to Dr. Suresh Naik.

Over the course of an hour, Dr. Suresh Naik delved into the profound role of spiritual wisdom and lifestyle in shaping scientific discoveries in ancient India, highlighting their enduring impact on modern scientific advancements in the country. He touched upon the contributions of renowned Indian scientists, whose work was initially marginalized but has since gained recognition in contemporary science. The discussion then shifted towards the significance of incorporating spiritual practices into one's lifestyle for maintaining mental well-being. Dr. Naik provided insights into various practices conducive to holistic health. The session culminated with an engaging Q&A segment, during which attendees posed inquiries on diverse topics, met with articulate responses from Dr. Naik.

Concluding the session, Dr. Suresh Naik extended his gratitude to the distinguished faculty and deans present, fostering a sense of camaraderie and scholarly exchange.

Workshop On

ATTITUDE & BEHAVIOUR DEVELOPMENT

With Dr Suresh Naik

M.Tech (NITK), PhD (IIT BHU) social worker and thinker

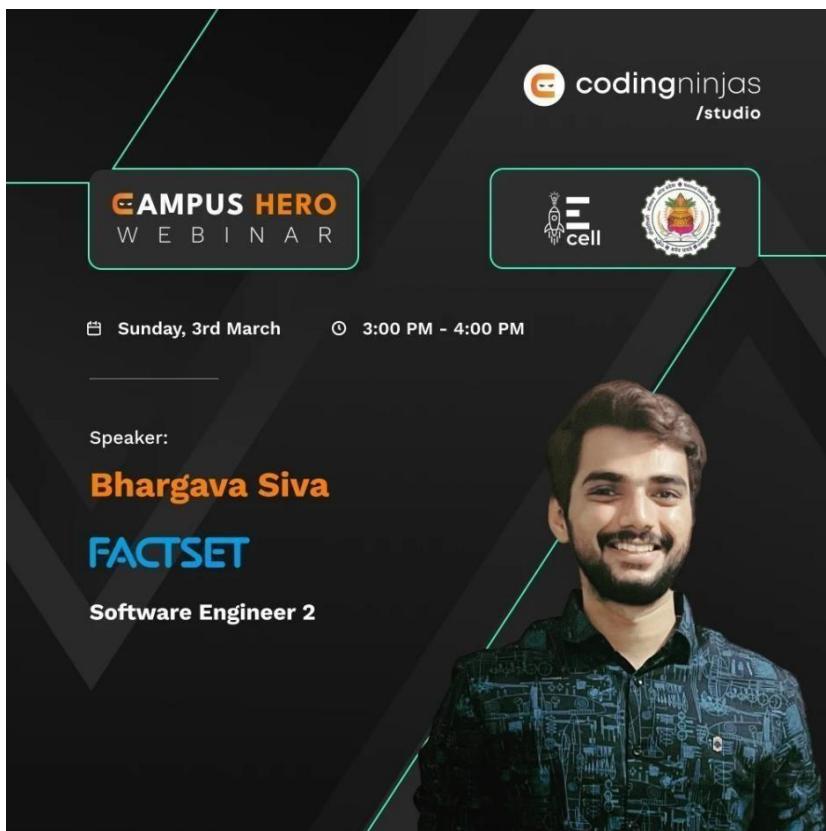
22 FEBRUARY AT 3 PM - 3:30 PM

Office Dean R&C Central Vista Room 311

CAREER INSIGHTS WEBINAR

Date : 3 MARCH , 2024

The "Career Insights" webinar, a collaborative effort between Coding Ninjas and the Innovation & Entrepreneurship Cell of NIT AP, provided an invaluable platform for aspiring developers to gain industry expertise and career guidance. The event featured a distinguished Chief Guest, a Software Engineer Level 2 at FactSet, who shared invaluable insights gleaned from their experience in the field. Attendees had the unique opportunity to delve into the intricacies of Software Engineering, learning about the latest trends, essential skills, and career pathways directly from an industry expert. Through interactive discussions and real-world anecdotes, participants gained a deeper understanding of the evolving landscape of technology and the professional opportunities it presents. The webinar served as a beacon of inspiration for students, empowering them to chart their career paths with confidence and purpose in the ever-evolving realm of software development.



A screenshot of a presentation slide titled 'WHICH CODING LANGUAGE TO CHOOSE?'. The slide features a large orange background with the title in white. Below it, three coding languages are listed: Java, C++, and Python, each with a white diamond icon and a line pointing to a small illustration of a person working on a computer. To the right, there is a video player showing a person's face. The slide has a navigation bar at the bottom with icons for back, forward, and search.

A screenshot of a presentation slide titled 'FREQUENTLY ASKED QUESTIONS'. The slide has a white background with a large orange speech bubble containing five numbered questions. The questions are: 1. How much percentage in academics is required to get placed? 2. What should be the preparation for the last semester? 3. What are the latest demanding technologies from an industry perspective? 4. What sort of internship will be helpful to get placed? 5. I have not done any internship, will it affect my placement? Below the speech bubble, the text 'WE'RE HERE TO ANSWER YOUR QUESTIONS!' is visible. The slide includes a navigation bar at the bottom with icons for back, forward, and search.

IDEATHON 2024

Date : 13,14 MARCH , 2024

The Ideathon 2024, orchestrated by the Innovation and Entrepreneurship (I&E) Cell of NIT Andhra Pradesh, stood as a beacon of creativity and innovation, inviting participants to embark on a journey of ideation and entrepreneurship. In this competition students participated to showcase their innovative ideas through presentations. These presentations were judged by a panel of subject experts of the institute. The event continued for 2 days , with roughly 40+ students came up to give idea presentations. The judges selected the winners based on the novelty , feasibility , approach and future scope of the ideas.

The winners were distributed prizes and the best ideas were declared which will be soon pitched to the Director of NIT AP inorder to sanction funds.

This event has successfully encouraged the young innovators of the campus to come forward to present their innovative ideas and have successfully gained experience in it along with mentorship and support readily available from the institution and the innovation cell.



**IDEATHON
2024**

Get Ready to Make a Difference
Join the Ideathon and submit your ideas to Craft Innovative Solutions for Everyday Challenges!

Themes:

- From any field to every corner, let your ideas soar! Join our ideathon and be the catalyst for impactful innovation.

Prizes:

- Winners will receive mementos and attractive prizes.
- BEST IDEAS will get funding from the institution!!
- Certificates will be provided to all the participants

Timeline:

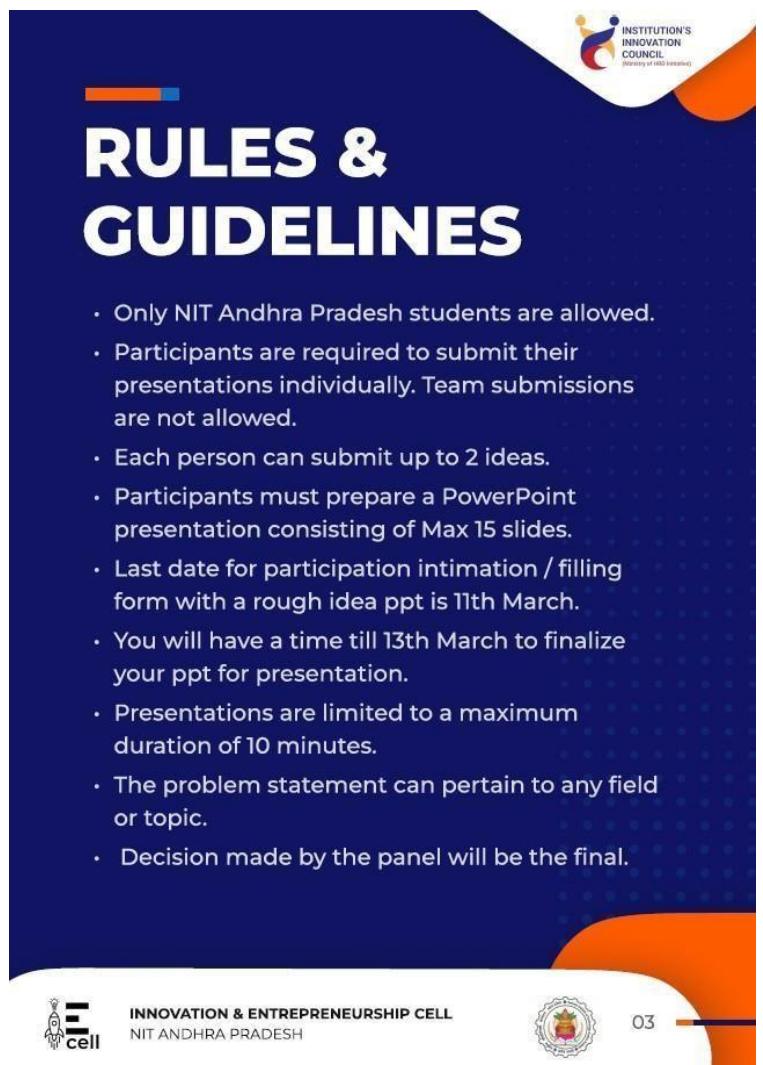
- 9th March 11:59 PM Registration Closes
- 13th/14th March 4-8 PM Presentation
- 16th March Results!!

Registration:

SCAN NOW

Note:
Only Individual Participation Allowed

Email: eicell@nitandhra.ac.in
NATIONAL INSTITUTE OF TECHNOLOGY ANDHRA PRADESH



RULES & GUIDELINES

• Only NIT Andhra Pradesh students are allowed.

• Participants are required to submit their presentations individually. Team submissions are not allowed.

• Each person can submit up to 2 ideas.

• Participants must prepare a PowerPoint presentation consisting of Max 15 slides.

• Last date for participation intimation / filling form with a rough idea ppt is 11th March.

• You will have a time till 13th March to finalize your ppt for presentation.

• Presentations are limited to a maximum duration of 10 minutes.

• The problem statement can pertain to any field or topic.

• Decision made by the panel will be the final.

**E
cell**

INNOVATION & ENTREPRENEURSHIP CELL
NIT ANDHRA PRADESH

03



WINNERS OF IDEATHON 2024



S No	Name of the Participants	Title
1	Akash Patel	Plat Exam Private Limited-Olympiad Exam and JEE mentoring
2	Chirag Agarwal	Digitization-Application for college management and student
3	Harshitha	Grower Gig from Field Fruition
4	Mayank Kumar Sain	Design of Efficient Electric Vehicle Supply Equipment for Dc Fast Charger
5	Soumyadip Das	Bridging the Gap - AI & IoT Powered Assistive Technology for Learning Disabilities
6	Varanasi L V S S S Sathveek	Textile Waste Management
7	Chaitanya Pullagura	PS: Development of NIT AP: Mess App
8	Krishna Tayal	PLACE ME -Centralized platform for High-quality, freely accessible educational resources.
9	Regulagedda Venkata Sai ranav	Sampoorna Arogya Web: 3.0 Upi for Your Health Data

ADVANCED MARKETING WEBINAR ON TEXT MINING

Date : 15 March , 2024

The "Advanced Marketing Webinar on Text Mining" by I&E Cell NIT Andhra Pradesh featured Dr. Abhishek Borah, an ISB Hyderabad graduate, former McKinsey Analyst, and current INSEAD Business School Professor. With over 8.5k LinkedIn followers and authorship of "Mine Your Language," Dr. Borah's expertise was evident.

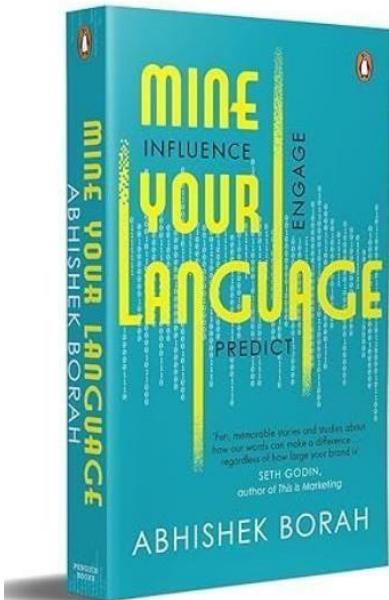
Attendees learned about text mining's applications in marketing, including sentiment analysis and natural language processing. Dr. Borah's dynamic presentation style, coupled with real-world case studies, made complex concepts accessible. Interactive Q&A sessions allowed for deeper exploration.

The webinar equipped participants with practical insights into leveraging text mining for marketing strategies. It underscored the importance of staying updated in the evolving marketing landscape. This collaboration between I&E Cell NIT Andhra Pradesh and Dr. Borah showcased a commitment to empowering professionals with cutting-edge knowledge.

The banner features a blue gradient background with a city skyline silhouette on the left. In the center, there is a portrait of Dr. Abhishek Borah, a man with dark hair and a beard, wearing a black blazer over a white shirt. The text is overlaid in large, bold, yellow and white fonts. At the top, it says "Advanced" in white, followed by "MARKETING" in large yellow letters, and "WEBINAR" in white. Below the title is a yellow banner containing the text "TEXT MINING" in large blue letters and "REGISTER" in smaller blue letters. At the bottom, there is a blue banner with the Instagram logo and the handle "e_cell_nitandhrapradesh". Logos for I&E Cell, NIT Andhra Pradesh, ISB, and McKinsey & Company are also present. The event details "Start From 06:00 pm" and "Friday 15 March, 2024" are shown in the bottom corners.

The image contains several logos and text elements:

- I&E Cell logo and text: "I and E Cell Andhra Pradesh".
- National Institute of Technology Andhra Pradesh logo and text: "National Institute of Technology Andhra Pradesh".
- ISB logo and text: "ISB McKinsey & Company".
- Event title: "Advanced MARKETING WEBINAR".
- Topic: "TEXT MINING".
- Action: "REGISTER".
- Timing: "Start From 06:00 pm".
- Date: "Friday 15 March, 2024".
- Format: "Online Webinar".
- Social media handle: "@e_cell_nitandhrapradesh".



"MINE YOUR LANGUAGE"

A Book by Abhishek Borah

A giveaway was held for the book among the organizers thanks to the author

Abhishek Borah (Presenting)

Contagious

WHY THINGS CATCH ON

Want to get more word of mouth? Help your product or idea to catch on? The same six principles drive all sorts of things to become popular, from consumer products to policy initiatives. Follow these key STEPPS (or as many of them as possible) to craft contagious content.

SOCIAL CURRENCY	TRIGGERS	EMOTION	PUBLIC	PRACTICAL VALUE	STORIES
People care about how they look to others. They want to be seen as cool, and in-the-know. So be sure to find the irreversibility ("Will It Bleed") and make people feel like insiders. (Please Don't Tell).	Top-of-mind means tip-of-tongue. So consider the words you use. Write them down and grow your habitat so that people are frequently triggered to think about your product or idea.	When we care, we share. Emotional triggers often work (United Break Guitars, Susan Boyle). So focus on feelings rather than function. And kindle the fire using high around emotions.	Built to show, built to grow. The more public the better, the more likely people will notice it. Design products and initiatives that advertise themselves (red beret shoes) and create some visible behavioral residue (Livestrong bracelets).	News you can use. Useful things get shared. So create useful content (Rule of 100), and package knowledge and expertise so that people can easily pass it on (Coca shucking video).	Information travels under what seems like idle chitchat. So build a Trojan horse. A narrative or story that people want to tell (Jared from Subway) which carries you along along for the ride.

For more information and resources, go to: www.jonahberger.com.

PERSONAL FINANCE WEBINAR (in collaboration with Zerodha)

Date : 16 March , 2024

The "PERSONAL FINANCE WEBINAR" organized by the I&E Cell NIT Andhra Pradesh in collaboration with ZERODHA, one of the top finance companies, was an exceptional opportunity for participants to delve into the intricacies of financial management. Hosted online, this exclusive webinar featured Salman Quraishi, the Sales Head at ZERODHA, as the keynote speaker.. Salman Quraishi, a seasoned expert in the field, commenced the session with a warm welcome, setting the tone for an engaging and informative discussion.

Salman Quraishi's expertise shone as he effortlessly explained complex financial concepts, ensuring accessibility for all attendees. Topics ranged from basic money management to advanced investment strategies. Through real-life examples, he highlighted the importance of budgeting, saving, and wise investing, empowering participants to make informed decisions.

The collaboration between the I&E Cell NIT Andhra Pradesh and ZERODHA proved to be a resounding success, exemplifying the power of partnerships in driving education and empowerment in the realm of personal finance. As participants logged off, they carried with them not just information, but inspiration to take charge of their financial destinies.



Salman Quraishi (Presenting)

Why learn about Personal Finance?

- Financial Security & Independence
- Making Informed Decisions
- Avoiding Debt & Financial Pitfalls
- Preparation for Life's Uncertainties
- Empowerment and Control.

Being good with your money gives you control, like being the captain of your own ship. You'll feel more confident and less stressed about money issues.

5:33 PM | vjs-wiut-zkt

The video call interface shows a presentation slide titled "Why learn about Personal Finance?". The slide lists five reasons: Financial Security & Independence, Making Informed Decisions, Avoiding Debt & Financial Pitfalls, Preparation for Life's Uncertainties, and Empowerment and Control. A quote at the bottom states, "Being good with your money gives you control, like being the captain of your own ship. You'll feel more confident and less stressed about money issues." The video call controls at the bottom include icons for microphone, camera, share, smiley face, and other communication options. The timestamp is 5:33 PM and the meeting ID is vjs-wiut-zkt.

Salman Quraishi (Presenting)

The video call interface shows a presentation slide for the Axis ELSS Tax Saver Fund. The slide displays the fund's performance metrics: Current NAV of ₹90.1664, CAGR of +35.78% over 1 year, and key statistics like Min. Investment of ₹500.00 and AUM of ₹34,025.16 Cr. A line chart shows the fund's growth from 2014 to 2024, starting around 20 and ending near 80. The video call controls at the bottom include icons for microphone, camera, share, smiley face, and other communication options. The timestamp is 5:56 PM and the meeting ID is vjs-wiut-zkt.

Salman Quraishi (Presenting)

Insurance

ditto

Life Insurance Medical Insurance

Insurance made easy

With ditto, you get the best advice on insurance. Understand your policy, get answers to your burning questions, and buy insurance, all at the same place.

Get a free quote

The video call interface shows a presentation slide for ditto insurance services. The slide features the ditto logo and navigation links for Health Insurance, Life Insurance, Quotes, Careers, Buy Insurance, and Help. It highlights "Insurance made easy" and describes how ditto provides advice on insurance, understanding policies, answering questions, and buying insurance in one place. A "Get a free quote" button is visible. The video call controls at the bottom include icons for microphone, camera, share, smiley face, and other communication options. The timestamp is 5:48 PM and the meeting ID is vjs-wiut-zkt.