

Instructions

At least one out of all the tasks should be submitted to be considered for the recruitment.

Only one task should be done from the Domain you are interested in.

For any queries regarding, contact:

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- **Brand Development Manager:**
(Graphic Designing and Video Editing)
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Deadline to submit tasks: 19th July 2023, by 11:59pm

Executive Manager

Task:

Let's say you are selected as an E-Cell Manager for 2023-24 and you and a group of 2 more 2nd years are allotted to an event as Event Managers (Brand Development is also present). You are given a choice of choosing one of the 2 events: Jugaad OR Flagship. These are actual events that were also conducted last year.

After you choose your event, you are asked by the Head of Operation & Planning to develop a workflow. You have no idea what the event is, and you ask the head to help you out.

He/She suggests you go through the Instagram handle of E-Cell and understand the event.

Now that you have a brief idea of the event, the Head of Operation & Planning asks you to submit your workflow. Consider your team has enough people in web dev, graphic design, video editing & marketing to organize the event. Just the workflow and thorough thinking will be needed. Proper instructions need to be provided.

For example: 2 weeks before the event,

- Create promotional materials such as posters, flyers, and social media posts.

- Encourage participants to register and share the event with their networks.

Mode of submission: PDF

Learning: Project Management & Workspace Internal Communication.

Key points to think about: Plan of execution of the event(workflow) (6pts)

Bonus (Not necessary): Budget of the event (3pts)

Adding time division based on the type of work (1pt)

Event Descriptions:

- **Jugaad** is a one-day event where people are given 100 rupees as a credit to fund their sellable product/service. Participants are expected to create profit by selling the product/service, and at the end of the day, profits are calculated. The winner is chosen based on both profits and ideas, and the top three winners are awarded for their efforts
[E-Cell • VNIT Nagpur on Instagram: “Jugaad'22 : All in all a VIBE. Owing to all the JUGAADs out there, thought up and executed, JUGAAD 2022 is a memoir for all. The...”](#)
- **Flagship** is the inaugural event of the Entrepreneurship Cell, VNIT Nagpur, wherein speakers from different backgrounds come to share their experiences and learnings on the stage.
[The Free Media on Instagram: “Flagship 2022, VNIT Nagpur's Inaugural event #foryou Video Edited By: @utkarsh_885 Video Story By: @shivam_wagh0902 Video Shot By:...”](#)

Answer Format:

- Pre-event preparation phase
- Event promotion phase
- Pre-event logistics phase
- Event day

Give at least 4 points in every phase

Graphic Designing

*(You have to complete **any one** task from the tasks below. If someone completes both the tasks, then one of them will be considered as a bonus task.)*

Task 1: Poster Making

Recreate the below given workshop poster with your creativity. **Do not use any logo.**

E-Cell • VNIT Nagpur on Instagram: “Hola everyone! Have you ever heard about the 5G Technology? Do you wish to know how will 5G technology revolutionise the telecom startup...”

Task 2: Carousel Making

Slide 1:

Image: Chandrayaan 3 Lunar Mission

Title: “Aiming for the Moon.”

Content: With the upcoming launch of Chandrayaan 3, India's third lunar mission, ISRO is determined to succeed where the previous mission faced challenges.

This mission will demonstrate safe landing and roving capabilities on the lunar surface.

Slide 2:

Image: Efficient Utilization of Resources

Title: Cost-Effective Space Missions

Content: ISRO's projects have consistently showcased efficient use of resources. The cost of reaching Mars and the Moon in the last decade has been lower than the budget of Christopher Nolan's Interstellar movie. Indigenization programs and cost-efficient talent acquisition contribute to ISRO's success.

Slide 3:

Image: Growing Revenue Opportunities

Title: Commercial Success in Space

Content: ISRO's commercial arm has generated substantial revenue by launching missions for private and international agencies, earning around Rs 288 crore between 2019 and 2021. The valuation of space launch services is projected to grow, opening up new revenue opportunities.

Slide 4:

Image: IN-SPACE Logo

Title: Facilitating Private Sector Participation

Content: The Indian National Space Promotion and Authorization Centre (IN-SPACE) has been established to oversee space sector activities, promote private sector involvement, and encourage innovation. The government has increased the budget for IN-SPACE, recognizing the potential of the space sector.

Slide 5:

Image: Rising Startups in Space

Title: Pioneering Space Startups

Content: India's space sector has witnessed a surge in startups, demonstrating significant growth in recent years. The private sector's emerging role is pivotal to India's space economy, making the industry more competitive. The space launch market presents new revenue opportunities and drives innovation.

You can refer the E-Cell VNIT Instagram page regarding carousel posts.

Video Editing

Task: Event Video

Recreate the below given event video with your creativity. Use the same content as given in the video. **Do not use any logo.**

Music and Colour scheme can be used of your choice

https://www.instagram.com/reel/Cpk9FzpL96p/?utm_source=ig_web_copy_link&igshid=MzRIODBiNWFIZA==

Marketing and Publicity

*(You have to complete **any one** task from the tasks below)*

Task 1:

Imagine you are having a keynote speaker session in your college, wherein elite speakers who have proved their mettle on the international stage and can inspire people with their interaction with the crowd are invited. This event is aimed at fostering innovation, entrepreneurship, and leadership among young minds.

Construct and list out some innovative social media campaign ideas to promote this event in your city, also briefly explain how will you approach newspaper and radio partners.

Task 2:

Conduct a brief competitive analysis between the marketing of Spotify and Apple Music. You should highlight the competitor's strengths, weaknesses, opportunities, and threats, along with recommendations for effective branding.

Bonus :

Write a Concise Email Invitation to a Speaker for TEDxVNIT Event

Objective: Compose a brief and persuasive email invitation to a potential speaker for the TEDxVNIT event. Your goal is to capture their interest, highlight the event's value, and convince them to participate. Choose a speaker appropriate for the theme "Third Side of the Coin" for TEDxVNIT.

Web Development

*(You have to complete **any one** task from the tasks below)*

Given below are the two tasks that are available for you to submit in this process of recruitment as a web manager.

Note: You may choose **any of the two** tasks given below. Follow the instructions given for the respective tasks.

Task 1: Build a portfolio website

[E-cell Task \(ecell-task-2023.netlify.app\)](https://ecell-task-2023.netlify.app)

- Refer to the above link. There are a few components, you can add or remove them as per your creativity.
- Change data as per your personal information.
- All required images are uploaded onto this document. [Folder - Google Drive](#)
- Tips about submission are mentioned in netlify link provided above.
- More points for animations and responsiveness.
- In case of plagiarism, you will be disqualified.

Task 2: Build a product advertising website

Imagine you own a product-based startup. You have to advertise your product on the website in the simplest yet elegant way possible.

- The website must contain sections like product features, uses, pricing and an order form page to order the product online (need not add any backend code to the order form).

- You are free to add more sections based on the product you choose.
- Products can be anything minimalist like a toothbrush and can even range upto an electronic device like mobile, TV, etc.
- The content should be readable even though that is not the main criterion.
- More points for responsive websites.
- You can take inspiration from the famous product-based websites out in the market but exact copy of any page will be considered plagiarism.
- In case of plagiarism, you will be disqualified.

RESOURCES TO COMPLETE THE TASKS:

HTML:

<https://youtu.be/HcOc7P5BMi4>
<https://youtu.be/BsDoLVMnmZs>
<https://www.w3schools.com/html/default.asp>

CSS:

<https://youtu.be/yfoY53QXEnI>
<https://www.w3schools.com/css/default.asp>

[assets - Google Drive](#)