



# E-SUMMIT

# About E-CELL

The Entrepreneurship Cell at KC College is dedicated to nurturing innovation and cultivating business acumen in students. Through dynamic workshops, insightful seminars, and personalized mentorship programs, it serves as a pivotal platform for aspiring entrepreneurs, fostering skill development, networking opportunities, and the transformation of creative concepts into viable ventures. Actively immersed in the startup ecosystem, the cell is committed to fostering a culture of entrepreneurship within the college community.

"Synodic Flow," this year's overall theme, captures the idea of transformative empowerment and positive change. It is a metaphor for the power that arises when people from different backgrounds come together with a variety of ideas and viewpoints to make significant and long-lasting changes in a range of areas of life.

# **Rules and Regulations**

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## **General Rules**

- Vulgarity, Obscenity and Profanity are strictly prohibited.
- The Contingents will be accountable for their own props.
- E-Cell and K.C. College will not be responsible for any loss or damage.
- The College's furniture/property must be handled with utmost care. In case of any damage, the entire amount of the damaged item has to be paid.
- Any unruly behavior with the OC will lead to direct disqualification.
- If anyone is found using any illegal substance in college like vapes, drugs, etc., the respective contingent will face direct disqualification.
- In case of non-adherence to any of the above rules, the participants will be disqualified.
- Contingents are not allowed to reveal their college names in any manner, if failed to obey it will lead to negatives.
- No low cut tops, shorts, crop tops, etc is allowed and if seen it will lead to negative points.
- Decision of the Organising Committee is final and binding.

### **Participant Eligibility**

- Only Undergraduate college students and Post graduate College students are allowed. Junior college students are also allowed.
- The participants must have a college ID or their fee receipt for the current academic year 2023-24.
- Contingent Team- 1 Contingent Leader (CL) + 1 Assistant Contingent Leader (ACL) + (optional) 1 Assistant Contingent Leader (ACL)

# Rules and Regulations

## — Admin Rules —

### Types Of Registrations

- Contingent Registrations: The Contingent represents a particular college. There can be more than one contingent per college. The registration procedure for contingents is online, where they must register for events they are participating in.
- PRNC Registration (Pre-Registered Non-Contingent): PRNCs do not represent any college and are not a part of the college contingent. Their podium does not add to their contingent's overall points. They must register online for events. PRNCs will be provided half the points upon winning.
- PRNCs must have a valid (A) College Id card or (B) Fee Receipt along with Government photo Id proof at the time of main Registration and Re-registration on the day of the event.
- All participants will be given a proof of participation (POP) at the main registration desk for each event which has to be carried to the Re-Registration desk and has to be retained till the final round of the respective event.

Once the registration desks are closed, No requests to open the desks will be accepted.

Contingents getting PRNC will be given PR points.

# Rules and Regulations

## — Admin Rules —

### Registration Process

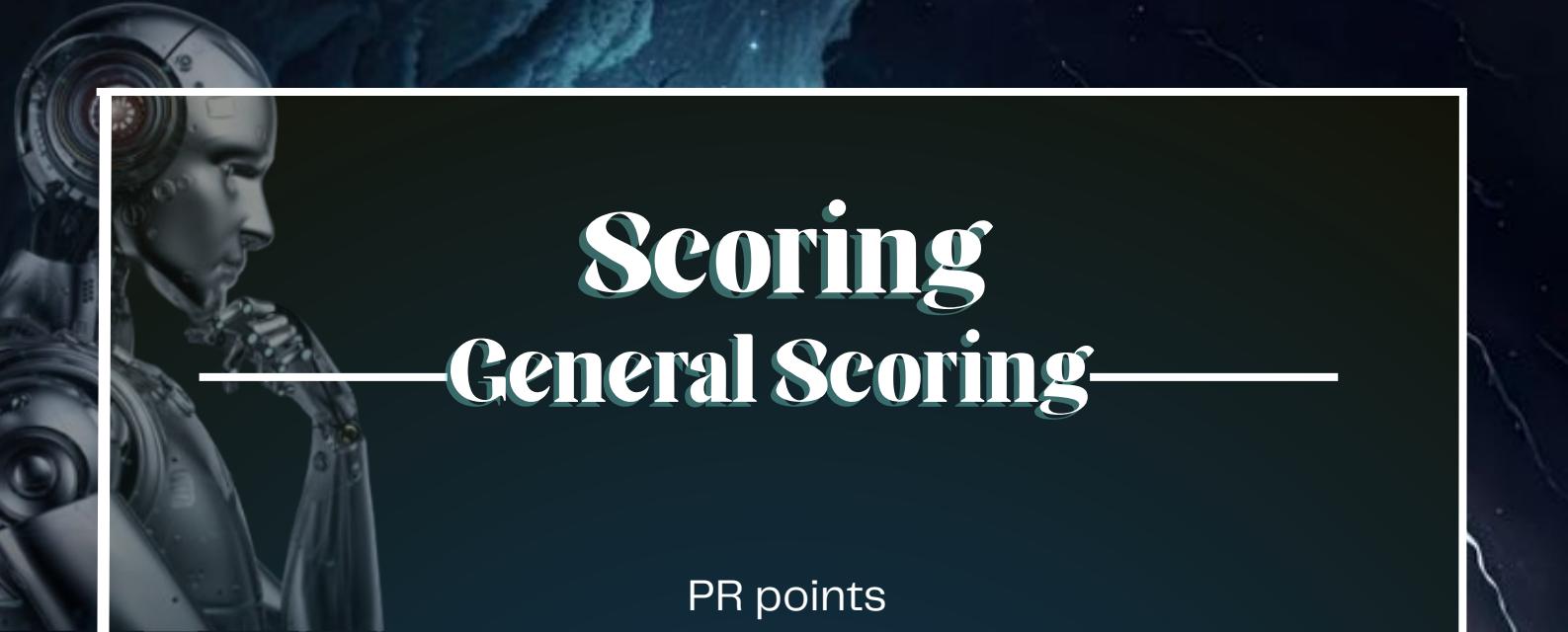
- CL/ACL ID Cards will be provided before the festival, the timings for the same will be conveyed to the respective CLs/ACLs.
- During the online registration process, a contingent will be assigned slots first, after which PRNCs will be given slots on a first come first serve basis depending on the availability of slots while some will be kept on the waiting list.
- Only a CL/ACL can register participants by showing a valid college ID card/Fee receipt (2023-24) + A Government-issued photo ID proof (Aadhar/voter ID/PAN card/Passport/Driver's License) of all the participants.
- While registering, the CL/ACL must carry the ID card provided to them. They also must carry their own valid college ID cards on all days of the fest.
- In case of absence of the college ID card, the fee receipt along with an original government-issued photo ID proof (Aadhar/voter ID/PAN card/Passport/Driver's License) will be permitted for registrations.
- Soft copies of College ID card/Fee receipt will be accepted.
- Soft copies of original government-issued photo ID proof (Aadhar/voter ID/PAN card/Passport/Driver's License) will be permitted only through the Digilocker App.
- On the spot registrations is allowed during the registration window allotted to the event.
- Slots will be assigned on a first-come-first-serve basis for all Events. PRNCs will be assigned numbers and not codes.
- Once the registration is done contingents are not allowed to leave KC college Churchgate campus or else it will lead to negative markings.

# Rules and Regulations

## — Admin Rules —

### Registration Venues & Timings

- The registration desk will open 1 hour prior to the event and will shut 15 minutes prior to the scheduled time of the event.
- Only the CL/ACL can be present at the registration desk.
- Participants representing a contingent will not be allowed at the registration desk unless it is to solely register for their particular event. PRNCs and NCPs must register themselves at the dispatch desk by showing a valid college ID card/Fee receipt (2023-24) + a Government-issued photo ID proof (Aadhar/voter ID/PAN card/Passport/Driver's License).
- The ID card/Fee receipt for the current academic year (2023-24) + the Government ID of the participant needs to be brought to the venue registration desk.
- The presence of participants at the time of venue registration is mandatory. The admin desk is responsible for the identification of the participants and providing slots. The events desk is responsible for checking event requirements.
- Registration points of PRNCs will be given to the CC of that college.



# Scoring

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## General Scoring

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PR points

Public Relation + Social Media Activities

1 follower to the E-cell page = 10 PR points

PR Rally

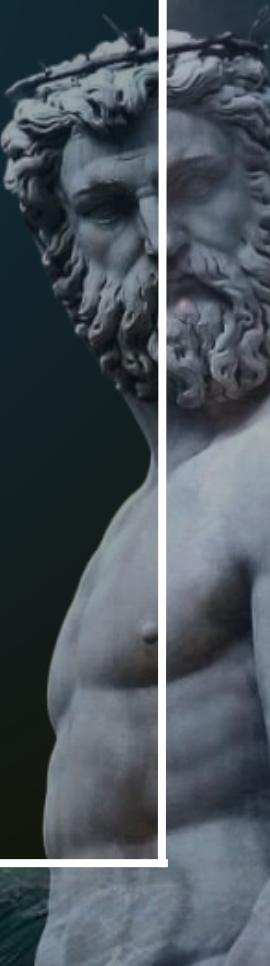
1 person = 25 PR points

Closing Ceremony

1 person = 25 PR points

Flagship Shark Tank event- 25 points per person

PR activities at the venue/CL meet and pre-event activities will lead to further addition of PR points.





# **Scoring**

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## **General Scoring**

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### **Disqualification & Negative Marking:**

Points will be deducted from the performance, or the participant(s) may be disqualified if they fail to adhere to any of the rules laid down by the Organizing Committee.

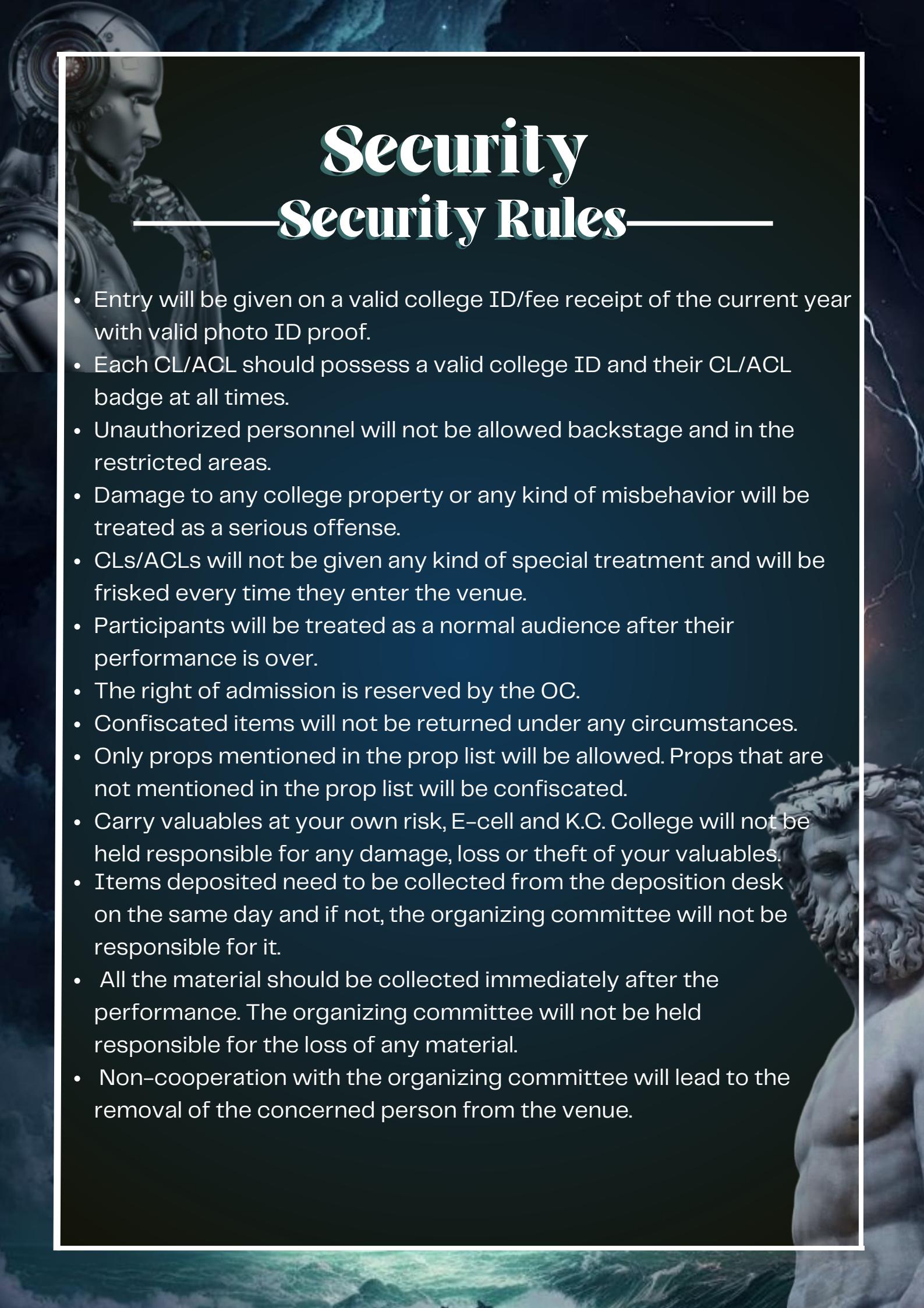
Participants turning up late, i.e., if the participant turns up after the event registration desk shuts down and before the event starts, the participant will receive a deduction of -50 points from performance points.

Any breaking of the above mentioned rules will not lead to Disqualification but will only lead to deduction in performance points.

### **In Case of A Tie**

In case of a tie, the following procedure will be followed:

- Each judging criteria of an event will be given a certain weightage by the judge before the commencement of the event.
- In case of a tie, the weighted average on the basis of the predetermined criteria will be calculated and compared only for the tied participants. The tied participant with the higher weighted average score would be awarded with the higher podium and the lower one with the subsequent podium.
- In case of a tie even after the above process, the podium would be shared amongst the tied participants.



# Security

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## Security Rules

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- Entry will be given on a valid college ID/fee receipt of the current year with valid photo ID proof.
- Each CL/ACL should possess a valid college ID and their CL/ACL badge at all times.
- Unauthorized personnel will not be allowed backstage and in the restricted areas.
- Damage to any college property or any kind of misbehavior will be treated as a serious offense.
- CLs/ACLs will not be given any kind of special treatment and will be frisked every time they enter the venue.
- Participants will be treated as a normal audience after their performance is over.
- The right of admission is reserved by the OC.
- Confiscated items will not be returned under any circumstances.
- Only props mentioned in the prop list will be allowed. Props that are not mentioned in the prop list will be confiscated.
- Carry valuables at your own risk, E-cell and K.C. College will not be held responsible for any damage, loss or theft of your valuables.
- Items deposited need to be collected from the deposition desk on the same day and if not, the organizing committee will not be responsible for it.
- All the material should be collected immediately after the performance. The organizing committee will not be held responsible for the loss of any material.
- Non-cooperation with the organizing committee will lead to the removal of the concerned person from the venue.



# Security

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## Security Rules

- Deposition List

- Helmets

- Make-up items

- Water bottle

- Lunch box Perfumes/ Deodorants

- Confiscation List

- Any sharp objects such as knives, blades, razors, cutters, rounders, nail filers, pins, staplers, nail cutters, Swiss knives or multiple knives, bottle openers, pointed rings, pointed bracelets, etc.

- Metal objects like scales/rulers, thick chains, bike chains, metal knuckles, tool objects, etc.

- Any types of cigarettes and e-cigarettes.

- Inflammable objects like lighters, match boxes, cigarettes, beedis, petrol, kerosene, inflammable oils, alcoholic drinks, batteries, sanitizers, etc.

- Drugs, condoms, contraceptives, weapons, crackers, lasers, floppies, spray paints, ropes, whistles, etc.

- Any other article which is not included in the above list but is injurious, harmful or illegal will not be allowed inside the venue.

- The discretion of the OC regarding any item being brought into the venue is final. The discretion of the OC regarding any item being brought into the venue is final. The discretion of the OC regarding any item being brought into the venue is final.

- Please cooperate with the organizers for the same.



# Scoring

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## General Scoring



Podium	Pristine	Pleroma	Metanoia
1st	10,000	8000	7000
2nd	9000	7500	6500
3rd	8000	7000	6000

# Betting Rules

## Standard Betting

Standard Bets can be placed on Flagship ie; Pristine & Tier 1 ie; pleroma events.

Every bet is a podium-specific bet.

A minimum of 1 standard bet is mandatory for full contingents, failing to do so will result in -100 points from overall podium points for every bet not placed. In case a contingent fails to place a bet, the OC is not responsible.

A maximum of 2 standard bets can be placed by a Contingent.

Multiplying Factor(on winning the bet)

Multiplying Factor(on losing the bet)

Points	Win	Lose
Pristine	+0.5	-0.25x
Pleroma	+1x	-0.5x

# Pristine

A close-up photograph of a person's hand holding a small, clear plastic container. The container has a blue and white hexagonal pattern on its lid. The hand is positioned vertically, with the fingers gripping the bottom and the thumb supporting the top. The background is a dark, star-filled space with a large, glowing blue and purple celestial body, possibly a planet or a nebula, visible behind the hand.

# O<sup>3</sup> (OCEAN OF OPPORTUNITIES)

## Igniting Tomorrow's Brilliance

Dive into the thrill of our Shark Tank Challenge! Imagine each team as entrepreneurial sharks, navigating through pitch-perfect waters filled with unique challenges and market twists. Only the most strategic, innovative, and adaptable team will swim out as the ultimate tank conqueror. Will your pitch sink or swim? Get ready to unleash your business instincts in the ultimate Shark Tank showdown!



**Duration**  
**2 Hours**



**2**  
**Participants**



**One Team  
Per  
Contingent**



**Uncapped**

# Monetary Marvels

## Finket Tacties in Action

The event, 'Monetary Marvels' serves as a gathering ground for visionary entrepreneurs and forward-minded leaders who blend expertise of marketing with finance and unleash the marvels of money!"



**Duration**  
**3 Hours**



**1**  
**Participant**

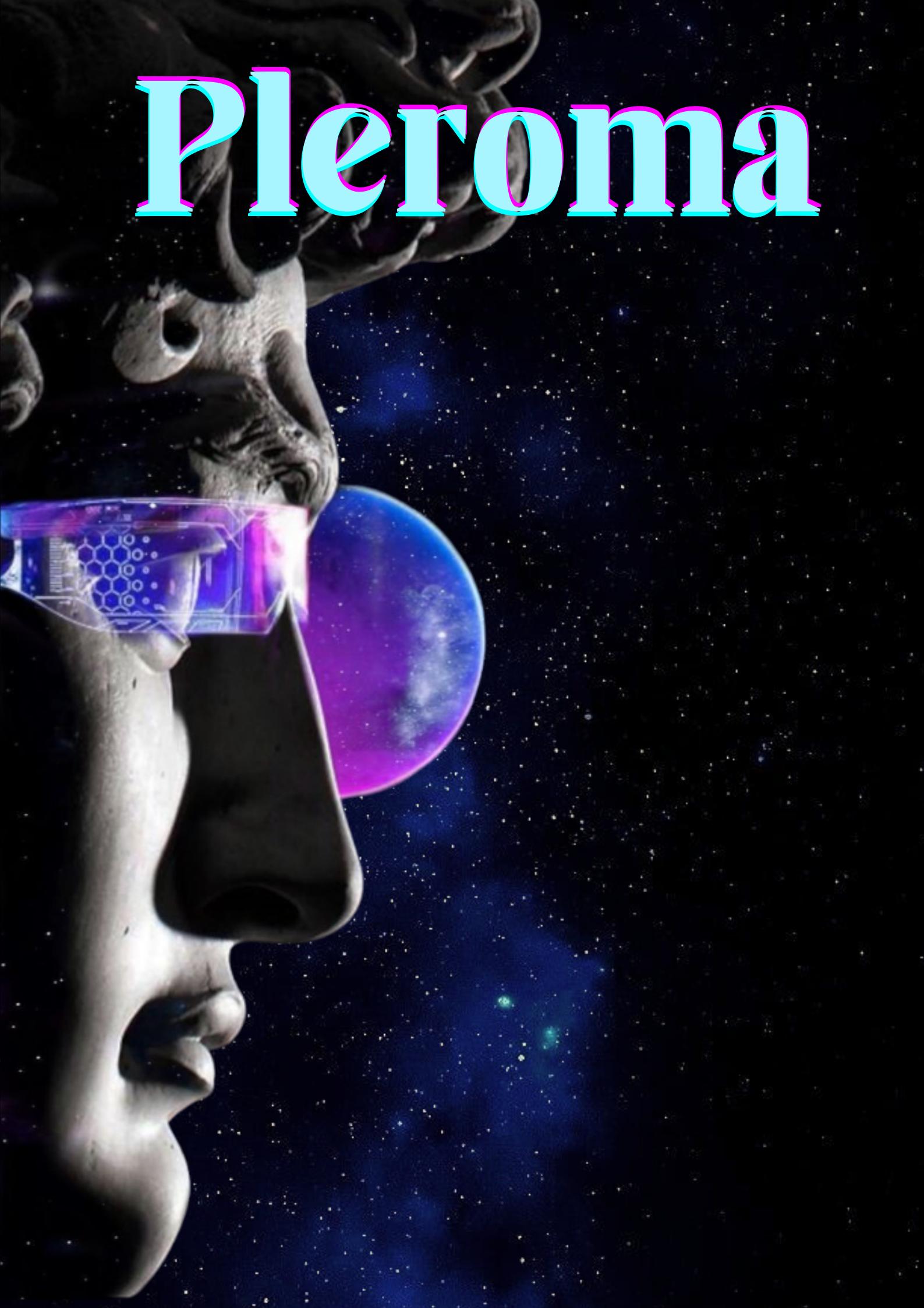


**One Team  
Per  
Contingent**



**15  
Contingents**

# Pleroma



# Beyond the Boardroom

**Collaborate. Communicate. Conquer.**

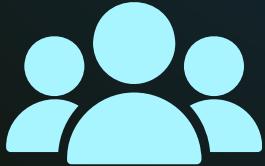
Ever contemplated the potential value of your business ideas? Seize the chance and become a part of the 'Beyond the Boardroom' experience, where creativity converges, and innovation steals the spotlight. Join us in this exciting journey where your marketing finesse and knack for captivating the target audience comes to the forefront!



**Duration**  
**2 Hours**



**1**  
**Participants**



**One Team  
Per  
Contingent**



**10  
Contingents**

# Case Solvit

## Challenge the Odds with Roundtable

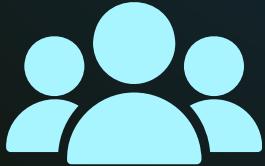
Immerse in riveting finance case studies at this engaging event, where real-world scenarios unravel, providing valuable insights for effective financial problem-solving strategies.



**Duration**  
**2 Hours**



**1**  
**Participants**



**One Team  
Per  
Contingent**



**8  
Contingents**

# Trade Titans

## Precision Leads to Success

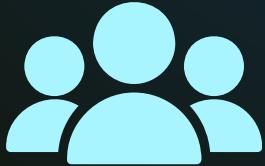
Gear up traders! Enhance your predicting skills and compete in a series of rounds to showcase your sharp bidding strategies at Trade Titans. Build projecting schemes and assert your knowledge of the trading industry. Choose your deck and flaunt your cards.



**Duration**  
**3 Hours**



**1**  
**Participant**



**One Team  
Per  
Contingent**



**Uncapped**



# Wealth & Wizards

## Navigating Entrepreneurial Magic

Welcome to the ultimate business battle! Picture this: Being plunged into uniquely challenging markets, facing hurdles that test your mettle. Only the industry's last survivor claims the sweet taste of victory. Are you ready to navigate the twists and turns of this high-stakes challenge? Let the games begin!



**Duration**  
3 hours



**2  
Participants**



**One Team  
Per  
Contingent**



**8  
Contingents**



# Richie Rich

## Make Money Moves

If sales is your game, money shall get you fame. Be the greatest salesman out there and multiply your bucks! But that's not all, we bring to you an exclusive opportunity, one that amazingly combines strategy and fun is a truly exhilarating amalgamation! Do you think you have what it takes to be Richie Rich?



**Duration**  
**3 Hours**



**2**  
**Participants**



**One Team  
Per  
Contingent**



**Uncapped**

# Cash Cascade

## Unlocking the Path to Financial Success

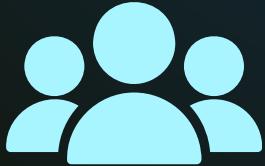
Dive into a human-sized financial board game! Navigate challenges, dodge expenses, and seize opportunities in this solo quest for wealth. It's the ultimate mix of strategy and luck—your journey to financial triumph begins now!



**Duration**  
**3 Hours**



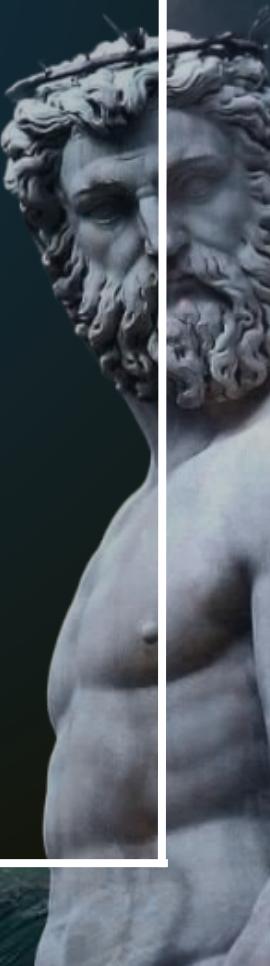
**1**  
**Participant**



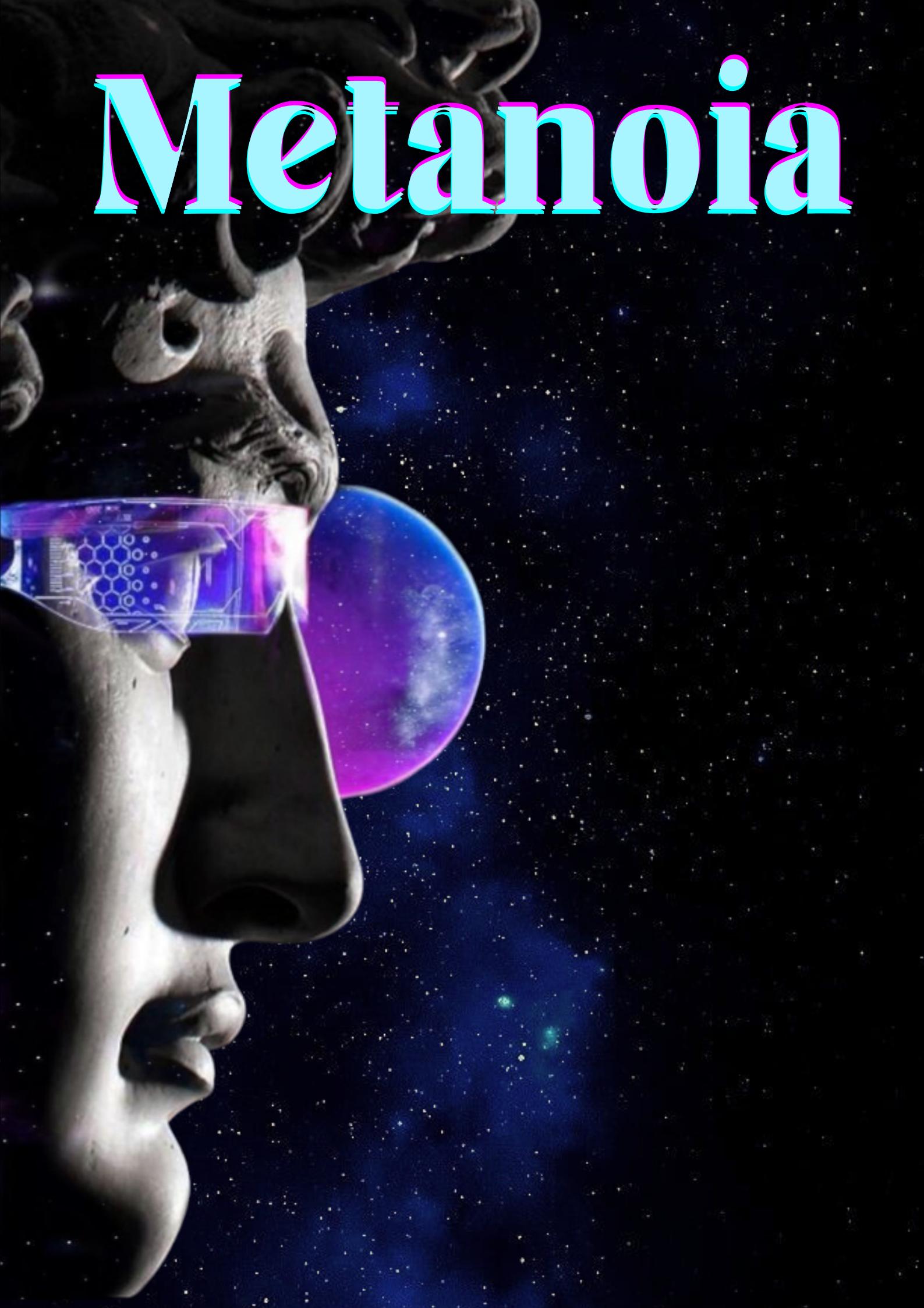
**One Team  
Per  
Contingent**



**9  
Contingents**



# Metanoia



# Mystery Maze

**Decode. Solve. Find your way**

An exhilarating experience awaits you. Filled with thrilling twists and turns, you will be in for a ride. Brain-teasing riddles and enigmatic mysteries are going to captivate all your senses. Every step is filled with exciting challenges and risky dares, which will leave you asking for more. It's a journey only for those who are willing to be bold, fearless and gutsy. So if you're ready to embrace the obstacles and conquer the stage, then come join us!



**Duration**

**2 Hour 30 Minutes**



**4**

**Participants**



**One Team  
Per  
Contingent**



**5**

**Contingents**

# Snapshot of Success (pre-event)

## Glimpse of Daily Hustle

Calling all the aspiring entrepreneurs! We all dream of being a bigshot millionaire lounging around in a mansion and working on an expensive laptop, so what if you could live it out for a day? Turn your fantasy into reality by embodying the role of a successful entrepreneur and give us a glimpse of a day in your life!



**Duration**  
**30-45 seconds**  
**(reel)**



**1**  
**Participant**



**One Team  
Per  
Contingent**



**Uncapped**

# Erascape

## From Ages Past to Design Drafts

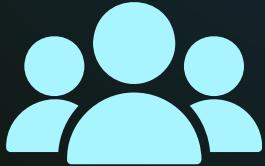
Dive into the fascinating world of Erascapes, a drawing and sketching event where creativity meets history. Each table is a time capsule, dedicated to a specific era, equipped with unique materials. Participants unleash their imagination, crafting innovative product ideas inspired by the essence of each era. Join us in shaping timeless art!



**Duration**  
**2 Hours**



**1**  
**Participant**



**One Team  
Per  
Contingent**



**8**  
**Contingents**

# Expert Insights (pre-event)

## Forging Tomorrow's Success Stories

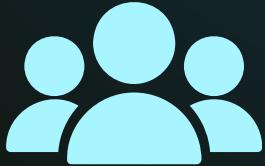
Embark on an inspiring journey as we bring together the brilliance of entrepreneurial minds and eager audiences as Expert Insights in a speaker session at KC College. Join us for a dynamic session, where knowledge meets innovation, and connections flourish in the heart of entrepreneurial exploration.



**Duration**  
**5 Hours**



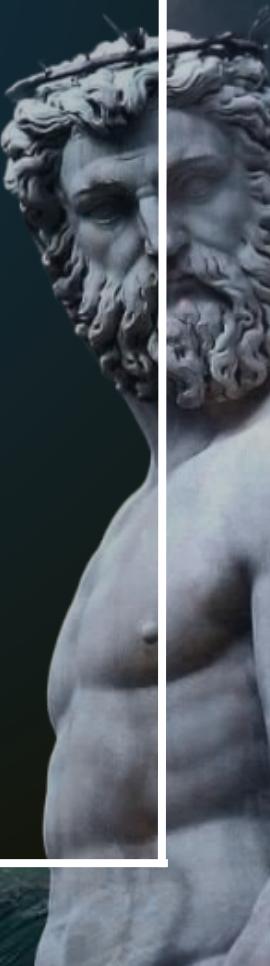
**1**  
**Participant**



**One Team  
Per  
Contingent**



**5  
Contingents**



# E-Summit 2024 Committee

## CHAIRPERSON

Archie Puruswani

## VICE-CHAIRPERSON

Dhruvi Ghosalkar

Aditi Singh

Nia Shah

Ansh Kothari

Shreya Shah

# HEAD OF DEPARTMENTS

## Hospitality

Arnav Ashtivkar  
Tvisha Srivastava

## Coverage

Dhruti Sarda  
Aaryama Singh

## Marketing

Sai Chaudhary  
Sudhanshu Shekhar

## Offline Creatives

Sayoni Chatterjee  
Preet Patel  
Dev Vakharia

## Digital Creatives

Sanya Dayal  
Shrey Choudhary  
Parth Ruparelia

## Social Media

Neha Chandak  
Sweccha Jain

## Anchoring

Chahek Sharma

## Content

Nimay Parikh  
Sachi Kalra

## Logistics

Dhrumil Darji  
Leah Manoj

## Public Relations

Yash Bhagat  
Kusum Mali  
Sohamm Kellkar

## Finance

Anudish Jain  
Prem Patil

## Administration

Ananya Ramachandan  
Aasiya Patel

## Events

Nidhi Yadav  
Dev Somaiya  
Sharanya Shrivastava

## Networking

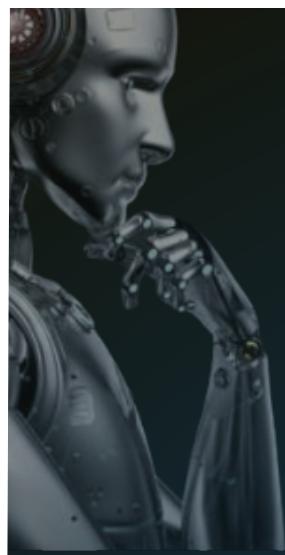
Ashwini Pillai  
Gauri Saxena

## Technicals

Gemin Khatri  
Anuj Kumar  
Gaurav Patil

## Security

Yash Bains  
Prathamesh Rajgarhia



# For Registration

