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INNOVATION CELL  
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Ministry of  
Education  
Government of India



IIC

# ENRAGE | ENGAGE | ENTHRAL

*The Official E-Summit by  
Institution's Innovation Council*

19th-23rd APRIL 2025

**EVENT BROCHURE**

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**WELCOME  
TO THE  
MULTIVERSE  
OF  
ENTREPRENEURSHIP**

# ABOUT IIC

The Institution's Innovation Council (IIC) is dedicated to fostering a spirit of entrepreneurship and business innovation among students in higher education. Established under a Ministry of Education initiative, IIC TMSL has been created as our very own cell for business idea incubation. The council mentors and guides students to transform innovative concepts into viable enterprises through a series of workshops, seminars, and networking sessions designed to sharpen industry-specific talents and bridge the gap between academic learning and practical business acumen.

# ABOUT ENVISAGE

Envisage 2025 is the official E-Summit of Techno Main Salt Lake—a distinguished forum born from the aspirations of dynamic young innovators. This premier summit offers a platform for budding entrepreneurs to present groundbreaking ideas and receive mentorship from industry experts.

With a refreshed line-up of events—Stockify, Promote-It, Hach-Ur-Way, B-Plan, CXO's Insights, BizzQuiz, Tweeters Debate, Venture-vault Auction, and Startup Expo—Envisage 2025 is meticulously designed to ignite creative thinking, foster strategic collaboration, and set new benchmarks in entrepreneurial excellence.



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Techno Main  
Salt Lake

**Prize Pool**  
**₹2.5 lac**

# **STARTUP-EXPO**

## **SHowcasing Innovation & Entrepreneurship**

IIC TMSL presents Startup Expo, a flagship event under ENVISAGE'25, where groundbreaking startups, visionary entrepreneurs, and industry leaders come together to connect, collaborate, and innovate. This

expo is a dynamic platform for startups to showcase their ideas, products, and services, gaining exposure to potential investors, mentors, and customers.

Whether you're an aspiring entrepreneur, a budding startup, or an enthusiast eager to witness the next big thing in the world of business, Startup Expo is

the perfect place to explore cutting-edge innovations, exchange insights, and build valuable networks.

Join us and experience the future of entrepreneurship—where ideas transform into reality!



23rd April 2025

[REGISTER HERE](#)

Event POCs:  
Anusha :6289984347  
Harshankit : 8583820515



# B-PLAN

## The Business Idea Pitching Competition

Got a game-changing idea? It's time to turn it into reality

Do you have what it takes to build the next big thing? B-Plan is the ultimate battleground for aspiring entrepreneurs, innovators, and visionaries who dare to dream big and pitch even bigger!

This competition is your chance to showcase your startup idea, refine your business model, and impress a panel of industry experts and investors. From disruptive tech solutions to revolutionary business models, every idea matters—but only the best will survive.

Whether you're an ambitious student, a budding entrepreneur, or a startup enthusiast, this is your opportunity to validate your vision, gain expert feedback, and make an impact in the business world. Are you ready to take your first step towards building an empire?



19th April 2025

# Rules & Regulations:

1. Each team must consist of a minimum of 2 members and a maximum of 4 members.
2. Teams need to submit their pitch deck (PPT) and a pitch video for the preliminary round.
3. The best teams from the prelims will qualify for the final round, where they will pitch their business idea in front of industry experts.
4. The pitch will be judged based on innovation, feasibility, scalability, market potential, and presentation skills.
5. Teams must ensure their business idea is original, and plagiarism will result in immediate disqualification.
6. The decision of the judging panel will be final in all cases, and no further arguments will be entertained.

**Prize Pool : ₹30,000**

**Team Size- 4 members  
Registration : ₹150/team**

[REGISTER HERE](#)

**Event POCS:  
Debabrata : 9366151256  
Harshankit : 8583820515**



# VENTURE VAULT

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## The Ultimate Auction War

Ever dreamed of building your own empire with the most promising ventures? Now's your chance!

IIC TMSL presents Venture Vault: The Ultimate Venture Auction War, a one-of-a-kind business strategy event under ENVISAGE'25, where participants will take on the role of investors and battle it out in a high-stakes auction to assemble the most powerful venture portfolio.

This event is designed for those who have a keen eye for business, a knack for investment, and the ability to think strategically under pressure. Teams will be given a set budget and must bid wisely to acquire the best ventures from various industries. The challenge lies in forming a balanced and high-value portfolio while competing against other investors in a thrilling auction war.

Prepare to strategize, negotiate, and emerge as the ultimate investment mogul!



22nd April 2025

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# Rules & Regulations:

1. There will be a pool of 100 to 120 ventures available for bidding.
2. Each team must consist of 2 to 4 members.
3. Teams will be divided equally across different industries to ensure fair competition.
4. Each team must buy a minimum number of ventures within the allocated budget. Failure to do so will result in disqualification.
5. The total budget of every team will be ₹100 Crore, including all acquisitions.
6. Teams must strategize to secure the best combination of ventures for maximum value.
7. In case of a tie, the remaining budget balance will determine the winner.
8. The decision of the moderator will be final in any disputes or conflicts.

**Prize Pool : ₹30,000**

**Team Size-4 members  
Registration : ₹200/team**

[\*\*REGISTER HERE\*\*](#)

Event POCs:  
Atul : 7667689413  
Sachin : 9835343331  
Debranjan: 8250206953  
Pushpendra : 7044911325



# **CXO'S INSIGHT**

## **The Business Case Study Competition**

Do you have what it takes to think like a CXO?

Step into the shoes of a top executive and tackle real-world business challenges in CXO's Insights, a thrilling case study competition under ENVISAGE'25. This event is designed for analytical minds who can break down complex problems, devise innovative strategies, and present compelling business solutions.

Participants will be presented with challenging business scenarios where they must showcase their problem-solving skills, strategic thinking, and decision-making abilities. From financial planning to operational execution, this competition will test every aspect of what it means to be a future business leader.

Are you ready to think, analyze, and strategize like a CXO?



19th April 2025

# **Rules & Regulations:**

1. The competition consists of two rounds:
  - o Preliminary Round (Online Submission): Participants will receive a business problem statement and must submit an 500-1000 word solution.
  - o Final Round (On-the-Spot Challenge): Shortlisted teams will present their case solutions offline.
2. Teams can have 1 to 3 members.
3. The final case study problem will be given on the spot in the final round.
4. Teams will have 30 minutes to prepare and then present their solution to a panel of judges.
5. The evaluation will be based on innovation, feasibility, and clarity of explanation.
6. The decision of the judging panel will be final.  
Are you up for the challenge? Compete, analyze, and showcase your CXO mindset!

**Prize Pool: ₹25,000**

**Team Size- 4 members  
Registration : ₹60/team**

**REGISTER HERE**

Event POCs:  
Pramit : 7585069183  
Sheetal : 9123476672  
Debranjan : 82850206953

# HACK-UR-WAY

## The Ultimate Metaverse Hackathon

Step into the future. Code the impossible. Dominate the digital realm.

Are you ready to hack beyond reality? Hack-ur-Way takes you into the Metaverse, where only the boldest innovators, cyber warriors, and tech rebels will thrive! Build groundbreaking solutions, conquer cyber challenges, and unleash your inner CyberHunk in this high-stakes hackathon.

Push the boundaries of technology, collaborate with the best minds, and create game-changing projects that shape the digital future. Whether you're a blockchain enthusiast, AI visionary, or cybersecurity wizard, this is your chance to showcase your skills, innovate, and claim the ultimate title. Get ready to code, disrupt, and revolutionize the Metaverse. The future is now—will you be the one to shape it?



# **Rules & Regulations:**

1. Each team will consist of a minimum of 2 and a maximum of 5 members.
2. The hackathon will last for 36 hours, starting in offline mode and transitioning to online mode.
3. The theme for the hackathon will be announced later.
4. Teams must develop innovative solutions, code their projects, and present their final work to the judges.
5. The judging criteria will be based on innovation, functionality, and impact.
6. Any intellectual property developed during the hackathon will belong to the team that created it.
7. Teams are allowed to use freely available materials from the internet in their project, provided they adhere to ethical and legal standards.
8. Plagiarism is strictly prohibited and will result in immediate disqualification of the team.
9. The decision of the judging committee will be final, and no further arguments or disputes will be entertained.

**Prize Pool :: ₹35,000**

**Team Size- 5 members  
Registration : ₹200/team**

Event POCS:  
Utsav : 9330310725  
Sunny : 7549617631  
Anirban : 9679398379

**REGISTER HERE**



## ***Virtual Stock Market***

Welcome to the Trader's Den!

Do you have what it takes to conquer the stock market? If you believe in the mantra "Risk hai to ishq hai", then STOCKIFY is the ultimate battleground for you!

IIC TMSL proudly presents STOCKIFY as part of Envisage'25, the annual E-Summit of TMSL. This ten-day virtual trading competition will test your trading acumen, allowing you to showcase your skills, strategize investments, and maximize your profits. Be the Bull or the Bear, but make sure you reign supreme in the market!

# Rules & Regulations:

1. Each participant will receive Rs. 10 lakh in dummy cash as initial capital.
2. Trading will be based on BSE (Bombay Stock Exchange) market trends.
3. Once the given timeslot ends, no further modifications or entries regarding the final net worth will be allowed.
4. The winner will be determined based on the highest net worth at the end of the competition.
5. Any form of unfair practice or violation of rules will result in immediate disqualification.

**Prize Pool : ₹20,000**

**Registration : ₹50/person**

[\*\*REGISTER HERE\*\*](#)

**Event POCs:**  
Prince : 9199956067  
Sarthak : 7001126450  
Makhdom : 84799 06671





## ***The Ultimate Marketing Battle***

Pick your style. Create the buzz. Rule the market!

Do you have what it takes to create the next viral sensation? If you believe in the power of memes, reels, and marketing genius, then HYPE IT UP! is the perfect battlefield for you!

IIC TMSL proudly presents HYPE IT UP! as part of Envisage'25, the annual E-Summit of TMSL. This online marketing showdown challenges you to craft the most eye-catching, trendsetting, and buzzworthy campaign for a wacky startup idea. Whether you're a Reel Warrior, Meme Magician, or Poster Pro, this is your moment to make the world take notice!

# Rules & Regulations:

## 1: Register & Get Your Product :

You'll be assigned a fun & wacky startup idea to promote. Example: AI-generated boyfriend app? Self-heating coffee mug?

## 2: Create Your Hype!

Reel Warriors: Film a 30-sec ad (funny, meme worthy, or pro-level!)

Meme Magicians: Design a super viral meme (Twitter/Instagram style!)

Poster Pros: Make an eye-catching poster (minimalist, AI-art, or flashy!)

## 3: Post & Go Viral!

Your content will be posted on the event's Instagram/Twitter page. The more likes, shares, and comments, the higher your chances of winning!

## 4: Winner Announcement!

No live event, no pitching – JUST RESULTS!

Winners will be decided based on creativity & engagement and announced online! 

**Prize Pool : ₹15,000**

**Registration : ₹30/person**

[\*\*REGISTER HERE\*\*](#)

Event POCS:  
Atul : 7667689413  
Anusha :9508561146  
Vaibhav :9430324808



# BIZZ-QUIZ

## The Ultimate Business Quiz Challenge

Are you someone who thrives on intellectual challenges? Do you have a passion for quizzes that test not just your knowledge but your ability to think critically? If yes, then we have just the right platform for you!

IIC TMSL proudly presents QUIZ BIZ, the ultimate business quiz challenge under Envisage'25, the E-Summit of TMSL. This competition is designed to put your business acumen, analytical thinking, and problem-solving skills to the test. It's more than just a quiz; it's a battlefield of intellect where you can showcase your expertise, sharpen your competitive edge, and establish your niche in the world of business. The event will dive into an arena of thought-provoking questions covering various aspects of business, startups, finance, entrepreneurship, and the ever-evolving corporate world. It's not just about knowing the facts but about analyzing real-world problems and staying ahead of the curve.

So, gear up and seize this opportunity to challenge yourself, compete with the best minds, and let your intellect shine!



21st April 2025



# **Rules & Regulations:**

1. Each team must consist of 1-2 members.
2. Two rounds will be conducted: Prelims and Final.
3. The Prelims will be an elimination round consisting of 10 questions.
4. No negative marking in the prelims.
5. The Final Round will consist of 15 questions. Negative marking will be applied for incorrect answers.
6. In case of a tie in the final, a tiebreaker round will be conducted.
7. Use of mobile phones or any electronic device is strictly prohibited.
8. Additional rules will be declared on the spot.

**Prize Pool : ₹20,000**

**Team Size- 2 members  
Registration : ₹50/team**

[\*\*REGISTER HERE\*\*](#)

Event POCs:  
Srija : 8777040320  
Pritam : 8910878985  
Sananda: 9903443008



# TWEETERS

## The Ultimate Business Debate

Unleash the Power of Persuasion!

Do you have what it takes to sway opinions, challenge conventional wisdom, and present ideas that leave a lasting impact? Welcome to

Tweeters, the ultimate battleground where intellect meets eloquence and business minds collide in a war of words!

Hosted under ENVISAGE'25 by IIC TMSL, this high-stakes debate competition offers a dynamic stage for aspiring entrepreneurs, industry enthusiasts, and sharp debaters to engage in thought-provoking discourse, challenge perspectives, and propose game-changing solutions.

Whether you're an innovator, a strategist, or a visionary, Tweeters is your platform to showcase your analytical prowess and rhetorical mastery. Step up, speak out, and spark the conversations that shape the future of business!

Mark your calendars, refine your arguments, and get ready to tweet your way to victory!



21st April 2025

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ENVISAGE-25

# **Rules & Regulations:**

## **Preliminary Round:**

1. Each participant will be assigned a business-related topic before the competition.
2. Participants will get 2 minutes to present their argument.
3. The top speaker from this round will qualify for the finals.

## **Final Round:**

1. Topics for the final round will be disclosed prior to the event.
2. Finalists will be divided into two groups.
3. A coin toss will determine which group speaks for the motion and which speaks against it.
4. Each group will take turns presenting their arguments, with one speaker from each group speaking consecutively.
5. Scoring will be based on content, clarity, confidence, and rebuttal strength.
6. The moderator's decision will be final in case of disputes.

**Prize Pool : ₹25,000**

**Registration : ₹50/person**

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Event POCs:  
Anusha :6289984347  
Samarpita :8777679460  
Shubhankar : 9907713416



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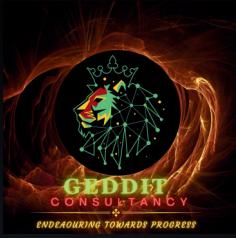


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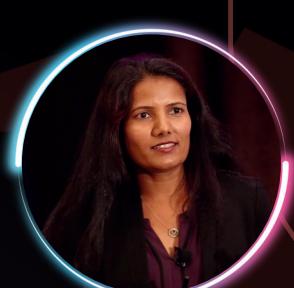
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**ROHIT GUPTA**  
CEO OF AWARA LENS



**MAYA  
VISHWAKARMA**  
Padwoman Of India  
FOUNDER SUKARMA

# A GLIMPSE

Envisage, the flagship event of IIC TMSL, continues to grow bigger and better each year, attracting a dynamic crowd of innovators, entrepreneurs, and enthusiasts. With an exciting lineup of competitions, workshops, and interactive sessions, this year's edition is expected to witness an impressive footfall of 2,500 to 3,000 on campus.

From aspiring entrepreneurs to tech-savvy minds, Envisage serves as a hub for creativity and collaboration, making it one of the most anticipated events on campus. The overwhelming response and increasing participation year after year stand as a testament to its impact and popularity.



# **ACKNOWLEDGEMENT**

We extend our sincere gratitude to the distinguished mentors, academic partners, and industry collaborators whose unwavering support has been instrumental in shaping ENVISAGE 2025. Your commitment to fostering innovation and excellence has helped create a fertile ground for transforming bold ideas into lasting success. Together, we are building an ecosystem where creativity and collaboration light the path toward a brighter entrepreneurial future.

## **CONTACT**

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Let's build  
something great  
together like  
always.

-IIC TMSL team