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E-Cell MIT Manipal

BOARD APPRAISAL

**Dear Applicant,**

It has been about half a year since you entered this elite organization. The time for introspection has now come.

We are very pleased to know that you are interested in being part of the Board of E-Cell MIT Manipal. The positions come with their responsibilities and challenges, which help you grow personally and professionally.

Feel free to contact any of the Board members in case of any clarifications regarding anything.

Contents of the Appraisal:

1. Personal Details
2. General Questions
3. Position-Specific questions
4. Validation

**Note:**

* *Please save file as a PDF with the file name as Name\_Surname*

*E.g. Armaan\_Charania.pdf*

* *Send the filled appraisal to* [*ecell.mit@manipal.edu*](mailto:ecell.mit@manipal.edu)
* *Deadline to send the appraisal document is Wednesday, 27th October 2021*

Section 1 - Personal Details:

Full Name: Raghav Ahuja

Email id: raghavahuja013@gmail.com

Phone Number: +919205704824

Branch: IT

Registration Number: 190911244

CGPA: 7.61

Positions you wish to apply for:

1st preference: Chairperson

2nd preference: Content Head

3rd preference: Deputy Chairperson

Section 2 – General Questions:

1. Describe the work you have done as an Executive of E-Cell. What do you think has been your biggest contribution?

In the earlier stages my work revolved around researching and writing on diverging topics and providing my analysis on ideas suggested by my content head. In the later stages, the work has shifted towards scheduling content ideas and managing the work assigned to junior executives so we can be on schedule. I also keep a tab with my department head by providing him updates on the status quo.

My biggest contribution towards E-Cell is my consistency. I am always on my feet as an individual and always up for new responsibilities and tasks.

1. Your 3rd year will bring about a lot of changes in terms of your academics and added responsibility in terms of E-Cell, how prepared are you to adjust to these changes and where does E-Cell stand in your list of priorities

I am currently not serving in any club’s board and recently concluded my internship. I am focusing on my academics as well as doing E-Cell work most of the time. Working at E-Cell has never seemed like work. It has been my escape from academics. Other than that, I play for the MIT Cricket team and have been collaborating on a research paper in the time being. E-Cell is on top of my priorities, and you would be able to reach me 10/10 times if not on the cricket field.

1. What do you think is the role of an E-Cell?

The role of an E-cell is analogous to a bridge. The bridge that is also a platform, an ecosystem that can help sustain new ideas and cultivate an environment for people like us. It connects the gap between future entrepreneurs with raw ideas and people who can give them the required resources to grow and formulate their ideas better. We are just the ropes that hold the bridge together.

1. Describe the plan of action for your board term

**Chairperson**

I will ensure that everything that happens in the organization is up to the standards of E-Cell, lead the organization and be completely accountable for the activities of the organization. Will always be my best and get the best out of my colleagues.

**Deputy Chairperson**

->Ensuring every department of the organization is like clockwork Taking account of any difficulties faced by any department

➔ Being quick to think on my feet to resolve any issue that arises during an event or the course of my tenure.

➔ Ensuring effective communication takes place between the executive board and other heads.

➔ Being an effective point of contact to the juniors and promoting their ideas and proposals by regularly engaging in feedback

**Content Head**

I plan on making sure that we maintain regularity in our posts across all media platforms as well as support other domains in creative avenues as well. I want to make the website as dynamic as possible and not stagnant with the content we post regularly. Posting content daily is also a way to gain traction by introducing new categories of posts without drifting from our topics.

1. Who would you include in your Dream Board (Ideal Board) in each position?

Chairperson : Raghav Ahuja

Deputy Chairperson: Parthiv Menon

Deputy Chairperson: Saif Sarkar

Startup dev: Shroat Mehta

Events Operations and Logistics Head: Jithu George

Corporate and Alumni Relations Head: Mitul Ganguly

SM & Marketing: Nishant Gupta

Graphics Head: Aryan Khemka

Content Head : Hizban Sheikh

Section 3 – Position Specific Questions:

Note: Please answer the questions for the positions you wish to apply for. Remove the other position(s) related questions from the document to which you do not want to apply.

* **Executive Board: (Chairperson, Deputy Chairperson)**

1. Why do you think you are eligible to be in the Executive Board of E-Cell, what qualities you believe you possess which make you suitable for this?

I am diligent, and I work extremely hard for something that I am passionate for.

I want to be involved as much as I can in the inner workings of the organization and put my best foot forward. This is not being said with a sense of entitlement. I am truly grateful of how well the board has treated and I believe that I deserve to be on the board as it’s my duty to repay my debt of gratitude to the organization.

1. State your long-term and short-term goals for E-cell? What new initiatives have you planned in your tenure?

My short-term goals (i.e next six months) is to ensure that all executives share a similar vision where they can collaborate with each other. Work is done seamlessly across all domains, and they can rely on each other so they can excel while working in a team.

This implies focusing on community/department-based competitions, cross domain ideations and participation by executives in external competitions held by other entities

My long-term goals include enabling E-Cell to compete at the level of the top entrepreneurship cells across the country.

making sure that E-Cell fosters great talent in the coming future and inspires executives like us to pursue our entrepreneurial spirit as well.

1. According to you, what are the challenges E-Cell is currently facing? Suggest strategies to overcome them

Challenges E-Cell is currently facing:

Growth:

Gaining recognition by regularly hosting events and consistently posting content on social media platforms, collaborating with different clubs and E-Cell’s across the country developing a community of like-minded people.

* **Content Head**

1. How would you organize the brainstorming of content for a given week? Provide a detailed plan for the same

We can hold regular discussions and ask for everyone’s ideas that they have found intriguing in the news or any concept that they want to bring clarity to. These ideas when discussed, tells if they are viable to cover or not (eg : we can realize concepts that are implemented in a start-up and if it’s a good read). It should be later followed up in a meeting with other departments so we can schedule the posts and stories timely and publish it.

1. There’s a lot of work that needs to be done. However, none of the writers are taking up work and claim to be busy. How do you approach this issue?

Currently, due to the online mode, I implement a form of micromanagement and hold the junior executives personally accountable for the work they are bound to submit.

We can approach this in an eloquent manner by holding honest one-to-ones with the said executives and understanding the root of their issues and encouraging them to put in more. Regular meetings can also air out issues and suggestions, making them feel that they are being heard and have a stake in what the team is ought to build

1. Scenario: - The website posts articles regularly. However, your readership is stagnant for too long and is expected to decline.

How would you analyze the problem and solve it?

We must understand what has gained traction on our website by understanding site analytics. Since content and trends are everchanging, what has driven the audience in the past might not drive them in the future.

Primarily, we can analyze any patterns of content that we have pushed out and experiment new ideas while still being relevant and topical in terms of content.

Secondarily, we can increase social media promotions and use digital marketing to boost our reach.

How we are implementing promotion: Embedding medium article links into the website, so you can read E-Cell articles published on the medium accounts on the website

Section 4 – Validation:

Please validate the above information of the appraisal with your digital signature

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