

The E-Cell Playbook for Colleges

Nurturing Student Entrepreneurship in Punjab



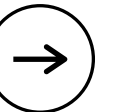
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Part 3: Steps to set up an E-Cell

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Introduction

EVOKE AND EMPOWER YOUNG MINDS TO BE FUTURE JOB CREATORS

India has emerged as the third-largest startup ecosystem globally and with extensive growth opportunities for an entrepreneur. Academic Institutions have long been the hotbed for innovation and new thinking. It is thus crucial to have an E-cell platform and tap into young minds to provide opportunities to learn about entrepreneurship, experiment with their ideas, and launch their startups.

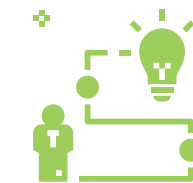
By building an E-Cell give students a platform to:



Build a problem-solving mindset and develop grit



Learn fundamentals of entrepreneurship



Experiment with ideas and convert them into businesses



Gain confidence to build and start on their own



Network extensively and explore opportunities



Create real-world impact and uplift the state

Through this playbook, IMPunjab will help you build an environment that bolsters innovation and entrepreneurship within the framework of the educational institutions. Introduction to a step-by-step procedure on how to create an E-cell at your college, complete with examples, activities, and best practices.

Introduction

Important Note:

This playbook is an attempt by IMPunjab to assist academic institutions in the creation of entrepreneurship cells across colleges. The intent is to simplify the process of setting up an E-Cell as well as support colleges to provide a platform for their students to dabble in entrepreneurship with help from IMPunjab.

In case a college would like to set up a formal Entrepreneurship Cell, **institutional mechanisms under NSTEDB/DST** to establish an EDC or NewGen IEDC are also available. These are required to be established as a separate legal entity or department within the academic institutions (science colleges, universities, management institutes). Applying for an EDC or NewGen IEDC has strict requirements such as requisite expertise and infrastructure within the institute. Find more details on: <https://www.nstedb.com/institutional/edc.htm>



What is an E-Cell?



An entrepreneurship cell (E-Cell) is a student-led non-profit organization, club, or department that is dedicated to promoting the spirit of entrepreneurship among students irrespective of their educational choices.

The main aim of an E-Cell is to:

- Spread awareness about entrepreneurship.
- Provide a safe platform to get real-life experience and experiment with startup ideas.
- Empower students to become job creators rather than job seekers.

An E-Cell should:

- Function as a separate entity or department within the academic institution.
- Be set up as a central facility for the college, not as a facility for a particular department. have an independent administrative and financial status to ensure effective and speedy implementation of various events and activities of the Cell/Centre.
- Leverage various departments, centers, and other facilities of the college to bring about entrepreneurial culture for optimal utilization of expertise, resources, and know-how available.
- Network with other agencies involved in entrepreneurship development.

Steps to Set Up an E-Cell

Here are a few basic steps to set up an E-Cell. While we encourage the nominated faculty to follow these, please do remember that this is a playbook and there are no hard rules to follow. The order of these steps and how you complete them may vary based on what is more viable to execute when.



Step 1 : E-Cell Structure, Roles & Responsibilities

Step 2 : Vision, Mission, and Objective Statement

Step 3 : Resource Requirements

Step 4 : Identity of the E-Cell

Step 5 : Activating the E-Cell

Step 1: Team Structure, Roles, and Responsibilities

The first step is to create a team for actioning the E-Cell. The team will be responsible for envisioning and implementing various E-Cell activities. The following slides provide the suggested structure, that can be modified as per the E-Cell requirements.



SUGGESTED STRUCTURE:

FACULTY ALIGNMENT

Nodal Officer /
Faculty Convenor

The Nodal Officer/faculty convenor will help to build the student team. They also represent the academic institute for interactions with the IMPunjab team at initial stage only.

STUDENT TEAM

will also be enrolled in the Student Ambassador Program at IMPunjab.

1. E-Cell
President

2. E-Cell
General Secretary

3. E-Cell
Events Head

Step 1: Team Structure, Roles, and Responsibilities



Nodal Officer / Faculty Convenor

The Nodal Officer or the Faculty Convenor is responsible for the creation of the E-cell in its initial phase. The colleges can nominate/elect/appoint a faculty member to be chosen as the Nodal Officer.

Responsibilities of the Nodal Officer:

1. Introducing the student team with the overall functioning of the E-Cell.
2. Ensuring resources are available to conduct regular events within the E-Cell.
3. Managing budgetary allocations for all the activities.

It is advised for the convenor to have:

- Interest in entrepreneurship development.
- Business or innovation-related background.

Step 1: Team Structure, Roles, and Responsibilities

The next step is to create a student team for actioning the E-Cell.

The student team will be responsible for envisioning and implementing various E-Cell activities. The following slides provide the suggested structure, that can be modified as per the E-Cell requirements.



1. E-Cell Student President

Student E-Cell President is the key connection between the student community and E-Cell activities.

The president would be expected to:

1. Oversee end-to-end implementation of all E-Cell activities.
2. Achieve yearly targets set by the E-Cell. Spread awareness and ensure maximum participation of students in E-Cell activities.
3. Engage with IMPunjab team to report and collaborate on various initiatives.

2. General Secretary

The General Secretary is responsible for assisting the president in conducting all E-Cell activities. Information circulation, spreading awareness through social media, and managing adequate involvement of all the members would be the responsibility of the general secretary.

3 Events Head

The Events Head is responsible for managing all logistical support for conducting and managing online/offline events.

Step 2: Vision, Mission, and Objectives

After creating a team, the next step is to set a clear direction for the E-Cell to grow towards. A mission and vision statement is the first step of creating a template for decision-making.



Vision

A vision is a broad picture of what the E-Cell should collectively achieve in the long term. In simple words, a vision statement should be concise, inspiring, realistic, and easy to communicate the idea that would steer the trajectory of the e-cell

REF: IIT Delhi E-CELL

Mission

A mission statement helps in defining the purpose of the E-Cell's existence. It is an action-oriented statement that focuses on "what" the E-Cell is doing in order to achieve its long-term vision. The impact made by "what" an E-Cell does will also reflect its core values.

REF: GITS E-CELL

Objective

Objectives help in the implementation of the mission by breaking down the process through achievable micro-goals. They will focus on "how" the E-Cell will implement "what" it wants to do and help in evaluating the course of the mission.

REF: NMIMS E-CELL

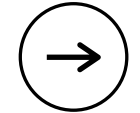
EXAMPLE 1:



Entrepreneurship
Development Cell
IIT Delhi

The
Entrepreneurship
Development Cell
of IIT Delhi was set
up in January 2007.

There are
784 companies,
including 5
unicorns, founded
by alumni of IIT
Delhi.



VISION:

Entrepreneurship in India is yet to reveal its hidden potential. It will not only help India to the frontier with the world leaders but also unlock the quality of brains that we are so proud of. With this idea, The Entrepreneurship Development Cell, IIT Delhi wishes to inculcate and Enrich the entrepreneurial environment in India by creating an easily accessible and exhaustive set of resources for the entrepreneurs, which includes the students, budding professionals, mentors, angel investors and the venture capitalists through various fun-filled yet educating sessions such as Startup Showcases, competitions, eTalks and so on and so forth.

MISSION:

To create a sustainable and diverse entrepreneurial ecosystem where the young and the elderly come together to take entrepreneurship a step ahead in India.

EXAMPLE 2:

तमसो मा ज्योतिर्गमय्



Darkness to Light

Geetanjali Institute
of Technical
Studies, Udaipur.

Affiliated to
Rajasthan
Technical
University, Kota

VISION:

To identify the opportunities that will allow the growth and success of every student through developing their inter-disciplinary learning and seek new business opportunities for the growth of the society and nation by providing technological and logistical assistance.

MISSION:

Evolve and spread out the new knowledge and insights in entrepreneurial theory and practice through exploration and facilitating corporate excellence through creating entrepreneurs. Our aim is to enhance and promote entrepreneurial culture within the institutional mechanism and recognizes their responsibility for providing motivation, guidance, opportunity to students and other services to prospective and budding new entrepreneurs.

OBJECTIVES:

- To initiate five innovative student projects each year for new innovative product development.
- To organize Business Plan Competitions periodically.
- To inculcate a culture of innovation driven entrepreneurship.



Step 3: Resource Requirements

E-Cells require financial and infrastructure support from the college to function smoothly and to their full potential. These requirements may increase with the activities and demands of the E-Cell. Here we indicate the basic requirement for the initial setup of the E-Cell.



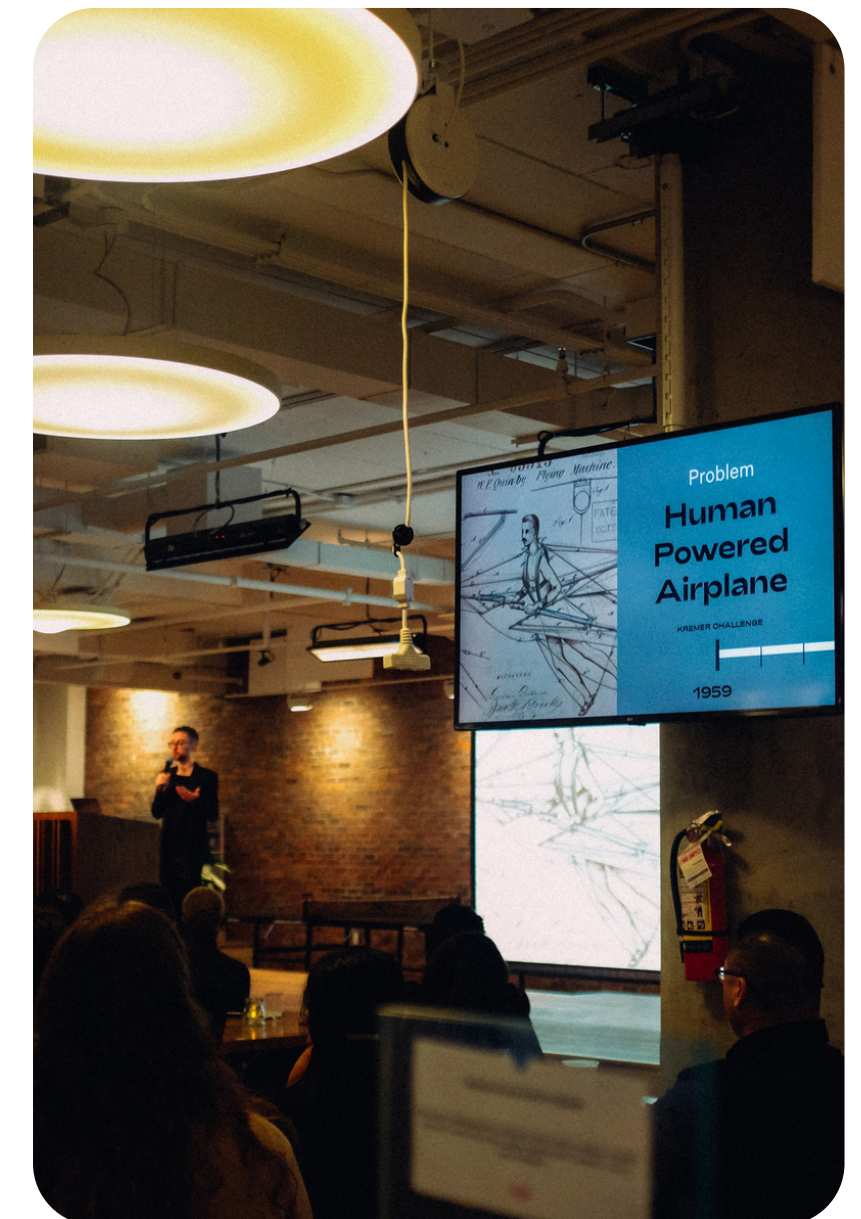
Financial Support

The creation of an E-Cell will require a detailed deliberation on the nature, scale, and frequency of activities, based on the budgetary allocation for the E-Cell. The nodal officer can decide on an annual budget for the E-Cell.

These allocations are of the same nature as for any other college club/fest.

Physical Infrastructure

A dedicated space for the E-Cell ensures excitement and a sense of belonging amongst its members. Many times it becomes the 'hang out' place to discuss common interests, thus encouraging pollination of ideas. That said, the existing infrastructure is usually adequate to hold meet-ups and events. These can be held in the college auditorium, canteen, classrooms etc.



Step 4: Identity of the E-Cell

The next step is to create a sense of identity by giving the E-Cell an interesting name and logo that aligns with the core value of the E-Cell.

While this is an important and advisable step to create a sense of affiliation and belonging amongst the students it is not a crucial one. You can just call it an E-Cell with or without a logo!

The identity can be decided upon by the founding student team or the core committee. Many times colleges run competitions to encourage students to show their creativity.

Here are a few E-Cell identity examples:



YUVA - The Entrepreneurship Cell at Shaheed Sukhdev College of Business Studies, University of Delhi



Udyamita - Sri Guru Nanak Dev Khalsa College, University of Delhi



Entrepreneurship Development Cell
IIT Delhi



Entrepreneurship Cell
IIT Kharagpur

Step 5: Activating the E-Cell

To get the E-Cell into action it is advised to start with basic activities like awareness camps, seminars, talks on entrepreneurship, etc. As consistency is the key to ensuring a thriving E-Cell we suggest the team creates a calendar of events and follows it. below are a few suggestions for the same:



Weekly Activities

- Regular news updates on startups, founders, new innovations, and policies. (IMPunjab would assist in sending out regular updates)
- Streaming videos and content related to startups, idea validation, business pitch, new trends, etc. followed by discussions.
- Small notes can be created and virtually circulated on the journey of startups and their founders with an aim to inspire the students.

Monthly Events

- Idea generation and peer-to-peer idea validation working sessions can be organized to allow students practical brainstorming experience.
- Theme-based problem-solving sessions can be organized by dividing the cell members into teams.
- Workshops, motivational talks, interaction with alumni, meetings with local entrepreneurs can be organized.

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Bi- Annual Events

- Workshops can be organized on converting collective ideas of E-Cell members/ class projects into business ideas.
- Organize Workshops on Design Innovation/ Problem Identification/ hackathons / ideathons.
- Online crash courses to enhance skills and fundamentals of entrepreneurship can be offered.

Annual Events

- Annual entrepreneurship fest/ week with dedicated activities on each day can be organized.

How to Leverage IMPunjab for your E-Cell



Once the E-Cell is created and the student body is elected, the E-Cell can register with IMPunjab to leverage various initiatives and events regularly to sustain the startup buzz in their college. We welcome you to join hands with IMPunjab to establish and successfully run your E-Cell.

About Innovation Mission Punjab (IMPunjab)

IMPunjab is a catalyst organization aiming to build, empower and support the startup ecosystem in Punjab. It is a unique organization that is led by the private sector and backed by the government of Punjab.

We strongly believe that nurturing right from a young age at the grassroots level is extremely important for the growth of the entire ecosystem. Therefore the development of entrepreneurship activities in colleges and universities is an integral part of our initiatives.

IMPunjab will support the registered E-Cells and its student members in the following three ways:

Network

Leverage the IMPunjab e-cell network to interact with like-minded people from the ecosystem and other colleges.



Engage

Leverage the multiple activities and initiatives organized by IMPunjab for entrepreneurial training and development.



Nurture

Leverage a wide range of services to support and nurture your college start-ups by registering with us.

Network

Following IMPunjab networks can be leveraged by the E-Cell:

- **Facebook Community:** E-cell student members can access the Facebook community of college students interested in entrepreneurship across Punjab.
- **IMPunjab E-Cell Network** - A state-level network of IMPunjab e-cells to engage with and learn from each other.
- **IMPunjab's Ambassador Network:** Student Teams will be enrolled in the IMPunjab Student Ambassador Program.

Engage

IMPunjab will host many **college, inter-college level, and state-level activities and initiatives** throughout the year, including but not limited to:

- Workshops and training sessions
- Business Plan and Startup Pitch Competitions
- Virtual and in-person talks, seminars, panel discussions
- Capacity development **training and sessions for faculty convenors**

Additionally, IMPunjab will also provide regular access to knowledge-building information about the startup world that would be circulated amongst the e-cell members.



Nurture

Once the E-Cell picks pace and ideas start converting into startups with products and services, IMPunjab extends further services to these college startups to nurture and handhold them.


The E-Cell start-ups can simply register with IMPunjab or connect with us via the Nodal Officer to avail of the following, after the initial assessment:

- Business services - legal, marketing, tech, etc.
- Business mentoring and networking
- Market access
- Fundraising support



E-Cell Registration Link

<https://form.jotform.com/220537334335047>



INNOVATION
MISSION PUNJAB
INFINITE POSSIBILITIES

IMPunjab's E.woke Cell Network Registration

Innovation Mission Punjab (IMPunjab) is a unique public-private organization aiming to build, empower and support the start-up ecosystem in Punjab. We strongly believe that nurturing right from a young age at the grassroots level is extremely important for the growth of the entire ecosystem. Therefore the development of entrepreneurship activities in colleges and universities is an integral part of our initiatives. IMPunjab's E.woke Cell network is a pan-Punjab platform which allows regular interaction, learning and growth with Punjab's start-up ecosystem.

College Name *

District *

Please Select

Affiliated University *

Please Select

Does your institute/University have an existing e-cell/entrepreneurship department? *

☐ Yes

☐ No

E-Cell/E.woke Cell Name (optional)

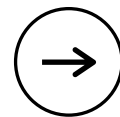
Next

Thank You

Thank you for your continued support to IMPunjab for promoting entrepreneurship across the state.

We are excited to help you set up your E-Cell, so reach out to us now!!

Contact



Innovation Mission Punjab

Kalkat Bhawan, Gmada Aero City, Mohali

#9316825541

contact@impunjab.org

info@impunjab.org

www.impunjab.org

