

ORIENTATION PROGRAMME:

NAME OF EVENT – Orientation Programme

DATE – 02/12/2019

VENUE – Teqip 406, Main Campus, Jadavpur University

BRIEF DESCRIPTION OF EVENT:

The orientation session started with the coordinators connecting with the co-founder of Jadavpur University Entrepreneurship Cell, **Mr. Ujjwal Kumar**, over video call. He offered the freshers important insights regarding the vision of the Entrepreneurship Cell and even shared motivational stories about entrepreneurs who went onto succeed from adverse situations. It definitely redefined the term “entrepreneurship” for a lot of existing coordinators and also provided a fresh perspective for the newcomers.

Then, there was a brief introduction session where all the freshers were asked to share their vision towards E Cell’s development. Next, the Startup Coordinator and the convenor of IIC, **Dr. Sayan Chatterjee** enlightened the newcomers with E Cell’s dynamic timeline, about ongoing developments, the incubation centres to be set-up, 3D printers existing etc.

The session then proceeded to a presentation where seniors shared the hierarchy of the club, and the different events which E Cell organises. It also contained relevant information about the achievers in various events like Hult Prize, DAAD Falling Walls Lab, Climate Launchpad etc. The newcomers were also told about their responsibilities towards the organisation, initially as coordinators and then, further on to being core members and ultimately, as members of executive council. Also they were given a brief overview about the upcoming annual flagship event, ESUMMIT’20.

The orientation session concluded with a case study by **Mr. Aditya Das**. The case was related to the ultimate selling point of a leading online hotel booking agency called Travel Spice, which uses a bidding system for assigning hotel rooms to its customers.

SPEAKERS:

1. Mr. Ujjwal Kumar – Co-Founder of Jadavpur Entrepreneurship Cell
2. Dr. Sayan Chatterjee – Startup Coordinator and Convenor of IIC, Jadavpur University

Attendance database:

https://docs.google.com/spreadsheets/d/1RJIHTCl6coZ1R6w6cNJ7vxH4x9tTvGAWFTW_Lza7oFO/edit?usp=drivesdk



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