



PEC's

E-SUMMIT'24

PARADIGM OF INNOVATION

6th-7th April

MARKETING BROCHURE

PARADIGM
OF INNOVATION
2024



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INDEX

1	ABOUT PEC	...4
2	ABOUT EIC	...5
3	E-SUMMIT 2024	...6
4	EIC IN NEWS	...8
5	EVENTS	...9
6	COMPETITIONS	...12
7	EXPERT SESSIONS	...14
8	KPI's and STATISTICS	...16
9	SPONSORSHIP ROLES	...19
10	DELIVERABLES	...20
11	PREVIOUS SPONSORS	...21

ABOUT PEC



A PREMIER INSTITUTE FOR EDUCATION AND CO-CURRICULAR

- Punjab Engineering College (PEC) originated as Mugalpura Engineering College in Lahore in 1921.
- It moved to its current campus in 1953 and was initially affiliated with Panjab University.
- In 2003, PEC became a Deemed University, and in 2009, it was rebranded as PEC University of Technology.
- PEC is a Grant-in-Aid institution under the administration of the Union Territory of Chandigarh, Government of India.
- Notable alumni include Kalpana Chawla, Padma Shri Dr. Satish Kumar, Varun Berry, showcasing its impact on diverse fields.
- Celebrated its centenary, marking 100 years of history.
- Recognized for academic excellence in technical education and research, achieving prominence in the nation.

A CELL DEDICATED TO INNOVATE

- EIC (Entrepreneurship and Incubation Cell) at PEC supports startups through alumni networks and seed capital.
- Operates under the Ministry of Education's Innovation Cell Programs since 2015.
- Provides mentoring in entrepreneurship, achieving its goal of nurturing businesses.
- Offers fully furnished working areas, Wi-Fi access, and essential laboratories for startup development.
- Conducts Entrepreneurial Development Programs to enhance business skills.
- Facilitates networking with legal advisors, venture capitalists, angel investors, and other professionals.
- Aims to help startups grow into market giants.
- An integral part of PEC's entrepreneurial ecosystem, connecting academic knowledge with practical business skills.

KEY PERFORMANCE INDICATORS

6

Startups
Incubated 

50+

Workshops
Conducted 

200+

Active
Members 

100+

Alumni
Support 

Entrepreneurship and Incubation Cell
Punjab Engineering College



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The E-Summit, hosted by the Entrepreneurship and Incubation Cell of Punjab Engineering College, is driven by a powerful mission and clear objectives.

Empowering Startups: E-Summit provides a platform for emerging entrepreneurs to showcase groundbreaking ideas, fostering mentorship and guidance to accelerate their ventures.

Facilitating Networking: E-Summit creates opportunities to forge meaningful connections with industry leaders, investors, and peers, fostering collaborations and growth.

Nurturing Innovation: We ignite creativity and inspire innovative problem-solving, encouraging participants to identify and address real-world challenges with novel ideas.

KEY PERFORMANCE INDICATORS

50K+ **5K+**

Worth
Cash Prizes 

Events
Participation 

30+ **10K+**

Speaker
Sessions 

Total
Footfall 

100+

Startups
Attended 

PEC's E-Summit

ETC IN NEWS

Rocket prototype, no-litter nail cutter on display

Aspreet Singh
@timesgroup.com

Indigarh: Aimed at promoting entrepreneurship start-ups, the Friday summit concluded here Sunday. Themed 'Innovative Entrepreneurship', the summit was organized by campus entrepreneurs' incubation cell, where student-led and start-ups pitched their business plans to experts and investors.

The two-day E-Summit concluded at PEC on Sunday. The rocket team 'Aarambh', with their innovative home-made rocket prototype, Akriti uses a sachet and potassium nitrate based propellant (fuel) to make her rocket launch. The sugar derivative sachet acts as the fuel and the potassium nitrate acts as the oxidizer. She first carmelizes the mixture to bind it properly, and then wraps the same in a small PVC pipe and sealed off with a sachet. The motors we use are only available in the US and are quite costly. So I made this myself... it is very cost-effective," shares Akriti. Hoping to launch her rocket to the States and bring home the rocket technology from there.

In her experiment, she hopes the propellant on a platform, it produces forces on the platform which are measured by the load force. This is the same force which helps the rocket take-off.

The load cell covers the thrust in other components. No-litter graph

चंडीगढ़ भास्कर 16-04-2023

ई-समिट 2023 • 17 स्टार्टअप पहुंचे प्रदर्शनी में, 20 ने की पिचिंग स्टूडेंट्स के लिए प्रैक्टिकल रॉकेट लॉन्चिंग होगी संभव

सुजीत सिंह | फोटो

दो-दो दिन का एक प्रैक्टिकल रॉकेट लॉन्चिंग कार्यक्रम चंडीगढ़ में शुरू हुआ है। इस कार्यक्रम में 17 स्टार्टअप प्रदर्शनी में आए हैं और 20 स्टूडेंट्स को प्रैक्टिकल रॉकेट लॉन्चिंग का मौका मिला है।

इस कार्यक्रम का उद्देश्य स्टूडेंट्स को प्रैक्टिकल रॉकेट लॉन्चिंग का अनुभव दिलाना है। स्टूडेंट्स को रॉकेट का डिजाइन, निर्माण और लॉन्चिंग का प्रैक्टिकल अनुभव मिलेगा।

कार्यक्रम के दौरान स्टूडेंट्स को रॉकेट का डिजाइन, निर्माण और लॉन्चिंग का प्रैक्टिकल अनुभव मिलेगा।

कार्यक्रम के दौरान स्टूडेंट्स को रॉकेट का डिजाइन, निर्माण और लॉन्चिंग का प्रैक्टिकल अनुभव मिलेगा।

ई-समिट 2023 का समापन

सुजीत सिंह | फोटो

चंडीगढ़ में आयोजित ई-समिट 2023 का समापन कार्यक्रम आज सुबह हुआ। कार्यक्रम में 17 स्टार्टअप प्रदर्शनी में आए हैं और 20 स्टूडेंट्स को प्रैक्टिकल रॉकेट लॉन्चिंग का मौका मिला है।

कार्यक्रम के दौरान स्टूडेंट्स को रॉकेट का डिजाइन, निर्माण और लॉन्चिंग का प्रैक्टिकल अनुभव मिलेगा।

कार्यक्रम के दौरान स्टूडेंट्स को रॉकेट का डिजाइन, निर्माण और लॉन्चिंग का प्रैक्टिकल अनुभव मिलेगा।

ई-समिट 2023 • दूसरे दिन स्टार्टअप की प्रदर्शनी में आर्ट और फूड भी शामिल... 'बाजार' के जरिए समिट में बाजार की ट्रेनिंग

सुजीत सिंह | फोटो

ई-समिट 2023 के दूसरे दिन स्टार्टअप की प्रदर्शनी में आर्ट और फूड भी शामिल हुए। 'बाजार' के जरिए समिट में बाजार की ट्रेनिंग का आयोजन किया गया।

कार्यक्रम के दौरान स्टूडेंट्स को बाजार की ट्रेनिंग का अनुभव मिलेगा।

कार्यक्रम के दौरान स्टूडेंट्स को बाजार की ट्रेनिंग का अनुभव मिलेगा।

स्टार्टअप से शहर के युवाओं ने बनाई अपनी पहचान, अब दूसरों को भी दे रहे हैं

सुजीत सिंह | फोटो

चंडीगढ़ में स्टार्टअप से शहर के युवाओं ने अपनी पहचान बनाई है। अब वे दूसरों को भी स्टार्टअप शुरू करने में मदद कर रहे हैं।

कार्यक्रम के दौरान स्टूडेंट्स को स्टार्टअप शुरू करने का अनुभव मिलेगा।

कार्यक्रम के दौरान स्टूडेंट्स को स्टार्टअप शुरू करने का अनुभव मिलेगा।

इंटरप्रेन्योर के लिए मानसिकता को बदलना जरूरी

सुजीत सिंह | फोटो

इंटरप्रेन्योर के लिए मानसिकता को बदलना जरूरी है। स्टूडेंट्स को इंटरप्रेन्योर बनने का अनुभव दिलाना है।

कार्यक्रम के दौरान स्टूडेंट्स को इंटरप्रेन्योर बनने का अनुभव मिलेगा।

कार्यक्रम के दौरान स्टूडेंट्स को इंटरप्रेन्योर बनने का अनुभव मिलेगा।

Events

Funding Conclave

This event offers startups, business owners, and founders valuable insights into fundraising, angel investments, mentorships, and global opportunities. It connects attendees with investors and provides networking opportunities with marketers and traders to boost business growth.



6+ Startups
funded

Startup Expo

The Startup Expo connects promising startups with investors, government officials, and industry leaders. It inspires entrepreneurship as a viable career option and allows startups to showcase their offerings while gaining validation from attendees.



100+ Startups
registered

Events

Expert Sessions

The summit will host speakers from diverse professional backgrounds like finance, media, and business unicorns to share their experiences and participate in interactive sessions with the audience. Additionally, panel discussions with women entrepreneurs as well as social entrepreneurs will also be held.



30+ sessions

Intern Fair

We welcome startups to set up their booths at the fair and hire regional students for summer internships. By exposing students to the work environment of a startup and teaching them a variety of skills necessary to launch their own startups in the future, we hope to inspire a spirit of entrepreneurship in them.



50+ internships offered

Events

Workshops

We also include a special opportunity for school students to advance their knowledge and learn about skills related to personal development as part of the schedule for our events



50+ workshops conducted

Networking Arena

The most eagerly anticipated networking opportunity at E-Summit 2023. All startups, investors, mentors, business owners, students, and professionals are invited to network with the best in the country and make the best of the chance to have a one-on-one interaction with the experts.



80+ founders and VCs to interact

COMPET

Competitions in business and entrepreneurship will be chance to come up with ideas and have an overall

Experience the real time simulation of IPL Auction



Test your knowledge of business world in this fun quiz competitions



Build and Pitch your brand to the investors and raise funds



ITIONS

organized for students which will give the participants a
immersive experience



Expert Sessions



Sandeep Jain

Founder, GeeksforGeeks



Vishal Malhotra

Actor
KeyNote Speaker



Rupinder Singh

Founder, BioHouse, Public
Speaker, Mentor & Investor



Sourabh Goyal

Founder, SuccessBrew



Mandeep Kaur Tangra

Founder, SimbaQuartz



Aanan Khurma

Co-Founder & CEO, WellVersed



Drishti Kharbanda

Founder,
Bake Cosmetics



Aseem Ghavri

Co Founder,
Third Unicorn



Komal Talwar

Founder,
TT Consultants



Sarvjeet Singh
Founder, Finvasia



Paresh Gupta
Founder, CUETPro,
GCEC, Brevitty



Sharad Sagar
Founder & CEO, Dexterity
Global Group



Paritosh Anand
Founder, WeSmile and
Believe Clothing



Aditya Arora
Android Lead at SAP,
Mobile Centre of Excellence



Nandu Nandkishore
Former Global CEO, Nestle
Nutrition



Daksh Sethi
Founder & CEO,
Guby Rogers



Hardik Banga
Co-Founder, Adsworm



Rakshit Jain
Software developer at TCS
Digital



Kunika Rathore
Founder, The Unknowns



Basundha Shrivastava
Founder, Emfly Services
Pvt Ltd



Kailash Nath
AVP-Seed at Chiratae
Ventures

STATISTICS

IPL Auction
Participants

5k+

Bazaar Stock
Market Simulator
Participants

2k+

Instagram
Impressions

12k+

1k+

Game Of Brands
Participants

200+

Startups
Network

500+

500 + POC Mentorship
Program in collaboration
with MoE's Innovation
Cell with Participants
from North Region

SPONSORSHIP ROLES

Sponsoring E-Summit presents a remarkable opportunity for companies to align their brand with a renowned and impactful event. Several esteemed sponsors from various sectors have contributed to the success of E-Summit in the past. Companies like SBI, Decathlon, Dainik Bhaskar, CII, Shree Ganesh, and JAL have recognized the immense potential in supporting this event. These previous sponsors have played an instrumental role in making E-Summit a complete success. Through their financial support, resources, and expertise, they have enabled a plethora of activities that bind workshops, seminars, expert guest sessions and paved a way to create a platform for our young budding entrepreneurs.

E-SUMMIT 2023

Punjab Engineering College (Deemed to be University) and <Title Sponsor> present E-Summit 2023-24 Powered by <Powered Sponsor>, Co-Sponsored by <Co-Sponsor>, in Association With <Associate Sponsor 1>, <Associate Sponsor 2>.

INDIVIDUAL ROLES

<Event Title Sponsor> presents E-Summit 2023-24 in Association With <Event Associate Sponsor>.

GENERAL SPONSORS

In addition, we are open to strategizing roles such as telecom partner, health partner, after video partner, education partner, travel partner, social initiative partner, etc.

DELIVERABLES

1. FOCUSED PROMINENCE IN THE NETWORKING ARENA
2. PRODUCT DISPLAY AT PRIME LOCATIONS/ARENAS
3. PUBLICITY AND BRANDING IN CORPORATE SESSIONS
4. WELCOME GATE BRANDING
5. LOGO ON PASSES OF E-SUMMIT
6. PERMISSION TO CONDUCT PROMOTIONAL EVENTS
7. PERMISSION TO CONDUCT CUSTOMISED CONTESTS
8. PERMISSION TO DISPLAY PRODUCT AT STRATEGIC LOCATION
9. ACCESS TO THE COLLEGE DATABASE AND E-SUMMIT ATTENDEES
10. LOGO IN E-SUMMIT ADS IN NEWSPAPER AND MAGAZINES
11. LOGO ON OPENING PAGE OF E-SUMMIT WEBSITE
12. LOGO ON OFFICIAL PLATFORMS SOCIAL NETWORKING SITES
13. LINK TO COMPANY'S WEBSITE ON E-SUMMIT WEBSITE
14. ADVERTISEMENT THROUGH PROJECTORS
15. COVERAGE BY EMCEES AT REGULAR INTERVALS
16. COVERAGE THROUGH NEWS AND ENTERTAINMENT CHANNEL
17. BLUETOOTH/WIFI ADVERTISEMENT INSIDE THE CAMPUS
18. LOGO ON THE DROPDOWN FROM A 3-STOREY BUILDING
19. PUBLICITY DURING ROADSHOW
20. INTERACTIONS WITH STUDENTS THROUGH SEMINARS
21. STALL IN THE E-SUMMIT AREAS
22. ANNOUNCEMENTS BY EMCEES AT REGULAR INTERVALS
23. PERMISSION TO PUT UP PROMOTIONAL BANNERS/POSTERS
24. STANDEES IN E-SUMMIT AREAS
25. VVIP PASSES

****For banking partners: Join us as the exclusive facilitator for transactions between startups and investors at our event. Boost your visibility and transactions while supporting innovation and economic growth**

STALLS

FOOD STALLS

INR 35,000*

15X15 feet

Basic infrastructure
like electricity , table ,
chair ,etc.

Online Publicity



CORPORATE STALLS

INR 35,000*

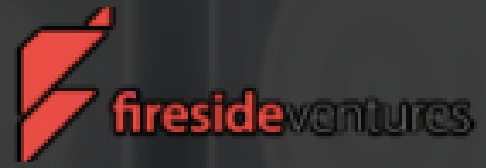
10X10 feet

Basic infrastructure
like electricity,
table, chair,etc.
Online Publicity



PREVIOUS SPONSORS

FinVasia[®]



Confederation of Indian Industry



Shoonya
Zero Pollution
Mobility



FOLLOW US ON



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FACEBOOK



PEC's

E-SUMMIT'24

PARADIGM OF INNOVATION

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Simranjit Singh
Coordinator

Sudesh Rani
Co-Coordinator

Simarpreet Kaur
Convener
+91 84271 46574

Japneet Pathania
Marketing Head
+91 85449 18707

eicpec@pec.edu.in