**WF NEN E WEEK 2017**

The **WF NEN E Week**, since its launch in 2007, has become the biggest platform pan India for celebrating entrepreneurship with tens of thousands of students participating in impactful activities and events leading to spreading awareness about entrepreneurship, engaging and supporting entrepreneurs to grow and culminating in a grand finale. Year-on-year, hundreds of colleges from across the country compete for the coveted awards and celebrate entrepreneurship with a fervour that has to be seen to be believed. The campaign sees active involvement of many organizations including academic institutes, E-cells, Corporates, Govt. agencies, entrepreneur organizations, and non-profits. Faculty leaders, E cell leaders, society leaders, industry captains, mentors, experts and the public at large participate in this week long activity. Designed to focus public attention on the country's biggest opportunities and challenges, WF NEN E Week engages lakhs of students and encourages them to act in their role as job creators. In its ninth edition in 2016, WF NEN E Week with the theme of "Innovative Ideas for a Better World" engaged over 8, 00,000 people including 2,00,000 students from 200 institutes from across 45 cities in the country.

This being the 10th Edition, it takes on a whole new avatar that will create new benchmarks in recognition of impact and best practices for campus entrepreneurship ecosystem. From newer impactful awards, a handpicked panel of judges that comprise of stalwarts from start-up world to wider participation from many more institutes and newer cities, WF NEN E Week 2017 promises to be a power packed event that will see campuses across India raising the bar when it comes to celebrating the spirit of entrepreneurship. WF NEN E Week 2017 will be celebrated across from 11 - 18 Feb. The awards ceremony will be part of E Leaders conclave finale on 25 Feb 2017.

**WF NEN E WEEK 2017 GOALS**

As entrepreneurship moves from being just another activity on campus to being part of mainstream education, the goals for WF NEN E Week 2017 also gone much beyond awareness and plain buzz. For 2017, WF NEN E Week has new goals:

Position WF NEN E Week 2017 as the go-to event for entrepreneurship in the country

Increase reach – Non NEN institutes, Premier Institutes, 100% NEN Institutes & Ecosystem partners

Maximize impact – culture shift, outcomes

WF NEN E Week 2017 will aim to create greater visibility for entrepreneurship by bringing into its fold participation from premier institutions like IITs and IIMS, a partnership with government and other ecosystem enablers, and increased coverage through various media including a strong focus on social media. It will recognize and reward all stakeholders who have achieved impact and outcomes through persistent efforts, adoption of Wadhwani Way and innovative practices in entrepreneurship. WF NEN E Week 2017 will set new benchmarks for entrepreneurship best practices and showcase India’s best role models and student start-ups.

**E-WEEK THEME**

Ideas for Change – *Solving global problems locally*

**WF NEN E WEEK 2017 AWARDS**

**Entrepreneurship Advocacy Awards (1)**

**Impact Awards (9)**

* Maximum Impact Award – to the institute that has created maximum Start-ups in 2016-17
* Institute of the year Award- for overall entrepreneurship development, outcomes & impact
* Student Start-up of the year Award
* Boot strapped Student Start-up of the year
* Educator of the year Award
* E Cell of the year Award
* E Leader of the year Award

**Special Awards (7)**

* WF NEN E Week 2017 Stars (2)
* WF NEN E Week 2017 Debut Awards (2)
* Innovation Award
* Wadhwani Way Partnership Award
* Leadership Award for Excellence
* E Week Video Awards
1. **Entrepreneurship Advocacy Awards**

Marketing efforts are vital for the success of any company or a campaign. Many academic institutes have created interesting campaigns to build larger visibility for their entrepreneurship efforts; these range from creative jazzy punchlines and twitter hashtags, increased visits to social media pages, innovative outreach campaigns to collaborative partnerships. The Entrepreneurship Advocacy Awards recognize and award best of such efforts by institutes.

1. **Impact Awards**

Maximum Impact in Nurturing Start-ups Award

Some institutes stand out in their entrepreneurship programs and their efforts result in the creation of start-ups from their student and alumni. The Maximum start-ups awards are given out to those institutes that have created and supported a maximum number of student and alumni start-ups from 1 April 2016 to 31 January 2017.

Judging criteria: Number of start-ups (students, graduate, alumni), Quality of Start-ups which include – details of industry, founding team, jobs created, revenue, customers, market presence, registration status

Institute of the Year Award

To achieve maximum outcomes, entrepreneurship needs to be run as structured institutionalized process on campus. This includes the capacity development of people involved (faculty and students), infrastructure , the range of programs to meet the needs of varying levels of students - from basic to advanced, innovation, quality of programs, professional execution and creation of outcomes and impact. The High Impact Institute award is given out to those institutes that demonstrate commitment, discipline and strive for excellence in building entrepreneurship on their campus through a combination of all of above efforts.

Student Start-Up of the Year Award

As the start-up revolution takes steam, more and more students are venturing out early on. Some of these derive learnings out of failures, some move on to be role models for their peer group. This award recognizes those student/alumni who have taken the risks to fuel their dreams and have been successful in building ventures that are creating an impact. Top 3 student start-ups will be shortlisted by an esteemed panel of judges.

Judging criteria: Jobs, leadership team, innovative Idea, revenue, customers, market presence and scalability

‘Boot strapped’ Student Start-Up of the Year Award

VC funding is fast becoming a kiss of death for many start-ups. It is increasingly evident that organic growth funded by customers is a key success parameter for most start ups. This award recognises such entrepreneurs who did not seek external investment but grew their venture purely by boot strapping.

Educator of the Year Award

Being a faculty is not easy. But it’s more difficult is being an Entrepreneurship faculty. Some faculty stand out in their commitment towards the cause and are also a favorite, a guru in a real sense for their students. By their sheer dedication, they will either adopt innovative methods in teaching or go out and create collaborations that will be of value to their students; and in the process create maximum impact. These are also those who deliver entrepreneurship programs of the highest standards in terms of delivery, content, and audience. They go beyond their regular jobs to mentor ideas, run NEN recommended programs and brave all odds to make a positive and real impact in the entrepreneurship world. They contribute immensely to the development of the entrepreneurship ecosystem both with and outside their campus. The Best faculty award is a humble attempt to bring such faculty to the forefront and showcase them as real role models for the society.

E Cell of the Year Award

E Cells are at the fulcrum of campus Entrepreneurship. Vibrant E Cells not only add to the high energy levels on campus but also contribute to creating maximum impact. The best E Cell award is given to those E Cells that exemplify clear vision and demonstrate best practices in practicum implementation, help create and support student ventures, raise funds and have a strong presence and outreach in the community E-cells that go beyond being event-centric to those that cater to the development of entrepreneurship both within and outside the campus.

E Leader of the Year Award

E Leaders as the term suggests are those students who are the most motivated and interested in entrepreneurship and have taken charge of running the E Cell. These student leaders guide their teams to work towards common goals of spreading awareness and guiding and supporting aspiring entrepreneurs. Some of these stand out by radically transforming E Cells and making them vibrant organizations through their dynamism and leadership. The Best E Leader award identifies and rewards such leaders.

1. **Special Awards**

WF NEN E Week 2017 Star Award

Every year, 8 days of E Week are a celebration of the undying spirit of entrepreneurship, the will to overcome challenges and rise above mundane problems by coming up with creative scalable solutions. E Week Stars are those institutes that go all out during this 1 week and invest their people, resources and time to run E Week theme based programs on campus and off campus.

Judging criteria – number of events, quality of programs, innovativeness of activities, buzz created on and off campus, Outreach -Students on campus, off campus, Stakeholders off campus, Marketing - Social, Media, Press, BTL, Partnership, funds raised, resources engaged

Eligibility: All academic institutes, except those that have already won WF NEN E Week Award more than 3 times in the last 10 years

WF NEN E Week 2017 Debut Awards (2 nos)

Eligibility:

Academic institutes which are competing under WF NEN E Week 2017 for the first time this year. Criteria remain same as E-week Stars criteria.

Innovation Award

Innovation in product, design or service is a key success parameter for any start up. The innovation award celebrates this spirit of innovation at early stage for students. Given to the most creative, innovative and resourcefully designed solution/prototype that offers transformational impact and is able to indicate growth beyond the conceptual stage.

Judging Criteria: Creativity, demonstrated innovativeness and originality – Is it an original concept or refinement of existing product/ service

What problem does it solve? Is the need clearly defined?

Technical viability, feasibility and commercialization strategy

Effectiveness: What is the extent of impact it will create

Practicality of innovation- Does it have reasonable chance to get commercially implemented

Sustainability: Clear plan for expanding impact and achieving sustainability

Wadhwani Way Partnership Award

WF NEN has a through its decade-long experience of working with hundreds of academic institutes in promoting and developing entrepreneurship ecosystems, have developed a holistic model for creating entrepreneurs and entrepreneurial leaders through a well-defined structured approach which includes Curriculum based training and practice through the Practicum. This is the Wadhwani Way of Entrepreneurship Education. A comprehensive model, if adopted and practiced effectively, it is expected to result in the creation of high performing start-ups. The WW Adoption Award is given out to those institutes that have proactively adopted this program and effectively implemented it in its totality.

Judging Criteria: # of students enrolled in curriculum & practicum, # of hours of consumption by students, # of student’s eligible for certification

Leadership Award for Excellence

Given to those institutes who have demonstrated exemplary determination and dedication in playing a leadership role in building the entrepreneurship ecosystem not only on campus but also in the community. These institutes are recognized as leaders in the community since they contribute to creation and support of high-quality start-ups by conceptualizing and implementing programs that contribute to direct impact both within and outside their campuses. They are the change-makers in the community. Specific emphasis will be laid on engagement/impact created during March 2016 – Jan 2017.

Judging criteria: Impact Created, Quality of Programmes, innovative programs run, Role in Community, Support system developed for community, Best practices, and reach

E Week Video Awards

E Week Video Awards recognizes outstanding bite-sized videos on various aspects of entrepreneurship. Open to all Indian nationals, the Video Awards will focus on creating greater awareness of the entrepreneurship lifecycle and crowdsourcing videos that can become learning resources to aspiring and current entrepreneurs across the world. The goal is to have at least 50 high quality videos that can be later used in our learning channels.

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| **E Week Timelines** |
| 7 December 2016 | Announce E Week Awards on [www.wfnen.og](http://www.wfnen.og) |
| 15 December 2016 | Launch E Week Marketing campaign - Mailers, Social Media, Road Shows |
| 1 January 2017 | Launch E Week Portal – Invite registrations |
| 1 - 10 January 2017 | Register for all E Week Awards |
| 10 - 31 January 2017 | Upload documentation for all awards except Star Award |
| 1 - 8 February 2017 | Judging of Impact awards  |
| 11 - 18 February 2017 | WF NEN E Week 2017 on campus, daily uploading of docs |
| 19- 21 February 2017 | Judging of E-week Star Awards |
| 24-25 February 2017 | E Leader Conclave culminating in Grand Finale |

**WF NEN E WEEK 2016 HIGHLIGHTS**

Here are some of the interesting activities that were organized during WF NEN E Week 2017 2016

**MOUNT CARMEL COLLEGE, BANGALORE**

**The Food Truck Festival – @ Season One** Seven food trucks on campus did good business by rustling up wholesome dishes in vehicles, taking street food to a whole new level and helping people turn their backs on junk food.

**Fun & ‘Fete’ful! MCC Santhe – 2016**

All roads led to Mount Carmel College on February 18 as they celebrated the Entrepreneurship Week with the MCC Santhe. Under colourful canopies, students talked business and got their entrepreneurial buzz on. This seeks to serve as a unique platform for student entrepreneurs to not just interact with customers, but also be offered an opportunity to engage with mentors in the field,” says Sumita Kumar, an associate professor of the Business Management department and coordinator of the E-Cell.

1. **ITM MUMBAI**

**Crowdfunding Workshop**

Dhruv Shah, Business Development Executive, Ketto, discussed crowdfunding as one of the ways of alternate finance for startups and innovative ideas.

**Panel Discussions on Women entrepreneurship and innovation**

An eminent panel of women entrepreneurs shared their journey and gave key insights into innovation at workplace and business practices to improve outcomes. The panel included ICBI image consultants Ms. Jaya Gawande and Ms. Manisha Patankar; and Ms. Arti Kambale - Proprietor, Arti Agro and Foods Pvt. Ltd.

1. **TIMSCDR, MUMBAI**

The Internet of things (IOT) workshop

The E-cell members of TIMSCDR conducted a 4-day workshop on the internet of things for their students. The objective of this workshop was to help students develop new innovative inventions by applying the skills during the workshop. The students were provided a special kit which consists of the Arduino chip, a Raspberry Pi chip, jumper wires, breadboard, resistors, LEDs, temperature sensors, motion sensors and other electronic components necessary for teaching the concept of Internet of Things.

1. **ACROPOLIS INSTITUTE, INDORE**

WF NEN E Week 2017 2016 at Acropolis Institute culminated with Adastraa - a one of its kind street bazaar cum exhibition that saw a turn up of over two thousand people.

The institute also conducted a first-of-its-kind Acropolis Mentoring Festival as part of its Student Venture Mentoring Unit.

1. **CENTRE FOR INNOVATION AND BUSINESS INCUBATION (CIBI), BIMTECH, BHUBANESWAR**

Agri-Entrepreneurship

Under this project, four plots of land (1200 Sq. Ft. Area) have been developed by the institute for the purpose of Organic farming. Each plot has been allotted to a Project Team of One Faculty / Staff mentor and few students who have the option of growing seasonal vegetables or cash crops.