



Following are some publicity guidelines which Coordinators have to follow for publicizing workshop:-

- 5 student coordinators of workshop (3 given in confirmation letter and 2 additional depending on Faculty's reference) reporting to 1 Faculty coordinator will be responsible for managing this event. Both girls and boys should be given a chance to be a part of coordination team. These coordinators should have good communication skills so that they can interact with the students well.
- Kindly put up the event posters at prominent places such as outside the college café, hostel, auditorium, main gate, college notice boards, college bus etc.
- Create a Facebook event and invite all the students of your college & other colleges as well in it. Also put this event on facebook college forum\page\group\website with details of the workshop which can be taken from www.nurturetalent.com.
- Send an email to all students in the college database directly or using LAN network & also ask your Training & Placement Officer to send an email to all the colleges of that city.
- Add program details to your college website and alumni forums etc.
- The coordinators need to go in class to class of all the years, branches and subjects to tell students about this mega workshop & the B-plan competition. It is like a Mini-MBA for all kind of students.
- It's not a lecture; it's more practical environment with games and movies to help you understand the business tactics and take up your doubts and helping you to take the first step of starting a venture right in the workshop with expert and mentor around.
- Kindly tell the students that all students attending this workshop will get Certificate of participation from Ecell – IIT Bombay and Nurture Talent Academy. This certificate is helpful from CV-value, future career, and jobs in industry and admission interviews etc.
- All the winning ideas/teams will be mentored by experts, entrepreneurs, industrialists & mentors who have rich experience & will guide them on their ideas.
- The Event is open for all engineering, BBA, Bcom, B.sc, Science, MBA, Graduates, Postgraduates and Ph.D. of their college. The students should coordinate in the other departments also.
- Students can make the cash payment to the faculty/ main student coordinator of the host college and do give them the registration slip provided by NTA team. They should ideally collect the fees 20 days before the event. They can ask student to pay at least 100 Rs advance fees as to book his/her seat and rest amount 7 days before the event.
- The first preference should be given to the students host college and after that the students of the other college.
- They can also register online by visiting our website www.nurturetalent.com or at their college.
- Kindly ask the participants to think an idea before the workshop. If possible they can make a team of their friends and colleagues that will help them to build the idea in the workshop.
- The student coordinators will get "Certificate of Coordination" and Faculty coordinator will get "Certificate of Appreciation".