Nirma University

Press Note

E-Summit 2026: A Confluence of Innovation, Strategy and Entrepreneurial Learning

The **E-Cell, Nirma University** successfully organized **E-Summit 2026**, its 3-day flagship event from **6th to 8th March, 2026** featuring a series of engaging activities including **Talk Show, Marketing Marathon, IPL Auction, Crisis in Capital, and Reel Deal**. Each event was designed to simulate real-world business challenges and encourage practical application of entrepreneurship concepts.

The events witnessed enthusiastic participation from students who collaborated in teams, explored creative solutions, and demonstrated analytical and strategic thinking. The summit aimed to bridge the gap between academic knowledge and practical business experience through competitions, discussions and simulations.

Talk Show -Raw Stories, Real Scars, Radical Success

One of the highlights of E-Summit 2026 was the **Talk Show,** organised on 6th March, 2026 at NIM Audi. It was an interactive session that brought together accomplished entrepreneurs and industry leaders to share their professional journeys and insights with students.

The session included speakers from diverse backgrounds with panel consisting **Jatin Kumar Chaudhary**, Co-Founder of eChai Ventures, **Alka Thakkar** and **Bobby Thakkar**, founders of Martino's Pizza; **Vineet Pareekh**, Managing Director of Pima Controls Pvt Ltd; and **Shikha Shah**, Founder and CEO of AltMat.

The session began with the ceremonial lighting of the lamp, followed by an engaging discussion where the speakers shared experiences from their entrepreneurial journeys. Topics ranged from product innovation and market competition to scaling a startup and maintaining operational consistency.

The speakers emphasized the importance of adaptability, resilience, and customer understanding in building successful ventures. The session concluded with an interactive Q&A where students asked questions related to entrepreneurship, business strategy, and startup challenges.

Marketing Marathon - Pitch the Impossible: Marketing Creativity in Motion

The **Marketing Marathon** event was organised on 7th March, 2026 across the campus. It combined elements of a treasure hunt and a marketing challenge, creating a highly engaging and fast-paced competition.

Participants were divided into teams and assigned different zones across the campus, along with maps that guided them to specific checkpoints. At each location, teams were given an unconventional product such as a torn T-shirt, a bottle with holes, or an empty perfume bottle.

Teams were required to quickly conceptualize and deliver a creative marketing pitch for these unconventional items, transforming them into appealing products through storytelling and innovative positioning.

Participants were evaluated on creativity, persuasiveness, clarity of the pitch, and presentation. The event tested their ability to think on their feet and apply marketing principles in unexpected situations.

By encouraging students to convert everyday discarded items into marketable concepts, Marketing Marathon highlighted the role of innovation and persuasive communication in modern marketing.

Reel Deal -The 60-Second Brand Battle

The **Reel Deal** competition on 7th March, 2026 at incubation centre focused on creativity in digital marketing and storytelling through short-form video content.

Participants were given three hours to conceptualize, shoot, and edit a promotional reel of up to 60 seconds, using various locations across the campus as filming spots.

The challenge required teams to develop engaging narratives while effectively showcasing brand identity and marketing appeal.

Entries were evaluated on creativity, storytelling, visual presentation, and marketing effectiveness. The event highlighted how modern brands leverage short-form content to connect with audiences in the digital era.

IPL Auction - Beyond the Boundary: Strategy, Statistics and the Science of Team Building

The **IPL Auction** event was organised on 8th March, 2026 at C Audi. It simulated the strategic process of building a professional cricket franchise team.

The competition began with a Quiz Round, where teams answered IPL-related questions within a limited time frame. Based on their scores, the top ten teams advanced to the next round.

The second round introduced Spin the Wheel, where each team was assigned an IPL franchise along with specific player categories such as batter, bowler, or all-rounder.

The final stage was the Bid Auction, where teams were required to build a squad of 12 players (11 playing members and 1 impact player) within a budget of ₹75 crore, while adhering to IPL constraints such as a maximum of four overseas players.

To make the auction more challenging, the organizers introduced “Googly Players”, where participants were given only hints about a player rather than the player’s name. Teams submitted their bids on sticky notes, creating a competitive sealed-bid environment for some hidden bids.

The event required participants to demonstrate strategic thinking, financial planning, and knowledge of cricket dynamics.

Crisis in Capital -When Capital Meets Crisis: A Test of Strategy and Leadership

Crisis in Capital was a two-day competitive event conducted on 7th and 8th March 2026 at the Institute of Pharmacy Seminar Hall. The event placed participants in the role of business leaders navigating resource constraints, strategic competition, and real-time decision-making.

Day 1 -Brainstorming and Resource Trading

The event began with a briefing session explaining the structure and evaluation criteria. A total of 13 teams participated in the first round.

Each team received a resource sheet detailing the resources they possessed, the quantities required, and the minimum number of product units they were expected to manufacture. Teams first presented their strategic objectives to the organizing committee before entering the trading phase.

During the Trading Round, teams negotiated and exchanged resources with one another in order to strengthen their resource portfolios and prepare for the next stages of the competition.

In the second round, teams were given interactive tasks and challenges through which they could acquire additional resources to compensate for shortages. This round introduced an element of unpredictability and required teams to adapt their strategies quickly.

At the conclusion of Day 1, eight teams qualified for the final round.

Day 2 -Domain-Based Evaluation

On 8th March, the shortlisted teams presented their case analyses before a panel of industry experts representing four key business domains.

The judging panel consisted of:

- **Himanshu Shah** -Marketing – Executive director, eloquent Educon Pvt Ltd
- **Harshika Mehta** -IP & Legal consultant
- **Bhavin Bhagat** -Operations -Chief Financial Officer @ CORONA Remedies Limited
- **Nikita Kukreja** -Marketing & outreach, IIMA Venture – Ahmedabad

The eight teams were divided into two groups of four. Each team presented its strategy from the perspective of its assigned business domain and responded to questions from the respective domain expert.

Teams were evaluated on strategic reasoning, domain knowledge, clarity of presentation, and their ability to defend decisions made during the resource trading rounds.

The event successfully provided participants with hands-on exposure to real-world business challenges, encouraging analytical thinking, negotiation skills, and interdisciplinary understanding.

Conclusion

E-Summit 2026 successfully brought together innovation, strategy, and creativity through a diverse range of competitions and discussions. From entrepreneurial insights shared by

industry leaders to high-energy simulations such as Crisis in Capital and IPL Auction, and creative challenges like Marketing Marathon and Reel Deal, the summit provided participants with valuable opportunities to apply their ideas in dynamic and competitive environments.

By fostering collaboration, critical thinking, and practical problem-solving, the event reinforced the commitment of the E-Cell, Nirma University, in nurturing the next generation innovators and leaders. E-Summit 2026 not only celebrated entrepreneurial spirit but also inspired students to transform ideas into impactful ventures in the future.