

# **INTENT- The Entrepreneurship Development Cell**

## **Departments Brief-up**

### **1. Corporate Relations**

Corporate Relations acts as the intermediary between the students of the college and the corporate world. As a department, it performs the function of building and maintaining an association with the priceless NM alumni. This department is also responsible for identifying notable people who interact closely with the industry and cultivating relations with them. 'Corporate Relations' thus effectively represents INTENT and enhances collaborative relationships with the high-achievers of the corporate world.

### **2. Human Resource**

Human Resource is the department that makes the achievement of INTENT's objectives possible by performing the critical function of recruiting self-motivated and creative people. It conducts team-building exercises ensuring that all team members work together with the efficiency of a well-oiled machine. Other roles of the HR department include organising Team Meets and acting as the mediator wherever required.

### **3. Events**

Events, like the name suggests, is the department responsible for facilitating various innovative events for the students of the college. This department is the think tank that comes up with original and fresh event ideas for engaging all NMites with INTENT. 'Events' is the right brain of INTENT achieving an important objective of leaving lasting impressions in the minds of the students with its creative event ideas.

### **4. Finance**

The Finance department is more than just a wallet for INTENT. Apart from disbursing funds, it maintains a record of all the expenditures and curbs unwanted expenses. This department is responsible for preparing the budget and most importantly, getting it approved! Without the Finance department INTENT would be like a world without green.

### **5. Marketing**

The Marketing department handles one of the most crucial aspects of any organization – sponsors. It identifies prospective sponsors and introduces them to INTENT’s intent, converting them to actual sponsors. This department displays mean negotiation skills and is capable of dealing even with the most inexorable persons.

## **6. Public Relation**

In simple words, this department makes INTENT famous!

PR department focuses on planning and implementing INTENT’s efforts to influence budding entrepreneurs through various activities. This department researches, conducts and evaluates on a continuous basis and then decides a plan of action to achieve INTENT’s motto. This department also hosts fun-filled brainstorming sessions that help to create awareness about our organisation.

## **7. Social Media Marketing**

This department builds online reputation of INTENT.

Social Media Marketing helps INTENT to increase its reach to students belonging to different colleges.

This department allows our students to stay updated about our activities & various upcoming events on all social media handles such as Facebook, Instagram, and Twitter. We post various interesting informative articles & stories edited by one of our department’s member religiously. They are fun to read & fact based.

## **8. I.T. Design**

IT department is known for compiling all the various bits of ideas & imaginations into creating some amazing designs! This team will apply all its creative knowledge to change ideas into visuals.

## **9. Editorials**

This department is solely responsible for the monthly news letters posted on our college website.

Editorial boards meet on a regular basis to discuss the latest news and opinion trends, and discuss what INTENT’s position should be on a range of issues. These are posted in the form of blogs on all of our social media handles.