



INSTITUTE FOR EXCELLENCE IN
HIGHER EDUCATION, BHOPAL



UDGAM – INCUBATION AND ENTREPRENEURSHIP CELL



**REPORT ON NATIONAL ENTREPRENEURSHIP CHALLENGE
ORGANIZED BY IIT BOMBAY ON 28TH AND 29TH JANUARY 2023.**

E-SUMMIT'23 & NEC IIT BOMBAY

UDGAM Incubation and Entrepreneurship Cell Represented IEHE, Bhopal and Its E-cell In National Entrepreneurship Challenge Organized by IIT Bombay on 28th And 29th January 2023. More than 975 Teams participated in this competition and IEHE Secured 6th Position among 350+ institutions who competed for the Basic Track.

About E-Cell, IEHE

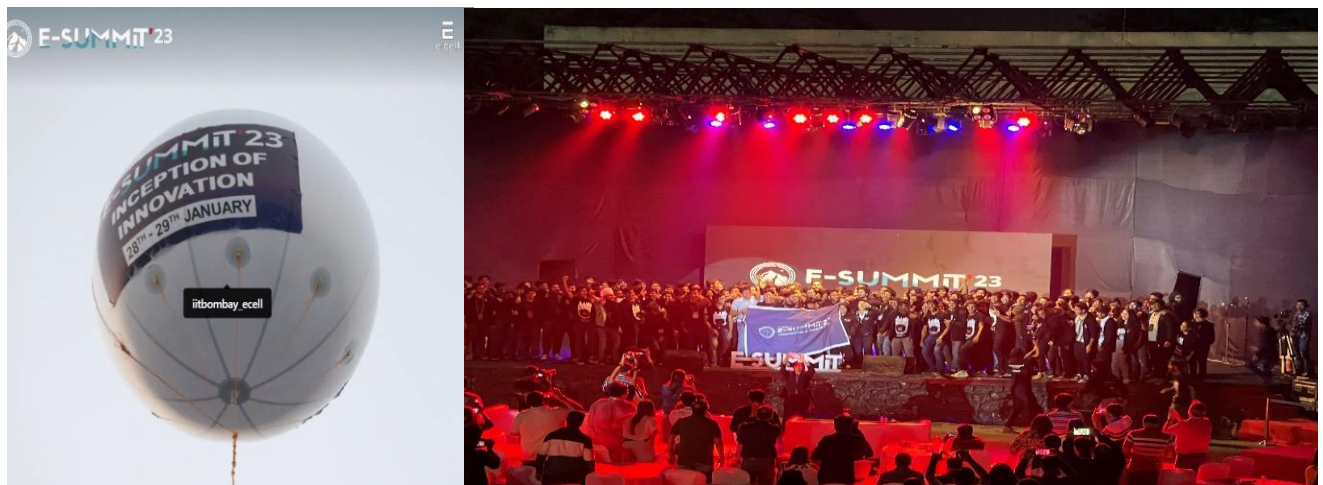
UDGAM Is an Entrepreneurship Cell of IEHE Which Motivates and Promotes Entrepreneurial Spirit Amongst the Students. Our Main Goals Are to Support Budding Entrepreneurs and Develop an Entrepreneurial Culture and Ecosystem.

We Support Creative Concepts and Work Towards Making Them A Reality. If We Think Any Idea Has the Power to Effect Change. We Anticipate That This Modest Effort Will Help Close the Gap Between Academia and Business. The Students Who Want to Become Great Entrepreneurs and Who Can Put Up Exceptional and Quantifiable Effort in Creating "Atmanirbhar Bharat" Will Unquestionably Benefit from Our Programme.

About E-Summit'23

The 18th Iteration of The Entrepreneurship Summit took Place on January 28 and 29 at IIT Bombay. The Goal Of E-Summit'23 Is to Offer A Forum for Discussion on Creative Solutions That Have the Ability to Turn Today's Problems into Chances for Progress. The Occasion Aims to Uplift and Give Attendees A Sense of Optimism.

Asia's Largest Entrepreneurship-Promoting Student Body Is E-Cell IIT Bombay which also Marked Their 25th Anniversary this year.



Appointment of Faculty Advisor with the Permission of Nodal Officer of UDGAM Incubation and Entrepreneurship Cell



Nodal Officer Dr. Nidhi Chauhan with President Mr. Yash Ahuja



UNLEASH YOUR POTENTIAL



Our president, Yash Ahuja, met and officially appointed Ms. Saransha Mathur as our faculty advisor, with a letter of appointment to guide us in this journey of entrepreneurial growth and elevating Startup Culture.

LETTER OF APPOINTMENT

To

The Director.

Institute for Excellence In Higher Education,
Bhopal, Madhya Pradesh

13 Sept 2022

Subject- Requesting for the approval Of Appointment of a Faculty Advisor for the National Entrepreneurship Challenge Competition

Respected Sir,

UDGAM Entrepreneurship Cell, with the permission Of our Nodal officer Dr. Nidhi Chauhan has decided to onboard a faculty advisor for the NEC competition.

Ms. Saransha Mathur was approached regarding this and she has accepted the proposal of guiding us throughout this competition

She has been briefed about the steps and activities for this Competition and She has provided her valuable insights and Guidance regarding the same.

Under her supervision, The Team is feeling confident regarding its future plans, initiatives and ideas.

Through this letter, We request you to Approve the Appointment Of Ms. Saransha Mathur as Entrepreneurship Cell's faculty advisor.

Thanking You

Yours Sincerely,

Yash Ahuja

President, UDGAM E-Cell

Yash

*Forwarded
Nidhi
15/8/2022*

*Approved
15/09/22*

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Orientation Programme conducted by Wadhwani Foundation

The NEC Competition started January 27th, 2023, with the invitation of finalist teams to the orientation program at the conference hall of IITB. The program was led by guest speaker **Mr. Ankit Macchar from Wadhwani Foundation**, who has been working in the field of entrepreneurship and E-cell development for over 15 years across the world and institutions.

After Orientation there was a preliminary round for teams ranked 15 to 50 out of which 5 were selected for semifinals. As UDGAM E-cell team was under top 10 they were directly qualified for the semifinals.



The session was divided into two segments, the first being an introduction and explanation, and the second being a Q&A session with members of different E-cells.

The orientation program began with a general introduction to E-cells and their workings, followed by a discussion on how to establish a strong E-cell and what to avoid during the process. Ideas and prospects were shared among students from different states and institutions, showcasing their enthusiasm for the growth of E-cell structures and entrepreneurship culture.

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The second segment of the orientation program involved PPT slides that prompted questions regarding the E-cell team selection process and future plans. Some E-cell representatives, including Yash Ahuja, the President of the Udgam E-cell, were given the opportunity to answer these questions on stage. Yash Ahuja spoke about the procedure for students to join the cell, their future plans for growth, and was awarded a book for his confident and optimistic approach towards team building and growth.

In the end speaker Ankit Macchar encouraged each individual to lead by example in their growth and development.

E-SUMMIT'23 & NEC IIT BOMBAY

Day-1

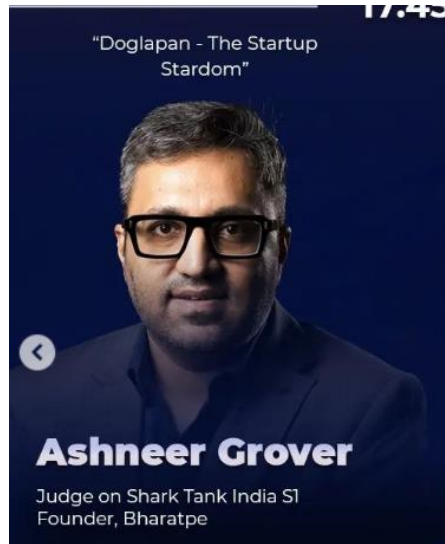


The speaker sessions at E-Summit 2023 began with a spiritual session by **Jaya Kishori**, a renowned spiritual leader and motivator. She spoke about the importance of spirituality in life and how it can help individuals find purpose and fulfillment.

The second speaker session was on the topic "**Job vs Entrepreneurship vs Higher Studies**". The session was moderated by **Neelendra Singh**, General Manager of Adidas, and included Ankit Bhati, Co-Founder of Ola, Ashok Khemka, IAS Officer, and Prof. V. Ramgopal Rao, Ex-Director of IIT Delhi. During the session, the speakers discussed the pros and cons of each path and shared their experiences and insights. The session emphasized the importance of making informed decisions when choosing between these three paths.

The third speaker session was on the topic "**The Undying Evolution of Art**". The session was conducted by **Prateek Sethi, Gaurav Jeyal, and Harun Robert**, who spoke about the evolution of art and the role of technology in this evolution. They shared their thoughts on how technology is changing the way art is created and consumed, and how artists can leverage technology to reach a wider audience. The insights shared in this session were thought-provoking and provided valuable insights into the world of art.

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Ashneer Grover, Founder of Bharatpe, conducted a speaker session at the E-Summit 2023. He is a successful entrepreneur and a motivational speaker who shares his experiences and insights with students and aspiring entrepreneurs. During his session, he spoke about his entrepreneurial journey, answered questions from the audience, and shared his knowledge. The session was inspiring and provided valuable insights into the entrepreneurial journey.



"The Ten Minute Million" was another exciting event at the E-Summit 2023. It was an investment event where pitchers had the opportunity to pitch their ideas and receive funding. This event was a platform for entrepreneurs to showcase their ideas and receive support from investors.

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The E-Summit 2023 also had several competitions including "**Fish Tank**" which allowed participants to think like investors, and "**Bid and Build**" where participants answered analytical and logical questions.

A workshop on marketing analysis was also conducted, in which various tools and methods of marketing analysis were discussed.

The E-Summit 2023 was concluded with a **Stand-up comedy act by Akash Gupta**. He is a talented comedian who has performed in various comedy clubs across India. His act was entertaining and provided a much-needed break from the serious discussions of the day.



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Day – 2

COMPETITIONS:

BOARD ROOM:



The management team of a company consists of CEO, COO, CFO, CMO, CTO, etc.; each one has different roles and responsibilities.

In this competition, we had to experience being one of them and deal with real-life situations of the corporate world. The competition was divided into three rounds.

Round 1 had an entrepreneurship-based quiz which checked our problem-solving ability.

Round 2 had an analytical Q&A where we had to rate problems on a spectrum of 1 to 10 and get points in proportion to the accuracy of our answers.

In round 3, we were allotted a specific board member role. We had to take holistic decisions to defend the agenda at hand while maximizing profits for the company.

IPL AUCTION:



E-SUMMIT'23 & NEC IIT BOMBAY

This competition had a live IPL auction. We had to put ourselves in the shoes of a bidder to build the dream team that we wanted. A perfect competition for cricket lovers, the event focused on the management side of the game. This competition was divided into three rounds.

SQUID GAME:



This event takes us into the world of the Squid Game, a popular show where we compete with each other in high-intensity games that test our communication skills and strategic skills. This event was divided into four rounds.

Round 1: Red Light Green Light, similar to the game from the show, players compete head-to-head to complete tasks when the light is green or risk losing when the light turns red.

Round 2: Honeycomb. Players must build a team and gather resources to maximize their points. Filled with fortune and deception, some friendships may end.

Round 3: Tug of War tests our brains as we build teams with various strengths to compete against other teams and come out on top.

Round 4: Marbles. Teams of two must make difficult decisions that directly determine their fate, with half of the participants winning and half losing.

THE CORPORATE DUEL:



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This competition involves debating and sales skills. Participants are assigned a company and must debate its merits. This event was divided into three rounds. Round 1: A time-based analytical quiz involves questions related to business decision making and marketing. Round 2: Participants must create an effective advertisement for a randomly assigned product in 7 minutes and explain their idea to the judges in 1 minute. Round 3: Participants are given a company and must debate its merits. The participant with the best communication and debating skills wins.

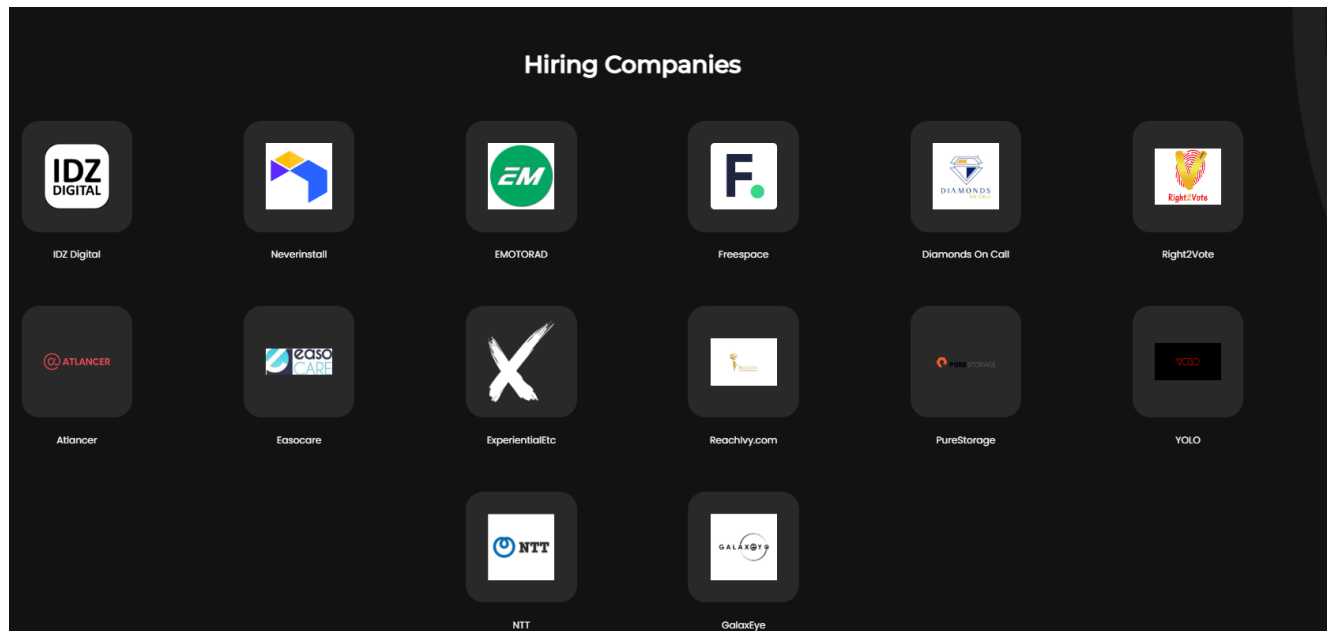


INTERNSHIP AND JOB FAIR:

E-Summit encompasses many events within it, including the Internship and Job Fair (IJF), organized by E-Cell IIT Bombay. IJF is an excellent opportunity for students and recent graduates to connect with potential employers and explore various internship and job opportunities in different industries. During IJF, we have the chance to meet with representatives from top startups and companies, learn about their current job and internship openings, and submit our resumes and application materials. IJF also provides us with the opportunity to connect with other students and professionals in our field. This event is an excellent opportunity to get paid internships and jobs in a reputed company or startup, and make connections that will last forever. Some of the hiring companies included IDZ Digital, Diamonds on Call, Neverinstall, Right2vote, Emotorad, Atlancer, Freespace, Easocare, and

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more.



WORKSHOPS:

- **Marketing Analysis:** Organizations, whether large or small, are often overwhelmed with consumer data and choices. This wealth of information must be interpreted. In this workshop, we learn about the tools and techniques that help in marketing analysis.
- **Digital and Growth Marketing:** With more businesses opting to create a brand image online and reach a global audience, the demand for digital marketing professionals is increasing rapidly. This workshop teaches you about the various disciplines of digital marketing, including SEO, SEM, social media, email marketing, and more.
- **Building Applications with No Code and AI:** Learn how to build a range of applications without writing code. You'll learn how to use Webflow, Zapier, Figma, Parabola, and more in this workshop.
- **Quantitative Finance:** A workshop to impart an understanding of the fundamental principles of quantitative finance, covering a wide range of topics relating to risk modeling, risk management, investment analysis, portfolio performance, and derivative pricing
- **Web 3.0-** Web3, Sometimes Styled Web 3.0, Is A New Internet Model Built on Blockchain That Has Garnered Significant Attention in The Past Few Years. This Workshop Offers A Variety of Lesson Tracks That Include Tutorials on Various Topic Areas Of Web3 Development. Track Topics Include NFT Building and Smart Contract Creation, And Courses on Blockchain-Centric Programming Languages.

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In Conclusion, The E-Summit 2023 Provided A Valuable Platform for Entrepreneurs, Investors, And Students to Network, Learn, And Grow. The Speaker Sessions, Competitions, And Workshops Offered Valuable Insights and Learning Opportunities That Will Be Beneficial To Participants in Their Future Endeavor

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National Entrepreneurship Challenge (NEC)

Links for the Tasks submitted in Preliminary stage, Stage 1, Stage 2, Bonus and Comprehensive Rounds:

<https://drive.google.com/drive/folders/1IZ6YbbNuHHy-OuqlgfpZaABXPliyzHVv>

SEMI FINALS:

TEAM UDGAM, Because Of The Herculean efforts of six months were directly invited to the semi-finals of the National Entrepreneurship Challenge. The semi-finals took place at IIT Bombay campus on 28th January.

STAGE 1 - TASK NAME: SOLVE A PROBLEM

Team Udgam was given two problem sets related to the struggles and challenges faced by E-Cells through the foundation and organization period. They had to solve it within time constraints and had to pitch it in 3 minutes to the esteemed IIT alumni and judges. This round tested the team's ability to coordinate while solving a problem under time constraints and to present it in a clear fashion. An example of a problem set given was - you have to add an event in your E-Cell's flagship event, but the sponsors are not sure about the execution and crowd. How will you convince the sponsors to get on board? The team solved the problem sets and presented it to the judges eloquently.

STAGE 2 –

The second stage of the NEC competition consisted of tasks that had to be completed simultaneously and within time constraints of 15 minutes. It tested the team's ability to think and execute routine tasks in a creative and efficient manner.

The tasks were:

TASK 1) Inkblot Creatives - Think of an event to conduct in your college to support the startups of your nearby area. Design a poster containing the event's basic details, like the title, tagline, short description, and a short description of the speaker/mentor/investor according to the event's necessity. The poster must be such that the reader should understand the event and its motto.

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UDGAM

RHETOPIA

Making thinkers tinkers.

*From scratch to millionaires , know the Journey of the
Achieving Entrepreneurs by themselves.*

Speaker- Student sessions



ABHINAV DUBEY
CEO/ Co- Founder
[CHAI SUTTA BAR]

*A well-known young Indian
entrepreneur & businessman who
co-founded Chai Sutta Bar in Indore
in 2016.*

&



ANURAG ASATI
Co Founder
[THE KABADIWALA]

*A visionary entrepreneur has been
credited with founding the startup
of The Kabadiwala.*

DATE- 1 FEB
VENUE- MINTO HALL, IEHE.
TIME- 10AM-2PM

₹499 only

Register at: lehe.ecell@gmail.com

TASK 2) The Memorandum of Understanding - Draft a Memorandum of Understanding between the E-Cell and the speaker/investor/mentor invited.

<https://drive.google.com/file/d/14hJv7MqkMBYBh699g6ZR1O5yfCMQOPBZ/view?usp=drivesdk>

TASK3) The Art of Communication - You have to draft a mail to invite the speaker/mentor for the event.

- Mail should be in a Doc format.

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- The submission will be in PDF format.

The team completed all the tasks successfully and were promoted to the finals.

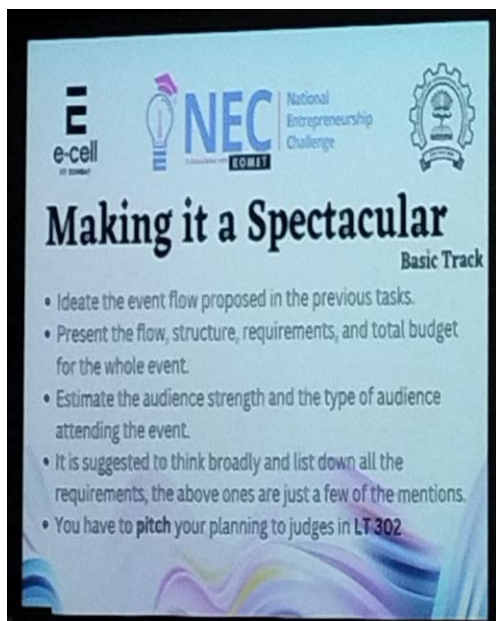
Link:

https://drive.google.com/file/d/14TdFZa_0_0yh_pmQfsp1tC05KFnaZAIC/view?usp=drivesdk

DAY 2

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FINALS



TASK NAME: MAKING IT SPECTACULAR

IIT Bombay tasked the Entrepreneurship Cells with ideating an event. The objective of the event is to encourage and support entrepreneurial spirit among students and aspiring entrepreneurs. The event should aim to provide a platform for networking, learning, and growth opportunities for attendees.

The E-Cell is expected to come up with a unique and engaging event concept that will attract a diverse range of participants including students, alumni, startups, investors, and industry experts. The event should also align with the goals and vision of IIT Bombay's E-Cell and provide value to attendees.

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The E-Cell is encouraged to be creative and think outside the box while ideating the event. It could be a workshop, a conference, a competition, or any other format that will effectively achieve the objectives.

The success of the event will depend on the E-Cell's ability to execute their ideas effectively and create an impactful and memorable experience for attendees. The event should leave a lasting impression on attendees and inspire them to pursue their entrepreneurial goals.

The team was given a task to ideate an event from scratch with all the intricate details such as: • The budget of the event has to be decided.

- The revenue streams must be decided.
- Every detail about the expenditure has to be listed.
- Details about the speakers invited, the competitions organized, the sponsors, the judges, and the investors have to be given.
- The process of estimation of audience has to be clearly explained.
- The process by which the venue is decided has to be stated.
- The functions of each department have to be explained clearly.

And all of this had to be presented in front of judges in 6 minutes, followed by 4 minutes of Q&A regarding the same. No technology was allowed, and no personal notepads were allowed.



The team ideated the event, followed by an excellent presentation in front of the judges. And after the dedicated hard work of 6 months and a trip across the state, out of 950 teams, Udgam, the E-Cell of IEHE, managed to bag **6th position** in India in the National Entrepreneurship Challenge.

Press Release:

राजधानी के 22 विद्यार्थियों ने 6 माह में कई टास्क पूरे किए

उद्यमिता प्रतियोगिता में उच्च शिक्षा उत्कृष्टता संस्थान को मिला छठा स्थान

मध्य स्वदेश संवाददाता ■ भोपाल

आईआईटी मुंबई की ई-सेल द्वारा आयोजित नेशनल एंटरप्रेन्योरशिप चैलेंज प्रतियोगिता में मध्य प्रदेश को 6वां स्थान मिला है। उच्च शिक्षा उत्कृष्टता संस्थान के विद्यार्थियों ने 6 माह तक विभिन्न टास्क को पूरा किया और फायनल में पहुंचकर सफलता हासिल की। इस प्रतियोगिता में देशभर के महाविद्यालयों से 9 सौ टीमों शामिल हुई थीं। ये पहला मौका है जब मध्य प्रदेश इस प्रतियोगिता में अंतिम पड़ाव पर पहुंचा और टॉप टेन में अपना स्थान बनाया।

उच्च शिक्षा उत्कृष्टता संस्थान में नोडल अधिकारी डॉ. निधि चौहान ने बताया कि इस प्रतियोगिता में कई प्रकार के टास्क दिये गये जैसे अपने संस्थान के ई-सेल का उद्देश्य, विजन एवं मिशन बनाना, उसके लिए एक टीम खड़ी करना, ओरियंटेशन प्रोग्राम आयोजित करना, सोशल मीडिया पेज बनाना, संस्थान के बच्चों को एंटरप्रेन्योरशिप के बारे में बताना, संस्थान में वर्कशॉप एवं इवेंट कंडक्ट करवाना और यूरेका के तहत बच्चों के स्टार्टअप आईडिया को बढ़ावा देना



आदि टास्क शामिल गए थे। चरणबद्ध तरीके से प्रत्येक टास्क में सफल होने पर फायनल में छात्रों की टीम पहुंचती है और उन्हें मुंबई आमंत्रित किया जाता है। इस उच्च शिक्षा उत्कृष्टता संस्थान के विद्यार्थियों अपनी मेहनत और लगन से ये कामयाबी हासिल की है। डॉ. चौहान ने बताया कि प्रतियोगिता के प्रारंभ में 900 से अधिक टीमों शामिल रहीं। बेसिक ट्रेक में 350 टीमों ने सहभागिता दी, जिसमें उद्गम टीम ने राष्ट्रीय स्तर पर छठवीं रैंक प्राप्त की।

संस्थान के संचालक डॉ. प्रज्ञेश

कुमार अग्रवाल ने विद्यार्थियों को राष्ट्रीय स्तर पर चुनौती का हिस्सा बनने का सुनहरा अवसर प्रदान किया। 'उद्गम' इनक्यूबेशन सेंटर की नोडल ऑफिसर डॉ. निधि चौहान एवं ई-सेल के सदस्य डॉ. आलोक कुमार रस्तोगी, डॉ. सुनील मिश्रा, डॉ. रंजना वर्मा, डॉ. रामकृष्ण श्रीवास्तव, डॉ. स्मिता जैन, डॉ. अमित जैन के मार्गदर्शन में विभिन्न टास्क पूरे किए।

यह कार्यक्रम जनवरी के आखिरी सप्ताह में आई.आई.टी., बॉम्बे में आयोजित किया गया, जिसमें कई कंपनियों के फाउंडर्स जैसे अशनीर

ग्रोवर (फाउंडर भारतपे), प्रियंका खीमानी (फाउंडर खेमानी एंड एसोसिएट्स), ललित केशरे (फाउंडर, ग्रो), आर्यमन विक्रम बिरला (फाउंडर, आदित्य बिरला वेंचर्स), कैवलया वोहरा (फाउंडर, जेप्टो) और विभिन्न प्रसिद्ध वक्ता जैसे अंकित मछर (डायरेक्टर, वाधवानी फाउंडेशन) जया किशोरी (स्पिरिचुअल वक्ता), बरखा दत्त (पत्रकार), अमन धर्तवाल (एजुकेशनल यूट्यूबर), गौरव चौधरी (टेक्निकल यूट्यूबर), श्रुति हसन (अभिनेत्री) एवं अन्य वक्ता भी शामिल रहे। संस्थान के संचालक ने विद्यार्थियों को प्रोत्साहित करते हुए कहा कि आई.आई.टी., बॉम्बे द्वारा आयोजित प्रतियोगिता ई-सम्मिट 23, जो कि एशिया का सबसे बड़ा बिजनेस कार्यक्रम माना जाता है, में भाग लेना उद्यमिता को बढ़ावा देते हुए अपना स्टार्टअप शुरू करने में मददगार सिद्ध हो सकेगा। प्रतियोगिता के अंतिम चरण में डॉ. राम मिलन सिंह एवं सुश्री सारांशा माथुर फैकल्टी एडवाइजर के रूप में छात्रों के साथ आई.आई.टी. बॉम्बे में उपस्थित रहे।

News Channel Video Link: <https://youtu.be/QVL0CaRa1-k>

E-SUMMIT'23 & NEC IIT BOMBAY

Meet Ups and Networking Insights:



Team UDGAM with Ajeet Khurana

Ajeet Khurana is an Indian entrepreneur, angel investor, and educator. He has been actively involved in the Indian startup ecosystem for over two decades and is known for his contributions in the field of technology, innovation, and entrepreneurship.

Khurana has held various leadership roles in startups, including as the CEO of IIT Bombay's SINE (Society for Innovation and Entrepreneurship) and as the CEO of Zyoin, a recruitment services startup. He has also been an active angel investor, investing in over 50 early-stage startups in India and other countries.

Khurana is also a prolific writer and has authored several books on entrepreneurship, including "The Sceptical Entrepreneur" and "The Freelancer's Bible". He is a sought-after speaker and mentor, and has helped numerous aspiring entrepreneurs to launch and grow their startups.

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Team UD GAM with Mr. Naman Bachwani

Naman Bachwani is the founder of SkillGenic which is a Indore based company that provides revolutionary Platform which uses Artificial Intelligence to automate Human Resource Management. He was one of the judge for the National Entrepreneurship Challenge Competition at IIT BOMBAY. Team UD GAM got a lot of learning and insights from him.

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The First Batch Of Entrepreneurship Cell, Year 2022-23

- Yash Ahuja : President
- Mansi Parey : Vice President
- Deepansh Shukla : Secretary
- Kanishka Tiwari : Joint Secretary
- Agrima Dubey : It Head
- Shreya Sullere : Marketing And PR Head
- Yogesh Thanwani : Research And Development Head
- Prateek Yadav : Operations Head
- Rajkumar Modi : Event Coordination Head
- Sarthak Simhal : Treasurer
- P. Kishan Naidu : Illustrator
- Anshika Adwani : Content Writer
- Shantanu Bhagat : Video Editor
- Manya Agrawal : Graphic Designer
- Riya Garg : Content Marketing Manager
- Lakshya Agrawal : Marketing Analyst
- Akshat Pathak : Marketing Manager
- Shubhankar Sharma : Research Associate
- Jatin Advani : Research Coordinator
- Anshul Tiwari : Research Analyst
- Harshika Adwani : Operations Project Manager
- Yogita Thawani : Operations Coordinator
- Rishi Rai Saxena : Operations Associate
- Shourima Mishra: HR Executive
- Madhvi Garg : Event Coordinator
- Amit Tiwari : Event Coordinator
- Adarsh Yadav : Event Coordinator
- Aabhansh Dubey : Event Coordinator
- Anjali Dubey: Content Writer
- Ananya Agrawal : Event Coordinator
- Harsh Chandel : Technical Head

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- Some Photos of Team UDGAM of NEC

