

FORMAL GAMES RULES

“PLAN-DE-NEGOCIOS” (BUSINESS PLAN)



Guidelines for the game

1. Participants must register as a team of 2-4 members
2. Participants should come up with innovative, original, untested ideas on their own or drawn from any other resources. The innovation in product or service will be preferred for evaluation.
3. Participants are required to submit their business ideas and opportunity evaluation in a detailed feasibility study report.
4. Participants are required to submit soft copy of their B-plan feasibility report (in word or pdf format) on sms01@ganpatuniversity.ac.in on or before 13th September, 2016.
5. The winning team will be chosen on the basis of both the written report and 15 minutes Power Point Presentation made before the judges.

Registration fees: Rs.150 per team

Student Coordinator: Ahemad Ali Kadiwala - 9978191669

“ASTITVA” (TEAM BUILDING)



Guidelines for the game

1. Each team would consist of 3 members
2. Initial elimination round will be conducted for selecting the teams for the final round.
3. Five teams will be selected for final round.
4. Each team will be given set of images of renowned personalities from various sectors like Politics, Bollywood, History, Science, Literature, Management etc. to name a few.
5. The Team members will then have to identify traits/qualities pertaining to the set of images shown to them.
6. The total time duration for each team for identification, verbal presentation and question and answer round will be 15 minutes.

Registration fees: Rs.150 per team

Student Coordinator: Vinay Tomar - 8000002367

“PRARAMBH” (PRODUCT LAUNCH)



Guidelines for the game

1. In a team, there must be maximum 4 and minimum 2 participants all from the same institute.
2. The game 'Product Launching' shall be played in two rounds, wherein, first round will be preliminary screening by a panel of judges and second round will be of final presentation by selected teams.
3. The PPTs and story board for preliminary round should be submitted before **September 13, 2016 at mtb01@ganpatuniversity.ac.in**.
4. Change in presentation format and time allocated to each team is subject to number of participation teams.

Guidelines for Phase I (Preliminary screening round)

1. A team should select a product or a service which is creative and preferably non-existent, i.e. totally new to the market.
2. In this round, a team needs to submit Power Point Presentation (PPTs) of their selected product with maximum 20 PPTs with story board. Maximum two members of a team can give a brief presentation of 5 minutes summarizing complete idea of product launch plan.

Guidelines for Phase II (Final Round)

1. Based on these presentations, a panel of judges will select 5 teams for final presentation on the basis of Product/service newness, Creativity in Launching, Presentation and Integrated launch plan which may include product/service description, STP, POP, POD, USP, launching plan, media vehicles, and communication strategy, along with story board.
2. The final presentation would be of 15 minutes followed by Question-Answer of 5 minutes.
3. Finalists have to include various creative marketing aspects like tagline, slogan, jingle, ad copies, poster etc. for the presentation. But this must be linked to your main PPTs.
4. Selected teams have to voluntarily present the presentation and act the story board within the allotted time frame of 15 min.

Registration fees: Rs. 200 per team

Student Coordinator: Jay Prajapati - 8866134119

“BIZ QUIZ” (BUSINESS QUIZ)



Guidelines for the game

1. Team of two students from the same institute can registered for the game. Institute can send more than one team.
2. The Business Quiz will be held in three rounds
 - a. Terminator.
 - b. Star Wars.
 - c. Lord of the Rings.
3. Terminator is the elimination round where in participated groups will undergo written test. The test will comprise of objective questions covering various aspects of business world.
4. Groups of meritorious students of Terminator will proceed for Star Wars round. Seven teams will play Star Wars round. Star Wars round will be composed of Multiple Choice, Audio-visual clues, Rapid fire, Buzzer Round, Passers etc. All the questions will be based upon current business world and its salient features such as, corporate dates, landmarks, logos, tagline, personalities, advertisements, schemes and policies and much more about corporate buzz.
5. Based on the score of Star Wars round, five teams will proceed for final round - Lord of the Rings.
6. Winner of Lord of the Rings round will be Grand Master of the Quiz followed by 1st & 2nd runners up.
7. In case of tie or uncalled-for situation, the jury members along with coordinators will take a final decision.
8. Audience can also win surprise gift based upon their intellectuality and presence of mind.

Registration fees: Rs. 150 per participant

Student coordinator: Mahesh Padmani - 9998523698



Centre for Management Studies

Industry Interface Centre - Ahmedabad, Ganpat University
Block - A, 3rd Floor, Ganesh Meridian, Opp. Kargil Petrol Pump,
Chanakyapuri Road, S. G. Highway, Ahmedabad.