

# Details of Events



**(the quiz)**, It shall comprise a challenging array of questions to put the participants through a gruelling series of rounds to determine the winner. The event is intended to test the contestants' knowledge and awareness of various functional areas of management, decisive and crucial changes happening in the corporate world.  
Participation : 2 members in each team (maximum 2 teams per institute)

**(developing the strategy)**, A game to test the incisive instinct to win the customer mind space by **developing marketing strategies** for a product or a service keeping in mind product's sales, distribution, pricing and promotion with the ultimate aim of gaining maximum product mileage. In this event the participants will be given a product on day one and will be required to submit a complete portfolio with marketing plan & creative layout (logo, punch line, jingles) bearing in mind the competitive market scenario. The participants are required to bring the creative material on their own.

Participation : 5 members in the team (1 team per institute)

**Bisaat presentation** : The portfolio created by the participants shall be presented using Power Point.



**(create an advertisement)**, This is a game of innovation and imagination, wherein the participants are expected to identify jumbled brand name. **create an advertisement** with a distinct punch line and enact it within the stipulated time. "Getting the message across" is the underlying theme of this event. Further, the participants will also be given an abstract product, which they have to promote through live advertisement or any other innovative idea.

Participation : 3 members in each team (maximum 2 teams per institute)

**(musical street play)**, An act of courage where youth take on the societal issues which have become challenges for one and all. Through Melodrama the event is planned to sensitize the 'generation next' The enactment theme is to be decided by the teams themselves. Participating teams are requested to avoid comments on personalities and issues of legal interest.

Participation : 7-10 members in each team (1 team per institute)



**(case study)**, It is planned to be a serious academic exercise where in participants will be administered a **case to identify, analyse and solve the problem/s** therein. It is a game to test business acumen and decision making skills of the participating teams. Focus of the event would be on the ability of teams to identify various alternatives and formulate strategic solutions.

Participation : 2 members in each team (1 team per institute)

**(antakshari)**, This event is the age old game of 'Antakshari', brand named and packaged to appeal to the younger generation. It is conceived to be pulsating and vibrating mix of lilting songs and throbbing beats. Malhar has, in the past, proven to be the most popular of all cultural events.

Participation : 2 members in each team (maximum 2 teams per institute)



SAMANJASYA

**(Acting with voiceovers)**, Articulate speech ought to be matched by a stirring act, If you've got the talent we've got the stage! Actors shall not speak and the speakers sure cannot act. Script will be provided a day before the event. Engrossing and Impressive Co-ordination will be the prime focus.

Participation: 6-8 members in each team (1 team per institute)



**(collage)**, In this event the participants are required to make a **collage** to display their creative genius to amalgamate and integrate fragments and scraps into a picture that is meaningful in its totality and entirety. The theme is "Global Meltdown". The participants are required to bring the requisite material on their own.

Participation: 2 members in each team (maximum 2 teams per institute)

**(dance)**, It epitomizes a fusion of diverse classical, semi classical and folk dances representing the rich cultural heritage of our country. The time duration for each **choreography** is expected to be 5-7 minutes. Participants are required to bring their own cassettes/ CD's.

Participation : 4-6 members in each team per institute



**(music)**, A **singing competition**, which provides a platform to the participants to exhibit their melodious disposition. It shall comprise both solo and duet performances.

Participation : individual participation (2 participants per institute)

## Rules & Regulations

- Entry fee per institution is Rs. 1500/- only.
- Each outstation Institute can send a team of **max. 10** members and local institutes can send a team of **10** members and maximum **10** more at additional fee of Rs. 150/- each.
- Institutes are required to send their entry fee along with the **confirmation letter**. DD of the required amount should be sent in favour of **International School of Informatics & Management, Jaipur**.
- The team of each Institute would select a **team leader**, whose name should be intimated along with the confirmation letter.
- The team leader will have the **sole authority** to voice the grievances of the team members.
- The decision of the **judges** will be **final and binding**.
- The Institute will provide free meals, lodging facilities and local conveyance to the **outstation participants**. (Intimation for the same should be provided **15 days** in advance).
- **Female participants** will be provided free boarding and lodging in the **Girls hostel** of the Institute, located in the premises.
- The Institute reserves the right to make any changes in the schedule that it deems fit. However, if there is any change in the number of participants' etc., it shall be conveyed to you.
- The organization of any of the events is subject to cancellation without prior notice in case of insufficient number of participants for the same.
- **Only the participants** will be given admittance for the events.
- Participants should carry their identity cards.
- The list of the participants should be sent on the letterhead of the concerned Institute duly signed by authorized signatory.