

2012

Adviteeva



Management – Cultural Fest
Aurora's Business School

ADVITEEYA

Management – Cultural Fest

About Aurora's Business School:-

- Aurora's Business School is a premier Business school in Andhra Pradesh and has a record of nurturing globally responsible citizens who will venture into the world with confidence and a world class degree
- Aurora's business school is celebrating Adviteeya, the Management- Cultural fest, by setting the stage for talented students to discover themselves and showcase their talent
- Focused to bring-in students from various colleges across the country and enable them to exhibit their business ideas concepts and Capabilities through a medium of music and dance -which their generation readily identify itself with

Objectives:-

- To provide a platform for the cultural & literary gusto of the students in an endeavour to preserve, promote and disseminate Indian art and culture in its entire spectrum
- To make the cultural & literary events accessible to as many students as possible
- To discover themselves and showcase the talent of the students



Among the Top 50 B-Schools in India*

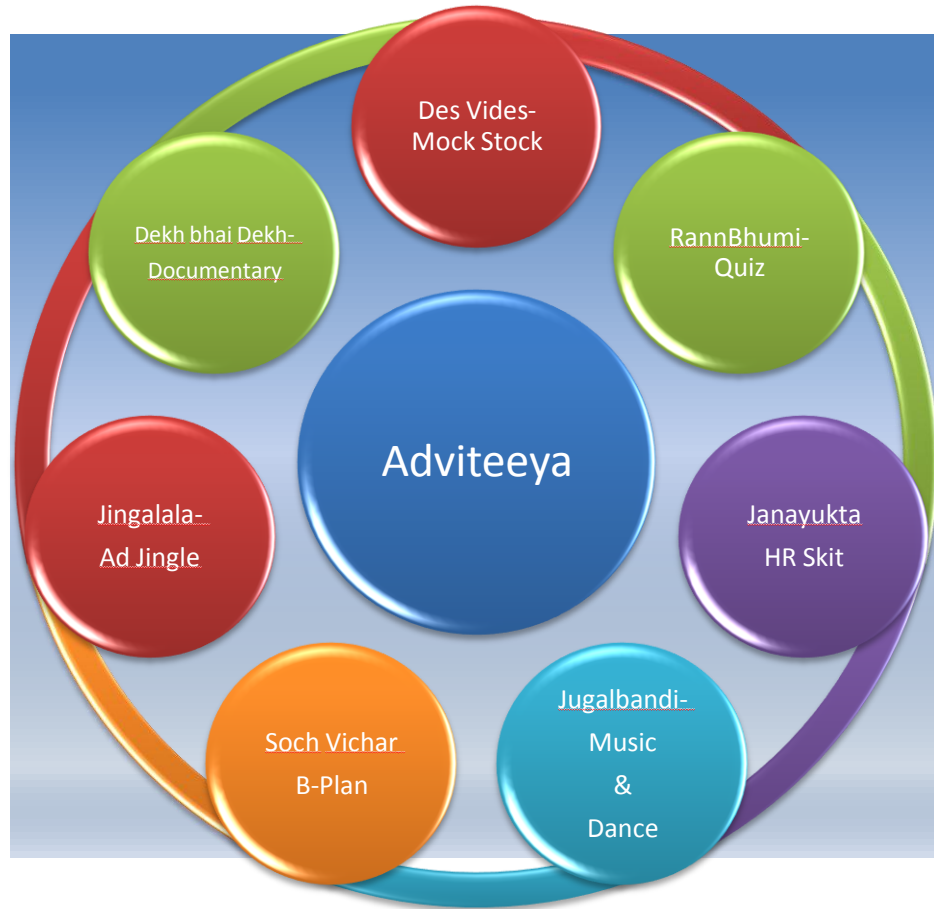
THE WEEK	→	All India 46th Rank
BUSINESS INDIA	→	A+ Rating
AIMA	→	A-1 Category
BUSINESS WORLD	→	1st in Placement in AP
4P's	→	All India 68th Rank
DALAL STREET	→	Top 3 B-Schools in AP

* As per The Week Rating

Date: 20th and 21st January 2012

Time: 10:00 am to 5:00 pm

Venue: Bhaskara Auditorium, Adarsh Nagar – Hyderabad



List of Events:-

Event	Description
Des Vides- Mock Stock	Mock Currency Market
Ranbhumi	Business Quiz
Jan Ayukta	HR Skit on current HR issue
Jugalbandi	Where Music and Dance meets Business
Soch Vichar : A Unique Idea Contest	A business plan which has to be unique profit/not for profit should impact society
Jingalala	Ad and Jingle competition
Dekh Bhai Dekh	Film and documentary competition

Rules for the Events:

Participation: All the students of degree and PG College can participate in all the events. Management at its own discretion may ask for student ID card.

Participation Fee: Registration of participation will be done on the spot by paying ₹100 for each individual event in case of solo and ₹150 for team events. Fee once paid will not be refunded.

Withdrawal: You cannot withdraw from any events which you have registered, in case of your absence or delay in reporting to concern authority in any eventuality management/organizer will declare your competitor winner at its own discretion.

Judges: Judges will be eminent personality from the concerned field or otherwise.

Prizes: Prizes will be given at the venue. Tax liability arising of Prizes will be solely and absolutely of winner ABS will not be liable for any event / incident arising of it. In case of more than one winner, joint winner will be declared and prize money will equally be divided.

Acceptance: Participants by paying fee and/or registering deemed to accept terms and conditions.

Terms and Condition includes but not limited to:

- ✓ Abide by the rules and regulation of the competition/Event
- ✓ Participate in the event with sporting spirit.
- ✓ Maintain the required decorum and discipline
- ✓ Influencing result or judges directly or indirectly will lead to disqualification.
- ✓ Any form or practice to cheat will lead to disqualification whether intended or not.
- ✓ Judges'/Management/Organizer's decision will be final decision.
- ✓ Organizer will have right to take photo or video of the event and can use this for the educational, marketing and promotional purpose for the ABS and/or Institution under Aurora's group.

Introduction and Rules for Individual Event

Des Vides : Des Vides is mock currency market where in participants will be credited with equal amount of hypothetical currency in Indian Rupee (can be referred as points) . Participants are expected to maximize the amount and individual ending with maximum amount will be declared winner.

Rules:

- ✓ It would be an individual event
- ✓ Individual cannot take direct or indirect help of any person or information source including digital media or calculators
- ✓ Individual is expected to trade in minimum 3 currencies
- ✓ Individual is expected to place minimum 5 orders
- ✓ Individual is expected to punch their own orders
- ✓ Management is not responsible for any technical issue arising

Note: In case of technical or any other logistic issue management at its own discretion cancel the event or decide the winner

RannBhumi : RannBhumi is a business contest comprising of various round and team scoring highest will be declared winner. RannBhumi will be judged by prominent and well known quizzier.

Rules:

- ✓ Team should comprise of 2 members
- ✓ Full points will be awarded for every direct question which is answered correctly and Half points will be awarded for indirect question if answered correctly
- ✓ There will be different rounds
- ✓ Some of the rounds may have negative marking
- ✓ Any unethical practice direct or indirect will lead to disqualification
- ✓ In the buzzer round (if any) organizer's decision will be final
- ✓ Questions may not be related only to business they can be from any domain
- ✓ Participants may be asked to present on both the days if they qualify the qualification round on day one depending on the number of entries

Janayaukta: Janayaukta is HR Skit based on current HR issues, participants are expected to perform a skit on HR related issue.

Rules

- ✓ Team should comprise of minimum 2 and maximum 5 members
- ✓ Team should perform a skit of 5 to 10 minutes
- ✓ Team should perform on HR issues only
- ✓ Upon any dispute on the relevance of the play (the play is related to HR or not) judges' decision will be final and binding to all
- ✓ Participants are expected to bring their prop, dress and other requirements
- ✓ Organizer will provide only the facility of stage , rotating mike, amplifier , speaker
- ✓ No pre recorded audio can be used
- ✓ Organizer will not provide space for preparation i.e. green room or makeup room and any other related facility
- ✓ Organizer will have right to take photo or video of the event and can use this for the educational, marketing and promotional purpose for the ABS and/or Institution under Aurora's group
- ✓ Skit can be in English or Hindi

Jingelala: This is competition for all creative geniuses out there. Every business endeavor targets to a certain clientele, and good advertising goes a long way in keeping them interested. Jingelala is an individual event in Ad and jingle making competition wherein participants are expected to prepare a Ad or jingle or both as requested by the judges on given product could be existing or non existing.

Product could be tangible or non tangible or service. It could be existing or non existing product from India or elsewhere.

Rules:

- ✓ Jingle should be in English or Hindi
- ✓ Participant cannot copy the existing jingle directly or indirectly
- ✓ Participants cannot use the dictionary or any other reference including digital media
- ✓ Ad should be of maximum 45 sec
- ✓ Jingle should be of maximum of 15 sec
- ✓ Jingle can rhyme however its not compulsory
- ✓ Participants will not be provided with pen paper or stationary
- ✓ Participants will be awarded a specific time to prepare the Ad or Jingle
- ✓ Participants cannot change or interchange their topic or product
- ✓ Participants themselves will be legally liable for any violation of copyright , intellectual property and perjuries

Jugalbandi:

Our goal is to provide a platform for people of Indian Origin to showcase their talent, compete, get recognition and make participating in the competition easy and convenient for the contestants. Promote and popularize all Indian Dance Forms which are catching everyone's attention all over the country.

Rules:-

- Competitor must compete on scheduled day and time.
- Dancers may not compete against themselves in any category or age division.
- Dancing out of order is not allowed, except for costume changes, which must be verified by the show director or backstage manager. A minimum of 15 minutes (5 numbers) will be scheduled for costume changes. Routines asked to perform out of order may result in deductions
- The competition rules will be evaluated and enforced on an individual basis, based on what is deemed best for all parties involved.
- We would like to remind all participants of the importance of "GOOD SPORTSMANSHIP" and conformance to the rules, with proper consideration for fairness, ethics, respect, and a sense of fellowship with one's competitors. Being a "good sport" involves being a "good winner" as well as being a "good loser". Please bring this philosophy with you.

Dekh Bhai Dekh: - In this competition the participants need to present a documentary/short movie based issues related on today's business world.

Rules:-

- The coordinators reserve the right to refuse any entry for any reason at its absolute discretion
- The decisions of the judges are final. Neither correspondence nor discussion concerning any decision shall be entered into
- Teams must submit only their own original work and agree that this will not infringe the copyright or any other rights of any third party
- The Team must be the sole author of the entry (except where more specifically provided)
- Teams should submit only one entry
- It is a requirement that Teams must be from same institute

Soch Vichar: A Unique Idea Contest

ABS organizes Soch Vichar, a National level business plan competition. This competition provides a platform for potential ideas and early stage start-ups to evaluate their plan in the risk-free environment of a competition. It also aims to bridge the gap between ideas and the realization of an enterprise. Being a platform of this magnitude, participation in the event also provides considerable networking opportunities with other entrepreneurs, mentors and investors.

Basic Eligibility Criteria:

1. Students (Undergraduates and Graduates) and Working Professionals across the country are eligible to participate
2. Individual participation is allowed in the Competition though participation in teams (maximum to 6) is encouraged
3. Entries must be the original work of entrants i.e. team members competing must be the principle owners of the venture
4. No act related to plagiarism is accepted

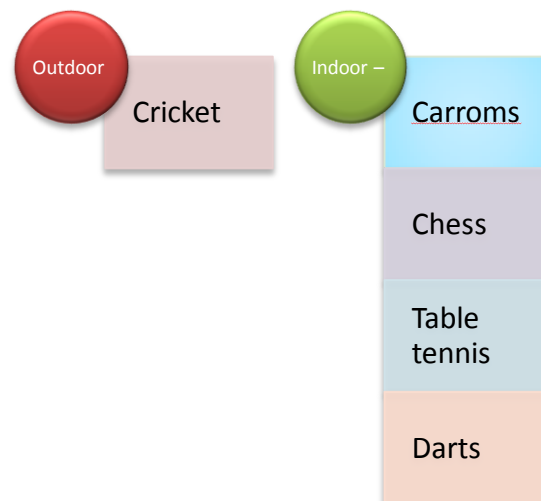
Judging Criteria:-

Category	Description	Desired
Business Concept/Opportunity	Identify loopholes, problems in the system. Find out the narrow line you would walk on	Generates interest, fascinating, high growth and realistic
Product or Service	Describe the product or service	Complete description (eg. Prototype explanation followed by list of approving agencies)
Competitive Advantage	Analysis of existing competitors strengths and weaknesses, description of why your product is better	Patented product or service, first to enter the market, lower cost structure
Market Size	How big is the size of the market? What are the growth prospects? Entry and Exit barriers	Large or rapidly expanding market suited for high expected profits
Customer Value	Is the product a necessity or a luxury? What are the benefits to the customer?	High customer value, possibly supported by market survey, list of first customers with feedback if any

Customer Segment	Who is the target customer? Requirements of the customer and how your product addresses those demands.	Clearly defined target group- geographic expanse, income group etc., clear understanding of the customer needs and expected response
Revenue Model	How will profit be generated? Marketing and Sales Channels. Short term goals	Justified projections and short term goals. Vivid plans for marketing and sales.
Finance Analysis	What is the initial investment required? Expenditure projections for 1-3 years.	Justified investment value. Clear planning of expenses.
Business Plan on the whole	-	On the whole, highly attractive and persuasive in all aspects. A business concept with great potential, clear prospects for success, and an inspiring presentation

MAHA KHEL

- To encourage a spirit of team building
- To involve people in indoor and outdoor activities for promoting physical and mental unwinding
- To bring together youth of various colleges together



Rules:-

The Laws of cricket apply to Twenty20, with some exceptions:

- Each bowler may bowl a maximum of only one-fifth of the total overs per innings. For a full, uninterrupted match, this is 4 overs.
- Should a bowler deliver a no ball by overstepping the popping crease, it costs 1 run and his next delivery is designated a "free-hit". In this circumstance the batsman can only be dismissed through a run out, hitting the ball twice, obstructing the field or handling the ball.
- The following fielding restrictions apply:
 - No more than five fielders can be on the leg side at any time.
 - During the first six overs, a maximum of two fielders can be outside the 30-yard circle (This is sometimes referred to as the power play).
 - After the first six overs, a maximum of five fielders can be outside the fielding circle.
- If the fielding team do not start to bowl their 20th over within 75 minutes, the batting side are credited an extra six runs for every whole over bowled after the 75 minute mark; the umpire may add more time to this if he believes the batting team are wasting time

Who can participate: All the students who are pursuing their graduation and post graduation in any stream can participate in the event however each sub event may have its own entry registration.

Why Should I attend: 'Adviteeya' is management fest where you will be exposed to fun, cultural and business events. One can participate in any of the event and stand a chance to win the event. And if you chose not to participate in the event you can still enjoy at the various stalls and cultural events.

What Can I gain: You can prove your skill and talent. You can earn prizes worth more than ₹2,50,000 . All the participants including winner and runner up will be awarded appropriate certificate .and you can get knowledge, fun awareness and excitement at one place.

How much does it cost: Entry to the 'Adviteeya' is free of cost. Participating in any of sub event or activities may cost you depend on the activity.

Can I organize my subevent and/or activities: NO, only students of ABS will be allowed to organize their own event / activities.

When will be the prize given: Prizes will be given as and when we have the winner, however management may chose to give prizes at different time.