

Common Guidelines for Zonal Centres

In reference to AKTU letter no Dr. APJAKTU.RO/2016/4420-22 dated 15th Jan.2016.

The Annual events in the Literary & Management Fest category are proposed as under at Zonal level which is to be organized by Hi-Tech Institute of Engineering Technology, Ghaziabad.

Events Name:

- 1) Business-Plan
- 2) Ad Mad show
- 3) Hindi Debate
- 4) English Debate
- 5) Entertainment Quiz

- All the team entries will be entertained by the Zonal Centers for the above events under some specific rules mentioned further in the rule book.
- Events will be planned as per the number of entries in the given stipulated time frame i.e. 23-24 Feb, 2016.
- Only one winning Team for each event from each Zonal Centre is required for further participation in state level competition.
- Name of the judges should be planned out of different colleges involved in activities. A minimum of two judges and maximum of three is expected for a particular event. Judges will be same for the particular event.
- The events result/ report should be authorized from the detailed judges with their names & designations and should be forwarded to state level center.
- The list of the winners in respect of events held (23-24 feb) will be finalized and to be submitted to the state level centre (ABES Engineering College) by 28th forenoon for further event planning.
- Winning teams will be awarded with prizes, mementoes and certificate of participation.
- Instructions to the winner participants will be communicated in advance for joining the state level competition.

- All the participants must bring their Identity card for the verification.
- We encourage everyone to treat each other with mutual respect. Do not threaten, harass or abuse the other participant in the events.
- 40% of the total number of participants will be selected for the second round in case of any event starts with elimination round.
- For any query/clarification, please contact:
Mr Munesh Sharma-9289220773
Ms. Anamika Chaturvedi – 9899172402.
Ms. Renu Saluja-9810493546

Guidelines for the Events:

BUSINESS-PLAN COMPETITION

Objective:

A business plan is a written description of your business's future, a document that tells what you plan to do and how you plan to do it.

The objective of the Annual Business Plan Competition is to encourage student entrepreneurs and support the growth of jobs.

Rules for Business Plan:

Entry should be individual or comprise of a team of max 3 members

1. Each team can submit only one Business Plan.
2. Max. Time limit for presentation: 10 mins.
3. Participation requires submission of a report made on A4 size sheets of max. 4 pages and duly typed along with a presentation to be produced in front of the panel of the judges.
6. Hard Copy of the Report will be prepared as per the attached template.
8. Plan to be prepared for implementation, keeping in view the following parameters:

- Macro and Micro environment analysis of the business selected
- Market feasibility study – market potential, demand-supply analysis.
- Developing marketing strategy
- Competitor analysis
- Estimated cost of the project and its financing
- Technical and financial viability of the project

9. There will a query round of max.10 Minutes after the presentation.

Evaluation Parameters:

Evaluation Basis:	Marking Scheme (Marks)
• Concept/Premise	10
• Presentation	10
• Commercial Potential	10
• Social Impact	10
• Challenge Evaluation	10

Total of 50 Marks

Tie Rule: If there is a tie between two teams then a question of any current business condition raised by judges, can be evaluated for winner.

Benefits:

- Helps in thinking realistically, objectively and unemotionally about your business
- A well-executed business plan maps out the precise future of any business in detail.
- It is a strategy that takes into account the resources and goals and explains what needs to be done to get an organization to a position of greater profitability and heightened competence as the future unfolds.

HINDI DEBATE

Objective:

To provide a platform to students to present their power of expression with an effective speaking skills.

Rules for Debate

1. This will be an individual contest.
2. Time limit: 3 min for each side of the person and 1 min for debate on contradictory points.
3. The topics would be declared in advance (list attached)
4. Participants will have choices to speak for and against the motion.
5. Participants should speak relevant points related to the topic.
6. Each speaker will present his/her speech in Hindi.
7. Warning bell will be rung after 2 ½ min for each of the participant and final bell after 3 min.
8. Exceeding the prescribed time will result negative marks.

Evaluation Parameters:

The speaker will be judged on the following criteria, and will be awarded marks accordingly.

Evaluation Basis:	Marking Scheme (Marks)
• Interpretation of the motion	10
• Logical presentation of argument	10
• Evidences and examples	10
• Audibility and loudness	10
• Rebuttal of interjection	10

Total of 50 Marks

Tie Rule: If there is a tie between two a random topic will be given by judges and finalize the winner.

Benefits:

- Improves speaking skills of the student
- Gives a platform to express his/her views
- Helps in enhancing the influencing power of the student
- Improves orating skills

ENGLISH DEBATE**Objective:**

To provide a platform to students to present their power of expression and an effective speaking skills.

Rules for Debate

1. This will be an individual contest.
2. Time limit: 3 min for each side of the person and 1 min for debate on contradictory points.
3. The topics would be declared in advance (list Attached)
4. Participants will have choices to speak for and against the motion.
5. Participants should speak relevant points related to the topic.
6. Each speaker will present his/her speech in English.
7. Warning bell will be rung after 2 ½ min for each of the participant and final bell after 3 mins.
8. Exceeding the prescribed time, negative marks will be awarded

Evaluation Parameters:

The speaker will be judged on the following criteria, and will be awarded marks accordingly.

Evaluation Basis	Marking Scheme (Marks)
• Interpretation of the motion	10
• Logical presentation of argument	10
• Evidences and examples	10
• Audibility and loudness	10
• Rebuttal of interjection	10

Total of 50 Marks

Tie Rule: If there is a tie between two a random topic will be given by judges and finalize the winner.

Benefits:

- Improves speaking skills of the student
- Gives a platform to express his/her views
- Helps in enhancing the influencing power of the student
- Improves orating skills

AD MAKING COMPETITION

Objective:

Providing an opportunity to the students to present their creativity and communication skills.

Advertising is the best way to communicate to the customers. Advertising helps to inform the customers about the brands available in the market and the variety of products useful to them.

Rules for AD Mad Show:

1. No of students per team: Individual to max 3 participants

2. Max. Time limit : 3 mins for presentation
3. Competition will have 2 rounds:
 - Round 1: Each team will have to prepare their own advertisement based on their own creativity. (Maximum of 4 teams will be shortlisted for round 2)
 - Round2: The shortlisted teams will be given a product for preparing an advertisement within 30 min. Any material if required to be brought by the participants themselves.
4. The caution should be taken to refrain from displaying obscenity, violence, prejudice, defamation, ethical practices etc.
5. Decision of the judge's will be final and binding.

Evaluation basis	marking Scheme (marks)
• Creativity	10
• Adherence to the topic	10
• Message Conveyed	10
• On-stage presentation	10
• Coordination and Over all appeal	10

Tie Rule: If there is tie between two teams then judge will give a product and only one participant from each team perform the given task.

Benefits:

- Improving public facing skills of students
- Giving a platform for creativity
- Enhancing speaking skills

Note:

- The presentation may be audio-visual and may be in English, Hindi or mix
- LCD projector will be provided as per requirement
- The act should not contain any social or vulgar language.

ENTERTAINMENT QUIZ

Objective:

It's a general awareness quiz (A specific area will be chosen e.g. celebrity or any movie)

Rules for Entertainment Quiz:

1. No. of students per team max 2 participants
2. Competition will have three rounds
 - Round 1: Screen in Round- Participants will be given 20 multiple choice questions carrying one mark for each question. Team with higher marks will be selected as per order for the next round.
 - Round 2: Buzzer Round- This round will carry 20 Questions. For correct answer +5 and -3 for every wrong answer. Questions will be displayed on the projector screen with 4 answers. The team which starts the buzzer first will give the answer. Four teams will be selected for the second round
 - Round 3: Rapid Fire Round- This round will carry 10 Questions for each four teams. Questions will be asked by the Quiz master. Team with the max scores will be the winner.
3. Decision of the Quiz master will be final and binding

Tie Rule: Five more questions will be asked for deciding the final winner.

Note:

- Use of mobile phone and internet (Google etc.) during the quiz is strictly prohibited and will lead to disqualification.
- Participants are expected to quiz in the spirit of quizzing.
- Audience is requested not to litter the venue.

Appendix I

List of topics Hindi Debate

1. Bharat mai badhta prtyaksh videshi nivesh(FDI) desh hit main hai.
2. Paschatya sanskriti ka anukaran chhatron ke charitra nirman mein sahayak hai
3. Social networking sites samacharoon ki pramanikta (authenticity) ko dhoomil kar raha hai.

List of English topics

1. Should juvenile be tried and treated as adults?
2. Does money motivates people more than any other factor in the work place?
3. Swachh Bharat Abiyan is simply a marketing gimmick.

Appendix II

The following Table of Contents reflects the comprehensive structure of the business plan template:

Executive Summary

Company Description

Organization

Location

Capitalization

Business Concept

Concept Statement

Sample Menu

Design/Layouts

Management Team

Managing Partner/Owner

General Manager

Kitchen Manager/Chef

Management Agreements

Confidentiality Agreements

Market Analysis

Industry Assessment

Target Market

Location Analysis

Competitive Analysis

Marketing Strategy

Overview

Customer Database

Frequent Diner

Email Campaign
Mailer campaign
Community/Charity Involvement
Business Relationships
4 Walls Marketing
Public Relations
Advertising

Operations

Overview
Staffing
Training
Daily Operations & Production
Customer Service
Suppliers
Management Controls
Administrative Systems

Investment Analysis

Source of Funds
Capital Contributions

Growth Plan/Exit Strategy

Expansion Plans
Investor Exit Options
Investor Expansion Options

Financial Projections

Project Sources & Uses of Cash
Capital Budget
Sales Projection
Hourly Labor Projection
Detailed Statement of Income & Cash Flow Year 1
Summary Statement of Income & Cash Flow Year 1
Summary Statements of Income & Cash Flow Years 1-5
Break-Even Cash Flow Projection

Appendices