

# IDEAL INSTITUTE OF MANAGEMENT & TECHNOLOGY AND SCHOOL OF LAW

**3rd Annual Techno – Cultural Fest “Gyan Manthan – 2017”**

**24th October’ 2017**

## **Events & Rules**

### **CORPORATE ROADIES (Case Study Analysis)**

Here are some simple rules to guide you through this process of analyzing the case study:

1. Theme of the Case to be selected from the following Sectors:

a. FMCG

b. Aviation

c. Automobile

d. Hospitality

e. Entertainment

f. Telecommunication

2. Identify the main issue (the ethical dilemma), the relevant facts and summarize them. Explain briefly the way you want to approach the case.

3. Identify the decision makers and the stakeholders. Determine the individual and the organizational responsibilities (legal, professional, technical, social, ethical etc.).

4. Analyze the case data and identify alternative courses of action or corrective measures that are in accordance with some ethical standards you find relevant.

5. Analyze threats and strengths for your alternatives. Put to test the alternatives you identified by discussing them critically with other specialists.

6. Set up an action plan meant to change the situation.

7. Time Limit: 10 min for PowerPoint presentation + 5 min for query session

8. Team: 3 members per team

## *MARKET KSHETRA (Ad Mad Show)*

- Each team should have 4 members only.
- They should come prepared with their advertisement .
- Time limit for the performing the advertisement is 3-4 minutes.
- Participants shall be judged on the basis of spontaneity, content, adherence to the topic, on-stage presentation, coordination and overall appeal of the presentation of their work.
- They should bring their own props.
- The caution should be taken to refrain from displaying obscenity, violence, prejudice, defamation etc. in Advertisement.
- Decision of the judges will be final and binding.

## *INNOVATIVE IMPRESSIONS(Painting)*

- 1) *Innovative Impressions may include creative work like Collage making, Poster making, Mask making etc.*
- 2) *All the participants will bring their required material needed for the creativity.*
- 3) *Each participant will get 60 minutes to complete their respective tasks.*
- 4) *Carrying any photograph related their work either in hard copy or soft copy is not allowed.*
- 5) *Images related to hurting any religion or showing any obscene act will be disqualified.*

## *WEB OPERA*

### **Rules & Regulation**

- The emphasis of the competition is to create an original webpage.
- 2 students are allowed in each team.
- Time limit is 30 minutes
- Graphics and multimedia components used in the competition must have been granted permission before using the file.
- Webpage judged on following criteria:

### **Section 1: Content**

- Relevance of content
- Accuracy of content
- Correct spelling and grammar
- Good use of content chunking

### **Section 2: Aesthetics**

- Visual appeal and style
- Readability

### **Section 3: Design**

- Adherence to HTML standards
- Effective use of multimedia content
- Browser compatibility

## ***JHALAK DIKHLAJA (Nach Baliye)***

### **Rules and Regulations**

- Time limit is 6-8 minutes for each performance. Negative marking for exceeding the time limit.
- Each team Must have 2 Contestants.
- Choice of songs is open to the participants.
- The participants are requested to bring two Pen Drives to avoid technical disturbance. Out of which, they are also requested to submit one Pen Drive with the coordinator of the event.
- No props will be provided by the coordinators. Participants can carry their own props.
- Dance performance should not convey any indecent gestures.
- The participants will be judged on the basis of their rhythm, formation, synchronization, expressions, and costumes, makeup, setup and overall effects.
- Decision of the judges will be final and binding.

## *SOCIO-LEGAL EXTEMPORE*

Candidates from any University/ institute /college pursuing any course shall be eligible to participate –

1. Each participant shall be given three minutes.
2. Topic shall be decided by draw of lots.
3. Exceeding the time limit shall be a disadvantage for the participant.
4. The candidate is free to use either medium Hindi or English exclusively.
5. Registration fee for the event is Rs 100 per participant.
6. Any number of participants may participate from one college/Institution etc.
7. The judgment of the jury shall be final and binding.
8. The Socio-Legal Extempore Organizing Committee may alter/change the rules and regulations, at any point of time and the same shall be binding on the participants.
9. Winner and 1<sup>st</sup> Runner up shall be given Memento and Certificate.

## *60 SECONDS THUNDER (JUST A MINUTE)*

- 1- The time limit is 60 seconds only.
- 2- Individual participation
- 3- Bring college Identity card positively.
- 4- All students should adhere to the time.
- 5- Instructions will be given on the spot based on the activity.
- 6- Judges judgment will be the final one.
- 7- Four rounds in total and elimination is subject to the number of participation.
- 8- Material will be provided if required.

## *INCREDIBLE INDIA* *(TRADITIONAL FASHION SHOW)*

Venue: Auditorium

JUDGING CRITERIA:

- Music
- Relevance to the theme
- Creative and apt display of garments and accessories
- Sequence and walk
- Confidence and gesture of the model.

## RULES:

- Theme: "INCREDIBLE INDIA"
- Time allotted: 5+1 minutes(including setup and performance both)
- It is a team event and No of participants: 3
- Only one sequence is allowed.
- Anything that promotes obscenity and explicitness is banned
- Exceeding time limit will result to negative marking of the group.
- Participants submit their music at time of registration.
- Participants should confirm registration 30 minutes prior to event.
- Participants should bring their respective college id cards