



SRI GURU GRANTH SAHIB WORLD UNIVERSITY

YOU CAN THINK DREAM LIVE (Management Fest)

GENERAL RULES:

- a. *Registration fee for all events is Rs. 50 per participant.*
- b. *Registration shall be done 'on-the spot'.*
- c. *Discipline is of prime importance. No participant should use abusive/ harsh language during various events or otherwise. Any indiscipline caused by the participants will lead to disqualification.*
- d. *Students should come in formal dresses for all events except for cultural events.*
- e. *Decision of judges shall be final in all cases.*

A. THINK EVENTS: The rules for this category, as per brochure are given as below;

I. DECLAMATION

- i. One participant is allowed per institute.
- ii. Themes of the competition are: Participants are free to choose from the given themes.
 - “ Role of Creative Thinking in business world”
 - “Make in India-Enabling supportive ecosystem”
 - “ Demonetization impact on the economy”
 - “Were the voting results unexpected?”
- iii. Total time allowed for speech will be 5 minutes, first bell will ring after 4 minutes. Another 60 seconds will be allowed to wind- up upto second and final bell.
- iv. Speaking less than 4 minutes and more than 5 minutes will ultimately means disqualification.

II. EXTEMPORE

- i. One participant is allowed per institute.
- ii. Only 5 minutes will be allotted to each contestant: 1 minute will be allowed for preparation, 2 minutes for speaking.
- iii. The speech should include a brief introduction of the participant. A warning bell will be given at the end of 1.5 minutes.
- iv. Speech cards are not to be used by the contestant while presenting his/ her speech. Cue and palm cards are however permitted.
- v. Second round will be conducted in case of tie of winning or runner-up position.



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III. QUIZ [GROUP EVENT]

- i. One team comprising three participants is allowed per institute.
- ii. There will be preliminary rounds and maximum six teams will be selected on merit for the final round.
- iii. The rounds for quiz will include:
 - General knowledge questions
 - Business current affairs
 - Tagline Identification
 - Pictorial logos
 - Rapid fire
- iv. The specific rules for the final round, regarding evaluation system, time to reply a particular question will be announced on the spot.

IV. JUST A MINUTE

- i. One participant is allowed per institute.
- ii. Participant will have to frame a story from the given sentence or topic and speak on it for 1 minute.
- iii. Only 2 minutes will be given to a participant :1 minute for preparing and 1 minute for speaking. Warning bell will be given at end of 1:30 minute.
- iv. Topic will be given 'On the spot'.
- v. The candidate has to speak in continuation on given topic for 1 minute.
- vi. Other rules will be stated 'On-the spot'.

V. PICTO

- i. Institute can have two teams comprising two participants.
- ii. There will be 3 rounds of 90 seconds each;
 - Simple words (like moon , star, light etc.)
 - Combined words(like moonlight, sunlight etc.)
 - Related words (sun-moon, chair-table etc.)
- iii. Subject must be explained by one participant to another by using geometric signs only and other will try to guess object by drawing object on board on the basis of clues given.
- iv. Both participants will face opposite to each other.
- v. Other rules will be stated 'On-the spot'.

B. DREAM EVENTS: The rules for this category, as per brochure are given as below;

I. FACE PAINTING

- i. Institute can have two teams comprising two participants.
- ii. This competition will be conducted 'On the Spot' and the participants are required to paint on the paper/sheet covering face (not skin).
- iii. One of the participant is required to paint the face of other participant.
- iv. The total duration for completing the painting shall not exceed two hours.
- v. Painting should be done either in water colors or in poster colors only.
- vi. Participants should bring their own required material.



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II. SLOGAN WRITING

- i. One participant is allowed per institute.
- ii. Words of slogan shall range from (9-15)words.
- iii. The competition will be conducted 'On the Spot' and the participants are required to write slogan on the subject relating to commerce theme.
- iv. The total duration shall not exceed two hours.
- v. Participant shall bring all art material and paper sheet himself/herself.

III. POSTER-MAKING

- i. One participant is allowed per institute.
- ii. The competition will be conducted 'On the Spot'.
- iii. The participants are required to make a poster (11.7 X 16.5 inches) on the theme related to commerce and management .
- iv. Total duration for completing the poster shall not exceed two hours.
- v. Participant shall bring their own art material and paper.

IV. LOGO CARVING ON SOAP

- i. One participant is allowed per institute.
- ii. This competition will be conducted 'On the Spot' and the participants are required to do logo carving on the soap, at the time of competition.
- iii. Participants must use only brown coloured local made dish wash bar (washing soap).
- iv. The total duration for completing the task shall not exceed two hours.
- v. Additional colors can be used by the participant if required.
- vi. Required material shall be arranged by the participants on their own.

V. BEST OUT OF WASTE

- i. Institute can have two teams comprising two participants.
- ii. Time allotted will be 1 hour 30 minutes.
- iii. Theme: *Hamari Nazar se India.*
- iv. Participants are allowed to use material comprising of junk, except discarded items (cigarettes, cigarette packets, liquor bottles etc.)
- v. The competition will be conducted on the spot.
- vi. All required material must be arranged by candidate on their own.

VI. BUSINESS PLANS

- i. Institute can have two teams comprising four participants.
- ii. Pre-screening of business plans will take place before the event and only selected entries will be short listed for Round I.
- iii. Judgment will take place in 2 Rounds:
(Valued at 40%) is designed to help assess the return of business plan focusing on key elements like business ideas, Power Point presentations, communications skills, body language and confidence level of the presenter.
(Valued at 60%) assesses the poise and professionalism of presentations and also evaluates the perceived viability of the venture.



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In the final round, each team will be given 15 minutes to present its business plan followed by a 10-minute question and answer session.

Each member of the team must participate in the formal presentation of the plan.

Outline of Business and E-business plan :-

1.0 Executive Summary
1.1 Objectives
1.2 Mission
1.3 Keys to Success
2.0 Company Summary
2.1 Company Ownership
2.2 Company History(for ongoing companies)or Start-up Plan(for new companies)
2.3 Company Locations and Facilities
3.0 Products and Services
3.1 Products, Services and Description
3.2 Competitive and Comparison
3.4 Sourcing and Fulfilment
3.5 Technology
3.6 Future Products and Services
4.0 Market Analysis Summary
4.1 Market Segmentation
4.2 Target Market Segment Strategy
4.2.1 Market Needs
4.2.2 Market Trends
4.3 Main Competitors
5.0 Strategy and Implementation Summary
6.0 Web Plan Summary
6.1 Website Marketing
6.2 Development Requirements Strategy
7.0 Management Summary
7.1 Organizational Structure
7.2 Management Team
8.0 Financial Plan

C. LIVE EVENTS: The rules for this category, as per brochure are given as below;

I. AD-MAD SHOW

- i. Institute can have only one team comprising 5-7 participants.
- ii. Product will be allotted one week before the competition.
- iii. Participants will have to produce TV commercial advertisement sort of act /play which seems to be quite appealing to audience.
- iv. Teams can bring charts, banners, props to make their presentation effective.
- v. Each team will be given maximum 4 minutes for showcasing and presenting their product.
- vi. Ultra modern dresses and use of vulgar wording must be avoided.
- vii. No language barrier (languages used can be Hindi, English or Punjabi).



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II. CHOREGRAPHY

- i. Institute can have only one team comprising 5-8 participants.
- ii. Maximum time for group performance is 8 minutes and setup time is 2 minutes.
- iii. Costumes, make up, props, stage setup has to be arranged by the participants.
- iv. Music track to be submitted atleast 1 hour before performance

III. AD BRAND MUSIC MIMIC

- i. Institute can have only one team comprising 5-8 participants.
- ii. Time limit for final performance is 2 to 3 minutes.
- iii. Props, musical instruments and all types of dance styles are allowed to present Ad brand music mimic.
- iv. Participants should bring all required material on their own.
- v. The song must not include any indecent or obscene wording.
- vi. Any team violating the stated rules is subject to direct elimination.

IV. DOCUMENTARY

- i. Institute can have only one team comprising 3-5 participants.
- ii. Documentary should not be more than ten minutes in length. The time begins as first image or sound appears and ends after the last visual .
- iii. Documentary must be researched, created, narrated and produced by the students registerd. Students must operate all the equipment used in production of the project.
- iv. Students may use pre-existing photographs, video excerpts, music etc. in their films and audio can be mix of student narration and music.
- v. Documentaries are self- running. Live narrations and other comments before or during the project are not permitted.
- vi. Participants are allowed 2 minutes to set up and 2 miunutes to remove equipment independently without expert help.
- vii. Participants must properly “burn” or save the documentary so that it can play on any machine/ device.
- viii. Penalty will be charged in case of;
 - Exceed time limit
 - Biblography not annotated
 - No summary statement

V. TECH WALK

- i. Institute can have only one team comprising 2 participants.
- ii. Each institute can depute only one team.
- iii. It will consist of 3 rounds:-
 - Round I:** Brief Presentation of the topic. The participants will walk depicting the theme selected. Eg. box model of iphone represents apple etc.
 - Round II:** Detailed description of the topic. Any one or both participants should speak for 1 minute from the shortlisted teams.
 - Round III:** Questioning by the judges



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- iv. Topics for the competition are:
- Demonetization impact on business.
 - Is workforce diversity boon or bane?
 - Role of judiciary in country today
 - Man versus machine
 - Role of GST in reshaping India
 - Should there be women reservation?
 - Consumer protection – Why and How?
 - Can terrorism be justified?
 - Should only presidential rule be adopted in India?
- v. Each round is considered to be elimination round.
- vi. Teams are free to choose any one of the given topics.
- vii. Participants should attire according to the theme.
- vii. Judging will be done on the basis of attire ,depiction of the theme,presentation during Tech walk and communication.
(Attire may include over worn charts; posters or any creative model. They are supposed to wear and not supposed to carry alongwith.)