



Institute of Management Studies and Research
Maharshi Dayanand University



IMSAR EVENTILA
Business Idea Generation Competition - 2021

Introduction-:

Institute of Management Studies and Research (IMSAR) introduce a new platform called “IMSAR EVENTILA” to nurture creativity, innovations, entrepreneurship skills among students. In this sequence, our second drive is a virtual “Business Idea Generation Competition”

About the Competition-:

“All our dreams can come true, if we have the courage to pursue them”.

Business Idea Generation (BIG), the process of creating, developing, and communicating business ideas which are abstract, concrete or visual. As the first stage in the idea management funnel, idea generation simply focuses on identifying solutions for a problem. Institute of Management Studies and Research (IMSAR) introduce a new platform called “IMSAR EVENTILA” to nurture creativity, innovations, entrepreneurship skills among students. Business Idea Generation (BIG) is a national level competition organized by Institute of Management Studies and Research, Maharshi Dayanand University, Rohtak with the main objective of aspiring the budding entrepreneurs pitch their business ideas and develop entrepreneurship in young students and also to provide financial resources to the best ideas.

Key Points-:

- National Level Competition is open for all the students belonging to university/institute/college.
- Registration: <https://forms.gle/vTTMsRTaw2TJ1vPQ6>
- Platform For Conduction of Competition – Zoom Cloud
- Registration’s can be done from August 21st, 2021 (12:00 pm) to September 05,2021 (6:00 pm). After this, no entry will be entertained.
- Participants can participate individual or in team. (Maximum team member for participation is 4.)
- If you are participating in team then prize money is per team not per candidate
- Competition consists of two levels.
 - Level - 1: Submission of soft copy & Poster
 - Level - 2: Presentation of your business idea via PPT mode through video conferencing on zoom.
- Participants qualified for the final level will be informed through email id at least 2-days prior to their presentation slot.

- Soft Copy & Poster for Level -1 Can be submitted with the same google form link.

Prize of Competition:

- 1st - ₹ 51,000
- 2nd - ₹ 31,000
- 3rd - ₹ 21,000

E-Certificate will be issued to all the participants.

Prize will be announced on the basis of idea and amount of prize will be given to the team leader. No separate prize for team members.

Schedule

Date	Program
August 21, 2021	Registration Starts
August 25, 2021	Submission of Soft Copy & Poster Start
September 05, 2021	Registration Closed
September 09, 2021	Result Declaration for Level -1
September 13, 2021	Presentation Day -1
September 14, 2021	Presentation Day- 2
September 15, 2021	Presentation Day- 3
September 18, 2021	Final Result Declaration

Guidelines for level – 1 (Submission of soft copy & poster)

*Participants need to submit a poster along with softcopy regarding Business Idea.

Required Content for Soft Copy: Explain your idea for your product, services or technology that can be used as the foundation for a new business, focusing on the following sections:

1. Problem or need of idea
2. How are you solving the problem
3. Who is to be benefited

1. Executive Summary

- Explain your business-product/service.

- Explain what your product, service or technology does and the problem it solves or the needs it fills.

2. Uniqueness:

- Describe how your business is unique
- How it is different from currently available solution

2. Target Market

- Identify your target market (who or what is/are your target customers)
- Define your competitors (if any)
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3. Describe your Marketing Strategy (channels of distribution and promotion tools)

4. Unique Selling Proposition of your Business (Product/Service/Technology)

- A single and clear compelling message that states why your product/service is different and worth buying.

5. Budget

- Estimated Budget for the Project.

Guidelines for the Level – 2 (PowerPoint Presentation):

- Be ready with your presentation at least 15 minutes prior to your turn.
- Participants must use English language only.
- Candidates must give presentation in formal attire.
- All the participants should keep their microphone on mute mode until or unless they are asked to unmute their microphone.
- The maximum time for presentation is 10 minutes and slides in PowerPoint presentation should not be more than 15.
- Keep your video on throughout your presentation.
- It is participant's responsibility to divide the time among team members.
- Minimum & Maximum time limit will be same irrespective of number of team members.
- If you are participating in team, it is not mandatory for all the participants to give presentations.

- The Participant will be self-responsible for any connectivity or technical fault during his/her presentation.
- It is mandatory to follow the given rules and guidelines. Any kind of misbehaviour will lead to disqualification.



Competition Mode :

Online

For more info.:

Contact us at: - event.imsar@mdurohtak.ac.in

Visit: - www.imsareventila.com





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**“ALL OUR DREAMS
CAN COME TRUE, IF WE
HAVE THE COURAGE TO
PURSUE THEM”**

BUSINESS IDEA GENERATION COMPETITION-2021

ORGANIZED BY

**INSTITUTE OF MANAGEMENT STUDIES & RESEARCH
MAHARSHI DAYANAND UNIVERSITY, ROHTAK-124001
(HARYANA)**



ABOUT THE COMPETITION

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TARGET GROUP: -

NATIONAL-LEVEL BIG COMPETITION-2021 OPEN FOR UG/PG STUDENTS AND RESEARCH SCHOLARS BELONGING TO RECOGNIZED UNIVERSITY/INSTITUTE/COLLEGE.

MODE OF CONDUCT: -

EVENT WILL BE CONDUCTED IN ONLINE MODE AT ZOOM PLATFORM.

PRIZE OF COMPETITION:



1st Prize - ₹ 51,000

2nd Prize - ₹ 31,000

3rd Prize - ₹ 21,000

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EVENT SCHEDULE

DATE

PROGRAM

AUGUST 21, 2021	REGISTRATION STARTS
AUGUST 25, 2021	SUBMISSION OF SOFT COPY+ POSTER
SEPTEMBER 05, 2021	REGISTRATION CLOSED
SEPTEMBER 09, 2021	RESULT DECLARATION FOR LEVEL-1
SEPTEMBER 13, 2021	PRESENTATION DAY 1
SEPTEMBER 14, 2021	PRESENTATION DAY 2
SEPTEMBER 15, 2021	PRESENTATION DAY 3
SEPTEMBER 18, 2021	FINAL RESULT DECLARATION

REGISTRATION: -

REGISTRATION WINDOW WILL BE OPEN FROM AUGUST 21, 2021 AT 12:00 PM.

For registration click on the given link: -

<https://forms.gle/vTTMsRTaw2TJ1vPQ6> .

Participants can submit the soft copy/poster from August 25, 2021. Last date for registration and submission of poster & soft copy is September 05, 2021 (6:00 pm). Late submissions will not be accepted.

Chief Patron

PROF. RAJBIR SINGH
VICE CHANCELLOR
M.D. UNIVERSITY

Patron

PROF. RAJKUMAR
DEAN & DIRECTOR
IMSAR

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TECHNICAL TEAM

- Dinesh
- Gaurav
- Sunny

SOCIAL MEDIA MARKETING TEAM

- Ankush
- Mohit
- Vaishali

DATA HANDLING TEAM

- Deepanshu
- Ram

HOSTING TEAM

- Nidhi Singhal
- Sonika
- Manan

For More Info.

Visit :- www.imsareventila.com

Contact Us :

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