

Manish Institute of Management

ARTH – 2012

February 11, 2012



FORMAL GAMES

WIN
Total Prizes up to
Rs. 25,000/-

INFORMAL GAMES

1. Edifice (Advertising Game)
2. Bulls & Bears (Stock Market Game)
3. Big Bq Factor (Business Quiz)
4. Eureka (Product Launch Game)

1. Mr. & Ms Arth 2012
2. Rangrazi (Paper Painting)
3. Aaja Nach Le (Free Style Group Dance)
4. Twister (Free Style Solo Dance)
5. Rang De (Rangoli)
6. Nakab (Face Painting)

Instructions:

1. The competition is open for students of MBA, BBA and B.Com. (English Medium)
2. The registration charge per participant for MBA students is Rs. 150 and for BBA & B. Com. Students is Rs. 100. For on the spot registration Rs. 50 would be extra charged. Accommodation charges are Rs. 50 per participant.
3. Each team or participant can participate in maximum of three games.
4. Each student is instructed to bring following and produce the same at the time of registration:
 - a. Consent letter of the college/institute for participating in Arth – 2012
 - b. Identity card issued by the college/institute

Director

Dr. Jayaashish Sethi

Coordinator

Dr. Vimal K. Bhatt

Mo: 09428553030



Manish Institute of Management (MIM)

(Formerly – Nootan Sarva Vidyalaya Kelavani Mandal Sanchalit MBA College)

Sankalchand Patel Sahakar Vidyadham, Gandhinagar-Ambaji

State Highway, Link Road, Visnagar- 384 315

Email: arth_MIM@yahoo.com, mbavsn@yahoo.com

Phone No. (02765) 227345

Manish Institute of Management

Invites Participation in Arth – 2012

About the Trust:

Nootan Sarva Vidyalaya Kelavani Mandal was established in 1952 with the objectives of meeting with the educational and cultural needs of North Gujarat region. The Board of Trustees under the dynamic leadership of Shri Bholabhai C. Patel manages the Trust. The trust has been running schools right from Primary education to Higher Secondary education in General as well as Science streams in and around Visnagar, an ancient city known for turmeric, copper and brass utensils.

About the College:

The institute is approved by AICTE & affiliated to Gujarat Technological University. The institute started its first batch of two year full time MBA Program in the year 2001 – 2002 with a mission to provide excellent professional education in management to young students so as to meet the needs of the industry. The trust has constructed a fully resourced campus on 75 acre of land with the state of the art facilities. It includes computer laboratory, well-equipped library and furnished classrooms with multi media facilities.

About the Event:

Participate in the competition “**ARTH – 2012**”, a business school meet, organized by our institute, **Manish Institute of Management** (Formerly known as NSVKMS MBA College) on **February 11, 2012**. This Business School Meet aims at tapping the innate ability and talent of management students of all Business schools in Gujarat. Various formal & informal games are organized. Participants are encouraged to participate in various games, both in formal and informal. Please fill in the registration form and send it on or before February 09, 2012 to secure the entries in the games.

Formal Games

1. Edifice (Advertising Game)
2. Bulls & Bears (Stock Market Game)
3. Big Bq Factor (Business Quiz)
4. Eureka (Product Launch Game)

Informal Games

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09428553030

Director

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General Rules:

1. Participants from the colleges have to register in advance for the formal events. For informal event(s), on the spot registration, on limited basis, will be allowed.
2. Each participant has to compulsorily bring a permission letter duly signed by the Head of Department/Institution/College along with the I-Card.
3. All participants will get a participation certificate.
4. Institute will provide boarding and lodging in our hostels on first come first serve basis
5. Participants have to report at least half an hour before the scheduled time of the event.
6. Judges' decision will be final and binding in different events. Any dispute regarding any event will be resolved by event in-charge of our Institute.
7. Prizes will be given to winning team and first runner-up team in each event.
8. Prizes for the various games will be distributed on 11th February.
9. Any clarification regarding the rules of any event has to be necessarily made before the event starts.
10. Any number of teams can participate per college/institute
11. Additional details can be obtained at the time of registration.
12. If the number of participants/teams in each game exceeds, the elimination round would be conducted.
13. Participants are requested to report two hours before the scheduled time.

Game Specific Rules

FORMAL EVENTS

Edifice (Advertising Game)

1. A team of Maximum of 5 participants can participate.
2. There shall be two rounds, elimination round and final round.
3. Each team will get a separate product and will be given two hours to conceptualize, design and create Radio Jingle and to perform the role-play.

Bulls & Bears (Stock Market Game)

1. The game will be played in a team of 3 participants
2. All the technical and financial data support will be provided.
3. The list of companies will be given to the teams; out of which they have to select 5 companies and have to design the feasible portfolio.

Big Bq Factor (Business Quiz)

1. There shall be 2 participants in each team & any number of teams can participate per college/Institute
2. In first round, a test will be conducted and in the second round question answer session would be there

Eureka (Product Launch Game)

1. A team of Maximum of 5 participants can participate.
2. In the elimination round teams will be asked to prepare the market strategy for the chosen product/ service. The teams have to formulate their Marketing Mix based on STP (Segmentation, Target Market & Positioning).
3. The teams will have a total time of 1 hour to complete elimination round.
4. In the second round teams are required to arrive at Marketing Mix implementation plan.
5. In the final round teams are required to do PRODUCT LAUNCH or PRODUCT COMMERCIALIZATION.

INFORMAL EVENTS

Mr. & Ms Arth 2012

1. This is open for individual participation.
2. Participants will have to go through two rounds.
3. In the First round participants will be judged on the following bases:
 - a. Confidence
 - b. Body language
 - c. Question-Answer round
4. In the Final Round participants have to present their talent.

Aaja Nach Le (Free Style Group Dance)

1. The team size is 6 – 10 participants.
2. First Round consists of free style 5 minutes dance of the participating team's choice.
3. Then, selected teams will be given different props (Theme), using which they have to perform a dance of 5 minutes.

Twister (Free Style Solo Dance)

1. Only 3 participants per College/Institute can participate.
2. There will be two rounds.
3. In first round, participants have to perform a dance of his/her choice. The time limit for this round is 3 minutes.
4. In second round, participant has to perform a dance based on judges' choice.

Rang De (Rangoli)

1. The team should comprise of maximum 2 participants.
2. Participants will create a Rangoli keeping in mind a theme of their choice.
3. The colors of rangoli, as well as other materials, if required, according to their selected themes must be brought by the participants.
4. The maximum time duration will be 2 hours and the Rangoli area per team will be 2×2 feet.
5. They will have to report at the venue 15 minutes before the scheduled time of the event.

Nakab (Face Painting)

1. The team should comprise of 2 participants, one of whom paints the face of other.
2. The participants are required to create a face-painting keeping in mind the theme which is based on "Nature".
3. The colors or any materials required for face painting must be brought by the participants.
4. There would be no responsibility of the college for any allergy caused.

Rangsazi (Paper Painting)

1. There will be an individual participation.
2. The participants are required to create drawing on a piece of paper, being the size of A3.
3. The colors, paper or any materials required for painting must be brought by the participant.

Manish Institute of Management, Visnagar

(Formerly - NSVKMS MBA College)

Arth - 2012

February 11, 2012

Schedule

Events	Timings
Registration	08:00 to 9:30
Inaugural Function	9:30 to 11:30
Various Formal Games	11:30 to 13:00
Lunch	13:00 to 14:00
Various Formal Games	14:00 to 17:30
Informal Events* and Cultural Evening	17:30 onwards

* If required, elimination round for informal games, would be conducted before 17:30

Manish Institute of Management, Visnagar

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Registration Form

{Registration Fees on or before February 09, 2012: For MBA Students Rs. 150/-, For BBA & B.Com Students Rs. 100/-, Accommodation Charges Rs. 50/- & on the spot registration charges Rs. 50/-(Extra)}

On or Before 09/02/2012	<input type="checkbox"/>	On the Spot Regi. (After 09/02/2012)	<input type="checkbox"/>	Accommodation	<input type="checkbox"/>
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Name

<input type="text"/>	<input type="text"/>	<input type="text"/>
Surname	Name	Father's Name

Contact No.

E-Mail ID

College/Institute Name

College Address

Participating Events

1.	2.	3.
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Full Name of other team members

(NOTE: Refer to the rule book for number of participants in each game)

1.	1.	1.
2.	2.	2.
3.	3.	3.
4.	4.	4.
5.	5.	5.
6.	6.	6.
7.	7.	7.
8.	8.	8.
9.	9.	9.