

## GENERAL RULES

- All participants must bring their college ID. (Mandatory)
- Registration fees – Rs.150/- per participant (Inclusive of Lunch and refreshments).
- On the day of the event, registration should be done by one of the team members on behalf of the participants at 8.00 am.
- Maintenance of discipline is mandatory.
- Usage of electronic gadgets is strictly prohibited during the event
- Management is not responsible for the loss of participant belongings
- No restriction in number of teams per college
- Judges decision will be final.
- Participants have to dress modestly.
- Participants in all events should strictly adhere to the rules of the event.
- Decision will be final and binding
- Four-wheeler parking will not be provided
- The participants of the Best manager are not allowed to participate in any other event.
- Indiscipline behaviour by any participant of a college will lead to disqualification of the entire college team.
- Participation in all events is mandatory to be eligible for the overall trophy.

**SRMIST-Vadapalani Campus** is a constituent of SRM Institute of Science & Technology located in the heart of Chennai City. SRMIST-Vadapalani campus was started in the year 2009. This campus offers programmes in Bachelor of Computer Science Engineering, Electronics & Communication Engineering and Mechanical Engineering and Master of Business Administration.

### ABOUT THE DEPARTMENT

**Department of Management Studies (DoMS)** is a constituent unit of SRMIST, Vadapalani campus. It was started in the year 2009-10 with an aim to make meaningful contribution to the business scenario. Despite being a young institute, it has made its mark as a fast developing entity in the educational circuit. The DoMS is being guided by a team, consisting of titans of corporate bodies and academic giants. It connects strongly with industry and professional bodies to keep abreast of the industrial developments. The strength of the department is highly qualified and well experienced faculty members, striving towards a department with 100% doctorates.



**DESAFIO**

*Organised by*

*Department of Management Studies  
SRM Institute of Science & Technology  
Vadapalani Campus  
Chennai-600026*

### **SRMIST - PROFILE**

**SRM Institute of Science and Technology** is one of the largest private institutes in India. SRMIST provides world class education in Faculty of Engineering & Technology, Management Studies, Science & Humanities, Medicine and Health Sciences, Law, Music & Agriculture. SRMIST has moved up through a number of National and International alliances and collaborative initiatives to achieve global excellence and technology transfer to promote joint research. SRMIST is accredited by NAAC with **A++** grade in the year 2018 and has been classified as category-I University under section 12B by the UGC.

## TECHNICAL EVENTS

### 1. The King Speech (Best manager)

- Professional dress code is must.
- Participants must carry 2 copies of their bio data with photographs
- This event has individual participation
- There will be 3 rounds
- Evaluation is based on leadership and decision making skills
- Usage of electronic gadgets is strictly prohibited during the event
- **CONTACT : Haritha : 8838481187**

### 2. Billions (Business quiz)

- The team must consist of 2 members
- The event consists of 3 rounds in total
- **CONTACT: Kanmani 7358274404**

### 3. The Margin call (Finance)

- 2 members per team
- Time interval between each question is 60 seconds
- Participants will be judged based on scores and those selected will move to the next round.
- **CONTACT : Raksha : 9176657050**

### 4. Start up (New product development)

- A team should consist of minimum 2 and maximum 4 members
- The game consists of 2 rounds
- Evaluation will be completely based on the business model canvas.
- **CONTACT : Hari Vignesh : 9791041151**

### 5. 13 Reasons why (Adzap)

- Minimum 5 members per team.
- Maximum 8 members per team.
- Slots will be given on basis of chits.

- Product name will be given at the time of registration.
- Time given is 3 minutes for the total performance.
- Negative marks for extra time.
- The participants are requested to carry their own pen drive for background music.
- Vulgarity or offensive terms may lead to disqualification of the team.
- A warning bell will be rung after 2.5 minutes to intimate the team about the time limit.
- **CONTACT : Namitha : 9445003445**

## NON-TECHNICAL EVENTS

### 1. Solla mudiyadhu (Surprise event).

- 2 participants per team
- **CONTACT : Pooja : 9600087094**

### 2. Suits (Lawyer it up)

- 2 members per team
- 2 rounds
- **CONTACT : Manaswini : 9677046836**

### 3. Captain Philips (Ship Wreck)

- Individual participation
- Time for both preparation and speaking will be provided
- Unethical behavior will not be entertained
- **CONTACT : Rajshri : 9840589177**

### 4. Ford Vs Ferrari (Operations)

- Operation based game
- 2 participants per team
- 3 rounds
- **CONTACT : Pooja : 9600087094**

## 5. Shutter (Photography)

- Topics : Work life and CSR
- Last date of submission : Feb 15
- Photos quality : 720p (minimum) – 1080p (preferred)
- Photos should not include the following
  - Retouching (colour correction)
  - Additional photoshop effects, VFX
- Landscape and Portrait are accepted
- Once you register, your photos will be uploaded in our photography page, its your duty to share and get support for your work.
- Winning Consideration
  - Based on submission – 20%
  - Based on likes – 20%
  - Judges decision – 40%
- **CONTACT : Tim Daniel : 9677277366**

## FACULTY CO-ORDINATORS

- Dr. R.Nandhini 8015435901
- Ms. V.Mohana Sundari 9962975892

## STUDENT CO-ORDINATORS

- Javeed S 8015992559
- Gowtham DG 9080117687
- Haritha B 8838481187
- Namitha Babu 9445003445

## WEBSITE



[srmistedu.in/ramapuram-part-vadapalani/events/desafio20](http://srmistedu.in/ramapuram-part-vadapalani/events/desafio20)



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