



giBS

Gitarattan International Business School

Grade 'A' Accredited by NAAC



INSTITUTE INNOVATION &
ENTREPRENEURSHIP CELL
(IIC-GIBS)



mindBENDERS
The Management Club of GIBS

CONNECT 2K24

4TH ANNUAL INTER COLLEGE MANAGEMENT FEST

8th April 2024

Time : 09:00 am – 4:00 pm

Last date of registration - 06.04.2024

EVENTS

- ✓ BUSINESS PLAN COMPETITION
- ✓ THE STOCK SURVIVOR-STOCK TRADING
- ✓ DEBATE
- ✓ ADMATTAZ : ADVERTISEMENT MAKING COMPETITION
- ✓ BUSINESS QUIZ

**CASH PRIZES WORTH
50,000 FOR WIN**

REGISTRATION
SCAN CODE



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<https://rzp.io/l/connect2k24>

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🌐 www.gitarattan.edu.in

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ABOUT GIBS

Gitarattan International Business School (GIBS) was established in the year 2004 under the aegis of Rohini Educational Society. GIBS is affiliated to Guru Gobind Singh Indraprastha University, Delhi and is approved by All India Council for Technical Education (AICTE), Ministry of HRD, Government of India for Technical programmes and Bar Council of India for Law programmes. The Institute conducts programmes like MBA, MBA (International Business), BBA (General), (Both First and Second shift), BA LLB and BBA LLB.

GIBS has been graded 'A' by National Assessment & Accreditation Council in 2nd cycle. GIBS has been rated 'A+' by the State fee Regulatory Committee, a fee committee of Govt. of NCT of Delhi. It has been rated the highest grading 'A' by the Joint Inspection Committee of Govt of NCT of Delhi & GGSIP University since 2013 till date. It has been rated Grade 'A' by the Academic Audit Cell of GGSIP University since 2011 till date.

GIBS has been ranked No. 1 for 3rd consecutive time as "Top Emerging BBA Institute" in India and ranked No. 2 for Top Emerging BBA Institute in Placements by the Times B-School Survey 2023. GIBS has also achieved 30th All India Rank in the Internshala Annual Ranking 2022, and 13th Zonal Rank out of 98 participating colleges in the North Zone for its internship selections during the year 2022. GIBS also received the ET Leadership Excellence Award 2023 in Academic Excellence and Corporate Affairs in Higher Education for its impeccable placement record.

ABOUT CONNECT

Gitarattan International Business School proudly presents its Annual Inter College Management Fest - Connect 2024 on 8th April 2024. Connect is an exhilarating event that brings together students, faculty, industry experts, and professionals to celebrate and showcase the skills, knowledge, and talents of the participants. These fests serve as a platform for students to apply theoretical concepts learned in classrooms to real-life scenarios, fostering experiential learning and skill development in areas such as leadership, teamwork, problem-solving, and innovation. Every year, more than 500 participants from Delhi and NCR participate in Connect and take-home laurels in competitions namely Business Plan, Admattaz, Stock Survivor, Debate and Quiz. As we gear up for this year's event, we aim to create an atmosphere where students can not only compete at the highest level but also forge lasting connections with fellow participants from across the region.

The Details of the Event are:

Date: 8th April 2024

Day: Monday

Time (IST): 8:30 am – 5:00 pm

Location: Gitarattan International Business School Campus

GPS : <https://maps.app.goo.gl/meypGd5gJaaZrMk8A>

REGISTRATION FEE DETAILS

EVENT	AMOUNT
Business Plan Competition	200/-
Admattaz	200/-
Debate	200/-
Business Quiz	200/-
Survivor Stock Trading	200/-

EVENT'S WINNING CASH PRIZE

EVENT	WINNER	RUNNER UP
Business Plan Competition	5000/-	3000/-
Admattaz	5000/-	3000/-
Debate	5000/-	3000/-
	Best Speaker “for the motion” 1500/-	
	Best Speaker “against the motion” 1500/-	
Quiz	5000/-	3000/-
Survivor Stock	5000/-	3000/-

GENERAL INSTRUCTIONS

1. Click on the registration link
2. For every event a separate registration form is required to be filled.
3. Registration must be made latest by **6th April 2024**.
4. In case of registration for team events, one member may fill the form provided in the link acting as a representative on the team's behalf.
5. Make the payment and take a screenshot when the payment is complete.
6. After the form is submitted, mail the following documents to management.fest@gitarattan.edu.in
 - a. Payment Screenshot
 - b. Team Details Form
7. One participant may participate in all events. Refer to programme schedule for the same. In case of overlapping of timings, adjustments can be made for performance on the day of the event.
8. Respective event coordinators will contact you once registration is done.
9. College ID cards are mandatory otherwise entry is strictly prohibited.
10. Every participant / team shall abide by the rules of the organizing committee at GIBS.
11. The final decision of the judge shall be binding on all participants for every event.
12. If any team/participant is found to be indulged in any indiscipline, illegal and obscene behavior, then the organizers will have full authority to take strict action against them, including disqualification from the tournament.
13. The organizers will not be held responsible for any loss/ miss happening/accidents under any circumstances.
14. Only the first and second position holder participant(s)/team(s) of all events will receive the certificates/ trophy/ medal. Other participants will receive their participation certificates online within 10 days after completion of Connect.

DETAILED PROGRAMME SCHEDULE

8TH APRIL 2024	
TIME	PROGRAMME
8:30 am	Registration Begins
10:00 am – 10:30 am	Inauguration Ceremony
11:00 am – 4:00 pm	Business Plan Competition
11:00 am – 2:00 pm	Admattaz
12:00 pm – 3:00 pm	Stock Survivor Challenge
12:00 am – 3:00 pm	Quiz
12:00 pm – 3:00 pm	Debate

EVENTWISE RULES AND REGULATIONS

BUSINESS PLAN COMPETITION

Max. Entries: 15

Team Size: 2-3 participants per team

Time Allotted: 10 min presentation (including 2 min Q& A)

Rules:

1. The team will present the Business Plan before the judges.
2. The Business Plan should preferably be made by using Business Model Canvas.
3. The Business Plan should have the following contents:
 - a. Executive Summary – A brief on Business Plan (max word limit 200)
 - b. Company Description – Proposed name and logo of the company
 - c. Market Analysis – Segmentation, targeting and positioning of the product
 - d. Competitive Analysis – Industry analysis
 - e. Marketing Plan – Promotion and distribution strategies
 - f. Financial Projection – Projections on ROI and funding plans etc
 - g. Prototype – Graphical representation of the product/ service prototype.
4. Each team will be scored on the following criteria:
 - a. Prototype Development (10 marks)
 - b. Feasibility of Plan (10 marks)
 - c. Market attractiveness/ Growth Potential (10 marks)
 - d. Q & A Round (10 marks)

ADMATTAZ

THE ADVERTISING MAKING COMPETITION

Max entries: 15

Team Size: 2-4 participants per team

Time Allotted: 60 min preparation time. 5 min presentation

1. Redesign a Print Advertisement of the product assigned to the individual.
2. All software are allowed for creating print advertisements. (eg. Canva)
3. Each Team will be given 60 mins preparation time.
4. Each team will be given 3-5 mins to explain/enact their advertisement.
5. Caution should be taken to refrain from displaying obscenity, violence, prejudice, defamation etc in advertisement.
6. Each team will be scored on the following criteria:
 - a. Creativity (10 marks)
 - b. Content (10 marks)
 - c. Originality (10 marks)
 - d. Overall Appeal (10 marks)

DEBATE COMPETITION

Max. Entries: 15

Team size: 2 Participants

Time Allotted: 4 minutes (2 min 'for', 2 min ' against')

Rules:

1. Topic of the Debate: *“Exploring the Four-Day Work Week: Essential Employee Wellbeing Enhancement or Corporate Disruption?”*
2. Students can write some notes and questions on a piece of paper & use them during the debate.
3. There will be a team of two speakers. One will speak 'for the motion' and other will speak 'against the motion'.
4. The language for the debate competition shall be English only.
5. Using improper/abusive & offensive language and colloquial slang will lead to disqualification.
6. Best speaker 'for the motion' and 'against the motion' will be rewarded seperately.
7. Each team will be scored on the following criteria:
 - a. Content (10 marks)
 - b. Clarity of thought (10 marks)
 - c. Oratory skills (10 marks)
 - d. Confidence (10 marks)

BUSINESS QUIZ

Max. Entries: 15

Team size: 2 participants per team

Rules:

1. ELIMINATION ROUND

- a. Each team would be given a set of question paper containing 25 MCQ's.
- b. Time limit would be 15 mins.
- c. Top scorer teams will go to the stage round 1.

2. STAGE ROUND 1

- a. Each team will be asked 3 questions each.
- b. +10 points for correct answer, +5 points for answering a passed question.
- c. No negative marking.
- d. Time limit is 30 seconds to answer the question.

3. STAGE ROUND 2 (AUDIO VISUAL ROUND)

- a. Each team will be asked 2 questions.
- b. +10 points for correct answer, +5 points for answering a passed question.
- c. -2 points for incorrect answer.
- d. Time limit is 30 seconds to answer the question.

4. STAGE ROUND 3 (RAPID FIRE ROUND)

- a. Each team will be asked 4 questions.
- b. +10 points for correct answer
- c. -5 points for incorrect answer
- d. There will be no passing of questions.
- e. Time limit is 5 seconds for answering a question.

SURVIVOR STOCK TRADING

Max. Entries: No limit

Team size: 1 participant

Time Allotted: 3 days for trading. 10 minutes per team for presentation (including Q & A session)

Rules:

1. Each participant will be given a virtual account on moneybhai.com
2. Registration on Moneybhai will close on 2nd April 2024.
3. At the start of the game, virtual money will be allocated to each participant.
4. Virtual Trading will run for 3 working days (3rd – 5th April 2024).
5. Stock trading will be done only on working days as per stock markets.
6. Each participant will get Rs 1 crore virtual cash for investment, from which it is mandatory to invest atleast 50 lakhs within span of 3 days in securities of his/her choice They can opt for cash or intra-day trading as per their choice and brokerage charged will differ according to the type of trade executed.
7. On the day of the event i.e. 8th April 2024, each participant must give a brief presentation of their daily trading activity i.e., screenshots of their net worth in morning, afternoon and evening respectively and track of their respective portfolio growth through graph and pie charts.
8. The ONE in the league with the highest net worth (value of stocks held) at the end of day 3 i.e. 5th April 2024 will be declared as winner provided that participant presents his/ her proceedings in front of the judges. In case the declared winner of the game fails to present on 8th April 2024, the next participant with the highest net worth will be declared as the winner.

PHILANTHROPISTS

SHRI R. N. JINDAL
CHAIRMAN

SHRI ANIRUDH JINDAL
VICE CHAIRMAN

ORGANISING COMMITTEE

PROF. DR. VIKAS NATH
DIRECTOR

MS. PRACHI JINDAL
DEAN CORPORATE AFFAIRS

EVENT CONVENORS

MS. SHIPRA BHUTANI UPPAL
ASSISTANT PROFESSOR, GIBS

MS. RUCHI MALHOTRA
ASSISTANT PROFESSOR, GIBS

DR. JATIN K. LAMBA
ASSISTANT PROFESSOR, GIBS

STUDENT CONVENORS

STUDENT NAME	DESIGNATION	CONTACT
Anmol Sharma	President, Mindbenders	8373974349
Ayushi Silswal	Vice President, IIC	8700810384
Tanishq Bhandula	HR Head	7982781362
Shivam Kumar	Marketing Head	9608930485
Shruti Kumari	Finance Head	9958630996

CONNECT 2024 TEAM DETAILS

NAME OF THE EVENT: _____

INSTITUTE NAME: _____

DETAILS OF TEAM MEMBERS:

Name of Participant	Contact Number	Email

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