



TECHFEST-2022



Rules & Regulations

DEPARTMENT: GRADUATE SCHOOL OF MANAGEMENT STUDIES

NAME OF EVENT: CHANAKYA NITI – “THINK OUT OF THE BOX”

NO. OF MAX. PARTICIPANTS: The participants can participate in a group of 2-5 members

ABSTRACT:

To finding out unique & creative business idea among the youngsters and provide platform to show their social entrepreneurship skill.

EVENT DESCRIPTION:

- The Business idea must gave Social impact.
- Entries will be judged on the basis of submitted business plan proposals.
- Business plan can be submitted in a team which consist of 2 to 5 members.
- Business plan to be submitted as per format prescribed in Annexure 1.
- Each business proposal presenters will get maximum 15 minutes for presentation including question answer

SUBMISSION GUIDELINES:

- Detailed business plan in the prescribed format (as per annexure 1) should be submitted in soft copy latest by 6th October, 2022 11.59 pm in word document and power point presentation (max. 15 slides).
- Submission to be send - abhilakshya@gtu.edu.in

GENERAL RULES:



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- Competition is open for all types of ideas i.e. related to Business (ideas expected to generate economic return/profit) and related to Social enterprise also(ideas addressing solution to problems of society with or without expectation to generate economic return/profit)
- A team comprising of 2-5 members can participate.
- A plan must not be under consideration for financing before any other institution or must not have been submitted to any other competition.
- Any deviation from the above mentioned rules would lead to disqualification for the team.
- Business plan should be submitted in word document along with power point presentation including all necessary contents as mentioned in Annexure 1.
- Submission in any other mode shall not be entertained.
- Time line shall be strictly adhered to.
- The coordinator reserves the right to make any change to the event whenever deemed necessary.
- The decision of the jury shall be final.
- 3 Teams would be selected as a winner

JUDGING CRITERIA:

- Uniqueness
- Creativity (Concept)
- Relating to product/ Service/Theme
- Delivery of Message
- Overall Presentation



EVENT COORDINATORS:

You can contact the following coordinators if you have any query regarding the event.

Sr. No	Name	Faculty/ Student	Email ID.
1	Dr. Krishnaba Vaghela	Faculty	AP2_CME@gtu.edu.in
2	Ms. Sweta Dhungel	Faculty	ap_sweta_dhungel@gtu.edu.in

ANNEXURE-1 BUSINESS PLAN SUBMISSION FORMAT

1. General background
 - Introduction
 - Profile of the proposers
2. Business proposition
 - The Business idea
 - Detail about the Product / Services
 - The USP of the Product / Services
3. Marketing strategy
 - The market segmentation or target market
 - The positioning strategy
 - Estimated size and value of the target market
 - The competitive landscape
 - Differentiation strategy
4. Execution plan
 - Implementation roadmap (detail flowchart of activities with time line)
 - The financial requirements
 - Snapshot of projected financial statement for 5 years
(Profit & Loss Account, Balance sheet and Cash Flow Statement) if applicable.
 - Milestones to Achieve
5. SWOC Analysis
 - Strengths – Weaknesses



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- Opportunities – Challenges
- Risk mitigation strategy

6. Social Impact

- How Business will benefit to the Society?
- Contribution of Business in Social Development

