



TECHFEST-2022



Rules & Regulations

DEPARTMENT: Pharmacy

NAME OF EVENT: 3. PHARMA-ENTREPRENEUR

NO. OF MAX. PARTICIPANTS: 2 participants/team

EVENT DESCRIPTION:

Entrepreneurship is a process for creating, communicating, and delivering business promotion ideas for achieving a good customer interest and satisfaction.

Objectives:-

- It involves expressing of newer business potential in pharmaceutical field.
- To develop creative and innovative thinking in participants.
- To develop soft spoken skills of the students.
- To develop the skill to successfully market a concept to its audience.

TEAM SPECIFICATION:

- Maximum 2 participants are allowed per team.

REQUIREMENTS:

- Candidates has to bring self-prepared promotional material via props, power point presentation or any other visual/audio aids.

GENERAL RULES:

- The students have to market their idea/product via props, power point presentation or any other visual/audio aids.
- Evaluation will be based on novelty and creativity within specified theme.
- Maximum time for audio-video presentation: 3 minutes + 2 minutes for discussion
- Elimination round will be conducted if more number of entries.



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LEVEL DESCRIPTION:

- Multiple rounds will be conducted.

JUDGING CRITERIA:

- Rationale of product selection, Idea novelty, creativity, presentation and explanation will be evaluated.

JUDGES:

Any one Academic/Industrial Expert with minimum 10 years of experience in relevant discipline
AND /OR
Any one faculty from the Host Institute

EVENT COORDINATORS:

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

Sr. No	Name	Faculty/ Student	Contact No	Email ID.
1	Vimal Patel	Faculty	7041541188	email2vimal_patel@gmail.com
2	Prexita Patel	Faculty	6354377965	prexitapatel2011@gmail.com



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