



# PARADIGM

12<sup>th</sup> April (Thursday)

# 2018

A Management Fest of Competitive Events

## THE RULE BOOK



Faculty of Management Science  
**Shri Ram Murti Smarak College  
Of Engineering & Technology,  
Bareilly (U.P)**

**S.R.M.S.COLLEGE OF ENGINEERING & TECHNOLOGY**

**Faculty of Management Science**

# ***PARADIGM 2018***

The race to perfection never ends. We, the youth of today, are a part of a universal quest to find ourselves, and to search within the entity that beholds celebration; the entity called PARADIGM. It gives you the energy to show your talents, to take the leap that you were afraid of, to take that plunge that petrified you and to come out victorious.

**TO VANQUISH WITHOUT PERIL IS TO TRIUMPH  
WITHOUT GLORY.**

SRMS in its inimitable event 'PARADIGM' gives a clarion call to the leader inside you, to show your dynamism and vigour.

***Vanquish... Set your heart on victory***

Come be a part of this extravaganza and allow us to take you to a whole new level of exuberance, knowledge sharing and full strength fun.

# Shri Ram Murti Smarak College of Engineering & Technology, Bareilly (U.P)

## **PARADIGM 2K18**

*Vanquish... Set your heart on victory*

### MINUTE TO MINUTE

S.No.	Events (Code)	Venue	Time
1	Inauguration	Main Auditorium	9:15AM-10:15AM
2	Best Manger	MBA Seminar Hall	10:30AM-11:30AM
			2:00PM- 3:15PM
3	Corporate Rangoli	MBA Corridor	11:00AM-12:00PM
4	Symbiosis	New Seminar Hall	10:30AM-1:00PM
5	Mad Ads	MCA Seminar Hall	10:30AM-1:00PM
LUNCH			1:00 PM-2:00PM
6	Train Your Brain	New Seminar Hall	2:00PM-4:00PM
7	Treasure Hunt	MCA Seminar	2:00PM-4:00PM
8	Business Plan	C.S Seminar Hall	10:30AM Onwards
9	Prize Distribution	New Seminar Hall	4:20PM Onwards

The inauguration ceremony will be held at Shri Ram Murti Centennial Auditorium (Main Auditorium) of SRMS CET, Bareilly. The participants are required to take their seats 15 minutes before the scheduled start of inaugural.

# Paradigm- 2018: A Management Fest of Competitive Events

## General Rules and Guidelines

1. Only students of Post-Graduate Management Courses and BBA course are allowed to participate in PARADIGM 2018. Students of B.Tech are also allowed to participate only in Business Plan competition.
2. The participating students must come in their college uniform only and they must carry the Valid ID card of the institute for identity proof.
3. There is NO participation or registration fee for participating in the PARADIGM-2018.
4. In order to participate in PARADIGM-2018, it is mandatory to submit the duly filled in registration form before the last date which is 07<sup>th</sup> April, 2018.
5. The size of each team is also specified and accordingly registration will be done.
6. A team is allowed to participate in not more than 3 events. It will be the responsibility of the participating team/student to ensure that the event in which they are participating are not running simultaneously.
7. Individual participating in Best Manager (BM01) will not be allowed to participate in other events.
8. Teams participating in Empresario -The Business Plan Showcase (E07) will not be allowed to participate in other events.
9. Participants must report to the venue and event coordinating committee at least 15 minutes before the commencement of the event.
10. Participating team will have to strictly abide by the rules and regulations of the organizing committee and decision of judges will be final and binding.
11. Every participant will be given a certificate of participation.

# ***BEST MANAGER***

*(Event Code BM01)*

A manager is a person who is not only a leader but a supervisor who is responsible for the development and for the enhancement of his subordinates. If he fails to do so then the human resources of the organization would be destroyed and got wasted but if it is used at its best, then it would lead to great success and that success leads to the greatest achievement for the organization.

**“Reading a book about management isn't going to make you a good manager any more than a book about guitar will make you a good guitarist, but it can get you thinking about the most important concepts.”**

## **Rules & Guidelines:**

1. There will be individual participation in this event.
2. There will be two rounds in the event.
3. Each round will reflect the managerial aspect of the participant.

**VENUE :-**

**MBA Seminar Hall**

**TIME :-**

**Round 1: 10:30 AM - 11:30 AM**

**Round 2: 2:00 PM - 03:15 PM**



# **CORPORATE RANGOLI**

*(Event Code CR02)*

A logo is the first interface between the product and the customer after packaging.

If the logo of product is not attractive to the customer, she/he won't like to give a chance to that product.

So a companies' logo should be that much creative and attractive, so that it can easily gain attention of all the targeted and non - targeted customers.

**“Logos and branding are so important. In a big part of the world, people cannot read French or English--but are great in remembering signs”**

## **Rules & Guidelines:**

1. There will be 3 members in a team.
2. Time limit to design the logo would be 50 minutes.
3. Team will have 5 minutes to present their work with explanation.
4. You have to redesign the already existing logo of the company.
5. Each logo will be judged on the different parameters.

**Note: Bring your own materials like colours or flowers for designing your logo.**

**VENUE :-**

**MBA Corridor**

**TIME :-**

**11:00 AM - 12:00 PM**



# ***SYMBIOSIS***

*(Team Building/Event Code S03)*

Team building is an art of bringing all the talents together and to give birth to synergy. It is a creativity which makes different brains working simultaneously together to achieve a common goal, set of targets, or to achieve a desirable success. It is also a powerful activity that helps to unite a group, develop strengths, and address the weakness by carrying out various strategies. In this event, the participants are provided with different types of tasks which they are supposed to complete within a given time frame. It measures the competencies as they are best represents themselves as a team in a time bound situation.

**"The strength of the team is each individual member. The strength of each member is the team."**

## **Rules & Guidelines:**

1. Maximum 2 teams from each college/institute will be allowed to participate in this event.
2. Each team should consist of 4 members.
3. Each team will be provided with various tasks on the spot.
4. The time limit to perform all the tasks will be allotted on the spot.
5. Team work must be reflected by each team while performing the task.
6. Each task will be judged on different parameters.

**VENUE :- New Seminar Hall**

**TIME :- 10:30 AM to 01:00 PM**



# *MAD ADS*

*(Event Code MA04)*

Advertisement is basically a medium to attract the customers for your product.

It is that mode of communication which helps the companies to spread information about their product their ideas and thoughts through advertisement campaign.

So now we bring you opportunity to develop your product, launch it and make potential customers for it.

Do you guys have the ability to encourage and persuade audience to buy any product that has been created or developed by you?

**“Crazy people are considered mad by the rest of the society only because their intelligence isn't understood”**

## **Rules & Guidelines:**

1. Maximum 2 teams from each college/institute will be allowed to participate in this event.
2. Each team should consist of 4 members.
3. Name of product will be provided on the spot.
4. Act should be original and fictitious in characters.
5. Ad should consist of tagline, logo, and message.
6. Participant should use fair words and professional language in the ads.

**Note: Participant should bring their props for the competition.**

**VENUE :- MCA Seminar Hall**

**TIME :- 10:30AM-1:00PM**





# **TRAIN YOUR BRAIN**

*(BUSINESS QUIZ/Event Code TYB05)*

A quiz is a form of mind sports in which the players attempt to answer the question correctly. It is also a brief assessment used in education and similar fields to measure growth in knowledge, abilities, and skills. It contains different rounds. It is a question answer based event to test the mental presence and awareness of the students towards management concepts as well as about the changing environment.

**“You have brains in your head. You have feet in your shoes. You can steer yourself any direction you choose.”**

## **Rules & Guidelines:**

1. Maximum 2 teams from each college/institute will be allowed to participate in this event.
2. Each team should consist of 2 members.
3. Rules and number of rounds will be displayed at the time of event only.
4. The various rounds of quiz will consist of questions from Management concepts, General awareness (business, sports, history, entertainment, etc).

**VENUE :- New Seminar Hall**

**TIME :- 2:00PM-4:00PM**



# TREASURE HUNT

(Event Code TH06)

Treasure is a secret which gives you pleasure when find it by the players. It is the game that enhances your thinking ability and creativity beyond your limits. The items or the clues can be hidden anywhere in the college campus may be inside or outside i.e. in the ground. So, use your brain and find the treasure. The treasure could also be located anywhere so find the jewel and win the trophy.

**“There comes a time in every rightly-constructed human’s life when he has a raging desire to go somewhere and dig for hidden treasure.”**

## **Rules & Guidelines:**

1. Maximum 3 teams from each college/institute will be allowed to participate in this event.
2. Each team should consist of 2 members.
3. Team member will be allowed to stay together.
4. Qualifying round will be Rapid Fire round.
5. The first clue will be given by us to all the team members and then further clues will lead to the final destination.
6. The team who will find the treasure first will be regarded as a winner.
7. In case none of the team is able to find the treasure, they will be assigned point on the basis of number of clues.

**VENUE :- MCA Seminar Hall**

**TIME :- 2:00PM-4:00PM**



# ***Empresario-The Business Plan Showcase***

*(Event Code E07)*

Business idea describes a new business, its products or services, how it will earn money, leadership and staffing, financing, operations model, and other details that are essential to both operation and success. Entrepreneurs create them as part of the startup process while existing businesses often write them when changing direction or strategy.

**"An entrepreneur isn't someone who owns a Business. It's someone who makes things happen."**

## **Rules & Guidelines:**

1. There is no limit on number of teams from each college/institute to participate in this event.
2. Each team should consist of 3 members.
3. Participants are supposed to present their unique and innovative idea through PPT.
4. Business plan presentation should cover following parameters:
  - I. Financial plan
  - II. Marketing plan
  - III. Operational plan
  - IV. Human Resource plan
  - V. Revenue Model
  - VI. Social Benefit
  - VII. Competitive analysis
5. Participants have to present their idea within 10 minutes.
6. Evaluation of the presentation will be done on the basis of innovativeness, presentation skill, team work along with coverage of above mentioned parameters.



**Note: Students from B.Tech course are also allowed to participate in this event.**

**VENUE :- C.S Seminar Hall**  
**TIME :- 10:30 onwards**

**Kindly mail/fax the duly filled-in registration form before 07<sup>th</sup> April, 2018 on**

The President- Management Club  
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Register yourself at our official website <http://www.srms.ac.in> or through mail [paradigm@srms.ac.in](mailto:paradigm@srms.ac.in) by sending the scanned copy of filled-in registration form.

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