

## **IndSearch BMS : Athang 2018 Activities**

IndSearch BMS is conducting an inter-collegiate festival, *Athang 2018*. A fun and educational platform for students across Maharashtra to show their creativity. *Athang* will have multiple events. These events will give students a way to showcase their skills and creativity as they engage in friendly rivalry with each other. These events are: -

**Business Plan Competition:** This event will include a team of 3 or 4 students who will be given a theme and will require them to create and present a business plan for their product or service based on that theme. The teams will be judged on their business plan, presentation skills, value system of their mock enterprise and how it'll translate into real world efficiency.

Rules:

- A topic or theme will be provided, the students will then create a product or service based on it.
- The business plan needs to be created on the following guidelines:
  - 1) What problem does the product or service aim to solve?
  - 2) How do they aim to solve the problem?
  - 3) How does the company plan to make money?
- Participants should include these points in their presentation and they will be questioned against the same i.e problem, solution, market size, existing competitors, revenue model, marketing strategy, growth plan.
- Participants will have to create a name for the company, product also assign positions within the company, to their team members. Create a logo and explain its meaning and also mention the company's core values in a PPT presentation (Please carry your own laptops)
- Participants will be judged based on how well they cover the above guidelines and their presentation skills.
- Participants will be given 1 hour 30 minutes to create their business plan, 8-10 minutes to present and 5 minutes for questioning
- There should be a maximum of 4 participants and minimum of 2 participants in one team.

**Poster-Making Competition:** A fun and creative activity, the poster-making competition will require students to form teams and create posters based on the themes that will be given. The teams will then have to present the poster, the message or idea behind it and how it incorporates the theme.

Rules:

- Participants are expected to be in a team of 2 to 4 people
- A theme will be provided based on which the poster is to be made
- Students will have to bring their own colour materials; only a chart paper will be provided
- Only poster colours (water colours, acrylic colours, poster colours etc.) crayons, colour pencils will be allowed
- It will be judged on the basis of the message/theme, creativity, clarity and presentation.

**Photography Competition:** This activity is for all photography enthusiasts. Participants will be given a set of themes from which they have to choose one. They will be required to submit their photo, which will be judged on the idea behind the photo, how it incorporates the theme and with least amount of editing.

Rules:

- One participant can submit only one photo
- Phone cameras and DSLR cameras can be used. Please mention a title for the photos.
- Photos to be emailed to [indsearch.athang@gmail.com](mailto:indsearch.athang@gmail.com) on or before 5<sup>th</sup> October 2018. Theme will be informed on 2<sup>nd</sup> Oct 2018
- Hard copy should be submitted on A5 size paper at IndSearch, Law College Road campus on 6<sup>th</sup> October 2018
- Basic editing allowed

**Mad Ads:** Another fun activity, Mad Ads will serve as a way for a team of students to create funny and creative ads based on the themes given. They can perform skits, create funny jingles, create posters etc. to advertise their products.

- Rules:
- Themes will be provided on the spot.
  - 2 to 4 members will be allowed per team
  - 30 minutes will be given for preparation
  - If necessary chart paper and crayons will be provided
  - Punchlines or a jingle are mandatory
  - Teams will be judged based on the ability to attract the attention of the audience, concept and teamwork, comedy and overall presentation

**Stand-Up Comedy:** This event will see students participate in a stand-up comedy competition. Individual students may perform their stand-up set in front of a panel of judges and an enthusiastic audience.

- Rules:
- Solo Entry
  - Time Limit for a set will be 7-8 Min Max.
  - Profanity/ Vulgar Language will result in immediate disqualification.
  - Reference to any controversial topics will result in disqualification.
  - Decision of the Judges will be final.
  - Languages allowed are English, Hindi and Marathi.
  - Comedian Should Be Well Dressed

**Pop-Culture Quiz:** Everybody loves quizzes. And more importantly, everybody loves pop culture movies and tv shows. We are hosting a pop-culture quiz about 3 popular genres; Marvel/DC Superhero movies, Friends and Harry Potter. Teams of 3 students will compete in showcasing who possesses the most knowledge about these franchises.

- Rules:
- Number of rounds-7
  - Rounds-
    1. Round-1& 2:- MCQs, 5 questions per team with 10 seconds to answer (no elimination)
    2. Round 3- no options, 5 questions per team with 10 seconds to answer(elimination)
    3. Round 4- A.V round, 5 questions per team with 5 seconds to answer (elimination)
    4. Round 5- rapid fire round, 10 questions in 30 seconds (elimination)
    5. Round 6- buzzer round (elimination)
    6. Round 7- buzzer round (final round)
  - Right answer = +10 points, Wrong answer = -5 points, Passing on of question = +5 points (only one question can be passed on)

**LAN Games:** Counter-Strike, one of the most popular video games in India, will be the main focus of our LAN games event. Teams of 5 students will compete with each other in an all-out virtual war. May the best team win!

- Rules:
- Participation limit must be 5 players per team
  - 12 rounds, switch after 6 rounds.For final stage, 20 rounds will be held, switch after 10 rounds
  - Players can bring their own earphones/headphones, mouse, mouse-pad, etc.

**Entry fees: \*LAN Games:** Rs. 400/- per team **\*Other activities:** Rs. 50/- per head

These events will form the basis of our fest, but we will be hosting food stalls, accessory stalls, fun fair games stalls, etc. as well. We wish to host you at our college and hope to see you at *Athang 2018!*