

## Registration Link for UTKARSH 2K23

[https://docs.google.com/forms/d/e/1FAIpQLSd9viLH3ccspsAZzlM9pUuiA7uYiGQtP0b6NAPKNR2\\_GHJcgQ/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLSd9viLH3ccspsAZzlM9pUuiA7uYiGQtP0b6NAPKNR2_GHJcgQ/viewform?usp=sf_link)

## Payment Details and QR

**ACCOUNT HOLDER NAME – PRAKUL**

**BRANCH NAME – SBI GHORAB**

**ACCOUNT NUMBER- 40850316064**

**IFSC CODE – SBIN0008058**



# UTKARSH 2K23

Management fest organised by  
HPTU OFF CAMPUS BUSINESS SCHOOL  
AT NAGROTA BAGWAN (KANGRA)

26<sup>th</sup> -27<sup>th</sup> April, 2023

## EVENTS DETAILS ARE AS FOLLOWS-

### MANAGEMENT COMPETITION GAMES :

S.NO	EVENT	DESCRIPTION AND RULES
1	50 KA FUNDA	<p><b>All the participants</b> will be given product of worth Rs.50/-. Participants must sell the product within the given time. Team, who will sell the product at maximum profit will be the winner.</p> <p><b>Duration: 30 min</b></p> <p><b>RULES:</b></p> <ul style="list-style-type: none"><li>• Each team can have only 2 members</li><li>• Maximum time to sell the product will be 30 min, team reporting after 30 min time will not be considered winners.</li></ul>

		<ul style="list-style-type: none"> <li>• <b>NOTE: The amount will be submitted to the judges and will not be REFUNDABLE</b></li> <li>• Team selling the product for highest amount will be the winner.</li> </ul>
2	AD MAD	<ul style="list-style-type: none"> <li>• <b>Ad-Mad</b> is a fun and competitive advertising event that challenges participants to create a compelling advertisement for a given product or service within a limited time frame. The event requires participants to use their creativity, communication skills, and marketing knowledge to come up with unique and engaging ad concepts.</li> </ul> <p><b>Duration of the event:40 mins</b>  <b>Total Marks:30</b></p> <p>The teams would be judged on the following parameters: a) Creativity  b) Punch Line c) Mass Appeal</p> <p><b>Rules:</b></p> <ul style="list-style-type: none"> <li>• The theme/topic will be provided on the spot.</li> <li>• 5 minutes to prepare on the assigned topic.</li> <li>• 2-5 minutes to present on the stage.</li> <li>• 1st bell after 2:00 minutes</li> </ul>

		<ul style="list-style-type: none"> <li>• 2nd bell after 2:45 minutes</li> <li>• Exceeding time limit will lead to negative marking (5 marks).</li> <li>• Participants are only permitted to speak ENGLISH or HINDI.</li> </ul>
3	BUSINESS IDEA	<p><b>A business idea</b> is a written document that outlines a company's goals, strategies, and projections for success. It typically includes sections on the company's industry analysis, target market, marketing and sales plan, operations plan, management structure, financial projections, and funding requirements. A well-crafted business plan can serve as a roadmap for a company's growth and help secure funding from investors or lenders. It is an essential tool for entrepreneurs and business owners seeking to start a new business or expand an existing one.</p> <p><b>Duration of the event:</b> 90 mins</p> <p><b>Total Marks:20</b></p>

		<p>The teams would be judged on the following parameters:</p> <ul style="list-style-type: none"> <li>a) Uniqueness of plan.</li> <li>b) Feasibility of plan</li> <li>c) Structure of plan</li> <li>d) Presentation of plan</li> <li>e) Confidence.</li> </ul> <p><b>Rules:</b></p> <ul style="list-style-type: none"> <li>a) 1-4 members can represent the team.</li> <li>b) The time given to each team for the presentation of the plan is 10-15 minutes, followed by a questioning round by judges.</li> </ul>
4	QUIZ	<p><b>A quiz</b> is a game or mind sport in which players attempt to answers the questions correctly about a certain or variety of subjects. It is a formal assessment of student knowledge, abilities and skills.</p> <p><b>Rules:</b></p> <ul style="list-style-type: none"> <li>• <b>The nature of quiz questions will be related to – Business news, economy, technology and innovations, sports.</b></li> <li>• There will be 2 members in each team.</li> <li>• In case of tie, a special round of 5 questions will be</li> </ul>

		<p>further asked to the teams having same scores.</p> <ul style="list-style-type: none"> <li>• The team which answers most of the questions will win.</li> <li>• 30 sec will be given to every team to answer the question, in case everyone fails to answer within the time limit no marks will be given to anyone</li> <li>• No lifelines and help will be given.</li> </ul>
5	GROUP DISCUSSION	<p><b>Group Discussion (GD):</b> where participants will engage in a lively and stimulating discussion on a specific topic or theme. In this game, participants will have the opportunity to express their opinions, share their ideas, and engage in healthy debates with other participants. The game is designed to provide a platform for participants to develop their communication, critical thinking.</p> <p><b>Duration of the event: 30 mins</b></p> <p><b>Total Marks: 20</b></p> <p>The teams would be judged on the following parameters:</p> <p>a) Body Language</p>

		<p>b) Content c) Listening Skills d) Fluency e) Jargons</p> <p><b>Rules:</b></p> <ul style="list-style-type: none"> <li>• Maximum participants per team: 1 participant.</li> <li>• A topic will be given to the participant on the spot.</li> <li>• 5 minutes will be given for analysing the topic.</li> <li>• The time limit for GD is 10 minutes.</li> <li>• The decision of the judges will be considered final.</li> </ul>
6	CASE STUDY	<p><b>A case study</b> game is an interactive learning experience that allows individuals or groups to solve real-world problems by analysing case studies. In a case study game, participants are typically presented with a complex scenario or problem, and they are required to analyse the situation, identify the key issues, and develop a strategy to address the problem. The game may involve role-playing, simulation, or other interactive elements to</p>

		<p>create a realistic and engaging learning experience.</p> <p><b>Duration of the event: 30 mins</b></p> <p><b>Total Marks:40</b></p> <p>The teams would be judged on the following parameters:</p> <ol style="list-style-type: none"> <li>Presentation of Case</li> <li>Identification of key problem</li> <li>Depth of Analysis</li> <li>Application of Solution in Real Life Situation</li> </ol> <p><b>Rules:</b></p> <ul style="list-style-type: none"> <li>Maximum representative per team: 2.</li> <li>A case will be given to the participants.</li> <li>15 minutes will be given for analysing the case and finding the solution to the understated problem.</li> <li>3 minutes will be given for describing your proposed solution in front of the judges.</li> </ul>
7	TREASURE HUNT	<p>• <b>Treasure Hunt</b> is a fun and exciting game in which players follow clues and solve puzzles to find a hidden treasure. The game can be played indoors</p>



		<p>or outdoors and can be customized to fit any theme or occasion. Participants work in teams to decipher clues and navigate through a series of challenges, each leading them closer to the ultimate prize. Treasure hunts can be played for leisure or as a team building activity, promoting problem-solving, communication, and teamwork</p> <p><b>Duration of the event: 30 mins.</b></p> <p><b>Rules:</b></p> <ul style="list-style-type: none"> <li>• Only one team from each institute with a maximum of 4-6 participants.</li> <li>• Teams have to spot certain clues in order to reach the final destination.</li> <li>• Time limit: 30 mins to find the treasure.</li> <li>• The team that finds the treasure first will be the winner.</li> </ul>
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## CULTURAL COMPETITION EVENTS

SR. NO	EVENTS	DESCRIPTION AND RULES
1	SOLO DANCE	<ul style="list-style-type: none"><li>• SOLO DANCE is an event in which a single participant will perform any dance of his/her choice.</li><li>• TIME LIMIT for a single performance will be (3-5) minutes.</li></ul>
2	GROUP DANCE	<ul style="list-style-type: none"><li>• Group dance is an event in which two or more than two participants will perform any Dance of their choice.</li><li>• TIME LIMIT for a single performance will be (8-10) minutes.</li><li>• A minimum of 2 members and a maximum of 10 members are allowed in this event.</li><li>• Even a duo will be considered as group dance performance.</li></ul>

3	SOLO SONG	<ul style="list-style-type: none"> <li>• SOLO SONG is an event in which a single participant will sing a song of his/her choice.</li> <li>• A time limit of (3-5) minutes is allowed for the performance.</li> </ul>
4	GROUP SONG	<ul style="list-style-type: none"> <li>• GROUP SONG is an event which includes the performance of 2 or more than two participants.</li> <li>• TIME LIMIT for a single performance will be (3-5) minutes.</li> <li>• A minimum of 2 members and a maximum of 8 members are allowed for this event.</li> <li>• A duo will be considered as group in this event.</li> </ul>
5	DRAMA/SKIT	<ul style="list-style-type: none"> <li>• DRAMA is an event in which a group of participants will perform dramatic scene of any of their choice.</li> <li>• TIME LIMIT will be around (10-12) minutes for a</li> </ul>

		single drama performance.
6	MODELLING	<ul style="list-style-type: none"> <li>• There will be two rounds of modelling.</li> <li>• First round will be ramp walk and introduction.</li> <li>• The second round will be ramp walk and answering various questions.</li> <li>• The dress code for the first round is western</li> <li>• The dress code for second round is traditional</li> </ul>

## SPORTS COMPETITION EVENTS :

1	CHESS	<ul style="list-style-type: none"><li>• As per International Sports Rules</li></ul>
2	Table-Tennis	<ul style="list-style-type: none"><li>• This event will be SINGLES event</li><li>• Men's Single</li><li>• Women's Single</li><li>• As per International Sports Rules</li></ul>

## **ENTRY FEES PER TEAM FOR EACH EVENT**

<b>TITLE</b>	<b>FEES WITHOUT ACCOMODATION</b>
50 KA FUNDA	150
AD MAD	200
BUSINESS IDEA	200
QUIZ	100
GROUP DISCUSSION	100
CASE STUDY	150
SOLO SONG	100
GROUP SONG	300
SOLO DANCE	100
GROUP DANCE	300
MODELLING	200
DRAMA	300
CHESS	100
TABLE TENNIS	100
TREASURE HUNT	200

**\*\*\*\*NOTE :-** Colleges opting to stay in the college campus will be charged an **Accommodation fee of Rs 250 per Participant**, which includes Meal Facilities consisting of one Breakfast, Two Lunches, and One Dinner.

## **Important points to consider:**

1. Registration fee is **non-refundable**.
2. Winners and runner -ups will be presented with **memento and certificates**.
3. Team or college winning in most of the events will be awarded with a special memento with **cash prize ₹2100**.
4. Only **1 day** stay on 26th April 2023 will be provided by HPTUBS Nagrota Bagwan at available Hostel on sharing basis.
5. Colleges must Register themselves on or before 4 PM on 23<sup>rd</sup> April.
6. The rules may be amended as per the requirements.

HPTUBS  
NAGROTA BAGWAN

## ABOUT UTKARSH

UTKARSH will be a two-day management event which will provide a platform to the students to show their managerial and cultural talent. In this event the students can showcase their skills, their ideas and will learn the managerial and event management skills.

HPTUBS  
NAGROTA BAGWAN



UTKARSH 2K23

26<sup>TH</sup> -27<sup>th</sup> A P R I L 2 0 2 3

A MANAGEMENT EVENT



# HPTUBS NAGROTA BAGWAN

## MANAGEMENT EVENTS

- 50 KA FUNDA
- AD MAD
- QUIZ
- GROUP DISCUSSION
- CASE STUDY
- BUSINESS IDEA
- TREASURE HUNT

## CULTURAL EVENTS

- MODELLING
- GROUP DANCE
- SINGING
- DRAMA

## IMPORTANT INSTRUCTIONS

- NUMBER OF MEMBERS IN EACH TEAM ARE GIVEN IN THE RULE BOOK/PDF
- REGISTRATION FEE FOR EVERY EVENT ARE MENTIONED IN THE RULE BOOK/PDF .
- TEAM OR COLLEGE WINING IN MOST OF THE EVENTS WILL BE AWARDED WITH A SPECIAL MEMENTO WITH CASH PRIZE ₹2100.
- WINNERS AND RUNNER UP WILL BE AWARDED WITH MEMENTO AND CERTIFICATE AND ALL THE PARTICIPANTS WILL BE GIVEN PARTICIPATION CERTIFICATES.

# HPTUBS NAGROTA BAGWAN

HPTUBS Nagrota Bagwan aims to train and develop managerial thoughts beyond technical competence and making the young minds manage resources optimally so as to meet global market demands. The diversity of the curriculum offered through the Department provides the students with the foundation skills that can be used not only in the classroom, but to master challenges in globalized dynamic and competitive markets.

# UTKARSH 2K23

## CO - O R D I N A T O R S

### ORGANIZING TEAM

1. MR. SUNEET KUMAR
2. DR. SANJEEV KUMAR
3. MR. DHIRAJ

### STUDENT SECRETARY

1. PRAKUL
2. VIMANSHU THAKUR
3. AKSHAY KUMAR



# UTKARSH 2K23

## MANAGEMENT FEST

26 - 27, APRIL

### MANAGEMENT

BUSINESS IDEA, QUIZ, GD,  
CASE STUDY, ADD MAD SHOW,  
50 KA FUNDA

### CULTURAL

MODELLING, DANCING,  
SINGING, DRAMA,  
STAND UP

### OTHERS

CHESS, TABLE TENNIS,  
TREASURE HUNT



**HIMACHAL PRADESH TECHNICAL UNIVERSITY**

OFF CAMPUS BUSINESS SCHOOL

AT RAJIV GANDHI GOVT. ENGINEERING COLLEGE

MASSAL, NAGROTA BAGWAN DISTT. KANGRA



PRAKUL- 7876596297  
VIMANSHU-8219227767



@UTKARSH2K23

# FOR ANY QUERIES PLEASE CONTACT

## CONTACT:

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