Estd. 1995

SMS

SCHOOL OF MANAGEMENT SCIENCES

VARANASI
(An Autonomous College)

NAAC 'A' GRADE

Ranked AMONGST TOP 50 B-SCHOOLS OF BUSINESS INDIA BY THE BUSINESS INDIA B-SCHOOL SURVEY

Adharshila

30th Foundation Day
Date : 10th November, 2024

Inter-Institute Competition

Solo Song | Solo Dance | Ad & Postermaking | Business Quiz
Rangoli | Antakshari | Coding | Business Plan

SCHOOL OF MANAGEMENT SCIENCES Varanasi

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SCHOOL OF MANAGEMENT SCIENCES
VARANASI
(AN AUTONOMOUS COLLEGE)

GENERAL GUIDELINES

1. Participants should reach the SMS Campus by 10 A.M.

2. Participants need to register themselves through the link:
   https://bit.ly/Adharshila2024

3. All the participants are required to bring their identity cards.

4. A faculty member should preferably accompany the team. (Max 2 allowed from an institute)

5. All the teams should report to the concerned event coordinators upon reaching the campus.

6. Student Volunteers will be available with their event badges for easy identification.

7. Dance Participants need to submit the songs to be played for the performance at the Solo Dance registration desk.

8. College will not be responsible for stolen or damaged personal belongings.

9. The decision of the judges would be final for all events.

10. Prize Distribution will be done around 5.00 P.M. All the teams are expected to attend the same.

11. Only winner and runner-up prizes will be awarded to participants.

12. Certificate of Participation will be given to all the participants

13. The organizing committee reserves the right to make any last-minute change in the rules.

14. Event coordinators will entertain all queries related to events between 11:00 A.M. and 5 P.M. on all working days.

For further queries kindly contact:

Prof. Pallavi Pathak
Programme Convener
Adharshila 2024

Contact: 7007828875
Email : pallavipathak@smsvaranasi.com

LIST OF EVENTS

1. *Mind Craft*   - Business Quiz

2. *Sur Tarang*   - Solo Singing

3. *Pag Jhankaar*   - Solo Dance

4. *Geet Gata Chal*   - Antakshari

5. *Drishyam*   - Ad & Poster Making

6. *Rangkriti*   - Rangoli Making

7. *Code Lens*   - *Coding Competition*

8. *The Next Big Idea*   - *Business Plan*

MIND CRAFT
BUSINESS QUIZ 2024

The time has come to capitalize on the well-preserved and reserved acumen for business matters. From logos to taglines of the companies it's time to brush them up all. This is the apt quiz for you if you live on a daily dose of 'The Economic Times' and 'Business Standard'.

A team will comprise of three members.

Round 1- Symphony of Company

- This round will have 8 questions to be run in two laps.

- Teams will get only one chance to answer.

- Questions won't be passed on to the teams following.

- 100 points for every correct answer.

- No negative scoring in this round.

- Time allowed: 20 seconds per question

Round 2 -Resonation

- This round will have 8 questions to be run in two laps.

- Teams will get only one chance to answer.

- 100 points for every correct answer.

- Questions can be passed on to the immediate next team only.

- 50 bonus points for correct answer.

- No negative scoring in this round.

- Time allowed: 20 seconds per question

Round 3 -Disclosure

- This round will have 8 questions to be run in two laps.

- Teams will get only one chance to answer.

- 100 points for every correct answer.

- Questions can be passed on to the immediate next team only.

- 50 bonus points for correct answer.

- No negative scoring in this round.

- Time allowed: 20 seconds per question

Round 4- Picture Perfect

- This round will have 8 questions to be run in two laps.

- Teams will get only one chance to answer.

- 100 points for every correct answer.

- No negative scoring in this round.

- No passing of questions permitted in this round.

- Time allowed to answer: 20 seconds

Round 5- Break the Code

- This round has one question for each team.

- For every hint, only one attempt to answer will be given.

- After asking the question, 3 hints will be given one after another.

- Scoring:

  - On answering the questions with 1st hint: 100 points
  - On answering the question with 2nd hint: 50 points
  - On answering the question with 3rd hint: 25 points

- Questions cannot be passed to the other teams.

- The next hint will come in force immediately in case of a wrong answer.

- Time allowed (for each hint): 20 seconds.

Note: The above rules are for the **Grand Finale Round**, before that the participating teams need to qualify for the screening round.

Coordinator: Prof. Avinash Chandra Supkar
Mob: 9389301832

SUR TARANG
SOLO SINGING COMPETITION

Get ready to unveil the singer within you in the solo singing competition. Pick any of your favourite filmy song, the stage is set for you to mesmerize the audience.

General Rules:

a) The Solo Singing Competition will have only one round.

b) The Song should be strictly a HINDI FILM SONG.

c) Mash-up of Songs is not allowed.

d) The duration of the song should not be more than 3-4 minutes.

e) Songs once started cannot be stopped or changed during the programme.

f) It is mandatory to use musical instruments/orchestras arranged for the programme. Songs without musical instruments will be disqualified.

g) The Judges' Decisions will be final and binding.

Evaluation Criteria:

- Choice of Song
- Melody
- Sense of scale and beat
- Quality of Voice

Coordinator: *Dr. Sofia Khan*
Contact – 9236089786

PAG JHANKAAR
SOLO DANCE COMPETITION

A daring platform to showcase your moves and compete against the best dancers in the region. Push your limit and set the stage ablaze. All it takes to win the title of best Dancer is your skill in the expression of energy and emotions.

General Rules:

a) Performance on Mashup song or Mix song will be not allowed

b) There will be only one round.

c) The candidates will be given Four minutes to perform.

d) Marks shall be deducted for exceeding the time limit based on the judge's discretion.

e) Participants are free to select any track of their choice for dance including film songs, folk songs and Western songs.

f) The candidates are requested to bring the track of their dance in CD or Pen drive.

g) The judge's decision will be final.

Evaluation Criteria:

- Selection of Song
- Costume
- Expression
- Overall Impact

Coordinator: Mr. Anand Prakash Dube
Mob: 9335340390

GEET GATA CHAL
ANTAKSHARI

General Rules:

a) A team will comprise of three members.
b) Only Hindi movie songs will be entertained.
b) An error of two words will be accepted.
c) The decision of the anchor will be final.
d) Until and unless the anchor points out a particular team they will not start singing the song.
e) Once started, a song cannot be changed.
f) Participants are required to sing the complete *mukhda*.
g) In case of no response, negative marks will be given. *(if applicable)*

Round-wise Rules for Finals:

1) *Chhodna Nahi Round (Two Cycles):*
   a) Marking will be +100 and no negative marking.
   b) 15 seconds to start the song.
2) *Jodi Round (Two Cycles):*
   a) Marking +100 or -50 for direct and +50, 0 or -50 for pass. Pass only to One team.
   b) 15 seconds to answer for a direct and 10 seconds in case of a pass.
3) *Visual Round (Two Cycles):*
   a) Marking +100, 0 and -50 and NO passing.
   b) 15 seconds to start the song after identifying the film name.
4) *Dhun Round (Six Dhuns)***: *Buzzer & No Passing*
   a) +100 or -100 for every clip.
   b) 10 seconds will be given after hitting the buzzer.
5) *Sudden Death (Buzzer) :*
   a) +100 or -200 for every dhun.
   b) 10 seconds will be given after hitting the buzzer.

Round-wise Rules for Semi-Finals:

1) *Gaaye Ja Round :*
   a) +50 for every complete mukhda.
2) *Situation Round :*
   a) +100 for every complete mukhda, If it is a direct question
   b) +50 for every complete mukhda, If it is a pass question
   c) 10 seconds will be given to start the *mukhda*
3) *Ulta Pulta Round :*
   a) +100 for every complete mukhda, If it is a direct question
   b) +50 for every complete mukhda, If it is a pass question
   c) 10 seconds will be given to start the *mukhda*

Coordinator: Mr. Shambhu Sharan Srivastava
Mob: 9415224645

DRISHYAM
AD AND POSTER MAKING

The activity is about bringing out the creativity of the participants. It's all about how well they can express their thoughts. The participant will have to make an advertisement in poster form.

General Rules:

- The number of participant per team is 1.
- The time duration for making the poster/advertisement is 60 minutes which will be followed by an explanation of the idea depicted to the judges.
- The Participant is free to choose the theme of the poster/advertisement. It can be for a product, service or an idea.
- Participants are supposed to carry their materials, like colours and other decorative items. The chart paper will be provided.
- There will be 1st, 2nd and 3rd prize winners in this event.

Evaluation Criteria:

- Alignment to the theme.
- Colour scheme/ combination.
- Neatness.
- Explanation.

Coordinator: **Mr. Veeresh Tripathi**
Mob.:**9415647118**

RANG KRITI
RANGOLI MAKING

General Rules:

- Time Allotted will be 1 Hour

- Space Provided will be 36 Inches X 36 Inches

- Maximum Number of Participants: 2

- Theme will be given on the spot

- Participants need to bring their own colouring & other materials.

- Stencils & Paints not allowed.

- Use of Mobile is strictly prohibited and may lead to disqualification

Evaluation Criteria:

- Theme Orientation

- Creativity

- Colour Scheme

- Presentation

Coordinator: Dr. Anju Singh
Mob: 8177077935

CODE LENS
CODING COMPETITION

The competition is about bringing out the code's logical troubleshooting ability among the participants. It will encourage participants to modulate their minds among different programming within a timeframe.

General Rules:

- The number of participants per team is 2 (each must be from an IT course).
- This event has two rounds.
- The duration of each round is 30 minutes.
- Each round consists of 30 MCQ-style questions from a mix of C, C++ and Java code programming.
- In these MCQs, teams will identify the error/ output only.
- The **first round** is a filter round through which only the Top 5 teams will be shortlisted. This round consists of 30 MCQ-style easy and moderate level of questions.
- The **second round** is the final round in which only the top 5 teams from Round 1 will participate. This round consists of a complex level of 30 MCQ questions and Top-3 teams will be selected from here.
- There will be 1st, 2nd and 3rd prize winners in this event.

Execution:

- This event will be executed on our online platform which runs in our network only.
- Each team will be allocated a system and a team number.

Evaluation Criteria:

- High scorer
- If two or more teams get the same score, then we consider the fastest submission - recorded by our online platform.

Coordinator: **Mr. Ram Gopal Gupta**
Mob.:**9839424526**

THE NEXT BIG IDEA
BUSINESS PLAN

General Rules:

1. **Eligibility:**
   - The contest is a team-based competition, open to students enrolled in undergraduate or postgraduate programs.
   - Each team must consist of exactly **Three** members.
   - Team members can be a mix of undergraduate (UG) and postgraduate (PG) students, but all members must be from the same college/institute.
   - **Only one team per college/institute is allowed.**
   - Team members **cannot be changed** after registration.

2. **Registration:**
   - All participants must register by **November 4th 2024**
   - Teams are required to submit a summary of their business idea (1-2 pages) during registration at *adharshila@smsvaranasi.com*

3. **Submission Guidelines:**
   - The complete business plan must be submitted by **November 8th 2024** in PDF format.
   - The plan should be no longer than 15 pages, including appendices (if any).
   - Plans must be original and not previously submitted in any other competition or implemented commercially.
   - Failure to meet submission deadlines will result in disqualification.

4. **Presentation:**
   - Teams will have 10 minutes to present their business plan, followed by a 5-minute Q&A session with the judges.
   - Presentation slides must be submitted 24 hours before the event. - The use of multimedia and visual aids is encouraged.

5. **Language of Presentation:**
   - All presentations must be conducted in **English** only.

6. **Confidentiality:**
   - Participants are responsible for protecting the confidentiality of their ideas.
   - Judges and organizers will not disclose or use the ideas outside the contest.

7. **Dress Code:**
   - All participants are required to wear formal business attire during the presentation.
   - Failure to adhere to the dress code may result in a deduction of points.

8. **Code of Conduct:**
   - Teams are expected to maintain professionalism and respect toward other participants and judges.
   - Any form of plagiarism or unethical behaviour will result in disqualification.

Evaluation Criteria:

1. Innovativeness (20%)
- Uniqueness of the idea and the potential to stand out in the market. - How creative and forward-thinking is the solution?

2. Market Viability (20%)
- Understanding of the target market and customer segments.
- Is there a clear demand for the product or service? - Market research and competitive analysis.

3. Business Model (20%)
- Clarity of the revenue model and financial projections.
- Feasibility of the business operations and scalability. - Cost structure and pricing strategy.

4. Execution Strategy (20%)
- Realism and practicality of the execution plan.
- Milestones, timelines, and resource requirements.
- Identification of potential risks and risk mitigation plans.

5. Team Capability (10%)
- Expertise and roles of team members.
- Ability to execute the plan based on skills and experience.

6. Presentation & Communication (10%)
- Clarity, organization, and persuasiveness of the presentation.
- Effective use of visuals and data to support the business case.

File Naming Conventions:

1. Registration Summary:
- **Format:** [College/Institute Name] _RegistrationSummary.pdf
- **Example**: SMSVaranasi_RegistrationSummary.pdf

2. Business Plan Submission:
- **For**mat: [College/Institute Name] _BusinessPlan.pdf
- **Example:** SMSVaranasi_BusinessPlan.pdf

3. Presentation Slides:
- **Format:** [College/Institute Name] _PresentationSlides.pdf
- **Example:** SMSVaranasi__PresentationSlides.pdf

Guidelines for File Names:
- **College/Institute Name:** Abbreviate if necessary to keep the name concise. - Underscores should be used to separate sections of the file name for clarity.

*Coordinator***: Prof. Amitabh Pandey**
Mob.**:9506034099**

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