

Shaurya 2020

REGISTRATION FORM

Name of the college:

Name of the faculty guide:

Name of the brand selected:

Sl. No.	Event	Name of the participant	Mobile No
1	ULTIMATE CMO		
2	BIZ-2-QUIZ		
3	BRANDBAAZ		
4	CHITRAKALA		
5	NAVYATA		

P.N.: The group size should not exceed 10 numbers of participants

After filling this form please scan this copy & send to shaurya2020@koustuvgroup.ac.in

Principal

A STATE LEVEL B-SCHOOL MEET

(BRAND EXHIBITION)

Organiser - Koustuv Business School (KBS), Bhubaneswar

KOUSTUV Group of Institution is India's leading educational group providing Management and Technical professional courses. We are a 20 year old institute and our management wing Koustuv Business School(KBS) is organizing its flagship event "SHAURYA – 2020" to strengthen youth involvement in academic activities.

SHAURYA-2020, the annual B-School fest of Koustuv Business School will be organised on 13 -14th February, 2020. The event is an amalgamation of technical, business, cultural and literary events, all curretted to encourage and develop the next generation. To make this event the best of its kind, we have partnered with some of the biggest names in the industry who have assured to witness "SHAURYA – 2020" events with their presence.

For further Details, Guidelines and Registration, Please Visit our website www.kbsbbsr.ac.in. This would be an exuberant opportunity for students and academicians to showcase their talent and win cash prizes. Corporate representatives can witness the future manager's brand representation leading to academia-corporate bond.

1. THE SHAURYA – CHAMPION

We will be announcing The SHAURYA - 2020 Winner and Runners up on the basis of overall performance during the entire event.

2. **ULTIMATE CMO** – The Ultimate Chief Marketing Officer will make a presentation of the brand and its strategy since inception.

3. **CREATURA**: It's the most creative stall decoration along with strategic brand analysis and designing an unique brand exhibition through various chart papers and other inputs.

4. **BRAND BAAZ (AdMad Show)**- The participants will display an AdMad show for their respective brand executing USP and brand positioning along with various media strategies.

5. CHITRAKALA (Face Painting/Mascot Creation): The participants will exhibit their respective brand and its logo through face painting. They may create a MASCOT for promoting their brand.
6. BIZ-2-QUIZ (Brand Quiz)- The participants will participate in a brand quiz related to our portfolio of brands supplied to all participants.
7. NAVYATA (Ramp show)- The participants will exhibit and promote their brand by participating in a ramp show.
8. RANGARANG (Cultural Program) – This cultural event will be played by our MANAGEMENT students.
9. Most INNOVATIVE B-SCHOOL – We will recognise the most innovative B-School on the basis of overall performance.
10. Most INNOVATIVE MANAGEMENT GURU – KBS will also recognise the most innovative MANAGEMENT GURU for this event as students can't perform without the guidance of a management guru.

GENERAL RULES AND GUIDELINE.....

1. Registration should be done within 8th of february.
2. Two student associates from our college will coordinate with college.
3. The participants should be present in the college by 1.30 pm
4. The participants will bring their own equipments and accessories (cd, pendrive, stationary for decoration, chart papers, projector for advertisements, wardrobes for rampshow etc.)

PROGRAMME ON 13TH FEB...

1. The Ultimate CMO: Presentation on brand evolution of their respective brand Time – 10 minutes
 - a. Maximum No. of participants – 1
 - b. Reporting time – 2.30 PM
 - c. Participant will use power point to present his or her topic

2. CREATURA: It's the creativity of each participant in decorating their stall and exhibiting their brand strategies through visual and audio appeal.
 - a. All the participants
 - b. Reporting time – 1.30 PM
 - c. Participants will use all sorts of promotional inputs from the company, chart paper designs, innovative concepts, projector for advertisements, management games to attract audience, selfie zone for their brands etc.
3. CHITRAKALA (FACE PAINTING/MASCOT) – Brand presentation through face painting and creating a mascot for their respective brand.
 - a. Maximum participant – 2
 - b. Reporting time – 4 PM
 - c. Participants will be supplied with colours for face painting. But for Mascot creation they need to use their own resources and can prepare their mascot beforehand.

PROGRAMME ON 14TH FEB...

1. BIZ-2-QUIZ : It's a brand quiz related to their assigned brands. We will cover the whole portfolio of brands supplied to the participants.

Reporting Time: 10 am

- a. Maximum number of participants - 2
- b. The decision of the quiz-master will be final and will not be subjected to any change.
- c. The participants shall not be allowed to use mobile or other electronic instruments.
- d. The questions shall be in the form of multiple choice, True / False statement, Specific-answer question etc.
- e. Replacement of any participant of a team is not allowed after registration

2. BRAND BAAZ: AdMad show to create positioning strategy along with media plan
Reporting time: 12 Noon

- a. Maximum no of participants : 4
- b. Time duration: 5 Minutes
- c. Participants may use HINGLISH to create advertisement

LUNCH: 2-3 PM

3. RANGARANG: Cultural program by KBS students

Reporting Time: 3 PM

4. NAVYATA: Ramp show for brand promotion

Reporting time: 4.30 PM

- a. Two participants per college
- b. Time limit for every team would be 5 minutes (Including setup and the performance both)
- c. Theme for fashion show is their own branding strategy
- d. Should carry their tracks in C.D, pen drive etc.
- e. Vulgarity is strongly prohibited. Any form of obscenity will lead to debarring the team from the contest.
- f. Use of cigarettes, alcohol and any unfair means is strongly prohibited.
- g. Teams will be judged on costumes, theme, walking stance and attitude.
- h. Decision of the judges will be final and binding.
- i. Teams have to bring their own props.

5. VALEDICTORY CEREMONY