



INDIA'S BIGGEST RURAL TECHNICAL FESTIVAL

antahpragnya 2020

### **DEPARTMENT OF MANAGEMENT**

The department of management brings the following contests for RGUKT students as a part of ANTAHPRAGNYA2020. The main theme of conducting these events is to enhance the creativity and innovation skills of the students and to inculcate the entrepreneur qualities in them.

#### **1)ADVIE-2020:**

In this event, students are asked to make a creative advertisement video (concept should be related to products) which should have a length in between 30sec-2 min.

The best videos will be played in the SAC and in Cultural event time in Satavahana ground.

And the BEST will be rewarded with 500 /- cashprize.

**Note:**Required 5 members in the group.

Link for registration:[bit.ly/ap2020advie2020](http://bit.ly/ap2020advie2020)

**Submission date and contact:**26-Jan-2020 to 9550652720

#### **2)Business plan:**(Maximum of 3 members in group)

Students are asked to come up with new innovative business plan and they should make the presentation on the idea they have.They have to make a ppt and it should be presented in front of the judges.

The best business plan will be given the reward of cashprize **5000/-**.

Venue:AB-1 auditorium

**Date:**1-Feb-2020.

**Time:**2pm-5pm

**Entry fees:**50Rs/-

**Link for registration:**[bit.ly/ap2020bussinessplan](http://bit.ly/ap2020bussinessplan)

#### **3)Creative Poster presentation:**(Max of 2 members in one group)

Any new creative posts related to management, Social awareness are taken.Come up with poster which depicts the facts related to management sector.

The best poster would be selected among all the posters and it is rewarded.

**Last Date of Submission:** 26-Jan-2020 to 9550652720

**4)Case analysis:** The students are asked to solve the cases related to management and business that are provided to them on the spot. The creative skills of the students are tested and marks are given according to the solving methods and strategies of the students.

**Date:** 1-Feb-2020

**Venue:** AB-I auditorium

**Time:** 11am onwards

A group of 3 members are acceptable.

**Link for registration:** [bit.ly/ap2020caseanalysis](http://bit.ly/ap2020caseanalysis)

Prize money-5000/-

**Instructions to be followed:**

- 1) Do not use Internet business plans for presentation. Any type of plagiarisms are not encouraged.
- 2) If any advertisement found similar to the one existing already, it would not be taken into consideration.
- 3) The posters that is prepared by students should convey a message for the society.

**5)Business Stalls(Who wants to be the BUSINESSMAN of 2020 RGUKTB?)-Earning by learning:**

On the three day fest, students are free to show case their entrepreneur skills on this platform of ANTAHPRAGNYA2020. To get into the event, just register here in the given link. A group of max 3 members are allowed for each stall. Come up with the products you wanted to sell in the campus on your own and you are welcome to sell them at your own price. The more you sell, the more profit you get. The best seller is given the momento and certificate. The participants will also get the certificates. Antahpragnya requires 20% of the money you have earned on each stall.

**Registration link:** [bit.ly/ap2020businessstalls](http://bit.ly/ap2020businessstalls)

**Venue:** AB-I block

**Time:** All 3 days of fest

**Last date for registrations:** 26-Jan-2020.

**Instructions:**

- 1) Only students of the campus have to sell the products.

2)Students who have registered can bring the products on your own to the campus after Pongal vacation.

3)The products that students wanted to sell should not contain eatables.