



## **CHANKYA'S DILEMMA**



**Genesis, E-cell ISM Dhanbad presents**

**A Case study,**

**a chance to showcase your managerial skills!**

Case study, one of its kind to inspire young minds into realizing their dreams. Just managerial skills will not suffice to take you through though; only technically viable analysis will get the job done here. Analyse problems from different viewpoints and unleash your analytical skills. Giving a management perspective to the technical festival, this event is all set to be the highlight of E-summit 2k14 as well as Concetto 2014!!

### **GENERAL Rules:**

- Team Size: 3
- This event will be held in 3 stages.
- The first stage will be online while the second and third will be held during Concetto at ISM Dhanbad.
- The problem statement of case study has been uploaded on <http://genesiseccell.com/#esummit1>
- Send your solution with subject "CASE STUDY" to any of [genesis@ismu.ac.in](mailto:genesis@ismu.ac.in) or [genesiseccell.ism@gmail.com](mailto:genesiseccell.ism@gmail.com) by the last date of submission.
- Teams can be formed of student belonging to different branches as well as colleges.

### **STAGE 1:**

- In this stage the teams are required to submit a comprehensive solution to the case. They have to submit the solution in a PDF format or word document format.
- All submissions must be done before 15<sup>th</sup> October, 12:00 P.M.
- Short listing will be done on the basis of this round.
- 10 teams will qualify for next stage.
- The details of the team members must be properly mentioned (Name, college, e-mail, contact no etc.)



### **STAGE 2:**

- This is a presentation round.
- Teams will discuss their solutions exhaustively and present the salient features to the judges and other teams giving justifications wherever necessary.
- The presentation time for second round is 10 minutes and 5 minutes for questions by judges and other teams.
- 5 Teams are shortlisted for the final round.

### **STAGE 3:**

- This is the final round, 5 teams will qualify for this round.
- Teams will be facing 'Dynamically Changing' situations, in the form of questions to be asked by panel.
- This is followed a panel discussion and the most feasible solution is adjudged the winner followed by first runner-up and second runner-up.

Example for saving your files: NAME\_College\_Teamname  
[Only name of one person/team leader is required.]

Form teams of three and get ready to participate in an enthralling competition to find the potential in you.

Are you the chosen one?

**For queries, contact:**  
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