

NU-CIIE
presents
Case Study Competition!

Hey Everyone!

The Entrepreneurship Cell (NU-CIIE) brings to you the **1st edition of the Case Study Competition**, (Case attached below).

A unique event where you get a chance to **ignite your mind** and **solve the given case** using your innovative ideas!

The game is simple: -

***Anyone can participate!**

Phase-1:

- **Register** your team (min. 2 members and max. 4 members allowed per team). **Its Free!!** here: <https://goo.gl/forms/0X1FPuYvDvzN30893>
- Go through the case and the questions alongside it.
- **Submit** a **Brief-Summary** of your **ideas/solutions** (Max 500 words) here: <https://goo.gl/forms/8L2av150KEt8UN4r1>

***Best teams will be short-listed for Phase-2 based on the ideas/Solutions submitted by them.**

Phase-2:

- **Shortlisted teams** have to give a **PowerPoint Presentation** to explain their **idea/Solution** in front of the **judges** (10 min per team).
- Questionnaire round by the judges; to make it a bit interesting.
- **Final Results** announcement.

***Prizes to be given in the following week.**

Why should you participate?

- To experiment with your ideas and **test your problem-solving skills!**
- **Digital Participation Certificate** to all participants of phase 2; you can add it to your CV :)
- **Certificates for Winner and 1st runner-up teams** and **exciting prizes** worth **Rs.2500** ;)

- **Semi-formal attire** for your presentations; yeeee!!
- Presentations after Lunch; so that you sleep, eat and prepare well! :)

Important dates for you: -

- **Team Registration and Idea Submissions open till Thursday March 15, 2018 9pm.**
- **Results** announced for **Phase-1** before **Friday March 16, 2018 afternoon.**
- **Sunday March 18, 2018 Final Presentation 3-5 pm** and results in the evening.

Judging Criteria:

- Clarity of the thought.
- Relevance to the case.
- How realistic and practical is your idea.
- Remarks by the judges
- Winner will be decided after combining the scores of Phase-1 and Phase-2.

More bigger events with more exciting prizes coming soon!

So, get ready and participate now!!

We are indeed looking forward to your participation!

Cheers and regards,
Team E-Cell

PS: Your participation keeps us going and plan bigger and better events.