



MARKFEST 2020

Rebel 4 Life

INTER-INSTITUTIONAL MARKETING CARNIVAL

(Event Details and Guidelines)



COLOR IT GREEN

(FACE PAINTING)



Do the world a loving favor and show it the change you can make. Main aim of this event is to showcase the skills we carry for nurturing our mother earth.

RULES AND REGULATIONS:-

- Team Event :- Maximum 2 participants in each team.
- Team should carry their own colors, brushes etc.
- Painting should be related to the theme of the event i.e. environment friendly.
- Time limit is 60 minutes.
- Participants will be judged on the basis of creativity, innovation and design.

STUDENT COORDINATOR:

Sourav Verma : 7011363603

Adarsh Aman : 9852947202

ECO FRIENDLY MOMENT

(NEW PRODUCT)



It is difficult to grapple with once on impact on the environment but the change has to start on individual level to implement any environmentally conscious change on global basis. Students have to come up with innovative ideas and showcase it through the presentation and can carry dummy product with themselves changes in the existing product or innovation are welcomed.

RULES AND REGULATIONS:

- Team Event :- maximum 2 members.
- Product category should be decided by the team.
- Prototype to be created in advance by each team and has to be carried for presentation.
- New brand elements can be added to existing products.
- 8-10 minutes will be allotted for presentation.
- Judgement on basis of innovation along with the strategy and the market potential of the product.

STUDENT COORDINATOR:

Apurv Raj : 8448102948

Shaun Mathew : 8929683124

BRAND BOOSTER

(FRAMING PUNCH LINE)



A strong punch line can drive more clicks to the product where weak one can send traffic away. The event is all about creating and innovating punch lines for making your product more appealing in the crowd.

RULES AND REGULATIONS:

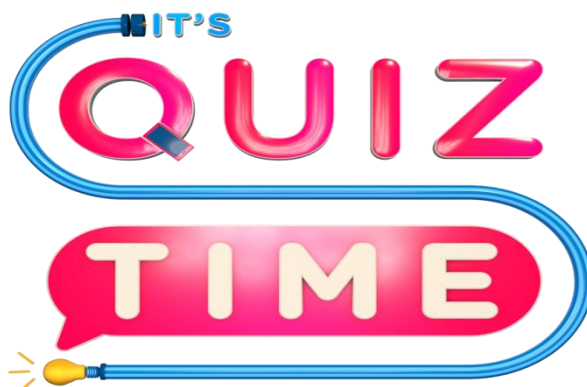
- Individual participation.
- Brand will be given on the spot.
- Time duration will be 5 minutes i.e. 300 seconds.
- Participants has to frame the different punch line for the existing products that will be given.
- Judgement will be on the basis of creativity, innovation.
- Negative punch line should not be there.

STUDENT COORDINATOR:

Akhil Pandey : 8126687091
Tanvi Kaushik : 8447295466

BRAND LENS

(QUIZ)



If opportunity doesn't knock, build a door.

Games are won by players who focus on the field not by those whose eyes are glued to the scoreboard. Have the courage to be different, get comfortable being the odd one out and participate in the quiz of marketing to upgrade yourself and showcase your skills.

RULES AND REGULATIONS:

- 5 teams will go to final stage after screening.
- Each team consist of 2 participants
- There are total 4 rounds.
- Details about screening process will be communicated by event coordinator .

STUDENT COORDINATOR:

Aditya Tyagi : 8445043297

Medha Bharadwaj : 8874875304

BUSINESS HAAT

(Shopping Carnival)



Student Coordinators: It will provide the students a platform to understand the various operational aspects of business by running a stall/kiosk during the event, an earning while enjoying. The event is all about a live exposure to all the participating teams to understand the intricacies of business and achieve operational efficiency of the same.

Registration fee – 500

Last date of registration – 26th jan 2020

RULES AND REGULATIONS:

- 15 stalls will be allotted in total in various categories like Food Stalls, Handicraft and others.
- Registration will be done on **First Come First Serve** basis.
- On the 1st day of the fest at inaugural of business haat 1 minute will be allotted to the participants to promote their respective stalls.
- Stalls will be judged on basis of:
 - ✓ Innovation and creativity of the idea
 - ✓ Presentation of the stall
 - ✓ Cleanliness
 - ✓ Crowd pulling and management
- There will be attractive cash prize for the winners.
- Outsourcing of resources is not allowed failing which participants will be disqualified.
- A brief detail of the business idea to be submitted along with the registration form.

Student Coordinators :-

Nitin Sharma – 8882609019

Vanshika singh -- 96254617617

COLOR YOUR BRAND

(Digital RANGOLI)



Make art like you don't need to prove anything. Every minute spend, painting you are learning, growing skills. This event is all about displaying colorful art pieces in a attractive way through online or offline mode.

RULES AND REGULATIONS:

- Team should consist maximum 4 members.
- Theme :- eco friendly, green, social & digital.
- Judgement will be on the basis of innovation in existing brand keeping in mind the environment friendly concept.
- Participants has to bring their own materials (like dry colors, flowers etc.)
- Time duration 90 minutes.

Venue – Lab 1, First Floor.

STUDENT COORDINATOR:

Sumit Kumar : 9709407603

Sheepa Rani : 9773880535

Somya Singh : 9523048107

MARK SENSE



Marketing is one of the important aspects of the business. No organization can sustain itself in this competitive world without doing proper marketing communication . Selling is another important aspect of marketing. So if you believe you have the potential to sell anything by way of communicating well, Mark sense appeals you to be a part of this gala event and get a chance to showcase your inborn communicating and selling talents.

RULES

- Each group of participants will be provided a product for which they will have to make video advertisement.
 - The participants have to convince the people present in/outside the campus to make a 1 minutes video advertisement of the product.
 - Mode of communication will be English.
 - Note: Performance will be evaluated on the basis of their body copy and marketing strategy shown in advertisement.
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- A team can have minimum 2 and maximum 5 members
 - Initial shortlisting of teams will be on the basis of first round
 - Time duration for making advertisement is 2hrs
 - Preparation timing on the basis of their advertisement is 20 minutes.
 - Teams would be registered on the spot

Student Coordinators:

Nitin Sharma -8882609019