

AMITY GLOBAL
BUSINESS SCHOOL | CHENNAI
ENTREPRENEURSHIP DEVELOPMENT (ED) CELL

PRESENTS

INTER-COLLEGIATE PROGRAMME



E-STAR
2024

SPARK YOUR ENTREPRENEURIAL JOURNEY

CREATE • INNOVATE • BUILD • INSPIRE

Friday, 20th September 2024

AD-MAD

Unleash Your
Creativity

THE AMITYVILLE QUEST

Decipher & Conquer

DRAGON 'S DEN!

Battle of Brains

THE CREATIVE CLASH

Outwit, Outlast,
Outplay

RSVP: _____

Dr. C A VENGADAMANI
Director, AGBS Chennai

Dr. P. K. HEMAMALINI
Coordinator

Prof. E.RADHIKA
Coordinator

Prof. K. SARANYA
Coordinator

Mr. CHANDRAMOULI
Marketing Manager

Student Co-ordinators: **Ms M PRENA**
9344304447, Convener

Ms E. SHERIN
9600076565, Co-convener

Ms S SRIYA
9445128386, Co-convener

Registration link

https://docs.google.com/forms/d/e/1FAIpQLSdraGQYs-hFEzua2ZEj5w12OL9eVI5V_4z6adUN-L4jBQ9eg/viewform?usp=sf_link



Last date of Registration: 16.09.2024 • Acceptance communication: 18.09.2024

ABOUT US

Amity Global Business School, Chennai is one of the established Business Schools, located at the heart of Chennai, part of Amity Education Group, the students gain knowledge from our experienced faculty members and an excellent Industry Academia connect. We teach the concepts of management through the latest case studies authored by Faculty. We conduct soft skills training to enhance the employability of our students. Our curriculum is updated periodically to match industry expectations. We provide a conductive study atmosphere for our students with quality infrastructure such as fully Wi-Fi campus, Air-conditioned classrooms, Resourceful Library and a Seminar hall.



ABOUT ED CELL

Amity Global Business School, Chennai - Entrepreneurship Development Cell is to foster and nurture strong Entrepreneurial Spirit and Culture among the students. The activities of our ED Cell are to organize Entrepreneurship Awareness Camps, Entrepreneurship Development Programs and Collaborative Programs both in the In-house and Inter-college level (National and International level). Such vocational/domain specific Entrepreneurial Training/Entrepreneurial Mentoring programs and Industrial-Institute-Interaction (Triple-I) programs, that enable the Entrepreneurial skill-sets, Entrepreneurial Leadership, Entrepreneurial Motivation, Entrepreneurial Communication and Professional Networking with Stake holders. (Association with financial &technical institutions, industry experts, entrepreneurs and investors)



ABOUT OUR ED PROGRAMME

E-Star 2024: "Spark Your Entrepreneurial Journey"

Are you a management student brimming with innovative ideas and a hunger to make your mark on the world? Then E-Star, our flagship event, is your launchpad! This exciting program goes beyond just a competition. It's a comprehensive entrepreneurial quest designed to ignite your passion, refine your skills, and propel your business dreams into reality. Whether you're single with a groundbreaking concept or a team of collaborators crafting the next big thing, E-Star provides a supportive environment to nurture your entrepreneurial spirit and compete for exciting opportunities. Join us on this journey of innovation and discovery, and transform your entrepreneurial aspirations into tangible success!

PROGRAM SCHEDULE:

DATE	20/09/2024
REGISTRATION	8:00 AM - 9:00 AM
INAUGURATION	9:00 AM - 9:50 AM
AD-MAD	10:00 AM - 12 NOON
THE CREATIVE CLASH	10:00 AM TO 12 NOON
LUNCH BREAK	12:00 PM - 1:00 PM
THE AMITYVILLE QUEST	1:00 PM - 3:00 PM
DRAGON'S DEN!	1:00 PM - 3:00 PM
VALEDICTORY	3:00 PM - 4:00 PM

GENERAL GUIDELINES

1. Each participant should carry identity proof.
2. Students who would like to take part in the events can register online before the date of the event.
3. On the spot registration is also allowed.
4. Students are expected to exhibit Professional behaviour.
5. Participants must appear in complete formal attire on the day of the event.
6. The judge's decision is final.
7. Participants should go through event rules and adhere to the specifics.
8. A participant can participate only in one event at a time. Replacement of any participant of a team is not allowed after registration
9. Participants are not restricted to participate in any number of events if the Timings don't clash.
10. All the events will commence at the scheduled time. Punctuality will be appreciated.
11. If any changes with regard to time it will be informed via Whatsapp or email.
12. Rules are subject to change at the discretion of the management/ organizers.
13. Criteria for the overall championship include participation in maximum number of events as well as the total scores obtained in the competition

Note: All the participants are required to register for participation. They can register through the Registration Link provided. Any clarifications for the event's rules and guidelines, contact: Ms. Prerna M - 9344304447

AD-MAD : UNLEASH YOUR CREATIVITY

Think you have what it takes to be the next advertising guru? Step into the Ad-Mad arena! This fast-paced competition will challenge your creativity and marketing skills. Develop a winning campaign within a limited time frame, pitch it to a panel of judges, and convince them your product or service is unique and the best.



GUIDELINES

- 1. Participants – 3 members in a team**
- 2. Duration of the event – 2 hours**
- 3. ROUND I – Revamp Rumble :** Choose a past marketing campaign that flopped. Analyze the campaign's flaws and its key issues to develop a plan and revamp the old advertisement to revive the failed campaign and turn it into a success story. Each team will have to mail the presentation /Video three days before the event. The duration of the video should not be longer than 2.5 minutes. Teams should present the video on the day of event followed by a Q & A session. All materials used during the presentation should be original work created by the team. In case of Any plagiarized material, team will be disqualified from the competition.
- ROUND II – Ad Blitz :** Teams will be presented with a Product or service. Within a definite time frame, Teams will need to develop a short marketing campaign/Ad and present their ideas in a creative and engaging manner.. Use of props, visuals, and storytelling is encouraged.
4. All Participants are required to bring their own Laptops

STUDENT COORDINATORS:

Swetha Shree - 978994950 | Shravani V | Sanjeev

CREATIVE CLASH

OUTWIT, OUTLAST, OUTPLAY



Calling all creative minds! Unleash your ingenuity and imagination in Creative Clash. This high-energy event will pit teams against each other in a series of creative challenges. Brainstorm, design, and build your way to victory as you showcase your unique talents and approaches.

GUIDELINES

1. Participants – 3 members in a team

2. Duration of the event – 2 hours

3. ROUND I – The Map Mania

Each team will receive several cryptic clues which should be decrypted by the participants on spot. Team that finds the maximum keys, qualifies to the next round.

ROUND I I – Unlock & Unfold: Teams will be asked to design and create a functional & Innovative product on the spot using any 3 types of waste materials only, which the team can carry. Necessary stationery can be brought. Usage of unauthorized material will make the team disqualify. Each team will be given 2 minutes to explain the product's purpose and design after completion.

ROUND I I I – The Reverse Engineering Race: Each Team will receive a Pre-assembled object. The Participants should Disassemble the object and reassemble it in its original State. The use of any electronic devices for guidance is prohibited.

STUDENT COORDINATORS:

Pragyaa Saha - 9566217052 | Dhanishka Kotari . S | Maheshwari



DRAGON'S DEN

BATTLE
OF
BRAINS

Do you have a brilliant business idea but need the resources to make it a reality? Then step into the Dragon's Den! This event puts you face-to-face with the "Dragons," a panel of experienced investors. Present your pitch, impress the Dragons with your vision and passion, and secure the funding to turn your dream into a thriving enterprise!

GUIDELINES

1. Participants: 3 members in a team .

2. Duration of the event - 2 hours

3. ROUND I – Brain Budgeting

The Detailed rules for round 1 will be explained at the time of the event

ROUND II – Crowd-funding

Each team will have to bring up an innovative Business Idea . Teams will be given 5 minutes to present their Crowd funding strategy. Use of electronic gadgets during the event is strictly prohibited. Judge's decision will be final

4. Participants are not allowed to use pen, paper & calculators.

5. Participants are requested to strictly adhere to the timings

STUDENT COORDINATORS:

Sowmiya KP-9025516248 | Niaz - ul - Fayath | Mithilesh

THE AMITYVILLE QUEST-DECIPHER & CONQUER

Put your analytical skills to the test in Decipher & Conquer! This event will challenge you to unravel cryptic clues, navigate challenges, to emerge victorious. Work together with your team to crack the codes, conquer the obstacles, claim ultimate glory!

GUIDELINES

- 1. Participants – 3 members in a team**
- 2. Duration of the event – 2. 5 hours**
- 3. ROUND I – Decoding**
ROUND II – Charades Chaos
ROUND III – Surprise Round
- 4. Judge's decision will be Final**

STUDENT COORDINATORS:

Pratham-9443095933 | Avadhi R | Gopika