



InQube™  
2023

**QUEST FOR LEADERSHIP  
IN SUSTAINABILITY  
& INNOVATION**

## ABOUT InQube™

InQube is the annual business-themed competition hosted by the School of Management and Entrepreneurship (SME) at Shiv Nadar Institution of Eminence (IoE). It is an eagerly awaited event that showcases the world of knowledge from business and entrepreneurship. Combining the excitement of several rounds of business quiz with the practicality of real-world simulations, debates and ideathons, this competition challenges participants to showcase their knowledge of various business concepts, market trends, and economic principles. With a diverse range of challenges, participants are pushed to think critically, develop strategic plans, and present their ideas in a competitive environment. The competition fosters collaboration, networking, and mentorship opportunities, enabling students to learn from the intellectual pool of Shiv Nadar IoE and also from industry. Through this event, the University aims to nurture talent, inspire creativity, and foster a spirit of entrepreneurship that will shape the future of the business world.

Emphasizing the triple bottom line – people, planet, and profit; industries of the 21st century are in a dilemma to strike the perfect balance between business and sustainability : profit and responsibility. Shiv Nadar IoE being an active participant in achieving Sustainable Development Goals (SDGs), it guides industries and societies alike to integrate sustainable practices into their core operations. Let's witness the inspiring collision of commerce and consciousness in InQube 2023 with the theme of 'Sustainability & Innovation'. Together, with you, we'll pave the way for a greener and more prosperous future.

### Visibility and Recognition: The Rewards of InQube 2023

National recognition of talents

Life-long association with the brand InQube and Shiv Nadar IoE

Prize money worth ₹ 5,00,000

 10,000+  
Participants

 2000+  
Colleges

 36  
States &  
UTs

 50+  
Cities



# DEAN'S MESSAGE

We, at the School of Management and Entrepreneurship (SME), firmly believe that competition constitutes the bedrock of innovation. In line with this thought, SME launched InQube to stimulate innovation-driven entrepreneurial mindset, business acumen and strategic thinking amongst future leaders. This unique platform enables bright young minds to leverage their tenacity, problem-solving skills, and innovative approach to create a niche for themselves in a competitive ecosystem among equals.

Conceived as an innovative and interactive business-oriented competition, InQube provides a fascinating exchange and evaluation of knowledge and ideas, intelligently packaged in a series of exciting competitive rounds. More importantly, it offers an opportunity for aspiring entrepreneurs to network with a cohort of like-minded participants and captains of the industry. This year, InQube is designed around the critical agenda of Sustainability & Innovation. The event will unleash the young aspirants' consciousness around the importance of balancing profits, people and The Planet.

Shiv Nadar IoE envisions itself as a nurturing ground for people who will shape what tomorrow will look like. We offer high-quality, action-oriented and experiential business education in an increasingly globalized business world. Personally, my vision for SME is to challenge and merge the polarities of academic theory and practical business, while ensuring that theoretical rigour is appropriately blended with critical thinking across all our programs.

*Dr. Bibek Banerjee*

Dean, School of Management and Entrepreneurship  
Dean, Academy of Continuing Education  
Director, University Strategy and Planning  
University Professor of Marketing, Strategy and Economics

Ph.D. Purdue University, USA



# THE CONTEST OVERVIEW



InQube 2021  
ANNUAL BUSINESS QUIZ AND SIMULATION

TEAM 8

## STRUCTURE

InQube 2023 has two entry points:

### Off-campus Rounds across India (Offline)

The InQube Team will travel to different reputable institutions to organise the quiz on their campus and the winning team is offered a special entry to the national-level quarterfinals that will be held at Shiv Nadar IoE, Delhi NCR campus

### Zonal Rounds (Online)

The whole country will be divided into four zones, namely, North, South, East, and West. Winners from each zone will enter the national-level quarterfinals that will be held at Shiv Nadar IoE, Delhi NCR campus

- The event shall kick-start digitally and end as an on-ground event.
- InQube 2023 is a national-level event, targeting undergraduate students from all colleges and universities.
- The key focus of the contest is to identify India's young talent and reward them.
- The contest will challenge the participants on various fronts, including their innovation skills, critical thinking, knowledge of business concepts, and problem-solving around this year's theme; Sustainability & Innovation.

[Register Now](#)



InQube  
2022

ANNUAL BUSINESS QUIZ & SIMULATION

## ■ Zonal Rounds (Online)

- Teams of two, with both participants from the same institution
- Business quiz will be held online on a video-streaming platform
- Quiz will be conducted across four zones: North, East, West, and South
- Quiz will feature questions spread across different business categories in a mixed bag format
- Top teams per zone will be selected for the national-level quarterfinals that will be held at Shiv Nadar IoE, Delhi NCR campus

## InQube 2023 - Nationals at Shiv Nadar IoE, Delhi NCR

InQube 2023 is an exhilarating nationwide competition that brings together the brightest minds from various colleges and universities across the country. Teams that have battled it out in the zonal rounds and made it to the top contenders will gather at the prestigious Shiv Nadar IoE campus to take on the ultimate challenge.

Known for its state-of-the-art facilities and nurturing environment, the Shiv Nadar IoE campus fosters innovation and excellence. It's an ideal venue to host the best minds of the nation, as they compete and collaborate to push the boundaries of knowledge and creativity.

**Travel Expense Reimbursement and Hosting:** We acknowledge that participating in a national-level competition demands dedication, passion, and often, a considerable financial commitment. In line with university guidelines, Shiv Nadar IoE campus is committed to alleviating the burden on the participants. As such, we will reimburse the round-trip travel expenses for all qualified teams who successfully advance to the Nationals. Additionally, we will also provide hosting for boarding and lodging during the event. Your hard work and dedication will be rewarded, and we aim to support you throughout your journey at the competition.

## ■ National Quarterfinals

- Quiz to be held at Shiv Nadar IoE, Delhi NCR campus
- A fast-paced buzzer round is also included
- Top teams from each zone to be selected for the National semi-finals

## ■ National Semi-Finals

- This round will be held in two parts
- Conducted on-ground at Shiv Nadar IoE, Delhi NCR campus
- At least one team member should carry a laptop

### Part A:

#### Critical Thinking Challenge

The teams will compete with each other on a particular topic of social-business significance

### Part B:

#### Business Case Challenge

The teams will work on a business case and come up with solutions to the problem faced by the business

## ■ Grand Finale

- The top teams will compete in one of the most challenging business quizzes in the country
- The top-scoring team will be declared the winner of InQube 2023

## TIMELINE

Description	Date
Off-campus Rounds across India	15 July 2023 - 30 September 2023
Zonal Rounds	15 September 2023 - 30 September 2023
National-Level Competition	06 to 08 October 2023 (tentative)



# ABOUT US: SHIV NADAR FOUNDATION

Established in 1994 by Shiv Nadar, Founder, HCL - a US\$34 billion leading global technology enterprise - the Foundation is committed to creating a more equitable, merit-based society by empowering individuals through transformational education and bridging the socio-economic divide. Over the last 29 years, the Foundation has touched the lives of over 30,000 alumni and students through its marquee institutions in literacy, K12, and higher education. Today, the Foundation has a community of over 100,000 constituents, including globally dispersed alumni and students, faculty members, corporate executives, and extended families.

The Foundation has invested ~US\$ 1 billion in its seven landmark institutions and initiatives across education and art. Over 13,000 students and over 2,000 faculty are part of the Foundation and around 21,000 strong globally dispersed alumni community.

The Foundation's students have gone to study at some of the best institutions globally, including the Ivy League in the US and top universities in other countries, including Australia, Singapore, China, and the UK. Students are also working in major corporations, including Goldman Sachs, Honda, HP, Schindler, and several others in India and other geographies. Faculty across the Foundation institutions are drawn from the best Indian and international universities, with a strong focus on research and innovation.

The Shiv Nadar Foundation pursues the philosophy of Creative Philanthropy; it is a powerful model that envisages the creation of institutions built to last and continue to impact future generations. It is an approach that allows sustained institutionalized philanthropy for long-term, high-impact, socio-economic transformation.

**SHIV NADAR**  
INSTITUTION OF EMINENCE DEEMED TO BE  
UNIVERSITY  
DELHI NCR



**SHIKSHA**  
SHIV NADAR FOUNDATION

**SHIV NADAR SCHOOL**  
Education for Life

**VIDYAGYAN**  
|| VIDYA PARAM AISHWARYAM ||

**ssn**

KIRAN  
NADAR  
MUSEUM  
OF ART

**SHIV NADAR**  
UNIVERSITY  
CHENNAI



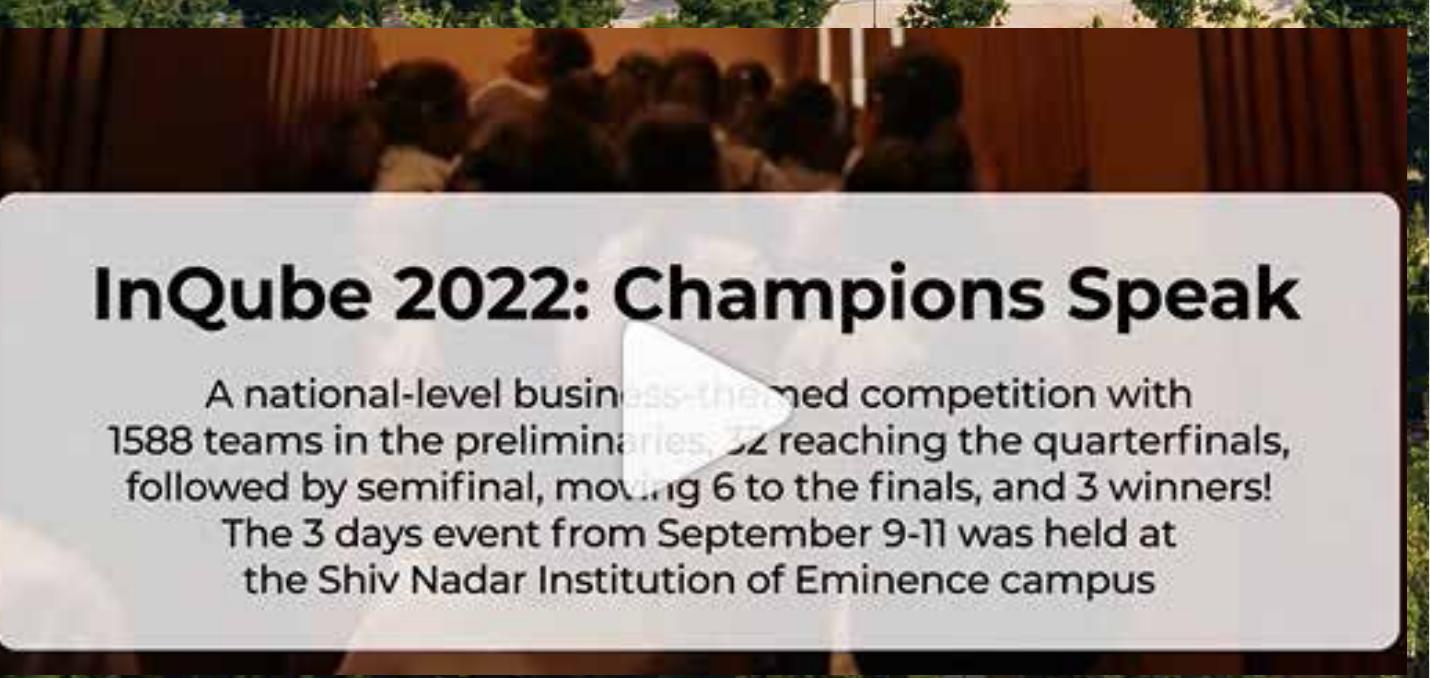


# DISCOVER INDIA'S PREMIER INSTITUTION OF EMINENCE

Shiv Nadar Institution of Eminence, Delhi NCR is a comprehensive, multidisciplinary, research-focused, and student-centric university. It was set up in 2011 by the Shiv Nadar Foundation, a philanthropic foundation established by Mr. Shiv Nadar, Founder of HCL.

Through its innovative curriculum and interdisciplinary focus, the University is bringing a paradigm shift in higher education in India. The University's source of strength lies in its distinctive feature of providing education in a broad range of disciplines and the ability to go into depth in a particular area.

Shiv Nadar IoE is built on a sprawling campus, spread over 286 acres, located in a rapidly transforming rural-urban landscape in the National Capital Region. Aiming to become a center for creating and disseminating new forms of knowledge and human creativity, the campus is an ecosystem of discovery with a plethora of living, thriving ecological diversity.



## InQube 2022: Champions Speak

A national-level business-themed competition with 1588 teams in the preliminaries, 32 reaching the quarterfinals, followed by semifinal, moving 6 to the finals, and 3 winners! The 3 days event from September 9-11 was held at the Shiv Nadar Institution of Eminence campus



Multidisciplinary  
Fostering Curriculum



Diverse  
Student Body



Focus on  
Research



World-Class  
Faculty



Open Culture  
Exchange of Ideas



Fully Residential  
Programs

# SCHOOL OF MANAGEMENT AND ENTREPRENEURSHIP

In this era of constant change and technological disruptions, it is expected for business professionals to think differently to drive innovation, respond to disruptions, create disruptions and leverage the opportunities in the VUCA (Volatile, Uncertain, Complex and Ambiguous) environment.

School of Management & Entrepreneurship (SME) has programs designed to foster the development of resilient global leaders; adept at fueling innovative, pertinent, and implementable solutions for the challenges posed by the new digital economy of the future. The unique pedagogical approach at SME equips students to manage continuously emerging challenges in the VUCA environment. The approach is an amalgamation of advanced knowledge, a blend of academic learning and practical experience, and a multicultural openness and corporate dialogue. The school challenges conventional wisdom, transforms careers, and empowers the students to be the catalyst of social change.

Empowering Professionals for a Disruptive and Innovative Future



**Think  
Differently**



**Foster  
Development**



**Unique Pedagogical  
Approach**



**Challenge Conventional  
Wisdom**



**Manage Emerging  
Business Challenges**



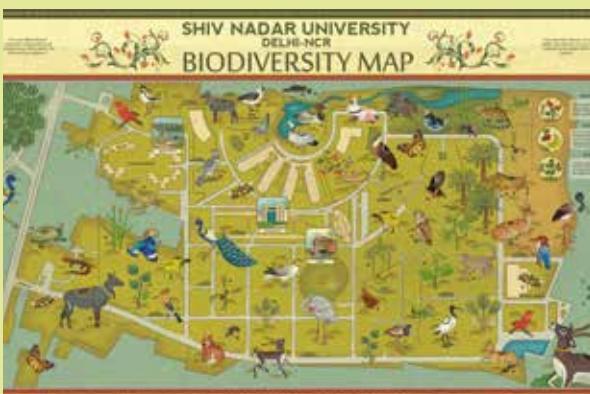
# OUR COMMITMENT TOWARDS SUSTAINABILITY & INNOVATION

We are fully committed to the UN Sustainable Development Goals and to protecting biodiversity. These are integral to our core academic mission and institutional practices. Almost every department of the university offers courses on sustainability and has faculty members engaged in research in these topics. Two of the priority research areas for the university are Environment and Energy. We are extremely fortunate to have the university's 286-acre biodiverse campus which serves as a "living lab". An abundance of 10,000 trees, 700 unique plant species, 125 bird species, and much more. In addition to preserving our campus's biodiversity, we have taken significant steps towards environmental sustainability. It includes solar initiative, the sewage treatment plant, composting of biowaste, and energy conservation measures.



Teaching and Research on Sustainability

At Shiv Nadar IoE, every student is educated in sustainability. All undergraduate students take a core group of common courses which includes an Ecology and Environmental Sciences component. Research on sustainability is also extensive, with Environment and Energy being two of the university's priority themes.



Biodiversity on Campus

Spread over 300 acres, the campus is a rich habitat of flora and fauna. We have recorded over 250 plant species including unique plant species like the Horsetail from the Jurassic era. Over 95 percent of plant diversity on campus possesses medicinal values.

## Sustainability Initiatives

The University practices sustainability in every way possible: saving energy, water, and paper; reducing food wastage; increasing the use of alternative energy; running sustainable transport; planting trees, and much more. A unique, community-led, organic food initiative on campus is also under development.

Leading by example, the University has set up infrastructure to promote the use of solar energy. The University has a very audacious plan to increase its solar power production to reduce the use of non-renewable sources. As part of this initiative, the University will increase its solar energy production to 1150 KW by 2023-end.

### Food waste management and organic food on campus

### Water conservation

### Solar energy

### Energy saving strategies

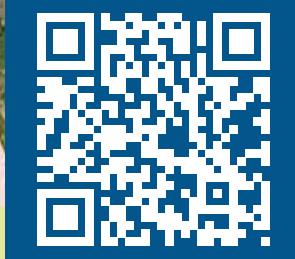
### Sewage treatment with latest technology

### Sustainable buildings

### Carbon footprint



SCAN TO READ OUR SUSTAINABILITY REPORT



**UN Sustainable Development Goals Reports**

<b>Shiv Nadar IoE SDG 2: Zero Hunger</b> <a href="#">Read More</a>	<b>Shiv Nadar IoE SDG 6: Clean Water and Sanitation</b> <a href="#">Read More</a>	<b>Shiv Nadar IoE SDG 7: Affordable and Clean Energy</b> <a href="#">Read More</a>
<b>Shiv Nadar IoE SDG 13: Climate Action</b> <a href="#">Read More</a>	<b>Shiv Nadar IoE SDG 14: Life Below Water</b> <a href="#">Read More</a>	<b>Shiv Nadar IoE SDG 15: Life on Land</b> <a href="#">Read More</a>

# THE TEAM



Dr. Avinash Samvedi  
Faculty Mentor



Dr. Vijayta Fulzele  
Faculty Mentor



Mr. Rajesh Maji



Mr. Hirak Acharya



Ms. Winky Jain



Mr. Prashant Shishodia

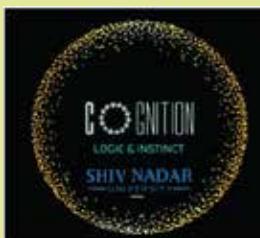


Nexus Consulting is a knowledge-enhancement firm that has a philosophy of fun with fundas and aims to create intelligent engagement with audiences using quizzing and other content tools. Over the last ten years, Nexus has conceptualized and delivered 800+ quizzes, workshops, and learning experiences across the country targeting children and adults alike. Nexus's quiz shows are unique in terms of format, content, and delivery, and making participants think, rather than relying on rote memory. Nexus is also the research arm for several prestigious quiz shows on television, across formats and languages. Comprising a multi-faceted and experienced research team, Nexus is headquartered in Bengaluru, with associates across key Indian cities.

InQube 2023 will be hosted by the renowned quiz master, Mr. Venky Srinivasan. He is a familiar figure in the Indian quizzing circuit and is also a co-founder and the CEO of Nexus. Venky is an alumnus of IIM Bangalore and has worked with a diverse group of companies before he co-founded Nexus Consulting.



FACTion is the quizzing society of Shiv Nadar Institution of Eminence that regularly organizes quizzes for the entire college and beyond, and participates in reputed external quizzes.



COGNITION's goals are to introduce and get students pumped up about quizzing. They plan on doing this by using their platform to host multiple types of events like workshops and quizzes with different categories of questions to make their members all-rounders. With this, they also hope to bring home laurels to the university for both competing and conducting events.

# OUR PARTNERS



**REGISTRATION ENDS 15 SEPTEMBER 2023**

VISIT: [ACE.SNU.EDU.IN/INQUBE](http://ACE.SNU.EDU.IN/INQUBE)

CONTACT: [INQUBE@SNU.EDU.IN](mailto:INQUBE@SNU.EDU.IN)

## Shiv Nadar Institution of Eminence, Delhi NCR



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