



SPJIMR

Jais

the battle begins



About SPJIMR

S. P. Jain Institute of Management and Research is an autonomous management institute with entrepreneurial agility ensuring self-financing, personal freedom with professional accountability and corporatized culture, structure and processes.

- Consistently ranked among the Top 10 Business Schools in India
- One of the only 6 Indian B-schools ranked in the QS MBA Global 200 Rankings for Top Business Schools in the world

One of Asia's finest business schools, it is the first Indian B-School to go global and set up SP Jain Centre of Management (SPJCM) at Singapore, Dubai, Australia and Canada

SPJIMR has a strong base of 5000+ SPJIMR Alumni heading TOP MNCs. SPJIMR is also known for its talent pool and its emphasis on diversity. Students from various backgrounds bring unique skills to the table and help create a wholesome and enriching peer-learning environment. It is a matter of pride that SPJIMR students have been winners and strong contenders for top positions at almost every corporate competition.

- National winner at the 'Tata Business Leadership Awards'
- National Winner of 'HUL's LIME'- Season 4
- Crowned "L'Oreal Brandstorm 2013" world champions

Apart from this, SPJIMR continues to shine in competitions hosted by other top B-schools in the country like IIM-A/B/C.



About OJAS

OJAS is the flagship inter-collegiate Festival of SP Jain Institute of Management & Research. It is only B-school fest in Mumbai to host participants from B-schools like the IIMs, IIFT, FMS and ISB. In its seventh year since inception and this time OJAS 7.0 is going to be bigger, better, louder and more exciting than ever before!

Flagship events such as 'Finding Neo' and 'M-Power', corporate events such as 'CinePact' and star events like 'Qwizdom' and 'Cyber Wars' draw participation from across the country.

Not to forget the Cultural Extravaganza that Ojas has traditionally been famous for. Masti, dhamaal and excitement are all part of this three-day mega event. Since Mumbai is home to Bollywood, Ojas is higher than any other B-school on the glamour quotient. Distinguished personalities from all spheres of the Performing Arts grace the occasion with their presence and our signature Band event called "ProNite" has seen some of India's biggest bands jam on stage.

During the three days of Ojas, the SPJIMR campus is a veritable hub of activity and the euphoria is incomparable. Footfalls were close to 5000 last year and this year, we are looking at doubling those numbers. For those three days, Ojas 7.0 will be the place to be.

FINDING NEO – THE MAHAYUDHH

They say it is the quest for the capo di tutti capi. And there can only be one – Neo. Do you have it in you to wash away the rest and assert your dominion? Can you build the strategy, drive your own chariot, focus on the eye of the bird alone, claim the throne and return home victorious? Then join the Kings of Kurukshetra, as we bring to you, our flagship event – Finding Neo – the Maha Yuddh, only bigger, better and much more exhilarating. It is the ultimate test of your management skills. Rise, young warriors!



CINEPACT - CINE-VAAR

The horns are blowing, calling out to all the marketing minds...It's time to enter into the battle ground of Cine-Business!! Do you think you can shoot the arrow at right target of show biz? Can you turn a movie into a spectacular epic? Get ready to market and promote a motion film. Get ready for Cine-Vaar.



M-POWER - KARAM KARO

In a world dictated by terms of the dough, is it possible to generate an idea, with the sole objective of benefitting society? In this dog-eat-dog world, is it possible to develop a sustainable plan to elevate the standard of living of the marginalised? If your answer to these questions is in the affirmative, this is your game. Karam karo, phall ki chinta chodd do.

INDUSTRY INC. - KURUKSHETRA

The game is set. Your side of the battle is waiting for you. All you need to do is show up. But that's step 1, of course. The reins of the chariot are in your hands. The strategy to manoeuvre is yours. Stay two steps ahead of the competition-three even. One wrong move and the entire plan will come crashing down on you. Tread carefully, for this Kurukshetra is only for the brave. And only one can survive.



BRAND O - BRAND-SHAstra

Calling all advertisers in the house! Put on your thinking cap, this is your chance to showcase your creativity in the best way you can. A healthy dose of branding coupled with some smart marketing. It's time to use all your Marketing knowledge- unleash the power of Brand Shastra.



GLITTERATI - VASTRA-DHAARAN

The sashaying of a saree, the clicking of stilettos and the glitz and glamour of the runway. If you have gorgeous ensembles and confidence that kills, now's your turn to shine. Go on, own the ramp- the spotlight is on you.



WAR OF THE BANDS - MAHABHA-RAP

Imagine a world with clanging cymbals, speakers blaring with high intensity, crowds head-banging to the madness on stage and a college campus turning into a wild night at a music concert. Gear yourself for the loudest, craziest and most adrenaline pumping music event ever. It's back with a bang, this is Blitzkrieg at Ojas 7.0



CRICKET MAFIA - CRICKET KI KATHA

Suit up in your armour, pick up your weapon and help your clansmen conquer the pitch. The batsman is set; the bowler is ready. Draupadi didn't get a chance to pick her favourite 'five' but you can. Welcome to the battle-stadium where you can bid for your players and make your team. Cricket is not just a game and Strategy is not just for business.



SLUMDOG ENTREPRENEUR - SAMAAJ KI SEVA; KHUD KE LIYE MEWA

Do you have an idea that could change the system? A idea which not only solves the hardships faced by the common man, but changes the destiny of the future business. Bring your social entrepreneurship plans to Ojas 7.0 and battle it out for society.



TITLE SPONSOR

The company would be an inefaceable part of Ojas 7.0. The company will get the exclusive rights of being the 'Title Sponsor'.

All publicity done for the fest will carry the text: 'SPJIMR' and 'Title Company' present Ojas 7.0. Title Sponsor has the option to conceptualize any event as part of Ojas 7.0. This may be done in the form of an Industrial Defined Problem (IDP), Case Study or any other Event type. Title Sponsor will also have the privilege to have its own panel of judges or anchor for the event.

The Title Sponsor will have the opportunity to conduct a guest lecture or organize workshops as a part of Ojas 7.0.

The Sponsor may exercise the option to set up a stall, kiosk or information desk to promote any product or service that it would wish to exhibit.

Banners and Standees to be placed at prominent locations to be placed on the campus during the event.

- 2 Standees (lengthwise banners 6 ft X 3ft)
- 2 Ojas Banners of size(15 ft X 12 ft) carrying the logo of the company.
- 6 company banners of size(6 ft X 4ft) carrying the logo of the company)

The Ojas 7.0 website will feature both the logo of the sponsor as well as a link to the sponsor's website with mention on the homepage.

Company promotional videos will feature during idle time between events.

Exclusive T-Shirts designed for Ojas 7.0 shall bear the Company name and logo

Company logo will feature on the main stage during the inaugural and the valedictory function.

The company logo shall also be featured in the backdrop of other major events.

Company name and logo will also feature in :

- Brochures sent to all Alumni for the current year.
- All certificates and prizes
- Invites and brochures sent to other B-Schools across India.

Company's name shall be displayed on the LCD screens in and around the campus. Company name shall also be announced in association with Ojas 7.0 during road shows and festival launches conducted during 3-day fest.



ASSOCIATE SPONSOR

All publicity done for the fest will carry the text: 'SPJIMR' in association with 'Associate Company' presents Ojas 7.0.

The Associate Sponsor will have the opportunity to conduct a guest lecture or organize workshops as a part of Ojas 7.0.

Banners and Standees to be placed at prominent locations to be placed on the campus during the event.

- 1 Standee (lengthwise banners 6 ft X 3ft)*
- 2 Ojas Banners of size(15 ft X 12 ft) carrying the logo of the company.*
- 2 company banners of size(6 ft X 4ft) carrying the logo of the company*

The Ojas 7.0 website will feature both the logo of the sponsor as well as a link to the sponsor's website with mention on the homepage.

Company promotional videos will feature during idle time between events.

Company logo will feature on the main stage during the inaugural and the valedictory function.

The company logo shall also be featured in the backdrop of other major events.

Company's name shall be displayed on the LCD screens in and around the campus. Company name shall also be announced in association with Ojas 7.0 during road shows and festival launches conducted during 3-day fest.

Company name and logo will also feature in :

- All certificates and prizes*
- Invites and brochures sent to other B-Schools across India.*

EVENT SPONSOR

The event would be named after the Sponsor, i.e., "Ojas 7.0 and 'Event Sponsor' present "<name of the event>".

Banners and Standees to be placed at prominent locations to be placed on the campus during the event.

- 1 Standee (lengthwise banners 6 ft X 3ft)*
- 2 Ojas Banners of size(15 ft X 12 ft) carrying the logo of the company.*
- 2 company banners of size(6 ft X 4ft) carrying the logo of the company*

The Ojas 7.0 website will feature both the logo of the sponsor as well as a link to the sponsor's website with mention on the homepage.

Company logo will feature on the main stage during the inaugural and the valedictory function. The company logo shall also be featured in the backdrop of other major events.

Company's name shall be displayed on the LCD screens in and around the campus. Company name shall also be announced in association with Ojas 7.0 during road shows and festival launches conducted during 3-day fest.

Company name and logo will also feature in :

- All certificates and prizes*
- Invites and brochures sent to other B-Schools across India.*

Previous Year Sponsors



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