



Vipani kriya

(Marketing Event)

BASIC OBJECTIVE:

The Main Motto of this event is to make the young minds understand the importance of advertisement and give them chance to showcase their talent in ad making.

TEAM STRUCTURE:

- The maximum team size should be of 2 members.
- The members for the team may be from different colleges.
- Any number of teams can participate from same college.
- No two team must have any common members.
- Everyone in the team should have bonafide certificate from their school or college.

EVENT DESCRIPTION: The event consists of three levels.

LEVEL 1: This level will be a written test. The test is based on marketing concepts and examples. Teams that clear the knockout stage will move to the next level.

LEVEL 2: This level will be product blue print round. The team should describe the product design for the assigned product within a stipulated given time and give an oral presentation for the same.

LEVEL 3: This final level consists of teams who are qualified. This round is a video shoot round. Here the finalists need to shoot an ad video for the assigned product in the 2nd round.

RULES OF THE EVENT:

1. The ad video must not exceed 1 min.

CONTACT DETAILS:

Sirisha Varma -7989920363

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REGISTRATION FEE: 150/-

VENUE: MBA department

Event dates: Feb 20, 21, 22

Prize Money

1st prize: 3,000/-

2nd prize: 2,000/-

3rd prize: 1,000/-

E-Certificates will be provided for all the participants.