

## Mandi 2014

### Round 1

1. Form a team of 6 to 8 members and register yourself before 1st September.
2. The team can have only current MBA students from the institute.
3. Participants should choose a product that they are going to sell in Mandi if they are through to the second round. The product should not be a brand of any company but it should be a brand that they would build for this contest.
4. Participants can choose any product (food or non-food category) but the restriction is that if a team chooses a food category product then the weightage of profit if the food category is selected would be less than non-food category which will be discussed in the evaluation process.
5. Non-food category products can be anything from a physical products to the entertainment services.
6. They have to prepare a document of not more than two pages defining the mini business plan for the product and their branding and marketing strategy over the period of the event Mandi 2014.
7. The document should briefly define the branding of the product and the product specification.
8. In addition to product specifications, the document should have the marketing strategy that the team is going to use for the promotion of the product using STP or other frameworks.
9. Document should also have the necessary financials that help us in assessing the product performance. The financials can be assumed according to the facts that they can get from the market and also the demand that they can have in IIM Calcutta at the time of event.
10. The document should reach us through mail at [census@email.iimcal.ac.in](mailto:census@email.iimcal.ac.in) by 4th September 2014.
11. Evaluation by the IIM Calcutta faculty would be carried out and teams would be shortlisted for the further rounds.

Round 2 1. The shortlisted team for the second round will be informed through mail and will be informed of further rounds.

2. 2nd round would start on 13th September and teams can start promoting their product through different media.
3. Every team will be assigned a team liaison from Team Census who will act as part of the team and will be keeping track of all the activities of the team.
4. The evaluation process for the teams for IIM Calcutta and the outside teams would be different as

the promotional abilities for both would be different.

#### 5. IIM Calcutta Teams

1. All the teams can actively have their online promotions and there will be no restrictions on those promotions.
2. However, there will be an auction of the locations for offline promotions.
3. The teams from IIM Calcutta should participate in an auction for the locations on campus where they want to promote their products through offline promotions.
4. The auction will be held on 13th September evening at a suitable time. Teams would auction on the percentage of profits they would give to the club after the event.
5. The evaluation of offline promotion would be done by faculty of IIM Calcutta and online would be dealt in the later part of the doc.

#### 6. Outside Teams

1. Outside teams can have online promotions through the liaisons they have from the club.
2. Liaison will be part of the team from the beginning to the end of the event and it would a great opportunity for the teams to be able to reach out to their target customers.
3. Teams can have offline promotions from one day before as they cannot visit campus daily since the start of the 2nd round.
4. The online promotion evaluation would be same as it is done for the on campus teams and will be discussed in the evaluation part of the doc.
7. The 2nd round will be followed by the 3rd round immediately and there will be no elimination in the 2nd round

Round 3 1. Third round is the most important and crucial round in Mandi and it carries the maximum weightage in evaluation.

2. After all the promotion part of the product, the participating teams should sell their products in the stalls setup by club.
3. Before the 3rd round, there will be an auction of the stalls that we set up according to the position and size of the stall.
4. A day before the 3rd round, the teams should participate in auction of stalls and the auction will be

based on the monetary value.

5. The participants will be given 5hrs to sell their products in the stall from 7PM to 12AM.
6. The team liaisons will keep track of all the promotional and material investments that the teams will make before the 3rd round.
7. All the transactions will be on the virtual money that is the property of Team Census and the POCs from the club will be keeping track of all the sales of the team.

Evaluation Evaluation of the rounds in the 2nd and 3rd round will have three components,

- Offline promotions evaluation by faculty
- Online promotion evaluation by likes and shares
- Evaluation based on the profit of the product sales on the day of Mandi

Offline promotion evaluation Under this, the faculty will be asked to visit the locations that the teams obtained in auction and evaluate the strategies that the teams decided upon to promote their product. The faculty will be provided with the photographs and the videos of the location and the say of faculty in this part of evaluation would be final. Apart from this, the faculty judge would visit the Mandi 2014 Arena on the day and visit each and every stall to evaluate them. The decision of the faculty would be final for a weightage of 15%. Total faculty part of evaluation would have 30% of weightage.

Online promotion evaluation Under this, the teams would be promoting their products in the appropriate social media platforms where their target audiences will be active and they have to follow the strategy they decided upon in the initial document in the first round. Every team must #-tag their posts so that Team Census can keep track of the posts they are doing on social media. All the likes and shares of the posts by the teams will be normalized to a scale and then evaluation would be done so as to give marks to the teams. This part of evaluation would have 30% of weightage in the final evaluation.

Evaluation based on profit on the day of Mandi Under this, the costs that are incurred by each team will be tracked by the team liaisons who are signed by the club and hence the revenues will be monitored by the same people on the day of the event. The profits of each and every team would be calculated according to the information that is available and the values are normalized to get a score for a total of 40% weightage.

From the above three components, all the teams would be given the normalized scores and hence the winner would be decided accordingly. Every finalist team should pay 15% of their profits as royalty to Team Census which is not inclusive of the percentage of profit that is agreed upon to give in the auction by the teams.