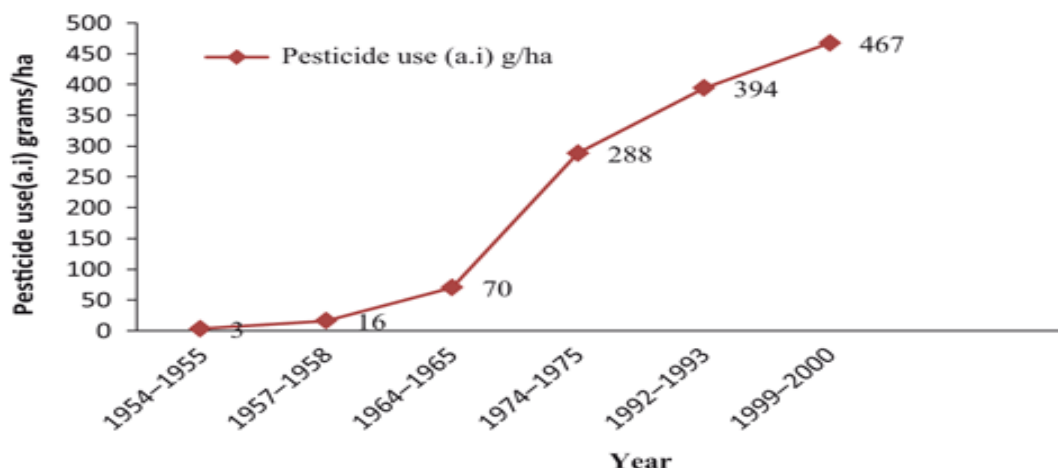




Name of the Event: Exordium
Candidate's Code:

Date: 8th sept. 2018
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➤ Problems faced while using Pesticides



1. **Reduction of beneficial species** : The chemicals used in pesticides are slightly harmful and kills beneficial species of interest and reduces their population.
2. **Poisoning hazards** : The pesticides used are hazardous and poisonous which may have toxic effect on infants, children and adults if they comes in contact with the body.
3. **Ground water Contamination** : Pesticides can easily enter in soil, rivers, and lakes and contaminates the ground water.
4. **Drift of sprays and Vapour** : It can drift outside of the area of where was sprayed.
5. **Pollutes the environment** : The chemicals used in pesticides may release in air, water and soil easily and pollutes the environment.

- **A biofertilizer (also bio-fertilizer)** is a substance which contains living microorganisms which, when applied to seeds, plant surfaces, or soil, colonize the rhizosphere or the interior of the plant and promotes growth by increasing the supply or availability of primary nutrients to the host plant.

So prepare a presentation on how you will increase the use of biofertilizers instead of pesticides.



ELECTROVERT 2018

The Performers' creed



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➤ Kodak Company

In 1884, American inventor George Eastman patents photographic film stored in a roll. Four years later he had perfected the first camera to take advantage of his invention & in 1892 The company which would eventually be called 'Kodak' was founded in Rochester, New York. 'Kodak' came into existence with tagline 'science meets creativity and We deliver scientific innovation that helps everyone create.' Specialities of company were Water-saving offset printing plates. Efficient print workflow software. The world's fastest industrial inkjet printing solutions. Advanced materials for healthcare, light management, 3D printing and alternative energy productivity. Film for industrial manufacturing applications. Film and digital imaging for movie directors, photographers, and you.



Year Vs. Stock value of Kodak company

Now what will you do to bring back 'Kodak' company? Prepare a presentation on how you will increase the sales of Kodak Company.



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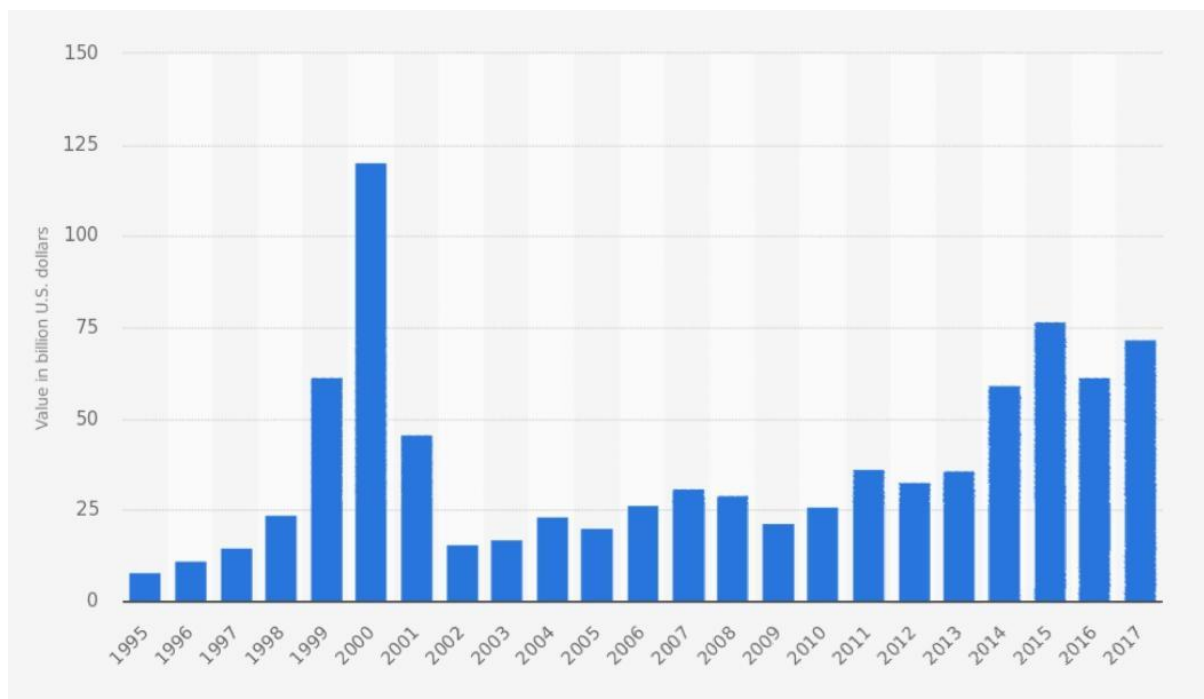
Date: 8th sept. 2018

Time:

➤ Making India Cashless

The Digital India programme is a flagship programme of the Government of India with a vision to transform India into a digitally empowered society and knowledge economy. "Faceless, Paperless, Cashless" is one of the professed roles of Digital India. Along with the development of the internet, online payments began to operate in the 1990s.

In Digital payments, each payment system has its limits regarding the maximum amount in the account, the number of transactions per day and the amount of output. The risk of being hacked. Even if the electronic payment system does not launch plastic cards, it can be involved in scandals regarding the Identity theft. The problem of transferring money between different payment systems.



So prepare the presentation about what ideas should be put- forth to overcome this disadvantage and make India cashless?

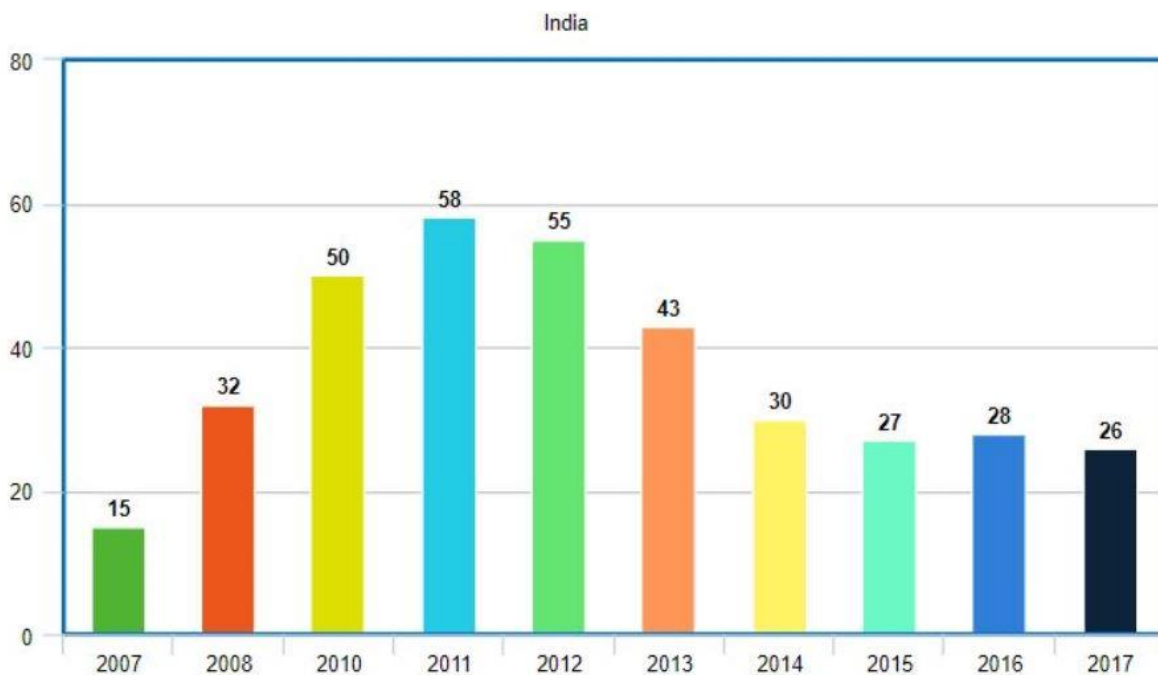


Name of the Event: Exordium
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➤ Indian Culture in other Nations

Many festivals are celebrated in our Indian culture. Indian culture has predominantly spread its roots all over the world. A large no Indians migrate to other countries to earn something. But in some countries Indian culture has not taken its roots so deeply. Many Indians also live in such countries and they don't get a chance to celebrate Indian festivals. In the following graph we have shown the percentage of acceptance of Indian culture in other countries.



Now, we are sending you to a Foreign country as an Indian Ambassador to promote our culture. You have to convince them that why should they also participate in Indian culture besides their own precious and ancient culture and how Indian culture will be beneficial to them.



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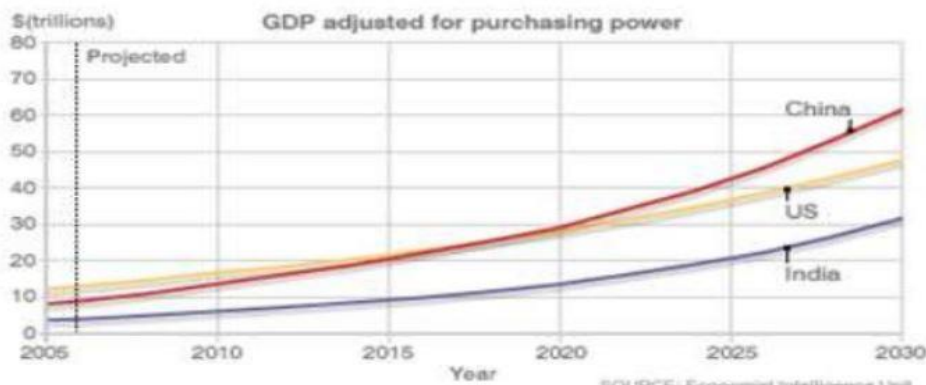
➤ REVERSE BRAIN DRAIN

"Reverse brain drain" is a form of brain drain where human capital moves in reverse from a more developed country to a less developed country that is developing rapidly. The National Post Doctoral fellowship programme was aimed at stopping the people who completed from PhD from going abroad for jobs. As part of the project, they would be given ₹ 10 lakh per annum for continuing their research until they get a job here. But we are unable to get the intelligent Indian brains working in India. The following graph shows the no of students who have graduated in abroad and works for their own country.

BRAIN- DRAIN REVERSAL

Cause

- India, the world's 4 largest GDP.
- 30% IT industry growth in last 10 years.
- Recruit over 100,000 people in 2007-2008 in big 6 software companies.
- Indian companies now pay global salaries.



Now you are any Indian company's recruiters which wants to recruit those intelligent Indian minds to work in India. Convince them with the help of presentation that why would they work in your company instead of other multinational companies in other countries.

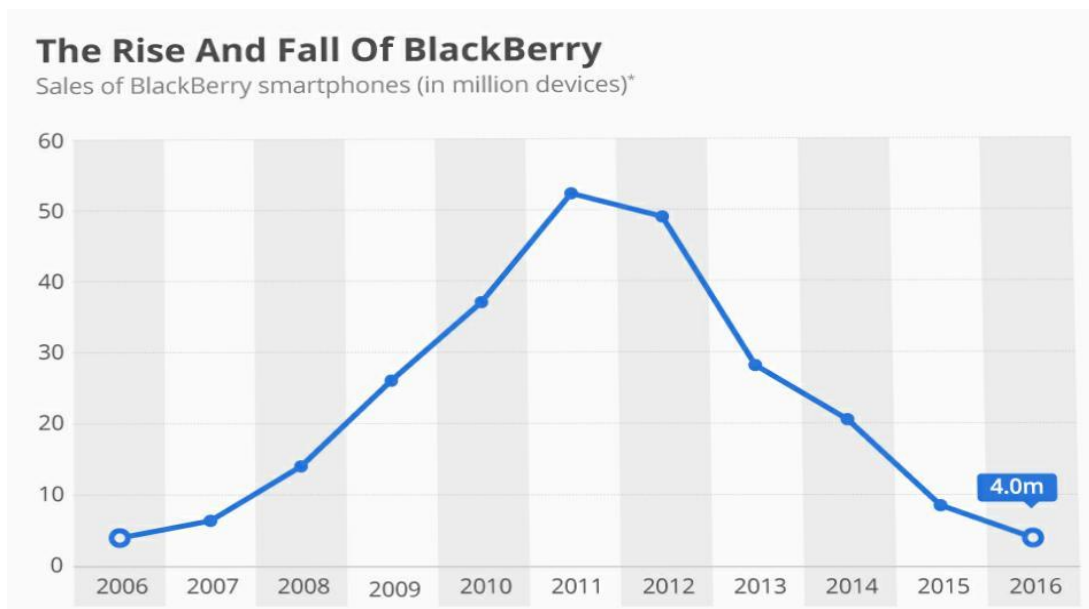


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➤ RISE AND FALL OF BLACKBERRY

BlackBerry is a line of smartphones, tablets, and services originally designed and marketed by Canadian company BlackBerry Limited (formerly known as Research In Motion, or RIM). These areas are currently designed, manufactured, and marketed by TCL Communication (under the brand of BlackBerry Mobile). BlackBerry was one of the most prominent smartphone vendors in the world, specializing in secure communications and mobile productivity, and well-known for the keyboards on most of its devices. At its peak in September 2013, there were 85 million BlackBerry subscribers worldwide. However, BlackBerry has since lost its dominant position in the market due to the success of the Android and iOS platforms; the same numbers had fallen to 23 million in March 2016.



So prepare a presentation about how you will implement the idea to increase BlackBerry subscribers worldwide?



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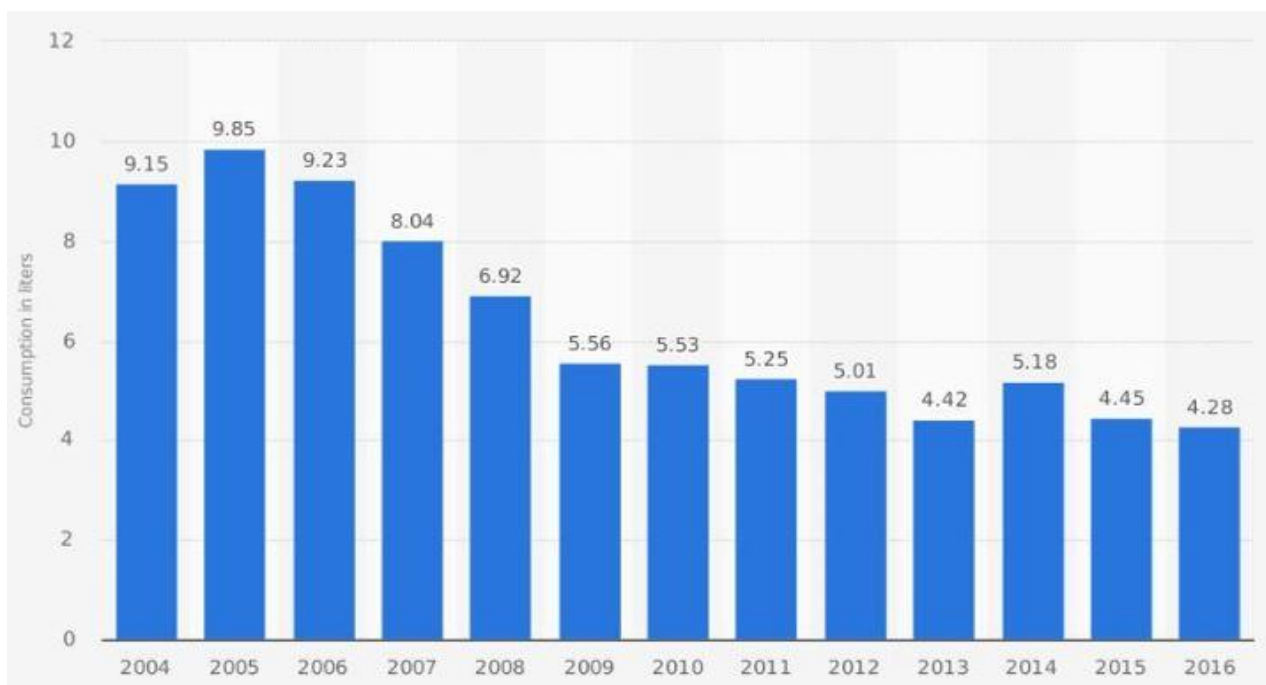
Date: 8th sept. 2018

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➤ Baskin-Robbins

Baskin-Robbins is an American chain of ice cream and cake specialty shop restaurants. Based in Canton, Massachusetts, it was founded in 1945 by Burt Baskin and Irv Robbins in Glendale, California. It claims to be the world's largest chain of ice cream specialty stores, with 7,500 locations, including nearly 2,500 shops in the United States and over 5,000 in other countries as of December 28, 2013. Baskin-Robbins sells ice cream in nearly 50 countries.

The company is known for its "31 flavors" slogan, with the idea that a customer could have a different flavour every day of any month. The slogan came from the Carson-Roberts advertising agency (which later merged into Ogilvy & Mather) in 1953. Baskin and Robbins believed that people should be able to sample flavours until they found one they wanted to buy. The company has introduced more than 1,000 flavours since 1945. The company has been headquartered in Canton, Massachusetts since 2004 after moving from Randolph, Massachusetts.



PREPARE A PRESENTATION ON HOW YOU WILL INCREASE THE SALES OF COMPANY?



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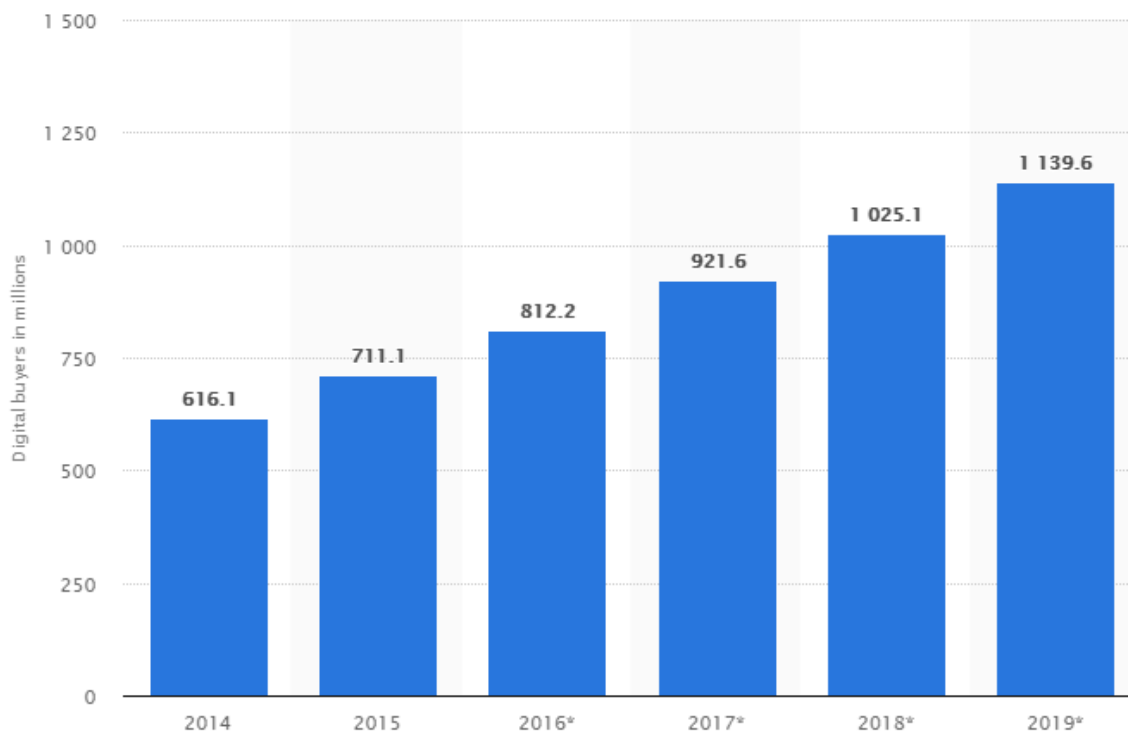
Name of the Event: Exordium
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➤ Increasing online shopping and decreasing local market

One of the most popular activities on the Web is shopping. It has much allure in it — you can shop at your leisure, anytime, and in your trousers. Literally anyone can have their pages built to display their specific goods and services.

History of ecommerce dates back to the invention of the very old notion of "sell and buy", electricity, cables, computers, modems, and the Internet. Ecommerce became possible in 1991 when the Internet was opened to commercial use. Since that date thousands of businesses have taken up residence at web sites



In the upcoming years, e-commerce is expected to boom in the Asian region and we know online shopping is spreading worldwide so local shopping is in dangerous so prepare your short extract for increasing local shopping .

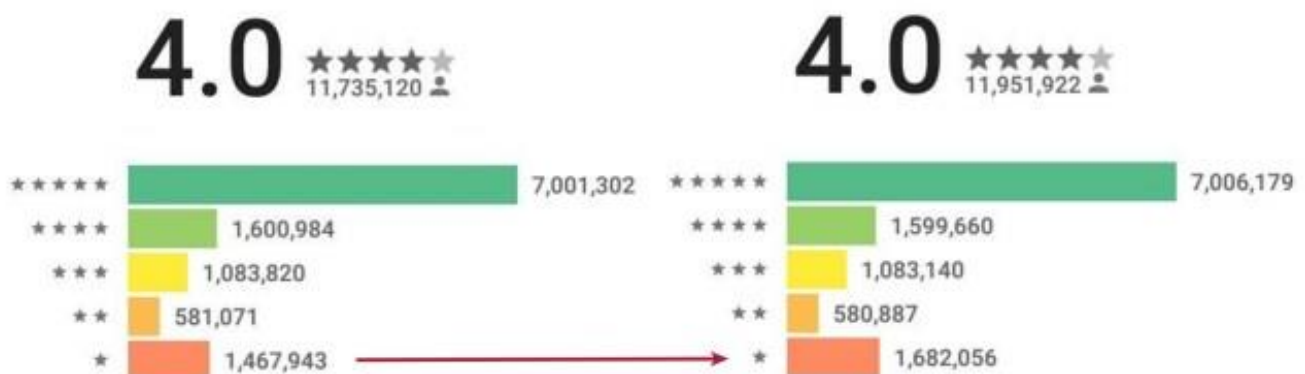


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➤ Snapchat

While Indians were increasingly downloading the Snapchat on their smartphones, the CEO of company, Evan Spiegel commented allegedly regarding the expansion of the app in India. The issue was raised in April 2017. In a meeting for discussion of the growth of the app's user base, when an employee raised concern about the app's slow growth in a market like India which has a growing mobile penetration, Spiegel cut the employee mid-sentence saying, "This app is only for rich people," Spiegel said, "I don't want to expand into poor countries like India and Spain." Due to this Snapchat had to face huge amount of outrage. Many Indians uninstalled the app and even rated it with 1*. Following is the rating graph from Google Play store.



As you can see, the total amount of 1* ratings are changed to 1,682,056. This is on the 16th of April, 2017.

Assume that you work in the same company and now you have to increase the user base of Snapchat in India, considering the statement of Evan Spiegel. So prepare a presentation on how will you promote the use of Snapchat in India.



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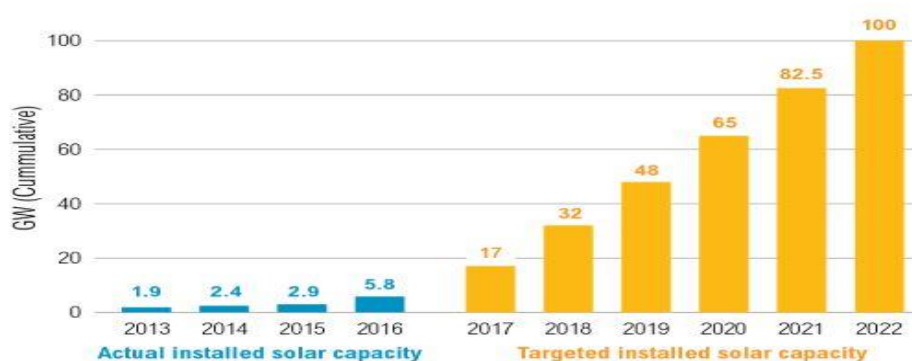
Date: 8th sept. 2018
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➤ Photovoltaic solar panels

Photovoltaic solar panels absorb sunlight as a source of energy to generate electricity. A photovoltaic (PV) module is a packaged, connected assembly of typically 6x10 photovoltaic solar cells. Photovoltaic modules constitute the photovoltaic array of a photovoltaic system that generates and supplies solar electricity in commercial and residential applications. The end-products are systems that generate electricity from solar radiation. The choice of technology will almost certainly depend on the size of the installation and the annual solar irradiance at the site. For photovoltaics, nominal power ranges from 1W powering individual reading lights (~1W) to solar farms of up to 60MW with even bigger sizes in the pipeline. Larger installations will need tracking.

The majority of installations are in the U.S. and Spain, though other sunny countries in Africa, Middle East and Asia .

India Sets Year-on-Year Targets to Reach Ambitious 2022 Solar Goal



Notes: FY = All years in chart are fiscal year from April 1 to March 31; 1 GW = 1,000 MW.
Sources: Bloomberg New Energy Finance (BNEF); The Economic Times.

WORLD RESOURCES INSTITUTE

Prepare a presentation on how will you increase the net production of electric energy generated through solar technology.