

AMITY YOUTH FEST 2022

'Innovative Business Managers'

GUIDELINES

DATES: 24th – 26th March 2022

Round/Session	Club/Committee	Date, Time
1 - Unlock the Treasure	Student Activity Cell	21 st March 2022, 10 am – 3 pm
Welcome & Briefing Session	Student Activity Cell	22 nd March 2022, 6 pm – 6:30 pm
Inaugural Ceremony	Student Activity Cell	24 th March 2022, 9:30 am – 10 am
2 - Inquizitive	Quiz Committee	24 th March 2022, 10 am – 1 pm
3 - Ideasneastic	Entrepreneurship Club	24 th March 2022, 2 pm – 5 pm
4 - El-Dorado	Marketing Club	25 th March 2022 10 am – 1 pm
5 - Fin-O-Roulette	Finance Club	25 th March 2022, 2 pm – 5 pm
6 - Technophilia	IT Club	26 th March 2022 10 am – 1 pm
7 – Situation Decoder	HR Club	26 th March 2022, 2 pm – 5 pm
Closing Ceremony	Student Activity Cell	26 th March 2022, 5 pm – 5:30 pm

Round 1: STUDENT ACTIVITY CELL – Unlock the Treasure

- Unlock the Treasure will be a preliminary round based on the concept of an online treasure hunt.
- It shall be conducted on Dare2Compete platform wherein the hints would be displayed in a treasure hunt landscape.
- The landscape would be a map having 3-4 images placed along the treasure hunt track and the participant would have to relate those images together to guess the correct company, tagline and its founder.
- The participant would have 30 minutes to answer 15 questions.
- The top 20 participants shall be taken forward for the main rounds.

GUIDELINES

1. Individual participation
2. There will be 15 questions in total
3. Duration of the round: 30 minutes

4. This will be a preliminary round
5. There would be no negative marking
6. Indulging any unfair means will not be appreciated

Welcome & Briefing Session (STUDENT ACITIVITY CELL)

- Introduction to the event and getting the participants familiar with the MS Teams app.
- The top 20 shortlisted students will also be announced.

Inaugural Ceremony (STUDENT ACITIVITY CELL)

- Emcees will be introducing Amity University and AYF'22, mentioning details of all rounds and sponsors.
- Welcome address by Dean FMS and Director Amity Business School, Prof. Dr. Sanjeev Bansal.

Round 2: QUIZ COMMITTEE - Inquizitive

- There will be 2 sub-rounds under the quiz round – Freeze Magnets and Quizwits. Questions for both the rounds will be based on top 50 Global Start-ups.
- At the start of the game, each participant will be given Rs. 5 Lakhs. Each participant will have to answer 4 questions in part-1 of the round. Participants will receive Rs.1 Lakh for correct answer, 50K will be deducted for each wrong answer.
- In part-2 of the round, each participant will have to invest (the balance amount from the previous part) in one of the 4 startup options that will be given to them. 3 Questions will be based on those startups that they choose.
- The corporate jury will question each participant based on the investment that they made.
- There will be 2 juries – one each from corporate and internal and their feedback would be taken at the end of the round.

GUIDELINES FOR FREEZE MAGNETS:

1. Each participant will be given Rs. 5 Lakhs initially to start the game.

2. A board with logos related to the start-ups will be displayed on the screen.
3. A laser light will keep moving on the board.
4. Each participant must freeze the laser light moving on the logos.
5. Wherever the light stops, the logo highlighted will get open and the participant needs to answer the 4 questions.
6. Each question has to be answered within 15 seconds.
7. Each participant will get Rs. 1 lakh for each correct answer and Rs.50K will get deducted for each wrong answer.

GUIDELINES FOR QUIZWITS:

1. Each participant will invest the amount earned in Round 1 in the selected start-up.
2. In this round, the questions will be based on top 50 Global Start-ups
3. The Jury can ask the question related to the investment made in the start-up selected by the participant.
4. Each participant needs to answer 3 questions related to the selected startup.
5. Each question has to be answered within 15 seconds.
6. Scoring will be done on the basis of correct answers given by the participant
7. Each participant would have to switch on the camera on their turn and unmute while answering.

Round 3: ENTREPRENEURSHIP CLUB – Ideasnestic

- In this round, participant will have to come up with a business idea under the theme of increasing employability and economic growth in the country.
- The business idea must be presented in a video format and should be feasible, optimism, innovative and include any of the mentioned themes/concerns:
 1. Eco friendly
 2. Up-cycling
 3. Sustainability
- The video presentation must include business model, analysis of the industry and summary of their idea. The participants can use relevant figures/tables/graphs to support their idea.

- There will be 2 juries – one each from corporate and internal and their feedback would be taken at the end of the round.

GUIDELINES:

1. Participants are required to present their idea in the form of a video illustrating their business idea.
2. Total 8 minutes will be given to participants wherein the video should be of 3 minutes, 2 minutes will be given for extempore and 3 minutes for interactive Q&A session.
3. The idea should revolve around the theme of eco-friendliness/up-cycling /sustainability.
4. While developing an idea, participants must focus on its feasibility, innovation, optimism and viability in market.
5. The video should include the industry analysis, summary and the business model for their idea. The participants can use relevant figures/tables/graphs to support their idea.
6. The jury would cross question each participant after their presentation.

Round 4: MARKETING CLUB - El-Dorado

- The participants would be in a game like situation from Squid Game i.e., Green Light and Red Light based upon concept of pricing strategies.
- This game would be including 5 briefcases numbered from 1 to 5. Each participant in the given time frame and alternating green/red light, must speak their part for the question asked.
- Each briefcase would comprise an application-based question related to Pricing. Participants will have to choose one briefcase of their choice and once the box opens there will be a question, they will have to answer based on their business idea to the jury within the time limit.
- There will be 2 juries – one each from corporate and internal and their feedback would be taken at the end of the round.

GUIDELINES:

1. Participant will not copy existing pricing strategy and should add citations, industry related facts/figures, images etc. that would be taken from an external source.

2. During the competition, there would be 5 briefcases numbered from 1 to 5, wherein each briefcase would have a question related to Pricing & Pricing Strategies.
3. Each participant will have to choose one briefcase of their choice and once the box opens there will be a question displayed that they will have to answer.
4. Each participant will be given a time limit to answer the question to the jury. No additional time will be given to any participant for preparation, thinking or answering.
5. Every time a participant comes to choose a briefcase, the red/green light will be switched on and will alternate with each participant. As soon as the participant's time is over, the light will be switched off and we will move on to the next participant.
6. During the competition, the time would be based on the question to be answered and the jury interjection (3-4 minutes).
7. There will be a buzzer to check on the time limit.
8. Negative marking will occur if any participant exceeds the given time limit.
9. Participant would have to switch on the camera on their turn and unmute while answering.

Round 5: FINANCE CLUB - Fin-O-Roulette

- Participants will be sent a PDF, a day prior, with information on specific stocks on the basis of which they all have to create a portfolio. (The amount will also be specified). The said information is to be sent back to the organizers before the event.
- In the event round, there will be a virtual roulette, with selected stock names, and the news related to the stock will be displayed and they will have to decide to buy/hold/sell and convey it to organizers.
- Participant will then be questioned by the judges to justify their decisions. On the backhand, a live scoreboard shall be maintained with their portfolio values.
- Top scorers will be decided based on the final portfolio value and the markings by the judges.
- There will be 2 juries – one each from the stock market board and internal and their feedback would be taken after the round.

GUIDELINES:

1. A virtual roulette with stock names will be spun and news related to that stock will be displayed on the screen.

2. Participant are required to take an action within 1 minute whether to buy, hold or sell and convey it to their broker.
3. After the decision time is over, participant will be asked questions by the judges to justify their decisions.
4. A live scorecard for each participant will be maintained to reflect the change in their portfolio value based upon the decision taken by them.
5. Participant are requested to have a stable internet connection and a proper working camera as they are required to switch it on while answering the questions.
6. The top scorers will be decided based on the final portfolio value and the markings by the judges.
7. Each participant would have to switch on the camera on their turn and unmute while answering.

Round 6: IT CLUB – Technophilia

- Participants will be required to make a dashboard of a company's data (sales data/ financial data/employee performance data) using excel, Power BI or Tableau.
- They have to demonstrate the practical usage of the dashboard in an industrial environment, and also signify how different elements of the dashboard depicts data of various KPIs.
- Firstly, participants have to explain how they made the dashboard and what different elements of their dashboard signify and why these elements are important for analysis. Then they will have to show the accuracy of the dashboard.
- Based on the results of the dashboard created through the initial dataset, they will have to perform a descriptive analysis of the data and explain the trends that are displayed by the dataset. Then they need to identify a problem that the company is facing (for e.g., decreasing sales in a particular area) that is depicted by the dashboard and list down the potential parameters that could cause it and which KPIs can be considered to rectify the issue.
- There will be 2 juries – one each from corporate and internal and their feedback would be taken after the round.

GUIDELINES:

1. Participants will be provided with a dataset beforehand.

2. Participants are then required to make a dashboard and present it on the main event and also show the linkage of the dashboard with the data set.
3. It is important for the participants to show the accuracy and updated version of the dashboard considering that the dataset could be changed or updated
4. PowerPoint presentation can also be used to give details about the elements of the dashboard.
5. The stipulated time frame per contestant is 5 minutes followed by a 2-minute jury discussion round.
6. Participants will be judged on – creativity, technical knowledge of the software being used, analytical skills, presentation skills and data visualization skills.
7. Each participant is required to turn on their cameras and unmute themselves only when they are presenting the dashboard they have designed.

Round 7: HR CLUB – Situation Decoder

- A corporate HR situation based on a managerial issue will be assigned to the participant on the spot with 30 seconds of preparation time.
- Each participant would be playing the part of an HR manager and one member of the organizing committee shall become the counterpart in the scene.
- Participant would initiate the conversation for 2.5 minutes wherein stating the solution of the given managerial issue would be mandatory.
- The judging criteria would be on their communication skills, promptness, fluency and the relevance of solutions provided by them.
- There will be 2 juries – one each from corporate and internal and their feedback would be taken after the round.

GUIDELINES:

1. This round will require the participants to play the part where he/she would pose as an HR manager and take the lead to initiate the conversation.
2. A situation will be presented on the spot and the participant will have to handle and resolve the situation.
3. A member of the organizing committee shall pose as an employee.
4. Each participant will be given 2.5 minutes and a timer will be displayed on the screen.
5. Participant would have to switch on the camera on their turn.

6. The jury shall be cross questioning the participant after the time up.

Closing Ceremony (STUDENT ACITIVITY CELL)

- Emcees will be thanking sponsors and jury members by extending a heartfelt gratitude and acknowledging the efforts of the organizing committee and the participants.
- President of Student Activity Cell will be proposing the vote of thanks.