

# **L J INSTITUTE OF MANAGEMENT STUDIES**

## **5 YEAR INTEGRATED MBA(IMBA)**

(Affiliated to GTU, Approved by AICTE, NAAC Accredited B++)



A NATIONAL LEVEL MANAGEMENT & CULTURAL FEST

*23<sup>rd</sup> & 24<sup>th</sup> February, 2018*

### **RULES AND REGULATIONS**



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## ABOUT L J GROUP OF INSTITUTES

The charitable trust LJK (Lok Jagruti Kendra) was established in 1980

- The primary objective of LJK (“Lok” – people, “Jagruti” – awareness and “Kendra” – trust) is to educate youth and make them globally compassionate citizens
- 23+ Educational institutes are sprawled in two campuses: Vastrapur & S.G. Highway
- 15,000+ students and 1800+ professors

### LJ Campus Tour



<https://youtu.be/JUJlecDrBF4>

## ABOUT L J INTEGRATED MBA

- LJ 5 Year Integrated MBA Programme started in 2013 under the flagship of LJK, Gujarat's topmost education trust
- It is approved by AICTE (All India Council for Technical Education) and by UGC (University Grants Commission)
- It caters to the ever-evolving needs of the industry through an innovative and industry specific course structure

## ABOUT ATHENA

Athena\_2018 is a National-Level Management & Cultural Fest that would be a forum for likeminded individuals to interact, share and compete the latest happening in the field of management and entrepreneurship.

- More than 500 participants from 10 states of the Nation including Gujarat are competing with each other.
- The age group of participants is from 18 to 25 years.




- It is a multi-disciplinary, multi-cultural event.


### **General Rules and Guidelines:**

1. An Institute / Department can send only 1 team per event.
2. It is compulsory to carry college I-Card of participant along with another government photo ID proof (Aadhar, Pan card or Driving license).
3. Reporting time for all the participants is 8:00 am on Friday, 23<sup>rd</sup> February, 2018.
4. Organizing committee reserves the right to change the venue, time and rules, if required which shall be communicated to participants via message.
5. Every participant / team has to carry their own props and instruments as and where applicable.
6. Non Affirmity is subject to Ahmedabad Jurisdiction.
7. Respect towards all cast/ religion/ sect/ gender or political group is expected from all participating colleges and their students
8. Consumption of alcohol, smoke, drugs etc. is strictly prohibited in the campus.

### **Registration Rules:**

1. Participants can register through either Website ([www.ljimba.org](http://www.ljimba.org)) or Facebook page (<https://www.facebook.com/ljimbaofficial>) of LJIMBA.
2. If confused just scan this QR Code to directly register:-  

3. The amount for Registration is as under:
  - a) Management Events: Rs. 250/- per participant, maximum 3 management events except Traders of Colosseum the participant registers (For Traders of Colosseum, it is Rs. 500/- per person)
  - b) Cultural Events: Rs. 250/- per participant.
  - c) Featured Events:
    - i. Drum Circle: Rs. 300 per participant (Drums will be provided by us, maximum participants allowed-350)
    - ii. Cultural Meet: Rs. 400 per couple (Maximum couples allowed-150)
4. Modes of Payment for Registration:
  - i. NEFT/ RTGS/ IMPS  
(Bank Account No.: 606802010001906 IFSC: UBIN0560685)



- ii. Demand Draft is to be drawn in the favour of “LJ Institute of Management Studies”, payable at Ahmedabad. A scanned copy of DD has to be sent at athena.ljimba@ljinstitutes.edu.in and hard copy to be brought at the time of reporting.
- iii. PAYTM:(+91 95747 17582) Scan this code:  to pay via PAYTM.
- iv. Cash is being accepted.

5. Registration, once given can neither be cancelled nor exchanged with any other student

6. Registration fee is Non-Refundable

### **Special rules for Cultural Fest:**

- Last date to submit videos for dance, fashion show, theatre, stand-up comedy and band is 19<sup>th</sup> February ,2018.
- Final teams/participants will be declared on or after 18<sup>th</sup> February, 2018. Only after then they have to make the payment for cultural festival.
- Last day for the payment of registration fees is 19<sup>th</sup> February, 2018.

### **Accommodation:**

1. If accommodation is required from our end, charges are Rs. 500 per person, to accommodate for 2 days.
2. Accommodation is optional. Food stalls shall be available in the campus for students.
3. Pick & Drop service will be provided to the participants from:
  - a. Railway station to the campus on 23<sup>rd</sup> February, 2018 @7:30 am and on 24<sup>th</sup> February, 2018 @10:00 pm from campus to railway station.
  - b. For those who will take accommodation with us, pick and drop service will be provided from campus to hotel and back at fixed times.



# MANAGEMENT EVENTS

## IMPULSE

### *(Elocution & Extempore)*

Speech is power: speech is to persuade, to convert and to compel. It will be you who spins the story or twists the tale. Participate in impulse if you have the art of moderating a two-hour thought into a two-minute speech.

Event Co-coordinator: Ms. Reshma Momin (+91 8511501449)

Team Size: Individual

Duration: 05 minutes per participant

### ***Round 1 (Elocution)***

1. Topic will be announced after 19<sup>th</sup> February.
2. Medium of expression is English and Hindi
3. Participants will be given minimum 4 minutes and maximum 5 minutes.
4. Judgment will be based on structure, language, content, delivery & overall impression.

### ***Round 2 (Extempore)***

1. Topic will be given 5 minutes before the speech.
2. English and Hindi should be used as language.
3. Judgment will be based on structure, language, content, delivery & overall impression.
4. The decision of the judges shall be considered as final and binding.



## **BULLZ OF WALL STREET**

### ***(Stock Market)***

Gear up hounds to take on the bulls and bears. Learn to trade and learn to earn as you take charge of traders of stock market. As goes the market up or down, so does your position in the game. We are the traders; money runs in our veins.

Event Co-coordinator: Mr. Tarpan Shah (+91 9725014001)

Team Size: 01 to 02 members

Duration: 7 hours (9 am to 4 pm)

1. Every individual/team participating in the contest will be given Rs. 15,00,000 virtual cash.
2. Traders can do online as well as trading from the virtual terminal.
3. Online trading can be done with the phone of traders, for which internet facility is required in the phone.
4. Virtual trading can be done from the virtual terminal facility which will be provided by the institute.
5. Participant can use virtual cash to buy/sell any shares which are listed on NSE/BSE.
6. No F&O trading is allowed.
7. Short Selling is allowed, provided transaction has to be squared off before 4 p.m., or else transaction will be automatically squared off.
8. Game timing will be the same as of the stock market timings.
9. At the end of the event top 3 participant having maximum Net Worth will be declared as the winner.
10. Net Worth=Total market value of the shares at the end of trading period+Cash on hand.
11. There is no limit regarding number of trading.
12. If Account get locked for wrong password input, then those account cannot be activated.
13. User id cannot be retrained.
14. Scoreboard will be shared once in a day.



## **TRADERS OF COLOSSEUM**

### ***(B - Plan)***

Undeterred courage, unmatched ideas and unshakable determination; that's what it takes to be an Entrepreneur. Welcome to Traders of Colosseum the platform where ideas meet execution. Showcase your entrepreneurial skills and be a part of the start-up culture. Enter the world of opportunities and bring your bag of solutions along.

Event Co-coordinator: Mr. Bhagat Husain (+91 9408849672)

Team Size: 01 to 03 members

Duration: 15 minutes for Presentation and 5 minutes for Q&A

Registration Amount: Rs. 500 per participant

#### ***Round 01***

1. Every Individual / Team has to send 02-minute video explaining the B-Plan in brief to us with their name, college, city, email id and contact number, as a pre-selection process
2. The email should be sent to [athena.ljimba@ljinstitutes.edu.in](mailto:athena.ljimba@ljinstitutes.edu.in) by 18<sup>th</sup> February 2018, 4:00 pm.
3. The participants qualifying would be notified for further process of registering through the email.
4. After getting the confirmation, the participant needs to register on or before 19<sup>th</sup> February, 2018.

#### ***Round 02***

1. Selected participants will be called up for further grooming and mentoring sessions at the Institute after completing participation formalities along with the fee.
2. The participants will present the detailed plan in front of the panel.



**THEMIS**  
**(Moot Court)**

Con, dupe or manipulate  
On you rests the lands fate,  
The flawed constitution is your holy grail  
And you must help darkness evade.

Event Co-coordinator: Ms. Aashna Ramchandani (+91 9978794821)

Team Size: 03 members

Duration: 15 minutes per Team

1. The language of the competition will be English.
2. The 4 business cases will be given on or after 19<sup>th</sup> February, 2018.
3. Participants need to prepare both for and against the cases provided.
4. The dress code is strictly formals.
5. Each participating team must prepare written submissions for both Applicant and Respondent.
6. Each Memorial shall contain all the details of the research and analysis of the case.
7. Scoring and Judging shall be based on criteria's such as correctness of legal analysis, quality and extent of research, clarity of logic argumentation, etc.
8. The decision of the judges shall be final and binding.



## **WAR OF WORDS**

### ***(Debate)***

For the ones who are ready for the battle of wits and words, participate in the battleground for a robust analysis of the question at hand. War of Words is a platform where teams from different B-schools get a chance to battle out on the most gripping issues faced by the world with their logical thinking abilities.

Event Co-coordinator: Ms. Aesha Desai (+91 9974889473)

Team Size: 03 members

Duration: 8-10 minutes per Team

1. 4 topics will be provided on or after 19<sup>th</sup> February.
2. The participants need to prepare for, against and moderation for all the 4 topics
3. Participants will get a random topic out of 4 to present on 23<sup>rd</sup> Feb,2018 at the time of event.
4. Medium of expression will be English, Hindi or Gujarati.
5. Team will consist of the participants presenting for and against the topic with a Moderator to carry on the debate.
6. The decision of the judges shall be considered as final and binding.



## **CEREBRUM**

### **(Quiz)**

The perennial thirst for knowledge cannot be quenched by a mere few successes. For all the curious minds out there, this is your chance. Brush up your cognizance for the latest and the greatest trends in business and compete in Cerebrum in order to be crowned as the best wizard.

Event Co-coordinator: Mr. Krishnapal Singh (+91 9925279991)

Team Size: 03 members

#### **Round 1**

1. 1<sup>st</sup> round will be an online Quiz for which computer lab will be provided for.
2. Online quiz will consist of 60 questions i.e.
  - a. Aptitude
  - b. Current affairs
  - c. Business affairs
  - d. Each question will be carrying 10 marks and for each wrong answer 5 marks will be deducted.
  - e. Time allocated to 1<sup>st</sup> round: 1.5 hr.

#### **Round 2**

1. The topics of 2<sup>nd</sup> round will be based on: -
  1. Technology
  2. Politics
  3. economics
  4. Innovation
  5. Sports
2. Each question will be carrying 10 marks and for each wrong answer 5 marks will be deducted
3. The team which answers all questions correctly will get an extra bonus of 40 points.

#### **Round 3 (Final round) Buzzer round**

1. This round will be based on:
  - a. Guess Me if You can (Endorsers)
  - b. Crunchy punch (Punch line)
  - c. Mind game (Marketing concept & basics)
  - d. Each question will be carrying 10 marks and for each wrong answer 5 marks will be deducted.



## **PIXAR**

### ***(Short Film)***

Filmmaking is a chance to live life many times. Go out and make something that reflects your interest, your tastes and your ideas. Sharpen your intuition and blend it with emotions. Capture the intricacies of life on your camera and project it to the world.

Event Co-coordinator: Mr. Abdul Maniar Wadud (+91 7600470882)

Team Size: Upto 05 members

Duration: 07 minutes per Team

1. This is an online participation.
2. The theme for the short film shall be provided 24 hours before the event begins i.e. 23<sup>rd</sup> Feb,2018 at 11:00 am.
3. Participants will have to make a 90 seconds movie on the theme provided to them and submit it to the LJ IMBA Pixar team on 24<sup>th</sup> Feb, 2018 between 11:00 am to 12:00 noon.
4. The LJ IMBA Pixar team shall upload the short film on LJ Youtube channel.
5. The language to be used is either Hindi, English or Gujarati.
6. Use of vulgar language and objectionable words are discouraged which may further lead to elimination.
7. The decision of the judges shall be considered as final and binding.



## **PITCH**

### ***(Ad-Mad)***

Good marketing makes the company look smart but great marketing makes the customer feel smart. The more informative your content, the more persuasive it will be. Participate in the Ad Mad show and showcase your marketing skills.

Event Co-coordinator: Ms. Devangi Panchamiya (+91 9978912777)

Team Size: 05 members

Duration: 03 minutes per Team (Presentation)

### ***Round 01: Ad Buzz***

#### **First Round**

1. The registered teams will be emailed the product category on 20<sup>th</sup> February, 2018 by 6.00 pm on the participant's registered email id.
2. The participating team has to come at L J Campus, S. G. Highway prepared with a promotional campaign, which should include: -
  - a. A slogan (Banner/Posters)
  - b. Print advertisement(Catalogue/Pamphlet/brochure)
  - c. A TV advertisement of 3min to be enacted in front of the jury
3. The Print advertisement (Catalogue/Pamphlet/brochure) has to be submitted at the event registration desk on the day of the event.
4. Top Seven teams will be selected for the final round.

#### **Final Round:**

1. The selected teams will be given a product based on the business idea presented in the business plan event.
2. The selected team will have to prepare a promotional campaign and present it on 24<sup>th</sup>February, 2018.

The students will have to prepare: -

- a. A slogan (Banner/Poster)
  - b. A TV advertisement of 3 min to be enacted in front of the jury
3. The decision of the judges will be final and binding



## **SCRUTINIZE**

### ***(Case Study)***

Step into the shoes of a consultant, and find solutions to a variety of problems faced by a firm that's already well-grounded in the industry in this case-study based event. Test your business acumen with Scrutinize - for budding consultants to gauge their strategic thinking and to give them a flavour of intricacies involved in real life business scenarios.

Event Co-coordinator: Mr. Gaurav Sen (+91 9057206314)

Team Size: 05 members

Duration: 10 minutes per Team

#### **Round: 01**

1. A case study topic shall be provided after selection i.e. on or after 19<sup>th</sup> February, 2018.
2. All the participating teams are required to submit a hard copy of the same case study duly solved by making use of conventional techniques, at the event reporting desk on 23<sup>rd</sup> February, 2018.
3. The presentation of the case study must cover all points of the case.
4. Top 4 teams will be selected for Round 02 on 24<sup>th</sup> February, 2018.

#### **Round: 02**

1. Case for Round 02 will be given on 23<sup>rd</sup> February, 2018 evening after declaration of Round 01 results.
2. A report and presentation need to be prepared for the case.
3. Results shall be declared in the valedictory.

#### **Note:**

- The participating team shall not be allowed the usage of any kind of visual aids.
- The decision of the judges shall be considered as final and binding.



# CULTURAL EVENTS

## HUMOUR\_US

### *(Stand Up Comedy)*

Do your witty lives make your friends go ROFL...! LOL...! This is the chance to let the humour reach the other side of table and crack your funny side up. Humour\_Us brings to you the newest and biggest comedy extravaganza to leave the audience roaring.

Event Coordinator: Mr. Jitendra Tulsyani (+91 7984562376)

Team Size: 01

Duration: 05 Minutes to 07 Minutes

1. A clip of the performance of 02 min has to be sent us via email us with their name, college, city, email id and contact number.
2. The email should be sent to [athena.ljimba@ljinstitutes.edu.in](mailto:athena.ljimba@ljinstitutes.edu.in) by 18<sup>th</sup> February, 2018, 4:00 pm.
3. The participants qualifying would be notified for further process of registering through the email.
4. After getting the confirmation, the participant needs to register on or before 19<sup>th</sup> February, 2018.
5. The performance must be in English, Hindi or Gujarati.
6. Use of vulgar language and objectionable words are discouraged which may further lead to elimination.
7. The judges' decision will be final and binding.



## **COLOUR PALETTE**

### ***(Rangoli)***

Have you always found yourself scribbling in your notebook, bringing the pages to life with all the colours? You finally have a chance to let your imagination run wild and let your creativity flow. Create a beautiful floor art with rainbow colours and design your own masterpiece.

Event Co-coordinator: Ms. Pranita Deshpandey (+91 9913611481)

Team Size: 02 members

Duration: 3 hours

1. Participants shall bring their own material.
2. The medium and form for expression can be free hand as per the theme decided - "Climate Change".
3. The participants are expected to make their original Rangoli.
4. If any participants found copying a Rangoli they can be disqualified.
5. If any participant is found using taking the help of any electronic gadget will be disqualified.
6. The participants shall have to prepare a Rangoli within the space provided by the organizers.
7. The judges' decision will be final and binding.



## **ROCK ON**

### ***(Band)***

Some love silence but to many it's a poison. So, if you belong to the latter participate in Rock On. The beats, the tempo, the electrifying notes of guitar, the drums and the vocals – let it all take you to land of music and rock and roll. Participate in the battle of bands and get ready for a rocking night.

Event Co-coordinator: Mr. Vinay Joshi (+91 9724377555)

Team Size: 05 to 08 members

Duration: 10 minutes per Team

1. A clip of the performance of 02 min has to be sent in email to us with their name, college, city, and email id and contact number.
2. The email should be sent to [athena.ljimba@ljinstitutes.edu.in](mailto:athena.ljimba@ljinstitutes.edu.in) by 18<sup>th</sup> February, 2018, 4:00 pm.
3. The participants qualifying would be notified for further process of registering through the email by 19<sup>th</sup> February, 2018.
4. After getting the confirmation, the participant needs to register on or before 19<sup>th</sup> February, 2018.
5. The band will be selected on the basis of the clip of the performance
6. Musical equipment's, props and other requisites has to be arranged by the participating team
7. The judge's decision will be final and binding



## **ARENA**

### **(Theatre)**

It's time to put your game face on and let your characters raise their voice. Stir the hearts of many as your voice breaks free from all social facades reaching the masses. Spread the message of patriotism as you weave the drama across the Life of a Soldier.

Event Co-coordinator: Mr. Mohit Blchandani (+91 9033033056)

Team Size: 08 to 10 members

Duration: 10 minutes per Team

1. Teams need to submit the script of their play via email us with their name, college, city, email id and contact number.
2. The email should be sent to [athena.ljimba@ljinstitutes.edu.in](mailto:athena.ljimba@ljinstitutes.edu.in) by 18<sup>th</sup> February, 2018, 4:00 pm.
3. The team will be selected on the basis of the script they send.
4. The participants qualifying would be notified for further process of registering through the email.
5. After getting the confirmation, the participant needs to register on or before 19<sup>th</sup> February, 2018.
6. The play must be in Hindi or English.
7. Teams are advised to minimize their usage of props.
8. Use of vulgar language and objectionable words are discouraged which may further lead to elimination.
9. Teams will be judged on the basis of script and performance.
10. The judges' decision will be final and binding.



## **STEP UP**

### ***(Group Dance)***

Suppressing your inner Michael Jackson and Prabhudeva? Here is your chance to win the battle of dance by showing your best moves. So, come and ignite the stage with your camaraderie and passion. Assemble your squad, groove in sync and dance your heart out.

Event Co-coordinator: Ms. Parinaz Gandhi (+91 9824974414)

Team Size: 10-15 members

Duration: 10 minutes per Team

1. A clip of the performance of 02 min has to be sent to us with their name, college, city, email id and contact number.
2. The email should be sent to [athena.ljimba@ljinstitutes.edu.in](mailto:athena.ljimba@ljinstitutes.edu.in) by 18<sup>th</sup> February, 2018, 4:00 pm.
3. The participants qualifying would be notified for further process of registering through the email by 19<sup>th</sup> February, 2018.
4. After getting the confirmation, the participant needs to register on or before 19<sup>th</sup> February 2018.
5. Performers can perform on Western or Folk Dance.
6. Equipment's, props and other requisites have to be arranged by the participating team.
7. The judges' decision will be final and binding.



## **GLAM - UP**

### ***(Fashion Show)***

It's that time again where the best designers prove their colour to the world. Put your best attire on the show, your unconquerable attitude on display and pose like a pro. Walk the ramp to conquer the stage.

Event Co-coordinator: Ms. Rutuja Katkoriya (+91 8469870582)

Team Size: 18 to 24 members

Duration: 15 minutes per Team

#### *Themes for the event:*

1. Elements (water, fire, wind, earth)
2. Ethnic Wear with a hint of funk
3. Masquerade (Mask-erade)

1. A clip of the performance of 02 min has to be sent to us with their name, college, city, email id and contact number.
2. The email should be sent to [athena.ljimba@ljinstitutes.edu.in](mailto:athena.ljimba@ljinstitutes.edu.in) by 18<sup>th</sup> February, 2018, 4:00 pm.
3. The team will be selected on the basis of the clip of the performance.
4. The selected teams will be intimated for performance at the venue.
5. The participants qualifying would be notified for further process of registering through the email.
6. After getting the confirmation, the participant needs to register on or before 19<sup>th</sup> February, 2018.
7. The soundtrack being selected by the team should be submitted prior the event in form of CD and pen drive.
8. Decent dressing and positioning is mandatory.
9. Use of open flame, fire, flash powder and flash paper are strictly prohibited.
10. Musical equipment's, props and other requisites has to be arranged by the participating team
11. The judge's decision will be final and binding.



# FEATURED EVENTS

## DRUM CIRCLE

A drum circle is a group of people who come and drum together. It is headed by a drum circle facilitator who makes the rhythm and triggers enthusiasm into the group. Come together for a creative and rewarding social experience – a chance to bond with others, an opportunity for self-experience and relaxation.

Number of Participants: First 350 registrations

Registration Amount: Rs. 300 per participant

## CULTURAL MEET

Regret missing that High School Dance? Brace yourself as we bring to you the most awaited highlight of the event. The night revolves around having a date. Dress up in smart tuxedos and graceful gowns to dance to tunes of your partner's heart.

Number of Participants: First 150 couple registrations

Registration Amount: Rs. 400 per couple

Theme: James Bond (007)

### ***Key dates:***

- 1) Videos for Cultural events and B-plan need to be sent before 18<sup>th</sup> February, 2018.
- 2) Students who are selected for cultural festival & B plan shall be intimated on or after 18<sup>th</sup> February, 2018.
- 3) Last date for payment of all fees is 19<sup>th</sup> February, 2018.