

To
The Principal/Dean/Head of the Department

Subject: Invitation for University level Business Plan Competition INDIPRENEUR' 2016

Dear Sir/Madam,

India's young minds are passionate about fuelling positive change in the country. Institutions like ours not only train the blooming buds to face the challenges of the profession but also provide opportunities to explore their talent and skill at interactive forums. Therefore, Faculty of Management Science, Shri Ram Murti Smarak College of Engineering and Technology aims to bring together the brightest of minds to compete collaborate and connect.

Serving this purpose we in collaboration with Dr. A.P.J. Abdul Kalam Technical University, Lucknow intend to organize an inter-college competition "INDIPRENEUR'2016- The Business Plan Showcase" on October 5 & 22, 2016 (Semi Final and Final Round respectively) that brings to students the best platform to test the business acumen. This Inter- College competition aims at sharpening and testing the talents of learners-in-making by providing an unparalleled opportunity to put forth new ideas and receive guidance about how to launch a new venture. It will also offer an opportunity to the students to express their innovative ideas and skills by way of healthy inter-college competition and gain due appreciation and acknowledgement of their contributions.

The competition will be a creative source of learning through interaction among participants. It will also have the benefit of association with academicians and industry practitioners who may be invited to adjudicate the performance of the event organized.

The students, faculty and staff of the Faculty of Management Science, Shri Ram Murti Smarak College of Engineering and Technology feel privileged to extend a cordial invitation to the students of your esteemed institution to this event INDIPRENEUR'2016. Kindly confirm your participation by sending in the duly filled in registration form(s) before October 3, 2016. Registration forms can be downloaded from college website www.srms.ac.in. The registration forms and the queries can be dropped to us at satish.pant@srmscet.edu or priyanka.khandelwal@srmscet.edu.

We request you to kindly encourage student delegates from your university/college for making our vision a success. Your support and co-operation will be highly appreciated. Our student coordinators will get in touch with you and your students to solicit your response. Looking forward having positive response from your institution.

With warm regards,

Yours faithfully

Dr. Mamta Gaur

Business Plan Competition

INDIPRENEUR '16

The Business Plan Showcase

SRMS-CET aims to bring together the brightest of minds to compete, collaborate and connect. Serving this purpose we intend to organize an inter-college competition “**INDIPRENEUR- the Business Plan Showcase**” that brings to students the best platform to test the business acumen. This Inter- College competition offers to student an unparalleled opportunity to put forth new ideas and receive guidance as you launch a new venture.

The objective of this event is to encourage student entrepreneurship and cultivate out-of-box thinking amongst the budding talent across various professional institutions. The proposed date for the semi-final round of the event is October 5, 2016 (Wednesday) from 10.00 am onwards. The finals will be held on October 22, 2016 (Saturday) from 10.00 am onwards.

Top three winners will be awarded with prize money of Rs 5000, Rs 3000 and Rs. 2000 respectively. The SRMS Trust will reward them by providing an opportunity to convert their business ideas into working business through the incubation cell established under the aegis of the Trust.

Relevance and Background of the Event for Students:

Half way through education career, are you ready to initiate and run the company? You think you have learnt your bookish concepts well? Test your acumen in real life! Discover the true managerial potential within you. Step forward and try yourselves as a team, and compete for the revered position of the Business Icon of the future. Put your best foot forward in an event involving the brightest business minds and see if you have the gravitas to succeed in today's dynamic business domain.

If you think you have what it takes to shape future organizations, and if you truly believe you can prepare a business plan and can translate theory into practice then “INDIPRENEUR” is the platform to prove your mettle.

EVENT RULES

- Any candidate pursuing Under-Graduate or Post –Graduate program in any stream is eligible to participate.
- Team Composition: Each team must consist of a minimum of two and a maximum of four members, belonging to the same school/institution.
- A participant cannot be a member of more than one team
- Teams should submit *soft copy* of the business plan on email id priyanka.khandelwal@srmscet.edu or satish.pant@srmscet.edu and *Hard copy* before commencement of both the rounds.
- The presentation format is 30 minutes running clock (including Query Handling), but judges may interrupt at any time with questions.

- Each member of the team present at the competition must participate fully during the formal presentation of the plan.
- Registration fee: Rs. 200 per team

The plan will be judged according to the following criteria:

- ✓ Uniqueness of the Concept/ Business idea
- ✓ Clarity, completeness, and persuasiveness of the proposed plan (Presentation and written)
- ✓ Quality and Usefulness of products, services and/or solutions
- ✓ Market opportunities and competitions
- ✓ The financial and/or social return of the proposed venture
- ✓ The market ability of the proposed venture (does demand of concept exist).
- ✓ Contingency planning and risk assessment – include plan for mitigating risk factors.
- ✓ Overall attractiveness of the venture
- ✓ Team qualifications and Team-Work
- ✓ The decisions of the judging panel will be final.

Important dates:

Registration date: **30 September, 2016**

Submission of Draft of the plan for semi-final round: **3 October, 2016**

Submission of Draft of the plan for final round: **20 October, 2016**

The Semi-finals: October 5, 2016 (Wednesday) from 10.00 AM onwards.

The Finals October 22, 2016 (Saturday) from 10.00 AM onwards.

Note: Outstation participants can avail the lodging facility on prior intimation.

Event Coordinators

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