

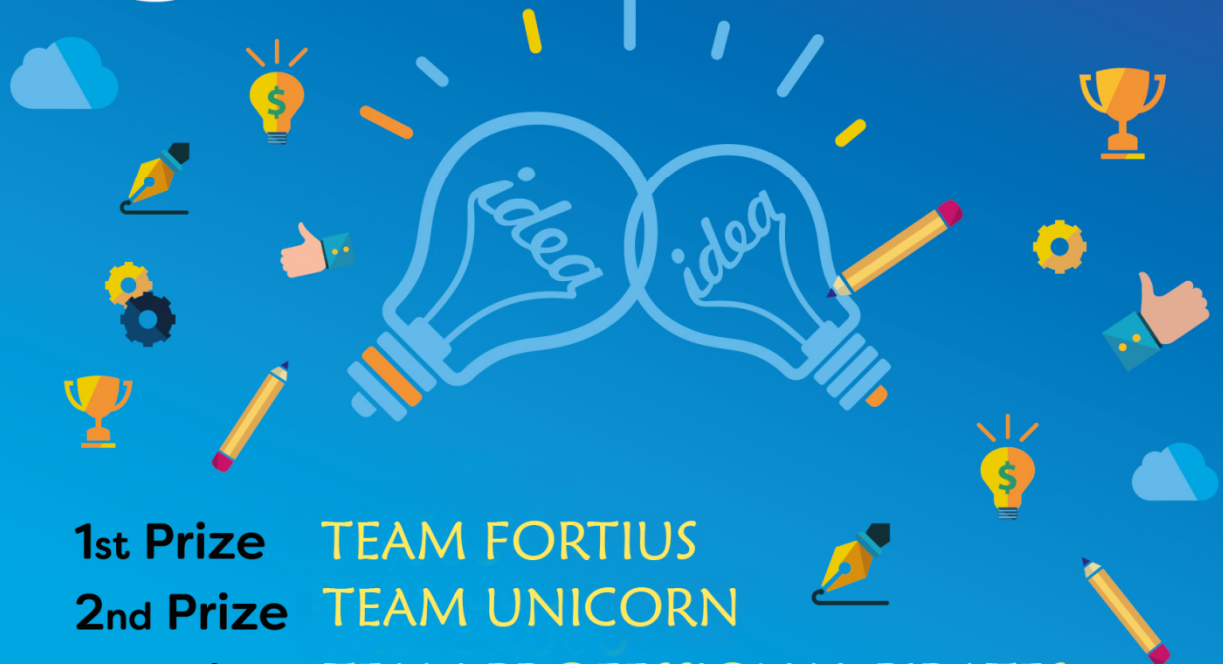


presents

In association with:  
Institute of Management BHU  
Varanasi, India



# GAME OF IDEAS



- 1st Prize** TEAM FORTIUS
- 2nd Prize** TEAM UNICORN
- 3rd Prize** TEAM PROFESSIONAL PIRATES

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**BANARAS HINDU UNIVERSITY  
INSTITUTE OF MANAGEMENT STUDIES**

**Press release on Game of Ideas**

On Saturday, 24<sup>th</sup> September, 2016 Institute of Management Studies, Banaras Hindu University, played the host to the event Game of Ideas conducted under the banner of student club 'Kalpavriksha' in Collaboration with Ensygnia, a UK based technology firm. It was a Case Study challenge where the students came up with innovative ideas of product augmentation and marketing of the product.

The event commenced at 11:00 AM where the guests, Mr. Ritesh Tiwari (Ensygnia India head), Mr. Ajay Shukla (ICICI Commercial Banking Head) and Mr. Ashok Kapoor, Managing Director, R.K. Impex, Varanasi addressed the gathering. After the addresses of the dignitaries the presentations initiated. A total of 32 teams partook in the event. The presentations continued until 17:30 hrs, making it a huge success. Prof. Rekha Prasad, presented Memento to the distinguished guests.

From this pool of the finest minds of Institute of Management Studies, BHU, three teams will be selected and they will be rewarded with Cash prizes sponsored by Ensygnia. The participation by the students overwhelmed the guests and they appreciated the efforts put in by the candidates.



