

काशी हिन्दू
विश्वविद्यालय



BANARAS HINDU
UNIVERSITY

An Institution of National Importance Established by The BANARAS HINDU UNIVERSITY ACT XVI of 1915



मान इन्द्रवज्र

The Management Fest

(27 & 28 February 2016)

Organized by

कौप्यगौरव

प्रबन्ध शास्त्र संस्थान

INSTITUTE OF MANAGEMENT STUDIES

INSTITUTE OF MANAGEMENT STUDIES ,BHU

kalpavriksha
PRESENTS



rān śāngrāam 2.0

THE MANAGEMENT FEST

27 feb & 28 feb



www.fb.com/ransangraam

contact : 91 8948351919
91 8400007575



रान इंग्रहाल 2.0

Date and Time:

27 & 28 February 2016

Venue:

Seminar Hall 1, IM BHU

EVENT SCHEDULE

Event	Date	Timing
Decipher	27.02.2016	11:00 AM -12:30 PM
Dus Ka Dum	27.02.2016	01:00 PM - 04:00 PM
Super HR	27.02.2016	03:00 PM - 05:00 PM
Marqueter	27.02.2016	04:00 PM - 06:00 PM
It's Controversial	27.02.2016	05:00 PM - 06:30 PM
Operomania	28.02.2016	10:00 AM - 12:00 Noon
Financio	28.02.2016	11:00 AM - 01:00 PM
Masterpreneur	28.02.2016	12:00 PM - 02:00 PM
Breaking Brat	28.02.2016	01:00 PM - 03:00 PM
Talk Show	28.02.2016	03:00 PM - 04:00 PM
Treasure Hunt		Online
Admash		Online
Prowriters		Online



Highlights of the event

1 Marqueter (case study)



“Never Publicize a Case study without quotes from your customers.”

Its time to bring the marketer out of you and face the real life challenges in the world of marketing. We bring a live case challenge to add a practical tinge to your theoretical knowledge.

Rules:

- Participants can register in teams of 2-3 members.
- Participants of a team shall belong to the same institute.
- A person can be a part of only one team.
- Any number of teams can participate from one institute.
- The case study will be given through your registered email IDs.
- 1st round: The solution needs to be submitted in Ppt format converted into pdf.
- 2nd round (The final round) will be the On campus presentation of the qualifier teams.

2. AdMash(Advertising through dubsplash)

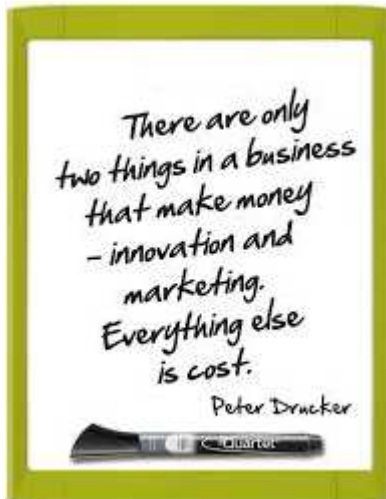


It has always been fun with dubsplash, how about advertising a product through it! An event, where you can add creativity to your brand management skills.

Rules:

- Participants can register in teams of 2-3 members.
- Participants of a team shall belong to the same institute.
- A person can be a part of only one team.
- Any number of teams can participate from one institute.
- **50-60 secs video advertising of a product of your choice through dubsplash.**
- The video would be required to be sent to ----- email id.
- Details for the 2nd round would be disclosed later.

3. Breaking Brat (strategy)



Break the stereotypes!

Product is like a flightless bird but when it gets stamp of legalization, it get its wings. There are lot many products/services which are deemed to be unethical in our Indian society. We provide you a chance to formulate strategies for the promotion of any such product/service based on the assumption that the said product/service were to be legalized.

Rules:

- Participants can register in teams of 2-3 members.
- Participants of a team shall belong to the same

institute.

- A person can be a part of only one team.
- Any number of teams can participate from one institute.
- **1st round: submission through mails in form of ppt converted to pdf**
- 2nd round: on campus presentation

4. Super HR (case study)



“Human Resources isn’t a thing we do. It’s a thing that runs our business”- Steve Wynn

Have you always dreamt of becoming a HR, heres an opportunity to prove your competence. Buck up yourself for an exciting ride to the world of HRs through this event.

It’s a complete test of your knowledge and your skills .

Rules:

- Participants can register in teams of 2-3 members.
- Participants of a team shall belong to the same institute.
- A person can be a part of only one team.
- Any number of teams can participate from one institute.
- The first round is the **online quiz**.
- Participants would be able to browse through the questions.
- Participants would not be able to modify their answers post submission.
- The second round is the case study which **Case Study** will be given to all the qualifier teams from Round 1.
- The case study will be given through your registered email IDs.
- Rules of the subsequent rounds will be disclosed to the qualifying teams.
- The final round will be the On campus round.
- Every round is an **elimination round**

5. OperoMania(case study)

“Supply chain Management”!!!! does it grab your attention, if yes put your acumen and get the case study solved.

Rules:

- Participants can register in teams of 2-3 members.
- Participants of a team shall belong to the same institute.
- A person can be a part of only one team.
- Any number of teams can participate from one institute.
- The operation case study will be given through your registered email IDs.
- 1st round: The solution needs to be submitted in Ppt format converted into pdf.
- 2nd and final round: On campus presentation

6. Its Controversial



“Controversy is part of the nature of art and creativity.”- Yoko Ono

It is not a mere debate and nothing to do with eloquence, it is all about how well you know ‘them’ and how would you react when given a chance to be one of ‘them’. The ‘them’ here refers to people who remain in news for some or the other reason.

The event will test not only test the awareness levels of the participants but also

their ability to intelligently maneuver through the flow of the event.

Rules:

- Individual event
- A list of celebrities would be given to the participants, out of which they ll have to choose one.
- There will be press team and the participants have to face the team enacting as the assigned celebrity.
- The press team would generally discuss or ask question based on controversial statements related to that particular celebrity
- The assignment of celebrities would be done on first come first serve basis.

7. Financio(case study)

Are you crazy about numbers..and would like to explore more...here is a chance to exploit your finance knowledge and solve a case study...

Rules:

- Participants can register in teams of 2-3 members.
- Participants of a team shall belong to the same institute.
- A person can be a part of only one team.
- Any number of teams can participate from one institute.
- The financese case study will be given through your registered email IDs.
- 1st round: The solution needs to be submitted in Ppt format converted into pdf.
- 2nd and final round: On campus presentation

8. MasterPreneur (Flagship events)

You imagine what you desire, you will what you imagine and at last you create what you will. This event is a full-fledged testing of your entrepreneurial skill and your managerial knowledge.

Rules:

- Participants can register in teams of 2-3 members.
- Participants of a team shall belong to the same institute.
- A person can be a part of only one team.
- Any number of teams can participate from one institute.
- There are three rounds and every round is an elimination round.
- 1st round: **online quiz.**
- 2nd round: Designing of revenue model for a given startup idea. **submission of the plan via mails in form of ppt converted to pdf.**
- 3rd round: Designing of promotional strategies for the startup which will be disclosed after qualifying 2nd round. On-campus presentation of both the plans would take place for the qualifiers.

9 Pro-writers (Article writing)



Here's your chance to test your written communication skills by trying your hand at writing about the burning issues facing the world.

Rules:

- Individual event
- Your article has approximately 800-850 words and is replete with relevant pictures
- Font is Gill Sans MT, size 14

10. Treasure Hunt

For so many decades we have had treasure hunters who have gone beyond limits to find year old buried treasures. When even a small detail can reveal the big answers and become the golden key to the door, its then, you become the ultimate seeker!! Scratch your brains and brace yourself for the ultimate treasure hunt!!

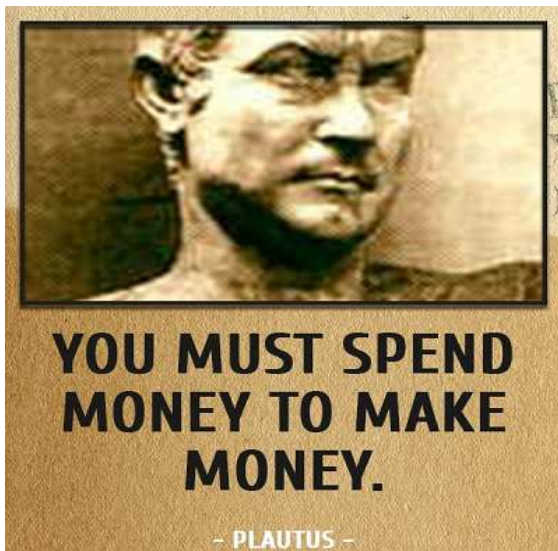
Rules:

- It is an individual event.
- It contains of different levels wherein each level would be revealed once you have cracked the previous one.
- Hints would be provided depending on the difficulty level of the question of that level.
- The participant reaching the final level first would be declared as the winner.
- If anyone is found using foul play, they'll be disqualified.
- The organiser's decision will be the final decision.

11. Decipher

- On- Campus quiz
- It is a mélange of graphs, logo and audio visual clips.
- Participants of a team shall belong to the same institute.
- Participants can register in teams of 2-3 members.
- A person can be a part of only one team.
- Any number of teams can participate from one institute

12. Das ka dum



IT IS INDIA YAHAAN SAB BIKTA
HAI.....SO COME ,SELL, MAXIMISE

- Individual event
- Every individual will be given rs 10 and he/she needs to maximize it

PRESS RELEASE

Ran Sangraam -The annual management fest of Institute of Management Studies, Banaras Hindu University was organized in the campus premises by its student management club, Kalpavriksha. The theme of the fest for the centenary year was "Quest for Environment" with an attempt to make people become more responsible towards the environment.

The chief guest for the event was Prof. M.K.Singh, Dean of Student welfare and the programme was inaugurated by Prof. Raj Kumar, Director, Dean and Head, Institute of Management Studies, Banaras Hindu University. Prof. Usha Kiran Rai, briefed the students and faculty members about the event and Prof. R.K.Lodhwal proposed the vote of thanks. Day 1 served to be a curtain raiser of sorts loaded with spectacular events from across the spectrum.

The first event for the day was Decipher- an engrossing quiz competition followed by Dus ka Dum- your proficiency to multiply Rs. 10. It was followed by Marqueter and Super HR- A case study on marketing and human resource. The closing event for the day, It's Controversial, saw students replicating famous celebrities and answering the contentious questions of the media. The event saw the participation of more than 100 students from different faculties of the university.

The title sponsor for the event is Pitambari Sarees and co sponsor is Sparrow Infratech. Hospitality partner was Blox and other sponsors for the events were Dawailo, UCO Bank, Privee Paris, Radio Mantra, Serenity Routes and Balaji Sarees. The event was also sincerely supported by 1997 alumnus, Mr. Himanshu Shekhar. Prof. R.K.Pandey, Prof. Deepak Burman, Prof. S.K.Singh Prof. H.P.Mathur and Prof. Ashish Bajpai were also present for the opening ceremony.



Ran Sangraam -The annual management fest of Institute of Management Studies, Banaras Hindu University, organized by its student management club, **Kalpavriksha**, entered the second day and was loaded with spectacular events from across the spectrum. The theme of the fest for the centenary year was “**Quest for Environment**” with an attempt to make people become more responsible towards the environment.

The first event for the day was **Operomania**- a case study on operations followed by **Financio**, which was a finance case study competition. It was followed by **Masterpreneur**- a business plan case competition which was also the flagship event of the fest. Another interesting event named Breaking Brat tested the capability of students to sell any illegal product in India. The closing event for the day, **Talk show**, saw students replicating the scenario of a parliament session. The money earned by the students in the previous day’s event **Dus ka Dum** (wherein Rs 150 in kind was converted to Rs 20400 by the participants in a matter of 2 hours) was distributed among the underprivileged sections of the society in the form of clothes and daily need items. This was followed by the prize distribution ceremony and an exuberant and sonorous band performance by Sacred Leaf. This marked the end of the two day extravaganza at the Institute of Management Studies, BHU. The event saw the participation of more than 100 students from different faculties of the university.

The title sponsor for the event was Pitambari Sarees and co sponsor was Sparrow Infratech. Hospitality partner was Blox and other sponsors for the events were Dawaillelo, UCO Bank, Privee Paris, Radio Mantra, Serenity Routes and Balaji Sarees. The event was also sincerely supported by 1997 alumnus, Mr. Himanshu Shekhar. The fest was inaugurated by **Prof. M.K.Singh, Dean of Students** and **Prof. Raj Kumar, Director, Dean and Head**, Institute of Management studies, Banaras Hindu University.

Media Coverage



बेकार वस्तुओं की बिक्री करेंगे छात्र

वाराणसी। बीएचयू के प्रबंध शास्त्र संस्थान के छात्रों ने ऐसी वस्तुओं की बिक्री करने की योजना बनाई है, जिन्हें बेकार समझा जाता है। संस्थान में आयोजित वार्षिक मैनेजमेंट फेस्ट 'रण संग्राम' में इसपर चर्चा की गयी।

महोत्सव में कई तरह के कार्यक्रम आयोजित किये गये। 'ब्रेकिंग ब्रेट' के तहत योजना बनी कि छात्र ऐसी वस्तुओं की पहचान करेंगे, जिनकी आमतौर पर लोग अनदेखा करते हैं। इनकी ऑनलाइन बिक्री का प्रयास होगा। 'टॉक शो' के दौरान छात्रों ने संसद में होने वाली गतिविधियों की प्रस्तुति की। 'मास्टरप्रेन्चर' में प्रतिभागियों ने अपनी ओर से व्यापार की योजनाएं प्रस्तुत कीं।

छात्र-छात्राओं को पर्यावरण के प्रति जागरूक बनाने के लिए क्वेस्ट फॉर एन्विरोन्मेंट का आयोजन हुआ। इसमें पौधरोपण, जलवायु, स्वच्छता से जुड़े मसलों पर सवाल-जवाब हुए। अंत में सेकरेड लीफ बेंच के सदस्यों ने छात्रों का मनोरंजन किया। छात्र अधिष्ठाता प्रो. एमके सिंह मुख्य अतिथि थे। निदेशक प्रो. राजकुमार ने स्वागत किया। बस

दैनिक जागरण

वाराणसी, 29 फरवरी 2016

छात्रों ने बनाई बिक्री की योजना

वाराणसी : प्रबंध शास्त्र संस्थान के क्लब कल्पवृक्ष की ओर से वार्षिक मैनेजमेंट फेस्ट 'रण संग्राम' का दूसरे दिन रविवार को भी आयोजन किया गया। इसमें कई प्रतियोगिताएं भी आयोजित की गईं। ब्रेकिंग ब्रेट इवेंट में विद्यार्थियों ने बेकार चीजों को बेहतर बनाकर बिक्री की योजना बनाई। पुरातन छात्र हिमांशु शेखर, प्रो. एके सिंह, प्रो. राजकुमार आदि रहे

आमर उजाला

वाराणसी | सोमवार | 29 फरवरी 2016

'रणसंग्राम' में भावी प्रबंधकों ने दिखाया दम

वाराणसी (ब्यूरो)। बीएचयू प्रबंध अध्ययन संस्थान के क्लब 'कल्पवृक्ष' की ओर से दो दिवसीय वार्षिक प्रबंध समारोह 'रणसंग्राम' का समापन रविवार को संस्थान परिसर में हुआ। पीतांबरी साड़ीज व स्पैरो इंफॉटेक द्वारा आयोजित 'रणसंग्राम' में मास्टरप्रेन्योर, ब्रेकिंग ब्रेट, टॉक शो जैसे कार्यक्रम हुए। मास्टरप्रेन्योर में प्रतिभागियों ने अपनी व्यापार की योजनाएं प्रदर्शित कीं। रणसंग्राम का उद्घाटन छात्र अधिष्ठाता प्रो. एमके सिंह ने किया। इस दौरान निदेशक प्रो. राजकुमार, प्रो. एचपी माथुर आदि मौजूद रहे।