





Banaras Hindu University Institute of Management Studies

Institute of Management Studies



*Celebrating 50 Golden Years of
Nurturing Managerial Minds*


Presents

UTTHAN 2018

India claims to be one of the fastest growing economies in the world, yet there is a grave question marks on the percolation of its economic and social benefits to that proportion of population living below poverty line. Over 500 million Indians live below poverty line of \$1.25 a day. To put it simply, the challenges that we as a democracy face are humongous.

UTTHAN is a call to all young, passionate and enlightened minds to put their thinking caps on and come up with sustainable, marketable, economic and viable social B-Plan which can usher in a social revolution aimed at upliftment of masses at large. Let's rekindle the urge to work beyond profits, so that we can be a channel of social development.

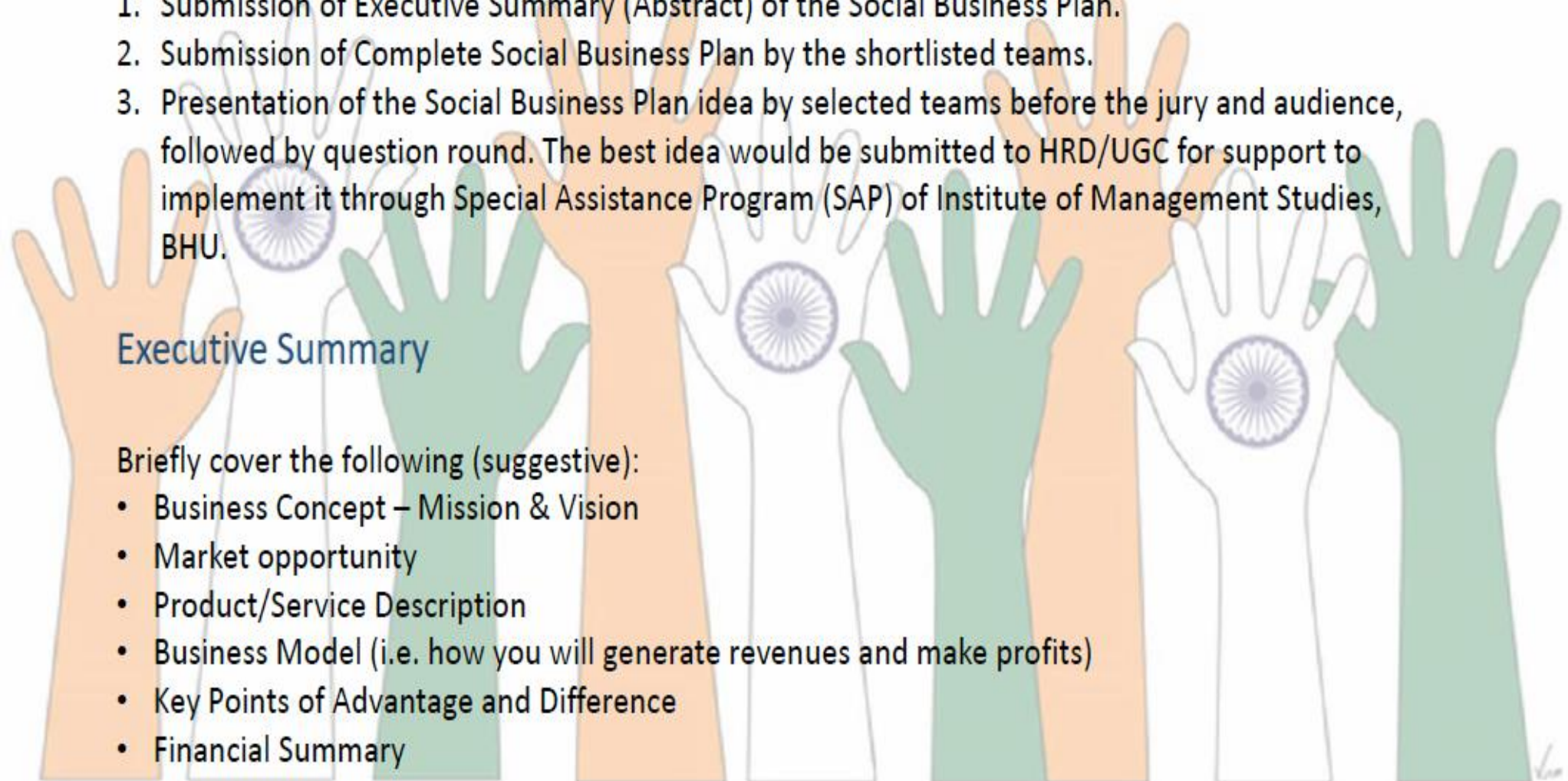
The presentation of selected Social Business Plans by the teams from different B-Schools will be held on 17th & 18th March, 2018 at the Institute of Management Studies, Banaras Hindu University.



Format of the Competition

It is a team event comprising of three stages:

1. Submission of Executive Summary (Abstract) of the Social Business Plan.
2. Submission of Complete Social Business Plan by the shortlisted teams.
3. Presentation of the Social Business Plan idea by selected teams before the jury and audience, followed by question round. The best idea would be submitted to HRD/UGC for support to implement it through Special Assistance Program (SAP) of Institute of Management Studies, BHU.



Executive Summary

Briefly cover the following (suggestive):

- Business Concept – Mission & Vision
- Market opportunity
- Product/Service Description
- Business Model (i.e. how you will generate revenues and make profits)
- Key Points of Advantage and Difference
- Financial Summary



Social Business Plan

The detailed Social Business Plan should clearly demonstrate the way in which the teams will achieve the social cause that they are trying to address.

Try to cover the following heads in the detailed Social Business Plan (suggestive):

- Product/Service/Program Overview
- Market opportunity and strategy
- Target addressable market and projections
- Key drivers for success and critical assumptions
- Geographic Locations and Local Resources
- Regulatory and Legal issues
- Start-up financings
- Use of Proceeds
- Strategy and positioning (Tactics and pricing)
- Sustainability
- Philanthropist side of the business model
- Any other (be specific)





Rules & Regulations

- Each team can have a minimum of 2 and maximum of 3 members (bonafide students of university/institute).
- No registration fees.
- The plan should be original.

1st stage (Submission of Executive Summary):

- The abstract should not contain more than 1500 words.
- The soft copies should be mailed to utthan@fmsbhu.ac.in latest by **Tuesday, 27th February, 2018.**

2nd stage (Submission of complete Social Business Plan):

- No word limit for the detailed business plan.
- The selected teams will have to send the detailed Social Business Plan (both soft and hard copies) by **Saturday, 10th March, 2018.**

3rd stage (Presentation of Social Business Plan):

- Presentations of selected entries will be held on **Saturday & Sunday, 17th & 18th March, 2018.**
 - The 3 best teams will be awarded.
 - All the finalists will be awarded certificates of participation.
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Important Dates

Last date to send Executive Summary	Tuesday, 27th February, 2018
Announcement of Result of Stage 1	Monday, 05th March, 2018
Last date to send Social Business Plan	Saturday, 10th March, 2018
Announcement of Result of Stage 2	Monday, 12th March, 2018
Dates of Final Presentation	Saturday & Sunday, 17th & 18th March, 2018





Contact Details

Organizing Committee:

SAP Co-ordinator

Prof. H C Chaudhary

Utthan '18 Co-ordinator

Prof. H P Mathur

SAP Dy. Co-ordinator

Prof. Deepak Barman

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