

AMBEDKAR UNIVERSITY DELHI

SCHOOL OF BUSINESS, PUBLIC POLICY AND SOCIAL ENTREPRENEURSHIP

PRESENTS

# KALEIDOSCOPE

KASHMERE GATE CAMPUS

WEDNESDAY 31 JANUARY 2018

BEST MANAGER

AD MAD

DEBATE



Email us at: [studentcouncil\\_sbppse@aud.ac.in](mailto:studentcouncil_sbppse@aud.ac.in) Call us: Akshay Ravi +91 85879 82164 Kuldeep Singh +91 95605 75980 Vinayak Sharma +91 96509 96847

## Kaleidoscope 2018

The Annual MBA fest of The School of Business, Public Policy, and Social Entrepreneurship (SBPPSE), Ambedkar University Delhi, is back in its latest avatar, all ready to take on 2018!

The red carpet is being rolled out, and participants from both undergraduate and postgraduate courses across the country are being eagerly awaited!

Save the Date: 31st January 2018!

Come visit the AUD campus, utilize the opportunity to learn through fun, and don't forget – put your best foot forward, participate in various challenging events, and walk away with exciting cash prizes!

# BEST MANAGER

**SCHEDULE**

**10.00 -12.00**  
**CASE STUDY PRESENTATION**

**12.15 -12.30**  
**NUMBER CRUNCHING ACTIVITY**

**12.45-13.30**  
**CASH MANAGEMENT**

**13.45-14.30**  
**RAPID FIRE: STRESS MANAGEMENT**

**15:00-16:30**  
**PANEL INTERVIEW**

Rules and Regulations

- 1.Number of participants for the event will only be 1 student per college.
2. Each participant needs to carry his/her own laptop
3. Dress code: Formal attire for both male and female participants

**BEST MANAGER 2018**

**TIME: 10 AM - 5PM**  
**DATE: 31/1/2018**

**PRIZE MONEY WORTH RS 10,000 CASH**

School of Business, Public Policy & Social Entrepreneurship  
Ambedkar University Delhi  
Kashmere Gate Campus

*Do you have what it takes to stand out in the corporate world? If yes tie up your laces to compete in the latest edition of best manager where you get chance to show your unleash hidden potential to overcome the hurdles of real-life business situations.*

Contact for any queries  
Rishab Jain: +91 9999323704  
Akshay Ravi: +91 8587982164  
Manasa Narayan: +91 9971189139

<https://goo.gl/forms/EGYHT3VqMwrUANb92>

Is strategizing your forte? Do you think best under pressure? Do you keep a cool head, in the most challenging of situations? Is critical and creative thinking second nature to you? Do you have what it takes, to pit your management skills against the knowledge, talents and skills of competitors, and be crowned the best manager?

SBPPSE is offering you the opportunity to take home the metaphorical crown! Pull up your socks, tighten your belts, straighten up your shoulders, and stride into the boardroom – 31<sup>st</sup> January 2018! We're waiting!

**Registration Link:** (<https://goo.gl/forms/ZJI3h2FUzNk79PEy2>)

**Cash Prizes: Worth Rs 10,000**



## AD-MAD



The stage is set to showcase your creativity

**CASH PRIZE  
WORTH  
Rs 7,000**

**Ad Mad  
SHOW**

**31st January 2018  
12.00 PM**

School of Business, Public Policy  
& Social Entrepreneurship  
Ambedkar University Delhi  
Kashmere Gate Campus

Screening Round: Keep  
Thinking Marketing

In this round the participants  
will have to come prepared &  
present an advertisement for  
a product/service of their  
choice.

Final Round: Impromptu

Rules & Regulations

1. Minimum 3 team members  
and maximum 5 team  
members.
2. Time allowed for screening  
round would be 3 Min  
maximum

Contact for any queries  
Mansi Sani : + 91 7011531874  
Aayushi Jain : + 91 9910023288

How better to acquaint yourself with marketing and promotional strategies than by creating your own advertisements! And how better to get your creative juices flowing than tossing in constraints – time, product, team size and props!

A pinch of humour, a shake of spontaneity, a dash of social responsibility, a bowlful of creativity – will this be the winning recipe? Or are you the MasterChef we're looking for?

From FMCG products, to white goods, services, automobiles, social awareness campaigns, an inspired and convincing advertisement is what we're looking forward to!

Harness your inner ad-directors, actors and writers! Join us at SBPPSE on the 31<sup>st</sup> of January 2018, to showcase your talent, win the most customers, and will you... walk away with the prize?

**Registration Link:** <https://goo.gl/forms/ph1zQqLXhZtefsPT2>

**Cash Prize: Worth Rs. 7000**

## DEBATE



**WE WANT YOU  
TO DEBATE**

**31st January 2018  
12.00 PM**

**Rules and Regulations**

1. Each team should comprise of two participants from same college
2. Each team is expected to debate both against and in favour of the motion
3. Each team would have duration of 6 minutes, 3 minutes to each participant

**Does Marketing with a  
Social Cause, Humanize a  
Brand?**

School of Business, Public  
Policy & Social Entrepreneurship  
Ambedkar University Delhi  
Kashmere Gate Campus

**CASH PRIZE  
WORTH  
RS 8,000**

*Contact for any queries  
Shireena +91 9990351101  
Vinayak +91 9650996847*



In the words of famed Nobel laureate Desmond Tutu, "Don't raise your voice, improve your argument."

Who doesn't love a sound argument? Is it your argument which is going to render the others speechless? Are you going to be the one to walk away with the cash? Team up, hone your critical thinking, convincing and debating skills!

What do you think: Does Marketing with a Social Cause, Humanize a Brand?

The School of Business, Public Policy and Social Entrepreneurship, Ambedkar University Delhi is laying down the gauntlet! Arm yourself with logic, wit and conviction, and get ready to enter the battle of wits at Kaleidoscope, the MBA fest, SBPPSE – on the 31st of January 2018!

**Registration Link:** <https://goo.gl/forms/ehqwxvvsEf5lyDdGl1>

**Cash Prize: Worth Rs. 8000**