



TO BE REMARKABLE

SIRAAJ 2020



Cash Prize worth
₹ 36000/-

FEB 19TH

- Fund ka funda (Portfolio Management Game)
- Mr. & Ms. Siraaj 2020
- Frame Me Plz! (Photography)
- Sur aur Saaz (Antakshri)
- Dhundhte Reh Jaoge (Treasure Hunt)

FEB 20TH

- Hatch it Sell It (New Product and AD-Mad)
- inQUIZitive! (Business Quiz)
- #NoMoreNormal - Tiktok
- Conglomerate (Business Strategy Game)
- Foot-Loose (Free Style Solo/Group Dance)



Event Co-Ordinator
Dr. Gincy Mathew 99099 91483

Student Committee
Jigish : 73591 88522
Chandresh : 70482 64156
Krishnakant : 96645 16325
Anniya : 85117 66118
Hetal : 70698 24792



S.K.PATEL INSTITUTE OF MANAGEMENT AND COMPUTER STUDIES (MBA)

SARVA VIDYALAYA CAMPUS, SECTOR - 23, GH-6 ROAD, GANDHINAGAR, GUJARAT - 382023

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SIRAAJ

February 19th , 20th

2020

Student Event Coordinators

Jigish Gajjar
7359188522

Chandresh Yadav
7048264156

Krishnakant Vaghela
9664516325

Anniya Kumari
8511766118

Hetal Savaliya
7069824792

Email Id: For Registration
Skpsiraaj2020@gmail.com

Event Coordinator :
Dr. Gincy Mathew
9909991483

S.K. Patel Institute of Management & Computer Studies (MBA)

SIRAAJ 2020 Feb 19th and 20th

Event Incharges- Siraaj 2020

	Events	Faculty Coordinator	Student Coordinator	Contact Number
Day 1 February, 19th, 2020	Suur Aur Saz (Antakshri)	Prof. Parnika Jha Prof. Kavan Rana	Vadatoria Bhoomi	8160743788
			Shailendra Baghel	8160828306
	Dhundhte reh jaoge (Treasure Hunt)	Dr. Ranjani Srinivasan Prof. Kavan Rana	Deepika Charan	9680886240
			Deepsinh Parhar	7698992929
	Fund Ka Funda (Portfolio Management Game)	Dr. Prakash Chawla	Monika Galani	8866899331
			Kajal Thakar	7043944419
	Frame Me Plz (Photography)	Dr. Shweta Mehta	Mansi Choudhary	7878667567
			Maulik Radadiya	9925515846
	Mr & Ms. Siraaj- 2020	Dr. Sonu Gupta	Rima Sadariya	7984171543
			Anshu Panchal	9725558694
Day 2 February, 20th, 2020	Hatch it Sell it (New Product and AD-Mad)	Dr. Krupa Mehta	Sweta Patel	7567261410
			Fenali Patel	9714835760
	Foot-Loose (Free Style Solo) & (Group Dance)	Dr. Prakash Chawla	Keval Chauhan	9714585058
			Dhen Gupta	9726884848
	#No More Normal- Tiktok	Dr. Sandhya Harkawat	Vaibhav Gondaliya	9638409228
			Khushbu Panchal	8488924164
	Conglomerate (Business Strategy Game)	Dr. Ranjani Srinivasan	Kajal Thakkar	7043944419
			Nidhi Upadhyay	8140551318
	InQuizzitive! (Business Quiz)	Dr. Shweta Mehta Dr. Sonu Gupta	Mansi Choudhary	7878667567
			Meenu Porohit	9558001929
X'pression (Fashion Show)	Dr. Gincy Mathew	Meenu Porohit	9558001929	
		Heli Yadav	8849421853	

S.K.Patel Institute of Management & Computer Studies - MBA Department

Sirraaj 2020 Schedule(February 19th and 20th, 2020)

Sr. No.	Event Name	Day 1 (Feb 19th , 2020)			Day 2 (Feb 20th , 2020)		
		Round	Time	Venue	Round	Time	Venue
1	Hatch it Sell it (New Product and AD-Mad)				Elimination	9:30 am - 11:15 am	MBA CR - 1
					Final	11:30 am - 1:00 pm	LAWN
2	inQUIZZitive! (Business Quiz)				Elimination	1:30 pm - 2:30 pm	MBA CR - 3, 4 &5
					Final	2:30 pm - 3:30 pm	MBA CR -4
3	# NoMoreNormal- Tiktok				Elimination	10 a.m. -2 p.m.	MBA CR -3
					Final	2 p.m. - 3 p.m	
4	Fund Ka Funda (Portfolio Management Game)	Elimination	11:00 am - 11:30 am	MBA CR - 1			
		Final	1:00 pm - 2:30 pm	MBA LAB			
5	Conglomerate (Business Strategy Game)				Elimination	10:30 am - 11:00 am	MBA CR - 2
					Final	1:30 pm - 3:30 pm	MBA CR - 1
7	Mr. & Ms. Sirraaj 2020	Elimination	12:15 pm - 1:15 pm	LAWN			
		Final	1:15 pm - 1:45 pm				
8	Sur aur Saaz (Antakshari)	Elimination	12 noon - 1:30 pm	MBA CR1 & CR - 4			
		Final	2:00 pm - 3:30 pm	LAWN			
9	Foot-Loose (Free Style Solo / Group Dance)				Solo	1:30 pm - 2:30 pm	LAWN
					Group	2:30 pm - 3:30 pm	
10	Frame Me Plz! (photography)	Elimination	1:00 pm - 2 pm	CR- 3			
		Final	2 pm- 3 pm				
11	Dhundhte Reh Jaoge (Treasure Hunt)	Elimination	11:00 am - 11:30 am	LAWN			
		Final	11:30 am - 1:00 pm	MBA CR - 2			
EVENT		DAY		TIME		VENUE	
Infinity (Rock show)		Feb 19th , 2020		4:00 pm to 6:00 pm		LAWN	
X'pression (Fashion Show)		Feb 20th , 2020		4:00 pm to 6:00 pm		LAWN	

SIRAAJ 2020

RULE BOOK

S.K. Patel Institute of Management & Computer Studies (MBA) – Department

Hatch it Sell it (New Product & Advertising Game)

- **Maximum number of participants per team: 5**
- **No limit to the number of teams that can participate from each institute**
- There are two rounds:

Round 1 :

Presentation of Innovative product: (Presentation should include: Product / Service description, Target Market, Positioning, Marketing Mix, POD (USP) & POP, Marketing Launch Program & complete Marketing plan, Brand Elements, & Marketing Strategies).

- Presentation will be followed by question–answer session.
- Each participant will get 5 min for Business Pitch – Sell your idea & 5 min for Risk Analysis – Describing Risks
- Participants can use models, equipments and tools to demonstrate their idea/concept/product while making presentation. All of these things have to be managed by participants on their own.
- Only 50% of teams will enter into the second round.

All entries will be judged based on Creativity, Clarity, Originality, Potential, Feasibility etc.

Round 2:

(Ad-Mad): Teams that clear the first round are to prepare a complete promotion mix, & present it in front of judges. It includes creation of social media presence and marketing through social media

Radio Jingle: maximum time limit is 1 minute.

- TV Commercial (skit): For the TV Commercial (Role-play): time limit is 10 minutes including preparation
- Print ad: You have to submit one A4 size paper advertisement at the time of the event. You can prepare this advertisement at home & can submit here.
- All entries will be judged based on Creativity, Clarity, Originality, Potential, Feasibility etc.
- Presentation on New Idea/Concept/Product should cover the following topics: Problem / Opportunity Discussion, Defining Idea, Product/Idea Specification, Customer Profile, Features, Product Application and Benefits, Market Potential and Impact etc.

InQUIZzitive! (Business Quiz)

- **Maximum number of participants per team: 2**
- **No limit to the number of teams that can participate from each institute.**
- If there are more than 5 teams then there will be two rounds. Elimination round and the Final round (In case of tie there will be a tie breaker round).
- Final round will have 5 teams for Grand Final round.
- The game will be played in two phases.
- In the first phase, a written test will be conducted. The test will include practical questions from business area. Five best teams will qualify for the second round.
- In case of tie, tie breaker questions will be asked to decide the winning team.

SIRAAJ 2020

RULE BOOK

S.K. Patel Institute of Management & Computer Studies (MBA) – Department

Fund Ka Funda (Portfolio Management Game)

- **Maximum number of participants per team: 2**
- **No limit to the number of teams that can participate from each institute.**
- If the number of participating teams is more than 5, the game will have two rounds.
- **Elimination round:** In elimination round, “Investment Management” awareness test will be conducted (MCQ – 30 Questions, Time Allotted - 30 minutes) and 5 teams will be selected to play the Final round.
- **Final Round:** The team will be asked to construct a portfolio by considering equity shares.
- They will be given some amount of virtual money which they have to invest based on given equity shares.
- Teams will be tested based on the generation of maximum profit.
- Time Allotted – Total 1.5 hour for analysing and constructing the portfolio will be given.

Conglomerate (Business Strategy Game)

- **Maximum number of participants per team: 3**
- **No limit to the number of teams that can participate from each institute.**
- There are 2 rounds in the event as under:
- **Round 1:** Elimination round (MCQ – 30 Questions, Time Allotted - 15 minutes)
- 5 teams would be selected to go for Round 2.
- **Round 2:** The teams will be given one case to solve. They are required to come up with the solution of the case. Round 2 tests the team’s ability to respond to strategic decisions taken in a company.
- Time Allotted – 2 Hours for reading, analysing and preparing the case presentation
- Presentation Time Allotted – 10 minutes per team. Question Answer time – 5 minutes per team
- Teams are requested kindly to bring their own laptops.

Mr. & Ms. Siraaaj 2019

- **Maximum number of participants per team: 1 + 1**
- **No limit to the number of teams that can participate from each institute.**
- Participants will have to go through two rounds.
- Round 1 is talent round. Participant will be given 3 minutes for showing their talent.
- Round 2 is question-answer round, where participants have to respond to judge’s questions.

SIRAAJ 2020

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S.K. Patel Institute of Management & Computer Studies (MBA) – Department

Sur aur Saaz (Antakshari)

- **Maximum number of participants per team: 3**
- **No limit to the number of teams that can participate from each institute.**
- Elimination round will be conducted if there will be more than 5 teams.
- Details of rounds will be announced at the time of the event

Foot-Loose (Free Style Solo / Group Dance)

Solo Dance

- **Maximum number of participants per team: 1**
- **No limit to the number of teams that can participate from each institute.**
- Participant has to perform a dance of his choice. The time limit for this round is 4 minutes.

Group Dance

- **Maximum number of participants per team: 3 to 8**
- **No limit to the number of teams that can participate from each institute.**
- Teams can use different props to perform a dance of four minutes. The props will have to be brought by the participants themselves.

Frame Me Plz! (Photography)

- **Individual**
- **No limit to the number of participants that can participate from each institute.**
- The participant has to capture photograph on the basis of theme announced by the judge at the time of the event. **And submit it with a suitable caption**
- The participant has to bring his/her own digital camera. Mobile phones are not allowed for photography
- Memory card of the camera should be empty before the competition.
- Usage of any application or software for mixing, morphing is not permitted.

Dhundhte Reh Jaoge (Treasure Hunt)

- **Maximum number of participants per team: 4**
- **No limit to the number of teams that can participate from each institute.**
- Time period for the game will be 1 hour.
- Maximum 25 teams will be allowed to participate on first cum first serve basis. Registration will be closed thereafter for Treasure Hunt.
- There will be 2 rounds. Elimination Round and Final Round.
- Elimination Round: The teams will be given 10 minutes to search a list of items. The first 5 teams which complete finding the list of items will go to the Final Round.
- Final Round: The teams will be given 15 minutes to search for the list of items, given to them. The first 5 teams reporting with ALL the collected items will be evaluated for the award. The team which has collected the maximum number of correct items will be chosen as the winner.

SIRAAJ 2020

RULE BOOK

S.K. Patel Institute of Management & Computer Studies (MBA) – Department

#NoMoreNormal- Tiktok

- **Maximum number of participants per team: 5**
- Individual participants are also allowed
- **No limit to the number of teams that can participate from each institute.**
- Download the free TikTok app on to your mobile device and create an account
- Using a Tik-tok app create a 15 second video on the given theme
- The theme would be announced at the time of round 1- elimination round
- Publicly post your video to TikTok,
- Upload hashtags on your handles with #(WittyCaption) #SIRAAJ-2020
- Facebook upload with hashtags and @SIRAAJ-2020
- Statistics on your upload is one amongst the parameters to win.
- Other parameters are Content, Creativity and Caption

X'pression (Fashion Show)

- **Number of participants per team: 10 to 15**
- **No limit to the number of teams that can participate from each institute.**
- The participants are free to select a theme of their choice, and describe the theme if needed in the background
- The team must prepare its sequences around the theme. There will be 2 sequences with a total time of 20 minutes, including compeering and introduction.
- The theme must be presented without props in sequence 1.
- In sequence 2, the theme must be presented using different props. Props are to be arranged by the participating teams.

S. K. Patel Institute of Management and Computer Studies (MBA)

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Siraaj,2020

February 19th & 20th, 2020

S.K.Patel Institute of Management and Computer Studies
(A Constituent of Kadi Sarva Vishwavidhyalaya)
skpsiraaj2020@gmail.com

Registration Form

Name and address of college/institute: _____

Phone No. (With STD code): _____

Contact Person's Name: _____

Mobile No.: _____

Email Id: _____

Sr. No.	Event Name	Name of Participant(s)	Contact No.	email-id

(Seal of the College/Institute)

(Signature of Head of Dept./College/Institute)