



jims
presents



**Annual Inter College
Techno Management Cultural Fest**

VERVE ^{2K24}

IGNITE YOUR PASSION

**22
FEB**

**23
FEB**

JIMS has been an institute of academic excellence, known for its total commitment to superiority in education & research with a holistic approach for quality of life, environment, society and ethics.

JIMS is proud to present its Annual Inter College Techno Management Cultural Fest “Verve 2024”

Verve 2024, a two day event, is a celebration of the dynamic youth, seeking to flaunt their talent by bringing together the creativity, intellect and wackiness.

“Now the stage is set for you to prove your vigour & unleash your talent so feel the beat of college fest and have the time of your life.”.

RULES AND REGULATIONS

1. The last date for Registration for any event is February 20th, 2024.
2. There is no restriction on the number of events for individual/teams to participate.
3. All students must carry their Institute/College Identity Card with them.
4. Participant can be disqualified from any event on grounds of malpractice & indiscipline.
5. In case of any dispute, the decision of the judges shall be final & binding upon the participants.
6. Participants are required to reach the venue 1 hour before the scheduled time of the event.
7. For any further information please contact :
verve@jimsindia.org

STUDENT ORGANISERS

Ranbir	8527779492	Rishi	8696854811
Raushani	9015663123	Naman	9910491283
Ayush	9509003275	Siddarath	9205021952
Harshit	9874818927	Bhawna	7303279868
Kartik	9958056292	Ashish	9711064678
Karman	8287206315	Himanshu	9560283740
Priyanshu	9873999517	Khushi	8448817420
Jahnvi	8368908058	Mukul	8839459045
Sakshi	8630254177	Nitish	8368008741

A GLIMPSE - PAST VERVE



OUR ASSOCIATES



Make-up Partner



Artist Partner



Photography Partner



Beverage Partner

B PRAAK



Performing live on February 23rd, 2024

MR & MS VERVE 2024

- Only 2 participants allowed from each institute/ college.
- Clothes and other accessories are to be arranged by the participants.
- The rounds will be proceeded as
Round 1 - Introduction
Round 2 - Talent Round (time limit 1min)
Round 3 - Question Answer Round



TALENT UNLIMITED

- Only 1 team comprises 1-10 members allowed from each institute/ college.
- Time limit : 2 minutes.
- Participants have to bring their own material for the performance.
- Participants must carry the pendrive with their songs.
- No act involving display of fire will be allowed.
- Three best teams will be awarded.



PAPER CRAFT

- Only 2 participants allowed from each institute/ college.
- Time limit : 1hr 30minutes.
- Use of Internet is not allowed.
- Only provided material should be used.
(Any type of paper brought from outside is allowed).
- Three best participants will be awarded.



SUR SANGAM SOLO SINGING COMPETITION

- Only 2 participants allowed from each institute/ college.
- Time limit : 3 minutes.
- Songs should only be in Hindi language.
- Three best performers will be awarded.



BUSINESS PLAN

GUIDELINES/ RULES

- All business plans must be submitted on or before February 19th, 2024 on teena.wadhara@jimsindia.org
- Teams not meeting this deadline will be disqualified.
- Only 2-4 team members are allowed in a team.
- The business plan should be as per the format mentioned on the next page.
- Business plan will be distributed to the judges.
- **Pre-screening of business plan will take place before the event & only 10 entries will be shortlisted for Round 1.**
- Plan should include company summary, product/ service description, marketing strategy and the financial plan.
- Detailed spreadsheets and appropriate appendices may follow the test portion of the plan. It should be limited to 10 pages. In total, the plan should be no longer than 50 pages.
- Judgement will take place in 2 rounds:
 - **Round 1-** (Valued at 40%) is designed to help assess the business plan focusing on key elements like business idea, PowerPoint presentation, communication skills, body language.
 - **Round 2-** (60%) assesses the poise and professionalism of presentations & also evaluates the perceived viability of the venture.
 - **In the final round**, each team will be given 15 minutes to present its business plan using powerpoint presentations followed by **10 minute Q/A session**. Each member of the team must participate in the formal presentation of the plan.
- Three best teams will be awarded.

JUDGING CRITERIA

- Reasonable opportunity for success of the company.
- Company identifies an unfulfilled need.
- Company's strategy satisfies this need.
- Company has identified and allocated resources to be successful.
- Company utilizes resources effectively.
- Company has a realistic and strong competitive advantage.
- Company has a thorough target market analysis.
- Revenue and profit models that are reasonable and appropriate.
- Realistic time frame for company growth.



OUTLINE OF BUSINESS PLAN

1. Executive Summary

- 1.1 Objectives of business
- 1.2 Mission
- 1.3 Keys to Success

2. Company Summary

- 2.1 Company Ownership
- 2.2 Company History (for ongoing companies) or Start-up Plan (for new companies)
- 2.3 Company Locations and Facilities

3. Products and Services

- 3.1 Products, Services and Description
- 3.2 Competitive landscape and potential risks
- 3.3 Sales projections
- 3.4 Sourcing and Fulfillment
- 3.5 Technology
- 3.6 Future Products and Services

4. Market Analysis Summary

- 4.1 Market Segmentation
- 4.2 Target Market Segment Strategy
 - 4.2.1 Market Needs
 - 4.2.2 Market Trends
 - 4.2.3 Market Growth
- 4.3 Industry Analysis
 - 4.3.1 Industry Participants
 - 4.3.2 Distribution Patterns
 - 4.3.3 Competition and Buying Patterns
 - 4.3.4 Main Competitors

5. Strategy and Implementation Summary

- 5.1 Strategy Pyramids
- 5.2 Value Proportions
- 5.3 Competitive Edge
- 5.4 Marketing Strategy
 - 5.4.1 Positioning Statement
 - 5.4.2 Pricing Strategy
 - 5.4.3 Promotion Strategy
 - 5.4.4 Distribution Patterns
 - 5.4.5 Marketing Programs
- 5.5 Sales Strategy
 - 5.5.1 Sales Forecast
 - 5.5.2 Sales Programs
- 5.6 Strategy Alliances
- 5.7 Milestones

6. Digital Marketing Plans

- 6.1 Digital Marketing Strategy
- 6.2 Digital Marketing Tools

7. Management Summary

- 7.1 Organisational Structure
- 7.2 Management Team
- 7.3 Personnel Plan

8. Financial Plan

- 8.1 Key Financial Indicators
- 8.2 Break Even Analysis
- 8.3 Projected Profit and Loss
- 8.4 Projected Cash Flow
- 8.5 Projected Balance Sheet
- 8.6 Business Ratios
- 8.7 Long-Term Financial Plan

BATTLE OF THE BRAINS QUIZ COMPETITION

- Only 2 teams consisting of 2 members allowed from each institute/college.
- The rounds will proceed as
 - Round I - Rapid Fire
 - Round II - Take your pick
 - Round III - Personality Guessing
 - Round IV - Brain Drain : Double Trouble
- Three best teams will be awarded.



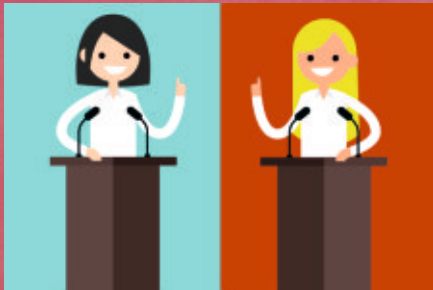
WEB DESIGNING

- Only 1 team of 2 members allowed from each Institute/College.
- Time limit : 2 hours
- All the participants will be assigned a topic on the day of event.
- HTML, CSS, Java Script or any programming language .net/php/angular/ Node.js Database Mysql/Sql server/Mango db
- Website design can be static/dynamic page.
- Final webpage should be based on any web language.
- If code is copied from any other website then it will be rejected.
- Three best teams will be awarded.



CODE GENERATOR

- Only 2 teams consisting of 2 members from each institute/college are allowed.
- The rounds will proceed as
 - Round 1 - Complete missing statements in the programs by understanding the logic.
 - Round 2 - Develop the code based on the logic given in the program.
- Programming language: C/ C++/ JAVA/ Python.
- Three best teams will be awarded.

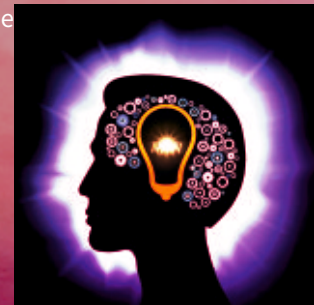


DEBATE

- **TOPIC : "Prime Time Debate - Chaotic or Dramatic"**
- Language: English
- Only 1 team allowed from each institute/college.
- Each team will comprise 2 members (1 for the motion & 1 against the motion).
- Time allotted to each participant will be 4 mins + 1 min.
- Three best teams and 1 best speaker will be awarded.

PSYCH FIESTA DESTRESSING THE MIND

- Only 3-5 members allowed in each team.
- Teams are required to set-up stalls based on the given theme "Destressing the Mind".
- Prior registration is mandatory for participation.
- All team members should be from the same college.
- Time limit for setting up the stall would be one hour.
- All the material required should be brought by the team members, host college will only provide tables.
- After brief presentation(about the stall) by each team, the best three teams will be awarded.



DOUBLE KA DHAMAKA

- Only 1 team allowed from each institute/college.
- Each team may comprise two boys / two girls or one boy & one girl.
- Theme: **Bollywood**
- Participants must carry the pendrive with their songs.
- Time limit- 4 minutes.
- Three best teams will be awarded.



INTER COLLEGE FILM FESTIVAL

- Only 1 entry of 5 members will be allowed from each institute/college.
- Duration of short-film : 3-5 minutes.
- Theme: **Growing INDIA**
- The film can be coloured or black and white.
- Send your registration details on this mail along with your films
intercollegefilmfestivalverve2k24@jimsindia.org

It should include :

- Title of the film
- Name of the producer/director
- Year of production
- Film link in format of Google Drive/ Youtube.
- Film should have been produced, directed & edited by the participating students only.
- Three best films will be awarded.

MAIN BHI ACTOR HOON

- Only individual participation is allowed from each institute/college.
- Participant has to enact any scene of his/her choice.
- Language can be English or Hindi.
- Time limit : 3 minutes
- Judgement will be done on the basis of
 - Expression
 - Voice control
 - Emotional involvement
- Three best actors will be awarded.



KUCH KOOK HOTA HAI

- Only 1 team consisting 2 members allowed from each institute/college.
- All teams are required to carry their own set of kitchen tools kits (knives, peelers, spoons, etc.) and crockery for food presentation.
- Participating teams have to prepare a given menu for which all raw material will be provided by the organizers.
- No additional material will be provided to the teams on demand.
- Use of ingredients other than those issued will lead to disqualification.
- The team will prepare a 3 course menu with the ingredients given to them on the spot.
- All participants must ensure that they reach the venue at least 30 minutes prior to the time of commencement of the competition.
- Recipe writing has to be done within the stipulated time period. Presentation of recipe is a must at the time of food presentation.
- All the participants must leave their working area clean after the food preparation.
- Winners will be decided on the basis of taste, texture and presentation of food and on the basis of wastage.
- The decision of the judges will be final and no queries in this regard will be entertained.
- Three best teams will be awarded



CHILL PHOTOGRAPHY

- **Theme - Growing INDIA**
- Only 1 participant from each college/institute is allowed.
- Photograph should be 8" X 10" size on glossy/matte finish paper.
- Name of the participant, Institute/College and contact number should be mentioned at the back of the photograph.
- All the entries will be displayed in a gallery.
- Decisions will be taken on technical and aesthetic grounds by the judges and will be final.
- Three best photographs will be awarded.



MIXOLOGY INNOVATIVE BARTENDING

- Only 1-2 participants allowed from each institute/college.
- Time duration :30 minutes
- Bar will be setup with all ingredients. (Participants are required to bring their own glassware, accessories and any special ingredient) .
- Bar will be setup with the following ingredients :
 - Juices - Orange, Cranberry, Pineapple & Mix Fruit
 - Syrups - Sugar & Flavoured Syrup
 - Seasonings
 - Fruit & Vegetables for garnish
 - Carbonated Drinks
- Participants will be judged on the basis of their innovative skills, taste and presentation and on basis of wastage.
- Three best participants will be awarded.



RANG MANCH STREET PLAY

- Only 1 team consisting 15-20 members allowed from each institute/college.
- Time limit : 10 minutes.
- No mics will be provided.
- Theme - “EK BHARAT - SHRESTHA BHARAT”
- Three best teams will be awarded.



LET'S ROCK THE ROCK BAND COMPETITION

- Time limit :20 minutes
(10 minutes for stage setup and 10 minutes for performance)
- Theme - Hindi /Sufi /English Rock
- Two best teams and one best performer will be awarded.



DRESS A CAKE

- Only 1 team consisting 2 members allowed from each institute/college.
- All participants are required to bring their own tools and small equipments such as turntables, palette knife,base, cake knife etc.
- All Participants have to dress a cake according to theme of their choice.
- The participants have to explain the theme that they have chosen.
- The organisers will be providing work table, sponge and material for dressing.
- Any decoration material, such as colours, moulds, sprinklers, piping bags, nozzles etc will not be provided.
- All the participants must leave their working area clean after the preparation is over.
- Three best teams will be awarded.



SOLO DANCE FOOT LOOSE

- Only 1 participant allowed from each Institute/College.
- Time limit : 3 minutes.
- Participants must carry the pendrive with their songs.
- Three best performers will be awarded.



LAN GAMING “Counter Strike”

- Only 1 team allowed from each institute/ college (max 5+1 members in a team)
- Participants must bring their own headphones and mouse.
- Three best teams will be awarded.



“Need For Speed”

- Only 2-3 participants allowed from each institute/ college.
- Participants must bring their own headphones and mouse.
- Three best participants will be awarded.

GROUP DANCE

- Only 1 team (minimum 4 & maximum 12 members) allowed from each Institute/College.
- The teams are required to prepare their performance as per the theme decided by them.
- Participants must carry the pendrive with their songs.
- Time limit : 4 minutes.
- Three best teams will be awarded.



FASHION SHOW ENVOGUE

- One team allowed from each Institute/College.
- Maximum 15 members in a team will be allowed.
- Time limit 5 -8 minutes.
- Participants must carry the pendrive with their songs.
- Three best teams will be awarded.



CONFLUENCE

DRAMATIC MONOLOGUE

- Only 2 participants allowed from each college/institute.
- Characters can be chosen from history, literary books & movies.
- Medium of Communication - English.
- Time limit : 3-4 minutes
- Students may wear the costume and use the props as necessary.
- Recorded sound effects are permitted (background music, storms, animals, gunfire, etc.).
- Criteria for judging :-
 - Costume & Presentation
 - Content & Delivery
 - Poise/ Self-confidence
- Three best participants will be awarded.



BOOK COVER REDESIGN

- Only 2 participants allowed from each college/institute.
- Each participant can choose one book to redesign the cover for.
- A print-out of original book cover must be submitted at the time of event.
- Participants must bring their own materials such as markers, coloured pencils or collage materials.
- Time limit : 1 Hour
- Criteria for judging :-
 - Creativity and Craftsmanship
 - Relevance to the Book
 - Aesthetics
- Three best participants will be awarded.



SELF WRITTEN RECITATION



- Only 1 participant allowed from each Institute/College.
- Time limit - 1-2 minutes
- Themes -
 - Nature and Beauty
 - Love and Compassion
 - Friendship-Identity (Self)
 - Travel/Journey
- Criteria for judging -
 - Language/Imagery
 - Emotional/Intellectual Response
 - Originality & Presentation
- Three best participants will be awarded.

22
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FIESTA SCHEDULE

23
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Events	Timings	Venue
INAUGURATION	10:00AM - 11:00AM	MAIN STAGE
SUR SANGAM	11:00AM - 01:00PM	MAIN STAGE
LETS ROCK	01:30PM - 03:30PM	MAIN STAGE
ENVOGUE: FASHION SHOW	04:30PM - 06:30PM	MAIN STAGE
BATTLE OF THE BRAINS: PRELIMS	10:30AM - 11:00AM	B 001, B002
BATTLE OF THE BRAINS: QUIZ COMPETITION	11:00AM - 01:00PM	CENTRE STAGE
MAIN BHI ACTOR HOON	01:30PM - 03:00PM	CENTRE STAGE
FOOT LOOSE: SOLO DANCE	03:30PM - 05:30PM	CENTRE STAGE
INTER COLLEGE FILM FESTIVAL	11:00AM - 01:30PM	AUDITORIUM-BUILDING 'A' BASEMENT
CHILL PHOTOGRAPHY	12:00NOON - 02:00PM	BUILDING 'A' OPEN AREA, BASEMENT
CONFLUENCE	02:30PM - 04:30PM	AUDITORIUM-BUILDING 'A' BASEMENT
WEB DESIGNING	02:00PM - 04:00PM	COMPUTER LAB- A 001,002
KUCH KOOK HOTA HAI	11:00AM - 02:00PM	JIMS KITCHEN (ROHINI SEC-3)

Events	Timings	Venue
TALENT UNLIMITED	11:00AM - 12:30PM	MAIN STAGE
GROUP DANCE	01:00PM - 03:00PM	MAIN STAGE
RANG MANCH	10:00AM - 01:00PM	CENTRE STAGE
DOUBLE KA DHAMAKA	01:30PM - 03:30PM	CENTRE STAGE
MR & MS VERVE	04:00PM - 06:00PM	CENTRE STAGE
DEBATE	11:00AM - 01:00PM	AUDITORIUM-BUILDING 'A' BASEMENT
PYSCH FIESTA	02:00PM - 04:00PM	AUDITORIUM-BUILDING 'A' BASEMENT
PAPER CRAFT	11:00AM - 01:00PM	B 001, 002
CODE GENERATOR	11:00AM - 01:00PM	COMPUTER LAB- A 001,002
BUSINESS PLAN	11:30AM - 02:00PM	B 302
LAN GAMING	2:00PM - 4:00PM	COMPUTER LAB- A 001,002
MIXOLOGY	11:00AM - 12:00NOON	OPEN AREA-CENTRE STAGE
DRESS A CAKE	01:00PM - 03:00PM	OPEN AREA-CENTRE STAGE

STAR NITE: **B PRAAK**

6:00PM-7:30PM | MAIN STAGE

Log-On & Register

[JIMSINDIA.ORG/VERVE2024](https://jimsindia.org/verve2024)



OUR ASSOCIATES



Make-up Partner



Artist Partner



Photography Partner



Beverage Partner

Jagan Institute of Management Studies

3, Institutional Area, Sector-5, Rohini (Near Rithala Metro Station), Delhi-110085

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[jims.verveofficial](https://www.instagram.com/jims.verveofficial)