



# jims



P R E S E N T S

Annual Intra College Techno Management Cultural Fest

# VERVE 2025

UNITE - IGNITE - CELEBRATE

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**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 Intra College Techno Management Cultural Fest “Verve 2025”**

**Verve 2025, 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 24<sup>th</sup>, 2025.
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**

<b>Ansh</b>	<b>8700718448</b>	<b>Sakshi</b>	<b>9717580369</b>
<b>Harshita Gupta</b>	<b>7355892934</b>	<b>Yashika</b>	<b>9306198874</b>
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<b>Aman Yadav</b>	<b>9667132885</b>	<b>Priyanshi Bansal</b>	<b>9990048234</b>
<b>Naman Bansal</b>	<b>8750586669</b>	<b>Naman Manocha</b>	<b>9910491283</b>
<b>Jatin Aggarwal</b>	<b>8287071694</b>	<b>Samarth Gupta</b>	<b>9311630452</b>
<b>Riya Sanghi</b>	<b>9310711030</b>	<b>Somay Gahlot</b>	<b>8368345174</b>
		<b>Ansh Sharma</b>	<b>9717190110</b>
		<b>Aayush</b>	<b>8287301147</b>

# A GLIMPSE - PAST VERVE



# PARADOX



Performing live on March 1<sup>st</sup>, 2025

# MR & MS VERVE 2025

- Individual participation
- 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



# OPEN MIC

- Individual participation
- Categories:
  - Story Telling
  - Mimicry
  - Stand-up
  - Poetry
- Time Limit: 4-7 Minutes
- Language: Hindi/English
- Judgement will be done on the basis of: Creativity, Content, Time limit & Audience engagement.
- 2 best performances will be awarded in each category



# BHARTIYA KALA KAUSHAL

- Team event: Individual participation or Maximum 2 members in a team
  - Time limit : 2 hours
  - Use of Internet is not allowed
  - Material to be brought by students
  - 3 best art forms will be awarded
- ( Few examples like Lippan art, Warli, Madhubani or any other Indian art form)



# SUR SANGAM SOLO SINGING COMPETITION

- Individual participation
- Time limit : 3 minutes
- Songs: Hindi/English
- 3 best singers will be awarded



# BUSINESS PLAN

## GUIDELINES/ RULES

- All business plans must be submitted on or before **February 22<sup>nd</sup>, 2025** on [teena.wadhera@jimsindia.org](mailto:teena.wadhera@jimsindia.org) / [monika.agarwal@jimsindia.org](mailto:monika.agarwal@jimsindia.org)
- Teams not meeting this deadline will be disqualified.
- Team event (Minimum 2 & Maximum 4 members)
- 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.
- 3 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 members allowed in each team.
- The rounds will proceed as
  - Round I - Rapid Fire
  - Round II - Take your pick
  - Round III - Personality Guessing
  - Round IV - Brain Drain : Double Trouble
- 3 best teams will be awarded



# Quiz Time

## APPATHON

### WEBSITE AND ANDROID DEVELOPMENT COMPETITION

- Team event: maximum 2 members
- Time limit : 2 hours
- All Participants have to choose a topic
- Participants have to design a website or a Mobile App
- 3 best teams will be awarded

## MAIN BHI ACTOR HOON

- Individual participation
- Participant has to enact any scene of his/her choice.
- Language: English/Hindi
- Time limit : 3 minutes
- Judgement will be done on the basis of
  - Expression
  - Voice control
  - Emotional involvement
- 3 best actors will be awarded





# CODING MANIA

## CODING AND DEBUGGING COMPETITION

- Individual Participation or maximum 2 members
- 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.
- 3 best coders/teams will be awarded



# DEBATE

- **TOPIC : "SHOULD SOCIAL MEDIA PLATFORMS BE HELD ACCOUNTABLE FOR THE SPREAD OF MISINFORMATION?"**
- Team event: 2 members in each team (1 for the motion & 1 against the motion)
- Language: English/Hindi
- Time allotted to each participant will be 4 mins + 1 min.
- 3 best teams and 1 best debater will be awarded.

# RANG MANCH NUKKAD NATAK

- Team event: 15-20 members are allowed in each team
- Time limit : 10 minutes
- No mics will be provided
- Theme - **"REAL LIFE VS REEL LIFE"**
- 3 best teams will be awarded





# VISUAL VIBES

VLOG/ REEL/ SHORT- FILM/ DOCUMENTARY



## Rules for Vlog Making Competition

- Team event: minimum 2 & maximum 4 members
- Theme: **Colours of Life**
- The vlog must be **3 to 5 minutes long**, including opening and closing credits.

## Rules for Short Filmmaking Competition

- Team event: minimum 2 & maximum 4 members
- Theme: **Colours of Life**
- The short film must be **7 to 15 minutes long**.

## Rules for Reel Making Competition

- Team event: minimum 2 & maximum 4 members
- Theme: **Colours of Life**
- The reel must be **30 to 60 seconds long**.

## Rules for Documentary Competition

- Team event: minimum 2 & maximum 4 members
- Theme: **Colours of Life**
- The documentary must be **5 to 15 minutes long**.



**3 best teams will be awarded in each category**

**Deadline to submit vlog, reel, short-film & documentary is 25<sup>th</sup> February 2025 on [visualvibes192@gmail.com](mailto:visualvibes192@gmail.com)**

**\*All content must be original and not violate copyright, trademarks, or intellectual property rights.**

**The vlog must not contain any offensive, obscene, or inappropriate material.**

# KUCH KOOK HOTA HAI

- Team event: 2 members in each team
- 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 2 dishes in which 1 dessert is mandatory 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.
- All participants must ensure that they reach the venue at least 30 minutes prior to the time of commencement of the competition & get themselves registered.
- Recipe writing has to be done within the stipulated time period. Presentation of recipe is 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.
- 3 best teams will be awarded



# CLICK O MANIA



- **Theme: STORIES FROM THE STREET**
- Individual participation
- 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 aesthetical grounds by the judges and will be final.
- 3 best photographs will be awarded
- Deadline to submit your photograph is **25<sup>th</sup> February 2025.**

# MIXOLOGY INNOVATIVE BARTENDING

- Individual participation
- Time duration: 30 minutes
- 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 are required to bring their own glassware, accessories and any special ingredient) .

- Participants will be judged on the basis of their innovative skills, taste and presentation and on basis of wastage.
- 3 best participants will be awarded



# PSYCH FIESTA

Increase understanding of mental health issues and promote activities that support positive mental health.

## THEME: HUMAN EMOTIONS

Emotions play a crucial role in shaping how we perceive and interact with the world. They often guide our choices in life and are important in decision making.

- Team event: Minimum 2 participants and maximum 4 participants.
- Teams are required to set up stalls based on any one of the following themes which will be given on the day of the event only.

- ~happiness booth (the joy zone)
- ~ calm booth (the zen den)
- ~ anger booth (smash it up)
- ~ empathy booth (walk in the shoes)
- ~ sadness booth (comfort corner)
- ~ fear booth (brave zone)
- ~ jealousy (the green eyed corner)



- The teams are expected to plan activities/interventions which can help deal with/enhance that emotion in a better way.
- Time limit for setting up the stall would be 1.5 hours.
- All the materials required should be brought by the team members, only tables will be provided.
- After a brief presentation by each team (about their respective stalls and interventions), the best 3 teams will be awarded.
- Prior registration is mandatory for the event.

# DRESS A CAKE

- Team event: 2 participants in each team
- 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, whipped cream, dark & white chocolates.
- 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.
- 3 best teams will be awarded



# GAMERS DEN

## A MULTIPLAYER LAN GAMING COMPETITION

### “Valorant”

- Team event: 5 members in each team
- Participants must bring their own headphones and mouse
- 3 best teams will be awarded

### “Rocket League”

- Individual participation
- Participants must bring their own headphones and mouse
- 3 best participants will be awarded



# DANCING FEET

## SOLO / DUET / GROUP

- The participants are required to prepare their performance as per the theme decided by them.
- Participants must carry the pen-drive
- Time limit : 4 minutes
- In group dance category minimum 4 and maximum 12 members are allowed.
- 3 best performances will be awarded in each category.



# FASHION SHOW

## ENVOGUE

- Minimum 10 & maximum 15 members in a team will be allowed.
- Time limit 8 to 10 minutes
- Participants must carry the pendrive with their songs/music.
- 3 best teams will be awarded



# CONFLUENCE

## DRAMATIC MONOLOGUE/DIALOGUE

- **Dramatic Monologue** to be performed by individual participant.
- Minimum 2 & maximum 4 participants in case of **Dramatic Dialogue**.
- Characters can be chosen from history, literary books, and movies.
- Medium of Communication is English (must be strictly adhered to)
- Time limit: 2-4 minutes
- Students may wear the costumes and use the props as necessary.
- Recorded sound effects are permitted (background music, storms animals, gunfire etc.)
- Criteria for judging:
  1. Costume & Presentation
  2. Content & Delivery
  3. Poise/ Self-confidence
- 3 best participants will be awarded



## TALES FROM THE WOVEN THOUGHT

- Individual participation
- Students would be provided with a set of five images.
- They are required to write a story incorporating all the five images alongside a suitable title to the story.
- The time duration for the same is 45 minutes.
- Students must carry their own writing material for the competition.
- The submitted stories would be evaluated on the following parameters:
  - a. Engaging Plot-line.
  - b. Personality Development of the characters.
  - c. An appropriate ending with a hallmark lesson weaved in.
  - d. An emotional impact that the story leaves in the minds of the readers
- 3 best participants will be awarded



28  
FEB

# FIESTA SCHEDULE

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Events	Timings	Venue
INAUGURATION	10:00AM - 11:00AM	MAIN STAGE
SUR SANGAM	11:00AM - 01:00PM	MAIN STAGE
OPEN MIC	01:30PM - 03:30PM	LAWN 1
MAIN BHI ACTOR HOON	03:30PM - 04:30PM	CENTRE STAGE
ENVOGUE: FASHION SHOW	04:30PM - 6:30PM	MAIN STAGE
PSYCH FIESTA	11:00AM - 01:00PM	LAWN 1
BUSINESS PLAN	11:00AM - 02:00PM	SEC-5 AUDITORIUM - B
DEBATE	02:00PM - 04:00PM	SEC-5 AUDITORIUM - A
KUCH KOOK HOTA HAI	11:00AM - 02:00PM	JIMS KITCHEN / BAKERY
APPATHON	11:00AM - 02:00PM	SEC-5-COMPUTER LAB
BATTLE OF THE BRAINS (QUIZ COMPETITION)	11:00AM - 01:00PM	SEC-5 AUDITORIUM - A
GAMERS DEN	02:00PM - 04:00PM	SEC-5-COMPUTER LAB

Events	Timings	Venue
DANCING FEET	12:00PM - 03:00PM	MAIN STAGE
MR. & MS. VERVE	03:00PM - 05:00PM	MAIN STAGE
RANG MANCH	10:30AM - 12:00PM	CENTRE STAGE
BHARTIYA KALA KAUSHAL	11:00AM - 02:00PM	LAWN 1
CONFLUENCE	10:30AM - 12:30PM	SEC-3 AUDITORIUM
VISUAL VIBES	01:00PM - 03:00PM	SEC-3 AUDITORIUM
CLICK-O-MANIA	01:00PM - 03:00PM	OPEN AREA-(NEAR AUDITORIUM)
CODING MANIA	11:00AM - 02:00PM	SEC-3 COMPUTER LAB
MIXOLOGY	11:00AM - 12:00PM	TRAINING RESTAURANT
DRESS A CAKE	01:00PM - 03:00PM	JIMS KITCHEN / BAKERY

**DJ TEJAS**

6:30PM ONWARDS | MAIN STAGE

**STAR NITE: PARADOX**

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

Log-on & Register

[JIMSINDIA.ORG/VERVE2025](http://JIMSINDIA.ORG/VERVE2025)



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## OUR ASSOCIATES



Artist Partner



Photography Partner



I-PRINTERS

Printing Partner

**JIMS, Rohini**

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