



**JAIN**  
DEEMED-TO-BE UNIVERSITY

CENTER FOR  
MANAGEMENT  
STUDIES



*Junior Inter-Collegiate Fest*

**25<sup>th</sup> January 2021**

Platform: Zoom

[www.cms.ac.in](http://www.cms.ac.in)

# ABOUT

**Jain (Deemed-to-be University)** ranked among the top universities in India and considered a cerebral destination for students across the world and Bangalore in particular, for its illustrious history of developing talent, Jain (Deemed-to-be University) is a hub for learning in every sense of the word.

The University which is based in Bangalore – the Silicon Valley of India, offers a conducive environment for learning, be it academically or extracurricular activities. Known for its emphasis on education, entrepreneurship, research and sports, Jain (Deemed-to-be University) has some of the best minds in the educational and research fields, and centers that inspire entrepreneurship and groundbreaking work to simplify and manage life better.

What makes Jain (Deemed-to-be University) different is its outlook towards life, its values and beliefs. Its ever-evolving and open-minded system and quest for continued success and resilience, has made it one of the top universities in India.

**Center for Management Studies**, an integral part of Jain (Deemed-to-be University), is a prestigious institute that focuses on developing pioneers and leaders of tomorrow who can transform the society and future. Here, students learn to understand, interpret and resolve issues that drive and change the business and the media world. It offers an entrée into the ever-evolving global business and a dream university experience that merges the best of both academics and extra curriculars, simultaneously.

# ABOUT ICON

CMS-Jain (Deemed-to-be University) presents 'ICON', a Junior Inter-collegiate Fest for 12th Std / PUC students empowering young minds. Spanning business, media and culture, it challenges the mind, body and intellect. Icon is a youth fest exploring business and leadership potential in young India. It anticipates tomorrow, today.

**Challenge and empower yourself. Become an icon !**

# BUSINESS PLAN

**"Success is not final, failure is not fatal. It's the courage to continue that counts." - Winston Churchill**

This pandemic has been devastating for most businesses across the world. Several countries have, or are on the verge of entering recession. They say "where lies a problem, comes a business opportunity", and following just that, were a few businessmen who successfully managed to capitalize on the 'opportunity' and stay profitable. "Improvise, adapt and overcome" has become the new motto of modern-day businesses, and rightly so.

If you think you can be as opportunistic, courageous and equipped with the entrepreneurial skills that can make your idea the next big thing, this is the event for you!

The task is simple, the ask is minimum but the competition is humongous!

## **RULES & REGULATIONS:**

- One team per contingent will be allowed to register for this event.
- Each team must consist of 4 participants.
- The business idea presented must be original.
- The judges' decision is final and the participants are required to adhere to it.
- The rounds and further details will be communicated upon completion of the registration process.

## **EVENT HEAD:**

Jhanvi: +91 96066 69202

# BUSINESS QUIZ

**"The way of success is the way of continuous pursuit of knowledge." - Napoleon Hill**

Knowledge is inevitable. Human beings have been provided with the ability to acquire knowledge to thrive in the ever-evolving world. The world of business is a dynamic and complex one that requires us to be constantly updated with information to not only sustain, but also grow in this fiercely competitive world.

Business Quiz examines this inevitable knowledge and brings out the shrewd business acumen among the participants. If you are someone who possesses these skills,

Business Quiz is the event for you.

## **RULES & REGULATIONS:**

- One participant per contingent will be allowed to register for this event.
- Any participant found guilty of malpractice will be disqualified immediately.
- The quiz master's decision is final and the participants are required to adhere to it.
- Rounds and other details will be communicated upon completion of the registration process.

## **EVENT HEAD:**

Sidvin: +91 73494 83259

# MY STEP ON MARS

Mars is the most Earth-like planet in the solar system and the only one where humans have conceived setting up colonies in the near future. A human mission to Mars has been the subject of science fiction and aerospace engineering-since 20th century.

There is a civilisation far away from us, with which we will certainly share some relationship in future. But what might it look like?

In this illustration competition, we welcome participants to imagine taking a walk on this futuristic planet. Participants are required to sketch and illustrate walking through a future Martian Street, where movement through habitats and social spaces is explored.

The aim of the competition is to evoke the experience and feel of walking through a Martian settlement.

## **RULES & REGULATIONS:**

- Participants can use any medium to create the illustration and A4 is the preferable size.
- Participants must avoid plagiarism. Only original work will be considered.
- Entries must be submitted as mentioned, participants must adhere to deadline.

## **EVENT HEAD:**

Sneha: +91 63856 70999

# MONOLOGUE

Monologue is a literary device that is the speech or verbal presentation given by a single character in order to express his or her collection of thoughts and ideas aloud .

**Topic:** THE BIGGEST LESSON I HAVE LEARNT.

All individuals have had their own stories through which they have learned lessons of life , here you need to present with a story line , using the most suitable expressions , body language and voice modulation .

## **RULES & REGULATIONS:**

- Participants are instructed to start the video by saying "THE BIGGEST LESSON I HAVE LEARNT". Failure to adhere to this instruction will result in disqualification.
- Languages permitted: Hindi and English.
- Time limit: 2-4 minutes.
- Participants must shoot the video in one take at a wider angle in order to be fully seen.
- Usage of props is strictly prohibited.
- Usage of profanity in the monologue will result in disqualification.
- The decision of the judges is final.

## **EVENT HEAD:**

Kunal: +91 98803 01344

# REPORTING

We have had a fair share of a journalist screaming at our face while we were having dinner. Flashy headlines and aggressive talks aren't the only things that journalism consists of. News is an important aspect of Journalism but something that is even more important is the way you present it and that's exactly what Reporting is.

News Reporting is an art, which needs tender nurturing of skills along with an intuition for bias. Reporting is what makes the news comprehensible to the reader as it consists of a broad outline and other facts and figures. Today we shall see how well can you practice this artform.

## **RULES & REGULATIONS:**

- Usage of un-parliamentary language is strictly prohibited and will lead to immediate disqualification.
- Cameras should be switched on throughout the event.
- Good internet connection is mandatory.
- Plagiarism of any kind will result in deduction of points.
- There will be two rounds, one for written reporting and the other for live reporting.
- One participant per contingent team.

## **EVENT HEAD:**

Tamanna: +91 78936 57599



# VISION

(PHOTOGRAPHY & FILM MAKING)

It is said that it's impossible to capture the exact photograph or video that one sees through their eyes. But the ones who take up this challenge, really are the ultimate visual artists.

Having paramount control over the viewers' emotions is every artist's goal and capturing that perfect moment is what they strive for. Every picture or shot in a film always has a story to tell, the ability to narrate a story with subtle and beautiful elements is what every visual artist should aim for.

If you are someone with a vision, gear up and get ready to show us what you've got.

## **RULES & REGULATIONS:**

- One participant can register per contingent.
- There shall be two rounds, one for photography and the other for film making.
- Respective photograph and film must be your original work.
- Photographs and videos with inappropriate and/or offensive content, are strictly prohibited.
- Basic editing is allowed. However, advanced editing used to create illusions, deceptions, or manipulation is prohibited.
- The judges' decision is considered final.

## **EVENT HEAD:**

Bharat: +91 98618 15144

# RULES & REGULATIONS

- Each school/college will be allowed to send one contingent across all academic streams.
- Participants can also take part in individual events.
- Participants must register themselves using a valid School/ College ID Card.
- Participants are required to adhere to the deadlines and timelines provided by the organizers.
- Participants must be dressed in business formals.
- Participants are requested to have a stable internet connection during the fest.
- Participants should refrain from misconduct and misbehaviour.
- The decision of the organizers and judges is binding.
- **Last date for registration - 20th January 2021.**

For details contact **respective event coordinators** or  
Ms. Jayashree +91 98864 03331  
Mr. Abhishek Venkateshwar + 91 99809 66677

Email : [icon@cms.ac.in](mailto:icon@cms.ac.in)  
Visit our website [www.cms.ac.in](http://www.cms.ac.in)

# PERFORMANCE IS REALITY

**Challenge and Empower yourself.**

**Become an Icon.**

**Center for Management Studies**

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