



**Round 1**  
**Video and PPT presentation on CSR initiatives**  
**(Time – 10 Am to 12 Pm)**

- ❖ Each team has to make a video of **not more than 3 minutes** on a unique CSR initiative of their assumed company.
- ❖ On the day of event recorded video will be shown hence it should have proper editing and should include both participants.
- ❖ PPT with not more than 4 slides should prepared consisting of following:
  - I. What is the topic of CSR initiative?
  - II. Why it is selected?
  - III. What benefit it will have on society?
  - IV. What benefit it will have on company?
- ❖ PPT should be completed within 5 Minutes.
- ❖ Uniqueness & creative CSR initiative idea will have advantage.
- ❖ Q&A will be followed after PPT.
- ❖ Time of Event 10 Am to 12 Pm

**Judging criteria**

| Creative initiative ( 10) | Subject Knowledge (10) | Time management (10) | Video Impact (10) | Q & A (10) | Total     |
|---------------------------|------------------------|----------------------|-------------------|------------|-----------|
|                           |                        |                      |                   |            | <b>50</b> |

**Round 2**  
**Live case analysis**  
**(Time 12Pm to 1.30 Pm)**

- ❖ Each team should come up with card sheet presentation by 12.30 to their previous venue.
- ❖ Team should come up with solution for the issue shown in the video.
- ❖ Each team will get maximum 3 minutes for presentation followed by Q&A.
- ❖ Card sheet and other stationeries will be provided by organizers.

**Judging criteria**

| Understanding of issue ( 10) | Solutions (10) | Feasibility of solutions (10) | Time management (10) | Q & A (10) | Total     |
|------------------------------|----------------|-------------------------------|----------------------|------------|-----------|
|                              |                |                               |                      |            | <b>50</b> |



**Round 3**  
**Ad-mad show**  
**(Time 2.15 to 3.30)**

- ❖ Each team should come –up with unique advertisement with not more than 2 minutes.
- ❖ Ad situation will be given by the organizers according to which you need to design an ad for which you will get 20 minutes to prepare.
- ❖ Both participants should act.
- ❖ Ad should relate to given situation only.
- ❖ Use of offensive language and vulgarity should be avoided
- ❖ Judgment will be based on creativity, suitability of product and fun factor.

**Judging criteria**

| Creativity<br>( 10) | Enactment<br>(10) | Suitability Of<br>Product (10) | Entertainment<br>(10) | Overall<br>Impression (10) | Total     |
|---------------------|-------------------|--------------------------------|-----------------------|----------------------------|-----------|
|                     |                   |                                |                       |                            | <b>50</b> |

**Round 4**  
**Marketing Quiz**  
**(Time 3.30 to 4.30)**

- ❖ Top six teams will be selected for quiz.
- ❖ Quiz will include 5 rounds.
  1. Logo.
  2. Video ads.
  3. Brand ambassadors.
  4. Base line.
  5. Rapid fire.

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