



*Faculty of Management Studies*  
**INSTITUTE OF RURAL MANAGEMENT, JAIPUR**

Presents

15<sup>th</sup> National Level Summer Project  
Presentation Competition

**spardha**  
Congregation of Finesse **2017**

**13<sup>th</sup> - 14<sup>th</sup> October, 2017**



**RULES & REGULATIONS**

**1. ELIGIBILITY:**

- Final year students pursuing two year full time MBA/PGDM-BM/RM/PGDBA programme are eligible to participate
- The duration of summer training should be of 45-60 days in respective fields.

**2. ELECTIVES:**

Entries are invited from the following areas of specialization:-

- Marketing
- Human Resource Management
- Finance
- Rural Management
- Agri-Business Management
- Business Analytics
- Digital Marketing
- International Business Management

**3. REGISTRATION PROCEDURE:**

**Stage 1.** Submission of Soft copy of the report (MS office Word format), synopsis (in 200 words) and power point presentation along with duly filled registration form on the email id [fmsirm.spardha@gmail.com](mailto:fmsirm.spardha@gmail.com).

**Stage 2.** Elimination Stage (Shortlisting of best entries). Entries will be short listed by a panel of experts from the industry and academia. The names of the short listed candidates will be displayed on our website [www.iirm.ac.in](http://www.iirm.ac.in) by 3<sup>rd</sup> October 2017.

**Stage 3.** Shortlisted candidates need to submit the Registration fee: Rs.500/- per candidate. DD should be drawn in favor of "Indian Institute of Rural Management". Payable at Jaipur latest by 7<sup>th</sup> October 2017.

**Stage 4.** Registration will be done on the day of presentation, where the candidates are supposed to carry the following documents:

- a) One hard copy and one soft copy of the submitted project.
- b) Power point Presentation in a CD/ Pen Drive.
- c) Authorization letter duly signed by Faculty Guide/HOD/Dean/Director/Principal for authenticating the candidature of the participant.
- d) Student ID card.

**4. IMPORTANT DATES:**

**Last date of submission** : 2<sup>nd</sup> October 2017  
**Short list declaration** : 5<sup>th</sup> October 2017  
**Last date for registration** : 10<sup>th</sup> October 2017  
**Date of the Event** : 13<sup>th</sup> & 14<sup>th</sup> October 2017

IRM Jaipur Campus, Sector - 11, Tagore Path, Agarwal Farm, Mansarovar, Jaipur - 302 020

Phone : 0141-2395402, 2396648, 09887481395 | Fax : 0141-2397512

Website : [www.iirm.ac.in](http://www.iirm.ac.in) | E-mail : [fmsirm.spardha@gmail.com](mailto:fmsirm.spardha@gmail.com)

## 5. PROJECT EVALUATION PROCEDURE ON THE DAY OF “SPARDHA”:

Every short listed candidate will be given 20 minutes for presentation and 10 minutes for open defense session (total 30 minutes). The projects will be assessed by a panel of experts from the industry and academia on the basis of following parameters:

- Relevance of the topic.
- Feasibility of objectives
- Specificity of research methodology
- Logical flow of presentation
- Appropriateness of findings and inferences
- Feasibility of recommendations and suggestions given to the organization
- Visual impact of presentation
- Articulation and body language
- Query handling skills
- Innovative tools/techniques applied
- Value addition to the area of management

## 6. THE DETAILED SCHEDULE OF SPARDHA 2017:

The event will be conducted in 5 sessions, the details of which are as follows:

The event is scheduled to begin at 9:30 am on 13<sup>th</sup> October 2017. The participants are supposed to report one hour prior to the commencement of the event.

Date	Technical Session	Area
13 <sup>th</sup> October 2017	Technical Session I	Marketing/I.B.M./Digital Marketing
13 <sup>th</sup> October 2017	Technical Session II	Finance/Business Analytics
13 <sup>th</sup> October 2017	Technical Session III	Human Resource Management
14 <sup>th</sup> October 2017	Technical Session IV	Rural Management
14 <sup>th</sup> October 2017	Technical Session V	Agri-Business Management

## ARRANGEMENTS:

- The institute will arrange local conveyance, boarding and lodging for the contestants on request received 7 days prior to the event
- Accommodation will be made available on prior information with additional charge.  
Best presentation from each category will be given a cash prize of Rs.21000/- as 1<sup>st</sup> prize and Rs.11000/- as 2<sup>nd</sup> prize.

All participants will be awarded with a certificate during the valedictory session to be held on 14<sup>th</sup> October 2017.

## NOTE:

- For any event related queries please write to [fmsirm.spardha@gmail.com](mailto:fmsirm.spardha@gmail.com).
- Soft copies of the rules and regulations, registration forms and other details of ‘SPARDHA-2017’ can be downloaded from the official website [www.iirm.ac.in](http://www.iirm.ac.in)
- Incomplete registration forms shall not be accepted.
- Please carry all the required documents (as per specification) for registration to avoid any inconvenience.

For any queries pertaining to the event contact:

Programme coordinator

**Prof. Hema Sharma** (+91-9828058775)

**Dr. Kajal Sitlani** (+91-9413200411)

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