



ISAB
Imperial School of Agri Business

A Premier Agri B-School
An initiative of IIM Ahmedabad Alumnus



AGRO-MARKETING CLUB



SAMBHARAMA



National Food and Agribusiness Conclave 2023

Presents



विश्लेषण

A Case Study Competition

Team Size: 4-8 Members



Event Secretary
Kondra Akhila



1st Prize - 15000/-
2nd Prize - 11000/-
3rd Prize - 4000/-

7995330085
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Agro Marketing Club ISAB

Vishleshan- A Case Study Competition Rules and Regulations

All that you need to know about Vishleshan- A Case Study Competition

Agro Marketing Club of Imperial School of Agri Business (ISAB) proudly presents “VISHLESHAN”- a CASE STUDY competition. Following are the guidelines and other important information pertaining to this event

Rules & regulations:

- » Undergraduate and Postgraduate students of Agriculture and allied streams are allowed to participate in this competition
- » Each team should comprise a minimum of four students and a maximum of eight students. The students can be from different full-time programs of the colleges, but they should belong to the same University
- » Any number of teams can participate from one College/Institution/University
- » A member can be part of only one team related to this event. Although the student is eligible to participate in other events individually or in the group under Sambhramaa 2023.
- » A team cannot register multiple times or submit more than one case study else liable to be rejected
- » No change in the team structure is permitted after the team has registered
- » The format and structure are subject to change at the discretion of the organizer at any stage of the event (The changes will be intimated to all the participants beforehand)
- » Plagiarism is strictly prohibited and sources have to be referred. Any such activity will strictly lead to nullification of the team’s registration
- » The decision of the organizer’s will be final and binding on all participants

Note- If there are less than 20 entries (teams) for the event, then in such case the event will be terminated.

Timeline:

Registration closes	November 5th, 2023, 11:59:59 PM
Release of case brief to all the registered team	November 6th, 2023, 11:59:59 PM
Deadline for submission of Case Analysis	November 9th, 2023, 11:59:59 PM
Announcement of short-listed teams on ISAB website/ Social Media handles	November 15th, 2023, 07:00 PM

Registration:

- » Teams have to register online for the event from the following link by November 5th, 2023, 11:59:59 PM Registration Link:

- » There is no fee for the registration
- » Team leader needs to register for the team with all team members' details and the team's name
- » Ensure the contact details entered during registration are correct. We will be relying on this information for future correspondence

Event Stage:

- » The case brief would be mailed to the participating teams on November 6th, 2023, 11:59:59 PM.
- » All the registered teams will be required to upload their case analysis by November 9th, 2023, 11:59:59 PM. A Google Drive link will be shared with all the registered participants for uploading the entries after the last date of registration.
- » Top participants would be shortlisted out of which the top 3 shall be called for the awards. Participants shall be intimated via mail and also announced on our LinkedIn Page and Instagram Page on Nov 15th, 2023, at 07:00 PM.

<https://www.linkedin.com/company/imperial-school-of-agri-business/>

<https://www.facebook.com/ISABMBA/>

https://www.instagram.com/isab_greaternoida/

Prize details to a team:

First prize: INR 15,000/-

Second prize: INR 11,000/-

Third Prize: INR 4,000/-

Note: Certificates will be given to all the shortlisted teams.

Criteria for Evaluation:

Structure and line of action: 20 %

Conceptualizing the Idea: 30 %

Analytical Execution: 40 %

Rule and Guidelines: 10 %

Note: The Finalists who shall participate in the award ceremony will be asked to visit the ISAB Campus for the finale among the shortlisted team. The finalist will be informed in advance with travel details.

Contact information: In case of any query, participants can send an email on the below coordinates with their registered email ID and in the subject line

Club Secretary- Ms. Kondra Akhila

Email ID- agromarketingclub@isab.org.in

What's App – 7995330085

For getting updates regarding the event, please follow us on: