



SAMBHRAMA 5.0

NATIONAL FOOD AND AGRIBUSINESS CONCLAVE



P R E S E N T S

राइडइशान

A CASE STUDY COMPETITION

TEAM SIZE: 4-6 MEMEBERS

CONTACT US

EVENT SECRETARY: NIBEDITA PATRNAIK

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✉ agromarketingclub@isab.org.in

in AGRO MARKETING CLUB- ISAB

Vishleshan- A Case Study Competition Rules and Regulations

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

The Agro-Marketing Club of ISAB proudly presents "**VISHLESHAN**," a highly anticipated case study competition as part of **Sambhramaa 5.0**. This two-round event is designed to test participants' analytical abilities, strategic thinking, and teamwork in solving real-world business challenges.

- ✓ In Round 1, participants will face an online business case where they need to analyse and propose innovative solutions.
- ✓ In the final round, shortlisted teams will present their strategies in front of an esteemed panel of judges. Competing head-to-head, participants will have the chance to demonstrate their problem-solving skills and practical insights into business scenarios.

This competition promises not only intellectual excitement but also an opportunity to gain recognition, showcase talent, and push boundaries in the world of agri-business.

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 six 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 student is eligible to participate in other events individually or in the group under Sambhramaa 5.0 2024.
- 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 on the discretion of the organizer at any stage of the event (The changes will be intimated with all the participants beforehand).
- Plagiarism is strictly prohibited and sources have to be clearly referred. Any such activity will strictly lead to nullification of team's registration.
- The decision of the organizers will be final and binding on all participants.

Note- If there are less than 10 entries (teams) for the event, then in such case the event will be terminated.

Timeline:

Registration closes	November 15th, 2024, 11:59:59 PM
Release of case brief to all the registered teams	November 16th, 2024, 11:59:59 PM
Deadline for submission of Case Analysis	November 19th, 2024, 11:59:59 PM
Announcement of short-listed teams on ISAB website/ Social Media handles	November 25th, 2024, 07:00 PM

Registration:

- Teams have to register online for the event from following link by November 15th, 2024, 11:59:59 PM Registration Link:
<https://forms.gle/cyc66KYyfANH7gMv9>
- There is no fee for the registration.
- Team leader needs to register for the team with all team member's 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 16th, 2024, 11:59:59 PM.
- All the registered teams will be required to upload their case analysis by November 19th, 2024, 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 3 teams would be shortlisted for the awards and teams would be intimated via mail and also announced on our Facebook page, LinkedIn Page and Instagram Page on November 25th, 2024, 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:

- 1st Prize: INR 31,000/-
- 2nd Prize: INR 15,000/-
- 3rd Prize: INR 10,000/-

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%
- Rules and Guidelines: 10%

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

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

- Club Secretary: **Ms. Nibedita Pattnaik**
- WhatsApp Number: **9861001188**

Email ID- agromarketingclub@isab.org.in

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

<https://www.linkedin.com/company/agro-marketing-club-isab/>