

Event Category: Flagship Event

Name of event: UDYAMITA (A BUSINESS PLAN COMPETITION) - UPLIFTING GLOBAL ECONOMY

Theme: Udyamita refers to the spirit of starting a new venture primarily by foreseeing any present or future opportunity.

Name of the Coordinator: Dr. Raj Kumar Singh (E8947) and Dr. Bhupinder Pal Singh Chahal (E1603)

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About the event: Udyamita is an opportunity to learn and gain knowledge, the freedom to pursue their own vision, the highs and lows of self-employment and the sense of pride and fulfillment in accomplishing their dreams.

Participants are empowered and encouraged to make prototypes of business models applying different steps of entrepreneurship using creativity to innovate new ideas/ products and commercializing that innovation in the market.

Objective of the event:

- To empower the youth, who has the urge to innovate, assume risks, get involved in nurturing vibrant ideas into ventures of reality.
- To provide a platform to participants to exhibit their entrepreneurial spirit.
- To promote the entrepreneurship by providing opportunities for individual / teams.
- To reward the most feasible business plan of participants.

Who can participate:

- The event is open for every graduate and post graduate students.

Registration deadlines

- Entries must be submitted by up to 6.00 PM of the last date 22nd August 2021. The late entries will not be accepted.

Instructions to participants

1. Contestants will be required to fill & sign a declaration and Registration form of these Guidelines respectively before entering the competition.
2. The participants will have to accept Competition Rules, Terms & Conditions.
3. By entering the Competition, the participants agree and acknowledge that Chandigarh University is permitted to receive personal registration data. All personal information will be used by Chandigarh University in accordance with its Privacy Policy.
4. There is no participation fee.
5. Chandigarh University has the rights to use the submitted entries for branding purpose.

Rules & regulations:

- A team should consist of at least two and maximum four members.
- Every team must have its name to be identifiable.

- The theme selected should be significant in terms of setting up new venture with innovative idea/ product (may be goods or service).
- Team will submit their business model PPT through EMAIL / Google form. Business model must be explained well on the following parameters: Idea generation, Opportunity identification and evaluation, feasibility analysis, business model, industry and business analysis, fund raising, and establishing a venture.
- Email address for submitting business plan: rajkumar.e8947@cumail.in
- Google form link for submitting business plan: <http://bit.ly/USB-Tech-Event-Udhyamita>

Code of conduct:

1. All the entries are to be submitted online i.e., through email or google form only
2. The participants must submit the entries via their own email ids to the E-Mail ID. The participant must clearly mention **USB-MBA Udyamita** in subject of the E-mail.
3. The participants' must mention their name, team name, email id, contact no., institute/ university and postal address while submitting their business plan for the competition.
4. The finalists will be notified by email. The finalists must submit the original business plan file (PPT as well as word file with complete details) to the organizing committee of this event.
5. Chandigarh University is not responsible for any problems or technical malfunction of any telephone network or lines, computer online systems, servers, computer equipment, software, failure of any e-mailed addressed to Chandigarh University on account of technical problems, human error or traffic congestion on the internet or any website, or any combination thereof, including any injury or damage to your or any other person's computer related to or resulting from participation or downloading any materials in the competition. If, for any reason, a contestant's entry cannot be viewed or is not capable of running as planned, including infection by computer virus's bugs, tampering, unauthorized intervention, fraud or technical failures, Chandigarh University assumes no responsibility.

Do's and Don'ts

1. Participants should agree to fully indemnify Chandigarh University in respect of all royalties, fees and any other monies owing to any person by reason of their breaching any of the foregoing.
 - Participants will acknowledge that it is their responsibility for protecting any entry against image misuse by any third party.
 - Chandigarh University assumes no responsibility for any incorrect, inaccurate or incomplete information, or faulty transmission of entries or caused due hardware, software or network issues. Chandigarh University assumes no responsibility for any error, omission, corruption, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to alteration of entries.
2. Business Plan submitted by applicant (s) should not contain personally identifiable information about participant or any other person(s)

3. Entry should not contain any infringing, threatening, false, misleading, abusive, harassing, libelous, defamatory, vulgar, obscene, scandalous, inflammatory, pornographic or profane content.
4. Entry should not contain any material that could constitute or encourage conduct which would be considered a criminal offence, give rise to civil liability, or otherwise violate any law.
5. Entry should not infringe upon the copyrights, trademarks, contract rights, or any other intellectual property rights of any third person or entity, or violate any person's right of privacy or publicity.
6. Entries should not contain any commercial content that promotes any product or service.

Plagiarism

Entry should not include:

1. Trademarks owned by third parties.
2. Copyright material owned by third parties (including movie dialogue or musical compositions).
3. Names, likeness or other characteristics identifying celebrities or other public figures, living or dead.

Judgment Criteria

- Participants will submit online Submissions as per guidelines
- Entries will be judged by the duly constituted Selection Committee
- The entries received would be issued code numbers and the jury would judge the entries on the basis of the code numbers only.
- Two level of Juries (internal and external) will be formed who will scrutinize the business plans.
- In the first round Top 30 business plans will be selected
- In the final round top 03 business plans will be selected as winner by external jury members.
- Judgment will be based on the following criteria listed below.

<i>Startup Evaluation Criteria</i>	<i>Marks</i>
Idea generation	20
Opportunity identification and evaluation	20
Feasibility analysis	20
Business model	20
Industry and business analysis	20
Fund raising	20
Value Creation	20

- The decision of the judges will be the final and no correspondence will be entered into.

Awards/ Prizes:

1st Prize – Rs. 25,000/-

2nd Prize – Rs. 15,000/-

3rd Prize – Rs. 10,000/-

- E-Certificates shall be given to all the participants.