EVENTS RULEBOOK

AAGHAAZ 2.0
THE MANAGEMENT SAGA

1st - 2nd
SEPTEMBER 2024

2.5 Lac Cash Prize

For Registration

AAGHAAZ 2.0, Vivekananda Global University Jaipur's distinguished national-level management fest, presents an array of opportunities tailored for both college and school students. College participants can engage in competitive domains including finance, marketing, HR, and entrepreneurship, while school students can showcase their skills in the exclusive Learn-a-Thon category. Additionally, the fest features the Management Mela, where student societies can participate in a carnival-themed showcase of creativity and fun-filled activities. Expert talks by industry leaders provide valuable insights, enriching the learning experience for all participants. AAGHAAZ 2.0 embodies VGU's commitment to fostering talent and innovation across different educational levels.

OBJECTIVES:

1. To provide participants a platform to put their theoretical knowledge to apply in practical scenarios by engaging them in various competitions and to bring out the competitive spirit in students.

2. To provide them opportunities to connect with a large community of students from various institutions.

3. To refine and embark on the professional skillset of students and provide them exposure to fresh perspective.

AAGHAAZ 2.O
The Management Saga

1st September – Day 1

- BUSINESS BRAINSTORM (Business Quiz)
- BIZ PLAN PITCH (Business plan)
- IDEATHON
- ARGUMENT ARENA (Debate)
- CORPORATE ROADIES
- CARPE DIEM
- BGMI SHOWDOWN (E-sports)
- DESIGN DYNAMO (Poster Making)
- SOCIAL MEDIA SAVVY (Social Media Handling)
- BLOG VLOG BONANZA (Blogging & Vlogging)
- GROOVE GALA (Dance)

2nd September – Day 2

- LEARN-A-THON (For School Students Only)
- THE BIDDING BONANZA (Auction)
- CASE CRUSADERS (Case Study Analysis)
- AD MAD SHOW
- BRAND RACE
- DEAL MAKER DEN (Barter-it-up)
- STOCK SURGE (Trading)
- SOCIAL MEDIA SAVVY (Social Media Handling)
- BLOG VLOG BONANZA (Blogging & Vlogging)

GENERAL GUIDELINES

✓ All participants must register for the fest and individual events through the official registration portal.

✓ Early registration is encouraged, as slots for events may be limited.

✓ Teams must arrive at the event venue at least 30 minutes prior to the scheduled time.

✓ Any malpractice or unfair means will result in immediate disqualification.

✓ Participants must maintain decorum and respect judges, the organizing team, and fellow participants.

✓ Participants must carry their identity cards.

✓ All the students should be in the proper uniform of their respective institute or in the formal attire.

✓ Each event will have its own set of rules and regulations. The judges' decision is final and binding for all events.

✓ Participants must bring their own materials and equipment as specified for each event.

✓ The team of AAGHAAZ 2.0 will not be responsible for any loss or damage to personal belongings.

✓ Winners of each event will receive awards and certificates of achievement.

✓ Participation certificates will be provided to all registered participants.

✓ Winners will be awarded in the valedictory ceremony.

✓ Venue for all the events will be at Vivekananda Global University, Academic Block, Jaipur.

BIZ PLAN PITCH (Business Plan)

Coordinator – Devansh Soni (9685880640)
Co-Coordinator – Gauravang Kataria (8278681820)   **Registration Fee -500/-**

➢ Each team must consist of a **minimum of 2 and a maximum of 4 participants**.
➢ **Themes:** Sustainability and Green Technologies, E-Commerce and Digital Transformation, Education and Learning Sector, Food & Agriculture, Travel, Tourism, and Hospitality, Health & Wellness (Note: Problem statements related to the themes will be disclosed on the spot).
➢ **There will be two rounds in the competition:**
  a. Screening Round (Executive Summary Submission)
  b. Final Round (PPT Presentation)
➢ The top 8 teams will qualify for the Final Round.
➢ Format of PPT for the Final round

1. Title Slide	**2.** Business Description
3. Market Analysis	**4.** Marketing Strategy
5. Operation Plan	**6.** Management Team
7. Financial Plan	**8.** Risk Analysis
9. Conclusion	

➢ In the Final Round, each team must present the Presentation in 8 minutes, including Q&A.
➢ The participant teams must carry their laptops and have a proper data connection. Pen and paper will be provided by our side.
➢ Any kind of plagiarism in the content may lead to the disqualification of the team.

➢ **JUDGEMENT CRITERIA**

Screening Round	Final PPT Presentation Round
1. Innovation and Creativity	Adaptability
2. Market Opportunity	Market Potential
3. Feasibility	Financial Viability
4. Competitive Analysis	Presentation Skills
5. Presentation & Professionalism	Team Work

IDEATHON

Coordinator – Prince Jalan (7014800427)
Co-Coordinator – Gyandev Paramhans (8409099478)   **Registration Fee** – 600/-

➢ **Each team must have min. 4 & max. 5 members**.
➢ All ideas must be original and should be in line with the theme developed during the Ideathon. The theme will be revealed on the spot.
➢ **There will be two rounds:**
>   Round first-CONCEPT PAPER
>   Round Two- PITCH DECK

➢ In the final round, only 8 teams will be selected.
➢ The PPT as well as the concept paper must be in the specified format, and the presenter can use either English or Hindi to present their ideas.
➢ Teams will have only 7 minutes to present their presentation in the final round.
➢ Teams must bring all required materials, including a laptop, internet connection, etc. Only pen and paper will be provided by us.
➢ Each team must register with a unique name before the event day and reach the venue 30 minutes prior.
➢ Use of **foul** language or any **unethical** behaviour will result in disqualification.
➢ All participants must focus their ideas on the specified theme.
➢ Any plagiarism, cheating, or discussions with others will result in disqualification.

➢ **JUDGEMENT CRITERIA**

Concept Paper (round 1ˢᵗ)	Pitch Deck (round 2nd)
Clarity	Content
Feasibility	PPT format & Quality
Innovation & Creative	Delivery & Impact
Presentation Quality	Team Work
Q & A	Q & A handling

BUSINESS BRAINSTORM (Business Quiz)

Coordinator – Amit Kumar Singh (9508257443)
Co-Coordinator – Kathan Sharma (9145967077)   **Registration Fee –** 300/-

- ➢ Each team must have 2 members only.
- ➢ **<u>Theme</u>:**
    - Corporate History
    - Business History
    - Marketing Branding
    - Entrepreneurship
    - Brand and logo
    - E-commerce and Online Business

- ➢ **There will be 3 rounds in the event.**
    - Round 1 (General Quiz):
    - Round 2 (Logo Round Quiz):
    - Round 3 (Rapid Fire Round):
- ➢ Participants must report 30 minutes before the event starts.
- ➢ Use of mobile phones or other electronic devices is prohibited.
- ➢ The judge's decision will be considered final and binding on all quiz-related matters.

- ➢ **<u>JUDGEMENT CRITERIA</u>**
    - o Scores are based on correct answers in each round.
    - o Tie-breaker questions/logos determine advancement in cases of ties.

DESIGN DYNAMO (Poster Making)

Coordinator – Neeraj Garg (6378234452)
Co-Coordinator – Naman Lakhera (9351224477)   **Registration Fee** – 200/-

> ➢ **Participants can compete in teams of up to 2 members**.
> ➢ Participants will create posters according to their assigned topics.
> ➢ **Topics for the poster:**

>> Leadership style
>> Corporate social responsibility
>> Globalization and work force diversity
>> Sustainable business practices
>> Gender issue in the workplace

> ➢ A duration of 60 minutes will be given for making of the poster.
> ➢ Participants must bring their own materials, such as pens, pencils, and colors; chart paper will be provided at the venue.
> ➢ The posters can be made using pens, pencils, colors, etc. The poster should be original and handmade.
> ➢ Oil paints and spray paints are prohibited.
> ➢ The poster must not contain any personal details like name, class, college, etc. You have to write all the details on the back side of the paper.
> ➢ The decision of the judges will be final and binding.

> ➢ **JUDGEMENT CRITERIA**

>> Creativity and Originality
>> Clarity of message
>> Visual appeal
>> Relevance to the theme
>> Overall impact

BGMI SHOWDOWN (E–sports)

Coordinator – Krishna Kumar Jha (9162495861)
Co-Coordinator – Nitin Jai (8079086018)   **Registration Fee** – 200/-

➢ **There must be 4 members in a team.**
➢ **There will be 3 rounds.**
> Round 1 - All teams will play matches in battle royale mode.
> Round 2 – The top 16 teams qualified from round 1 will play.
> Round 3 - The top 8 teams qualified from round 2 will play the final round.

➢ Each round will be of 45 minutes.
➢ All rounds will happen on the same day.
➢ Participants must carry their own devices; players can play on Android/iOS phones only.
➢ All the members of the team must be present or else it will lead to disqualification.
➢ Any use of unfair means such as aimbot, trigger bot, or ESP will lead to disqualification.
➢ Exiting a game without good reason will disqualify the team.
➢ Players are responsible for their own technical issues, including hardware, software, and/or internet issues unless from the venue side. Matches will not be restarted because of technical issues and will be played nevertheless.
➢ In case of any malpractices, cheating, and teaming up with other teams, the team will be disqualified.
➢ Maps selected will be notified to the participants before the match.
➢ All the teams should screenshot their end-of-match results.
➢ The decision of the judges is final.

➢ **<u>JUDGEMENT CRITERIA</u>**
  o Kills
  o Survival position

ARGUMENT ARENA (Debate)

Coordinator – Shivam Kumar (9297557475)
Co-Coordinator – Tanya Aggarwal (9934093523)   **Registration Fee** – 150/-

➢ **Two teams will compete against each other, and each team will consist of one member.**
➢ **Themes: -**
  > Management concepts,
  > Sustainability in business,
  > AI in management,
  > Work-from-home vs. Traditional office concepts,
  > Globalization.
➢ Topics will be announced on the spot.
➢ **Number of rounds in the event:**
  o First round: General Round
  o Second round: Final Round
➢ In the first round, participants will get 10 minutes each: 3 minutes for the opening statement, 5 minutes for rebuttals, and 2 minutes for closing.
➢ In the second round, they will get 15 minutes each: 4 minutes for the opening statement, 7 minutes for the rebuttal, 4 minutes for the closing.
➢ Participants must reach the venue 30 minutes before the scheduled start of the competition.
➢ A speaker can speak either in English or Hindi.
➢ Participants must maintain the decorum and show respect for opponents, judges, and the audience.
➢ Mobile phones and any kind of pre-prepared notes will not be allowed on stage.
➢ Use of offensive language, personal attacks, or disruptive behaviour will result in disqualification.
➢ If any team exceeds the time limit, this will lead to disqualification.
➢ In case of any malpractice, cheating, or discussion with other teams, the team will be disqualified.

➢ **JUDEMENT CRITERIA**
  - Content
  - Delivery
  - Rebuttals
  - Clarity of arguments
  - Facts

CARPE DIEM

Coordinator – Disha Bansal (9660289247)
Co-Coordinator – Yashvi Garg (9352494529)   **Registration Fee –** 150/-

- ➢ **No groups will be made in advance; participants will apply individually.**
- ➢ **Theme:** Topics for group discussion would range around business and management.
- ➢ Topics would be disclosed on the spot.
- ➢ **Rounds of the events:**
    - Round 1: Group Discussion
    - Round 2: Resume Round
    - Round 3: Personal Interview
- ➢ Format of Questioning:
    - Group Discussion: A discussion will be conducted among the students on the topic given.
    - Resume Round: It will be evaluated in the personal interview.
    - Personal Interview: A series of questions will be asked by the judges from the participant.
- ➢ Time Duration:
    - Group Discussion: 10-15 minutes approx.
    - Resume Round: 20 minutes
    - Personal Interview: 5-10 minutes approx.
- ➢ In the resume round, participants have to make their resume in the time duration given. They will be provided with a job position on the spot.
- ➢ Maintain a respectful and professional demeanor throughout the interview.
- ➢ Use of mobile phones, notes, or other aids during the group discussion and personal interview is prohibited.
- ➢ Participants have to bring their own laptops or mobile phones to make their resume.
- ➢ Only selected students after the group discussion will compete in the second round, i.e., the resume round and the personal interview.
- ➢ Violation of any rule will lead to disqualification from the event.
- ➢ Decisions of judges will be considered final and binding to all.

- ➢ **JUDGEMENT CRITERIA**

Group Discussion	Personal Interview
Knowledge of the Topic	Resume
Practicality	Communication Skills
Communication Skills	Problem-Solving Skills
Body Language	Professionalism
Leadership skills	Body Language

CORPORATE ROADIES

Coordinator – Rajan Kumar (7672987679)   **Registration Fee** – 400/-

- ➢ **Each team consists of a minimum of 2 and a maximum of 4 members.**
- ➢ **Themes: -**
  - Business Management   - Human Resources
  - Marketing Strategies   - Current Affairs in Business
  - Financial Analysis   - Logical Reasoning
- ➢ **There will be two rounds: -**
  - Round 1st: - Online quiz
  - Round 2nd: - Problem Solving
- ➢ The format of questionnaires in 1st round will be MCQ. (each correct get 1 mark, no negative marks).
- ➢ Teams need to bring all required materials, including laptops, internet connection, pens & papers will be provided at the venue.
- ➢ Participants will be disqualified if they change tabs, talk on the phone, seek help from any digital platform or person, or receive assistance from teammates during the first round (online quiz).
- ➢ The top 8 teams, based on scores, will be advanced to Round 2.
- ➢ There will be certain formats of PPT (Title slide, Introductory slide, Problem solved concept slide, and finally thank you slide). PPT must not exceed 7 slides (including title and thank you slide).
- ➢ The PPT must be submitted by the team within the specified timeline.
- ➢ All team members must participate in the presentation.
- ➢ Participants can present the PPT in either English or Hindi.
- ➢ The time duration of the presentation of each team will be 7 minutes.
- ➢ In case of any malpractices, cheating, plagiarism, unethical behaviour, or discussion with other teams, the team will be disqualified.
- ➢ The decision of the judges will be final and binding on all.

- ➢ **JUDGEMENT CRITERIA**
  - o **Round 1st**
    - Scores are calculated based on the number of correct answers.
    - In case of a tie, the time taken to complete the quiz will be considered.
  - o **Round 2nd**
    - Presentation skills: Clarity, structure, and persuasiveness.
    - Analytical skills: Depth of research and understanding of the problem.
    - Teamwork: Collaboration and effective communication.
    - Feasibility: Practicality and implementation potential.
    - Innovation: Originality and creativity of the solution.

CASE CRUSADERS (Case study Analysis)

Coordinator – Yogita Vyas (9784389263)
Co-Coordinator – Kruti Khanwalkar (8302240041)   **Registration Fee** – 400/-

- ➢ **A minimum of 2 and a maximum of 4 candidates must make up each team.**
- ➢ **Procedures for the event**:
    Round 1: Case Study Round
    Round 2: APVC & Presentation
- ➢ Each team will be given the case study and questions on the spot for the first round. In the second phase, teams will receive the questions immediately and create a presentation using the appropriate charts and graphs.
- ➢ The case study will take 45 minutes in round 1, and in round 2, 30 minutes will be allotted for answering questions, analysis, and PPT preparation.
- ➢ The selected 6 teams will go to the second round.
- ➢ Subjective questions will be asked in round 1, and responses must be completed on the provided note sheets. The judges will ask open-ended questions in the second round in response to the team's presentation.
- ➢ The structure of the PPT is as follows:
    - Introduction
    - Exploratory data
    - Statistical analysis
    - Findings and perspectives
    - Concluding remarks
- ➢ In round two, each team will have five minutes to complete their presentation.
- ➢ Participants are required to bring their own laptops for the presentation. Only pen and paper will be provided by us.

- ➢ **JUDGEMENT CRITERIA**
    - o Round 1:
        - Accuracy
        - Quality of information
        - Analytical skills
    - o Round 2:
        - Cross Questioning
        - Presentation
        - Coordination
        - Structure

(Note: - APVC refers to Analysis of Pie Chart, Venn Diagram, & Complex Bar graph)

DEALMAKER'S DEN (Barter It Up)

Coordinator – Riddhi Agarwal (7023333376)
Co-Coordinator – Kashish Sharma (7850948171)   **Registration Fee** – 300/-

➢ Each team should only have two members.

➢ There will be 2 rounds in the event.

   Round 1: [Problem-solving round (scenario-based)]

   This will be an elimination round where scenario-based questions will be provided to the participants, and based on the responses, the top 8 teams will be advanced to round 2.

   In case of a tie, a tiebreaker question will be asked.

   Round 2: (Commodity Exchange Round)

   This will be the exchange round, where participants will have some commodities that they need to exchange with each other by negotiating. The team with commodities worth the most will be announced as the winner.

➢ The participants must bring their commodities, for which there will be an eligibility criteria.

➢ **Format of questioning:**

   Round 1: This round will consist of scenario-based problem-solving questions in written form.
   Round 2: This will be a Commodity Exchange Round.

➢ **Time duration:**

   Round 1: Each team will be allotted 15 minutes.
   Round 2: Each team will be allotted 20 minutes for exchange and 5 minutes to specify commodities.

➢ The judge's decision will be considered final and binding on all matters.

➢ **JUDGEMENT CRITERIA:**

   Round 1: Evaluation will be done based on clarity, problem solving, practicality, and relevance according to the problem given.
   Round 2: The evaluation will be marked based on predetermined values of the commodity.

STOCK SURGE (Intraday Trading)

Coordinator – Kunal Kumar (7079516133)
Co-Coordinator – Ajay Yadav (7766036398)   **Registration Fee** – 300/-

➢ **Each team must have a minimum of 1 and a maximum of 2 with a team name.**
➢ Each team's starts with the same amount of virtual capital according to the session.
➢ Trading is restricted to predefined financial instruments.
➢ Trading is restricted to watch anyone's live and call anyone.
➢ The team can use only the Trading View chart for the technical analysis, and for the quantitative analysis, they can use only the NSE site.
➢ The team can use indicators for their needs.
➢ Each team has to make maximum profit with the best and most valid trading setup.
➢ Each team has to write down their trading details (Entry & Exit (with time and price), RR, Setup, name of stock or F&O, etc.) in the given trading journal.
➢ All the members of a team must write down their role in their team.
➢ Any use of unfair tools will lead to team disqualification.
➢ The teams can use their mobile and laptop only.
➢ Teams must carry their own devices.
➢ All the members of the team must be present or on behalf of someone; otherwise, the team will be disqualified.
➢ Any sort of misbehavior towards the coordinator or the other participants will lead to the disqualification of the team.

➢ **JUDGEMENT CRITERIA**

Primary Metric: Net profit at the end of the trading session.
(for example, if a team makes 100k into 200k which means they have made 100% profit then we will give them 10 credit points which means they get 1 point for 10% profit).
Secondary Metrics: Return on Investment (ROI): (Net Profit/Initial Capital) 100.
If the team trade and make more than 10% profit in F&O, we will give them 1 point, if they make more than 20% profit, we will give them 2 points, if they make more than 50% profit, we will give them 5 points, if they make more than 100% profit, we will give them 12 points.

Note: - Calculate for every single trade.
In equity, they trade and make more than 3% profit, we will give them 2 points and if they make more than 5%, we will give them 4 points and if they make 10%, we will give 9 points and if they make 20% profit, than we give them 20 points.

THE BIDDING BONANZA (Auction)

Coordinator – Dev Patel (7284807135)
Co-Coordinator – Jaya Sharma (9024273638)   **Registration Fee** – 400/-

- ➢ **No. of participants: Minimum 3 & Maximum 5.**
- ➢ **There are 3 rounds in the event, as under:**
  Round 1: - Elimination Round.
  Round 2: - Auction Round (Each team will be given 100 crore purse limits for bidding the players in auction.)
  Round 3: - Strategy Presentation Round.
- ➢ Round wise team qualification:
  Round 1: The top 10 teams would be selected to go for round 2.
  Round 2: The top 5 teams would be selected to go for round 3.
  Round 3: Final Round.
- ➢ Format of Questioning in each round:
  Round 1: MCQ based question regarding cricket.
  Round 2: According to scorecard.
  Round 3: Strategy presentation.
- ➢ Time Duration
  Round 1: For MCQ round, allotted time is 10 minutes to each team.
  Round 2: Bidding round (Around 3-4 hours).
  Round 3: Allotted time for presentation is 10 minutes to each team. (Presentation of 5 minutes & question-answer time of 5 minutes).
- ➢ All kinds of electronic/digital gadgets can be used during the auction round and presentation round.
- ➢ Violation of any rule or engagement in malpractice will lead to disqualification from the event.
- ➢ The decisions of judges will be considered final and binding to all.

- ➢ **JUDGEMENT CRITERIA**

  Round 1: Scorecard
  Round 2: Maximum Purse & Highest Player Ranking
  Round 3: Presentation criteria
  - Presentation skills
  - Budget Allocation
  - Teamwork
  - Team strategy & planning
  - Adherence to Rules

BRAND RACE

Coordinator – Vineet Soni (8863938304)
Co-Coordinator – Sparsh Gupta (9521793191)   **Registration Fee** – 400/-

- ➢ **Each team must have a minimum of 2 and a maximum of 4 members.**
- ➢ Brands & Company names will be allotted on the spot.
- ➢ There will be only one round of presentation.
- ➢ The presentation must have valid content with references.
- ➢ The slide must focus on these two components:
    - o Why the brand had gone extinct.
    - o What strategies and tactics would the company apply to avoid the extinction of such a brand?
- ➢ Each team has to prepare a presentation which must not exceed 10 slides.
- ➢ There will be a time duration of 50 minutes to research and design presentation and 10 minutes for presentation.
- ➢ Candidates must bring their laptops and smartphones.
- ➢ Candidates must reach the venue before 30 minutes of the event start.
- ➢ The presentation of the team having unnecessary elements and undesirable content will lead to disqualification.
- ➢ The decision of judges will be considered final and binding to all.

- ➢ **JUDGEMENT CRITERIA**

    1. Brand Visibility.
    2. Actual Reasons for Brand Extinction.
    3. Strategies and Solutions for Consumer Engagement.
    4. SWOT Analysis.
    5. Presentation and Questions by Judges.

AD MAD SHOW

Coordinator – Aman Lakhera (8949577356)
Co-Coordinator – Divya Gupta (8619165965)   **Registration Fee** –400 /-

- ➢ **Each team must have a minimum of 3 & a maximum of 4 members.**
- ➢ Themes will be given on the spot.
- ➢ Rounds in event
  - o Round 1: Commercial Advertisement
  - o Round 2: Final round (theme-based)
- ➢ The top 8 teams will qualify for round 2.
- ➢ Total 15 minutes will be given to each team for designing the advertisement.
- ➢ A duration of 7 minutes will be given for the presentation of advertisement, including the team introduction.
- ➢ Advertisement can be presented in the Hindi or English. The presentation can include skits, jingles, and drama.
- ➢ The advertisement must be original and created by the team members, and no foul language can be used during the advertisement presentation.
- ➢ Teams will be disqualified for exceeding the time limit.
- ➢ No cell phones will be permitted to use.
- ➢ The advertisement must not contain any offensive message.
- ➢ The decision of judges will be final and binding to all.

- ➢ **JUDGEMENT CRITERIA**
  - o Round 1
    - Creativity and innovation
    - Team coordination
    - Storyline Development
    - Persuasiveness
    - Adherence to time limit
  - o Round 2
    - Creativity in problem solving
    - Adaptability to the Twist
    - Team Coordination
    - Clarity of message
    - Sense of Humor

SOCIAL MEDIA SAVVY (Social Media Handling)

Coordinator – Neeraj Garg (6378234452)
Co-Coordinator – Naman Lakhera (9351224477)   **Registration Fee** – 150/-

➢ **Only individual participants are allowed to take part**.
➢ Participants will create an Instagram page for Aaghaaz and share posts about the different competitions and performances happening throughout the event.
➢ The timing will cover the entire duration of the event, spanning two days.
➢ Participants must carry their own devices (mobile phone, tab, laptop).
➢ Participants must reach the venue before 30 minutes of the scheduled time.
➢ Any kind of malpractice and cheating will result in disqualification.
➢ Post relevant, original, and high-quality photos, videos, stories, and reels.
➢ Always ensure that content and interactions are respectful and appropriate. Avoid using fake followers or artificial engagement.
➢ Any kind of interference in any event will lead to direct disqualification.
➢ The decision of the judge will be final and binding to all.

➢ **JUDGEMENT CRITERIA**

Creativity
Aesthetics of the Instagram page
Quality of the posts
Engagement generated (through likes, comments, and shares)
Effective use of Instagram features

BLOG VLOG BONANZA (Blogging & Vlogging)

Coordinator – Vineet Soni (8863938304)
Co-Coordinator – Sparsh Gupta (9521793191)   **Registration Fee** – 300/-

➢ **Each team must consist of a minimum of 2 and a maximum of 4 members.**
➢ There will be a single round only.
➢ The theme will be provided on the spot.
➢ The participants are required to create the content that enhances branding standards.
➢ For Blogging: The content should be between 1500 and 2000 words with originality and relevance to the theme.
➢ Participants must carry their rough book for content collection. A blank sheet will be provided by our sides for final work.

➢ For Vlogging: The video should not exceed more than 4 minutes. It should be relevant to the theme. It should be clearly visible, and the message must be eye-catching. The voice quality must be accurate.
➢ Participants must carry their laptops and smartphones for content creation.

➢ From the beginning of the event till its climax for recording and creating content. 1 hour for final preparation.

➢ **JUDGEMENT CRITERIA**

Blogging Judgment Criteria
     Content quality and originality
     Writing standard
     Visual appeal (design and layout)
     Creativity
     Branding

Vlogging Judgment criteria
     Content quality
     Visual and audio quality
     Editing value
     Engagement and interactions
     Branding standards

GROOVE GALA (Dance Competition)

Coordinator – Palak Singh (8824564500)
Co-Coordinator – Aniket Dayal (9580830082)   **Registration Fee** – 100/-

➢ **Each team must consist of a maximum 5 members.**

➢ Total allotted time for each group is 5 to 6 minutes.

   Stage preparation: 2 minutes, Performance: 3 to 4 minutes

➢ Participants may use props to enhance their performance.

➢ All props must be safe for participants and other performers.

➢ The use of any props that could potentially damage the stage is strictly prohibited.

LEARN-A-THON
(For School Students Only)

Coordinator – Prince Jalan (7014800427)
Co-Coordinator – Devansh Soni (9685880640)   **Registration Fee** – 400/-

➢ **Participation is open exclusively to school students from grades 9 to 12.**

➢ Each team must comprise **maximum of 3 students** and **1 teacher as a guardian** (optional).

➢ **Teams are required to identify a problem within one of the following categories**: Globalization and its Impact on Business, the Stock Market, E-Commerce and Online Retailing, Financial Literacy and Investment, AI-Driven Economic Transformation.

➢ The presentation must comprehensively address problem identification, its source, associated challenges, its impact, proposed solutions, and anticipated outcomes.

➢ Teams must bring their own electronic devices (laptops, etc.) for the presentation. Pens and paper will be provided at the venue.

➢ Each team is allotted seven minutes for their presentation. Presentations must adhere to the specified PPT format. Participants may present in either English or Hindi.

➢ The judges' decision is final and binding to all.

THE MANAGEMENT MELA

➢ The Management Mela is a dynamic and interactive segment of the AAGHAAZ 2.0. It provides a platform for clubs, students, and participants to showcase their creativity, engage in fun activities, and connect with a diverse audience. The Mela features a variety of stalls, games, and activities, creating a vibrant and engaging environment for all attendees.

➢ **Participation Opportunities:**

1. For Clubs and Students:

Set Up Stalls: Both clubs and individual students are invited to set up stalls at the Management Mela.

Engagement Opportunities: Showcase your creativity, offer interactive games, conduct activities, or sell items - this is an excellent opportunity to connect with a diverse audience.

Team Composition: Teams setting up stalls can comprise members from any club or group within the university.

Registration: Register your stall in advance by contacting Mr. Vishal Kumar, Co-convenor [9661757779] or using the registration form link: https://forms.gle/b3yqAHmgb52p7U6G7

Stall Booking: Amount is Rs. 699/- in the Mela.

Types of Stalls: Games, Display of Art, Photo Booth, DIY Workshop, Yard Games (Needs to be discussed with the Organising team.)

2. Visitors

Access: The Management Mela is part of the larger AAGHAAZ 2.0 experience. By purchasing an entry ticket, visitors gain access to both the festival and the Mela for both days.

Entry Fee: The entry fee is Rs. 50 per person.

Fest Activities: Entry also grants access to all other AAGHAAZ 2.0 activities, including DJ Night, Groove Gala (dance), and various events as audience members.

CONTACT INFORMATION

NAME	CONTACT NO.	DESIGNATION
Suraj Singh	9058642143	Convenor
Vishal Kumar	9661757779	Co - Convenor
Krishna Kumar Jha	9162495861	Event Head
Yash Gupta	9165220532	Co- Event Head
Kumar Adarsh	9079059744	Registration In-charge

For Any Queries or further detail Mail us at: aaghaaz@vgu.ac.in

Or our official website at: https://vgu.ac.in/Aaghaaz/index.php