



Asian School of Business Management

<http://www.asbm.ac.in/ignite>

E-mail : [ignite@asbm.ac.in](mailto:ignite@asbm.ac.in)



## About the Ignite

Ignite is Eastern India's largest business school cultural festival, started in the year 2012 as a business cum cultural festival and has since then evolved into a purely cultural one with a particular theme – 'Confluence of Ignited Minds'. From its humble beginning, Ignite has grown to a full-fledged cultural festival. Over the years it has witnessed increased participation from students across the length and breadth of the country to come and participate on 16th & 17th November, 2018. The curtains will rise again on the two-day spectacle of unparalleled excitement, nerve-wracking competitions and spot events and to top it all, inspiring performances from the students of various colleges and institutes. In a short span of just 6 years, Ignite has become one of the biggest and best cultural festivals. The USP of the event is 2 days of non-stop 'entertainment', it gives students a chance to engage in a wild and wacky weekend of revelries. The event features a gamut of cultural activities, ranging from choreographed dance displays and fashion parades to numerous exciting management games to tickle the wits of the best and the brightest who visit the campus. This year the fest completes 6 years of success and we promise you can Ignite bigger and better than ever before. The sky is the limit as we turn ASBM into a full-fledged carnival brimming with energy, enthusiasm and fun. Come, join us in this scintillating expedition and walk home with memorable moments and accolades.

ignite  
2018

Cultural Extravaganza of the year

**THE NATIONAL YOUTH FESTIVAL**

16th & 17th November, 2018 at ASBM campus

## FASHION SHOW

### Rules

1. This is a group event in which maximum 2 groups can participate from the same institute. The size of the group should not be more than six.
2. The theme of the fashion show is Inter-cultural (participants are expected to ramp walk in pair. each representing the ethnic aura of a particular state. However, they are free to add on their own creative skills into the theme they choose to appear in).
3. The costume/props for the competition will be carried by the contestants.
4. On stage time for each participating team is limited to a maximum of 3 minutes.
5. Selection will be made on the basis of their creative skills in wardrobe selection, clothing construction, fashion interpretation and understanding of style, good grooming, poise and presentation.
6. Obscenity, vulgarity and wardrobe malfunction of any form will lead to termination of the participant from the event.

## RANGOLI (FOR GIRLS ONLY)

### Rules

1. A maximum of 2 students can participate as team.
2. Any number of teams can participate from the same institute.
3. The size of Rangoli Design Layout should not exceed 3 x 3 ft.
4. The participants will have to bring their own materials for Rangoli.
5. Colour powders are allowed.

## GRAFFITI

### Rules

1. Each group should not have more than 3 participants belonging to the same institution.
2. The participants are requested to bring their own colours and other accessories indispensable for the successful execution of the concept. However, the Chart paper would be provided by the organizer.
3. This is not a mural. No walls or infrastructure should be used for painting. The Participants are therefore requested to draw their ideas and concepts on the chart paper provided to them.
4. The theme/concept would be given on the spot.
5. The Participants are also requested not to use any abusive words or images in their painting.
6. The time duration which would be allotted to the contestants is confined to 1 hr.
7. Judgment would be on the basis of concept, originality of the ideas executed, colour, lettering, and technique.

## T-SHIRT PAINTING

### Rules

1. A maximum of 2 participants per team, no limits on teams per college.
2. Both members of the team must be from the same college.
3. Spot registration is allowed.

4. The event duration is 1.5 hours for designing plus 1 hour for drying.
5. Participants will have to bring one set of 6 colour fabric paints, one paint brush, pencil, eraser, etc. The T-shirts will be provided here.
6. Decision of the judges will be final and binding.

## VOICE OF IGNITE

### Rules

1. Songs shall be in any Indian language.
2. If you want to bring your own accompaniment, you are free to do so. Please avoid a big orchestra, which may drown your singing and forfeit your merit.
3. You are free to sing unaccompanied.
4. The time limit for each participant will be 3 minutes.
5. Marks only for singing and not for accompaniment, in solo category.
6. Decision of the judges will be final and binding.

## DANZA

### Rules

1. In Solo Dance Competition, any number of participants from the same institute can participate.
2. In Couple Dance Competition, any number of teams from the same institute can participate. The size of the group should not be more than 2.
3. The time limit for each performance in Solo will be 3 minutes and for each Group performance the time limit will be 5 minutes.
4. Sound track must be submitted in MP3 format.
5. Points shall be awarded on the basis of theme, costumes, co-ordination, choreography and synchronization.
6. Decision of Judges will be final and binding.

## CORPORATE CHANAKYA

### Rules

1. Teams must be composed of 4 teammates.
2. Organisers will provide a case study on the spot.
3. Time duration of the competition is one hour.
4. Evaluation will be done on the basis of situation analysis, goals and objectives, strategies and tactics, and implementation.
5. Decision of Judges will be final and binding.

## BUSINESS QUIZ

### Rules

1. Only team entries are eligible.
2. A team shall consist of max two persons

3. The decision of the quiz-master will be final and will not be subjected to any change.
4. The participants shall not be allowed to use mobile or other electronic instruments.
5. The questions shall be in the form of multiple choice, True / False statement, Specific-answer question etc.
6. Audience shall not give any hints or clues to the competitors.
7. Replacement of any participant of a team is not allowed after registration.

## EXTEMPORE

### Rules

1. It is an individual event and the medium should only be English.
2. The topic would be provided 15 mins before the competition.
3. Each participant will get a maximum of 5 +1 mins time duration to present his/her viewpoints and he / she has to sum up within this 1 mins.
4. The arguments listed by the participants should be properly structured.
5. Strong, clear, and orderly presentation of persuasive arguments are encouraged.
6. Judging would be based on the basis of contains (Definitions, facts, statistics, sources, relevance of ideas), delivery, public speaking skills, confidence, gestures, and voice.

## TRADE WAR

Participants will be given 2 days time to show their investment skills, market timing and portfolio management in the present volatile market. An initial virtual lump sum amount will be provided to the team for investing in different investment avenues (given). The Teams have to invest in different avenues so that they are able to have the maximum profits at the end. Participants can buy and sell securities any number of time during the time allotted.

### Rules

1. Teams can be formed of student from same colleges or schools.
2. Participants are needed to bring their own Laptops and internet facility will be provided to a group.
3. Cell phones are not allowed.
4. An investment once submitted will be considered as final and will not be returned back in any case.
5. Winner will be declared on the basis of maximum net worth.
6. In case of any controversy, Judges Decision will be final.
7. At least 5 buy and sell must be performed by the team members.
8. Only in two days buy and sell will be considered as transactions as per the time period given
9. Each team will consist of 2 members.

## BATTLE OF BANDS

### Rules

1. Minimum 5 members [ including lead singer]
2. Instruments : Compulsory
  - a) Drums
  - b) Learn Guitar
  - c) Bass Guitar

- d) Keyboard
- e) Octapad
- 3. Each band should atleast perform for 10 mins.
- 4. No Karaoke is allowed.
- 5. Each band must bring their own instruments.
- 6. Time for balancing instruments will be given.

## PUBG

### Rules

1. Its a game of survival of the fittest.
2. Only squads (4 members) are allowed to register.
3. Hacks / Mod / No accessories other than Earphone are allowed.
4. Discord and other medium of communication is prohibited.
5. The squad must hold an appropriate name and than name will be continued till the end.
6. No manipulation is appreciated.
7. RE-ENTRY is allowed.

## PHOTOGRAPHY

### Rules

1. The participant has to capture 2 pictures within the ASBM Campus premises having any element present in the campus.
2. Participants have to bring their own camera.
3. Minimum pixels required for a picture is 5 MP.
4. Participants can use own DSLR & Mobile camera.
5. Details of the photographs will be given.
6. A picture can be entered only once.
7. All participants should have an innovative capture.

## AD-MAD

### Rules

1. It is a team event. Each team should have 4-5 members only.
2. Topic would be provided on the spot.
3. 5 mins preparation time for each team.
4. Time limit for performing the ad is 2 mins.
5. Participants shall be judged on the basis of spontaneity, content, creativity adherence to the topic, in-stage presentation, coordination and overall appeal of the advertisement.
6. The caution should be taken to regain from display abscensity, violence, pojudice, defamations etc. in Ad. Maintain the decorum.
7. Decision of the judges will be final and binding.

## **IMPORTANT GUIDELINES FOR PARTICIPANTS IN ALL THE EVENTS**

1. Participants have to be nominated by their respective institutes and they should carry with them official introduction letter.
2. Registration for all the events can be done by filling the registration form provided with invitation mail or simply sending a mail to Prakash.dash@asbm.ac.in/ ignite@asbm.ac.in
3. Registration fee for each participant is Rs. 100/- for the first three events and Rs. 50/- for each additional event. For PUBG itself the registration fee is Rs. 200/-.
4. The Registration fee is to be paid in the Form of Banker's cheque or Demand Draft drawn in favour of "Asian School of Business Management" payable at Bhubaneswar.
5. All the participants are required to carry valid photo ID card duly authenticated by the Institute.
6. The participating students must wear their participating badges Dress Code: Smart Casuals.
7. Participants are required to report at the venue at least one hour prior to the scheduled time (i.e. 9 a.m.)
8. Travel arrangement for the event is the responsibility of the participating team.
9. The decision of the "Ignite 2018 Organising Committee" will be final and binding on all participants.
10. Smoking and Drinking are prohibited in Institute premises

For details or any information, please contact:

**Anwasha Satapathy**

E-mail : anwasha41298@gmail.com

Phone : 7751916343

**Amaresh Pani**

E-mail : bapun.amaresh@gmail.com

Phone : 9040143744

**Adyasha Pattnaik**

E-mail : adyashapattnaik24@gmail.com

Phone : 9337042851

**Satyabrata Mohanty**

E-mail : satya12mohanty@gmail.com

Phone : 8249792114