

Jokathon 2015

Jokathon was one of a kind event and was organized for the first time in IIM Calcutta with an aim to promote the number of entries in Ideas 2 Implementation from IIM Calcutta, whose contribution, though has seen a rise in the past few years, but is still not significant enough. The main focus of this 2 day event was to provide mentorship as well as give a glimpse of the guidelines followed for judging the B-Plan entries sent by students.

Firstly, the students were asked to formulate their plan and put up feeds corresponding to that out of which highest feeds were taken out for the next level. This level had 15% of the entire weightage of the event.

The next level required the students to formulate a Business Model Canvas to represent their ideas, which carried 35% of the event weightage. The BMC formulation was presided over by Prof Devi Vijay (Behavioural Sciences Group) and Prof C.D. Mitra (Marketing Group). Also in addition, there were 4 mentors allotted to all teams during this round – Mohneesh (PGPEX Batch), Mr Samarjit Chowdhary, who has 17 year work experience in Financial Markets, Mr Gaurav Jalan, who has work experience in Bain & Co. and Mr Sanjay Chatterjee, the Founder of Ideal Analytics, all of whom perfectly communicated with students and gave a lot of insights as to how to improve upon their current business plan and make it economically more viable and feasible.

The final stage of the event was the part where the students presented their ideas in front of the judging panel, which comprised of Prof Devi Vijay, Prof C.D. Mitra and Mr Sanjay Chatterjee and this stage carried the highest 50% weightage of the entire event. From this stage, top 3 teams were given direct entry to semi-final of Ideas 2 Implementation and the rest of teams ended up having a fair idea as to how to proceed in the competition. The prizes were given to the best 3 teams apart from a place in the semi-final as well.

The Events Head of E-Cell, Sujeet Kumar Singh was in charge of this whole event and also responsible for bringing various food sponsors to the campus for the event so as to provide proper incentives to the students to attend the event. Overall, the event was a great success owing to its first time show.

-Divyanshu Choudhary