

Department of Management - DRISHTI - Laksh Competition Summary - 2026

Flag Name	DRISHTI	Competition Name	Ad-Vantage <i>Turning Creativity into Influence</i>
Group / Individual	GROUP	If team - min team size and max size per team	Min - 4 Max – 5
Max Reg Possible	30	Registration Amnt (For grp events – total grp reg Amnt)	1000
Date of competition (Day1 / Day2 / Both)	DAY 1	From and to time of competition	11:00 am to 4:00 pm
Can Nirmalites Participate? (Yes/No) <i>If only external judges, yes else no</i>	NO	Total Expense for conducting competition (pls provide detailed budget sheet as attachment)	NA
Total Cash Prize Value	15000	Cash Prize Split	1 st -10000 2 nd 5000

Competition Guidelines/Rules :

- A team must consist of 4-5 members
- Participants should bring their own laptops, mobile phones and net setters
- Judges decision will be final
- Each participant should wear the college identity card in all rounds
- The advertisement must be **original**. Plagiarism will lead to disqualification.
- Platforms such as **Canva, PowerPoint, or similar ad-creation tools** are permitted.
- Ads must not contain **vulgar, offensive, political, or religious content**.
- Time limits must be strictly followed
- Round-wise rules, themes, and evaluation criteria will be provided on the spot

Rounds	Description	No. of participants	Venue
1	<p>In Round 1, teams will be divided into two parallel activities. Two members will participate in an Ad Sense Challenge task, while the remaining members will engage in a creative challenge. Detailed instructions will be provided on the spot</p> <p>Participants once allotted to a challenge cannot interchange roles</p> <p>Ad Sense Challenge</p> <ul style="list-style-type: none"> ● Two members per team must participate in this challenge ● Identification and interpretation of given ads and brands. ● No electronic aids allowed. ● Top teams qualify for Round 2. <p>Creative Spark Challenge</p> <ul style="list-style-type: none"> ● Three members per team must participate in this challenge ● No electronic gadgets (mobile phones, laptops) are allowed ● Participants may be asked to Rewrite an existing ad for: A different target audience ● New Tagline, Supporting line, mention target audience 	30 team	C 217, C 215

2	<p>Round 2: Brand Puzzle Challenge</p> <ul style="list-style-type: none"> Each team gets a set of mixed puzzle cards (or a printed worksheet) All team members work together on the same set, solving all puzzles in one sitting. Top teams qualify for Round 3 	30 Team	C 217, C 215
3	<p>Digital Ad Creation & Launch</p> <p>This round is a team event and all 5 members must participate.</p> <ul style="list-style-type: none"> Only teams qualified from Round 2 are eligible to participate in this round. Team members must work together as a single unit; task division within the team is allowed. The product / service / theme will be given on the spot. Teams are required to create a digital advertisement based on the given theme. The ad may be created in any digital format (poster, single-slide ad, static visual) Teams present their ad live as if they are “launching it on social media.” 	10 team	C 217, C 215

**Does conduct of this competition require one of our main stages for any round?
If Yes pls provide details below**

Main stage required on Day1 or Day2	NO	FN / AN (Forenoon/A fternoon)	
Duration for which main stage is required ? Time - From and to	NO	Which rounds detailed above will be hosted on the main stage?	

Laksh Competition Summary

Flag Name	DRISHTI	Competition Name	BizSpark <i>Where Ideas Ignite and Leaders Rise.</i>
Group / Individual	GROUP	If team - min team size and max size per team	Min - 4 Max – 5
Max Reg Possible	30	Registration Amnt (For grp events – total grp reg Amnt)	1000
Date of competition (Day1 / Day2 / Both)	DAY 2	From and to time of competition	10:00 am to 3:00 pm
Can Nirmalites Participate? (Yes/No) <i>If only external judges, yes else no</i>	NO	Total Expense for conducting competition (pls provide detailed budget sheet as attachment)	NA
Total Cash Prize Value	15000	Cash Prize Split	1 st -10000 2 nd 5000

Competition Guidelines/Rules :

- A team must consist of 4-5 members
- Participants should bring their own laptops, mobile phones and net setters
- Judges decision will be final
- Each participant should wear the college identity card in all rounds
- Time limits must be strictly followed
- Round-wise rules, themes, and evaluation criteria will be provided on the spot
- No external help** is allowed during the preparation time

Rounds	Description	No. of participants	Venue
1	<p>Business Puzzle</p> <ul style="list-style-type: none"> ● All members must participate in this round <p>Participants once allotted to a challenge cannot interchange roles</p> <ul style="list-style-type: none"> ● Use of mobile phones, calculators, smart watches, or any electronic gadgets is strictly prohibited ● No extra time will be given once the round ends. ● Any form of copying, signaling, or malpractice will lead to immediate disqualification. ● Total duration of the round will be 20 minutes. ● The decision of the judging panel and event coordinators will be final and binding. <ul style="list-style-type: none"> ● Team must rotate participants: ● First half (10 min): Members A, B, C ● Second half (10 min): Members C, D <p>Top-scoring teams will qualify for the next round</p>	30 Team	C 217, C 215
2	<p>Themed Business Plan Challenge</p> <ul style="list-style-type: none"> ● Each team must consist of exactly 5 members ● All members must actively participate in the discussion and presentation. ● Each team will be given a theme or real-world scenario by the organizers. ● Themes will be kept confidential until the start of the round ● Teams must prepare a mini business plan PPT covering: <ul style="list-style-type: none"> Product/Service Idea Target Market Unique Selling Point (USP): Revenue Model ● Each team will have 5–7 minutes to present to the judges. ● Presentation can be supported by charts, sketches, slides, or flip charts, but no pre-prepared materials outside the given time ● Teams must work within their assigned spaces. ● No external help is allowed during the preparation time 	30 team	C 217, C 215
3	<p>Pitch Under Pressure</p> <p>This round is a team event and all 5 members must participate.</p> <ul style="list-style-type: none"> ● Only teams qualified from Round 2 are eligible to participate in this round. 	10 team	C 217, C 215

	<ul style="list-style-type: none"> Teams must design a strategic negative or counter-campaign highlighting potential weaknesses, risks, or challenges in the business idea.. Teams must convince the judges by clearly justifying their campaign strategy and explaining how the negative approach strengthens the brand. Offensive, personal, or inappropriate content is strictly prohibited. Each team will have 3–5minutes to present their revised plan to the judges 		
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Does conduct of this competition require one of our main stages for any round? If Yes pls provide details below			
Main stage required on Day1 or Day2	NO	FN / AN (Forenoon/Afternoon)	
Duration for which main stage is required? Time - From and to	NO	Which rounds detailed above will be hosted on the main stage?	

Laksh Competition Summary			
Flag Name	DRISHTI	Competition Name	The Corporate Runway <i>Strut Your Style. Lead Your Way</i>
Group / Individual	GROUP	If team - min team size and max size per team	Min - 4 Max – 5
Max Reg Possible	20	Registration Amnt (For grp events – total grp reg Amnt)	500
Date of competition (Day1 / Day2 / Both)	DAY 1	From and to time of competition	11:00 am to 4:00 pm
Can Nirmalites Participate? (Yes/No) <i>If only external judges, yes else no</i>	NO	Total Expense for conducting competition (pls provide detailed budget sheet as attachment)	NA
Total Cash Prize Value	8000	Cash Prize Split	1 st -5000 2 nd 3000

Competition Guidelines/Rules :

- A team must consist of 4-5 members
- Participants should bring their own laptops, mobile phones and net setters
- Judges decision will be final
- Each participant should wear the college identity card in all rounds
- Time limits must be strictly followed
- Round-wise rules, themes, and evaluation criteria will be provided on the spot
- Each member assumes a **key role** in the company, such as CEO, CFO, HR, Marketing, Tech Lead, Operations, etc
- Theme Focus should be on **sustainable business practices** and innovation.

- Teams must bring **simple, handheld props** to complement their performance/role assigned.
- Props should be **safe, portable, and meaningful** (e.g., mock laptop, product prototype, charts, or symbolic items).
- Props must **enhance storytelling** and represent the company's sustainable vision.

Rounds	Description	No. of participants	Venue
1	<p>Role Models in Action</p> <ul style="list-style-type: none"> ● All members must participate in this round ● All teams represent a futuristic corporate team from a single company ● Roles within each team: CEO, CFO, Marketer, HR, Tech Lead ● Teams walk the ramp as a coordinated corporate unit, showing confidence and team identity ● Use of mobile phones, or any electronic gadgets is strictly prohibited ● No extra time will be given once the round ends. ● All members participate in the ramp walk and introduction ● Must represent the chosen role visually. ● Can include simple props or accessories ● The decision of the judging panel and event coordinators will be final and binding. ● Props should be safe and portable ● Each team walks the ramp together (2–3 min) ● Short introduction (30 sec): <p>Top-scoring teams will qualify for the next round</p>	20 teams	Seminar hall with ramp and one class room
2	<p>Corporate Crisis Simulation</p> <ul style="list-style-type: none"> ● Each team must consist of 4-5 members ● All members must actively participate in the discussion and presentation. ● Each team will be given a Crisis or real-world scenario by the organizers. ● Roles assigned in Round 1 must be retained ● Each team will be given one corporate crisis scenario ● Crisis card once picked cannot be changed ● Each team will have 5–7 minutes to present to the judges. ● Copying ideas from other teams is strictly prohibited ● Teams must work within their assigned spaces. ● No external help is allowed during the preparation time 	20 teams	Seminar hall with ramp and one class room
3	<p>Executive Impact Runway</p> <ul style="list-style-type: none"> ● 3 members will be called (preferably key roles: CEO, HR, Marketing / Finance) ● All team members will walk the ramp one by one or together in sequence ● The selected 3 members face rapid-fire corporate situations ● No dance, drama, or casual poses ● Professional corporate behavior mandatory 	20 teams	Seminar hall with ramp and one class room

	<ul style="list-style-type: none"> • Each participant may carry only one prop • Props must be Hand-held, Simple and safe, Relevant to corporate leadership • Props are symbolic, not decorative. • Throwing, placing on the floor, or exchanging props is not allowed. • Each participant must deliver one powerful leadership statement. <p>Time: 20–30 seconds per answer No preparation, no team help</p>		
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Does conduct of this competition require one of our main stages for any round?
If Yes pls provide details below

Main stage required on Day1 or Day2	NO	FN / AN (Forenoon/Afternoon)	
Duration for which main stage is required? Time - From and to	NO	Which rounds detailed above will be hosted on the main stage?	