



Excellence Through
Management Education

**DALY COLLEGE OF BUSINESS MANAGEMENT
PRESENTS**

AAGNEY 2021
A MANAGEMENT FEST



EVENTS :

BIZ KID\$. HIRE THE HIGHER . MARKETING MADNESS . TALENT HUNT

DATE : 12TH - 13TH MARCH

CO-ORDINATORS

ANURA SINHA : +91-881989997
KAPIL FARKYA : +91-9753770789
SACHIN KAPRI : +91-9522572727

CHIRAG JAIN : +91-8959432850
MANANPREET KAUR DANG : +91-9620044141
SUJINDER SINGH HORA : +91-8349423989



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AAGNEY
A MANAGEMENT FEST

ACTIVITY- HIRE THE HIGHER
12TH MARCH

CO-ORDINATORS

KANAK KAUR CHHABRA : +91-9826835689

GARV THAREJA : +91-9993971532





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ACTIVITY- HIRE THE HIGHER
12TH MARCH

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GARV THAREJA : +91-9993971532

Registrations Open

- 25th February 2021 in Teams of 2

Last Day of Registration and Video Submission

- 7th March 2021

Announcement of qualified Teams

- 10th March 2021

Final Presentation through Zoom Platform

- 12th March 2021 at 9:45 am to 11:15 am

Announcement of Winners

- 12th March 2021 at 11:15 am

Awards to the Winning Team

- 13th March 2021 at DCBM Campus



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Participating Team of 2 members have to play roles of Interviewer and Interviewee. The team needs to create a resume for the Interviewee which is suitable for the given Job Profile. The Interviewer has to ask questions relevant for the Job Profile for which the hiring decision has to be made. Interviewee should present himself/ herself as the most suitable candidate for the Job.

Job Profile: Retail Sales Associate

Closet, one of the leading apparel retailer at Indore, MP, is seeking a motivated, friendly individual to assist customers with purchases. No previous experience is necessary. Friendly and helpful service is a must.

The position's duties include:

- Assisting customers on the floor
- Restocking inventory
- Manning the cash register.

Essential Job Functions:

- Providing excellent customer service
- Assisting with displays
- Assisting with inventory

Other Necessary Skills:

- Teamwork
- Social skills
- Problem-solving
- Self-Discipline
- Basic IT skills

Role of Interviewer:

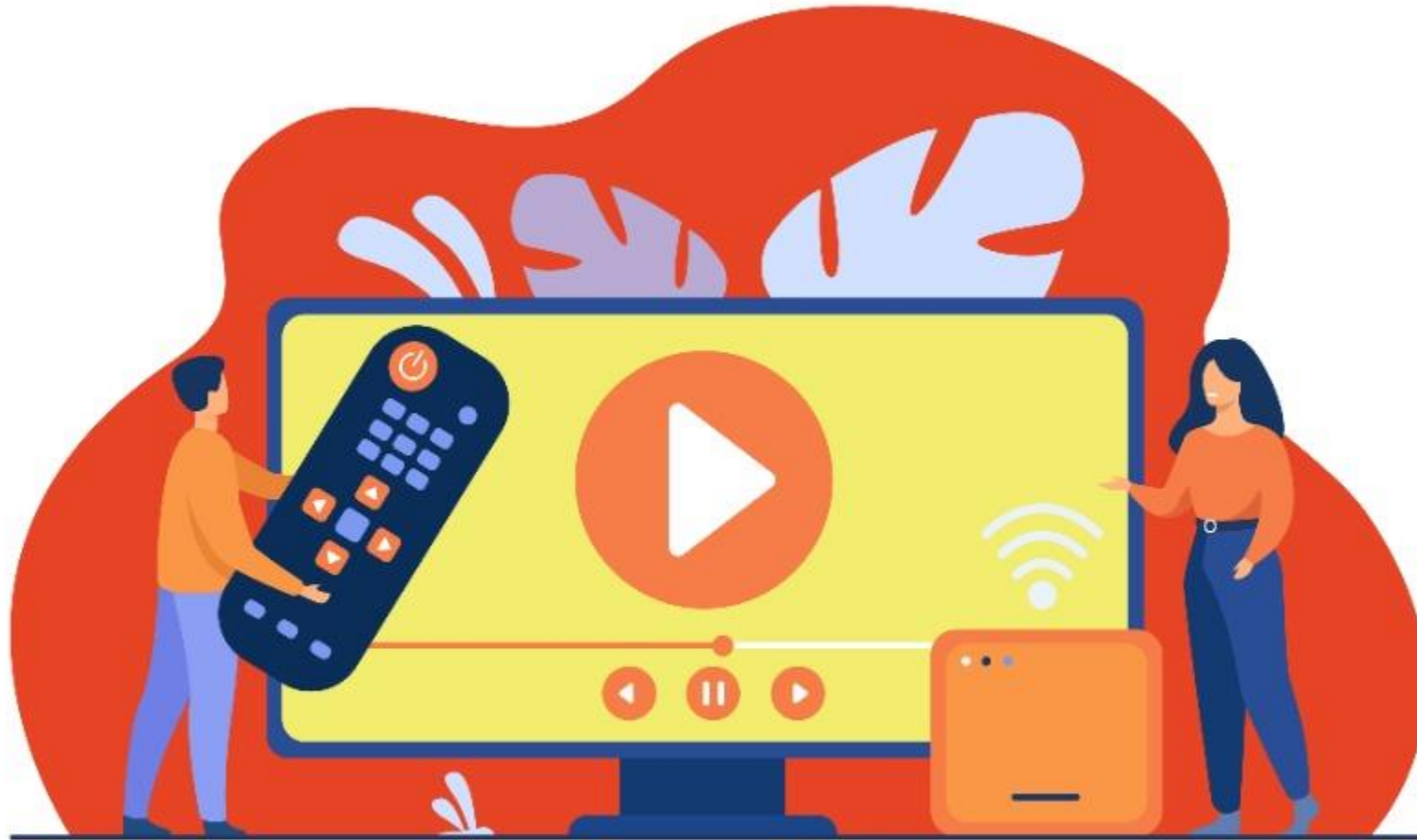
As Interviewer you have to act as Hiring Manager for Closet, one of the leading apparel retailer at Indore, MP. You are looking for suitable candidate to work as Retail Sales Associate. After initial screening of the applicants, you are conducting employment interviews to identify the most suitable fit. You would be judged on:

- Selecting the most appropriate mode of Interview (Face to Face/ Telephonic/ Video Conferencing)
- Selecting the most appropriate method for conducting the Interview (Structured/ Unstructured/ Semi Structured/ Stress Interview)
- Selecting questions appropriate to judge the suitability of the candidate for Job Requirements
- Communication Skills/ Body Language/ Professionalism/ Attire

Role of Interviewee:

As interviewee you have to portray yourself as a perfect Job Fit for the position of Retail Sales Associate for Closet, one of the leading apparel retailer at Indore, MP. You need to develop a Resume for yourself which depicts educational background, skill sets and experiences suitable for the Job Profile and hence gets shortlisted for the interview. You would be judged on:

- Suitability of the Resume for the Position
- Technical Know How portrayed during the Interview
- Showcasing the skill sets and experience complementing the Job during the Interview
- Communication Skills/ Body Language/ Professionalism/ Attire



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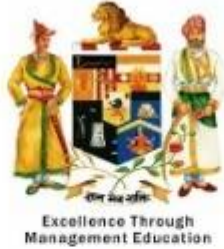
A MANAGEMENT FEST

ACTIVITY- BIZ KID\$

12TH MARCH

CO-ORDINATORS

**ANURA SINHA : +91- 881998997
DISHA JURANI : +91-9098521063**



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ACTIVITY- BIZ KID\$

12TH MARCH

CO-ORDINATORS

ANURA SINHA : +91- 8819989997

DISHA JURANI : +91-9098521063

Registrations Open

- 25th February 2021 in Teams of 2

Last Day of Registration and Video Submission

- 7th March 2021

Announcement of qualified Teams

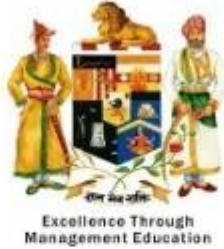
- 10th March 2021

Final Presentation through Zoom Platform

- 12th March 2021 at 11:30 am to 01:00 pm

Announcement of Winners

- 12th March 2021 at 01:00 pm



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ACTIVITY- BIZ KID\$

12TH MARCH

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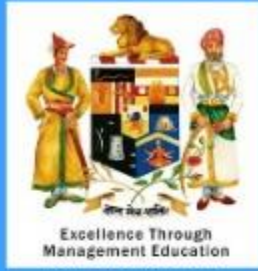
The participating team of 2 students have to choose a Movie from the list mentioned and analyze the movie according to pre-determined financial criteria. They have to record a video presentation of maximum 5 minutes duration for the same.

Format of the Event:

- Watch any of the following movies: One Idiot, One Idiot Returns, The Big Bull, The Big Shot, The wolf of wall street, Corporate, The Founder, Catch me if you can, Gafla
- Create an innovative video presentation of maximum 5 minutes covering the financial aspects covered in the movie and their connect with the real life.

Judgement criteria:

- Coverage of Financial Aspects
- Linking the movie with real life practicalities
- Learning from the movie highlighted
- Presentation Skills



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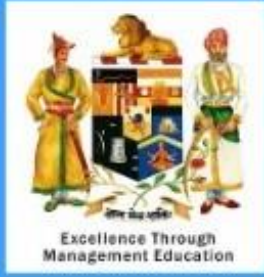
AAGNEY

**A MANAGEMENT FEST
ACTIVITY- M2 : MARKETING
MADNESS
12TH MARCH**

CO-ORDINATORS

**URVI SETHIA : +91- 9981087248
SOHAM JAIN : +91-7879805757**





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A MANAGEMENT FEST

**ACTIVITY- M2 : MARKETING
MADNESS**

12TH MARCH

CO-ORDINATORS

URVI SETHIA : +91- 9981087248

SOHAM JAIN : +91-7879805757

Registrations Open

- 25th February 2021 in Teams of Maximum 5

Last Day of Registration and Video Submission

- 7th March 2021

Announcement of qualified Teams

- 10th March 2021

Final Presentation through Zoom Platform

- 12th March 2021 at 1:30 pm to 3:00 pm

Announcement of Winners

- 12th March 2021 at 3:00 pm

Awards to the Winning Team

- 13th March 2021 at DCBM Campus



**DALY COLLEGE OF
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AAGNEY

A MANAGEMENT FEST

**ACTIVITY- M2 : MARKETING
MADNESS**

12TH MARCH

CO-ORDINATORS

URVI SETHIA : +91- 9981087248

SOHAM JAIN : +91-7879805757

Participating Team of maximum 5 members have to create a Video Advert to promote Corona Vaccine launched by a pharma firm for India. The video should contain the brand name decided by the team and jingle for the same should also be incorporated.

**Judgement
criteria:**

- Suitability and attractiveness of Brand Name chosen
- Suitability and attractiveness of Jingle Created
- Appeals used during the advert (Emotional/ Rational/ Personal/ Humor/ Fear/ Endorsement Appeal)
- Compatibility with the theme provided
- Overall impact of the Ad and Connect with target audience

Guidelines to be followed:

- Teams need to register using the link provided by 7th March 2021. <https://linktr.ee/DCBMAagney2021>
- Pre Recorded video of the Events should be sent through google drive link at specializationdcbm@gmail.com by 7th March 2021.
- The participants should avoid use of offensive language, inappropriate content, and indecent attire.
- The participants are requested to choose a valid silent area of their homes for recording their videos.
- In all cases, decisions of the judges are final and will not be open to discussion.
- Absolutely no profanity or insensitive subject matter will be permitted.
- All entries will be screened for Final Round and the shortlisted teams will be informed by 10th March 2021. Shortlisted Teams will present their videos during the online even on 12th March 2021.

The following may lead to disqualification:

- Has plagiarized content.
- Has controversial, vulgar or offensive content.
- Does not adhere to deadlines for registration and submission.



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AAGNEY A MANAGEMENT FEST

CO-ORDINATOR

SUJINDER SINGH HORA : +91-8349423989



ACTIVITY- TALENT HUNT
13TH MARCH



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AAGNEY A MANAGEMENT FEST

CO-ORDINATOR

SUJINDER SINGH HORA : +91-8349423989

Individual/ Team
Registrations Open

• 25th February 2021

Last Day of
Registration and
Video Submission

• 7th March 2021

Announcement of
qualified
performers

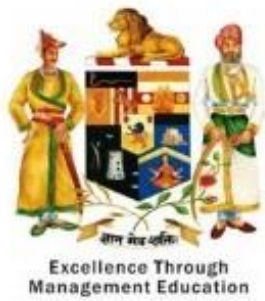
• 10th March 2021

Final Performance
at DCBM Premises

• 13th March 2021,
5:00 pm onwards

Announcement of
Winners

• 13th March 2021 at
07:00 pm



DALY COLLEGE OF BUSINESS MANAGEMENT



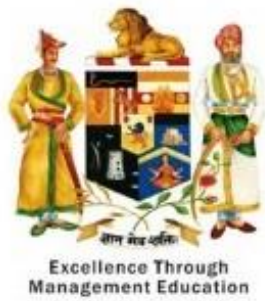
CO-ORDINATORS
URVI SETHIA : +91- 9981087248
SOHAM JAIN : +91-7879805757

Individual/ Team Participation is solicited for the event. Participants need to send a prerecorded video of maximum 3 minutes duration showcasing their talents. Shortlisted participants will give a live performance on 13th March 2021.

Talent Category	Particulars
Music	Singing, Rapping, Instrumental, Percussion/ Beat Boxing, DJ, etc
Dance	Classical, Western, Folk, Indo-Western, etc
Art Work	Sketching, Painting, Graphic Designing, Digital Art, Clay Modeling, Origami, Quilling, Resin Art, Murals, Best out Waste, Photography, etc
Culinary Arts	Cooking, Baking, Salad Decoration, Food Carving, Beverage Preparation, etc
Dramatics	Mono Acting, Mime, Standup Comedy, Magic Show, etc
Literary	Creative Writing, Story Telling, Oration, etc
Demonstrative Sports	Shooting, Martial Arts, Archery, Yoga, Gymnastics, Skating/ Skate Boarding, etc

Judgement Criteria:

- Creativity
- Originality
- Presentation
- Showmanship
- Overall Appeal



DALBY COLLEGE OF BUSINESS MANAGEMENT



CO-ORDINATORS

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SOHAM JAIN : +91-7879805757

Guidelines to be followed:

- Individuals/Teams need to register using the link provided by 7th March 2021.
- Pre Recorded video not exceeding 3 minutes should be sent through google drive link at specializationdcbm@gmail.com by 7th March 2021.
- The participants should avoid use of offensive language, inappropriate content, and indecent attire.
- The participants are requested to choose a valid silent area of their homes for recording their videos.
- In all cases, decisions of the judges are final and will not be open to discussion.
- Absolutely no profanity or insensitive subject matter will be permitted.
- All entries will be screened for Final Round and the shortlisted teams will be informed by 10th March 2021. Shortlisted Participants will perform at the campus on 13th March 2021.



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#AAGNEY2021
12TH - 13TH MARCH
**SAVE
THE
DATE**