

Ignitra 2K18

Ignitra 2K18 was organised and conducted by the Department of Commerce.

It aims at developing the entrepreneurial skills in students and it helps in shaping managerial skills in them. It also empowers students with academic and technical competencies and enable them to face potential challenges of current business world.

Following are the commerce game conducted :-

- 1) Money Heist (Marketing Games)
- 2) The Crown (Best Manager)
- 3) Sacred Games (Best Management team)
- 4) Stranger things
- 5) Brain On Fire (Business Quiz)



MONEY HEIST MARKETING GAME I

Marketing games provide participants with an interactive method of testing out marketing decisions in an environment which is virtual or which has game characteristics.

Round 1: Preliminary Round.

This round is basically divided into two sections Business quiz as well as identification of personalities logo and taglines. Participants were given 20 minutes for completing the business quiz and tag identification.

Round 2: House Sale / Selling Round.

To begin this selling round the team members were split into 2 groups and played a small house game where marketing related terms were given to them. As soon as any team completed house sale start the selling round, as they are getting an advantage of the time given. Products were given to the respective groups and whoever brings the more money were sale taken into consideration.

Round 3: Act it Out

The teams were given the topic 'online food services' where they have to act it out in front of the respective judges. Here strong tagline

and Name should be given and they should act the like an advertisement.

Judgment was done on the basis of

- strong tagline and Name
- Marketing ability
- Communication

There were two judges for this Round.
After the three round elimination were done.

Round 4: App Creation

The final Round in the marketing game, "A mobile app can help you to get and retain customer". This round is app creation where you have to create an app for the purpose of sale of goods and services, which describes how the business work and create and capture value to the customer. The team were provided chart to present their logo and tagline and all other information features required for an app so be presented as ppt. Provided with 30 minutes for preparation and 3 judges are were there.

The winner of the event was Sneekeshmi Das, Hima Sudheer, Sameer Mohammed, Tharfen Basheer



I THE CROWN - BEST MANAGER

Best manager, being the main event of Ignite 2K18 was a series of challenging rounds that stumped the participants. The winner of this event was rewarded with a cash prize of ₹15,000. There were

- Total number of participants: 6

ROUND 1 - Preliminary round

In this round the participants were given 20 mins each to fill up a questionnaire of 40 questions. The questions being close-ended, logo identification, personality identification etc. There was no elimination after the round, the marks were cumulated throughout.

ROUND 2 - Connect the dot

The participants were given 2 minutes each and on the bell, certain images were shown. Each participant had to narrate a story out of those images. No time was given for observation or imagination. Once the picture was displayed the participants were asked to start the narration. There were 2 judges present.

ROUND 3 - Group Discussion

The topic of GD was 'India needs more job creators than job seekers'. The time allotted for GD was 20 mins. There were 2 judges present. The round was really interesting. Participants were arguing for & against the topic.

ROUND 4 - Product launch

In this round, participants were given taglines of certain companies in lots and they had to create a new product that was no way related to the existing product of the company. Product launch was done through powerpoint presentation. Time allotted was 1 hour including lunch. There were 3 judges present. Elimination was done.

ROUND 5 - Task round

In this round, the participants were taken to the ground to do 5 challenging tasks. The aim of this round was to understand their competence and the benefit was, the one who completes the 5 tasks first got to perform last for the stress round & vice versa.

ROUND 6 - Stress round

The most thrilling & exciting round of the whole event, was judged by three judges. Before entering for the stress round, the participants were provided with a resume that had questions relating to the current social, economic & political scenarios. The participants were stressed by the judges on the basis of the answers provided by them. Each contestant was stressed for 20 mins.

The WINNER of the event was Mithu Jose Chackranad of AIM College of Law, Theissur.



SACRED GAMES - BEST MANAGEMENT TEAM

Sacred games which is The Best Management Team was another event of IGNITRA 2K18. It was to bring out the managerial ability among the students.

The winner of this event was rewarded with a cash prize of ₹ 12000.

• Total number of teams: 15

ROUND 1 - Preliminary round

The first round consisted of a quiz and logo identification. There were 20 questions in total. The

time limit of this round was 20 minutes. There was no elimination after the round, the marks were cumulated throughout.

ROUND 2 - Talent round

It was the second round. In this the members

had to showcase their talent and earn money.

The team which collected the highest amount were ranked accordingly. There was no elimination after this round. The team was given 20 minutes.

ROUND 3 - Role Playing

In this round the team members were given the principles of Henry Fayol in a lot. They had to role play the principle within 15 minutes.

There were 2 judges present. They were given 10 minutes

for preparation and 5 minutes for presentation.
The marks of 3 rounds were accumulated.
4 teams were selected for the next round.

ROUND 4 - ACTIVITY ROUND

This round was conducted in ground. Members of the team were given different task. The aim was to understand their unity as a team. The benefit of this round was the team which completed first was given the chance of performing last in the next round.

ROUND 5 - Case Study

This was the final round. Each team was given different cases. They had to study the case and present it. They had to make a PPT. Each team was given 15 minutes for presentation, 5 minutes for presentation and 5 minutes for judges interaction.



STRANGER THINGS

Stranger Things was another event of IGNITRA 2K18. As the name implies this was an event filled with games, puzzles, riddles, etc moreover similar to treasure hunt. The winning teams of this event was awarded with a cash prize of ₹ 6000.

• Total number of teams : 9.

Round - 1 : Preliminary Round

In this round, participants were split into two teams. One team will play word search game while the other team was given a questionnaire to be filled up in 20 minutes and the time limit for word search was 15 minutes. The marks of both games ~~was~~ ^{were} clubed to find out the 8 winning teams.

Round - 2 : Collection Round.

In this round, the participants were given a list of 27 items to be collected from the college premises within 45 minutes. The teams which collect maximum items will be qualified for the next round and two teams were eliminated from this round.

Round - 3 : Destination Hunt.

Participants were given clues to find out their destination & they are required to play certain tasks to reach the next destination. There were 4

destinations and a final one destination & the participants have to complete some fun filled tasks in each destinations to reach the final one.

Round 4 : Puzzle (Final Game)

The first three teams which reach the final destination after solving the clue which was qualified to perform the final task. Here the team is split into two. One team will play the puzzle round and the other team had to find the hidden puzzle piece after passing through some bundles. The peculiarity of this round was, from both the teams, one member will be blind folded and the hands of the other member will be locked. The team which solved & or completed the puzzle was the winner of Stranger Things. The image given for the puzzle was of Mukesh Ambani and Nitha Ambani.

The winner of the event was students of Devagiri College, Calicut.

BRAIN ON FIRE

Brain on fire also known as the Business Quiz was another event of IGNITRA 2K18. It was a new event introduced this year in addition to all other existing events. It was not just a regular quiz, it was a collaboration of quiz, games, crossword etc. The winning team was awarded with a prize money of 6000 ₹.

- Total number of teams : 4

Round 1: Preliminary Round

This round was split into two parts, in the first 20 minutes, the participants were given a questionnaire consisting of 20 questions to be completed in 20 minutes. The second part was the logo identification consisting of 10 logos, to be guessed in 30 seconds each. The marks of the teams were cumulated and so, no team was eliminated. All the teams were qualified for the 2nd round.

Round 2 : Activity Round.

This round was again split into two parts, in the first part each team was given a crossword puzzle consisting of 22 words to be completed in 15 minutes. The second part was ~~the~~ called 'Act it out' where ~~each team~~ one member of each team were given two taglines, while one of the member acts ^{out} the tagline, the other member should guess the name of the company. Each team was given 3 minutes to complete the task. The marks obtained by the teams in this round were again cumulated and all teams were qualified for the last and final round.

Round 3 : Final round

The final round consists of 20 questions each team were asked 5 questions. There was no passing of the questions & negative marks, all the questions were an open shot. Participants were given 40 seconds to answer each question. The questions were a mix of personality identification, connecting the pictures and guessing the company, audio identification, home country identification and guessing the company from the description. The marks of all teams were cumulated from all the rounds and finally the winners were announced on the basis of their total marks.

The winner of the event was students of
Feeoke College, Calicut.

HEAD OF THE DEPT. OF COMMERCE
PROVIDENCE WOMEN'S COLLEGE
CALICUT - 673 009

NINIKATA, K
Asst. Professor
Dept. of Commerce
Providence Women's College
Calicut - 673 009