

# Ignitra 2k17



A handwritten signature in black ink, appearing to be "D. D. S.", located below the banner photograph.

LEAD OF THE DEPARTMENT OF COMMERCE  
PROVIDENCE WOMEN'S COLLEGE  
CHENNAI - 600 009

IGNITRA 2K17 was the first ever All Kerala Commerce meet organised and conducted by the Department of Commerce. The main aim of conducting this big event was to improve the inner organising ability of the students and making them prepared to face bigger challenges.

Students, all over from Kerala have participated in the games commerce games arranged, by paying the registration fee ₹150 per student. There were a total of participants.

The students of our department had arranged five commerce games, which included three <sup>management</sup> commerce games and two non-management games. Following are the commerce games conducted :-

- 1) Best Manager.
- 2) Marketing game
- 3) Corporate Roadies
- 4) Treasure hunt
- 5) Photography.

# I. BEST MANAGER.

Best Manager was the main and important event in IGNITRA 2K19. The winner of Best Manager was Reward ~~etc~~ with a cash prize of ₹15000. There was 6 rounds in this game.

TOTAL NO. OF PARTICIPANTS : 11.

## ROUND 1 : PRILIMS.

In this round, the contestants were given 20 questions to which they have to answer correctly. The questions include multiple choice questions and close-ended questions. The time limit was 20 minutes. There was no elimination on this round.

## ROUND 2 : GROUP DISCUSSION.

In this round, the contestants were asked to imagine that they are in a sinking ship. Each contestant took one lot and was asked to imagine themselves as the celebrity respectively. [Each lot consisted a name of a celebrity.] They were also asked to imagine that there is only 3

life jackets in the ship. They were asked to discuss on "Who was to be saved from the sinking ship". Every one argued by saying the importance of their existence. There were three judges for this Round. Time limit: 30 min. There was no elimination in this round.

### ROUND 3: SWITCH ROUND.

In this round, each contestant's were asked to pick lots, which contained fit a product. Eg: tooth brush. They were asked to say positive and negative about the products on the lot when the judges say 'On' and 'off', respectively. Time limit: 3 min

4 Participants were eliminated at the end of this round.

### ROUND 4: B-PLAN.

In this round, the remaining 7 participants were given the topic "Uber in Kerala", for which they had to make a business plan and present it to the judges. The time limit was 5 minutes.

3 participants were eliminated at the end of this round.

## ROUND 5 : PHYSICAL GAMES

This round was actually arranged to test their physical strength. There were 4 participants in this round they were asked to perform 5 tasks. The person who completes the 5 tasks first, was the winner of this round and he gets an advantage of entering last in the final round. The 4<sup>th</sup> person, will enter first.

## ROUND 6 : STRESS ROUND

This round was the final and the most interesting round. The 4 finalists were asked to fill a form (a kind of personal resume) and the judges stressed them by asking several questions on the basis of those answers filled by them. Time limit to stress each contestant was 20 minutes.

The WINNER of Best manager was Gajendra Singh Rajpurohit, student of law college, Erasmuskulam.

## MARKETING GAME

Marketing Game was designed to test the marketing skills of the participants. The winner of marketing game was rewarded with a cash prize of ₹10000. There were 4 rounds in this game.

TOTAL NO. OF PARTICIPANTS: 25 teams.

(4 members in each team).

### ROUND 1: PRELIMS.

There were 25 teams in this round. This round was splitted into 2 parts, Business Quiz and a game. Two members of each team were to be participate in those.

10 teams were eliminated at the end of this round.

### ROUND 2: PRODUCT SELLING.

Some products were given to each team and they was asked to sell these products some how and make more money. The teams with highest amounts were qualified to next round.

1 teams were eliminated at the end of this round.

### ROUND 3 : LOGO DESIGNING.

In this round, the remaining 10 teams had to design a logo, on the topic "

2 teams were eliminated at the end of this round.

### ROUND 4 : PRODUCT LAUNCH.

This was the final round. 4 teams were selected to this round. Four random products were given to each team and they were asked to launch it.

The WINNER of Marketing game was the team from FINSS, Calicut.



### III) CORPORATE ROADIES.

Corporate Roadies was a different Dimension of Best Management Team. The winner of Corporate Roadies was rewarded with a cash prize of ₹10000. There was 4 rounds in this game.

TOTAL NO. OF TEAMS: 19 TEAMS.

(4 members in each teams).

#### ROUND 1: PRILIMS.

The first round consisted of a quiz and a game. Out of 4 members, 2 members played the game and 2 members participated in quiz. There was 20 questions in the quiz and a video was played and several questions was asked based on that video. It was the game. The time limit of this round was 20 minutes.

4 teams were eliminated at the end of this round.

#### ROUND 2: ACTIVITY ROUND.

This round also consist of two activities for



which the team members had to split into two.  
The two activities were: logo designing and let's find it.

logo designing - The topic was to design an innovative logo for IGNITRA 2K17.

let's find it - In this, contestants had to find out which were listed, within a time limit of 15 minutes.

8 teams were eliminated at the end of this round.

### ROUND 3 : BE THE BUILDER.

The 3rd round was to construct a restaurant using given materials. They were given 30 mins to construct and 5 minutes to present their model.

4 teams were eliminated at the end of this round.

### ROUND 4 : CASE STUDY ANALYSIS.

This was the final round. Each team was given different cases. They had to study the case and

present it they could also make a paper presentation as a ppt presentation. It would use the preparation time limit and 5 minutes for presentation.

The winners of Corporate Roadie were students from Chinnappa Arts and Science College, Kolar.



NAME OF THE DEPARTMENT OR COURSE  
PROVIDENCE WOMEN'S COLLEGE  
CLUGO - 472 14

## IV. TREASURE HUNT.

This was a non-management game. This was very interesting and fun game.

TOTAL NO of teams :

(9 members in each team).

ROUND 1 : PRELIMS.

This round consist of 2 parts; Business Quiz and Visual Game. Each team had to split into two.

teams were eliminated at the end of this round.

ROUND 2 : TREASURE HUNT.

5 teams were the finalists of this round.

There was 5 spots where the clues were hidden.

At the fifth spot, the treasure was hidden.

The WINNER of treasure hunt was students of Malabar Christian College, Calicut.

## PHOTOGRAPHY

There was only one round for this game

TOTAL NO. OF PARTICIPANTS : 20

A topic was given to the participants and they had to click a picture accordingly. The topic was "Paradise of Women". The best picture was awarded with a cash prize of ₹ 5000.



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

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