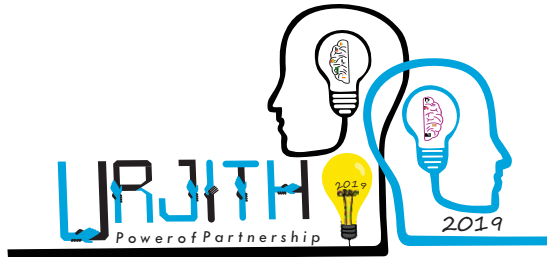




# GRG School of Management Studies PSGR Krishnammal College for Women

Peelamedu, Coimbatore-641 004



The Annual B-School Event  
Thursday, 31 January 2019



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Dear Sir/Madam

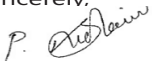
Greetings!

GRG School of Management Studies is organizing the annual inter collegiate management meet Urjith on Thursday, the 31 st January 2019 for students of Business Management and final year UG students. Every year over 400 students from top B schools of Tamil Nadu and other parts of South India participate in the various management games and contests of Urjith and test their knowledge, competence and business acumen. Urjith provides a unique opportunity to these young aspiring managers and future business leaders to showcase their talent, creativity, knowledge and skills.

URJITH 2019 will feature the prestigious Chandrakanthi Memorial Young Business Leader Contest, Best Management Team Contest, Business Quiz, Best Creative Team Contest, Best Student Social Work Award, Business Architect Contest and Digi Peddle Contest for PG students in Management. We have also planned to conduct separate contests for UG students. URJITH 2019 is open to all PG Students in Management and final year UG students.

We invite your support in terms of student participation in the contests of Urjith 2019. Poster, registration forms and other details have been enclosed for your ready use. For any other event clarifications or queries please contact Ms. R. Sona, Faculty Coordinator on 96269 16365 or Ms. S. Afritha, Student Coordinator on 97862 11000 or email to [urjith@grgsms.ac.in](mailto:urjith@grgsms.ac.in)

Sincerely,



Dr. P. Sadhasivam  
Director

**Chandrakanthi Memorial  
Young Business Leader  
(CMYBL) Award  
(1 Participant)  
Prize Worth ₹15,000/-**

### **PG Contest**

#### **Chandrakanthi Memorial Young Business Leader (CMYBL) Award**

- Participating institute may nominate not more than two students, who will be contesting individually in CMYBL award.
- Nominated student must explicit their leadership qualities, in addition to excellence in academics and extra curricular activities.
- A student nominated for this contest will not be permitted to participate in any other event/activity.

#### **Best Management Team Award**

- Participating institute may nominate four(4) students per team.
- A student nominated for this contest will not be permitted to participate in any other event/activity.

**Best Management Team  
Award (4 /Team )  
Prize Worth ₹8,000/-**

**Best Student Social  
Work award  
( 1 Participant)  
Prize Worth ₹5,000/-**

### **Best Student Social Work Award**

- Participating institute may nominate not more than 2 students, who will be contesting individually for Best Student Social Work Award.
- Participants are supposed to provide evidence like photos, awards, certificate etc, that they have received for their social work.
- A student nominated for this contest will not be permitted to participate in any other event/activity.

### **Business Quiz**

- Participating institute may nominate a maximum of three(3) teams and two(2) students each to contest in this event.
- A student nominated for this contest will not be permitted to participate in any other event/activity.

**Business Quiz  
(2/Team )  
Prize Worth ₹6,000/-**

**Digi Peddle**  
**(2/Team)**  
**Prize Worth ₹5,000/-**

### **Digi Peddle**

- Participating institute may nominate 2 students per team there will be three rounds Quiz, Digital Marketing Plan Presentation.
- In each rounds teams will be short-listed. Teams who qualify for the final round would detail their digital marketing proposal in front of the panel judges.
- A student nominated for this contest will not be permitted to participate in any of the other event/activity.

### **Business Architect**

- Participating institute may nominate maximum of 2 team.
- Each team can have maximum of 4 students.
- Participating team should bring their own laptop.
- A student nominated for this contest will not be permitted to participate in any other event/activity.

**Business Architect**  
**(4/Team )**  
**Prize Worth ₹5,000/-**

**Best Creative Team**  
(4/Team)  
Prize Worth ₹5,000/-

### **Best Creative Team**

- Participating institute may nominate 4 students per team. This competition will test the resourcefulness, creativity and problem solving skills of the contestant.
- A student nominated for this contest will not be permitted, to participate in any other event/activity.

## **UG contest**

### **Crack The Challenge**

- Participating institute can nominate three to five students per team.
- There will be of three rounds. Filtered participants will enter the final rounds.
- Finals will be conducted for the selected teams. A student nominate for this contest will not be permitted, to participate in any other event/activity.
- Only 2 teams per college.

**Crack the Challenge**  
(UG Contest)  
(3-5/Team)  
Prize Worth ₹5,000/-

**Story Board (UG Contest)**  
(4/Team)  
Prize Worth ₹3,000/-

## Story Board

- Participating institute can nominate maximum 4 students per team.
- Participants are requested to send an abstract of two pages about the personality on or before January 27, 2019 to [urjith@grgsms.ac.in](mailto:urjith@grgsms.ac.in).
- The preliminary round can be personality identification (elimination round).
- Final round will be conducted only for the selected teams. Final round can be any kind of presentation( audio, video, powerpoint, poster, etc.) as per the participant choice.
- Participant should bring all necessary item for their presentation.
- Hard and soft copy of the presentation to be submitted at the time of registration.
- A student nominated for this contest will not be permitted, to participate in any other event/activity.

## UG & PG contest

### Photography Contest

- Theme: PRIDE OF INDIA
- Sub Themes – Capture the culture, Art, Heritage, Celebration, Unity in Diversity, Equality, Uniqueness of Indian Culture and showcase the pride of India.
- Photograph should be the original work of the participant, and he/she must be the sole owner of the photo entered. All photographs must be with captions and details clearly indicating the location and equipment used and how it was taken. The photo should be of size within 5MB, with minimum of 1200 pixels and in JPG or JPEG format.
- Explanation of the picture for 2 to 3 minutes per presenter. A student nominated in this contest will not be permitted to participate in other event.
- Due date to submit the photograph(soft copy) is Jan 25, 2019 to [urjith@grgsms.ac.in](mailto:urjith@grgsms.ac.in).
- Failure to provide these details could render the entry ineligible for selection.

**Photography (UG/PG)**  
(1 Participant)  
Prize Worth ₹3,000/-

## General Instruction

- Registration fee is Rs.150/- per contestant.
- Participants must be students doing their regular post graduation in Business management/Final year UG.
- Participants must bring their Institutional Identity cards/ Bonafide Certificates.
- Participants must report to the registration table by 8:30am
- Lunch will be provided to the participants at the campus.
- Not more than 30 participants from each college to participate.
- Strict discipline must be maintained while on the campus
- Judges decision will be final for all the contest.
- Participants not present at the time of registration will not be allowed to participate in the events.
- All participants will be awarded participation certificate.
- Registration to be done by post or email (urjith@grgsms.ac.in)

**Faculty coordinator**

**Ms. R. Sona - 9626916365**

**Student Coordinators**

**Ms. S. Afritha - 9786211000**

**Ms.P. Akalyaa - 8248101903**

Scan to Register



**GRG School Of Management Studies  
PSGR Krishnammal College for Women**

**Peelamedu, Coimbatore-641 004**

**Tel : 0422 - 4295860**

**E-mail: urjith@grgsms.ac.in**