fitoor meets

‹ PRAYAS ›

fusing **innovation** and *imagination*

23rd-24th November
Plaksha University
Tricity Chandigarh

LIMITED EDITION

PLAKSHA
UNIVERSITY

CONTENTS

ABOUT US
the legacy we hold

Plaksha University

Located in Mohali, Punjab, Plaksha University began its journey in 2015 as a visionary conversation among friends about transforming technology education. Founded by entrepreneurs and business leaders in 2017, it was created to bring this vision of technology education to life.

Plaksha University reimagines technology education with an interdisciplinary curriculum that integrates liberal arts, design, hands-on pedagogy, and self-development. It fosters a robust research and innovation ecosystem, driven by industry-sponsored research, academic linkages, and mentorship from top CXOs and entrepreneurs, addressing grand challenges through impact-driven research.

We are thrilled to announce our inaugural techno-cultural fest, set for **23rd and 24th November 2024**. This grand event will be an extraordinary celebration of creativity, talent, and diversity, bringing together participants from various universities and industries.
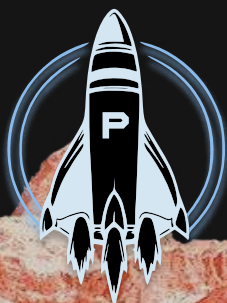
FITOOR x PRAYAS
a joint inter-collegiate fest

Fitoor x Prayas 2024 marks our first-ever fest, a prestigious **two-day event** where we unite creativity and innovation by combining tech and culture. This unique **techno-cultural fest** offers participants the chance to showcase their talents, connect with peers, industry leaders, and potential sponsors, all within a **dynamic and creative environment**.
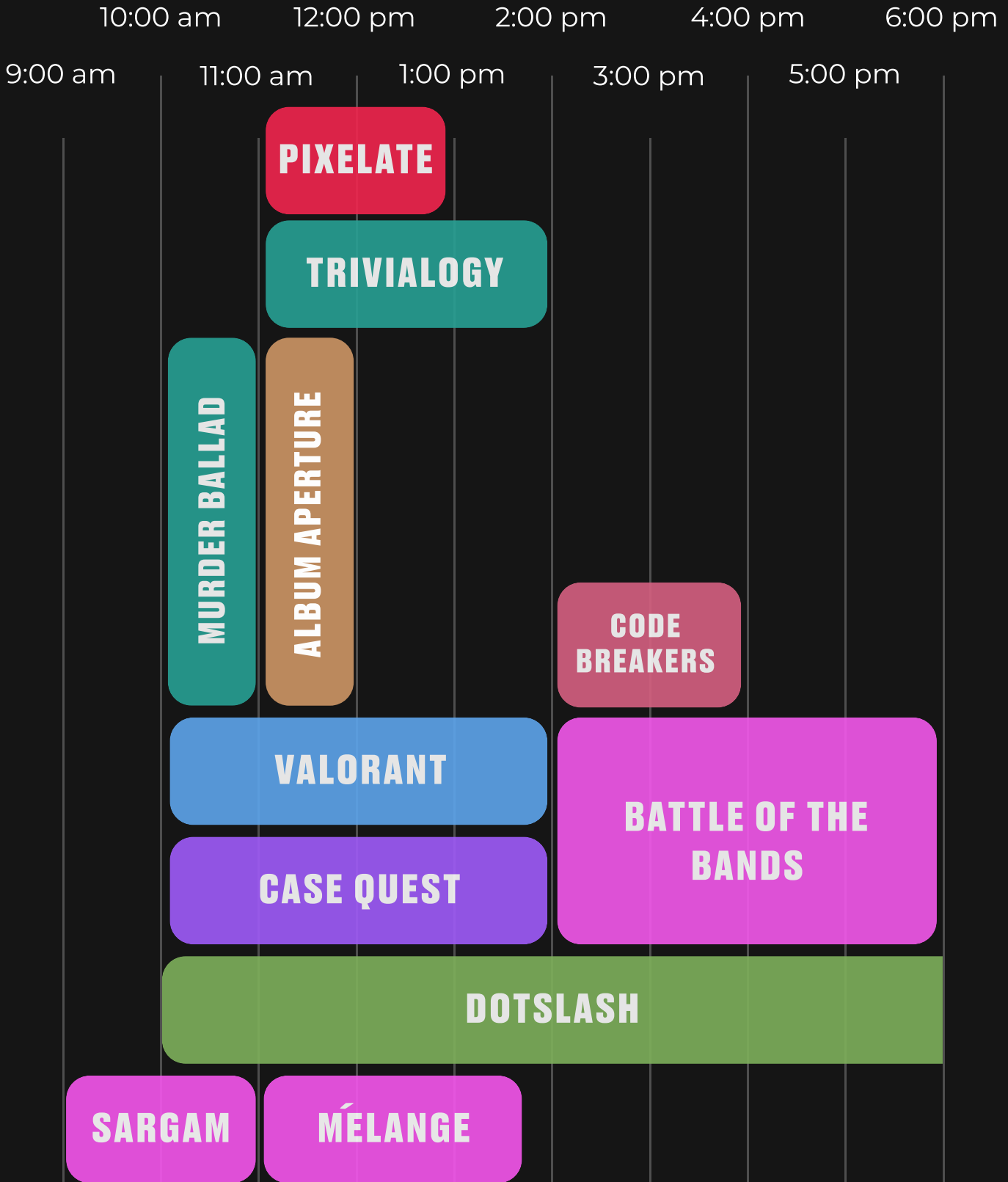
With over 500 students from Plaksha University and more than 500 expected from the Tricity Area and Delhi NCR, the fest promises to be **vibrant**, **competitive**, and **diverse**. Immerse yourself in a celebration of art, culture, and technology that fosters innovation, collaboration, and entrepreneurship.

Through workshops, talks, hackathons, and competitions, participants will be encouraged to think beyond traditional boundaries and **develop sustainable solutions** that benefit society.

Join us for Fitoor x Prayas 2024 at Plaksha University and be part of a memorable celebration of talent, culture and innovation. Let's **create unforgettable memories** together as we embark on this thrilling journey of artistic expression and technological advancement.

SCHEDULE *day 1*

NOV 22

NOV 23

| 9:00 am | 10:00 am | 11:00 am | 12:00 pm | 1:00 pm | 2:00 pm | 3:00 pm | 4:00 pm | 5:00 pm | 6:00 pm |

PIXELATE

TRIVIALOGY

MURDER BALLAD

ALBUM APERTURE

CODE BREAKERS

VALORANT

BATTLE OF THE BANDS

CASE QUEST

DOTSLASH

SARGAM

MÉLANGE

SCHEDULE *day 2*

9:00 am	10:00 am	11:00 am	12:00 pm	1:00 pm	2:00 pm	3:00 pm	4:00 pm	5:00 pm	6:00 pm

ARTATHON

DHANDA PAANI

UI SHOWDOWN

VALORANT

M&A MASTERS

MURDER BALLAD

ALBUM APERTURE

TARANG & ALLEGRO

ARABESQUE & TAAL

DOTSLASH

BESPOKE

FITOOR
theme & events

The theme for the weekend is a **Timeless Echo**, a vibrant and nostalgic tribute to an era of emerging art and culture.

Attendees will be transported to a time of colourful expression and innovation, where the spirit of the past will blend seamlessly with the energy of the present. Fitoor will feature a wide range of competitions and activities designed to showcase and celebrate diverse talents.

MUSIC

Battles will bring solo singers, bands, and instrumentalists to the stage — filling the air with melodies and harmonies that resonate with the theme.

DANCE

Competitions spanning from classical to contemporary, solo & group, allowing dance enthusiasts to showcase their rhythm and moves.
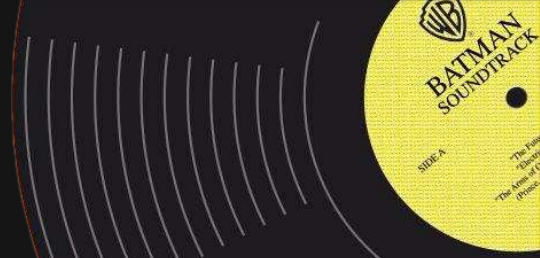
ART

Exhibitions will display creativity through paintings, sculptures, and digital art, inspired by the vibrant and dynamic era of Retro Pop.

PHOTOGRAPHY

Offers a stage for creatives to showcase their talent in photography & videography that test their artistic vision and storytelling abilities.

MISCELLANEOUS

Dive into fashion shows, quizzes, and treasure hunts. Unleash your creativity, knowledge, and problem-solving skills in these unforgettable events!

MUSIC
competitions & information

MUSIC IS HIGHLY ADDICTIVE

BATMAN SOUNDTRACK
SIDE A

SARGAM
vocal performance

Vocalists, get ready! This is your moment to unleash your talent and passion at **SARGAM**, a distinguished vocal competition. Whether performing solo or teaming up for a duet, you'll have the opportunity to captivate the audience with your unique sound. From **classical Indian melodies** in Hindi, Tamil, Bengali, or Marathi to **Western styles** like pop, rock, jazz, or country, every performance will celebrate the **rich diversity of musical talent**. With two exhilarating segments—**solo** and **duet**—each judged by different criteria, this is your moment to shine, compete for recognition and exciting prizes, and leave a lasting impression.

Prize pool: **2,000 INR for Solo and 4,000 INR for Duet**
Registration fee: **150 INR per head**
Event type: **Solo or Duet**

Event Rules:

- The competition consists of a single round with separate categories for solo and duet performances.
- Performances are limited to 5 minutes, with penalties for exceeding the time.
- Participants can perform one song, multiple songs, or a medley in any language or genre.
- Backing tracks (without vocals) are allowed; no live instruments.
- Tracks must be submitted a week prior to the event.
- Judging will consider vocal quality, song choice, creativity, and stage presence. Judges' decisions are final.

Date & Time: **November 23rd 2024**
                      9 AM to 11 AM

By the
Plaksha Music Club

MÉLANGE
musical talent show

Get ready to immerse yourself in a **vibrant musical showcase** that celebrates talent in every form. Whether you're a **singer**, **instrumentalist**, **beatboxer**, or **rapper**, this event invites performers from all styles and genres to shine. Embrace the freedom to express your creativity through any type of music, making this show a dynamic fusion of sounds and artistry. Prepare for an unforgettable experience where passion and talent create an **electrifying atmosphere**, bringing together the best in musical artistry!

Prize pool: **5,000 INR**
Registration fee: **250 INR per team**
Event type: **Teams of 1 - 3**

Event Rules:

- The competition consists of a single round. A maximum of 3 people can be part of a performance group.
- Participants are free to showcase any style of music – a purely vocal or instrumental one, rap, beatboxing or a mix.
- Maximum performance time is 7 minutes with 5 minutes of setup and sound check. Exceeding the time limit will lead to the group being penalized.
- No backing tracks of any kind are permitted.
- Judging will be based on creativity, musicality and overall skill. The decision of the judges will be final and binding.

Date & Time: **November 23rd 2024**
11 AM to 1:30 PM

By the
Plaksha Music Club

BATTLE OF THE BANDS

band performance

Get your band ready to **rock the stage** at the **Battle of the Bands**! Showcase your unique sound and unleash your best performance in front of a lively audience. Compete against other talented bands and seize the opportunity to **claim the title of ultimate champion**. Join us for an electrifying musical showdown and let your music be heard!

Prize pool: **20,000 INR**
Registration fee: **2000 INR per band**
Event type: **Teams of 3 - 8**

Event Rules:

- Cross institutional bands are not allowed.
- Each band will be allotted a total of **20 minutes**, with a maximum of 5 minutes for set up and sound check and a maximum of 15 minutes to perform. Exceeding the time limit will result in the band being penalized.
- A standard drum set, stage monitors and microphones will be provided. Bands are requested to bring all other required equipment.
- Bands can perform in any language or genre. Preference given to **original compositions or improvisations**.
- Use of backing track or prerecorded music will lead to immediate disqualification.
- All members of the band should be present backstage 15 minutes prior to the start of their performance time.

Date & Time: **November 23rd 2024**
2 PM to 6 PM

By the
Plaksha Music Club

DANCE
competitions & information

TARANG
classical dance

Step into the spotlight at **Tarang**! We invite solo dancers to showcase their talent in a **classical dance form** of their choice. This is your chance to demonstrate your skill and passion for classical dance. Captivate the audience with your **grace and elegance**, and let the tradition and rhythm of your chosen dance form shine. Make your mark at Tarang!

Prize pool: **5,000 INR**
Registration fee: **150 INR**
Event type: **Solo**

Event Rules:

The competition will proceed in a single round.

- All classical styles are allowed, no semi-classical.
- Time limit: **3 - 5 minutes**
- Contestants will be penalised if they go over time.
- **Props are allowed** if they don't disturb stage set up and following performances. In case any participant plans on using props, they will have to be **pre-approved** by the Team.
- The songs need to be carried by the participants in a pen-drive and e-mailed to the Team before the competition.
- Derogatory language in songs and explicit movements are strictly prohibited. The event organizing team will exercise full discretion in assessing these guidelines.

Date & Time: **November 24th 2024**
9 AM to 1 PM

By **One-o-One**
the Plaksha Dance Club

ALLEGRO
western dance

Dancers, either solo or in duets, are invited to light up the stage with any **western dance style** of their choice at **Allegro**. Feel the energy and excitement as you let the beats drop and the moves dazzle. Join us and compete for exciting prizes!

Prize pool: **6,000 INR**
Registration fee: **150 INR per head**
Event type: **Solo or Duet**

Event Rules:

The competition will proceed in a single round.

- All styles are allowed.
- Time limit: **1.5 to 5 minutes**.
- Contestants will be penalised if they go over time or don't dance for at least 1.5 minutes.
- **Props are allowed** if they don't disturb stage set up and following performances. In case any participant plans on using props, they will have to be **pre-approved** by the Team.
- The songs need to be carried by the participants in a pen-drive and e-mailed to the Team before the competition.
- Derogatory language in songs and explicit movements are strictly prohibited. The event organizing team will exercise full discretion in assessing these guidelines.

Date & Time: **November 24th 2024**
9 AM to 1 PM

one-o-one

By **One-o-One**
the Plaksha Dance Club

ARABESQUE
western group dance

Bring your crew of **6-10 members** and light up the stage with your electrifying moves. From hip-hop to jazz, show off your **synchronised choreography** and passion for dance in front of an esteemed panel of judges. Join the rhythm revolution and dance your mark at **Arabesque**!

Prize pool: **15,000 INR**
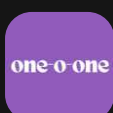Registration fee: **150 INR per head**
Event type: **Teams of 6 - 15**

Event Rules:

The competition will proceed in a single round.

- A minimum of four people must be on stage at all times.
- Time limit: **5 - 10 minutes** (Extra stage set up time is not provided).
- All **western styles** are permitted. Folk, classical or bollywood styles are not allowed (bollywood songs are okay).
- Contestants will be penalised if they go over time or don't dance for at least 3 minutes.
- **Props are allowed** if they don't disrupt the stage or following performances. **Pre-approval** from the team is required for props.
- The songs need to be carried by the participants in a pen-drive and e-mailed to the Team before the competition.
- Derogatory language in songs and explicit movements are strictly prohibited. The event organizing team will exercise full discretion in assessing these guidelines.

Date & Time: **November 24th 2024**
2 PM to 6 PM

By **One-o-One**
the Plaksha Dance Club

TAAL *folk group dance*

Gather your team and immerse the stage in **cultural vibrance** with your traditional moves and vibrant costumes. From energetic Bhangra to graceful Lavani, showcase your **synchronised choreography** and celebrate the rich diversity of folk dance. Sign up now and dance your hearts out!

Prize pool: **12,000 INR**
Registration fee: **150 INR per head**
Event type: **Teams of 2 - 10**

Event Rules:

The competition will proceed in a single round.

- There must be at least 4 people on the stage at any given point.
- Time limit: **5 - 10 minutes** (Extra stage set up time is not provided).
- **All classical/ folk styles** are permitted. Western styles are not permitted.
- Contestants will be penalised if they go over time.
- **Props are allowed** if they don't disturb stage set up and following performances. In case any participant plans on using props, they will have to be **pre-approved** by the Team.
- The songs need to be carried by the participants in a pen-drive and e-mailed to the Team before the competition.
- Derogatory language in songs and explicit movements are strictly prohibited. The event organizing team will exercise full discretion in assessing these guidelines.

Date & Time: **November 24th 2024**
2 PM to 6 PM

By **One-o-One**
the Plaksha Dance Club

ART
competitions & information

ARTATHON
art competition

Dive into **Artathon**, the place to be for artists! With the theme revealed three days prior, unleash your creativity in a **three-hour art showdown**. Use your favourite mediums and let your imagination soar in this vibrant, high-energy competition!

Prize pool: **8,000 INR**
Registration fee: **350 INR per pair**
Event type: **Pair**

Event Rules:

Round 1: **Wire Sculpture**

- Materials Provided: Aluminium wire
- What to Bring: Basic stationeries (if needed)

Round 2: String Art

- Materials Provided: Threads, pins
- What to Bring: Basic stationeries (if needed)

Round 3: Canvas Graffiti

- Materials Provided: Canvas (20"x24")
- What to Bring: Pencils, gel pens, paints, brushes, etc.

Rounds 1 and 2 will **take place simultaneously**. Each participant should choose 1 event (Wire Sculpture or String Art) at the start of the competition.

Both members must participate in Round 3, taking turns creating the canvas graffiti (first half by one participant, second half by the other).

Date & Time: **November 24th 2024
10 AM to 2 PM**

By **Rangrez**
the Plaksha Art Club

PIXELATE *digital art*

Unleash your creativity as the theme is revealed on the spot. Challenge yourself to craft an **original digital masterpiece**. Dive into a spontaneous event where your artistic flair takes centre stage. Get ready to imagine, innovate, and impress in this electrifying digital art competition!

Prize pool: **5,000 INR**
Registration fee: **150 INR**
Event type: **Solo**

Event Rules:
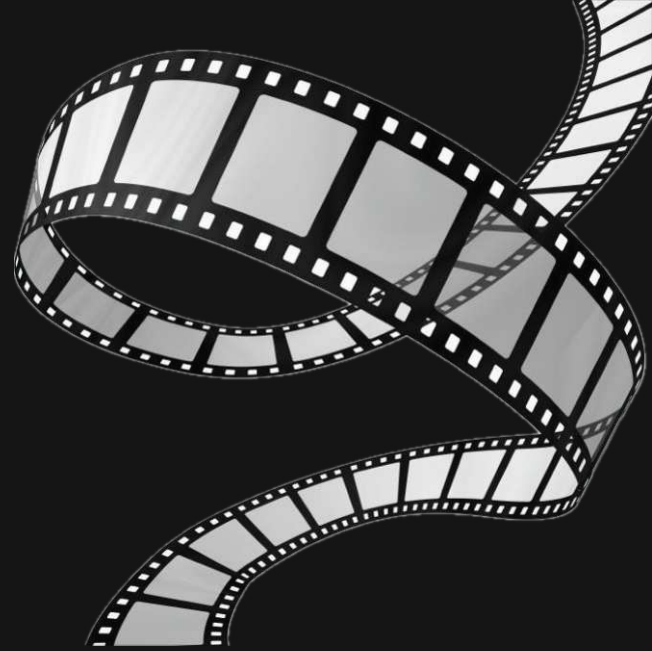
The competition will proceed in a single round.

- Theme will be provided on the day of the event.
- Drawing would be of **A4 size**.
- Only **original artworks** on the digital art platform of your choice will be considered.
- Plagiarism will lead to prohibition from all competitions the participant is participating in. **AI generators like Dall-E not allowed**.
- Asset libraries are allowed, the tools used must be mentioned by participants.
- Participants must carry their own devices.

All source files must be submitted, for all software used.

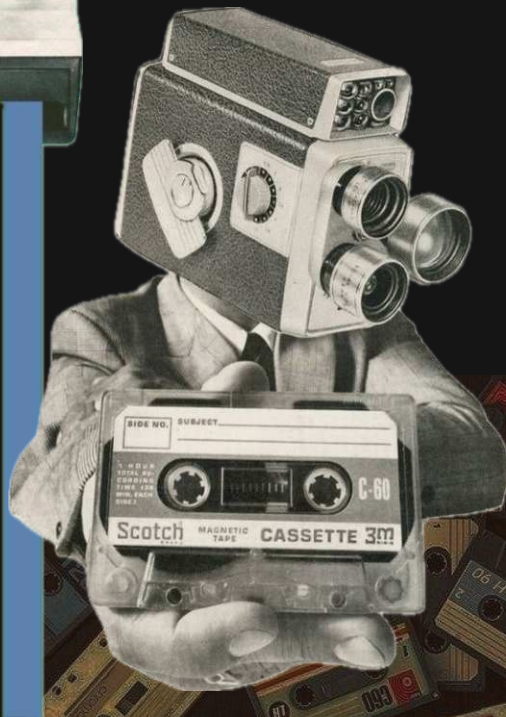Date & Time: **November 23rd 2024**
                      11 AM to 1 PM

By **Rangrez**
the Plaksha Art Club

PHOTOGRAPHY
competitions & information

ALBUM APERTURE *photography*

Get ready for the ultimate creativity showdown, exclusively for photographers and graphic designers! Create a **one-of-a-kind masterpiece** that perfectly encapsulates the mood and theme of a song. Get ready to flex your creative muscles and see where your imagination takes you.

Prize Pool: **5,000 INR**
Registration fee: **150 INR per head**
Event Type: **Teams of 2 - 3**

Event Rules:

- Every team will be given the **same playlist of 20 songs** a few days before the event. You are allowed to pick any one song to work on.
- You must redesign the cover for the song using a **photograph taken by you**. The photo must be your original work.
- You can edit the photo as much as they want, using any software. You are also allowed to add basic elements of graphic design to make your cover stand out. However, the final cover must **clearly show the original picture**. It must also include the name of the song and the artist's name.
- You will have to submit the final cover, the original photograph (without any edits) and a short description (~100 words) describing your work in relation to the song.
- **Plagiarism will not be tolerated** and any team found to have copied or used someone else's work will be disqualified. Any **inappropriate or offensive content** will also result in a disqualification.
- Participants will be judged on the basis of **creativity, technical skills, relevance** and **overall impact**.

Date & Time: **Report on 23rd November 2024, 11 AM**
Submit on 24th November 2024, 4 PM

MISCELLANEOUS
competitions & information

TRIVIALOGY
quiz competition

Trivialogy promises to be an exhilarating general quiz that blends pop culture, current affairs, sports, and science trivia. Participants will tackle a diverse range of thought-provoking questions, facing tough challenges in this two-round, high-profile event.

Prize pool: **8,000 INR**
Registration fee: **350 INR per team**
Event type: **Teams of 1 - 3**

Event Rules:

The competition will consist of preliminary rounds leading to a final. The **final will consist of multiple sub-rounds** in various categories.

- The questions will consist of a mix of MCQs, short answers, and other question formats.
- Points will be awarded for correct answers. Certain questions will have negative marking. The final format will be communicated closer to the event date.
- **Mobile phones will not be allowed** to be in the participants' possession during the quiz.
- Cheating or dishonesty will lead to disqualification.
- The decision from the **quizmaster will be final** during the quiz for all matters related to the competition.
- Half-points and shared points may be debated at the quizmaster's discretion. Scoring criteria will be communicated during the competition and displayed after each round, ensuring fairness and transparency. In case of ties, **tie-breaker questions** will determine who advances.

Date & Time: **23rd November 2024**
                    11 AM to 2 PM

Q By **Le Quizerables**
the Plaksha Quiz Club

BESPOKE *fashion show*

Step into the spotlight and **showcase your style** at our themed fashion show! Participants will receive the exciting theme a few days prior to the event, giving you the chance to unleash your creativity and **make a statement through fashion**. Whether you're a designer, model, or stylist, this is your opportunity to shine on the runway. Join us for a **glamorous evening of fashion** and secure your spot to be part of this unforgettable showcase of style and innovation!

Prize pool: **10,000 INR**
Registration fee: **200 INR per head**
Event type: **Teams of 2 - 4**

Event Rules:

The competition will proceed in a single round.

- The theme will be given **7 days before the event**.
- Participants must portray the given theme through their presentation.
- Participants will get **3-5 minutes** for the showcase.
- Judging will be done on the following criteria: relevance to the theme, creativity, styling (outfit, hair, makeup), synchronization of the team and the walk.
- Participants need not dress up in original clothing.
- At least 2 people will be allowed to the showcase (walk the ramp).
- All styles are allowed.

Date & Time: **24th November 2024**
9 AM to 1 PM

MURDER BALLAD
treasure hunt

The Murder Ballad is a **literary crime** where participants have to solve a case based on clues provided in the form of **poetry**. It is a hybrid event of forensics, murder mystery and treasure hunt, except your hunt is for the killer. Clues will be provided at different locations—and the team to solve the crime fastest will be declared as the **Murder Balladeers**.

Prize pool: **5,000 INR**
Registration fee: **150 INR per head**
Event type: **Teams of 2 - 5**

Event Rules:

DAY 1 -

- Each team starts with a **case file** provided at the starting point.
- A video of the witnesses will be shown at the beginning.
- The mystery can be revealed by obtaining a **sequential chain of clues** (or should we say vine of poetry) provided at crime scenes distributed throughout the campus.
- There will be a fixed time to access each crime location. So, time is of the essence my detective friend.
- There will be no elimination, but if the team is unable to get the clue within the time limit, the investigation fails.

DAY 2 -

- Each team must submit a theory of the crime which must be in the form of a poem or a song.

Date & Time: **Report on 23rd November 2024, 10 AM**
Submit on 24th November 2024, 2 PM

By **Spine**
the Plaksha Literature Club

< PRAYAS >

EVENTS

PRAYAS, Plaksha's first-ever tech fest, is a stage that fosters **innovation**, **collaboration**, and **entrepreneurship**.

We encourage students to think beyond traditional boundaries to develop sustainable solutions that benefit society. Through **workshops**, **talks**, **hackathons**, and **competitions**, we strive to equip participants with the skills and knowledge to tackle contemporary challenges and drive progress in their fields.

TECHNOLOGY

Break codes and design solutions! Tackle coding puzzles in CodeBreaker or showcase your creativity in the UI/UX Showdown.

GAMING

Sharpen your aim, outplay your rivals, and prove your dominance in this intense test of skill and strategy!

HACKATHON

The premier hackathon that brings together creativity and technical skills in a high-energy 24-hour marathon. Test your limits and collaborate with innovators!

BUSINESS

Where strategy meets competition! Compete in M&A simulations, case challenges, and marketing showdowns to prove your business savvy and creative edge.

```
i = 0
j = len(A) - 1
while (i < j and A[
    i += 1
    j -= 1
if (i < j):
    print("Not a Pa
    return 0
else:
    print("Palindro
return 1
```

TECHNOLOGY

CODEBREAKER

Ready to debug reality? Dive into **CodeBreaker**, where the digital world becomes your playground. Confront a variety of captivating challenges, including coding puzzles, cryptographic conundrums, AI riddles, and web-based enigmas. Navigate our network of puzzles, parsing problems and querying clues as you race to compile the ultimate solution. This isn't just a scavenger hunt; it's a full-stack adventure that'll push your coding credentials to the limit. So boot up your brain, initialise your imagination, and prepare to execute the most exhilarating program of your life. **Are you ready to break the code?**

Prize pool: **10,000 INR**
Registration fee: **300 INR per pair**
Event type: **Pair**

Event Rules:
- You have to bring your own laptop to this event, with a working web browser.
- Participants may use any common programming language of their choice. Knowledge in JavaScript and Shell will be an added benefit.
- Any unfair means like using the internet for cheating will lead to disqualifications.

Date & Time: **23rd November 2024**
2 PM to 4 PM

By **LEAP**
the Plaksha AI Club

PRAYAS /CodeBreaker

```
i = 0
j = len(A) - 1
while (i < j and A[i] == A[j]):
    i += 1
    j -= 1
if (i < j):
    print("Not a Palindrome")
```

UI SHOWDOWN

Unleash your creativity in the **ultimate UI/UX Design Showdown**! This competition will put your design skills to the test as you craft innovative and user-friendly solutions for a given problem statement. Whether you're a seasoned designer or an enthusiastic beginner, this event welcomes all!

Prize pool: **8,000 INR**
Registration fee: **150 INR per head**
Event type: **Teams of 1-2**

Event Rules:
- Participants will be given a problem statement at the start of the event for which they will have to make a design.
- Participants are free to use **any design software** of their choice (Figma, Canva, Adobe Spark, etc.)
- Participants are free to pick assets from the internet.
- Plagiarised designs will be disqualified.
- Participants will be required to submit a video which shows the design and explains the thought process behind it.

Complete rules and specifications will be released upon registration.

Date & Time: **24th November 2024**
10 AM to 2 PM

PRAYAS /UI_SHOWDOWN

GAMING

VALORANT

Valorant is the ultimate test of your gunmanship! In this exhilarating competition, you'll **navigate a simulated environment** where each kill brings you closer to victory. In a double-elimination format, you will be tested to your limits. Whether you're a seasoned player or a newcomer — this is your chance to prove your mettle.

Prize pool: **10,000 INR**
Registration fee: **500 INR per team**
Event type: **Teams of 5**

Event Rules:
- The competition will have **three rounds**. You need to clear a round before moving onto the next.
- You need to be familiar with **Valorant**.
- You are required to bring your **own laptop** with **working Vanguard**.

Date & Time: **23rd & 24th November 2024**
              11 AM onwards

HACKATHON

DOTSLASH

DOTSLASH is an exhilarating **24-hour hackathon** that brings together the brightest minds to tackle real-world challenges with cutting-edge technology. With thrilling **minigames**, **exciting prizes,** and **endless opportunities** for creativity and collaboration, it's the ultimate playground to push the boundaries of what's possible!

Prize pool: **1,00,000 INR**
Registration fee: **0 INR**
Event type: **Teams of 2 – 4**

Event Rules:

- **Two Thrilling Stages:** Kick off with the Preliminary Stage and battle it out in the Final Round!
- **No Sneak Previews:** Keep your ideas under wraps! Working on projects before the hacking begins is a no-go.
- **Tracks:** Tracks will be unveiled just one day before the hacking starts, so stay tuned!

Please check the <u>website</u> for the latest updates and rules.

Date & Time: **23rd November 2024
10 AM** to
**24th November 2024
1 PM**

BUSINESS

CASE QUEST

Case Quest is an **engaging** and **dynamic case** competition designed to challenge your **analytical acumen**, problem-solving abilities, and strategic thinking. This competition will give you a chance to step into the **role of a consultant**, navigating complex business challenges and crafting innovative solutions. Get ready to prove your consulting prowess at Case Quest, where the **brightest ideas** and **the boldest strategies** emerge victorious!

Prize pool: **8,000 INR**
Registration fee: **350 INR per team**
Event type: **Teams of 3**

Event Rules:

- Each team will be presented with a **real-world case study**, requiring a deep dive into strategic analysis, creativity, and practical execution. Teams will analyze the problem, develop feasible solutions, and submit their recommendations in a **concise, well structured presentation**.
- Submissions are limited to a maximum of 10 slides (excluding the title and annexures), ensuring that only the most compelling and effective solutions shine through.

Date & Time: **23rd November 2024**
10 AM to 2 PM

By the
Plaksha Consulting Club

PRAYAS /Case_Quest

M&A MASTERS

Join us for an **exhilarating M&A Simulation**, where you'll maneuver through intricate negotiations, tackle unforeseen business crises, and get strategic success! This event is crafted for aspiring finance professionals eager to sharpen their analytical mind and collaborative prowess in a **high-stakes environment**.

Prize pool: **8,000 INR**
Registration fee: **350 INR per team**
Event type: **Teams of 3 - 4**

Event Rules:

- **Round 1 -** Teams take an quiz based on mergers & acquisitions, business strategies, and core financial concepts. Each Selected teams are assigned a company with profiles and strategic goals.
- **Round 2 - Unmoderated Negotiation Phase**: Teams negotiate M&A deals, focusing on valuation, synergies, market position, and strategic fit, making offers and counteroffers. Negotiations end when all teams have merged or been acquired.
- **Round 3 - Crisis Management**: Teams respond to a business crisis by developing and presenting short-term and long-term crisis strategies to judges, explaining decisions, crisis impact, and recovery plans.

Date & Time: **24th November 2024**
10 AM to 2 PM

PFC

By the
Plaksha Finance Cell

PRAYAS /M&A_Masters

DHANDA PAANI

Get ready to **merge creativity with strategy** and put your marketing talents to the test! In Dhanda Paani, you'll receive a brand and an unrelated product through a spin-the-wheel, 3 days before the event. Your task? Combine them into a **genius marketing concept**. Think Nike selling rubber ducks, and let your imagination run wild! From conceptualising to filming a video ad, this is your chance to go all out and get creative!

Prize pool: **8,000 INR**
Registration fee: **350 INR per team**
Event type: **Teams of 2 – 4**

Event Rules:

- A spin-the-wheel will determine your brand and product combo **3 days prior to the event**, giving you time to plan and create.
- Prepare to showcase your marketing brilliance through a **verbal pitch and a video ad**.
- Pitches will take place in person.
- Props and creativity are highly encouraged!
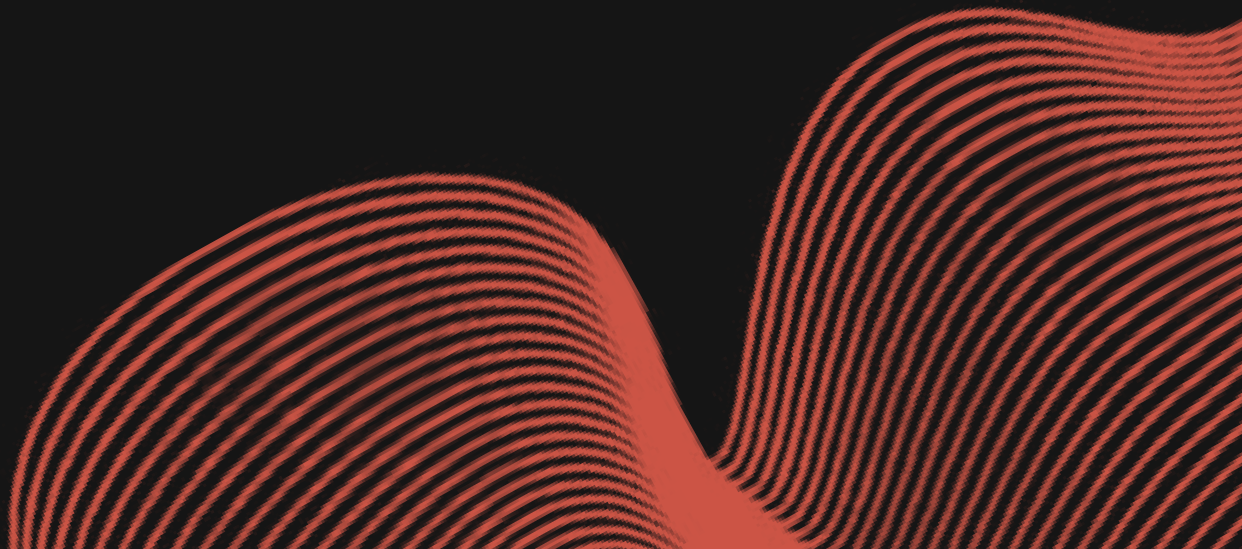
Date & Time: **24th November 2024**
10 AM to 1 PM

By the
Plaksha Entrepreneurship Cell

PRAYAS /Dhandha_Paani

GENERAL *rules & information*

- Participants must be UG/PG under the age of 25. They must present a valid physical Aadhar card and College ID during registration.
- Each university/college/institution must designate a Point of Contact for each event who will be in contact with the **Fitoor x Prayas** team for registration and updates and will be responsible for all actions undertaken by the participants during the tournament.
- Team/Group POCs who are not participating in the event are not allowed in the fest.
- Group music and dance teams may bring one or two additional non-performing members to help with sound cues, light cues, and other technical support. These participants will also need to pay the event fee and will count as a member of the team.
- Participants can **register for as many events** as they would like provided there are no scheduling conflicts. Registering for one event allows entry on **both the days of the fest**.
- **Day 1 concludes at 9 PM**, and **Day 2 concludes at 8 PM**; all participants must leave by these times, except hackathon participants on Day 1.
- All event participants will be given a e-certificate of participation. Those who win events will be given a certificate of merit in addition.
- Please check out the latest rules on fitoorxprayas.in/rules.

SECURITY *rules*

- Every participant must always carry their **college ID card**. Adherence to Plaksha University's rules and regulations is mandatory for all participants and contingent members while on the premises.
- On arrival at the gate, all participants and attendees will be provided with an entry band and they **must wear their wrist-bands at all times**. These are non-transferable.
- Plaksha maintains strict policies against Substance Abuse, Violence, and Sexual Harassment and Property Damage. **Violations will result in disqualification** from the event without a refund.
- The fest cannot be held responsible for any loss/ theft of items.
- The decision made by the Organising Committee will be final and binding.

ACCOMMODATION *information*

For the accommodation of the participants, we recommend the following conveniently located and well-appointed options.

- **Hotel Tamarind (6.2 km)**
- **Hotel Anande (4.6 km)**
- **Hotel Kenview (4.9 km)**

Additionally, participants may choose to stay in nearby homestays available.

Team Fitoor x Prayas is not responsible for the booking of hotels or the provision of transport facilities. The participants would bear the costs related to the hotel rooms and any damage.

CONTACT US
information

Abhinav Lodha
+91 70142 06208

Jiya Agrawal
+91 78925 64481

Subham Jalan
+91 94732 93740

Yuvna Jain
+91 96202 24732

Socials

@fitoor.plaksha

@prayas.plaksha

www.fitoorxprayas.in