A Delhi Public School Society Initiative
Vanijya-2013
Annual Inter-DPS Commerce Festival at DPS Faridabad

General Guidelines

Category I Activities: (Only entries invited)	Participation: All Delhi Public Schools
S. No	Activity
1.	Web Page Designing/ Facebook Page Designing
2.	Innovative Ideas: "Ek Idea Jo Badal De Product Ke Naseeb Ko"
3.	Narrate A Story Competition
4.	Bring A Solution (Nidaan)
5.	Innovative Marketing Strategy

- All competitions are open to the students of classes XI and XII. Only entries are invited duly certified by the school principal. No participation fee is required to be sent .
- The schools must confirm participation by Monday, 5 August 2013 via e-mail to vanijya2013@outlook.com and cc to dpsfbd@rediffmail.com .
- Entries must be received by the host school latest by Monday, 02 September, 2013.
- Please ensure that only one entry per school is invited for each category & entries are sent in a waterproof cover to prevent damage during transit.
- Participation certificates will be given to all the participants.
- The decision of the judges will be final and binding for all activities

Activity A: WEB PAGE DESIGNING / FACEBOOK PAGE DESIGNING

No. of entries : One per school
No. of participants : A team of four students

Participants to prepare a web page/ facebook page of the theme assigned to them. The entries will be judged based on utility, attractiveness, information provided & commercial potential.

- Theme (any one) : a) River Tourism in India b) Indian Hockey league
- The teams must use HTML
- Entries to be sent in a CD (02 copies) by post to DPS Faridabad by Monday, 02 September, 2013.

Activity B: INNOVATIVE IDEAS: "EK IDEA JO BADAL DE PRODUCT KE NASEEB KO"

No. of entries : One per school
No. of participants : A team of four students

The task is to create an innovative print advertisement of a dormant product/activity with the view to improve its marketability.

- Designs must be A2 size in Adobe Photoshop, CS5/ Illustrator CS5/CORELDRAW.
- Theme (any one) :
  - "Ambassador" / "Fiat" Car
  - Rickshaw
  - Circus
  - Traditional Indian sports/activities like Kabbadi, Kho-kho, Puppet Show, Bi-Scope, Magic Show
  - Gur/Jaggery
- A full layered source file to be mailed to vanijya2013@outlook.com by Monday, 02 September, 2013.

A Delhi Public School Society Initiative
Vanijya-2013
Annual Inter-DPS Commerce Festival at DPS Faridabad

Activity C: NARRATE A STORY COMPETITION

No. of entries : One per school
No. of participants : A team of four students

The participating teams to prepare a short film (not exceeding 5 minutes) on the inspiring success stories of entrepreneurs.

- The participants may use software like window line movie maker etc.
- Entries to be sent in a CD (02 copies) by post to DPS Faridabad by Monday, 02 September 2013.

Activity D: BRING A SOLUTION (NIDAAN)

No. of entries : One per school
No. of participants : A team of four students

The participating teams to prepare a PowerPoint presentation (not exceeding 30 slides) on innovations and commercial utilization for finding viable solutions to the following key problems facing the country:

- Gender sensitization
- Population explosion
- Employment
- Entries to be sent in a CD (02 copies) by post to DPS Faridabad by Monday, 02 September 2013.

Activity E: INNOVATIVE MARKETING STRATEGY

No. of entries : One per school
No. of participants : A team of four students

The participating teams to prepare a PDF document containing self explanatory picture with specifications of innovations etc. on the following famous products (any one) with a view to present an idea how they foresee it evolving in future (complete innovation) :

- Pen
- Tooth brush
- Shoes
- Comb
- Car

- Entries to be sent in a CD (02 copies) by post to DPS Faridabad by Monday, 02 September 2013.

A Delhi Public School Society Initiative
Vanijya-2013
Annual Inter-DPS Commerce Festival at DPS Faridabad

Category II Events: Onsite Participation: All Delhi Public Schools	
S. No	Event
1.	Crossword Puzzle
2.	Creative Ways to Promote a Product
3.	War Room Activity
4.	Total Recall
5.	Social Venture Plan (Corporate Governance)
Kindly note that Category II events will be held at DPS Faridabad on October 25, 2013	

- Venue : DPS Faridabad — Date : Friday, 25 Oct., 2013.
- Reporting Time : 9.00 a.m. — Registration : 9 to 9:30 a.m.
- Inaugural Ceremony : 9:30 a.m. to 11 a.m. — Event Conduction : 11 a.m.-01 p.m.
- Valedictory : 01 to 02 p.m. — Dispersal: Around 02:30 pm
- All competitions are open to students of classes XI & XII only. Schools must ensure that a student participates in one activity only.
- All students must be in their school uniforms unless they are in costume for their respective events.
- Schools must participate in all events (online & offline) to qualify for the Rolling Trophy.
- The decision of the judges will be final & binding in all events.
- All participants are expected to attend the Valedictory Function. Prizes/certificates will be presented at the Valedictory Ceremony.

Activity F: CROSS-WORD PUZZLE

No. of entries : One per school
No. of participants : A team of two students
The puzzle shall contain clues about business terms, brand names, famous business personalities and tag lines.

- All teams have to attempt a cross-word puzzle within a time frame of 15-30 minutes.
- The team getting the highest marks will be declared the winner.
- The decision of the judges will be final.

Activity G: CREATIVE WAYS TO PROMOTE A PRODUCT

No. of entries : One per school
No. of participants : A team of four students
The participating teams will be asked to promote the product in a creative way within a stipulated time.

- The teams can use acting skills, banners, posters etc.
- Parameters of judgment: impact, innovation and content.
- Each team gets one hour preparation time.
- List of products will be assigned on the spot.
- The decision of the judges will be final.

Activity H: WAR ROOM ACTIVITY

No. of entries : One per school
No. of participants : One team of four students
The participating teams will be asked to launch a product/service in a creative way within a stipulated time.

- A complete plan is to be prepared to launch the product/service using 4 marketing mix (product, price, place and promotion).
- Parameters of judgment: impact, innovation and content.
- Each team gets one hour preparation time.
- Name of product/service will be assigned on the spot.
- The teams can use props, banners, posters etc.
- The decision of the judges will be final.

Activity I : TOTAL RECALL

No. of entries : One per school
No. of participants : A team of two students

- The participating teams will be asked to recall an advertisement that they saw on TV
- They shall be given 03-05 minutes to present before the judges the strengths of the advertisement and the team will be required to reframe the advertisement to make it more innovative.
- Parameters of judgment: impact, innovation and content.
- Each team gets 30 minutes preparation time.
- The decision of the judges will be final.

Activity J: SOCIAL VENTURE PLAN (CORPORATE GOVERNANCE)

No. of entries : One per school
No. of participants : A team of four students
The participating teams will be required to create a business plan in PowerPoint which will solve a major social problem and will be socially sustainable also.

- It should be a complete plan with its product, financial viability, social impacts etc.
- The topics are:
  - Poverty & starvation
  - Slums
  - Manual scavenging/ Rag picking
  - Public health & cleanliness
- The presentation time will be 10 minutes (30 slides).
- The decision of the judges will be final.