



IIM Lucknow's
Manfest-Varchasva 2016
Annual business, cultural and sports fest



presents

STRATEGICA

THE STRATEGY CASE CHALLENGE



PRIZE MONEY
₹ 70,000

Registration deadline:
23:30 hrs 7th Nov '16
@ dare2compete.com

Contact

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Mugdhaa Garg +91 740 653 9109

✉ strategica@iiml-manfestvarchasva.com

Event Partner





"Strategy is a style of thinking, a conscious and deliberate process, an intensive implementation system, the science of insuring future success"
– Pete Johnson

Strategy has always been the buzzword around management circles, the link between inception and attainment, the master weapon that makes all the difference between success and colossal failure. IIM Lucknow's Manfest-Varchasva and SIDBI present another edition of Strategica, the ultimate search for Consulting Czars across top B-Schools.

The constantly evolving Indian business scenario warrants that successful Consultants tread prudently on a path laid out with foresight, precision and an uncanny knack for discernment. SIDBI has spread its hold across various domains and it is now on the lookout for budding strategists who will help map out the way to further strengthen its holding and look out for other areas to venture into.

Stir through the unascertained factors underlying an organization and dish out a strategy that astounds not only in its immaculateness but also in its ease of implementation. Come, live the life of a Consultant.

PRIZE MONEY : INR 70,000

Winner: INR 50,000 | Runner Up: INR 20,000

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SMALL INDUSTRIES DEVELOPMENT BANK OF INDIA



Event Details: The event will be held in 2 rounds (1 Off-Campus + 1 On-Campus)

Rounds	Details	Deadline
Round I (Online Quiz)	<ul style="list-style-type: none">All under-graduation and post-graduation students of all years are eligible for participationParticipants need to register in teams of two at dare2compete.com & search for IIM LucknowInter year teams can be formedRegistration on Manfest-Varchasva website is NOT requiredQuiz questions will be based on strategy domain	<ul style="list-style-type: none">Registrations open till: 2130 hours, Nov 07, 2016Quiz Competition: 2230 hours, Nov 08, 2016Round I Winners Announcement (Top 8 teams): Nov 09, 2016
Round II (On-Campus)	<ul style="list-style-type: none">The top 8 teams will be sent case study just after the result announcement of Round IThe selected teams will be invited to the campus to present their solutions to the judging panel during Manfest-Varchasva 2016In case any team fails to make it to the campus for final round, the waitlisted teams will be called.	Nov 18-20, 2016

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Participation and Registration Guidelines

- Entries are open for all under-graduation and post-graduation students
- Participating team must consists of 2 members from the same institute
- Teams are required to register at:
<http://dare2compete.com/competitions/19738/SIDBI-presents-Strategica/Indian-Institute-Management-Lucknow/Manfest-Varchasva>

Evaluation Criteria Of Case Presentation

The submission will be evaluated on the following parameters

- Exhaustive understanding of the case scenario and context
- Depth of analysis of industry, existing business model & key challenges
- Novelty, feasibility and practicality of ideas proposed
- Utilization of Marketing channels & detailing of strategy proposed
- Structure of presentation & clarity of ideas conveyed
- Completeness / comprehensiveness of the solution

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Event Timeline

Event launch	Oct 26, 2016
Registrations close	2330 hours, Nov 07, 2016
Online Quiz Competition	2230 hours, Nov 08, 2016
Round I Winners Announcement (Top 8 teams)	2200 hours, Nov 09, 2016
Case Release	2300 hours, Nov 09, 2016
Final On-Campus Round Presentation	Nov 18 to Nov 20, 2016

For more details,
Send an email to strategica@iiml-manfestvarchasva.com
or contact

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