



NATIONAL SUSTAINABILITY CASE CHALLENGE 2017

(An undergraduate level problem solving contest to inculcate responsible behaviour, critical thinking and creative mindsets amongst millennials)

UG LEVEL CONTEST

ABOUT BIMTECH

Birla Institute of Management Technology, Greater Noida was established in 1988 under the aegis of the Birla Academy of Art and Culture, and supported by Birla group of companies. Dr. (Smt.) Sarala Birla, chairperson of Birla Academy and Syt. B K Birla, chairperson of B K Birla Group of companies are the founders of the business school.

BIMTECH is into the 30th year of successful business education. It is known for its rich diversity. Its mix of nationalities, cultural backgrounds, academic and professional experiences make BIMTECH one of the most exciting and enriching business schools in the country. BIMTECH is known for nurturing valuable, ethical and responsible corporate citizens.

WHY CASE ANALYSIS COMPETITION?



Through a national level contest the prospective stakeholders shall be sensitized to our responsible culture. Different stages of the contest will endorse the enabling learning environment of the campus among the aspirants.

This also introduces them to our innovative pedagogy of using case method in the class rooms. Such problem solving tools integrated in the curriculum provide simulations leading to critical and creative thinking discussions.

The students are thus exposed to real life problems and challenges which foster solution oriented skills and may instill change-maker attitude among them. The students also get an opportunity to display their analytical and presentation skills.



The campus round will enable them to get a first-hand experience of BIMTECH life.

By participating in NSCC contestants get to inculcate-

Changemaker skills
Problem identification skills
Solution-Oriented skills
Leadership Skills
Communication Skills

Creative Thinking skills
Critical thinking skills
Analytical Skills
Team-building Skills
Presentation Skills

FANTABULOUS CASH PRIZES

WORTH INR 2.5 LAKHS



FIRST PRIZE

(One team)

INR 1 LAKH +

KPMG SIX SIGMA GREENBELT CERTIFICATION

SECOND PRIZE

(two teams)

INR 50K each

THIRD PRIZES

(two teams)

INR 25K each



in Collaboration with



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**UG LEVEL
CONTEST**

- You must be CURRENTLY PURSUING a regular UG DEGREE from ANY UGC RECOGNIZED INSTITUTION

- You must possess VALID ID PROOF of the affiliating college/ institute.

ELIGIBILITY

- You may be enrolled in UG DEGREE programme in ANY DISCIPLINE (arts/science/technology/commerce/management/law/vocational etc.)

KNOW THE CONTEST

PHASE 1

STEP 1 TEAM REGISTRATION

Teams of two register via Google link

STEP 2 RECEIVE shortlisting CASELET

A caselet is shared with registered teams via NSCC email for shortlisting round

STEP 3 SUBMIT ANALYSIS

Registered teams submit analysis in PowerPoint slides.

PHASE 2

STEP 1 GET SHORTLISTED

Announcement of shortlisted teams

STEP 2 RECEIVE FINAL ROUND CASE

shortlisted teams shall receive a problem-solving case

STEP 3 PRESENT CASE ANALYSIS

Shortlisted teams present case analysis at BIMTECH, Greater Noida

ATTRACTIVE GIVEAWAYS

- Free registration
- Travel reimbursement (to and fro IInd AC Train or equivalent)
- Boarding and lodging (at BIMTECH campus only)

RULES & REGULATIONS

- Registration is ONLY through the GOOGLE FORM <https://goo.gl/forms/owOgZVMzhtDM8HnY2>
- EACH TEAM should comprise TWO MEMBERS only
- An individual CANNOT BE A PART OF MORE THAN ONE TEAM
- Registrations will not be entertained beyond 23:59 hours on 15 January, 2018.
- Any canvassing with organisers or partners will disqualify the team
- All communications with NSCC Team should be ONLY on . bimtech.nsc@bimtech.ac.in



in Collaboration with



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UG LEVEL CONTEST

POWER POINT SUBMISSION GUIDELINES

PHASE 1: SHORTLISTING ROUND

Caselet submission via a PPT slides should have total 6 SLIDES ONLY and submitted on bimtech.nsc@bimtech.ac.in

SLIDE 1 Introduction

- * NSCC ANALYSIS REPORT 2017
- * Title of the presentation
- * NAMES OF BOTH TEAM MEMBERS along with the institute Name & Address
- * Date of submission

SLIDE 2-6

- * SLIDE 2 Identification of issue
- * SLIDE 3 Background research
- * SLIDE 4 & 5 Critical Analysis & solution
- * SLIDE 6 Team recommendation

PHASE 2 : FINAL ROUND

CASE ANALYSIS Presentation in front of jury at BIMTECH, Greater Noida (Duration of presentation : 15 Minutes)

JUDGING CRITERIA



PHASE 1: SHORTLISTING ROUND

PARAMETERS

- * Issue Identified
- * Background research
- * Critical Analysis
- * Problem-solving
- * Slides

JURY

BIMTECH Faculty and partners

PHASE 2 : FINAL PRESENTATION

PARAMETERS

- * Analytical Skills
- * Solution-Oriented Skills
- * Creative Thinking
- * Presentation skills

JURY

Eminent persons from Academia/ media Government/ Public Policy/ NGOs/ Industry etc.



TIMELINE

DECEMBER 14, 2017

LAUNCH DATE

JANUARY 15, 2018

REGISTRATION CLOSSES
at **23:59** HOURS

JANUARY 16, 2018

CASELETS SHARED

JANUARY 20, 2018

Announcement of
20 TEAMS SHORTLISTED
& New case (for final round)

JANUARY 25, 2018

CASE ANALYSIS SUBMISSION
by shortlisted teams.

FEBRUARY 10, 2018

FINAL PRESENTATION
At BIMTECH, Greater Noida

BIMTECH BIRLA INSTITUTE OF MANAGEMENT TECHNOLOGY and **United Nations Global Compact** Present **NATIONAL SUSTAINABILITY CASE CHALLENGE 2017** UG LEVEL CONTEST

Showcase your critical thinking, socially responsible behaviour & solution-oriented skills

WIN FANTABULOUS CASH PRIZES WORTH 2.5 LAKHS!!!
KPMG SIX SIGMA GREEN BELT (For Winners)

HURRY AND REGISTER BY 15 JANUARY, 2018

FOR DETAILS VISIT
<http://bimtech.ac.in/happening/45/national-sustainability-case-challenge-2017>
https://docs.google.com/forms/d/1uK0Y1w-pfQpss-1_09XJ1T0w9y4dE1gc2Jfhu/edit

ATTRACTIVE GIVEAWAYS

- REGISTRATION FREE
- 2AC Travel Reimbursement
- BOARDING AND LODGING AT BIMTECH CAMPUS

CONTACT TEAM NSCC
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Media Partner: **Civil Society** Sustainability Partner: **GOVERNANCE NOW**

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Registration Link:

<https://goo.gl/forms/owOgZVMzhtDM8HnY2>

Website:

<http://bimtech.ac.in/happening/45/national-sustainability-case-challenge-2017>

ORGANISING TEAM

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Assistant Professor

Dr. Baishali Mitra

Assistant Professor



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