

**Invitation for Participation in 'YUVA Jagrati 2014'.**

SCOPE Institute of Business Management intends to invite the participation of students of your Institution, for a socio marketing event 'YUVA Jagrati 2014- A competition to campaign the Autobiography of Mahatma Gandhi.

Apart from being a competition 'YUVA Jagrati' is a many fold learning activity in real life, real market situation.

Guidelines of the competition, philosophy of YUVA Jagrati and Poster are enclosed.

Looking forward for the positive response and enthusiastic participation of students from your institution.

Regards

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# SCOPE



INSTITUTE OF BUSINESS MANAGEMENT  
(Approved by AICTE, New Delhi : Affiliated to BU, Bhopal)

## **Brief Description of YUVA JAGRATI**

SCOPE Institute of Business Management (SIBM) was established in the year 2008 with the commitment of ***transforming students to LEADERS***. Since then SIBM is striving hard to live up to the commitment. Institute regularly organises management events, guest lectures, conferences and seminars to keep the students abreast of latest developments and changes in the environment. ***To continue the legacy of Gandhi and looking at the response of Jago-MBA-Jago 2013 SIBM is organising the noble cause initiative "YUVA JAGRATI" on December 26<sup>th</sup> and 27<sup>th</sup>, 2014.***

The event ***YUVA JAGRATI*** is conceptualized to help every under graduate and post graduate student to understand and discover management wisdom for himself. YUVA Jagrati adds value to the curriculum as it integrates theoretical principle of Communication, Statistics, Managerial Economics, Market Research and many other subjects with their practical applications. Jago-MBA-Jago 2013 witnessed 250 students of Bhopal on the streets of Bhopal campaigning "My Experiments with Truth", opting the medium of **NUKKAD NATAK, ROLE PLAYS, PROCESSION and GANDHI MARCH** students campaigned 2500 copies in a day. SIBM is once again organising "***YUVA JAGRATI***" and expects yet greater response of Bhopal. This year we expect more than 1000 students participating in the event and campaign nearly 10,000 copies of "My Experiments with Truth".

Through this inter college event we aim at simulating a real life business situations for students which will definitely awaken them on work fronts. So a name none other than "***YUVA JAGRATI***" would be apt for the **2-day event being organized by SIBM (SCOPE Institute of Business Management) on 26<sup>th</sup> and 27<sup>th</sup> December, 2014**. We will once again campaign the autobiography of Mahatma Gandhi-"My Experiments With Truth". Through this product i.e. Mahatma Gandhi's autobigraphy, "***YUVA JAGRATI***" aims at serving dual purpose of creating additional awareness about Gandhian values and philosophy in the society, and giving exposure to students on the real market which they intend to enter in near future. The event would witness participants coming onto streets, localities, market places, railway stations as their platform to try their hand at selling the popular autobiography.

Thus, to give a kick start, **SIBM invites you to associate with us for this** of the much awaited event, "***YUVA JAGRATI***", and give a moral boost-up to the participants which would be very instrumental in making the event a successful story.

**Let's make "Gandhi" come alive!**

## YUVA Jagrati 2014

26-27 December, 2014

Yuva Jagrati is a socio-marketing event to enhance the value based entrepreneurship skills in students. In this competition students have to sell the autobiography of Mahatma Gandhi. Students will first have to procure the copies at the rate of Rs 20 each, which can be sold in the market for Rs 25 (print rate). The profit earned from the campaigning will remain to the students.

DAY 1	
09:30	Registration (free)
10:00	Briefing Of YUVA Jagrati campaigning
10:30	Training Session-Participating students will be trained on the following verticals to facilitate <ul style="list-style-type: none"> <li>• Sales</li> <li>• Product knowledge</li> <li>• Goal setting</li> <li>• Interpersonal skills</li> </ul>
01:00	Self analysis & Goal setting – students will analyze self and market potential and set the targets for self. Students will procure their copies at the rate of Rs 20 per copy.
01:30	Launch of YUVA Jagrati.
02:30	Students will sell the autobiography in the market, to meet the targets
DAY 2	
02:00	<b>Reporting-</b> Reporting must be done before 02:30, otherwise participants will not qualify for the competition
02:30	<b>Experience sharing session-</b> Top 10 performers will compete for first, second and third position sharing their real market sales experience, which should be supported with pictures, video (etc.) (Time Limit 5 min.) <b>Note- Videos, pictures etc. should be bought in pen drive only.</b>
03:30	Prize Distribution

### Criteria for Judgment

WEIGHTAGE	CRITERION
30%	Innovation in Campaign
20%	Planning and execution
50%	Quantity selling

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