



CIRCULAR



SCHOOL OF COMMERCE & MANAGEMENT

Department of Management NOTICE

Ref No: AJU/SCoM/DoM/2025/900

Date: 04.01.2025

This is to inform all the students and staff of ARKA JAIN University, that the Department of Management (MBA) is organising its "Annual Management Fest — CREST" on 20th & 21st February 2024 in the university campus.

The scheduled for the event will be shared shortly.

Dr. Urvashi Thakur
HoD, MBA
Dept. of Management
School of Commerce & Management

HoD, MBA
School of Commerce and Management
ARKA JAIN University, Jharkhand

Copy for the information:

1. PS to the Vice-Chancellor
2. PS to the Director
3. PS to the Registrar
4. Controller of Examinations
5. In charge Web services for Website Updation
6. Notice Board
7. Guard File

TITLE OF THE EVENT

Date of Event	20-02-2025
Name of the Event	Spardha (Logo designing, Idea Pitching, Ad-Zap)
Type of the Event	Experiential Learning/ Participative Learning/ Problem Solving Methodologies
Conducted by	MBA, Department of Management
Coordinated by	Mr. Mukul Pandey
No. of Participants	03

OBJECTIVES:

To provide a platform for students for demonstrating their creativity both in designing and conceptualizing complete Business Idea. To encourage innovation in them and enable them think critically.

DETAILS:

The *Spardha: Logo Designing, Ad-Making & Idea Pitch Competition* aimed to provide students with a platform to demonstrate their creative skills in the fields of logo designing, advertising, and idea pitching. The event sought to encourage innovation, critical thinking, and strategic creativity. Participants were tasked with coming up with compelling ideas and presenting them effectively, allowing them to hone their problem-solving abilities. The competition aimed to foster an entrepreneurial mind set among students and provide them with practical exposure to the creative industry, helping them build skills valuable for their future careers.

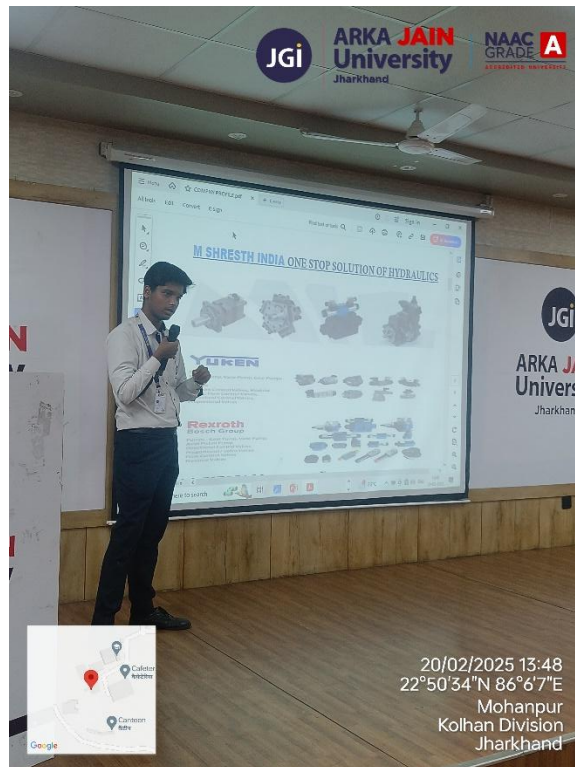
TAKEAWAYS (OUTCOME)

- The event successfully attracted a wide range of participants, each bringing fresh, innovative ideas to the competition.
- The logo designing segment showcased participants' ability to visually represent brands, with the designs being both creative and professionally executed.
- The advertising competition allowed participants to demonstrate their understanding of marketing strategies, creating advertisements that effectively conveyed the brand message.
- The idea pitch competition helped participants sharpen their communication and presentation skills as they pitched their ideas to the judges, simulating a real-world entrepreneurial environment.
- The event encouraged participants to think creatively, pushing them to explore innovative solutions and out-of-the-box thinking.

- The judges commended the quality of the designs, ads, and pitches, highlighting the professionalism and creativity displayed by the participants.
- The competition allowed students to showcase their talents in a supportive environment, receiving valuable feedback that they could incorporate into future projects.
- Many participants gained practical experience in presenting their ideas and managing time efficiently under pressure, a key skill in any professional setting.
- The event also fostered collaboration among students, with some teams working together to combine their individual skills to create more impactful presentations.
- The competition stimulated entrepreneurial thinking, encouraging participants to consider the business side of creativity and understand how their ideas could be commercialized.
- The event highlighted the importance of branding and marketing in the success of any product or service, providing students with real-world insights into these domains.
- It allowed students to explore the intersection of creativity and business, helping them understand how these two fields come together in the professional world.
- The event successfully engaged students and faculty alike, contributing to the overall success and impact of the Annual Management Fest CREST.
- Overall, the *Spardha* competition helped participants develop their creative, presentation, and entrepreneurial skills, leaving them better prepared for future professional challenges.

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PHOTOS OF THE EVENT





JUDGEMENT SHEET

Logo Evaluation & Judging Table

Logo *Yogesh Prakash*

Criteria	Description	Team				
		100% Zaid Khan	100% Roshan	100% Shantanu	4	5
Creativity & Originality	Uniqueness of design, originality of concept	5	3	2		
Relevance to Theme	How well the logo represents the theme or college identity	5	2	2		
Aesthetic Appeal	Visual attractiveness, balance, and colour harmony	5	1	1		
Simplicity & Memorability	Easy to recognize, minimalistic yet impactful	4	1	1		
Scalability & Versatility	Looks good in different sizes and on various platforms (print, digital, merchandise, etc.)	4	2	2		
Technical Execution	Neatness, proportion, use of design principles	4	2	2		
Presentation & Justification	How well the student explains the concept and thought behind the logo	7	3	3		
Total Score		(59)	(19)	(13)		

Scoring System:

- 1-3: Needs improvement
- 4-6: Average
- 7-8: Good
- 9-10: Excellent



Logo Evaluation & Judging Table

Zaid *Roshan* *Shantanu*

Criteria	Description	Team				
		1	2	3	4	5
Creativity & Originality	Uniqueness of design, originality of concept	8	8	3		
Relevance to Theme	How well the logo represents the theme or college identity	8	8	3		
Aesthetic Appeal	Visual attractiveness, balance, and colour harmony	8	8	3		
Simplicity & Memorability	Easy to recognize, minimalistic yet impactful	7	6	4		
Scalability & Versatility	Looks good in different sizes and on various platforms (print, digital, merchandise, etc.)	8	7	4		
Technical Execution	Neatness, proportion, use of design principles	7	8	4		
Presentation & Justification	How well the student explains the concept and thought behind the logo	7	8	5		
Total Score		53	53	26		

Scoring System:

- 1-3: Needs improvement
- 4-6: Average
- 7-8: Good
- 9-10: Excellent

Logo Evaluation & Judging Table

Criteria	Description	247	Rashu	shantanu	Team	
		1	2	3	4	5
Creativity & Originality	Uniqueness of design, originality of concept	4	7	3		
Relevance to Theme	How well the logo represents the theme or college identity	6	7	4		
Aesthetic Appeal	Visual attractiveness, balance, and colour harmony	5	8	4		
Simplicity & Memorability	Easy to recognize, minimalistic yet impactful	4	7	3		
Scalability & Versatility	Looks good in different sizes and on various platforms (print, digital, merchandise, etc.)	5	6	4		
Technical Execution	Neatness, proportion, use of design principles	4	6	3		
Presentation & Justification	How well the student explains the concept and thought behind the logo	6	7	4		
Total Score		34	48	25		

Scoring System:

- 1-3: Needs improvement
- 4-6: Average
- 7-8: Good
- 9-10: Excellent

20.02.25
 Prof. Anup Kumar Singh
 FD

Logo Evaluation & Judging Table

Criteria	Description	Team				
		1	2	3	4	5
Creativity & Originality	Uniqueness of design, originality of concept	7	7	2		
Relevance to Theme	How well the logo represents the theme or college identity	8	8	2		
Aesthetic Appeal	Visual attractiveness, balance, and colour harmony	6	7	2		
Simplicity & Memorability	Easy to recognize, minimalistic yet impactful	6	7	3		
Scalability & Versatility	Looks good in different sizes and on various platforms (print, digital, merchandise, etc.)	5	7	4		
Technical Execution	Neatness, proportion, use of design principles	6	7	3		
Presentation & Justification	How well the student explains the concept and thought behind the logo	7	6	5		
Total Score		45	49	22		

Scoring System:

- 1-3: Needs improvement
- 4-6: Average
- 7-8: Good
- 9-10: Excellent

20/2/25

Yashwanth

Criteria	Description	Zaid	Rohan	Shantanu	1	2	3	4	5	6	7
		1	2	3	1	2	3	4	5	6	7
Creativity & Originality	Uniqueness of concept, fresh and engaging ideas	4	5	3							
Relevance to Product/Theme	How well the advertisement aligns with the given theme/product	6	6	4							
Clarity & Message Delivery	Effectiveness in communicating the core message	5	4	3							
Entertainment & Engagement	Ability to captivate and hold audience attention	5	4	3							
Presentation & Acting	Confidence, expressions, body language, and voice modulation	5	2	2							
Script & Dialogue Delivery	Catchy slogans, clarity in dialogues, and script coherence	6	3	2							
Overall Impact & Appeal	Memorability, emotional connect, and persuasiveness	5	3	3							
Total Score	(Sum of Weighted Scores)	36	27	20							

Scoring System:

- 1-3: Needs Improvement
- 4-6: Average
- 7-8: Good
- 9-10: Outstanding



AD-Zape

Criteria	Description	Zaid	Rohan	Shantanu	1	2	3	4	5	6	7
		1	2	3	1	2	3	4	5	6	7
Creativity & Originality	Uniqueness of concept, fresh and engaging ideas	3	7	2							
Relevance to Product/Theme	How well the advertisement aligns with the given theme/product	4	7	3							
Clarity & Message Delivery	Effectiveness in communicating the core message	5	8	5							
Entertainment & Engagement	Ability to captivate and hold audience attention	3	6	6							
Presentation & Acting	Confidence, expressions, body language, and voice modulation	5	7	5							
Script & Dialogue Delivery	Catchy slogans, clarity in dialogues, and script coherence	4	8	6							
Overall Impact & Appeal	Memorability, emotional connect, and persuasiveness	5	6	3							
Total Score	(Sum of Weighted Scores)	33	49	30							

Scoring System:

- 1-3: Needs Improvement
- 4-6: Average
- 7-8: Good
- 9-10: Outstanding

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20.01.22

Adv.

Criteria	Description	1	2	3	4	5	6	7
Creativity & Originality	Uniqueness of concept, fresh and engaging ideas	5	6	3				
Relevance to Product/Theme	How well the advertisement aligns with the given theme/product	4	4	3				
Clarity & Message Delivery	Effectiveness in communicating the core message	5	6	4				
Entertainment & Engagement	Ability to captivate and hold audience attention	4	5	5				
Presentation & Acting	Confidence, expressions, body language, and voice modulation	7	7	3				
Script & Dialogue Delivery	Catchy slogans, clarity in dialogues, and script coherence	4	6	4				
Overall Impact & Appeal	Memorability, emotional connect, and persuasiveness	5	8	4				
Total Score	(Sum of Weighted Scores)	34	42	26				

Scoring System:

- 1-3: Needs Improvement
- 4-6: Average
- 7-8: Good
- 9-10: Outstanding

20/2/25

Ad-Zone

Zaid Roshan Shantanu

Criteria	Description	1	2	3	4	5	6	7
Creativity & Originality	Uniqueness of concept, fresh and engaging ideas	7	8	4				
Relevance to Product/Theme	How well the advertisement aligns with the given theme/product	6	8	4				
Clarity & Message Delivery	Effectiveness in communicating the core message	7	8	3				
Entertainment & Engagement	Ability to captivate and hold audience attention	7	9	4				
Presentation & Acting	Confidence, expressions, body language, and voice modulation	8	7	5				
Script & Dialogue Delivery	Catchy slogans, clarity in dialogues, and script coherence	8	8	6				
Overall Impact & Appeal	Memorability, emotional connect, and persuasiveness	7	8	5				
Total Score	(Sum of Weighted Scores)	50	56	31				

Scoring System:

- 1-3: Needs Improvement
- 4-6: Average
- 7-8: Good
- 9-10: Outstanding

NAME: Yinal Prakash

		Zaid Roshan Shahzad						
Criteria	Description	1	2	3	4	5	6	7
Innovation & Creativity	Originality and uniqueness of the business idea	5	5	3				
Feasibility & Viability	Practicality of implementation, market demand, and scalability	4	3	4				
Market Potential	Target audience, industry size, competition analysis	4	3	4				
Revenue Model & Financials	Clarity in pricing, revenue streams, and profitability potential	5	3	3				
Clarity & Structure of Pitch	Well-structured, clear, and engaging presentation	6	2	4				
Team Strength & Execution Plan	Competence of team members and roadmap for implementation	4	1	3				
Q&A Handling & Justification	Confidence, knowledge, and ability to address questions	6	1	4				
Total Score		34	10	25				

- 1-3: Weak / Needs Improvement
- 4-6: Average / Some Gaps
- 7-8: Good / Solid Idea
- 9-10: Excellent / Highly Promising

formal: forces \rightarrow what are?

Prof. Ujjwal Prakash
BBA
SCOM

~~Problem~~ → ~~Research Problem~~
~~Economics~~ → ~~census data~~
~~People~~ → ~~Roberts of the Party~~
~~Government~~ → ~~meeting / Separation~~
~~5000~~ → ~~5000~~

NAME:

Criteria	Description	1	2	3	4	5	6	7
Innovation & Creativity	Originality and uniqueness of the business idea	8	9	3				
Feasibility & Viability	Practicality of implementation, market demand, and scalability	8	7	4				
Market Potential	Target audience, industry size, competition analysis	7	6	5				
Revenue Model & Financials	Clarity in pricing, revenue streams, and profitability potential	8	1	5				
Clarity & Structure of Pitch	Well-structured, clear, and engaging presentation	8	8	3				
Team Strength & Execution Plan	Competence of team members and roadmap for implementation	7	8	4				
Q&A Handling & Justification	Confidence, knowledge, and ability to address questions	6	8	3				
Total Score		53	53	27				

- 1-3: Weak / Needs Improvement
- 4-6: Average / Some Gaps
- 7-8: Good / Solid Idea
- 9-10: Excellent / Highly Promising

Zaid Khan = 411.4st

Roshan = 403 2nd

Shantunes = 219 300 g mol.

20.02.15

Idea Pitching

NAME :

Zaid Roshan Shantanu

Criteria	Description	1	2	3	4	5	6	7
Innovation & Creativity	Originality and uniqueness of the business idea	8	8	5				
Feasibility & Viability	Practicality of implementation, market demand, and scalability	7	8	6				
Market Potential	Target audience, industry size, competition analysis	8	8	6				
Revenue Model & Financials	Clarity in pricing, revenue streams, and profitability potential	4	4	7				
Clarity & Structure of Pitch	Well-structured, clear, and engaging presentation	3	5	7				
Team Strength & Execution Plan	Competence of team members and roadmap for implementation	3	5	2				
Q&A Handling & Justification	Confidence, knowledge, and ability to address questions	5	5	2				
Total Score		38	43	35				

Scoring System:

- 1-3: Weak / Needs Improvement
- 4-6: Average / Some Gaps
- 7-8: Good / Solid Idea
- 9-10: Excellent / Highly Promising

Idea Pitching

NAME :

Zaid Roshan Shantanu

Criteria	Description	1	2	3	4	5	6	7
Innovation & Creativity	Originality and uniqueness of the business idea	8	3	3				
Feasibility & Viability	Practicality of implementation, market demand, and scalability	3	8	4				
Market Potential	Target audience, industry size, competition analysis	4	7	3				
Revenue Model & Financials	Clarity in pricing, revenue streams, and profitability potential	6	6	4				
Clarity & Structure of Pitch	Well-structured, clear, and engaging presentation	6	5	5				
Team Strength & Execution Plan	Competence of team members and roadmap for implementation	5	6	4				
Q&A Handling & Justification	Confidence, knowledge, and ability to address questions	5	7	5				
Total Score		38	48	28				

Scoring System:

- 1-3: Weak / Needs Improvement
- 4-6: Average / Some Gaps
- 7-8: Good / Solid Idea
- 9-10: Excellent / Highly Promising

 20/2/25
 Dr. Rahul Anand
 B3 MZ