

Dear Sir / Madam,

Greetings!

“The imperative to ‘Leave no one behind’ is just as relevant in the digital world”

- Antonio Guterres

The world now talks of growing equally, saving planet and profit together. Yes, it sounds a bit ambitious but then those who think big, do big. And these big ambitions need help from the small components of society. The youth forms a major part of our society almost one-fifth and these young minds work differently. In the current scenario when nature is depleting, resources are scarce, poor unnoticed and profit prioritized these young minds can pave a way to small solutions that give big results.

Coming together and growing as a society is the need of the hour. Now-a-days management feels not only the pressure of being profitable but also there is a lot more stress on adoption of such practices and activities that support and contribute something towards the greater good.

One might not know how to cope with a hundred and thousand situations but one learns it from facing it, and now, the time has come when we need to understand our situations and responsibilities and act keeping society in mind. We need to be innovative in such a manner that it ensures equal growth of everyone and an economy where wealth is used for wellbeing.

Our decisions and activities must take into account the **3 P's** with impact on all of them and not harming any of them at the same time. A country grows when its people grow, an economy prospers when it generates profit, but a world lives if the planet is guarded by its inhabitants. Hence the theme for this year's IMAGE 2020 is ***People, Planet and Profit.***

Planet

For this reason, we at Faculty of Business Administration (GLSBBA) have adopted
“**People, Planet & Profit**”
as the theme for its Annual Management Fest.

IMAGE



IGNITING THE FIRE WITHIN

10th-11th January 2020

What started as an inter-collegiate level management competition 17 years ago, has today flourished to a national level fest. Students from colleges of all over the country are invited for this two-day event wherein participants get an opportunity not only to be a part of competitions that hone managerial skills but also helps in gaining new insights in different areas. Event attendees crave experiences that will sweep them off their feet. They want to be impressed. This so-called experience economy is what constantly drives us to think up new ways to create moments for the competitors.

Each year, we receive a tremendously enthusiastic response from colleges all over the country. Since the event is for, of and by students, it truly gives them a chance to understand the nitty-gritty of management. With every consecutive year, we try to include various management-centric activities in IMAGE. IMAGE will be the perfect forum to bring together some of the most intellectual and creative **under graduate and post graduate** minds from colleges across the nation. This year also, the college has come up with some traditional competitions and designed some new and engaging activities for the fest. A brief description for each individual competition is given in the following page.

We feel privileged to invite you to heartily come forward and be a part of this fest. The mutual interaction among students and the sheer energy of the fest always proves to be a rewarding experience for the institutes and students alike.

The detailed rules and regulation for the event and each competition shall be uploaded on the website www.glsiba.org by 20th October, 2019.

- The registration fees for the event are Rs. 250 per student. Each student can participate maximum in 2 events.
- The online registration starts from 20th October 2019.
- Registration can be done on <http://www.max4all.in/glsbba/Image2020/>

- The last date for online registration for the fest is 20th December 2019.

**Accommodation shall be provided to outstation students. Free accommodation is available for only those outstation participants who register themselves by 20th December 2019.

**Please mention requirements for the same during the online registration itself.

For any enquiries related to the fest, you can contact the professor in charge **Dr. Himani Sardar**

Email: Himani.sardar@glsuniversity.ac.in

Contact no. : 7567837370

We look forward to your participation in this celebration of talent.

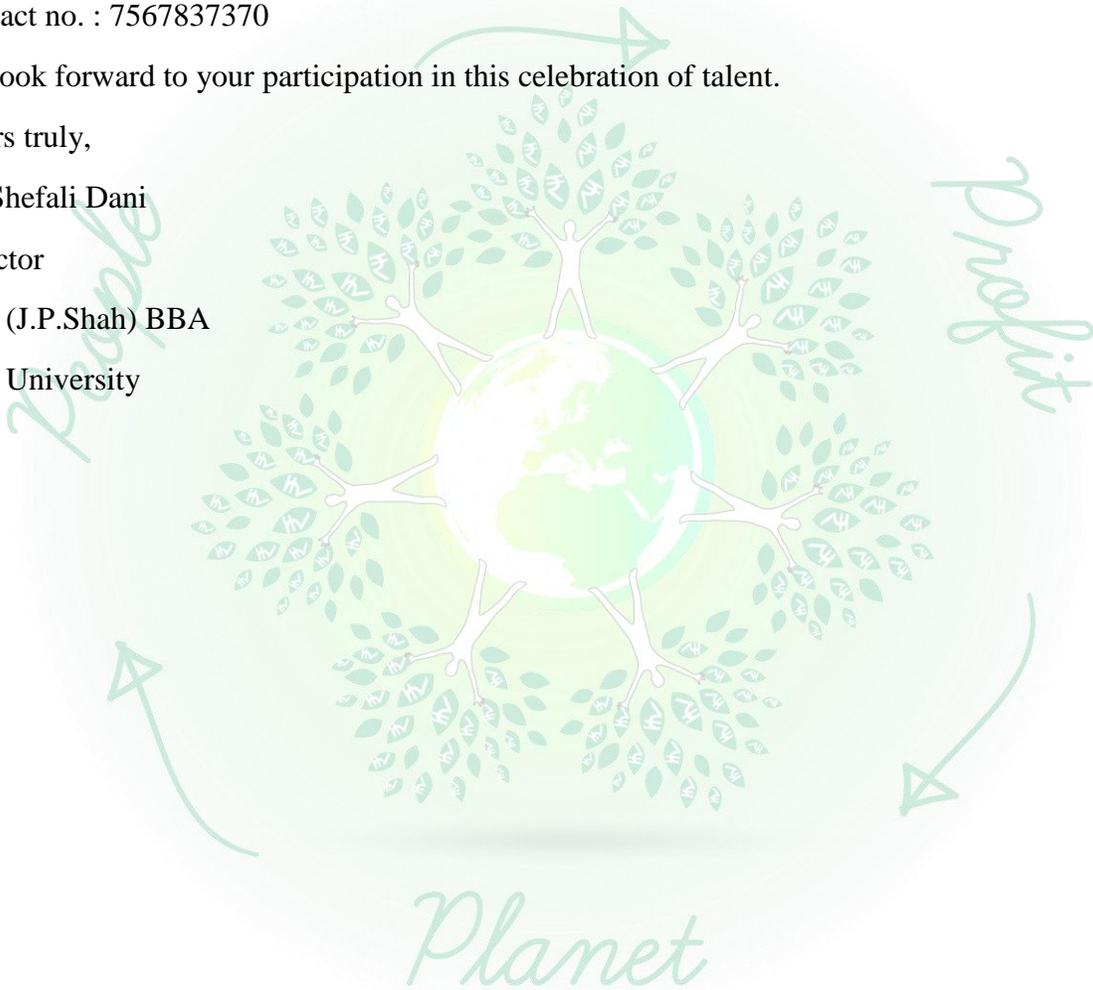
Yours truly,

Dr. Shefali Dani

Director

GLS (J.P.Shah) BBA

GLS University



GLS University's
Faculty of Business Administration (GLSBBA)

IMAGE 2020

10TH & 11TH JANUARY 2020

PEOPLE, PLANET & PROFIT

List of events

1. Inventopreneur (Entrepreneurship)

So, you have a brilliant idea for a new product or service. You feel energized, inspired, and ready to forge ahead. Then your first challenge is to 'create a business plan'. The goal of Inventopreneur is to hone the business plans of young and budding entrepreneurs. The participants are expected to create a hypothetical road map of their business, navigating through the opportunities present in the market and by presenting and overcoming the inevitable obstacles an entrepreneur might face, besides developing strategies to avoid problems before they arise.

2. Letz Brand! (Ad Making)

"Advertising is absolutely pointless, unless you wish to make money"

The advertising industry is a whirlwind of thoughts and a plethora of content. There's no moment for stopping and contemplating-you're make a choice and go all in. The result isn't just what the world sees at the end but also what it feels about your brand, something that can be extremely unpredictable. So, if you think you can survive in this maddening world of advertising with your marketing flair, wit and vision, here's an opportunity for you. Letz Brand (famously known as Ad-Mad) gives all you future marketers a unique platform to show off your marketing acumen by devising engaging ad campaigns for the most bizarre of the products.

3. Phillumsophy (Movie Making)

From short films, documentaries, feature films to art cinema, nothing makes poetry come alive on celluloid like the world of films does. In this competition, students have to write, direct, shoot, and act as well as edit a short film, thus enabling them to get a first- hand understanding all these various complex aspects of film-making.

4. HR360 (HR)

In a world where competition is thinner than a strand of our hair, we all need to be the perfect job taker and the perfect job giver. People are the new capital of the world today. The preservation and updation of human capital is of the utmost importance. We need HR managers of the future. Here's presenting an event which tests you for just that. Engage in 5 grueling rounds to test your people skill and emerge victorious.

5. Reality Bytes

The world revolves around breaking news knowingly 'Sansani Khabre' but in this era of information it is very important to have relevant information from the end of famous personalities as well as the presenter of the information. Reality Bytes brings you close to the public figures to ask them the questions which you think should have asked to them and accordingly what should be answered by the figures.

6. Financially Forward (Finance)

A financier is one who continuously updates his strategies with the changing environment to outscore his competitors and maximize the wealth of the organization. To do the same, he needs to be proactive and he must be able to react efficiently to market situations. If finance is your game and money is how you like to keep score, Financially Forward is the event for you. Cut through the castle of conjectures, weave a symphony of numbers, and convince our judges and audience with your logic.

7. Battle of Aces

"Don't mistake silence as weakness, smart people don't plan big moves out loud"

We present to you "Battle of Aces". Here you're not just playing cards but you're playing with people's mind, luring them in your traps and predicting their next move in the game. The game is all about making the right decision in critical encounters and outsmarting your opponents.

8. About Turn (Point-counterpoint)

The techniques of arguments are not foreign to you. You use and have used them all the time in your daily life. Reasons are the foundation of any argument. Widely known as Point/Counterpoint is an extremely persuasive and effective technique for arguing. It is an interesting amalgamation of debate as well as extempore. In this competition, the student is expected to change his/her stand for or against the topic upon indication. While a volte-face is not uncommon in today's times, when it comes to doing the same under the conditions of a competition, it is no cake walk!

9. Publicite Critique (Ad Analysis)

Advertising plays a major role in our society today, everywhere we go we find a wide range of products being promoted on varied platforms of communication. The dominant brands / products of the present time have grown through wise utilization of media. Certain companies fade away with the passage of time, whereas some create a 'brand'. All advertisements essentially have one purpose - to manipulate the way we think in order to persuade us to do something that they promote. The catch is, when different companies try to target the same audience with almost similar products. This event is based on analyzing how the brands/companies are using different strategies to compare and contrast their products from that of the competitor.

World is full of advertisements, it's just how you see them. In this era, no one is wrong or incorrect you just need to prove that you are correct!