IGNITA
“A Conclave on MEDIA ENTREPRENEURSHIP”

26th & 27th
FEBRUARY 2024

REGISTRATION FEES - Rs.250 Per Person

FOR REGISTRATION, SCAN THIS QR CODE

Anna University, Guindy
ignita2024@gmail.com
www.ignita.live
ignita2024
ABOUT IGNITA

Discover the pulse of media entrepreneurship at our dynamic two-day event! Day 1 sparks innovation with technical and non-technical competitions, igniting your passion for media ventures. On Day 2, immerse yourself in a captivating conference featuring industry experts from film production, casting, YouTube, advertising, radio, and OTT platforms. Engage in insightful panel discussions, exclusive celebrity interviews, and empowering talks. Elevate your media skills, expand your network, and seize the opportunities that await. Join us and be part of the media revolution! Register now to secure your spot at this unparalleled event.

VISIT OUR WEBSITE FOR MORE DETAILS: www.ignita.live
The MBA program in Anna University was started in the year 1981. Ever since its inception, the Department of Management Studies (DOMS) has produced capable, competent and committed professionals. The spirit of pragmatic enquiry and in depth analysis of the dynamics of business has continued to this day. The programs are designed to bring out and nurture the leadership & organizing skills of the future managers. At DOMS, apart from the regular curriculum, emphasis on guidance & counselling enables the development of managerial excellence. The modern facilities & extremely competent staff members make the DOMS a wonderful place to be, for those pursuing a career in business management.
LIST OF EVENTS ON DAY 1

TECHNICAL EVENTS
- BEST MANAGER
- AU SHARK TANK
- MARKETING MAVERICKS
- KERFUZZLE
- QUIZ

NON TECHNICAL EVENTS
- BRAIN BLITZ
- CRICSTRAT
- CINE FIESTA
- FLASH FLICKS

FOR REGISTRATION, SCAN THIS QR CODE
• The participants are requested to carry their college ID cards.

• Participants should register for their respective events on or before 25th February 2024. And confirm their registration upon arrival on the day of the event.

<table>
<thead>
<tr>
<th>Slot Allocation</th>
<th>Events Per Slot</th>
<th>Max Selection</th>
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<tbody>
<tr>
<td>A</td>
<td>1) Best Manager 2) Cinefiesta</td>
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<tr>
<td>B</td>
<td>1) Cric-Strat 2) Marketing Mavericks</td>
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<td>C</td>
<td>1) Quiz 2) Brainblitz</td>
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<tr>
<td>D</td>
<td>1) Kurfuffle 2) AU Shark Tank 3) Flash Flicks</td>
<td>3</td>
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• Teams should consist of members from the same institution. Cross-institutional team formations are not allowed.

• Participants must be present at their respective venues at least 15 minutes before the commencement of the event.

• Participants are allotted two calls; beyond this, late comers will not be accommodated once the event has commenced, leading to disqualification.

• The judge's decision is final and binding.

• Violation of the rules will lead to disqualification.

• The organizing committee holds the authority to make necessary adjustments to the program as needed.

FOR QUERIES,

FATEENA SABRIN : 79041 68451
PRIYANKA : 94439 49674
BEST MANAGER
“Boss Battle: Where Skills meet Thrills”

Team Size: 1

ABOUT:
This event explores your abilities, discovers your competencies and manifests your talent and grit. It aims to identify the student as having traits of a good manager.

ROUND 1: APTITUDE
- This round is designed to specifically assess the participant’s problem-solving, prioritization, numerical skills as well as general knowledge.
- Duration will be 25 minutes for 30 questions.
- The participants with the highest scores will be selected for the next round.

ROUND 2: SITUATION ANALYSIS
- This round will test the participant’s critical thinking and prompt decision-making skills along with their oratory skills with respect to modern business situations.
- A situation will be provided to the participants on-the-spot, upon which, the participants are expected to come up with a solution to the given situation.
- 5 minutes of preparation time will be allotted to each participant.
- Each participant will be allotted a time of 5 minutes to present their analysis in front of the judges' panel.
- The participants with the highest scores will be selected to the next round.

ROUND 3: STRESS INTERVIEW
- A Stress interview will be conducted by a panel of judges.
- Interview Duration will be 15 minutes to each participant.

COORDINATORS
VINOBA : 90031 55617
SAKTHIPRIYA : 70105 73473
MARKETING MAVERICKS
“Mercatus Maven”

Team Size: 2 - 3

ABOUT
Embark on a journey of strategic brilliance and unleash your marketing prowess at "Marketing Mavericks," the ultimate management competition designed for the bold and innovative marketers of tomorrow!

RULES
- Students are insisted on bringing their own laptops.
- Keeping up the time limit is non-negotiable.
- Judges decision will be final.

ROUND 1: QUIZ (MCQ)
- Participants answer a set of multiple-choice questions covering a broad spectrum of marketing topics.
- People qualified will proceed further for the next round.

ROUND 2: MARKET BLUNDER CASE STUDY
- Teams receive a case study about a marketing blunder or challenge.
- They must identify the key issues, provide a detailed analysis, and propose strategic solutions.
- Present their solution in ppt of 5 slides (excluding intro and final slides)

ROUND 3: BLACK BOX
- This round will be announced at the commencement of the round

COORDINATORS
JANANI: 94863 61608
JAYASUGANTH: 84891 21246
AU SHARK TANK
Entrepreneurship Challenge: Unleash Your Innovation!

Team Size: 1-4

ABOUT
AU Shark Tank provides a platform for your innovative entrepreneurial ideas, offering students the opportunity to connect with spirited entrepreneurs and receive guidance, support, and valuable feedback.

CRITERIA FOR PARTICIPATION
All UG and PG students who are aspiring to become an Entrepreneur.

RULES
- Participants must submit their business plan idea on 1 page before 25.02.2023
- Participants must present their ideas using Powerpoint within 10 minutes.
- Participants must bring their own Laptops or Pen drives for presentation.
- The marks will be based on their Presentation style, Technical Knowledge on their business Domain, Feasibility of their idea and Social Cause of their Business idea.
- The participants are requested to mail their submissions to swethakavitha272@gmail.com

COORDINATORS
JOHANA : 99523 98003
SWETHA : 70105 43789
KERFUZZLE
“Argue your way to the top” (Debate)

Team Size: 2

ABOUT
Kerfuffle, colloquially means commotion arising out of conflict, but here we have an event where we streamline this conflict and generate useful ideas. So roll up your sleeves and get ready for an epic battle of words!

RULES
▪ Each college can send in a maximum of 3 teams
▪ Topics will be given on spot
▪ Proposition and opposition will be chosen through lots
▪ Based on the number of registered participants, rounds will be organised
▪ Each round will have a maximum of 6 members on both sides
▪ Each participant will be given 3 minutes to put forth their opening arguments.
▪ Warning Bell will be rung at the end of 2.30 minutes
▪ After opening arguments are made by both houses rebuttals will be open.
▪ 1 minute will be given for rebuttals to each participant

CRITERIA FOR MARKING
▪ Relevance of arguments
▪ Clarity of speech
▪ Keeping up the time
▪ Logical rebuttals

TOPICS
▪ Television and Print media are becoming irrelevant
▪ Press freedom is a myth
▪ Entrepreneurship promotes materialism
▪ Media is a negative influence on adolescents

COORDINATORS
MADHUMATHI : 70105 86539
BHARATHI : 86103 97280
Quiz!
Trivia Triumph: Where Novelty takes the Quiz Throne

Team Size: 2

About
Embark on a journey into the dynamic world of Media entrepreneurship with our Quiz. This quiz is designed to test and expand your knowledge on the diverse aspects of Entrepreneurship covering everything from startup essentials to business strategies and innovation in the field of Media Entrepreneurship.

Topics
Management, Media Entrepreneurship, Current Trends, Global Opportunities And Challenges

Round 1
- Pen-and-Paper Round
- Correct answer earns 1 point
- This is a Qualifying round, points earned will not be considered for the next round.
- It includes multiple-choice, true/false, picture-based questions
- Tiebreakers will be determined by Flagged questions

Round 2
- It consists of 3 sub rounds including one buzzer round
- Incorrect answers lead to deduction of points
  - I (+10) POINTS (-5) POINTS
  - II (+30) POINTS (-15) POINTS
  - III (+50) POINTS (-20) POINTS
- Teams with maximum points in aggregate will be considered Win
- In case of Tie situation, a Tiebreaker question or the decision of the Judge is considered Final.

Coordinators
Ashwin : 73394 21824
Steffy : 96770 09783
BRAINBLITZ
“Vettaiyaadu velayadu”

Team Size: 3

ROUND 1: PRELIMS

- This round consists of a set of trivia-based questions from various fields (Movies, Shows, Superhero fiction, Entertainment etc.)
- The teams with the highest scores will be selected to the next and final round.
- In case of tiebreakers, the fastest team will be selected.

ROUND 2: ESCAPE ROOM

No external help- Mobiles will be taken away from participants, no external help or joining hands with another team. Participants are not allowed to take note of puzzles. Follow instructions as prescribed by the event organiser. Use of hints - teams can request hints from the game master if they are stuck at a particular puzzle (max- 1 hint per puzzle). Teams must exit the room as the time ticks out.

ROUND 3: TREASURE HUNT

- Treasure hunt consists of 7 clues, one leading to the next when answered correctly. First clue will be given in the beginning to each team individually.
- The participants have to identify the place where the next clue is placed and finally reach the treasure. The first team to crack the clues and find the treasure will be the winners.
- Each team will be assisted by our volunteers. The ultimate winner will be determined by the submission of all meticulously amassed clues throughout the entirety of the event.
- Decision of the judges will be final.

COORDINATORS
RAJ MOHAN : 93608 85491
KANISHKA : 74490 12070
CRIC-STRAT
“Unleash your tactical brilliance”

Team Size: 2 -3

ABOUT
It is an IPL Auction, an electrifying event where your cricket franchises will engage in strategic bidding to assemble their dream teams. Get ready for a thrilling blend of strategy, negotiation, and anticipation, with teams meticulously crafting their rosters within budget constraints. The auctioneer's gavel will echo through the room, setting the stage for intense bidding wars, surprising steals, and strategic maneuvers.

ROUND 1: QUIZ
- Questions will be asked based on IPL.
- Teams will be evaluated based on number of right answers & time taken to answer the questions.
- Teams with highest scores will be qualified to next round.

ROUND 2: AUCTION
- Teams need to bring their laptops. (one will be enough)
- Teams qualified to second round will be provided with equal purse amount and will be bidding for players.
- Teams can use placard for auction.
- Team must have 11 players which includes 3 batsmen, 3 bowlers, 2 Allrounders, 1 Wicket keeper & 2 Players of your choice.
- Teams are allowed to have a maximum of 4 overseas players & a minimum of 1 uncapped player, which is mandatory.
- Each player will have certain points.
- Teams with Maximum points will be winner & incase of tie, team with more balance purse money will be considered as winners.

Auctioneer’s Decision Is Final

COORDINATORS
PRABHAKARAN : 89401 04308
RAJAN SAMUEL : 73584 48449
ABOUT
Welcome to CineFiesta, where the magic of movies meets the thrill of the unexpected! Immerse yourself in a cinematic journey like no other, filled with surprises, excitement, and a dash of mystery. From trivia challenges to creative feats, it's a potpourri of entertainment that guarantees an unforgettable cinematic fiesta!

ROUND 1: CONNECTIONS
- Questions will be displayed on-screen for 10 seconds.
- Participants must decipher the answers by connecting the images.
- The round will feature a total of 10-15 questions.
- Judges' decisions are conclusive.

ROUND 2: DUMB CHARADES
- Each team will be given a maximum of 10 chits with movie names (Tamil and English). And a total of 60 seconds to act out the words.
- One member of the team will be acting and the other will be guessing.
- The Use of words is strictly prohibited and the team that does not adhere to the rules will be disqualified.
- The team with most correct guesses will be selected to the next and final round.

ROUND 3: ON-THE-SPOT SURPRISE ROUND
The selected participants will receive rules and details for the surprise round at the event venue, moments before it commences. Be ready to adapt quickly as the surprise task or challenge will be unveiled on the spot.

COORDINATORS
FATEENA SABRIN : 79041 68451
ABRAAR : 63827 48739
Flashflicks
“Micro Cinema Macro Impact”

Team Size: Max 10

About
Short film competitions provide a platform for emerging filmmakers to showcase their creativity within concise narratives. These contests celebrate brevity, challenging directors to convey impactful stories in limited time frames. From exploring innovative storytelling techniques to pushing visual boundaries, these competitions serve as incubators for fresh talent, fostering a vibrant cinematic landscape.

Rules
- Open to all filmmakers from any college.
- Films must not exceed 8 minutes, including credits.
- Participants are free to choose any theme or genre.
- The participants are requested to mail their short film via Google Drive link to balaaji448@gmail.com.
- The Director submits on behalf of the team (Team: max 10 people, including crew).
- Crew details must be mentioned during submission, no final additions will be entertained.
- Strict no-vulgarity policy.

Technical Requirements
- Video Format: .mp4 or .mov
- Resolution: Minimum 1080p
- Subtitles: English subtitles required if the film is not in English or Tamil.

Judging Panel:
Panel includes a prominent filmmaker. Their decision is final.

Coordinators
Praveen: 99628 49495
Balaji: 90927 14625
REGISTRATION DETAILS

SCAN THIS QR CODE FOR REGISTRATION

VISIT OUR WEBSITE WWW.IGNITA.LIVE

REGISTRATION FEES: Rs.250 PER PERSON

EVENT COORDINATORS

KAVIYARASAN K  63837 96583
PRAVEEN T     99628 49495
VARSHINI S    70940 69693
SHYAMMA E L   73974 87407

“Explore The Unexplored”