



IILM Academy of Higher Learning, Lucknow  
and  
Indian Institute of Technology, Roorkee



*Jointly organize*

## A Presentation Competition for Management Students

on

*“The Role of Students of Higher Education  
in Knowledge Economy”*

SUNDAY, 29<sup>TH</sup> AUGUST 2010

“Knowledge is and will be produced in order to be sold; it is and will be consumed in order to be valorized in a new production: in both cases the goal is exchange.”

### Objectives

- To showcase the ideas, interests, and perspectives of students in the Knowledge Economy.
- To give a knowledge sharing platform to the students
- To give students an opportunity to offer solutions to the knowledge economy challenges

### PRIZES

Winner Team: ` 15000/-

Runner-up Team: ` 10000/-

Participation Certificates will be given to all teams.

### Venue

**IILM Academy of Higher Learning**

1, Viraj Khand, Near Dr. Hahnemann Crossing, Gomtinagar, Lucknow 226010

Phone: (0522) 2727292-95

Website: [www.iilmko.ac.in](http://www.iilmko.ac.in) E-mail : [suman.pathak@iilmko.ac.in](mailto:suman.pathak@iilmko.ac.in)

## GENERAL INSTRUCTIONS

1. Each institution can nominate maximum two teams.
2. Each team will comprise of two students.
3. Each team is required to submit an abstract of about 500 words and registration form to IILM Academy of Higher Learning, Lucknow by email [suman.pathak@iilmlko.ac.in](mailto:suman.pathak@iilmlko.ac.in) on or before August 16, 2010. Registration form can also be downloaded from the website [www.iilmlko.ac.in](http://www.iilmlko.ac.in).
4. The abstracts will be reviewed by an Expert Panel of Judges and the shortlisted teams will be intimated by 18<sup>th</sup> August, 2010.
5. Thereafter, the shortlisted teams will submit a soft copy and four spiral bound copies of the detailed report in about 2000 words on or before 26<sup>th</sup> August, 2010 alongwith the duly filled-in Registration Form
6. At the time of registration on 29<sup>th</sup> August, the teams will submit soft copy of the PowerPoint presentation. No changes in the slides will be permitted later.
7. The abstract / report should be typed using MS Word on A-4 size paper, leaving 1.5" margin on all sides. The font should be Times New Roman, Size 12, with double spacing. Charts, diagrams, etc. may also be included.
8. The teams will be required to make an oral presentation in about 12 minutes. Both the members of the team should participate in the presentation.
9. Presentations will be followed by a Question Answer Round by an Expert Panel of Judges.
10. The evaluation will be based on the Detailed Report, the Presentation and the Question Answer Session.
11. The decision of the judges will be final and binding on all the participants.
12. In case of tie, the prize money will be equally distributed.
13. In case of any misconduct, the concerned team will be disqualified.
14. All participants are requested to bring their Identity cards.

### FEES

There is no participation fee. However, the participants will make their own boarding/ lodging/ travel/ transport arrangements

### WHO CAN PARTICIPATE?

Management Students of AICTE Approved institutions, Universities and affiliated colleges only.

### PROGRAMME SCHEDULE

Details	Time
Registration of Teams	01:30 pm - 02:00 pm
Inaugural Ceremony	02:00 pm - 02:30 pm
Power Point Presentation Session	02:30 pm - 04:30 pm
Declaration of Result and Valedictory	04:45 pm - 05:15 pm
High Tea	05:15 pm - 05:45 pm

*For details, please contact:*

**Dr. Suman Pathak**, Associate Professor & Event Coordinator,  
IILM Academy of Higher Learning, Lucknow  
Email Id: [suman.pathak@iilmlko.ac.in](mailto:suman.pathak@iilmlko.ac.in)  
Mobile No. : 09415533997, 09795452631