

**ISHTIHAR**



**Team OPTiMa**

# **What?**

Ishtihar- the online Poster Making competition brought to you by OPtiMa – The operations and Marketing club, MBA IIT Kanpur.

# **Where**

Online event. Please check our FB page for Questions, Results and all relevant details <https://www.facebook.com/Prabandhan.MBA.IITK?ref=bookmarks>.

We shall post the same in our Twitter account also: <https://twitter.com/prabandhan2015>

# **When?**

# REGISTRATION STARTS: 22nd August

# REGISTRATION ENDS: 1st September

# SUBMISSION OF VIDEOS: 23:59:59, 12th September

# ONLINE PROMOTION BEGINS: 13th September

# ONLINE PROMOTION ENDS: 23rd September

# DECLARATION OF RESULTS: 26th September

# **Who?**

This is open to all MBA students across the country.

# **How?**

• The competition is completely online-based

• Participants must register individually. They need to prepare a poster based on the theme given above

• The poster should be depicting the idea as aesthetically and effectively as possible

• The poster needs to be uploaded on the Facebook page of the Event. The participants must promote their entry through Facebook.

POINTS BREAKDOWN:

• 60% for the content.

• 40% for likes and shares.

**Rules and Format:**

* This is an individual event.
* The poster should be submitted before the given deadline at [prabandhan.mbaiitk@gmail.com](mailto:prabandhan.mbaiitk@gmail.com)
* The subject of the mail and file should be named as MemberName\_Campus.
* A short description should be attached when you send the poster to the organizers.
* THE FOLLOWING WILL LEAD TO DISQUALIFICATION, IF THE POSTER:
  + Has plagiarized content.
  + Has controversial, vulgar or offensive content.
  + Does not adhere to the deadlines for registration and submission.
* PRIZES:

• Winner – 2000 (1.5K+.5K)

• 1st Runner up – 1500 (1K+0.5K)

• 2nd Runner up – 1000 (0.5K+0.5K)

* FOR ANY QUERIES, CONTACT:
  1. Ganesh Shaji (Mob. - 9447865589)
  2. Nikhil P K (Mob. – 7275527697)