IIM RAIPUR | भारतीय प्रबंध संस्थान रायपुर INDIAN INSTITUTE OF MANAGEMENT RAIPUR

Consulting & Entrepreneurship Club

"Food For Thought" – Online Case Study Competition

In Association with Chhattisgarh State Industrial Development Corporation Limited

Problem Statement

Based upon a real-time case provided to you, prepare a power-point presentation (maximum 10 slides) addressing the following questions:

- What must be the focus areas for food processing businesses in Chhattisgarh to reap the benefits of the immense growth potential of the state?
- What should be the next step for the policy-makers of Chhattisgarh to promote food-processing industry in the state?

Event Details

- **Stage I** shall invite ideas to the case study by the teams (2-3 members)
- For **Stage II**: Top teams (ballpark figure of **8**) from Stage I shall be invited to IIM Raipur & present their ideas before the policymakers of Chhattisgarh.
- Click here to access the **case**: https://docs.google.com/open?id=0B40yyi_rkc1LZDQ2YjFkYWEtMzA2MC00YmUwLWE4MDktNWYzMDA5Njg1YjJh

Eligibility

- The competition is open to all post-graduate students & above, across all business schools in India .

Team Composition

- Each team shall consist of a minimum **two** and upto 3 members having a unique team name.
- Teams willing to participate should fill the following form with their details for updates: https://docs.google.com/a/iimraipur.ac.in/spreadsheet/viewform?hl=en_US&formkey=dFRTMTAzTjlHRTRSOFJUN292ekg3UkE6MQ#gid=0
- Only **one** submission is allowed per team
- Any participant CANNOT be a member of **more than one** team

Submission Guidelines

- All entries shall be emailed to **cec@iimraipur.ac.in**
- The entry shall consist of a document in **PPT** format only.

- The email subject line and the submission document shall be in the format: <FoodforThought_InstituteName_TeamName >.
- The submission shall NOT exceed **ten** slides of which the first page will be the title page.
- The title page consisting of the team name, institute name, participants' name, phone numbers and email IDs.

Submission Deadline

- The deadline for submission of entries for the first stage is **February 17, 2012** (Friday) till **23:59:59**
- The details for Stage II shall be mailed to shortlisted teams on an individual basis.
- Travel expenses of teams shortlisted for the finals shall be reimbursed up to **Rs.1000** upon submission of valid documents.
- Food & Accommodation to all finalists shall be provided by IIM Raipur.
- **No entries** shall be accepted after the deadline.

Judging Criteria

- The entry shall be evaluated by IAS officers & Officials from the Chhattisgarh Government.
- As this is an online competition, the judgment shall be made only on the basis of the submissions. Hence, teams are expected be clear about their suggestions
- Marks shall be given to the feasibility and practicality of the suggested marketing strategy
- The decision of the judges shall be final and binding
- Incomplete, late or plagiarized entries shall be disqualified

Results and Prizes

- All participating teams will be notified about the results via email and on the **Food For Thought** Facebook Page.
- The Winning Team shall receive a cash prize of **INR 10000** and Certificates of Excellence
- The Second Prize is cash Prize of **INR 5000** and Certificates of Excellence.

Contacts

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