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K J Somaiya Institute of Management Studies & Research, Mumbai

SIMSR

PRESENTS

NRS-National Retail Summit

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RURAL RETAIL DOCUMENTARY

What is that draws the attention of all marketers – 'The Bottom of Pyramid'. As truly said these marketers have found the fortune that lies at 'The Bottom'. It is the rural market, which is shining all over. So, it's now your chance to discover and present the heart of India- Rural Markets.

Event Details

Phase I

Phase 1 will consist of 2 rounds. Unlimited participation from the same college is allowed; however only individual entries are permitted.

Round 1: The participant should come up with a video on any subject of rural retailing. Some of the topics are

- Rural Retailing on FMCG products
- Rural Retailing on Farm related products
- Rural Retailing on services
- Rural Retailing of Consumer Electronics

Phase II

The top 6 entries will battle for the coveted title on our campus on 17th March 2012

Here the individuals are evaluated on various management aspects by judging their responses to day-to-day scenarios in corporate life. Our events team will sit with judges to ascertain a set of scenarios on strategy, branding, finance, HR etc. which will test the best brains in the country.

The participant with the most commanding and appropriate solutions to all the facets of management will be awarded the title and will be the winner

Important Dates:

Registration opens:	4th March 2012
Phase 1 Round 1 entries close:	12th March 2012
Phase 1 results:	13th March 2012
Phase 2 (on campus):	17th March 2012

Prizes:

First Prize: worth Rs. 20,000/-

All the finalists will be given participation certificates

Second Prize : Worth Rs. 15000/-

Rules:

Rules of the competition

- Team size: Not more than 3
- The length of the documentary should be at most 7 minutes
- Last date for submission of videos is 12th March 2012
- Ensure that once you are done making the video, please post it on the Facebook page of our event
- The documentary should be originally shot and the prime landscape of the area should be covered in that video.
- Any existing rural related video should not be copied in full and submitted. We are OK with you using certain parts of the video. If plagiarism is found, the video will be immediately disqualified.
- The video should not have any rude, derogatory content.
- **The video should start with a single slide containing name of the team, Institute, and name and contact details of team members.**
- Please Note: Each Team can submit only one entry.
- The video should be uploaded on you tube and the link to the video should be mailed to simsr.nrs@gmail.com
- Mail subject should be in the format: NRS_TEAMNAME_COLLEGENAME
- Entries will be Shortlisted by evaluating the videos received and these teams will proceed to final round i.e. the final presentation.
- The shortlist will be declared on 13th march2012 and will be posted on the NRS website and communicated individually to the selected teams over email.

Evaluation Criteria

- Clarity and Conciseness of the documentary.
- Creativity and innovative aspect.
- Different areas of Rural Retailing covered.
- Social Appeal(FB Likes)

NRS-NATIONAL RETAIL SUMMIT Facebook: NATIONAL RETAIL SUMMIT

NRS-National Retail Summit website: http://www.retailsimsr.co.cc

For Any Queries, please contact:

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