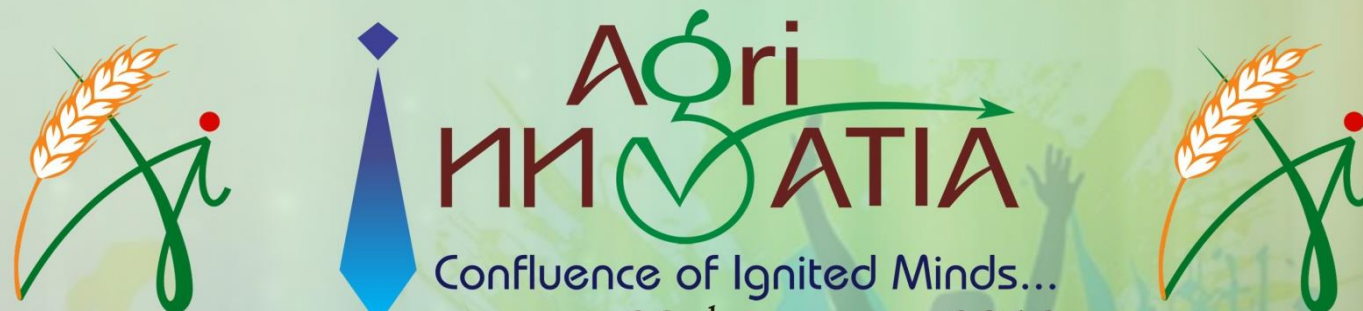




ASPEE AGRIBUSINESS MANAGEMENT INSTITUTE  
NAVSARI AGRICULTURAL UNIVERSITY



PRESENTS  
A NATIONAL LEVEL AGRIBUSINESS MANAGEMENT FEST



# Agri INNOVATIA

Confluence of Ignited Minds...  
23<sup>rd</sup> January, 2018



**Big Idea**  
Business Plan



**The  
Invincible**  
Best Manager



**Adwizz**  
Ad Mad Show

**Samvada**  
Debate



Get Chance

To Win

**CASH**

and many more  
exciting  
**PRIZES**



**Manthan**  
Case Study



**Rangeela**  
Face Painting



**Merge &  
Manage**  
Collage Making



**Wah Kya  
Snap Hai**  
On the spot  
Photography

**Faculty Coordinators:**

Dr. Alpesh Leua: +91 9725039457  
Dr. Ruchira Shukla: +91 9725018793

**Student Coordinators:**

Vivek Patel: +91 9426819794  
Rubiya Nadaf: +91 7892784315  
Tejas Baldaniya: +91 9737304343  
Priyanka Maity: +91 9537556208

**Last Date of Registration:**

**10<sup>th</sup> January, 2018**

For more Information:

Webpage: [www.nau.in](http://www.nau.in)

Email: [agriinnovatia@gmail.com](mailto:agriinnovatia@gmail.com)

Faculty Co-coordinators: Dr. Swati Sharma, Prof. Gautam Parmar, Prof. Ramesh Lakhana

Venue: Aspee Agribusiness Management Institute, Navsari Agricultural University, Eru Circle, Dandi Road, Navsari (Gujarat) 396450

# 11<sup>th</sup> Year of AABMI Celebration



## CHIEF PATRON

**Dr. C. J. Dangaria**  
Vice Chancellor, NAU, Navsari

## PATRONS

**Dr. S. R. Chaudhary**  
Director of Research  
& Dean P.G. Studies  
NAU, Navsari

**Dr. C. V. Savalia**  
Director of Student Welfare  
NAU, Navsari

**Dr. V. A. Solanki**  
Registrar  
NAU, Navsari

## CHAIRMAN

**Dr. H. R. Pandya**  
Principal, AABMI, NAU

## Event Management Team, AABMI

### Event Organizer:

**Dr. Alpesh Leua,**  
**Dr. Ruchira Shukla,**

### Event Co-organizer:

**Dr. Swati Sharma** **Mr. Gautam Parmar**  
**Mr. Ramesh Lakhana** **Dr. Mehul Thakkar**

### Event Co-organizer IT Support

**Dr. Bankim Radadia**  
**Dr. Rahul Thakkar**  
**Prof. Bhavesh Chaudhary**

### Student Coordinators:

**Vivek Patel** **Tejas Baldaniya**  
**Rubiya Nadaf** **Priyanka Maity**

## Student Management Team, AABMI

<b>Registration</b>	Sanjay Joshi, Yogesh Kadam, Vishal Bhimani, Parita Patel (ICT), Hemlata Patel, Pallavi Kunvar
<b>Accommodation</b>	Jayesh Makwana, Vivek Patel (Jr.), Chetna ,Ketu
<b>Local Guidance &amp; Transportation</b>	Keyur Modi, Kalpesh Patel, Jay Mahla, Riya Desai
<b>Food</b>	Hetayu Patel, Jitendra Rathva, Vipul Vala, Ashish Jayswal, Ganesh Patel, Vikram Metaliya
<b>Stage &amp; Decoration</b>	Rohit Vaghasiya, Pooja Sherathiya, Twinkal Patel, Disha Sutariya, Chandni Patel, Maitri Hirani(ICT)
<b>Photography and Media</b>	Keyur Modi, Pratik Prajapati, Jitendra Vala
<b>Events Coordinators</b>	
<b>Best Manager</b>	Vaishnavi Nair, Vinay Kumar, Umesh Baldaniya
<b>Case Study</b>	Muddasir Ahmad, Ravi Modh, Armi Navlakhe
<b>Business Plan</b>	Rashmi Bhat, Twinkal Patel, Sham Pangarkar
<b>Debate</b>	Payal Patel, Darshika Pithadia, Mitul Shekhaliya
<b>Ad Mad Show</b>	Vishal Bhimani, Disha Sutariya, Shiva Chaudhary
<b>Collage Making</b>	JatinPatel, Mayank Patel, Ketu Patel
<b>Face Painting</b>	Upasana Maniya, Narayan Popandiya, Khushali Sanghani
<b>On the Spot Photography</b>	Rohit Patel, Priyanka Patel (ICT)

**Powered and Managed By :**  
**ASPEE Agribusiness Management Institute , Navsari Agricultural University, Navsari, Gujarat**

## **AGRI-INNOVATIA-2018**

Confluence of Ignited Minds...

National Level Agribusiness Management Fest

### **About ASPEE Agribusiness Management Institute**

Considering the glut of opportunities available for competent agribusiness professionals in various agriculture related organizations; the Navsari Agricultural University responded by establishing the *ASPEE Agribusiness Management Institute* in 2007. At AABMI, the prime motto is to nurture trained human resources for the development of Agribusiness sector. The institute is duly accredited and has state-of-the-art infrastructure to match the global standards of education with distant vision.

Presently, the institute is offering two management programmes namely Full Time MBA (Agribusiness Management) and Ph.D. (Agribusiness Management) to prepare students for careers in management related to agriculture, food, agri-business, rural and allied sectors of the economy.

### **About AGRI-INNOVATIA 2018**

Agri-Innovatia-2018, National level Agribusiness Management Festival is a pioneering and forward looking initiative of ASPEE Agribusiness Management Institute, Navsari Agricultural University, Navsari, Gujarat. This event is an excellent platform to showcase the business acumen, creativity and managerial skills of the students. It is a one day event which is a celebration of dynamic youth which endeavors to create a platform to unleash their potential talent. Taking into consideration the competitive mindset of today's generation and its importance a blend of literary, cultural and management events are being arranged. You get an opportunity to showcase your expertise in the form of fierce competitions. We welcome you to come, experience and carry home loads of experience and learning.

### **General Guidelines for Participation:**

- The participation in this event is limited to Post Graduate students of management institutes only.
- The participants are required to get themselves registered through their respective colleges on or before 10 January, 2018.
- The individual registration fees for participants will be Rs. 150/-. An individual candidate can participate in single competition only. The registration fee is non-refundable and non-transferable.
- Kindly bring college ID card at the time of registration and two spare photographs for identification.
- The participant must maintain dignity and decorum of the institute and should abide by the rules and regulations of the event failing so will lead to disqualification.
- Limited accommodation can be provided on the campus on first come first serve basis.
- Decisions of the judges, with respect to all events shall be final and binding on all participants. No disputes regarding the results shall be entertained.
- For regular updates keep checking the AABMI college page at University website [www.nau.in](http://www.nau.in). For further correspondence you may send the e-mail to [agriinnovatia@gmail.com](mailto:agriinnovatia@gmail.com)
- For registration, the registration form can be downloaded from the AABMI college page at University website [www.nau.in](http://www.nau.in). The registration will be considered provisional till the scanned counter foil of bank pay-in slip showing payment of registration fee along with the filled in scanned registration form is sent to [agriinnovatia@gmail.com](mailto:agriinnovatia@gmail.com) on or before 10<sup>th</sup> January 2018.

- **The account details are as follows:**

**Bank Name/Branch: State Bank of India, NAU branch, Navsari**

**Account Holder's Name: ORGANIZER AGRI INNOVATION 2018**

**Account Number: 37325320178**

**IFSC: SBIN0003889**

- The registered participants need to report at ASPEE Agribusiness Management Institute, Navsari Agricultural University, Navsari, Gujarat on 23<sup>rd</sup> January on or before 8:30 am.
- Names will not be changed/ cancelled once registered. In case of group events, the members of the group will not be changed in any circumstances.
- Please refer to the event wise rule for the guidelines and requirements of the respective events.
- Organizers reserve the right to change schedule, if required depending upon the circumstances.
- Participants will be responsible for any damage or loss of their belongings. Institute will not be responsible for the same. Students should not cause any damage to the institute's property. If found doing so, he / she will be fined for the same.
- Any changes in rules announced by event coordinator(s) shall be binding on the participants.
- All the events will have two prizes (First and Second) except Best Manager.

**Note: Filled in registration form along with payment details of registration fee should reach us on [agriinnovatia@gmail.com](mailto:agriinnovatia@gmail.com) latest by 10<sup>th</sup> January, 2018.**

## **Event Details:**

### **The Invincible: Best Manager Competition**

The aim of this event is to identify the student with traits of a good manager. It aims to identify how he/she demonstrates skills, knowledge and talent of a good manager and uses strategies to solve problems.

#### **Rules:**

1. Cash Prize for the winner.
2. One participant from an institution.
3. Participants need to follow proper dress code.
4. The rules and details of specific rounds shall be disclosed on the spot.
5. The participants should bring their own laptops and internet connectivity for the event.
6. Participants must send their CV by email before 17<sup>th</sup> January, 2018.

### **MANTHAN: Case Study Competition**

'Manthan' is case study competition which will test your ability to develop innovative real world business solutions through challenging and exciting learning experience. In this competition a real or a hypothetical business case will be given to the participants for in depth analysis and innovative solutions.

#### **Rules:**

1. Team should be made up of 3 members
2. The printed copy of the case study will be given to the team one hour prior to the commencement of presentation
3. Participants need to carry their laptops
4. Each team would be given maximum 10 minutes for the presentation

## **BIG IDEA: Business Plan**

A business plan is a document that describes your innovative business idea and makes detailed projections about its future. This business plan competition is to provide an opportunity to learn about entrepreneurship through the development and presentation of business idea.

### **Rules:**

1. Cash Prize for the winner
2. Theme – “**Value-added Food Products/Food Services**”
3. A team should have 2 members
4. There would be two rounds as follows:

### **Round 1: Elimination round**

- The teams will have to pitch their idea in 3 minutes presentation in the screening round.
- Innovativeness of idea and strong oral representation will help to qualify them the final round.

### **Round 2: Final Round**

- Teams selected out of screening round will have to present their complete business plan in 10 minutes. This will be followed by queries from the jury.
- Every B –plan should encompass following aspects: Marketing Plan, Technical Plan, Financial Plan, Economic feasibility.
- The team should bring spiral bound hard copy of the plan submitted by e-mail before 17<sup>th</sup> January, 2018.

## **ADWIZZ: Ad Mad Show**

Welcome to Ad Mad, the wild, wacky and weird world of Advertising. If you think you have the mettle for “Laugh out Loud” concepts, let’s make crazy ads for Wacky products and have the audience in splits. Hold on, Humor is just one aspect; the real challenge is to make sense out of wackiness.

### **Rules:**

1. It is a team event, each team will comprise of 4 members.
2. The products or name of services will be disclosed on the spot and the teams have to prepare an advertisement for it.
3. 30 minutes will be given to each team for preparation.
4. Time Limit for enactment will be 3 Minutes.

## **RANGEELA: Face Painting**

A face is not less than a canvass; paint it with your imagination.

### **Rules:**

1. It is a team event and each team must have 2 members.
2. The theme will be disclosed on the spot.
3. Participants need to carry their own personal materials.
4. Participants would be given one hour for face painting.

## **SAMVADA: Debate Competition**

Samvada would be a pivotal platform to encourage participants to nurture and hone their oratory, analytical and debating skills.

### **Rules:**

1. Theme – “**One Nation, One Tax: Is GST Magic or Mirage?**”
2. The argument should be in English only.

3. A team of two members is allowed from every college  
(One in favor of motion and one against the motion)

4. Each Participant would be given 5 minutes.

### **MERGE AND MANAGE: Collage Making**

Collage making is a very interesting branch of art in which the poster is made by pasting the unused /discarded pieces of papers/magazines with the help of gum on chart paper. The focus of this event is on experimenting imaginatively with collage to both help generate ideas and to also produce some 'complete' works of art.

#### **Rules:**

1. It is an individual event.
2. Theme-“Go Green”.
3. The collage is to be made on A2 size sheet provided by the college.
4. The participants need to carry their own markers, colours, pen pencils, pictures/ cut-outs from magazines, newspapers etc.
5. Participant would be given one hour for showcasing their idea.

### **WAH KYA SNAP HAI: On The Spot Photography**

This competition attracts people from all walks of life. The happy, smug, amused, disgusted and angry expressions are all there. Capture your favorite one.

#### **Rules:**

1. It is an individual event
2. Theme would be given on the spot
3. The participants need to carry their own digital cameras and laptops.

4. Each entry must be the original creation of the entrant and should not contain any third party content which is not the property of the contestant.

5. Participants may click as many photographs they like but they have to submit 2 best photographs for the judgment.

#### **For more details contact:**

**Faculty Coordinators: Dr. Alpesh K. Leua:+91 9725039457**

**Dr. Ruchira Shukla:+91 9725018793**

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**Email: [agriinnovatia@gmail.com](mailto:agriinnovatia@gmail.com)**

**Facebook: <https://www.facebook.com/event/135642623878641/?ti=cl>**