

## About AIMA

All India Management Association (AIMA), as the national apex body of management profession in the country is committed to enhancing the competence of management profession through its multifaceted activities. AIMA has a broad base of 67 Local Management Associations including two cooperating LMAs abroad, with a membership of over 30,000. AIMA is represented on the Boards of India's premier Business Institutions and also represented on Boards of Government bodies including the AICTE, National Board of Accreditation, National Productivity Council to name a few. In addition, AIMA brings to the Indian managers, the best management practices and techniques through numerous foreign collaborations with professional bodies and institutions.

## About AIMA Management Olympiad

As part of AIMA Diamond Jubilee year, we have taken a new initiative – Management Olympiad. Purpose of this contest is to identify India's most knowledgeable future Managers. AIMA Management Olympiad is the Management Competition for Management Professionals and Students.

## List of Competitions in Management Olympiad

### Quiz Competition:

#### Day 1

Group 1 - Marketing Quiz

Group 2 - Human Resource Quiz

Group 3 - Brand Quiz

#### Day 2

Group 4 - Business Personality Quiz

Group 5 - Current Affairs

Group 6 - Women's Quiz

### Poster Making Competition:

#### Day 1

Group 1 - Cashless Transaction in your Institute/Company

Group 2 - Digital India Mission of your Institute/Company

#### Day 2

Group 3 - Make in India Mission of your Institute/Company

Group 4 - Woman Empowerment by your Institute/Company

### Case Study Competition:

#### Day 1

Case Study 1 - Redefining HR Next: Disruption to Co-Creation

Case Study 2 - Leadership in the Era of Disruption

#### Day 2

Case Study 3 - How to have sustainable Brands in the Digital World?

Case Study 4 - Creativity in Organisations – Innovations & Entrepreneurial Environment

### Business Simulation Competition:

#### Day 1

Group 1 - Case 1

#### Day 2

Group 2 - Case 2

## Participation fees (per team):

|                      |                    |
|----------------------|--------------------|
| Quiz:                | ₹ 3000/- per team  |
| Case Study:          | ₹ 3000/- per team  |
| Business Simulation: | ₹ 10000/- per team |
| Poster Making:       | ₹ 2000/- per team  |

- Educational Institutes will be given a 50% discount
- Registration on first come first serve
- The last date for registration is 8th March 2019

## Team Size for Competitions:

|                                 |   |                   |
|---------------------------------|---|-------------------|
| Case Study Competition          | - | Team of 2 Players |
| Quiz Competition                | - | Team of 2 Players |
| Business Simulation Competition | - | Team of 4 Players |
| Poster Making Competition       | - | Team of 2 Players |



**Date:** 15<sup>th</sup> - 16<sup>th</sup> March 2019

**Venue:** Centre for Excellence (Jamshedpur)

**Prize:**

- Gold, Silver and Bronze Medals for winners of each competition
- Ms. and Mr. Young Leader Award
- AIMA Management Olympiad Winner Institute/Company

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**Concept Note  
for  
AIMA Management Olympiad**

Dates of Event : \_\_\_\_\_

Venue / Hosting Partner: \_\_\_\_\_

Partnering LMA : \_\_\_\_\_

ABO Structure / Schedule :

| AIMA Management Olympiad | Day 1                   |                              |                     |   | Day 2               |         |                               |                     |                     |                     |
|--------------------------|-------------------------|------------------------------|---------------------|---|---------------------|---------|-------------------------------|---------------------|---------------------|---------------------|
|                          | Case Study              | Quiz                         | Business Simulation | Poster Making                                 | Case Study          | Quiz    | Business Simulation           | Poster Making       |                     |                     |
| 8.30 AM                  |                         |                              |                     |   |                     |         | Group 2 (9.30 AM - 3.00 Noon) |                     |                     |                     |
| 8.45 AM                  |                         |                              |                     |   |                     |         |                               |                     |                     |                     |
| 9.00 AM                  | <b>Opening Ceremony</b> |                              |                     |   | Group 3             | Group 4 |                               | Group 3             |                     |                     |
| 9.15 AM                  |                         |                              |                     |   |                     |         |                               |                     |                     |                     |
| 9.30 AM                  |                         |                              |                     |   |                     |         |                               |                     |                     |                     |
| 9.45 AM                  |                         |                              |                     |   |                     |         |                               |                     |                     |                     |
| 10.00 AM                 |                         |                              |                     |   |                     |         |                               |                     |                     |                     |
| 10.15 AM                 | Group 1                 | Group 1 (10.15 AM - 4.00 PM) | Group 1             |   |                     |         |                               |                     |                     |                     |
| 10.30 AM                 |                         |                              |                     |   |                     |         |                               | Winner Announcement |                     |                     |
| 10.45 AM                 |                         |                              |                     |   |                     |         |                               |                     |                     |                     |
| 11.00 AM                 |                         |                              |                     |   |                     |         |                               |                     |                     |                     |
| 11.15 AM                 |                         |                              |                     |   |                     |         |                               |                     |                     |                     |
| 11.30 AM                 |                         |                              |                     |   |                     |         |                               | Winner Announcement | Group 5             | Winner Announcement |
| 11.45 AM                 |                         |                              |                     | Winner Announcement                           |                     |         |                               | Lunch               |                     | Lunch               |
| 12.00 Noon               |                         |                              |                     |   |                     |         |                               |                     |                     |                     |
| 12.15 PM                 |                         |                              |                     |   |                     |         |                               |                     |                     |                     |
| 12.30 PM                 |                         |                              |                     |   |                     |         |                               |                     | Winner Announcement |                     |
| 12.45 PM                 | Winner Announcement     | Group 2                      |                     | Winner Announcement                           | Group 4             | Lunch   | Group 4                       |                     |                     |                     |
| 1.00 PM                  | Lunch                   |                              |                     | Lunch   |                     |         |                               |                     |                     |                     |
| 1.15 PM                  |                         |                              |                     |   |                     |         |                               |                     |                     |                     |
| 1.30 PM                  |                         |                              |                     |   |                     |         |                               |                     |                     |                     |
| 1.45 PM                  |                         | Winner Announcement          |                     |   | Group 6             |         |                               |                     |                     |                     |
| 2.00 PM                  |                         | Lunch                        |                     |   |                     |         |                               |                     |                     |                     |
| 2.15 PM                  |                         |                              |                     |   |                     |         |                               |                     |                     |                     |
| 2.30 PM                  | Group 2                 |                              | Group 2             |   |                     |         |                               |                     |                     |                     |
| 2.45 PM                  |                         |                              |                     | Winner Announcement                           | Winner Announcement |         |                               |                     |                     |                     |
| 3.00 PM                  |                         |                              |                     |   |                     |         |                               |                     |                     |                     |
| 3.15 PM                  |                         | Group 3                      |                     | <b>Closing Ceremony / Winner Announcement</b> |                     |         |                               |                     |                     |                     |
| 3.30 PM                  |                         |                              |                     |   |                     |         |                               |                     |                     |                     |
| 3.45 PM                  |                         |                              |                     |   |                     |         |                               |                     |                     |                     |
| 4.00 PM                  | Winner                  | Winner                       | Winner              |   |                     |         |                               |                     |                     |                     |

|         |              |              |  |              |  |  |  |  |
|---------|--------------|--------------|--|--------------|--|--|--|--|
|         | Announcement | Announcement |  | Announcement |  |  |  |  |
| 4.15 PM |              |              |  |              |  |  |  |  |
| 4.30 PM |              |              |  |              |  |  |  |  |

Progression of ABO :

**Day 1 (9.00 AM - 4.30 PM)**

**9.00 AM - 10 AM - Inaugural Session / Opening Ceremony (1 Hour)**

- Type of Venue - Auditorium with capacity of at least 500 - 600 people
- Setup Style - Big Backdrop, Podium, Head Table, Audio / Visual, Deepam etc
- Guests - Chief Guest (Minister / Bureaucrat)  
 Senior Representatives of the Management Association  
 Senior Management and Senior Representatives of the Host Institute  
 Senior AIMA Representatives
- Sequence of Event -
1. Presenter (HOD) of Institute Welcomes All with Flowers
  2. Deepam
  3. LMA Welcomes All
  4. Institute's Senior Management / Representative Address
  5. AIMA Representative Address
  6. Chief Guest addresses, Unveils Logo & Declares Olympiad OPEN

**10.15 AM - 4.30 PM - Competitions**

**Case Study Competition**

- Type of Venue - Auditorium with capacity of at least 60 - 80 people
- Setup Style - Backdrop, Podium, Head Table, Audio / Visual
- Jury - 2 Jury Members
- Sequence of Event -
1. Group 1 (10.15 AM - 1.00 PM)
    - Presentation of Candidates (10.15 AM - 12.45 PM)
    - Result Announcement and Medal Distribution with Jury Guest (12.45 PM - 1.00 PM)
  2. Lunch Break (1.00 PM - 1.30 PM)
  3. Group 2 (1.30 PM - 4.15 PM)
    - Presentation of Candidates (1.30 PM - 4.00 PM)
    - Result Announcement and Medal Distribution with Jury Guest (4.00 PM - 4.15 PM)

Logistics Requirements-

1. 2 Jury Members
2. Audio Visual Support
3. Projector 5000 Luminous
4. 4 Cordless Mikes with 2 Pair of sound system of JBL
5. 2 Collar Mikes
6. Slide Changer
7. Laptop

8. UPS
9. Power Backup
10. Podium with Light
11. Front Row Sofa Seating with Coffee Table for 3 Jury Members
12. Gift Hampers for Participants
13. Volunteers

### **Quiz Competition**

Type of Venue - Auditorium / Seminar Hall with stage and capacity of at least 60 - 80 people

Setup Style - Backdrop, Podium, Head Table, Audio / Visual

Sequence of Event -

1. Group 1 (10.15 AM - 12.00 Noon)
  - Quiz (10.15 AM - 11.45 AM)
  - Result Announcement and Medal Distribution with Guest (11.45 AM - 12.00 Noon)
2. Group 2 (12.15 PM - 02.00 PM)
  - Quiz (12.15 PM - 01.45 AM)
  - Result Announcement and Medal Distribution with Guest (01.45 PM - 02.00 PM)
3. Lunch Break (02.00 PM - 02.30 PM)
4. Group 3 (02.30 PM - 04.15 PM)
  - Quiz (02.30 PM - 04.00 PM)
  - Result Announcement and Medal Distribution with Guest (04.00 PM - 04.15 PM)

Logistics Requirements-

1. Guest for Medal Distribution
2. Audio Visual Support
3. Projector 5000 Luminous with Screen (Prefer Back Projection)
4. 1 Cordless Mike for Quiz Master
5. Gift Hampers for Participants
6. UPS
7. Power Backup
8. Volunteers

### **Business Simulation Competition**

Type of Venue -

- One (1) Seminar Hall with stage and capacity of at least 60 - 80 people with Audio / Visual Facility
- One (1) Large Flat Hall which can take 12 round tables

Setup Style - Backdrop, Podium, Head Table, Audio / Visual

Sequence of Event -

1. Group 1 (10.15 AM - 02.00 PM)
  - Presentation in Seminar hall by AIMA Official (10.15 AM - 10.45 AM)
  - Start of Competition in Hall (10.45 AM - 01.45 PM)
  - Result Announcement and Medal Distribution with Special Guest (01.45 PM - 02.00 PM)
2. Group 2 (01.00 PM - 04.30 PM) - Presentation to start simultaneously to Group 1 in seminar hall
  - Presentation in Seminar hall by AIMA Official (01.00 PM - 01.30 AM)
  - Start of Competition in Hall (01.30 PM - 04.30 PM)

- Result Announcement and Medal Distribution with Special Guest (04.30 PM – 04.45 PM)

Logistics Requirements-

1. Auditorium / Seminar Hall with stage and capacity of at least 60 - 80 people with Audio / Visual Facility
2. One Large Flat Hall with
  - 12 tables (4 Chairs along each table)
  - 1 Table with chair for presenter
  - Power supply for laptops on each table
  - 1 HP Laser Jet Printer
  - 1 Rim of A4 sheet paper
  - Audio / Visual Facility
  - Photocopy Facility
3. Guest for Medal Distribution
4. Projector 5000 Luminous with Screen (Prefer Back Projection)
5. 1 Cordless Mike for Simulation Master
6. Gift Hampers for Participants
7. UPS
8. Power Backup
9. Volunteers

**Poster Making Competition**

Type of Venue

- 
- Science lab for minimum 20 candidates with clean slabs
  - One Hall with clean walls to display the Posters with special seating for guests

Setup Style

- Backdrop, Audio / Visual

Sequence of Event

- 
1. Group 1 (10.15 AM – 1.00 PM)
    - Poster Making (10.15 AM – 12.45 PM)
    - Result Announcement and Medal Distribution with Jury Guest (12.45 PM – 1.00 PM)
  2. Lunch Break (1.00 PM – 1.30 PM)
  3. Group 2 (1.30 PM – 4.15 PM)
    - Poster Making (1.30 PM – 4.00 PM)
    - Result Announcement and Medal Distribution with Jury Guest (4.00 PM – 4.15 PM)

Logistics Requirements-

1. Guest for Medal Distribution
2. 100 Sheets (A2 / A1 Sheets)
3. Volunteers
4. Gift Hampers for Participants

**Day 2 (8.30 AM – 4.15 PM)**

**8.30 AM – 3.00 PM - Competitions**

**Case Study Competition**

Type of Venue

- Auditorium with capacity of at least 60 - 80 people

- Setup Style - Backdrop, Podium, Head Table, Audio / Visual
- Jury - 2 Jury Members
- Sequence of Event -
1. Group 3 (9.00 AM – 11.45 AM)
    - Presentation of Candidates (9.00 AM – 11.30 AM)
    - Result Announcement and Medal Distribution with Jury Guest (11.30 A – 11.45 AM)
  2. Lunch Break (11.45 AM – 12.15 PM)
  3. Group 4 (12.15 PM – 3.00 PM)
    - Presentation of Candidates (12.15 PM – 2.45 PM)
    - Result Announcement and Medal Distribution with Jury Guest (2.45 PM – 3.00 PM)

### **Quiz Competition**

- Type of Venue - Auditorium / Seminar Hall with stage and capacity of at least 60 - 80 people
- Setup Style - Backdrop, Podium, Head Table, Audio / Visual
- Sequence of Event -
1. Group 4 (9.00 AM – 10.45 AM)
    - Quiz (9.00 AM – 10.30 AM)
    - Result Announcement and Medal Distribution with Guest (10.30 AM – 10.45 PM)
  2. Group 5 (11.00 AM– 12.45 PM)
    - Quiz (11.00 AM – 12.30 PM)
    - Result Announcement and Medal Distribution with Guest (12.30 PM – 12.45PM)
  3. Lunch Break (12.45 PM – 01.15 PM)
  4. Group 6 (01.15 PM – 02.45 PM)
    - Quiz (01.15 PM – 02.30 PM)
    - Result Announcement and Medal Distribution with Guest (02.30 PM – 02.45 PM)

### **Business Simulation Competition**

- Type of Venue -
- One (1) Seminar Hall with stage and capacity of at least 60 - 80 people with Audio / Visual Facility
  - One (1) Large Flat Hall which can take 12 round tables
- Setup Style - Backdrop, Podium, Head Table, Audio / Visual
- Sequence of Event -
1. Group 3 (08.30 AM – 12.00 PM)
    - Presentation in Seminar hall by AIMA Official (08.30 AM – 9.00 AM)
    - Start of Competition in Hall (09.00 AM – 11.45 AM)
    - Result Announcement and Medal Distribution with Special Guest (11.45 AM – 12.00 Noon)
  2. Group 4 (11.30 AM – 03.00 PM) Presentation to start simultaneously to Group 1 in seminar hall
    - Presentation in Seminar hall by AIMA Official (11.30 AM – 12.00 Noon)
    - Start of Competition in Hall (12.00 Noon – 02.45 PM)
    - Result Announcement and Medal Distribution with Special Guest (02.45 PM – 03.00 PM)

### **Poster Making Competition**

- Type of Venue -
- Science lab for minimum 20 candidates with clean slabs
  - One Hall with clean walls to display the Posters with special seating for guests
- Setup Style - Backdrop, Audio / Visual
- Sequence of Event -
1. Group 3 (9.00 AM - 11.45 AM)
    - Poster Making (9.00 AM - 11.30 AM)
    - Result Announcement and Medal Distribution with Jury Guest (11.30 A - 11.45 AM)
  2. Lunch Break (11.45 AM - 12.15 PM)
  3. Group 4 (12.15 PM - 3.00 PM)
    - Poster Making (12.15 PM - 2.45 PM)
    - Result Announcement and Medal Distribution with Jury Guest (2.45 PM - 3.00 PM)

### **3.15 PM - 04.00 PM - ABO Winner Announcement / Closing Ceremony (45 Minutes)**

- Type of Venue - Auditorium with capacity of at least 500 - 600 people
- Setup Style - Big Backdrop, Podium, Head Table, Audio / Visual
- Guests - Chief Guest (Minister / Bureaucrat)  
Senior Representatives of the Management Association  
Senior Management and Senior Representatives of the Host Institute  
Senior AIMA Representatives
- Sequence of Event -
1. Presenter (HOD) of Institute Welcomes All
  2. LMA Thanks All
  3. Institute's Senior Management / Representative Address
  4. AIMA Re Representative Address
  5. Chief Guest addresses & Presents
    - a. Facilitation Trophy
    - b. Next Year Olympiad Host Venue Announcement
    - c. Mr. & Ms. Young Leaders / Managers Award
    - d. Olympiad Winner / Trophy Handover

| AIMA Management Olympiad | Medal Tally |        |        |             |
|--------------------------|-------------|--------|--------|-------------|
|                          | Gold        | Silver | Bronze | Total Score |
| Institute 1              |             |        |        | 0           |
| Institute 2              |             |        |        | 0           |
| Institute 3              |             |        |        | 0           |
| Institute 4              |             |        |        | 0           |
| Institute 5              |             |        |        | 0           |
| Institute 6              |             |        |        | 0           |
| Institute 7              |             |        |        | 0           |
| Institute 8              |             |        |        | 0           |
| Institute 9              |             |        |        | 0           |
| Institute 10             |             |        |        | 0           |
| Institute 11             |             |        |        | 0           |
| Institute 12             |             |        |        | 0           |
| Institute 13             |             |        |        | 0           |
| Institute 14             |             |        |        | 0           |
| Institute 15             |             |        |        | 0           |
| Institute 16             |             |        |        | 0           |
| Institute 17             |             |        |        | 0           |
| Institute 18             |             |        |        | 0           |
| Institute 19             |             |        |        | 0           |
| Institute 20             |             |        |        | 0           |

Note:

1. Gold - 5 Points
2. Silver - 3 Points
3. Bronze - 1 Points



Students / Professionals / Team Enrolments :

| AIMA Management Olympiad | Day 1                                   |               |                     |               | Day 2         |               |                     |               |
|--------------------------|---|---------------|---------------------|---------------|---------------|---------------|---------------------|---------------|
|                          | Case Study                              | Quiz          | Business Simulation | Poster Making | Case Study    | Quiz          | Business Simulation | Poster Making |
| 8.30 AM                  |   |               |                     |               |               |               | 12 Teams (48)       |               |
| 8.45 AM                  |   |               |                     |               |               |               |                     |               |
| 9.00 AM                  | <b>500-600 Students / Professionals</b> |               |                     |               | 15 Teams (30) | 20 Teams (40) |                     | 15            |
| 9.15 AM                  |   |               |                     |               |               |               |                     |               |
| 9.30 AM                  |   |               |                     |               |               |               |                     |               |
| 9.45 AM                  |   |               |                     |               |               |               |                     |               |
| 10.00 AM                 | 15 Teams (30)                           | 20 Teams (40) | 12 Teams (48)       | 15            |               | 20 Teams (40) |                     |               |
| 10.15 AM                 |   |               |                     |               |               |               |                     |               |
| 10.30 AM                 |   |               |                     |               |               |               |                     |               |
| 10.45 AM                 |   |               |                     |               |               |               |                     |               |
| 11.00 AM                 |   |               |                     |               |               |               |                     |               |
| 11.15 AM                 |   |               |                     |               |               |               |                     |               |
| 11.30 AM                 |   |               |                     |               |               |               |                     |               |
| 11.45 AM                 |   |               |                     |               |               |               |                     |               |
| 12.00 Noon               |   |               |                     |               |               |               |                     |               |
| 12.15 PM                 |   |               |                     |               |               |               |                     |               |
| 12.30 PM                 |   |               |                     |               |               |               |                     |               |
| 12.45 PM                 |   |               |                     |               | 20 Teams (40) |               |                     |               |
| 1.00 PM                  |   |               |                     |               |               |               |                     |               |
| 1.15 PM                  |   |               |                     |               |               |               |                     |               |
| 1.30 PM                  | 15 Teams (30)                           | 20 Teams (40) |                     | 15            |               |               |                     |               |
| 1.45 PM                  |   |               |                     |               |               |               |                     |               |
| 2.00 PM                  |   |               |                     |               |               |               |                     |               |
| 2.15 PM                  |   |               |                     |               |               |               |                     |               |
| 2.30 PM                  |   |               |                     |               |               |               |                     |               |
| 2.45 PM                  |   |               |                     |               |               |               |                     |               |
| 3.00 PM                  |   | 20 Teams (40) |                     |               |               |               |                     |               |
| 3.15 PM                  |   |               |                     |               |               |               |                     |               |
| 3.30 PM                  | <b>500-600 Students / Professionals</b> |               |                     |               |               |               |                     |               |
| 3.45 PM                  |   |               |                     |               |               |               |                     |               |
| 4.00 PM                  |   |               |                     |               |               |               |                     |               |
| 4.15 PM                  |   |               |                     |               |               |               |                     |               |
| 4.30 PM                  |   |               |                     |               |               |               |                     |               |

- : For CASE STUDY - 2 Students / Professionals per Team (Total 4 Groups)
- For QUIZ - 2 Students / Professionals per Team (Total 6 Groups)
- For BUSINESS SIMULATION - 3 Students / Professionals per Team (Total 2 Groups)
- For POSTER MAKING - 2 Students / Professionals per Team (Total 4 Groups)

Participation Category : For Institution / Corporates

- Platinum - 100 Teams - INR 100000
- Diamond - 75 Teams - INR 75000
- Gold - 50 Teams - INR 50000
- Silver - 25 Teams - INR 25000
- Individual Teams - Any 1 Event - INR 3000 per Team

Or

Event Sponsorship by Host Institute - INR 8 Lacs

Event Sponsorship(s) Category (ies):

- Hosting Sponsorship - The host institute can nominate 35 teams. - INR 2 Lacs
- Gold Sponsorship - Logo Placements on every marketing collateral, 2 Canopy, 5 Standee - INR 50 K
- Silver Sponsorship - Banner Placements (1 Event), 1 Canopy, 3 Standee - INR 35 K
- Bronze Sponsorship - 1 Canopy, 2 Standee - INR 20 K
- Event Sponsorship - 1 Standee - INR 5 K
- Food Stall - 1 Stall - INR 25 K
- Canopy - 1 Canopy - INR 15 K
- Trophy Sponsorship - 1 Big Trophy + 2 Champion Trophy + 1 Host Institute Trophy - INR 25 K
- Medal(s) Sponsorship - 120 Medals (Gold - 40 / Silver - 40 / Bronze - 40) - INR 20 K

Roles & Responsibilities :

For AIMA

- Execution of Olympiad (All the Events)
- Sponsorship from National Brands / Industry
- Arrangements of Quiz Master
- Arrangement of Prominent Guest from AIMA (If Possible)
- Helping LMA for Local Sponsorship / Marketing
- Gifts, Trophies and Medals arrangements
- Coverage in National Media (If Possible)

For LMA

- Arrangements of Chief Guests / Guests
- Local Promotion / Marketing
- Participation from Maximum Institutes
- Sponsorship from Local Industry
- Arrangements of Jury
- Accommodation arrangement of AIMA officials (If Possible)
- Coverage in Local Media

For Institute

- Appointing single point contact for whole event
- All Infrastructure / Resource / Logistics Arrangement for ABO (Every Event)
- Volunteers on Each Level of Program
- Local Promotion and Marketing by sending Students / Professionals / Volunteers to maximum institutes
- Sponsorship from Local Area / Industry
- Food / Tea / Snacks arrangement for guests / jury / AIMA and LMS staff
- Decent Food and Stay arrangements of AIMA Officials
- Coverage in Local Media / Annual Magazine