



**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (Autonomous), SIVAKASI.**  
(Affiliated to Madurai Kamaraj University, Re-accredited with "A+" Grade by NAAC,  
College with Potential for Excellence by UGC & Mentor Institution under UGC PARAMARSH)



## DEPARTMENT OF BUSINESS ADMINISTRATION

### MEGA MINDZ - 2024

"Let your calibre rule"

Date: 24<sup>th</sup> January 2024

\*WEDNESDAY\*

**ENTRY FEE 150/- PER HEAD REGISTER ON OR BEFORE 12<sup>th</sup> JANUARY 2024**

**CHIEF PATRONS :** TMT.THILAGAVATHY RAVINDRAN,  
PRESIDENT  
TMT.ARUNA ASHOK,  
SECRETARY

**PATRON :** DR.R.SUDHA PERIATHAI,  
PRINCIPAL

**CONVENOR :** DR.M.S.YASMEEN BEEVI,  
ASSISTANT PROFESSOR & HEAD

**ORGANISING SECRETARIES :** DR.S.GRAHALAKSHMI,  
DR.A.MUTHUMARI,  
MRS.P.KARTHIKA @ NANTHINI  
ASSISTANT PROFESSORS

**STUDENTS CO-ORDINATORS :** M.SELVA LAXMI, III.B.B.A  
B.RAGAMALIGA, III.B.B.A

#### GENERAL INSTRUCTION

- \* Registration starts from 9.00 a.m.
- \* On the spot Registration.
- \* Only female candidates can participate.
- \* Students from BBA and B.Com Streams can participate.
- \* Only 1 team per dept. for each competition.
- \* A student can participate in only 1 event.
- \* College ID is mandatory.
- \* Decisions of the Judges will be final.
- \* Participate certificates will be provided.
- \* Violation of rules will lead to disqualification.
- \* Participates should bring their necessary things for all events.
- \* Lunch and refreshments will be provided.

For Registration : [bbastrc@gmail.com](mailto:bbastrc@gmail.com)

For Further Details: 9597749881, 9445762516



# MEGA MINDZ - 2024

## Paper Presentation (11.00 - 12.30 p.m.)

- \* Topic : **“Digital Marketing and its impact on Small Business”**
- \* 2 Participants per College.
- \* 5 minutes (including question session)
- \* Bring Pen drive for PPT

## Mind Spark (Quiz) (2.00 - 3.00 p.m.)

- \* Maximum 2 participants per team
- \* Round 1 - Preliminary round
- \* Round 2 - Final round (Best teams from the preliminary round)
- \* Participants are not allowed to use mobile or other electronic equipments.

## Awesome Dynamos : (As you like it) (2.00 - 3.00 p.m.)

- \* Maximum 5 participants per team.
- \* Harmful materials are strictly prohibited.
- \* The team should exhibit a variety of talents and skills.

## Ad Mad (Ad Act) (11.00 - 12.00 p.m.)

- \* Maximum 5 participants per team.
- \* Duration of performance shall not exceed 5 minutes.
- \* Designing ad for a product or service.
- \* Product name will be given on the day of the event.

## Concept Squad (Mime) (12.00- 01.00 p.m.)

- \* Topic : **“Human Life Cycle received by Social Media”**
- \* Maximum 5 participants per team.
- \* Time Limit is 5 to 7 minutes per team.
- \* No act shall contain any offensive, disrespectful, actions or gestures.
- \* Participants can create their own theme.
- \* Music must be brought in pen drive.

\* ALL ARE CORDIALLY WELCOME \*