#### | JAI SHRI GURUDEV | Sri Adichunchanagiri Shikshana Trust®









## BGS NATIONAL PUBLIC SCHOOL HULIMAVU - 560076





TRADE...INNOVATE...ELEVATE...

01 & 02 AUGUST 2025

# MESSAGE FROM THE PRINCIPAL



#### DR. MALINI M DUTTA

"The future belongs to those who believe in the beauty of their dreams."

- Eleanor Roosevelt

It gives me immense pleasure to invite your esteemed institution to participate in TARANG, a vibrant celebration of young entrepreneurial spirit, financial acumen, and creative innovation. This event is designed to provide a platform for students to showcase their talents, engage in healthy competition, and learn through interaction and collaboration with peers from across schools.

We have an exciting line-up of events that promise to challenge and inspire students, including: Marketing Guerra, Tycoon Wars, Packman, Quiz Bowl, Stand-Up Comedy, Stock Jeopardy, Simulated Press, Mad Ads, and Fashion Show. Each event is carefully curated to encourage critical thinking, creativity, and real-world application of business and communication skills.

We are confident that your school's participation will add immense value to the experience and spirit of TARANG. We look forward to welcoming your students and faculty to what promises to be a memorable, enriching, and inspiring event. Thank you for considering our invitation and we eagerly await your presence.

## ABOUT TARANG

Step into the world of TARANG, where innovation meets ambition, and ideas take flight. This fest is a celebration of the everevolving landscape of commerce—where strategy, creativity, and business acumen come together to shape the future.

TARANG is a platform for young minds to challenge norms, spark groundbreaking ideas, and showcase their entrepreneurial prowess. Through thrilling competitions, insightful discussions, and dynamic collaborations, participants will experience the pulse of the business world like never before.

Through TARANG, we aim to provide students with unparalleled exposure to the dynamic world of commerce. Just as ocean waves bring energy and movement, this fest is designed to inspire, challenge, and empower participants to ride the tides of innovation and creativity.

With interactive workshops, engaging competitions, and invaluable networking opportunities, TARANG promises to be an enriching experience—one that fosters learning, sharpens skills, and fuels the entrepreneurial spirit

Get ready for an electrifying journey of learning, networking, and competition. Whether you're here to compete, innovate, or simply be inspired, TARANG promises to leave you with ideas that resonate and experiences that last. Let the excitement begin!



#### **MARKETING GUERRA**

Marketing Guerra is a thrilling two-round competition where teams of 2–4 participants creatively blend brands with mismatched products. They will ideate, design, and pitch innovative solutions, showcasing creativity and strategic marketing flair under time pressure.

Round 1: Mismatch - Pick a random brand and tech product on the spot; creatively merge them into a new concept within a stipulated time, followed by a 3-minute presentation of the design.

Round 2: Visionary - Present the marketing strategy of your mismatched product in 3 minutes and face judges' questions.

After 5 minutes of deliberation, judges will announce the qualifiers and winners. Let the best marketers win!



#### TYCOON-WARS

Through two dynamic rounds, this competition tests participants' creativity, problem-solving, and strategic thinking.

Teams of 2-3 members will pitch innovative business ideas tackling real-world challenges.

**Rounds:** 

**ROUND 1: Startup Blueprint:** 

Develop and present a unique business concept within 3 minutes that balances feasibility, innovation, and scalability, followed by a 2-minute questioning by the judges.

ROUND 2: Business Strategy Showdown:
You will be given real-world business
scenarios. Analyze the challenges, propose
strategic solutions, and deliver a confident 3minute pitch showcasing your business insight



### SIMULATED PRESS

Step into the shoes of iconic politicians or influential business leaders and showcase your leadership, strategic thinking, and decision-making skills as you take on real-world challenges. This is an individual event-your voice, vision, and presence take center stage

Round 1: Leadership Spotlight & Crisis

Conclave – Present as a renowned leader embodying their values, vision, and communication style in 2 minutes.

Respond to a real-time crisis as your chosen figure.

Think fast, lead loud, and leave them speechless.

#### QUIZ BOWL

Get ready for a high-stakes battle of wits where teams of 2-3 members test their economic knowledge and quick thinking in two thrilling rounds!

Round 1: The Brainstorm Battle:

Teams work together to answer basic economics questions within 15 seconds.

Unanswered questions pass to the next team, so stay alert and collaborate!

Round 2: The Buzzer Blitz:

A fast-paced buzzer round on Indian economics. Answer within 7 seconds or lose the chance!

Think fast, buzz faster, and work as a team to claim your title as the ultimate EcoWar champion!

#### MAD-ADS

Get ready to unleash your creativity at Mad Ads! In teams of 2-4 participants, they will perform hilarious, live ads to impress the audience and judges. Round 1: Bring your own product idea and deliver a hilarious, over-the-top ad packed with creativity, comedy, and pure chaos within 3 minutes! Round 2: Spin the wheel for a surprise item and improvise on the spot! Two rounds. Big laughs. One unforgettable showdown!



#### PACK MAN

Participants will design the outer packaging for a product, balancing creativity, functionality, and sustainability all in a single round within 1.5 hours. This is an individual event.

**Key Considerations:** 

- Branding & Aesthetics—Create an eyecatching design that aligns with the product's identity.
- Material Selection—Choose materials that are durable, eco-friendly, and costeffective.
- Functionality & Protection—Ensure
  the packaging safeguards the product
  while enhancing the user experience.
  Showcase your innovation and redefine
  product packaging with your design skills!

#### STOCK JEOPARDY

Step into the high-stakes world of the stock market—where one round is all you get, and every second matters!

Experience the adrenaline rush of live auctions, rapid-fire decisions, and unpredictable market twists. This is a solo event where your instincts and speed are all you can rely on. One moment you're soaring, the next—crash! Can you keep your cool?

React to real-time market shifts,
outsmart your rivals, and make bold
investment calls in seconds.
he pressure is real. The stakes are high.
The best bidder wins.

### **MODA VIVA**

In this special one-round segment of the fashion show, participants are challenged to create their own original clothing brand. Each designer will showcase their collection on the runway with 5 to 8 models, using their 2-minute time limit to express their unique style and vision.

Designers must also submit a portfolio of their designs on the day of the event, which will be presented to the judges for evaluation.

Unleash your vision—own the runway and leave a lasting mark!

## STAND-UP COMEDY

In this quirky solo event, participants will take the stage for a 3-minute stand-up comedy act, blending humor with commerce-related themes like finance, marketing, and entrepreneurship. With just 30 minutes of prep time and topics given on the spot, this single-round challenge tests wit, spontaneity, and business brains — all delivered with a punchline! Only original English content is allowed, and no external help, props, or group support is permitted.



The student stall at the fest will serve as a dynamic platform for creativity and innovation, offering interactive activities, handcrafted products, and engaging experiences to enhance visitor participation and enjoyment.

- <u>Culinary Delights</u>: The student-run food stalls will feature an array of refined desserts and savory snacks, offering participants a distinguished culinary experience.
- <u>Unique Creations</u>: Stalls will feature handmade jewellery designed by the students highlighting both craftsmanship and entrepreneurship spirit.

- Photobooth A photo booth will be available at the venue for participants to capture moments from the event. Participants may use the booth independently at their convenience.
- Payments can be made via cash or online (cash preferred)

#### RULES & REGULATIONS

- Participants must carry their school ID cards and the confirmation of registration [payment screenshot].
- Students must be accompanied by a teacher from their respective schools .
  - The schedule for the event will be shared one day prior to the fest. Timelines must be strictly abided.
- Decision of the judges will be final and irrefutable.
- Participants must arrange their own transport.
- Some events may have two rounds, spread across two days.

• Reporting time:

DAY 1 - 8:00 AM

DAY 2 -8:00AM

LATE ENTRY WILL NOT BE

ENTERTAINED.

#### **REGISTRATIONS**

Team Registrations:

PAYMENT AMOUNT FOR EACH EVENT - 1000/https://forms.gle/D3h38Qu7N6UHsBSV7

• Individual Registrations:

PAYMENT AMOUNT FOR EACH EVENT - 500/https://forms.gle/L5k5bEX8mhhvBKeJ7





## FOR ANY INFORMATION/CLARIFICATION REACH US AT:

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