

EVENT RULEBOOK

Event Name	NMIET
Fest / College	MARKETING MAVERICKS
Faculty In charge	SUBHASMITA NAYAK NITIN KUMAR SAHOO

1. Eligibility

- All college students / UG / PG / Students can apply
- Inter-college participation is allowed.
- No faculty can register or participate in the competition.

2. Team Size

- Minimum team size:2
- Maximum team size:4
- Individual participation: Allowed
- team members can't be changed after registration.

3. Registration Requirements

- Registration must be completed through: [Registration link / portal / desk].
- Registration deadline: 27th September
- Required details: participant name, college, contact number, email ID, team details, etc.
- Participants must carry/produce a valid college ID .

4. Event Format & Rounds

- PERFORMANCE ROUND
- Q n A ROUND

5. Detailed Rules & Guidelines

- Participants must follow the instructions given by the event coordinators and judges.
- All participants must report to the venue before the reporting time.
- Fair play, professional conduct, and respectful communication are mandatory.
- Any ambiguity will be resolved by the event coordinators/judges.

6. Evaluation / Judging Criteria

- problem understanding and market insight :25marks
- Innovation, technology and integration:25 marks
- Feasibility, teamwork and execution potential:15 marks
- Marketing strategy and business value :20 marks
- Q n A : 15 marks
- Total: 100 marks

7. Time Limit

- Reporting time: 9.00 AM

- Preparation time: 15 MIN
- Performance / Presentation time: 10-15 min
- Q&A time: 5 min
- Penalty for exceeding the time limit: -2 marks

8. Participant Requirements

- College ID card
- Laptop / mobile phone / charger/ pen drive
- Required props, stationery, costumes, or other materials
- Presentation / digital files in the required format
- Submission format: [PPT / PDF / Video / Document / Physical Copy].

10. Disqualification Criteria

- Misconduct, cheating, plagiarism, or use of unfair means.
- Submission of false or misleading information.
- Violation of event rules or instructions from coordinators/judges.
- Exceeding specified limits where disqualification is applicable.
- Use of prohibited materials, content, or assistance.

11. Important Instructions / Restrictions

- Participants must maintain discipline at the venue.
- Use of offensive, discriminatory, or inappropriate content is prohibited.
- Participants are responsible for their personal belongings.
- Organizers reserve the right to modify the event flow in case of unavoidable circumstances.
- Add specific restrictions regarding devices, internet, AI tools, props, outside assistance, etc., if applicable.

Prepared by: Ritupragyan Priyadarshini Date:21.09.26

Examined by: SUBHASMITA NAYAK and NITIN KUMAR SAHOO