

## **The Best Management Student of the Year 2011**

**MMA & EVERONN  
Present  
Chanakya - The Mastermind**

### **Guidelines for the Competition**

MMA-Everonn's "Chanakya - The Mastermind" Award for 2011 is an Award instituted last year jointly by MMA and Everonn Education Limited and would form one of the most significant events of the **10th MMA All India Management Students' Convention, New Age Marketing – Strategies to beat emerging Marketing Challenges** to be held in Chennai on 12th and 13th October 2011 at Kamaraj Arangam, Chennai. A contest to arrive at the Best Potential Manager of the year 2011 amidst the Management students from all over India. Grilling but rewarding, it promises to bring out the best in you. So gear up, and fight your way to the top. One of the first chances in life to prove your managerial material!

There is only ONE Chanakya. The "one & only" Winner gets a Cash Award of **Rs. 100,000 !**

Eligibility: Students currently undergoing post graduate program in management (any discipline) from any recognized business school in India.

#### Details of the Contest

1. Any student interested to join the contest should login at [www.ChanakyaTheMastermind.com](http://www.ChanakyaTheMastermind.com) and make an online application. There is no Enrollment Fee to the MMA-Everonn Chanakya - The Mastermind 2011.
2. There would be 5 stages of selection in deciding Chanakya – The Mastermind 2011.

Stage 1: Online Application

Stage 2: Regional Rounds

Stage 3: Regional Finals at Everonn Centers

Stage 4: Pre Finals in Chennai

Stage 5: Finals, on stage during the Convention at Kamaraj Arangam, Chennai

3. **Stage 1:** The application form duly filled, along with a write up not exceeding 500 words on "Why am I Chanakya, the Best Student Manager?" should be uploaded on or before 20<sup>th</sup> September 2011.
4. An automated Email will be sent to the registered Email address along with the User Name & Password for the Online Rapid Fire Quiz Contest, which would be a part of Stage 2, the Regional rounds. This should be completed on or before 25<sup>th</sup> September 2011.

5. **Stage 2:** Regional Round will have an Online Rapid Fire Quiz Contest (25 Questions – Timeline: 10 minutes). Once you have started the quiz, the clock starts running and you cannot stop it and restart at a later time. That is, you cannot save it and return to it later, so make sure you have enough uninterrupted time reserved and have a reliable internet connection.
6. The shortlisted/selected students from the “Online Rapid Fire Quiz Contest” will be called for the Regional Finals at Everonn campuses within the region on 29<sup>th</sup> & 30<sup>th</sup> September between 9:00 AM and 6:00 PM. The 5 regions designated for the Regional Finals are given below,
  - a) East – Kolkata                      b) West - Mumbai                      c) North - Delhi
  - d) South - Bangalore                      e) Central - Indore
7. **Stage 3:** Regional final selection would include:
  - i. Group Discussion
  - ii. Case Studies
8. All travel, stay and other expenses for the regional rounds will have to be borne by the contestant.
9. Five shortlisted/selected students in Regional Finals of each region will be called to Chennai for the Pre-final, at Everonn/MMA campus. These students are invited to attend the 10th MMA All India Management Students’ Convention.
10. **Stage 4:** Pre-final selection would include:
  - i. Personal Interview
  - ii. Aptitude Test
  - iii. Management Games / Simulations
11. TEN students who are shortlisted in Pre-final stage will participate in the Finals at the MMA convention.
12. **Stage 5:** The Finals will be conducted on stage in front of the audience in two rounds. The First round on stage will witness elimination of 5 students leaving the other five in fray for a Panel Interview on stage, which would include rapid fire resulting in the selection and crowning of the winner as the MMA-Everonn “Chanakya-The Mastermind” for the year 2011.
13. This will be the most attended/ watched event of the convention and will be telecast live across select Colleges, Universities and Management Schools in the country through VSAT/Webcast.
14. The winner of the MMA-Everonn “Chanakya-The Mastermind” 2011 would win a Cash Award of Rs. One Lakh!
15. For the Finals in Chennai, the stay & Ground Logistics for the Chanakya Event will be provided by the Organizers.