

Guidelines for Case Study Competition

Registration

✚ To register, send the below mentioned details at campusambassador.adr@gmail.com:-

- Name
- Contact no.
- Address
- University/College name (Student ID)

✚ **Registration deadline:-15th September, 2020.**

Submission process

- ✚ **Content submission will be open from 16th September 2020 to 30th September 2020, through the form link** which will be sent to the registered e-mail ids only.
- ✚ Participants are required to fill the form and upload their content in that form only.
- ✚ There is **no registration/entry fee** for participation.
- ✚ **Detailed question of the Case Study** will be in that form link.
- ✚ **Eligibility:** Participants should be enrolled in the University/College from anywhere across India.
- ✚ Every participant can submit only one entry (repeated submission would lead to disqualification).
- ✚ **Language:** Participants have to select either **Hindi OR English** as a medium of writing.
- ✚ The quality of language will not be a decisive factor, as long as the text retains its clarity and coherence.
- ✚ Your entries should involve much more than simply recounting the issues and problems set forth, it should identify the most important issues, employing sound and logical analysis, developing an action plan for addressing the problem(s) and making recommendations.
- ✚ Participants are encouraged to use facts and figures.
- ✚ Only original entries will be considered for the competition. **Plagiarism will lead to your disqualification** from the competition.

For further enquiries: campusambassador.adr@gmail.com

Contact: 9957784395, 7398001915, 9450007912, 9643771474

Format

- The participant should submit their entry in typed PDF format only. The entry must be typed in any one of the Text Font for English (Antiqua /Cambria/Times New Roman) and for Hindi (Mangal/Nirmala), with Font Size 12, 1.5 interlinear space.
 - Author's name should not only be mentioned in the document but should also be the file name.
 - **Word limit:- 2000 words**
- ✚ The entries submitted within the due date will be evaluated by the Selected Committee on the basis of Central Theme, Coherence & Organization in Structure, Creativity, Clarity in Language, Expression & Style.

Following criteria may be used in assessing the documents:

- Content – Originality: 65 %
- Clarity: 15 %
- Structure: 10 %
- Overall impression: 10 %

Awards:-

1st Prize: Rs 2000/- + e-Certificate	2nd Prize: Rs 1500/- + e-Certificate	3rd Prize: Rs 1000/- + e-Certificate
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- ✚ **All participants will be awarded an e-certificate by ADR for participating.** Names of the winners will be published on ADR's website. Separate intimation will also be sent to each of the winner.
- ✚ ADR reserves the copyright of the submitted entries and is free to publish or edit entries on its own discretion. Decision of the ADR in deciding the winner(s) shall be final and binding and NO query, correspondence etc. in this regard shall be entertained by ADR.
- ✚ Submission of entries to the competition implies acceptance of the above terms and conditions by the participant(s).

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