

Event Name: B Plan

1. Objective:

To inspire innovation and entrepreneurship by providing a platform for participants to showcase and refine their business ideas with expert feedback and strategic insights in UDBHAV 2025.

2. Registration:

- Participants can register online or offline in the campus.
- Each group must consist of a minimum of one member and a maximum of 5 members only.
- Visit: <https://www.cimp.ac.in/udbhav> to register for the competitions and view more event details.

3. Final Submission:

- Accept final drafts (Word document) and presentations (PPT format).
- File should be submitted at least a week before the event day.

4. Presentation Duration:

- The maximum time limit for team is 15 minutes only.

5. Number of Rounds:

- The number of rounds in the B Plan competition may increase depending on the total number of participants.

6. Judging Criteria:

Evaluation will be based on the following:

- Innovation and Creativity: - Uniqueness of the idea, Originality in solving a problem or addressing a market gap.
- Feasibility and Practicality: - Realistic implementation potential, Assessment of operational and logistical challenges.
- Market Potential: - Clarity of target audience and market size, Scalability and competitive advantage.
- Financial Viability: - Clear revenue model and profitability prospects, Budgeting and financial planning accuracy.
- Presentation and Communication: - Clarity and confidence during the pitch, Visual appeal and organization of slides.
- Q&A Handling: - Depth of understanding and response to jury questions, Ability to defend the idea with facts and reasoning.

7. Reward and Recognition:

- Declare winners: First prize - ₹10,000, Second prize - ₹5,000 and Third prize - ₹3,000
- Apart from the above prizes participation certificates will be awarded to all individuals.