



Indian
Institute of
Management
Kozhikode



Backwaters '11

18 - 20 Nov

Powering Our Future



FIRST PRIZE: Rs 25000
SECOND PRIZE: Rs 15000

ROUND 1 SUBMISSION BY:
22ND OCT 2011



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THE 'UN'COMMON WEALTH

EVENT INTRODUCTION

“One of our goals as a team is to get the next Indian footballer to play, hopefully, for Liverpool.”

– Steve McMahon, Former England & Liverpool player

“India is an important country and it’s getting more important as time passes.”

– Bernie Ecclestone, President and CEO, Formula 1

Why does a **country of one billion passionately follow just one major sport**? Why did the **Premier Hockey League fail** when the Indian Premier League thrives? What makes EPL more attractive than the I-League? Why is **Formula 1 not a rage in India**, despite India being a race venue?

Despite having a **number of talented sportspersons, numerous achievements** in sports like Hockey, Boxing, Shooting, Chess, Badminton, etc. and having a huge following for sports like Tennis, Formula 1 and Football, why has no other sport in our country been able to attain a status along the lines of cricket?

If you reckon that you can unveil the hoard of **‘Un’Common Wealth**, Backwaters '11 gives you an exciting opportunity to explore the same.



People



Planet



Profit

EVENT FORMAT

- Select **any one** of the following sport, which is played in India– *Athletics (includes Aquatics), Badminton, Boxing, Football, Hockey, Kabbadi, Motorsports, Rugby, Tennis, Wrestling*
- As a **team of consultants**, address the issue of creating a **positive spiral** for the chosen sport comprehensively and holistically and develop a sustainable strategy which can be implemented by the respective national administrative body.

Round 1: Game-Plan

An executive summary in not more than **1000 words** which should include:

- a. Rationale behind the choice of sport
- b. Scope & Impediments to growth
- c. Proposed Strategy
- d. Broad financial strategy and innovative ways of generating funds
- e. Implementation timeline (max 2yrs)
- f. Rationale behind the proposed plan

The above mentioned bullets are only indicators and not an exhaustive list.

Round 2: Match-Day

Top **6 teams** will be invited on campus for final presentation of the **detailed plan**

Final Presentation: Power-point

*** Presentation Time - 10mins * Q&A - 15 mins**

Judging Parameters:

- ✓ Comprehensive understanding of the dynamics of the chosen sport and the industry
- ✓ Clarity and depth of the proposal
- ✓ Feasibility of implementation
- ✓ Sustainability of projected benefits
- ✓ Creativity in approach



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SUBMISSION GUIDELINES

Mail us your entries at ucw@iimklive.com with **subject line** as **<TeamName>_<UserName>_<ChosenSport>** in the below mentioned format;

Round 1: Game-Plan

1. **PDF** : <TeamName>_<UserName>_<ChosenSport> (User Name* of any one user)
2. **Cover Page**: Team name, member details (name, institute, phone number, registration-id & email id)

Round 2: Match-Day

1. **PowerPoint**:<TeamName>_<UserName>_<ChosenSport> (User Name* of any one user)
2. **Cover Slide**: Team name, member details (name, institute, phone number, registration-id* & email id)

*User Name to be input by the user while registering for IIMK Backwaters'11 at www.iimkbackwaters.com

* Registration id should be the event specific code generated at the time of event registration

IMPORTANT DATES

ROUND NO.	SUBMISSION DEADLINE	RESULT DATE (TENTATIVE)
Round 1	23:59 hrs (IST); 22-Oct-11	31-Oct-11
Round 2	23:59 hrs (IST); 17-Nov-11	Campus round



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RULES & REGULATIONS



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1. Event is open to students from all B-Schools
2. Team size should be a **maximum of 3** members
3. Participants in a team can be from the same or different institutes
4. No participant should be a part of more than one team
5. Each team can submit **only one entry** for the competition
6. After registering for Backwaters'11 at www.iimkbackwaters.com; the participants have to **register** themselves through the online event registration portal on the site. Event registration will start on **23:59 hrs IST, 13th Oct'11**
7. There must be strictly no IPR infringements in the submissions. On discovery of such infringements, the respective team(s) will be disqualified with immediate effect
8. The selected participants would be reimbursed the 3rd AC fare up to a maximum of **Rs.3000** (2-way). They would be required to **submit original tickets**. In case of air travel, reimbursement will be provided only on producing original boarding pass and the cap remains the same as above
9. The Terms and Conditions of participation are subject to change at any time without specific notice. The amended Terms and Conditions of entry will be effective immediately upon being posted on the website. It is the sole responsibility of the teams to regularly visit the Website to read any changes
10. Decisions of the organizers and the panel of judges will be final & binding on all participants



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