



SCHOOL EXPRESS

LPS BUSINESS CONCLAVE 2017-18

Learning Paths School in collaboration with Ashoka University, a private research university with a focus on liberal arts, located in Sonipat, Haryana, organized the first edition of “LPS Business Conclave 17” the Annual Inter-School Business Congregation, in the last week of November 2017, 24th -25th November. It was an attempt to bring together the creative acumen of young minds and unleash their innovative and entrepreneurial potential and test their business sense, awareness, skills and attitude. Class X, XI and XII students from fourteen schools across Northern India participated in a variety of challenging competitions like Lets Start Up (Business Plan Competition), WorQ (Business Quiz), IntellecView (POV Paper presentation), Grahak Jagran (Skit Competition), Tol Mol Ke Bol (Infomercial), Express to Impress (Commercial Video), ADVAD (AD Poster Making), Corporate Roadies (Workplace Skills Competition), Business Titan Challenge (An online Business Strategy Simulation Game). The faculty of Ashoka University also conducted workshops on entrepreneurship during the event. The said event was a veritable proof of LPS endeavors to engage students to imbibe commerce in a manner that eventually allows them not to excel only in academics but also to comprehend the ways of the industry and be future ready.



REGISTRATION



OPENING CEREMONY



DANCE PERFORMANCE BY THE JUNIORS





MR. VENKAT MATOORY & MR. PRANAV GUPTA

MR. MUSHTAQ AHMED & MRS. PRERNA KALRA



MR. PRANAV GUPTA AND MR. ROBIN AGGARWAL



**THE
PARTICIPATING
SCHOOLS**



WorQ - Inter-School Business and Workplace Quiz:

The Inter School Business Quiz was designed to test the students' business acumen, aptitude and knowledge on almost every aspect of corporate world both national and international including history, Personalities, Logos, Punchlines/Taglines, Brands, History, Inventions, Current affairs etc. with special emphasis on knowledge of professional world, work places and work readiness. There was an overwhelming response to this competition and 23 teams participated on Day 1 (24th Nov 2017). They were required to clear three preliminary rounds like solving a business cross word puzzle, identifying facts from a video and a question and a written test. There was fierce competition in which top 6 teams, Springdale Senior School, Amritsar; DRA Bhawan Vidyalaya, Chandigarh; Vivek High School, Chandigarh; St. Kabir Public School, Chandigarh; AKSIPS, Chandigarh and Learning Paths School, Mohali qualified for the final stage.

Preliminary Round



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Business Quiz Round 2



Business Quiz Finale





On 25th Nov 2017, final stage quiz was professionally conducted with a spark of wit and humour by Quiz Master Mushtaq Sir. It comprised of six rounds and out of them one was very innovatively designed namely, Sahi Pakde Hai in which students were required to identify the brand and brand ambassador through Dumb Charades. All through the quiz, the Quizmaster kept up the spirits of the participants and audience. Till the end, this competition tested the nerves and was very challenging. There was a tie in the end between Springdale School and Bhawan Vidyalaya. In the tie breaker, DRA Bhawan Vidyalaya emerged as winners and lifted the winner's trophy. First runners up were Springdale School and Vivek High School, Chandigarh finished at third spot. Overall, it was a great learning for the participants and other attendees.



Let's Start Up - Business Plan Competition

The business plan competition was for creative individuals with business flair. It was an opportunity to turn their ideas into innovative products or services. Participants were required to have an exclusive business idea about a product or service, which must be under one of the sub-themes: Health, Lifestyle, Environment, Food wastage or Business Social Responsibility. The teams were required to submit a one-page Executive Summary of their business plan and a complete business plan with a maximum of 10 pages. The business plan was expected to be innovative and creative, technologically feasible, financially viable and clear in its organizational and management structure.

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This competition had participations from 13 teams and was spread over two days. On the first day teams presented their Executive Summary and discussed about their business plans in depth with the Judges: Mr. Deepit Gupta, currently Director of FuturEd; Mr. Anmol Garg who is working on a social rewarding platform, and Mr. Apurv Bansal, a Chartered Accountant.



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This was a very challenging round for all the teams as they went through a grilling session of critical analysis and hot discussions about viability and feasibility of their business plans with judges. Out of 13 teams, it was a tough call to choose the top 6 teams who were to present their business idea on stage, the very next day in front of live audience and judges. Top 6 teams who qualified for the next stage were; 2 teams each from Springdale Senior School and Sat Paul Mittal School, Ludhiana, Amritsar; one team each from Strawberry Fields High School, Chandigarh and Vivek High School, Chandigarh.





Till the end, this competition tested the nerves and was very stimulating. Team of Savleen Batra and Ridham Chadha from Springdale Senior School, Amritsar emerged as winners and lifted the winner's trophy. First runners up were Parn Narang and Rajvir Oswal from Sat Paul Mittal School, Ludhiana and Mannat Jain and Tushar Bansal from Strawberry Fields High School, Chandigarh finished at third spot. Overall, it was a great experience for everyone and the Judges were really surprised and highly impressed with the business ideas presented by the teams.



IntellecVIEW - A Seminar – Writing and Presenting 'Point of View Paper

In IntellecView, the participants were required to write (no word limit) an essay/narrative that presents an opinion about an issue or matter or concern or situation etc. related to Business and Economics. Point of View papers enable discussion on emerging topics with help of research. The point of view paper should substantiate the opinions or positions put forward with evidence by the participants regarding the topic. The participants were required to prepare and present POV Paper on any one of the topics provided to them as under;

- ***Does India need a bullet train?***
- ***Will Chartered Accountants be needed in future with artificial intelligence and automation?***
- ***Will there be more malls coming up due to GST?***

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There were 18 participants in this competition and each one gave a very tough fight to each other as they presented their papers in a very professional manner. The Judges for this competition were: Dr. Vikram Ahuja, Director with Zamindara Farm Solutions and Mr. Raghav Malhotra, Assistant Director with Ernst and Young, Chandigarh. The top position was won by Khushi Satviki of St. Kabir Public School, Chandigarh, First runner up was Pratham Kalra from Vivek High School, Chandigarh and third spot was won by Rahat Sandhu from Springdale Senior School, Amritsar.



In this competition, the teams were to showcase their ability to educate general public about consumer rights awareness through a skit of not more 3 minutes. It was mandatory to cover six basic rights of the consumer and it was expected to be creative, innovative, humorous and impactful. The teams were supposed to bring their own props, instruments or dress material required for their skits.

In all there were 6 teams and each team comprised of 6 members. The judges for the said competition were; Mr. Dharmesh Mehta, CEO and Founder of Yellow Cursor, Mr. Amandeep Singh, a Mechanical Engineer, Project Manager at uTrade Solutions. The top position was won by Sat Paul Mittal School, Ludhiana; First runner up was Learning Paths School, Mohali and third spot was won by Strawberry Fields High School, Chandigarh.



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Tol Mol Ke Bol - An Infomercial

It was a competition where all the teams were provided with interesting items like thread, railway platform ticket, tissue paper etc. on which they were required to create an infomercial. The duration of the infomercial by each team was supposed to be not more than 3 minutes. The teams got an opportunity to showcase and explore the impromptu thought process, decision making abilities, creativity and vision towards marketing and selling techniques. Each team was provided an hour's time to prepare the infomercial and present it in front of the audience on stage. The teams were given freedom to use props or any musical instruments to add flavor to their infomercial. The infomercial was expected to be humorous, creative and should have market appeal.

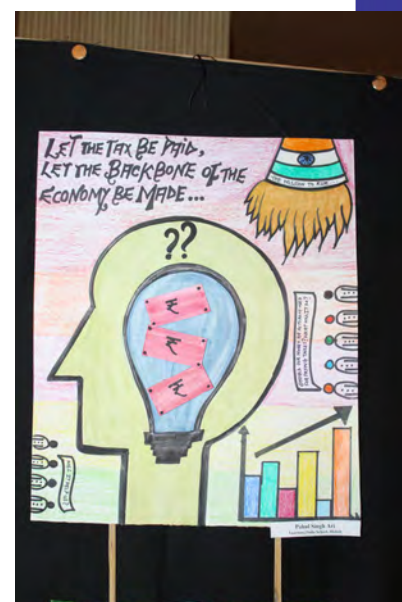
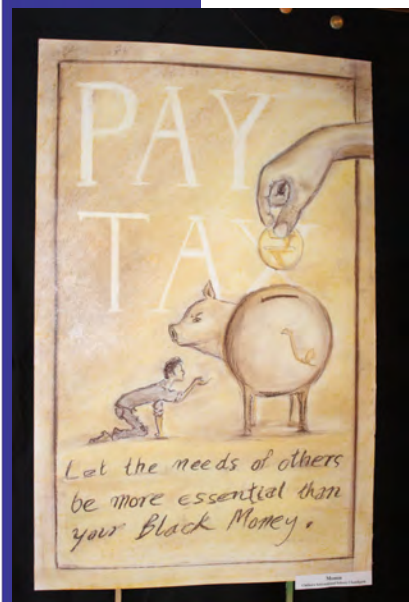
In all, there were 5 teams and each team comprised of 5-6 members. The judges for the said competition were; Mr. Dharmesh Mehta, CEO and Founder of Yellow Cursor, Mr. Amandeep Singh, a Mechanical Engineer, Project Manager at uTrade Solutions. The top position was won by Strawberry Fields High School, Chandigarh; First runner up was Sat Paul Mittal School, Ludhiana and third spot was won by Springdale Senior School, Chandigarh.





ADVAD - Advertisement Poster Making

The teams were required to create a poster via sketching, drawing or painting on a sheet of chart paper. The theme/product/service was intimated to the participants on the spot. They were given 2 hours to complete the poster. The advertisement posters were expected to have a solid concept, creative design, a memorable unique idea and be able to generate an instant emotional reaction. It had to respect a sense of humour /intellect instead of coming up with cheap advertisement ideas with flashy images. There were 15 participants and all created unique posters. The top position was won by Mohammad Momin of Chitkara International School, Chandigarh; First runner up was Nitali Bansal of Sat Paul Mittal School, Ludhiana and third spot was won by Pahul of Learning Paths School, Mohali.

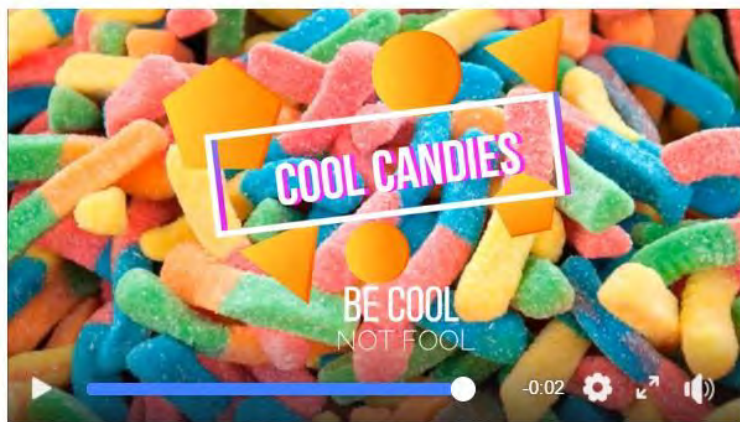




Express to Impress - Commercial Video Presentation

In this competition, participants were to prepare a commercial video on any product or service dealing with issues related to Health, Lifestyle, Environment, Food wastage or Business Social Responsibility. The commercial video was expected to grab the viewers' attention. It should bring to life the benefits and use of a product/service in a way that will be memorable for viewers. The video clip should clearly demonstrate how the product or service adds value/ fulfills a need for the target audience. The commercial should be creative, compelling/convincing, relevant content, clarity of message and effective delivery style. The commercial video must have one effective Punchline. The commercial video was to be uploaded on the website provided by Learning Paths School. The website link was shared after registration of teams. LPS posted the submitted commercial videos publicly on the Facebook Page, where a public voting based on “likes” was conducted. The team who obtained the most “likes” on Facebook was declared the best commercial video. The top position was won by Springdale Senior School, Amritsar; First runner up was Learning Paths School, Mohali and third spot was won by Chitkara International School, Chandigarh.

Cool Candies, Learning Paths School



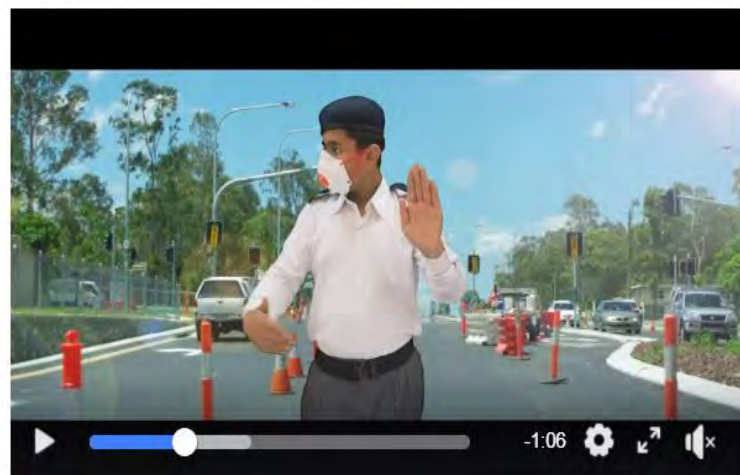
2.3K 33 Comments 52 Shares 4K Views

Hormone Blush, Sat Paul Mittal School, Ludhiana



363 46 Comments 26 Shares 2.4K Views

Shodhak Mask, Chitkara International School



457 71 Comments 122 Shares 3.7K Views

Zira Watches, Spring Dale Senior School, Amritsar.



1.2K 234 Comments 264 Shares 13K Views

Corporate Roadies – Work Readiness Skills Demonstration

This competition was a unique one for students. There was an overwhelming response from the participants. The participants were to be tested for their Career Readiness & Employability Skills. They were required to indicate their professional interest in the field they were looking to pursue in their future. They were tested through various stages of recruitment process which a company conducts to choose the right candidate for the job. Every participant submitted their resume, appeared for a written test, participated in some activities to demonstrate their communication skills, ability to work in a team, leadership, problem solving, analytical and technical skills and finally appeared for an interview and personality test. The top position was won by Anshalika of St. Kabir Public School, first runners-up was Cherag Kundra from Springdale Senior Secondary School, Amritsar and the third spot was won by Chakshat of Police DAV Public School, Jalandhar.





Business Titan Challenge – An Online Business Simulation Game

This competition was a great opportunity for the students to get a feel of running a business by acting as Chief Executive Officers of a virtual business and compete in an open market. It's an online program that allows teams of high school students to act as chief executive officers of virtual manufacturing companies and compete to earn the highest performance index. The teams are prompted to make decisions that affect the profitability and sustainability of their virtual company and attempt to outperform their competitors in profit, sales, and market share. They set prices, determine production levels, invest capital in their facilities, plan marketing and research, and designate contributions to charities. The team with the highest performance index won the competition. There was an overwhelming response and 23 teams participated in this competition. The top position was won by St. Kabir Public School, Chandigarh, first runners-up was Bhawan Vidyalaya, Chandigarh, and the third spot was won by Vivek High School, Chandigarh.





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