



A Commerce Club Initiative

BW

B-WORLD

Ascend heights, Reach the summit.



SPONSORED BY :



Wednesday, October 11, 2017
St. Peter's College, Agra

Facilitators

Commerce Club Representatives

Divik Chandna

Naman Talwar

Sanskar Dua

Ritik Mittal

Suhaib Waseem

Imran Naushad

Aryan Gupta

Ayan Ahmad

Madhvendra Krishna

Kshitij Chaturvedi

Harsh Goyal

Abhineet Maurya

Kartikey Pathak

Sahil Mittal

Naman Jain

Tarkeshwar Mishra

Aditya Gupta

Pulkit Jain

Aryan Rakesh

Aryan Sisodia

Srajan Agarwal

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Vice-President

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Chief Marketing Officer

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Chief Administrative Officer

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Chief Brand Officer

Managing Director (Ex.)

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Tanuj Agarwal

Garvit Mahajan

Harry S. Sharma

Divyanshu Agarwal

Mukul Kaurani

Faculty Members

Mrs. Shanu Mahajan

Mr. Rahul Sharma

Mentor

Dr. Manish Magan Shroff



St. Peter's College, Agra is one of the oldest institutions in India. This 171 year old Institution has gifted to the world **Peterians** who have adorned responsible positions in various fields. They have excelled both in India and overseas and have become conscious world citizens. The stupendous fifty acre campus adds to its substantial history and grandeur. Marked with the footsteps of reputed people like the Prince of Wales, the Duke and Dutches of Connaught, the Duke of Edinburgh, Lord Ripon, Vijay Hazare, Kishore Kumar, Kapil Dev, Nayan Mongia, Ajay Jadeja, Milkha Singh and many more, this campus has withstood the sands of time.

In order to meet the challenges of the corporate world, a commerce student should not only be theoretically sound but also be exposed to the outer world for practical situations. In the light of this fact, the **Commerce Club** of **St. Peter's College, Agra** was founded in the year 2013 by the Head of the Commerce Department, **Dr. Manish Magan**, under the guidance of the Principal **Fr. Paul Thannickal**.





Filled with excitement and enthusiasm, the Commerce Club of St. Peter's College has once again embarked upon B-World, the Commerce Fest. "Ascend heights and reach the summit", this motto of B-World shows the very sense of the Fest. B-World, a programme managed by students strives to provide a glimpse of the real commercial world to the students. B-World develops the innovation and creativity in a child which will help him to succeed in whatever field he wants.

B-World aims at inculcating managerial and leadership qualities with practical applications so that the children can explore the world beyond the books. Keeping in mind that knowledge, together with quick thinking, is the key to success, the fourth edition of B-World sets up a stage for challenging activities comprising Quiz and other formal and informal events which will give a golden opportunity to the budding CEOs and MDs to showcase their talents.

The hardwork and the efforts of Dr. Manish Magan and the B-World team are commendable. So, St. Peter's family invites you to participate in this Fest and learn, explore and take back an experience which will last forever.

Rev. Fr. Paul Thannickal

Principal

St. Peter's College, Agra

*“Nearly all men can stand adversity,
but if you want to test a man’s
character, give him power.”*

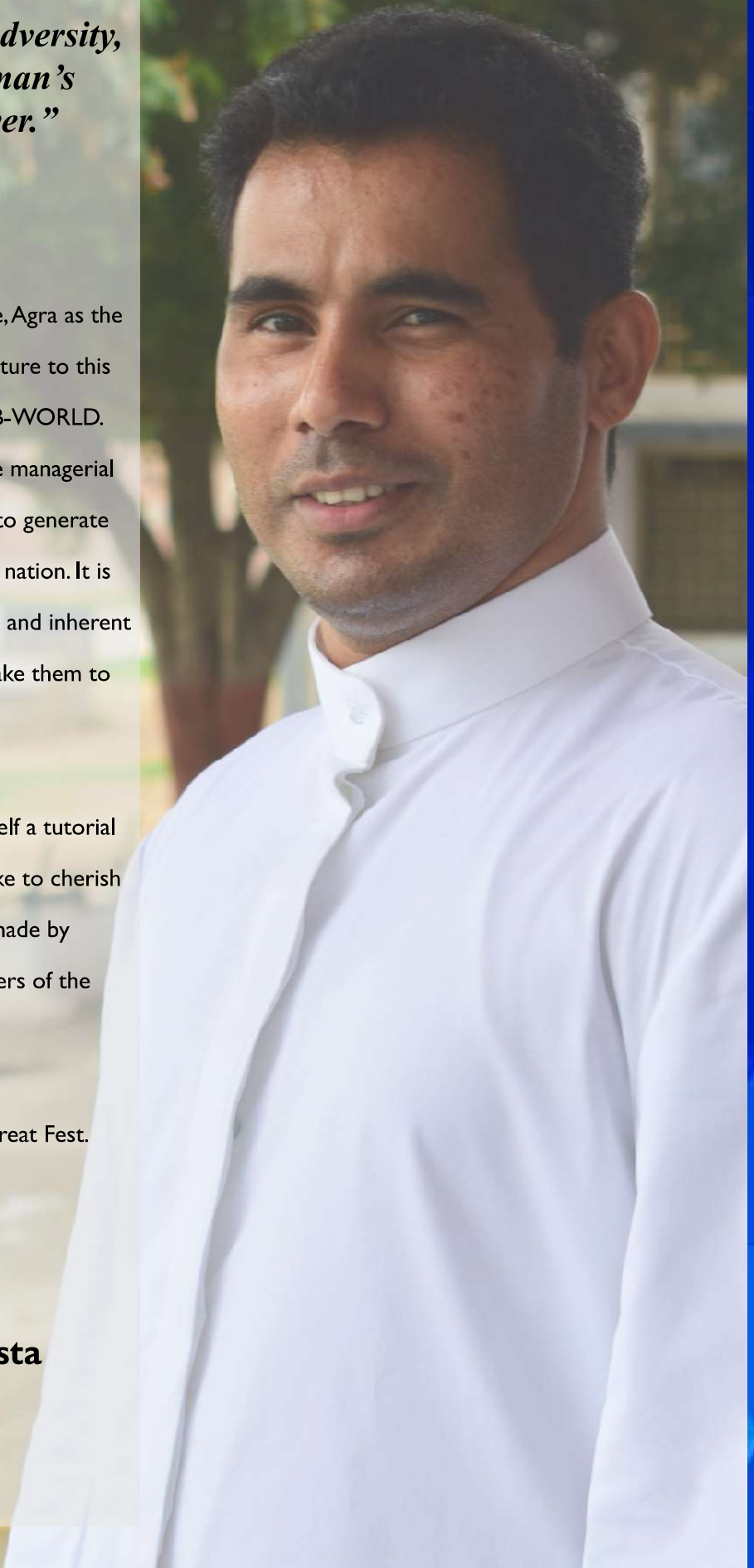
It is a proud moment for St. Peter's College, Agra as the Commerce Club once again begins its venture to this grand simulation of Business World, the B-WORLD. This Fest helps the student to enhance the managerial and leadership qualities. B-WORLD aims to generate new sights useful for the students and the nation. It is a platform to awaken the quiescent qualities and inherent talents of the students which will surely take them to the acme of achievement.

Organizing an event of this stature is in itself a tutorial for our would be entrepreneurs. I would like to cherish the diligence and the sincere efforts made by Dr. Manish Magan along with the members of the Commerce Club.

My best wishes for the success of this great Fest.

Rev. Fr. Praveen D’Costa

Vice-Principal
St. Peter’s College





“B-World” started its journey in 2014 as a small initiative by a group of enthusiastic and determined young students led by the vision of Dr. Manish Magan. One success led to another and the snowball effect went to work! Today this Commerce Fest is a much-awaited event in the diary of every student.

In my 32 years of teaching experience, my observation of the world around me and my interaction with students, past and present, I have come to understand that the conventional career path no longer exists. A guaranteed job for life is now a rare gem. Doing things the way they have always been done is risky, in fact it is the path to guaranteed failure. Today is the age of start-ups, of following one’s dream and out-of-the-box thinking. And B-World gives you the first lessons in these life-skills.

Dear students, you need to establish a goal for yourself, as early in life as possible, because goals give our life direction. Go that extra mile, do that extra work, be committed, venture outside your boundaries, think different, think new. Boats in the harbour are safe but that is not what they are meant for. Your life awaits you like a chapter in a book just waiting to be written. So, go ahead and write a beautiful, amazing one!

Become the CEOs of your life!

With all good wishes...

Dr. Neelam Mehrotra

Lecturer in English,
St. Peter’s College

***“I believe what goes in determined,
comes out bigger and better.”***

Moved by the fact that theoretical knowledge should not be the only criteria for the judging one's ability, students of St. Peter's College, Agra never settle for less, they work till they attain perfection. The very core of a student's heart gets attached to these fests. The diligent souls of both the organising team and participating teams are put to test on the final day.

I am delighted to see the students who were associated with B-World in the past years doing marvelously well in both academic and co-curricular activities in their respective institutions of higher learning. They are now organizing Fests at national as well as international levels using the skills and techniques they have acquired here. The zeal and zest put forward by the participating students moves me to organize this Fest with the signature hallmark of excellence every year.

To be the part of an institution wherein new ideas are never rejected because of hassled tasks, is a great feat. I am indebted to Fr. Paul Thannickal for his help in translating our cogitations, which were laid before him three years ago, into fruition.

I am also grateful to Fr. Praveen D'Costa, Dr. Neelam Mehrotra, Dr. Antony A.P. and other teachers for their inestimable contribution in making this event happen.

Remember, your competitors can copy your style, your ways, your procedure; but they cannot copy your sincerity, your hard work, your honesty and your valour.

I welcome you to this commerce bonanza.
May you ***'Ascend Heights'*** and
'Reach the Summit.'

Dr. Manish Magan Shroff
Head of the Commerce Department
& Founder, B-World



Our Journey in B-World...



Divik Chandna

President
Commerce Club

I remember the time in 2014 when the very first edition of B-World was conducted at St. Peter's. Now at the helm of this commerce Fiesta, I can't help but feel a bit nostalgic. It is in this amazing spirit of oneness that the true essence of B-World lies. I, on behalf of the entire team B-World, welcome you to this iridescent world of business and commerce!

B-World has always shown that 'hard work never fails you'. It is not about winning always rather it is about how enthusiastically you participate in it. Team B-World is back again with yet another new set of presentations to awaken the dormant qualities of the students. So, pull up your socks and get ready to be a part of B-World, where you will face a new world of challenges and competitors and it will surely help you all to rise up in your life.



Naman Talwar

Vice-President
Commerce Club



Sanskar Dua

Chief Executive Officer
Commerce Club

The opportunities galore provided by the fest make us stand in good stead as responsible citizens and entrepreneurs in future. It also fosters good relation with our counterparts in other institutions. I am beholden to Dr. Manish Magan, for reposing his faith in me and entrusting me with great responsibilities as the CEO of the Commerce Club. I wish all the very best to my fellow teammates.

The Vanguard



Ritik Mittal

Chief Marketing Officer
Commerce Club

It was an enriching experience for all of us working for our own event i.e. B-World with great zeal and enthusiasm. B-World, not only enhanced our skills, creativity and imagination but also engraved in our minds a perfect saying, “No Reward, Without Labour.” Organising B-World was a group activity in which each and every member worked with full dedication and devotion believing in the dictum “Perfection consists not in doing extraordinary things but in doing ordinary things extraordinarily well.”

I found a way to make difficult things work eventually. It gives me immense pleasure to be associated with the team B-World. During the phase of preparations for the Fest, I learned that success is never owned but it is earned. B-World has given me a platform to enhance my skills and has helped me to widen my creative mind. I am really thankful to the whole team of B-World in teaching me the rudiments and importance of teamwork.



Madhvendra K.

Managing Director
Commerce Club

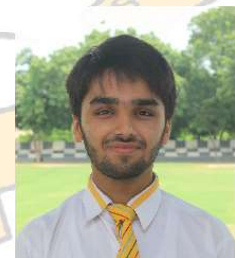
When man thought that God has sent everything ready-made for him, he discovered fire. We are never in a golden age; the discoverable things are in abundance around us, all waiting for our power of creativity to awaken. B-World was one such fire which originated from the innovative idea of students who were willing to study commerce in a practical way. In this short span, I have experienced my theory subjects in a completely new perspective. I have grown as an individual learning from varied mistakes I made during the preparatory course of B-World.



Mohd Anas

Captain
St. Lawrence House

B-World, a brand in itself has the ability to transform the personality of any individual. This event has instilled in me management as well as public speaking skills. B-World has also helped me to ascertain the creativity skills in me which I had been completely unaware of. This event has added confidence in me and I am sure that this year too, this event will create wonders and bring to light more hidden virtues in me.



Suhaib W. Jabbar

Chief Operating Officer
Commerce Club

“Education that helps young people develop life skills has transformative potential.” B-World provides students an exposure to the corporate world at a young age. Apart from enhancing my commercial skills, B-World taught me managerial skills, creativity, the art of improvisation in the right manner and has added to my personality exponentially. I am extremely thankful to our role model Dr. Manish Magan for always inspiring us and building our self-confidence through the medium of B-World. I hope that this year too, B-World will be a grand success and will help us all to grow better.



Simar S. Gulati

College Captain

Rules

1. Each school should be represented by a team of participants and the teacher in-charge.
2. A student can participate in one event only with the exception of 'Rock Band'.
3. The teams are expected to report by 7:30 am. Participants are to be in school uniform during the competitions (except start-ups & turncoat participants).
4. The participants must wear their identity cards provided by the Fest organizers throughout the day.
5. The participants are requested not to bring their mobile phones.

Information

1. All the competitions will be conducted in English (except Rock Band).
2. Refreshments and lunch will be provided by the host school.
3. There will be a help desk for queries and doubts at the venue during the Fest.
4. The decision of the judges shall be final and binding.
5. It is the responsibility of the teacher escorts to see that the students maintain discipline and decorum throughout, failing which a team can be disqualified.
6. St. Peter's College, being the host, will not be participating in the Fest.
7. Schools can send students of any stream as per the requirement of the competition.

The last date of registration is **Monday, September 25, 2017**

Turncoat

“Support black being white.”

Being a corporate lawyer is not easy. In the business world, you may be asked to defend a variety of opinions quelling and queshing your own personal belief. In Turncoat, your logical skills will be put to test as you speak for and against your topic.

Rules :

1. Each school will be represented by one participant only.
2. The participant should be in the attire of a lawyer and must fight his case out like a lawyer (considering the situation of both the parties). He will defend both the parties by putting forward the point of view from both the sides.
3. Like a lawyer, the participant must prove the false statements to be true and contradict the true statements. The speaker has to speak for 3 minutes under which the speaker will have to toggle between ‘for’ and ‘against’ multiple times whenever “SWITCH” is commanded, thereby contradicting the previous statements.
4. After the attorney finishes his/her case, the other participants in the court room would be given a chance to raise objections against the case. The attorney would be given time to defend his case against the objections.
5. The participant must not carry any written document or electronic equipment while speaking.

CASE : Gross Domestic Happiness (GDH) is more important in judging the well-being of a country than Gross Domestic Product (GDP).



Judgement will be on the basis of :

- | | | | |
|------------|--------------------|------------------|---------------|
| A) Humour | C) Spontaneity | E) Pronunciation | G) Diction |
| B) Content | D) Speaking skills | F) Confidence | H) Conviction |

Publicizer

“Be creative or stay at home.”

In the market of multiple products, the business which fails to be regularly creative and innovative cannot survive in the corporate world. Publicizer is an event where the participants need to utilize their creative acumen to the fullest and stand out among their competitors to become the best.

Rules :

1. Each school will be represented by only one participant.
2. A picture or product will be shown to the participant. The participant will have to give a name to the product, give it a tagline and present it in the most appealing manner in form of a poster.
3. One hour will be given to the participants for making their poster.
4. The name and tagline must reflect the product shown and should be original and unique.
5. An A3 size paper will be provided for creating an advertisement poster. Pen, markers, paint and other required materials have to be brought by the participant.
6. Any participant found using name or tagline of any existing product will be disqualified.



Judgement will be on the basis of :

- A) Creativity B) Drawing Skills C) Name of the product D) Tagline

Shutter Buzz

“Change your lens, change your story.”

Photography is the art of capturing moments of life on the beautiful canvas of light. It is a discipline simple to perform but extremely hard to perfect. Shutterbuzz is a thematic photography competition where participants have to use their aesthetic and camera skills to shoot the perfect picture.

Rules :

1. Each school will be represented by one participant only.
2. Participants must carry their own camera and laptop for photography and post processing.
3. The participant can click any number of photographs but only one photograph entry will be accepted for judgement.
4. Picture would be clicked by the participants in the event place only.
5. Standard Post Processing is allowed during competition i.e. 10% cropping, colour correction, basic touch up. Adding artificial editing content would straightaway lead to disqualification from the event.
6. The topic would be assigned at the event place.
7. 60 minutes will be provided for photography and additional 30 minutes for post processing.
8. Participants have to explain their picture in brief to the judges with the aid of a caption.



- There will also be a separate Gallery Exhibition on the theme 'Culture'. In this, any number of students from the schools can participate. They have to deposit the photographs in A3 size along with the CD which contains the RAW format, via post or in person latest by **October 04, 2017**. The photographs should not be plagiarized. There will be separate prizes for the Gallery Exhibition.

Judgement will be on the basis of :

- A) Composition B) Caption C) Creativity D) Editing E) Relevancy to the topic

Brand-Promotio

“Keep creating, keep promoting.”

Marketing is a strategy to get consumers to share a marketer’s message, often through e-mail or online video, in a way that spreads dramatically and quickly. Brand-Promotio is an event in which the participants need to create their own real life brand because brand for a company is like reputation for a person and reputation is earned by doing difficult things successfully.

Rules :

1. Every team must have one participant.
2. Consider yourself as an event organising company promoting the event “B-WORLD 2017”.
3. Design a Facebook page with your company name, logo and a tag-line.
4. The Facebook page of the company must be launched on October 04, 2017.
5. The participants must give information about their school in the “ABOUT” section of their Facebook Page.
6. The participant has to create a short promotional video in English (Duration: 45 sec - 60 sec) for B-World 2017 and upload it on the company’s Facebook page.
7. The participant will have to make the same video at the venue in an hour as well.
8. The participants will be judged on the basis of the content of the video and also on the basis of likes and followers they get on their page as well as the post.
9. The participant must inform Team B-World at team@bworldspc.com when he/she uploads the video on his/her company page.
10. Using tools like auto-liker, shoutouts and any other unfair means of promotion will lead to disqualification of the participant from the event. Team B-World will have the sole right to use the video.



Judgement on the basis of :

- A) Effects B) Content C) Transitions D) Attractiveness E) Interview

Buiz Quiz

“Where a smart answer won’t get you fired.”

A quiz not only tests a candidate’s knowledge but also encourages independent study, builds self esteem and levels up his/her confidence. Empowered with the power of knowledge, the participant must fight his/her way to glory in this “Commerce Quiz”.

Rules :

1. The team will comprise two participants from each school.
2. Participants will not be allowed to carry any book, notebook, electronic items or any other material.
3. There will be a preliminary written round followed by a stage round.
4. Only the top six teams will be selected for the stage round.
5. The quiz questions will be based on topics related to commerce, accountancy, economics, business world, the wailing founders, taglines, logos, etc. Some questions will check the mental ability of the participants. The stage round will also include an audio-visual series of question.
6. In case of a tie, three rapid fire questions will be asked. The decision of the Quiz Master shall be final and binding.



Start-ups

“Ideas pull the trigger, but instinct loads the gun.”

The event will be based on bringing an authentic start-up concept and presenting it. Each team will consist of **two participants** and the event will be consisting of 2 rounds.

Round I.

The participants are to present their ideas in an eight slider powerpoint presentation. Along with the above, the teams have to send the organizers a minute long video elaborating the key points of the venture and the passion regarding their idea. **Team B-World must receive the ppt and the one minute video for Round I via e-mail latest by September 25, 2017.**

The key points are:

1. Presentation of your concept.
2. Innovative introduction of your company
(Qualification and experience)
3. Problems that will be solved with your product
4. Value proposition
5. Business model
6. Market opportunities
7. Competitive analysis

Round II.

The top teams will qualify for Round II and will be informed beforehand. They have to present their concept on the main event day with the help of a powerpoint presentation and video (if required). The participants must submit their presentation and their video to the B-World team in a pen drive on the event day. The maximum time allotted would be 10 minutes (eight minutes for showcasing their idea and two minutes for questionnaire). The participants are requested to wear formal clothes.



Startup India
Standup India

Rock Band

“Creating beats, connecting souls.”

Music is a medium of expression which gives vent to the sharpest emotions like elation, frustration and gloom which words cannot express. In ‘Rock Band’, the participants must purge their way to the top with the sheer power of music, rhythm and melody.

Rules :

1. Each school is to be represented by a minimum of three and maximum of five participants.
2. The song should be rendered in Hindi or English. It can be a medley of maximum two songs
3. The duration of the song should not exceed five minutes.
4. Self-composed songs will not be entertained.
5. Drums will be provided by the organizers.
6. The teams are to bring other instruments.
7. The teams have to get their songs registered with the B-World team via mail. The registration of the song will be on the basis of first come, first serve.



- The last date of registration of the song is **October 4, 2017.**

Message from the Sponsors

B-World, an event, organized by the Commerce Club of St. Peter's College, is a great initiative by the College to boost and bolster the spirit of entrepreneurship in the next generation, and to provide an opportunity to it to showcase its talents. Great things are never done by a single person, but by a team.

I congratulate the whole team of B-World for putting its heart and soul to make this event happen. It is indeed my privilege for me to be associated with this Fest for the last two seasons; It gives me immense pleasure to be a part of this mega-event once again. The Fest provides the future businessmen a platform to whet their manifold skills. I take this opportunity to appreciate Dr. Manish Magan for taking such an amazing initiative. I hope this unique Fest continues to reach the zenith of success in future.



Prakhar Garg
Chairman
RGPG Group

I wish a very good luck to the whole team of B-World.



Govind Agarwal
Director

Bhole Baba Milk Food Ind. Pvt. Ltd.

I am appendaged to be a part of this grand fest B-World. Through the past years i have heard and witnessed about the new upcoming talents, exhilarating minds and attractive skills that emerge out in the fest which not only inspire the participating teams and members but the whole city in itself.

I am thankful to Dr. Manish Magan for inspiring a generation of entrepreneurs in the city of Agra and the team B-World for organising this amazing event which would help the students of participating schools all over the country to flourish their entrepreneurial skills and thrive as businessman of tomorrow.

I give my best regards to the Commerce Club of St. Peter's College and the entire team B-World for successful organization of this event which would hold its legacy in the city of Taj for years to come

All the very best to team B-World and the participating students.

Registration Form

Name of the Institution: _____

Turncoat

1. _____

Publicizer

1. _____

Shutter Buzz

1. _____

Brand-Promotio

1. _____

Buiz Quiz

1. _____

2. _____

Start-ups

1. _____

2. _____

Rock Band

1. _____

2. _____

3. _____

4. _____

5. _____

Teacher In-Charge

1. _____

Contact No. _____

Principal's Signature

Registration Form

Please send this form duly filled and attested by the Principal by post or email latest by
September 25, 2017

Details of the Participating Institution

Name of the Institution: _____

Name of the Principal: _____

Address: _____

Phone No: _____ Email: _____

S.No.	Name of Participant (In Block Letters)	Class

Message from the Sponsors



Puran Dawar

Chairman

Dawar Footwear Industries

You should never view your challenges as a disadvantage. Instead, it is important for you to understand that your experience facing and overcoming adversity is actually one of your biggest advantages.

The fourth edition of B-World will definitely bring about a sense of cheerfulness, pomp and show back into this city of rich heritage. I like to express my best wishes to the Commerce Club of St. Peter's College and the entire team B-World for pioneering a new dimension in educational outreach to those venturing into simulation of the Big Business World.

I appreciate the efforts of Dr. Manish Magan who, with his constant guidance and support, has been helping the students, the budding entrepreneurs to realize their hopes and aspirations.

May this event be a grand success.

Recent developments in our great nation, under the leadership of our Honourable Prime Minister, has given a great shape and direction to the business.

GST will reshape India's business landscape, make the world's fastest growing economy an easier place to do business. We wish the faculty and students of St. Peter's College all the best for the upcoming Commerce Fest. Hope that the efforts of Young-Future entrepreneurs will strengthen the goals and objectives of this great nation.

In life, Nobody and Nothing will help you until YOU start helping YOURSELF !

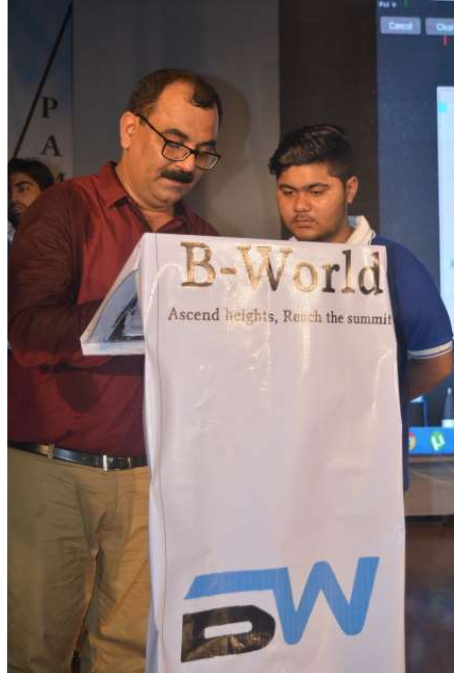
All the Best.



Rajesh Shroff

Director

Shroff Polytechs Pvt. Ltd.



Palettes of 2016



Together **E**veryone **A**chieves **M**ore



TEAM B-World



BW



A Commerce Club Initiative

SPONSORED BY :



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