



in
Association
with



PRESENTS
APOGEE 2019
THE REALITY ROULETTE
28TH - 31ST MARCH

CONFERENCIA DE YOUTH 2019

29th – 31st March

BIRLA INSTITUTE OF TECHNOLOGY AND SCIENCE,
PILANI

ADHYAYAN



ADHYAYAN

INTRODUCTION

It is a case study competition in which various pre-drafted problem statements corresponding to the theme or sub-themes of the conference will be given to participants to which they have to present innovative solutions. The objective is to challenge the problem-solving abilities of the participants along with opening their minds to the various possibilities for solving the same problem.

PROBLEM STATEMENTS

- Most of the assistive devices are costly in the Indian market and as there are less number of social enterprises in this market segment, the scope of affordable devices is still a challenge and if the cost is reduced by social enterprises, profit margins are not sufficient How can they achieve the twin aim of affordable assistive devices and profitability of Social enterprises working in this market segment?
- Creating solutions for the challenges faced by persons with (Pick any one out of three given options)
 - Mobility impairment
 - Sensory impairments
 - Invisible disabilities while using public transport.
- People with disabilities continue to be excluded from new technology and related products. How do we ensure that they are automatically included in new innovations and tech-developments?

PROCEDURE

- Each team will consist of a maximum of 2 people.
- A pre-decided problem statement corresponding to the theme or sub-themes of the conference will be given to all the participants.
- The teams can use a powerpoint presentation for the contest.
- Each team will be given 10 minutes to present their ideas.

RULES

- Teams will be informed about the problem statement about the event a week before the event. Presentation should be sent to

admin@bits-youthcon.com by 11:59 PM, 27th March 2019 with the file name '**ad_<collegename>_<teamname>.ppt**'.

- Each team will be given 10 minutes to present their solutions to the judges and audience. Exceeding time limit might be penalised.
- The judges can then ask questions related to the solution presented by the team.

JUDGING CRITERIA

The winner will be chosen by the judges based on the following criteria

- Ease of implementation/feasibility
- Reach and scalability
- Way of presentation
- Innovation in the solution to the case

PRIZES/BENEFITS (Tentative):

- **Cash Prizes worth Rs. 25000** up for grabs along with awesome goodies. **Rs. 15,000 cash prize** for the winning team.
- An opportunity to get an **internship** at prestigious firms.

TERMS AND CONDITIONS

- A team may be disqualified if it fails to reach the event venue at the time communicated.
- In case of any disagreement, the decision of the judges and the organising committee will be final.
- Failing to obey the instructions of the organising committee may lead to disqualification of the team from the event, or from 'Conferencia De Youth' altogether.