



Bharath

INSTITUTE OF HIGHER EDUCATION AND RESEARCH
(Declared as Deemed - to - be - University under section 3 of UGC Act 1956)
ACCREDITED WITH 'A' GRADE BY NAAC

Dear Students,

Greetings from BIHER!

We are glad to inform you that Tata Group's Human Resource team launched the **Tata Imagination Challenge 2020 – India's largest business challenge for all students (Under-Graduate and Postgraduate)**.

Spanning across 3 rounds this competition is a test of students' analytical, problem-solving and ideation abilities. The registrations for the competition are **open till 2nd October 2020**.

ELIGIBILITY: First year to Final year (All Streams)

REGISTRATION LINK :

<https://dare2compete.com/o/tata-imagination-challenge-2020-tata-group-124413>

REGISTRATION CLOSES ON OCT-2nd-2020

Competition Structure:

Round 1 - Brand Stories and Analytithon: Every registered participant who is eligible will be moved to the next round basis cumulative score in Brand Stories and Analytithon.

Round 2 - Case Submissions: Shortlisted participants will have to choose one case out of 3 available case studies. They need to submit a 5-slider presentation (excluding cover and end slides) + a video of up to 2 and a half minutes talking about the solution.

Round 3 - Big Idea Presentation: Present your big idea to a jury comprising Tata group leaders

What's more, you will also get a chance to participate and win in some exciting **pop-up** challenges. Keep checking out this space for more details!

What's in store for you?

We believe that all great ideas need to be rewarded. Which is why the Tata Imagination Challenge will have not 1 but 13 winners (10 from student and 3 from In-house track) This is a journey about winning, learning, and making a mark. In store is a reward like no other and a chance to interact with the best.

Its' time to script your own success stories.

Awards & Prizes:

- A cash prize of Rs. 2 lakh for each winner
- Mentoring and shadow sessions by the Tata leaders
- Accelerator sessions to hone your ideas
- Access to Tata Tomorrow University – Our learning portal (www.tmtctata.com)
- Nomination to flagship learning programs
- TAS PPI (As per the PPI eligibility guidelines*)

More Gratifications:

- **Round 1:** Certificate of appreciation to the participants who scored well in Round 1 but could not make it to the next round.

Example: If 500 participants are shortlisted for Round 2, then the next in line 500 participants will get a certificate of appreciation

- **Round 2:** Case Crusader title and merit certificates to participants who performed well in Round 2 but could not make it to the next round
- **Round 3: Popular Choice Awards - Top 3.** Top 3 ideas to be awarded by Popular Choice. In this round, all ideas will be open for voting. Based on the popular choice, the top 3 most voted ideas will be selected. These will be entirely independent of the jury assessments.

STUDENTS SHOULD MAKE USE OF THIS WONDERFUL OPPORTUNITY.