

tirpude

INSTITUTE OF MANAGEMENT EDUCATION
An Autonomous Institute Affiliated to Rashtrasant Tukadoji Maharaj Nagpur University



MINDQUEST

26th September, 2025

1. MindClicks: Psychology in Pictures

Registration Fee: ₹100 per team

Team Size: Minimum 2, Maximum 3 members

Theme & Objective: Participants must depict **five psychological concepts** using original photographs in a PowerPoint presentation:

- 1) Cognitive Dissonance
- 2) Social Conformity
- 3) Emotional Regulation
- 4) Resilience
- 5) Learned Helplessness

Rules & Guidelines:

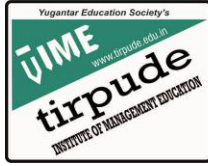
- Each team must create a PowerPoint presentation featuring minimum 8 to 15 maximum original photographs.
- Photographs must be clicked by the team members. No stock images or AI-generated images allowed.
- Photos must be in high resolution (JPEG/PNG format), suitable for projection.
- Each photograph must clearly relate to one of the five required psychological concepts.
- Teams will be given 7 minutes for presentation and 2–3 minutes for Q&A.

Judging Criteria:

- **Conceptual Clarity** – How well each photo illustrates the psychological concept.
- **Creativity & Originality** – Unique perspectives and interpretations.
- **Aesthetic Appeal** – Quality, composition, and visual impact of the photos.
- **Presentation Skills** – Clarity, flow, confidence, and engagement.



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2. MindStrokes: Graffiti / Doodle Canvas Painting

Registration Fee: ₹100 per team

Team Size: Minimum 2, Maximum 4 members

Theme: The theme will be announced **one day prior** to the event.

Rules & Guidelines:

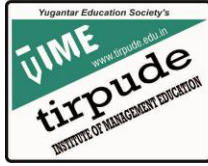
- Time limit: 2 hours to complete the artwork.
- Canvas/Chart paper will be provided. Participants must bring their own paints, brushes, and other supplies.
- Only original artwork created during the competition is allowed.
- Use of pre-made designs, templates, or tracing will result in disqualification.
- Standard canvas size will be announced before the event.

Judging Criteria:

- **Creativity & Originality** – Unique concept and artistic innovation.
- **Theme Relevance** – Clear connection with the given theme.
- **Artistic Skill & Technique** – Detailing, execution, brushwork, etc.
- **Color Combination & Aesthetics** – Harmony, balance, and visual appeal.
- **Overall Impact** – Emotional and visual impression, message clarity.



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3. Prompt-o-Mania: AI-Powered Flyer Design

Registration Fee: ₹100 per team

Team Size: Minimum 1, Maximum 2 members

Objective: Create a **flyer design** by writing effective prompts using any AI tool.

Rules & Guidelines:

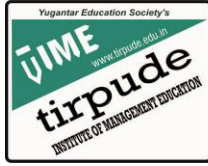
- A task/ subject/ topic (e.g., flyer for a youth fest, store launch, etc.) will be given on the spot.
- Time limit: 1.5 hours.
- Teams must design a flyer by generating content using effective and creative prompts.
- Plagiarism or copying other teams' prompts is strictly prohibited.
- Each team will be required to present their flyer to the judges. The explanation should be clear and concise.

Judging Criteria:

- **Innovation & Creativity** – Original design concepts and imaginative thinking.
- **Relevance of AI Output** – Output quality in meeting the flyer's objectives.
- **Aesthetic Appeal** – Visual impression, Colour Combination and Design elements used.



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4. Infographia: From Raw Data to Visible Insights

Registration Fee: ₹100 per team

Team Size: Minimum 1, Maximum 2 members

Objective: Design Infographics and meaningful visual insights using open-source tools for the data provided.

Rules & Guidelines:

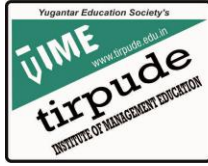
- Data sets will be provided (e.g., about a company, country, or social issue) on the spot
- Time limit: **2 hours**.
- The teams can use any available tools such as Infogram.com, Piktochart.com, Datawrapper.de, Wordle.com, etc.
- Each infographic/dashboard must:
 - Include **at least 2 charts**
 - Present **minimum 5 key insights**
- Visuals must be **original and made during the event**.

Judging Criteria:

- **Relevance of Topic** – Alignment with data provided.
- **Data Analysis & Insights** – Depth and accuracy of findings.
- **Visualization & Creativity** – Effective and visually engaging charts/graphics.
- **Overall Presentation** – Structure, flow, and visual coherence.



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5. Marketing Mania: Brand Revival Challenge

Registration Fee: ₹150 per team

Team Size: Minimum 2, Maximum 4 members

Objective:

Revive a failing/obsolete brand by crafting a fresh marketing plan.

Rules & Guidelines:

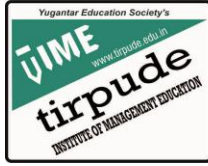
- Teams may **choose or be assigned** a failing/old brand (e.g., Nokia, Kodak, Blackberry, or regional brands).
- Create an **8 to 10-minute presentation** using a PPT, poster, or visual pitch.
- Include:
 - Analysis of brand decline
 - Repositioning strategy with new target audience & tagline
 - Marketing Mix (4Ps/7Ps) for the revived brand
 - Digital strategies: social media, SEO, influencer marketing, etc.
 - Offline strategies: events, print media, grassroots outreach
 - At least one creative campaign idea

Judging Criteria:

- **Understanding of Brand & Problem** – Insightful analysis and identification of key issues.
- **Creativity & Innovation** – Unconventional and fresh revival strategies.
- **Marketing Strategy & Feasibility** – Realistic, actionable plans.
- **Integration of Media** – Balanced digital and offline promotion.
- **Presentation & Communication** – Clarity, confidence, design, and engagement.



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6. MarketQuest: From Local to Global Products

Registration Fee: ₹150 per team

Team Size: Minimum 2, Maximum 4 members

Objective:

Choose a local/regional product from the list provided and propose a national or global expansion strategy.

Rules & Guidelines:

- Teams must choose a product from a provided list (first-come-first-serve basis).
- Create an 8–10 minute presentation covering:
 - Product background and origin
 - Current market scenario and challenges
 - Strategy for national/international expansion
 - Marketing and branding plan
 - Possible logistics, partnerships, and financial considerations
 -

Judging Criteria:

- **Understanding of Product/Brand & Local Relevance** – Cultural, traditional, or regional significance.
- **Feasibility & Strategy for Expansion** – Real-world viability of scaling up.
- **Creativity & Innovation** – Fresh marketing and branding ideas.
- **Presentation & Delivery** – Clear communication, design quality, and engagement.



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