

**All India Shri Shivaji Memorial Society's
College of Engineering Pune-411001
Department of Production Engineering**

PRODFEST

2017

RULEBOOK

- **(PR 1) PAPER PRESENTATION**
- **(PR 2) CAD-WAR**
- **(PR 3) TECHNO-SHOTS**
- **(PR 4) MOCK PLACEMENT**
- **(PR 5) AUTOLEDGE**
- **(PR 6) MARKETING MANIA**

Paper Presentation (PR1)

Entry Fee: Rs 100

Venue: Production Engineering Department (Production Seminar Hall)

1st Prize = 2000/- 2nd Prize = 1500/-

Maximum Participants per Team: 1

Date & Time of Event: 14th September 2017, 10 am

TOPICS:

1. Internet of Things (IOT)
2. World Class Manufacturing
3. Recent trends in Technology/ Manufacturing process
4. Case Studies in Production Management
5. Industrial Automation and Greenhouse Effect

RULES:

1. The participant must be studying any undergraduate course from any recognized University.
2. Maximum no. of participant 1
3. The paper must in IEEE format. It should not exceed 10 pages
4. The abstract should contain about 200-300 words
5. Participants will have to bring their college I cards and receipt on the event day
6. If participant has any project and its prototype he/she can present their prototype of the related topic in front of judges
7. The presentation must be in a Microsoft PowerPoint.
8. The participants will be given 10 min to present their paper followed by 2min question answer session.

JUDGING CRITERIA:

1. Presentation will be evaluated on the basis of its reliability, practical application and innovative ideas used.
2. Judge's decision will be final and it will not be changed under any circumstances.

General Rules:

1. You should maintain the college decorum.
2. Any participant disobeying the instructions will be charged with time penalty or may be disqualified.
3. Final decision will be taken by the event co-coordinator and General Secretary.
4. Any mess with volunteer/event co-coordinator will be resulted in disqualification.
5. If there is any change in above rules then that will be told to you before the start of the event.
6. Prize money subjected to change.

Contact

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CAD War (PR 2).

Entry Fee: Rs. 50 per participant

Venue: CAD/CAM Lab (Room No. 126)

Participation: Individual

Day, Date & Time of Event: 14th September 2017, 10 am

About the Event:

CAD WAR is a technical event based on software AutoCAD. Design of product is everything. Design is primary stage of manufacturing. This event is a challenge to everyone. You can show your skills or prove yourself that you are a unique designer. This event is an event in which you can grow by design knowledge and improve individually. So, let's show your skills in this event. Fastest and skilful person will be winner of this event.

Event consist of 4 Rounds.

Round 1: Basic Aptitude Test to participants based on basic design information. This test is conducting only for growth of basic aspects of design. In this round no one is eliminated. All participants are qualified for next round. This round is only for growth of basic aspects of design.

Round 2 : On the basis of aptitude test, participants are sequenced to round 2 which is on AutoCAD software. In which, participant get a design to draft. In this round, faster participants will be qualified for next round.

Round 3: Qualified participants from round 2 will face this round. This round will be difficult as compare to round 2. The best surprising thing in this round is- this round has specific timing. You have to complete design within a specified time by co-ordinator. Qualifier from this, will face last round.

Round 4: This round will be of 2 or 3 qualifiers only. Other participants will be eliminated round by round. Only 2-3 students will face to this round for winning of this Cad War event. This round is complicated in all rounds. Winner of this round is Winner of Event Cad War.

Note: Design may be 2D or 3D. So prepare accordingly. Generally till round 3, there will be 2D designs to draft.

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Technoshots (PR 3)

Venue: Production Engineering Department (Production Seminar Hall)

Entry Fee: Rs 50

1st Prize = 2000/- 2nd Prize = 1500/-

Maximum Participants per Team: 1

Date & Time of Event: 14th September 2017, 10 am

THEME :

Capture an image on your cell phone / camera
Take its print
Co-relate Engineering principle involved & Explain it in brief

ELIGIBILITY :

Images that have been used for commercial purposes and/or been published on Internet will not be eligible.

RULES:

Submission of Entries

- 1) Camera should be at least with 8 MP
- 2) You should bring the camera or cell phone by using which you have captured the image
- 3) Images of not more than 10 MB in size must be submitted online
- 4) Submitted images should be in JPEG format and at least 1,600 pixels wide for a horizontal image or 1,600 pixels tall for a vertical image.
- 5) Each participant can submit only one image.
- 6) Digital manipulation that distorts the reality of the images will not be allowed.
- 7) Participants are entirely responsible for all entry-related costs.

COPYRIGHT/INTELLECTUAL PROPERTY

- 1) Each image submitted must be the original and unpublished work of the participant who must also be its copyright owner.
- 2) The participant shall retain copyright to the image entered for the competition.

JUDGING AND RESULTS

1. The images will be selected by a panel of judges and their decision is final. No correspondence pertaining to the selection process and decision will be entertained.
2. The panel of judges will evaluate the images based on the following criteria:
 - Artistic/visual appeal.
 - Extent to which the photograph captures the essence of the theme.
3. Images will be judged based on originality, creativity and relevance to the theme.
4. The judging panel reserves the right not to award the prizes if the images submitted do not meet the requirements stated in this document.

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Mock Placement (PR4)

Venue: Classroom 240

Entry Fee: Rs 50 per student

Date & Time of Event: 13th September 2016, 11 am

About the Event:

This event gives you an idea about an actual placement process. It gives you an opportunity to test yourself and know your strengths and weaknesses.

Selection Process:

There will be three rounds:-

1. *Aptitude test:*

It will be an objective test consisting of quantitative questions. The test will be of 1 hour having 40 questions. No extra time will be given. Each right answer will be awarded 2 marks. There will be no negative marking for wrong answer.

2. *Group discussion :*

Participants will be divided into small groups. Each group will be given a topic and ten minutes will be given for discussion.

3. *Personal Interview (Technical & HR) :*

This will be the final round with one on one interview with the selection panel.

General Instructions:-

1. Participants are required to carry resume with them at time selection process.
2. Any participant disobeying the instructions or cheating during exam will be disqualified.
3. In case of any discrepancy final decision will be taken by the event coordinator and General Secretary.
4. Prize money is subject to change.

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Autoledge (PR5)

Venue: Classroom 237

Entry Fee: Rs 50 per team

Date & Time of Event: 13th September 2017, 12.30 pm

Autoledge is the basic mixture of automobile and the knowledge concern with it. It requires basic automobile and day-to-day introduction with automobile.

"LET US KNOW HOW WELL YOU CAN CARR !!!!"

RULES:

Total no of rounds:- 6

Round1 General Theory

1. 25 MCQs each carrying two marks
2. $25 \times 2 = 50$ Marks

Round2 Logo Quiz

1. Identifying of companies and cars.
2. Total 8 logo each of 5 Marks

Round3 Part Identification

Identify the given part of automobile

1. 10 parts total 50 Marks
2. Image of the part will be shown

Round 4. Advanced Technology working component

Identify the working technology

1. animation will be shown

Round 5. Diagnostic and troubleshooting

Identify the best method for diagnostics

1. 6*5 marks, Total marks 30
2. image will be shown of trouble

Round 6. Situation analysis and approach

1. a situation will be given
2. approach to situation is analyzed
3. 3* 10 marks, Total =30 marks

General Rules:

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5. Prize money subjected to change.
6. If there is any change in above rules then that will be told to you before the start of the event

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Marketing Mania (PR6)

Venue: Production Department Seminar Hall

Entry Fee: Rs 100 per team

Maximum Participants per Team: 2

Date & Time of Event: 13th September 2017, 10 am

It consists of following five rounds: -

Round 1: Ad-Mad/Ad-Diction/Ads making(Advertising/Promoting)

Round 2: Product Marketing (Strategic round)

Round 3: Rapid fire round (Quiz round)

Round 4: Brand Race/Logo login

Round 5: Financing/Financial wizard (Revenue generation)

ROUND 1: Ads Making

1. Advertisement is a main component in promoting products and services.
2. Teams are supposed to market an undesirable product, there are some faults and drawbacks in the product, still they have to promote properly and sell it. The goal of the promotional/advertising campaign is to drive awareness and build demand for products by implementing sound marketing practices.
3. Tools available for promotion include the following:
 - a. Out-of-home advertising (e.g. posters)
 - b. Direct mail (e.g. mailbox stuffing, email)
 - c. Product demonstrations
 - d. Other guerrilla marketing tactics as approved by the college administration.

Time Allotted:

5 min : Thinking

2 min : Presentation.

ROUND 2: Product Marketing

A similar product is given and each team, team has to come up with ideas for marketing it against other team. Each team must develop a STP (segment, target, positioning) plan that will be judged and critiqued.

Strategies planned and executed by each team will be judged.

Time allotted:

5min: Thinking

5 min: Presenting

ROUND 3: Rapid fire round

This is a team activity to judge your marketing knowledge, skills and expertise.

Questions will be asked to each team about Advertisements and brands around the world. Teams will be asked multiple choice questions related to marketing concepts.

Each team will be asked to recognize the Brand Ambassadors or identify the relation between the object and Celebrity.

Teams will be asked to recognize the particular brand related to the punchlines.

ROUND 4: Brand Race

Brand is the "name, term, design, symbol, or any other feature that identifies one seller's product distinct from those of other sellers" In this round, each team has to design a logo for a given product or service. They also have to come up with an appropriate name and a catch phrase for the given product or service. All teams are given a sheet to design the logo. They have to present the philosophy behind their design.

Topic: Airlines

Time: 20 min Designing the logo

5 min: Presenting the idea.

Round 5: Financing (any product)

Describe your revenue model— how you plan to make money. Use a bottom-up financial model to predict sales. What have you spent to date? What funds have been raised? How much money do you need? When do you need it? What will you do to raise any additional funds required for your product/service? When will your venture be cash-flow positive? What significant assumptions have you made? What risks have you identified

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