



Celebrating 50 Years of Excellence



SYMBIOSIS LAW SCHOOL, NAGPUR

Constituent of

SYMBIOSIS INTERNATIONAL (DEEMED UNIVERSITY), PUNE

(Established under Section 3 of the UGC Act, 1956)

Re-accredited by NAAC with 'A' grade (3.58/4), Awarded Category – I by UGC



Presents

“BRAND – O – METER”

Organized by

**CENTRE FOR ACADEMIC LEADERSHIP
AND MANAGEMENT (CALM)**

The Centre for Academic Leadership and Management (CALM) at Symbiosis Law School, Nagpur announces its activity based event -
“BRAND – O – METER”

HIGHLIGHT OF THE COMPETITION

This event is open for all the students of BA LLB & BBA LLB students of SLS Nagpur.

The student can pick any brand of their choice, something which is in existence and a brand that is readily available in the market.

They have to tell the important points related to the product / brand, which are as follows –

- When was the product / brand established?
- What is the market share of that brand?
- Who is its biggest competitor?
- What is its biggest strength and weakness?
- How are these brands advertised?
- Why have you, as a customer purchased that particular brand – was it because of its price / features / appeal?
- If the brand is discontinued will you purchase a different brand? If yes – which one?
- Design a new logo for that brand that you are currently using !!
- Give it a new name / tagline.

RULES

- EVERY ARTICLE MUST HAVE A TITLE, NAME OF THE STUDENT, PROGRAM & SEMESTER AND THE PRN.
- There are no teams => one student = one participant only.
- The students can make this on word / ppt or on a chart paper, with clear and good handwriting – using pictures where ever necessary and possible.
- THE ARTICLE MUST BE SUBMITTED IN ENGLISH LANGUAGE ONLY.
- Multiple entries from a single student is not allowed.
- Participants who do not adhere to the rules and the guidelines will be disqualified from the competition.
- The decision of the Judge (if any) and the Event Heads will be final and binding.

SUBMISSION PROCEDURE

- There is no hard copy submission.
- THE FILE SHOULD BE CONVERTED TO PDF AND THEN MAILED. NO OTHER FORMATS WILL BE ACCEPTED.
- Participants are required to submit the ARTICLE through email ONLY.
- **Email for Submission** :- **calm@slnagpur.edu.in**
- The deadline for submission is 6 pm :- 18th June, 2021
- Date of declaration of result is :- 24th June, 2021
- LATE SUBMISSION NOT ALLOWED, THIS WILL LEAD TO DISQUALIFICATION !!

EVALUATION CRITERIA

- With BRAND – O – METER, students are given the perfect opportunity to not only showcase their marketing skills and creativity, but also executing their ideas.
- These are the parameters for judging.

PRIZES

- The Certificate of Merit will be awarded to 1st, 2nd and 3rd place.
- Certificates will be issued to all the Participants.
- The result of the competition will be displayed on the SYMBIOSIS LAW SCHOOL, NAGPUR Website.

COORDINATOR

DR. NIKHIL POLKE
Assistant Professor

SYMBIOSIS LAW SCHOOL, NAGPUR

(IN CHARGE – CENTRE FOR ACADEMIC LEADERSHIP AND MANAGEMENT)

CONTACT DETAILS

SYMBIOSIS LAW SCHOOL
WATHODA, NAGPUR
Contact No. 0712 – 619 2225
Email id: - calm@slnagpur.edu.in
Website: www.slnagpur.edu.in