

Think Tank organized six activities and events in the **AY 2024-25**. The activities are as cited below:

1. ADD-JECTIVE'24 - The ultimate battleground



FORE THINK TANK **TE**
PRESENTS

ADD-JECTIVE'24

THE ULTIMATE BATTLEGROUND

REGISTRATION
DEADLINE
22ND OCTOBER'24

PRIZES WORTH
₹5000/-

SIMULATION
GAMING PARTNER
cesim
PRACTICE MAKES PROFIT

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Add-Jective 2024 is a Business Simulation competition organized by Team Think Tank in collaboration with Cesim. It assesses the participants' marketing expertise and ability to make sound business decisions.

We received registrations from over **117** teams, with **212** registrations in total. Registrations were opened at 15 Oct 24, 04:30 PM IST and were closed at 23 Oct 24, 11:59 AM IST. This intra-college at FORE School of Management was open for both first and second-year students. Both rounds were conducted online.

Following are the details of the event.

Round 1: - A micro-simulation game named “VentureX” that tests participants' decision making ability to maximize the accumulated profit for the company.

Round 2: - A Business Simulation named “Target Titans”, the 16 shortlisted teams played a comprehensive scenario-based business simulation in a risk-free virtual business world that tests business skills such as market research, problem-solving, teamwork, and business acumen.

The details of the Winner teams

Rank	Team Name	Participants	Prizes Worth
First Place	Case Masters	Itika Bansal, Priya Jha	2265/-
Second Place	Kismat	Chirag Kumar Agrawal, Ritam Mishra	1876/-
Third Place	Sudarshana Sentinels	Rahul Bajaj, Tanushree Nangia	932/-

Timeline for the Event

S.No.	Description	Date
1	Registrations Open	October 15, 2024
2	First Round	October 23, 2024
3	Final Round	October 25, 2024

2. CORPORATE BUDDHA 2024 - Reliving the Magic

The poster is set against a deep red background with a subtle pattern of various icons. At the top, logos for 'FORE', 'nexus', 'Genesis', and 'TE' are displayed. The main title 'THINK TANK' is in large, white, outlined letters, with 'presents' in a cursive script below it. In the center is a white silhouette of a Buddha in a meditative pose, surrounded by a large, stylized tree of leaves. Below this, a banner with a string of yellow lights contains three white boxes with text. The bottom of the poster shows the silhouettes of an audience seated in rows of chairs. Social media and contact information are located at the bottom corners.

THINK TANK
presents

**Prizes Worth
Rs. 45,000/-**

**CORPORATE
BUDDHA 2024**
Reliving The Magic!

**Registration
deadline
29th Nov'24**

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Corporate Buddha, hosted by **Team Think Tank** during **Genesis**, the annual fest of **FORE School of Management**, is a prestigious case study event. It was launched on November 17, 2024, with registrations opening on the unstop platform.

We received **443 registrations** from **100+ colleges** all over India with **201 teams**. Out of these 201 teams, 92 teams were from FORE School of Management. In comparison, 109 teams were external college registrations including, IIM Ahmedabad, IIM Bangalore, IIM Lucknow, TISS, IMI, IIFT, TAPMI, NMIMS Mumbai, and many more colleges.

Round 1 was held online on Unstop on 01 Dec 24, 06:00 PM IST. An online quiz was conducted having 15 questions, which were a mix of text and pictorials, to be answered within 20 minutes. A total of 116 teams were further shortlisted for Round 2.

The case study explores PVR-INOX's strategy to re-release cult classic.

Round 2 was also held online on 02 Dec 24, 06:00 PM IST. The participating teams were required to provide a 6-slider case solution based on deliverables mentioned in the case. Finally, 10 teams were finalized for The Final Round.

The Final Round took place offline on 14 Dec 24, 11:00 AM IST, where all shortlisted teams presented their case solutions to the esteemed judges' panel on campus.

Event Timeline

S.No.	Description	Date
1.	Launch Date	17 th November 2024
2.	Registration Closing Date	1 st December 2024
3.	Event Date	14 th December 2024

Judges Panel

S.No.	Name	Designation
1.	Mr. Gaurav Barjatya	Marketing Head, NDTV Network
2.	Mr. Ashish Misra	Commercialization Head, Cinapolis
3.	Dr. Rajarshi Debnath	Academic Area, Marketing

Winner Details

Position	College	Team Members
1 st	IIT Delhi	Nupur Malik, Pritish Mitra, Arun Kumar Singh
2 nd	FORE School of Management	Parth Jain, Chehak Kamra, Rahul Airi
3 rd	FORE School of Management	Riddhi Aggarwal, Rida Khan

3. The Amazing Race'24 - The Devil's in the details

THE AMAZING RACE
Presents
The Devil's in the Details

REGISTRATION DEADLINE
12/12/2024

PRIZES WORTH
RS. 17000/-

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FOR QUERIES CONTACT
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The Amazing Race is the flagship treasure hunt event organized during Genesis. It was launched on December 06, 2024, with registrations opening on the Unstop platform.

We received **188 registrations** from colleges all over India with **99 teams** in total. Out of these 99 teams, 81 teams were from FORE School of Management while 18 teams were external college registrations including, IIFT, Goa Institute of Management, IMI, DSE, LBSIM, TAPMI, and many more colleges.

Round 1 was held on the campus itself in which there were 60 participants. It was an offline quiz with 15 questions centered around Indian cinema and movies, after which 10 teams were shortlisted for the final round.

This year's treasure hunt theme was **“The Devil’s in the Details”**

Round 2 was a treasure hunt, in which clues were given to the team. The mission was to decipher the name of a murderer. Some tasks were given alongside to keep the participants engaged.

Event Timeline

S. No	Description	Date
1.	Launch Date	06 th December, 2024
2.	Registration Closing Date	12 th December, 2024
3.	Event Day	13 th December, 2024

Winner Details

Position	College	Team Members
1st	Delhi School of Economics (DSE), Delhi	Rishika Gupta and Isha Gupta
2nd	Fore School of Management, New Delhi	Poorva Badaya and Piyush Dhingra
3rd	Fore School of Management, New Delhi	Rida Khan, Riddhi Aggarwal, Abhijeet Ghosh and Mohit Vaidya

4. Briefcase'25 - Consulting Decoded



SEMINAR

TEAM THINK TANK PRESENTS

BRIEFCASE'25

UNRAVELLING THE
WORLD OF CONSULTING



SPEAKER
MR. BAALMIKI BHATTACHARYA



30 JANUARY, 2025



12:00 PM



CR-3



Our Guest Speaker

Mr. Baalmiki Bhattacharya

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A seminar in which an expert speaker shared valuable insights into the consulting domain. It was conducted on **30th January, 2025**.

Speaker - Mr. Baalmiki Bhattacharya (Partner & COO at GrowthSqapes)

5. Briefcase'25 - Acing the Case Competitions



THINK TANK
PRESENTS



BRIEFCASE'25 ACING THE CASE COMPETITIONS



DATE
12 March, 2025



TIME
4:30 PM



LOCATION
CR-5



MR. ANGAD SINGH

Manager - Global Airport Operations
AIR INDIA LIMITED

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A seminar where an expert speaker shared valuable insights on how to succeed in case competitions. It was conducted on **12th March 2025**.

Speaker - Mr. Angad Singh (Manager - Global Airport Operations, Air India Ltd)

6. Competition Assistance Program (CAP)

CAP is designed to empower and equip students with the resources and guidance they need to excel in business competitions. Through CAP, we aim to bridge the gap between aspiring competitors and seasoned veterans by creating a mentorship network.

It was conducted on **March 19, 2024**.