



# RV Institute of Management®

Autonomous Institution,  
Affiliated to Bengaluru  
City University

Approved by AICTE.  
NAAC 'A+' Accredited

*Go, change the world*



**Autonomous Institution of Excellence**



**EXCITING PRIZES**



## **UNION BUDGET - 2023 RVIM Challenge: Resurgent Visions for Indian Managers 3i (ideate, innovate, implement)**

RV Institute of Management invites you to participate in the RVIM Challenge

**Date: 6th March 2023**

**Time: 2.00 to 4.00pm**

### **About the Event:**

**Theme: UNION BUDGET 2023 - Strategic Business Ideas in the wake of the latest Union Budget.**

The Union Budget is eagerly awaited by Business leaders and professional managers alike as it sets the business agenda for the next year. Business takes the lead from initiatives spelled out in the budget, and resource allocations made to several focus areas apart from changes to encourage investment and economic activity due to changes in tax rates.

We have identified five focus areas for your consideration.

These are:

1. App Development
2. Climate Change
3. Digital Payments
4. Food Processing
5. PLI (Production Linked Incentives)

### **How do you benefit by Participating?**

- \* Interact with bright and talented competitors in a stimulating environment
- \* Hone presentation skills, learn to present a business plan based on your strategy
- \* Gain a broad and strategic perspective to the changing business environment in India
- \* Learn to interact with and take feedback and inputs from an eminent panel of jury comprising of practitioners from Industry, academics and from consulting

### **The Format:**

Participating teams (2 to 3 members) need to choose **ONE** of the focus areas listed above and make a business case with your revised strategy for your focus area taking into consideration changes and additions/deletions made in this year's Union Budget.

**Once you choose your focus area, following your registration for the competition, the organisers will send you a brief write up of the present state of the area of activity ( viz Digital Payment etc) . You will have to update and present your business development ideas using the changes made in the Budget Statement.**

**You may also choose more than one focus area.**

### **Eligibility Criteria:**

Interested Undergraduate and Postgraduate students from Commerce, Management and Economics disciplines.

### **General Regulations:**

1. All participants must carry a college ID
2. Participants are required to be in formals (preferred college uniforms)
3. Each participating team is required to send a mail of the presentation at least one day before the event
4. There can be multiple teams from the same institutions. All members of the team should be from the same college.
5. Mode of Participation : Offline / Online ( Outstation Participants)
6. The decision of the judge will be final

### **Prizes:**

The winner of each of the five focus areas listed above will receive a **cash award of Rs. 5,000.00 per team**



### **How to Enter the Challenge:**

1. Registration Fees: Rs. 500/- per team and the link for the registration and the payment is <https://rzp.io/l/1pUGEjr>
2. For any queries send an e-mail to [rvimchallenge@gmail.com](mailto:rvimchallenge@gmail.com) or **contact the coordinators**

### **Faculty Coordinators**

**Mr. Ravi Kumar**  
9686207899

**Dr. Tamizharasi**  
9902545897

**Dr. Jahnavi**  
8792694905

**Dr. Dileep**  
8553276869

**Prof. Pooja Takalkar**  
6363276639

**Prof. Ankita**  
7045354073

### **Student Coordinators**

**Ms. Chaitanya Kamatagi B**  
9890509531

**Ms. Sagi Sampi**  
8105967342

**Mr. Amit Kamadollishettar**  
7795917696