

# 27<sup>th</sup> STUDENT MANAGEMENT GAMES

**EXPERIENCE,  
COMPETE AND  
WIN!**

A National Competition for the skills and thrills of running a company through Business Simulation

## What is Business Management Simulation?

Management Simulation is a Computer based event that simulates a business scenario. It creates an opportunity for the participants to manage a business with multiple functional areas. They get to experience active competition and gain the necessary perspective to handle it. They take strategic business decisions and see the impact through AIMA's indigenously developed software 'CHANAKYA'. The essence of Management Simulation is 'Learning by Doing'.

## Eligibility

A team of maximum 3-4 members can be nominated by the institution. Students of MBA, PGDM, BBA, B.Com, Engineering, CFA & equivalent professional programmes of any college or institution can participate.

## Sponsorship Options for Hosting Institutes (Excluding GST)

Sponsorship	Category	Fees	Benefits	
			Teams in SMG	In-house Competition
Principal Sponsor	National Finale & Semi-Finale Hosting	₹ 3,00,000	30 Teams	1 Complementary
Co-Sponsor(s)	Regional Round(s) Hosting	₹ 2,00,000	15 Teams	1 Complementary
Associate Sponsor(s)	Bulk Teams	₹ 1,50,000	50 Teams	1 Complementary
Institutional Contributor(s)	Bulk Teams	₹ 1,00,000	30 Teams	

## Dates & Regions

Bhopal	30 Oct - 3 Nov 2023
Panipat	22-25 Nov 2023
Ahmedabad	4-8 Dec 2023
Chennai	Jan 2024
Mumbai	Feb 2024
Ghaziabad	19-23 Feb 2024
Hyderabad	Feb 2024
Regional 8	Mar 2024
Regional 9	Mar 2024
Regional 10	Mar 2024
<b>Semi Final &amp; National Finale April 2024</b>	

## College Participation Fee/ Sponsor College

Teams & Benefits	Fee
5 Teams	₹ 10,000 + GST
11 Teams	₹ 20,000 + GST
21 Teams	₹ 40,000 + GST

The fee paid is non-refundable / non adjustable, although participation by a substitute team is allowed.

### For online PAYMENT

[https://apps.aima.in/PAYAIMA/AIMA\\_PAYMENT\\_FILLDETAILS.ASPX](https://apps.aima.in/PAYAIMA/AIMA_PAYMENT_FILLDETAILS.ASPX)

For online registration, please visit <https://simulation.aima.in>

## Prize



### Gift Sponsor



### Co-Sponsors & Venue Host

### For Sponsorship Contact

**Ravi Jangra** – Deputy Director  
M. 9811811231, E. [rjangra@aima.in](mailto:rjangra@aima.in)

### For Registration Contact

**Ashu Sikri** – Assistant Director  
M. 9999978227, E. [asikri@aima.in](mailto:asikri@aima.in)

**Dipika** – Junior Manager  
M. 7970763581, E. [mt@aima.in](mailto:mt@aima.in)

All India Management Association (AIMA), Management House, 14, Institutional Area, Lodhi Road, New Delhi - 110003, INDIA

<https://simulation.aima.in/national-competitions/smg>



ALL INDIA MANAGEMENT ASSOCIATION

<p align="center"><b>27<sup>th</sup> AIMA's Student Management Games (SMG 23-24)</b></p> <p align="center"><b>November 2023 – March 2024</b></p> <p align="center"><b>BENEFITS OF SPONSORSHIP</b></p>	<p align="center"><b>Principal Sponsor (3.00 Lakhs)</b></p>	<p align="center"><b>Co-Sponsor(S) (2.00 Lakhs)</b></p>	<p align="center"><b>Associate Sponsor(S) (1.50 Lakhs)</b></p>	<p align="center"><b>Institutional Sponsor(S) (1.00 Lakh)</b></p>
National Finale Hosting	✓	X	X	X
Semi Finale Hosting	✓	X	X	X
Regional Round Hosting	X	✓	X	X
Speaking opportunity to the head of the organization at Valedictory session.	✓	✓	X	X
Opportunity to the leaders / head of the institution to give the Welcome or Concluding Remarks.	✓	✓	X	X
Complimentary 1 Day Simulation Workshop for Participating Teams	1	1	1	X
Teams Participation in SMG	30	15	50	30
Sponsors will be allowed screening of their corporate film (2-3 minutes duration) during the breaks.	✓	✓	X	X
Logo branding on all media campaigns run on social media handles of AIMA	✓	✓	✓	✓
Logo branding on the holding slide to be displayed before the start of each session	✓	✓	✓	✓
Sponsors logo will be featured in all event's promotional activities including event webpage, e-mailers, e-fliers etc.	✓	✓	✓	✓
Backdrop and Panels/Page thanking sponsors to be displayed	✓	✓	✓	✓
Special announcements thanking sponsors during the rounds	✓	✓	✓	✓

# AIMA's 27<sup>th</sup> Student Management Games

## FAQs

1. Will the participants get any certificates?

All the participants in the regional prelims will get participation certificate. There will be winner's certificates for Regional and National Finale winner.

2. What will be given to the winners?

Regional Winners-Winner Certificates, Individual Plaques and Team Trophies  
National Finale Winners- Winner Certificates, Individual Medals, and Team Trophies

3. Can Students register directly and what will be the fee?

As the main moto of the event is institutional glory, it is advised that teams are nominated through the institute only (minimum no of teams being 5 @ RS. 2500/team), however is some institute wants to nominate teams less than 5 in that case the fee would be Rs. 3,000/team.

4. Does the college need to make arrangement of accommodation and food for the students?

Some tea and refreshments are expected from them, Lunch and accommodation is entirely on the discretion of the hosting institute, if they want to extend these services at subsidized rate to the teams participating.

5. Can an institute use two venues in case of no of teams is more?

The venue must be one only. In case of more no of teams and non-availability of big hall, briefing can be done in the hall and adjacent Classrooms can be used.

6. Can the hosting institute do marketing and take registrations?

Yes, the hosing institute is expected to market the event in their city/state. The hosting institution can collect the registration fee on behalf of AIMA, and they can pay to AIMA.

7. What will be the duration of the Inhouse training, Prelim rounds and regional finale.

Inhouse workshop – 1 day – 9:30 am to 5:30 pm  
Prelim round – 2 days -9:30 am to 5:30 pm  
Regional Finale– 1 day – 9:30 am to 5:30 pm

8. Does the hosting institute have any share in the participation fee of the teams?

No.

9. Can the hosting institute play their video during the opening or in Valedictory event of the Event.

Yes, however the duration of the video should be 2 min max.

10. Can the hosting institute design poster/banners related to the competition to display in their institute and use for marketing.

AIMA will provide soft copies of the SMG flyer to be used, however is the hosting institute wants to design something of their own, the design needs to be preapproved form AIMA before being circulated.

11. Will the students get any reading material about the simulation before the competition.

Yes, a digital learner's manual about the simulation can be shared with the students, download link mentioned below for your reference.

Link : <https://chanakya.aima.in/demo/Content/File/FilePath/635303088620248750.pdf>

12. Can the faculties accompany the participating teams?

Yes, they can, however they would not be allowed inside the hall/classroom during the competition. They can wait in the designated area.

# **AIMA's 27<sup>th</sup> Student Management Games**

## **Logistic Support Required**

1. A big conference hall (With Air-conditioning) to address the gathering.
2. Audio Visual aid
3. One Laser jet printer with high speed, cartridge, and printer driver
4. 2 Reams of A4 size photocopying paper
5. Photocopy of case study.
6. Flat Surface Hall (With Air-conditioning) to accommodate 150-200 participants who are divided in teams. No of teams will be confirmed closer to the date of the competition. One team consists of 4 persons.
7. Each Team will require round table with 4 chairs with each table.
8. Gap between table should be at least 1 to 2 feet.
9. Each Table should have Electrical connection to charge laptop. Hence, enough extension cords
10. Complementary morning tea with snacks/cookies and evening tea with snacks/cookies. Lunch at the discretion of Venue Host, if in case the host does not wish to provide complementary lunch, the access to Canteen is mandatory.
11. If the participants are coming from outstation locations, college can offer hostel accommodation at subsidised prices.
12. On the second day the above arrangements remain the same.
13. On the third day the arrangement for number of participants is reduced. Shall confirm the number closer to the date of the competition.
14. One Room for Chief Guest for welcome and initial briefing
15. Drinking water
16. Backdrops and banners to be framed and put in the Hall.
17. Registration Table
18. One Co-Ordinator
19. 8-10 Volunteers