

**Name of event:** White Collar

**Date:** 19th and 22nd September, 2019

**Venue:** Teqip Building, Jadavpur University

**Brief description of event:** White collar was organized as an analytical and business management competition exclusively for the students of UG1 from all colleges. The Round 1 was a CAT aligned aptitude exam to shortlist students. Almost 180 students from all colleges in Kolkata participated in the apti round from which 45 were selected.

Qualifiers of the Round 1 were grouped into teams of 4 and given a case outline of a failed startup or an unsuccessful company policy along with a consequential (and NOT necessarily the consultancy) solution will be provided, participants were asked to choose the better solution and give a 3 minutes pitch specifying their choice as well as finding faults in the other solution.

Top 9 participants from Round 2 were selected for Round 3 where they were given 1 minute to improvise a third solution to the round 2 cases. Top 3 participants got exciting prizes and gift coupons from sponsors and dignitaries.

Drive link of the Round 2 cases:

<https://drive.google.com/folderview?id=1FL7c3JFdMMGGD6zcrWPrkaJ8mzldWaF>

The analytical solutions of the cases have been written by student coordinators of JU E-Cell and not copied from any consultancy solutions available online.

**Dignitaries (if any/judges panel):**

- Vishal Kumar, CEO and Founder, Learning while Travelling
- Rohit Gupta, Brand Manager, Learning while Travelling and Founder, Awara Lens
- Sheikh Ziaur Rahaman, Co-Founder Cane Crush, Founder My Cup (Star Industries)
- Nahid Parveen, Co-Founder, Cane Crush



**Pictures:**

