

REPORT – 2010-2011
PLANNING FORUM – JUNIOR COLLEGE

Teacher-in-charge: Shivani Bhatt
Secretary: Aayush Modi
Joint Secretary: Mihir Shanghavi
Treasurer: Chandni Garg

Events conducted during the academic year 2010-2011:

Sr. no.	Event	Date
1	Brain Coaster	21 st September 2010
2	Ad-Mad [Eliminations]	21 st September 2010
	Ad-Mad [Finals]	24 th September 2010
3	Richie-Rich	23 rd September 2010
4	Narsee Monjee Stock Exchange	15 th December 2010
5	Launch of 'Horizons' magazine	15 th December 2010

Event details:

Brain Coaster is a contest that tests the ability to associate, substitute and co-relate facts, figures, shapes and concepts, in a way that actually takes the brain on a roller-coaster ride. A string of about 20 twisted questions kept some 130 participants [approx 65 teams of 2 each] busy for almost an hour, trying to race against time, while they cracked the codes of the game.

Ad-Mad gives young students a chance to create advertising messages for given products. About 20 plus odd products were listed out and participants had to pick any one product and make their offers known to the target market and attract prospective buyers. 7 team [of up to 4 students] took part and those who qualified for the second round had to recognize not only product logos but also ad jingles and punch lines of real products.

Richie-Rich is a contest to innovate and get rich ! 4 teams [of up to 4 students] presented their innovative products in great detail. Their presentation covered aspects like core features of the product, the USP [unique selling proposition], selling price, profile of the target market, 'eco-appeal' and even finance needs of the project. The most innovative and feasible proposal took away the prize.

Narsee Monjee Stock Exchange is a simulation of the real stock market situation. About 104 participants [in 52 teams of 2 each] started with a certain basic sum of money and invested in several listed public limited companies. While they traded in these stocks trying to appreciate their invested funds, news of frauds, de-listings, new entrants and bonuses kept flashing on the screen to provoke the powerful and interesting 'market sentiment'.

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Horizons is the annual magazine published by the Planning Forum team. The team sources articles, poems and 'words of wisdom' from budding writers and poets of N.M. junior college. Free copies were distributed among all teachers and students after it was launched.

The PF team thanks the Principal, Vice-principal [junior and degree], non-teaching staff and all the teachers for their support, in the absence of which none of the above activities would have been possible. We owe our success to the entire Narsee Monjee family, of which we are just a small [but proud] part.

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LIST OF PRIZE WINNERS

Event	Place	Winner	Class
Brain Coaster	1 st	Ishita Vasani Ayush Bajaj	FYJC FYJC
	2 nd	Hetvi Bhagat Radhika Agarwal	FYJC FYJC
Ad-Mad	1 st	Sushant Hede Abhinav Gadia Nikhil Joshi Pranjal Kothari	SYJC SYJC SYJC SYJC
	2 nd	Akshay Kumar Priti Singh Devarsh Shah Raunak Samdani	FYJC FYJC FYJC FYJC
Richie-Rich	1 st	Aarsh Patel Tejal Panchal Naman Jain Niharika Sabnis	SYJC SYJC SYJC SYJC
Narsee Monjee Stock Exchange	1 st	Sneh Baxi Clayton D'souza	SYJC SYJC
	2 nd	Ankit Shah Vivek Patel	FYJC FYJC