



 भारतीय स्टेट बैंक
State Bank of India
With you - all the way

THE ROAD TO EL DORADO

State Bank of India
presents
The Road to El Dorado – Best Business Brain

- Participation in this event is open to all the students pursuing a Masters in Business Administration (full Time) or an equivalent degree at one of the invited B-schools in the country.
- First year and second year students from the following institutes are eligible for participation
 - IIM-Ahmedabad
 - IIM-Bangalore
 - IIM-Calcutta
 - IIM-Lucknow
 - IIM-Kozhikode
 - IIM-Indore
 - ISB
 - XLRI Jamshedpur
 - S.P. Jain Mumbai
 - FMS Delhi
 - MDI
 - NITIE
 - NMIMS
 - SJMSOM
 - JBIMS
 - SIBM
- The event will consist of two rounds: Elimination & On-Campus Finals

Elimination:

The participants will be evaluated on the basis of their Resume and the essay submitted by them

Essay Topic: (max 1000 words)

Choose any one of the following

1. Albert Einstein once said, "Imagination is more important than knowledge. For knowledge is limited to all we now know and understand, while imagination embraces the entire world, and all there ever will be to know and understand."
Comment.

2. Albert Einstein once said, "I believe, indeed, that overemphasis on the purely intellectual attitude, often directed solely to the practical and factual, in our education, has led directly to the impairment of ethical values." **Comment.**

Deadline: 15th October, 2009 by 23.59.59 hours

On the basis of the cumulative score (i.e. Resume + Essay), One student from each institute will be selected for the final round.

On- Campus Finals:

- The finalists will be invited to the campus to compete in the final battle where multiple rounds of events that would determine who the real leader is!
- The finalists shall be tested through a series of rigorous rounds on concepts of finance, marketing, economics, human resources, operations and general awareness.
- The candidates will thus prove their merit, intellect and prowess.

Rules and Regulations:

- The subject of the mail must be Institute Name_FirstName_Surname
- The file name of the resume should be CV_Firstname_Lastname
- The essay should be in .doc format, font – Times New Roman, font size – 12, line spacing – 1.5. The filename of the essay should be Essay_Firstname_Lastname
- Two-way sleeper class travel for shortest route between finalists' institute to Mumbai will be reimbursed
- Accommodation for the finalists will be provided by Team Prayaag
- Decision of the judges will be final and binding on all participants

Prizes:

- 1st Prize : Rs. 20,000
- 2nd Prize: Rs. 10,000

Certificates will be awarded to all finalists

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