



Competition Name: Axis Bank “AxisMoves”, the inter-campus online gamified competition.

Winners: Team "ManChi" consisting of ChiragKat
(IB) 2015-17 Batch.

Prize: Rs 10 lakh seed funding

Axis Bank has provided seed funding of Rs 10 lakh to the students of Indian Institute of Foreign Trade, Delhi Campus; the winners (Team "ManChi" consisting of ChiragKa (IB) 2015-17 Batch) of the inter-campus online gamified competition Axis Bank.

Testimonial from ChiragKathuria and Mansi Dixit

Through the competition, we had to imagine ourselves handling different positions in a company and make decisions accordingly. This helped us get a very real-life experience which will definitely be beneficial for us in our corporate life. The 2 main driving motivations were to see our idea being implemented on a national level and to perform better than best teams of the country. We evolved as a team through the game and motivated each other to perform better.

In Level 1 we had to chalk out a business model wherein we had to use the bank in the value chain in a smart city and come up with innovative ways for energy management, water management, waste management, skill development, urban mobility and tele-education. The ideas had to be such that they should be implementable and must be aimed towards contributing to sustainable development by contributing to solutions for environmental and societal challenges. The ideas should also be technologically advanced to sustain competition.

Level 2 was a business simulation game where we had to convince our VCs for our idea.

Level 3 was also a business simulation game in which there were 2 rounds. In the first round we had put ourselves in the role of a CEO and build our team. In round 2 we had to act as a business leader and convince and motivate the team members and get the maximum sales converts.

The cumulative scores of level 1 and 2 were considered for elimination of teams.

The final round was in Mumbai. There we had 5 rounds of simulation games where we had to build our business model. With each round the time available to build the strategy was reducing. Round 1 was of 25 minutes, round 2 20 minutes, round 3 10 minutes, round 4 of 6 minutes and round 5 of 4 minutes. There the target was to get the maximum net profit while competing against the other teams.

Each level taught us something and we handled both external and internal challenges as a team. We developed the ideas keeping in mind that it should be sustainable and it would be great to see it implemented.





