

**GAUTAM BUDDH TECHNICAL UNIVERSITY, LUCKNOW**  
**(Formerly Uttar Pradesh Technical University)**  
**CIRCULAR**

January 12, 2011

**MANAGEMENT GAMES COMPETITION EVENT - CHANAKYA**  
**January 21-22, 2011**

Understanding problem structure and learning problem solving constitute important aspect of technical education, particularly the field of management. Most of the management problems are ill structured and require a very comprehensive analysis which needs various disciplines to be applied simultaneously. Unlike other disciplines, the issue here is not to find a solution, but to find a better solution! And the competition and team work play an important role in developing and sharpening the required skills.

All over the world, the management institutions train the students by organizing competitive events in the form of games, quizzes, etc.. In our university system (GBTU and MTU) also, several institutions have started such events in a very appreciable manner. It is often felt that there should be more of such events across the institutions.

As you all know, All India Management Association (AIMA) is a premier association in the country which is engaged in various facets of management including students competitions. One of the high value such programs is **Chanakya**. This is a computer simulated management game played by teams comprising three to four members each. The game involves decision making for a virtual company with focus on some performance indicators. The game administrator gives briefing explaining things like decision making time, business situation, constraints and context and also provides a manual giving various details. Based on the responses of the teams and their evaluation, winners are identified and awarded trophies. The objective of the game is to develop in the participants competitive skills and learning components and benefits of various managerial interventions. The game is useful for both faculty as well as students. AIMA in collaboration with local Management Associations has conducted it for over 2000 participants in about 350 corporate and 200 management schools. It is recognized as one of the fastest and most cost effective set of techniques of training. The transformation from the time to start till the end of the event is so substantial that some regard this as a **mini MBA** program conducted over two days!

As you might be aware, Lucknow Management Association (LMA) in association with AIMA has been yearly organizing Chanakya over the last several years. LMA is a high profile professional body comprising over 1300 individual and 95 institutional members from all sectors in business, academics and government. It has been involved with organizing a large number of programs every year which provide an opportunity to the students of professional courses, faculty and young executives working in corporations to enrich their personality and upgrade their management skills. Students and faculty of UPTU have always actively participated and have been tremendously benefited.

AIMA and LMA have jointly proposed to organize **Chanakya 2011** as per details given below.

**Dates** : January 21 and 22, 2011 from 10 am to 5 pm on both the days.

**Registration Fee:** Rs. 6000/- per team / for AIMA & LMA members  
Rs.7000/- per team of four participants for non AIMA/LMA members.  
The fee includes lunch, tea/coffee for two days and training material.

**Venue** : Amity University (old campus), Gomti Nagar, Lucknow

**Notes:** (1) Hostel accommodation will be provided, if possible, to outstation teams at nominal rates. Otherwise, they will have to make their own arrangements.

(2) Participants would need to bring their own lap tops.

**Contact: Capt. S.K. Bhardwaj, General Manager, LMA Phone/ Fax: 0522-2325508, 4078331, 9335761190, Email: lmalucknow1970@yahoo.co.in.**

I would like the institutions of GBTU and MTU to consider sending teams of students to participate in this prestigious event. Faculty members are also encouraged to join.

Kripa Shanker

Vice Chancellor