

26th

STUDENT MANAGEMENT GAMES (SMG 2023)



Experience, Compete and Win!

A National Competition for thrill and skills of running a company through Business Simulation.

What is Business Management Simulation?

Management Simulation is a Computer based event that simulates a Business Scenario. It creates an opportunity for the participants to manage a business with multiple functional areas. They get to experience active competition and the perspective to handle it. They take strategic business decisions and see the impact through AIMA's indigenously developed software 'CHANAKYA'. The essence of Management Simulation is 'Learning by Doing'.

Eligibility

A team of maximum of 3-4 members can be nominated by the Institution. Students of MBA, PGDM, BBA, B.Com, Engineering, CFA and equivalent Professional programmes of any college or Institution can participate.

Prize

| | |
|--------------------------|---|
| Winner Team | : Team Trophy, Medals, Certificates & Avon Bicycles |
| Runner Up I Team | : Team Trophy, Medals, Certificates & Gift Hamper |
| Runner Up II Team | : Team Trophy, Medals, Certificates & Gift Hamper |

Sponsorship Options for Hosting Institutes (Excluding GST)

| Category | Fees | Complimentary Benefits | |
|---|----------|------------------------|-------------------|
| | | Teams in SMG | In-house Workshop |
| Principal Sponsor & Semi Finale Hosting | 3,00,000 | 30 Teams | 1 Day Workshop |
| Co-Sponsor & Regional Round Hosting | 1,50,000 | 10 Teams | 1 Day Workshop |

College Participation Fee/ Sponsor College

| Teams & Benefits | Fee (Inclusive of GST) |
|------------------|------------------------|
| 5 Teams | ₹ 12,500 |
| 11 Teams | ₹ 25,000 |
| 18 Teams | ₹ 37,500 |

The fee paid is non-refundable / non adjustable, although participation by a substitute team is allowed.

For online PAYMENT

https://apps.aima.in/PAYAIMA/AIMA_PAYMENT_FILLDETAILS.ASPX

For online registration, please visit <https://simulation.aima.in>

Dates & Regions

| | | |
|---|-------------------|---------------|
| Mumbai | Regional | 17-19 Feb |
| Bengaluru | Regional | 01-03 March |
| Hyderabad | Regional | 17-19 March |
| Coimbatore | Regional | 22-24 March |
| Panipat | Regional | 27-30 March |
| Chennai | Regional | 3-6 April |
| Location-7 | TBA | April |
| Delhi | Regional | 18-20 April |
| Delhi | SEMI-FINAL | 21 April 2023 |
| INDIA FINALE – 22 April 2023 – AIMA Lajpat Nagar | | |

Sponsors & Venue Host



Gift Sponsors



For Sponsorship Contact

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For Registration Contact

Ashu Sikri – Assistant Director
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<https://simulation.aima.in/national-competitions/smg>