

No. EDN-H (21) F(10) 09/2010-III-Misc-L
Directorate of Higher Education
Himachal Pradesh
Tel:01772653120Extn.234 e-mailgenbr@rediffmail.comFax:
2812882

Dated: Shimla-171001 the 7/10 October, 2013

To

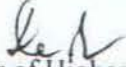
All the Deputy Directors of Higher Education
Himachal Pradesh

Subject: - Request for association for project: 'Master Mind, Himachal'

Memo:

Please find enclosed herewith A copy of the letter No. nil Dated: 17/09/2013 received from the Secretary (Governing Body) Baddi University of Emerging Sciences and Technology on the subject cited above.

In this connection, you are hereby directed to circulate the details of the competition to all the Principals of the Government Senior Secondary Schools under your control alongwith the participation forms (copy enclosed) of the students of 11th and 12th class and send it to Baddi University of Emerging Sciences & Technology, Baddi, District Solan as per the details of the competition (copy enclosed)


Director of Higher Education
Himachal Pradesh, Shimla-1



Baddi University

of Emerging Sciences & Technology
Makhnumara, Baddi, Distt. Solan, H.P.-173205. Telephone: 01795-247353
Fax: 01795-247352 www.baddiuniv.ac.in

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17.09.2013

To

The Education Secretary
Shimla, Himachal Pradesh

Kindly examine & see if we can extend the reqd. assistance

Dr HE

*Qm
17/9*

Sub: Request for your association for project: 'Master Mind, Himachal'

Sir

Himachal Pradesh is a state better known for its lush green meadows and wonderful climate, attracting rush of tourists from the whole world, but, the state also has an inspiring history of famous scientists, army generals and film stars, which is not even known to people living within the state.

*Genl. B...
to examine
and see if
we can
do this at
Distt. level
27/9/13*

To recognize and honor the young geniuses of the state, Baddi University of Emerging Sciences and Technology has conceived an inspiring concept which will add a new feather to the cap of this beautiful state.

We present to you- 'Master Mind, Himachal', India's first school oriented competition organized to find and honor one student who is an all rounder and posses all qualities of becoming a youth icon. The competition will be organized specifically for all the senior secondary schools of Himachal inviting participations from more than 1700 schools and selecting one winner from approx. 30,000 students..

After a month long competition, the winner of Master Mind will be unveiled at a Grand Finale, organized in the university campus, where the winner will be awarded with a cash prize of Rs. 1 Lakh, scholarship of worth Rs. 2 Lakh and may more exciting gift hampers

Camp at Nalagarh

To spread the news across the state and outside, a special talk show of the winner and his/her school principal will be organized post Grand Finale on one of the leading TV channels of Himachal, making the Master Mind an overnight star and a youth icon, setting an example for thousands of students within and outside the state.

24 SEP 2013

To help us achieve our endeavor, we aspire for your association and support for the project in any way possible.

Looking forward for your kind association.

Regards

Gaurav Jhunjunwala
Secretary (Governing Body)
Baddi University of Emerging Sciences
and Technology

*Ms Ag...
30/9/13*



CAMPAIGN PROCESS

EXTENSIVE PROMOTION

Print Media Campaign
Radio Campaign
Television Campaign
Online Promotion
Press Conference
Hoardings and Poster placement

PARTICIPATION

Letter with campaign video and brochure containing participation form will be sent to more than 1700 Sr. Sec. Schools of Himachal
Principals will fill participation form and choose 15 all rounder students mentioning reasons for choosing
Only students from class 11th, 12th can participate
The filled form has to be couriered or emailed to Baddi University

SHORT LISTING SCHOOLS

All participating students will appear for an online test after which top 200 students from each district will be shortlisted by an official body of experts including ace academicians, IAS officers, Govt. officials of state education department & others. The result will be communicated to the principals via email, letter and telephone call.

INTERVIEW SESSIONS

One center in each district will be created where the shortlisted students will appear for a one-on-one interview. The students will be asked questions judging them for the level of intelligence, creativity, general knowledge, communication skills, confidence, passion, talent and managerial qualities
Interview sessions will be organized in the presence of school principal, teachers and all the students of class 10th, 11th, 12th
A video camera brought by the interviewer will record the entire session
Time given to each participant will be minimum 10 minutes and maximum 20

SHORT LISTING FINALISTS

One finalist from each district will be shortlisted by the deputy commissioner. Total 12 finalist names will be communicated to their respective schools principals.

PROJECT TASK

12 finalists will be called to stay in Baddi University for 2 days

During these days they will be given individual project task to complete within 12 hours, spread in 2 days

The finalists will be followed by video cameras and all their actives will be captured

7. GRAND FINALE

- On the third day of Grand Finale will be organized in the university campus in which Himachal's first Master Mind will be announced
- MasterMind will be awarded with cash prize of Rs 1 Lakh, scholarship worth Rs 1 Lakh and other gift hampers
- He will be honored by Chief Minister or education secretary of Himachal or any other senior dignitary of Himachal Pradesh
- Principals, parents, and classmates of five finalists will be invited
- The remaining 11 finalists will also be awarded with a cash prize of 10 thousand each and scholarship worth fifty thousand
- The minister will also honor the principals of 12 shortlisted schools
- The event will include dance performances, by renowned dance troops, rock band performances by university band, speeches by principals of 5 finalists
- Exclusive media interaction with MasterMind, all finalists, parents, classmates, principals
- All participating students will be awarded with scholarships worth 25 thousand and certificate of participation

TALK SHOW

- The university will organize an exclusive interview of the Master Mind, his school principal & parents which will be presented on one of the leading TV channels of Himachal

SOUVENIR

- A souvenir containing the campaign photos, grand event pictures, media coverage & participating schools & student's messages & quotes by jury members, invited VIP's, all the participating principals with photos will also be included in the souvenir and will be sent to all the participating schools.



(to be filled by school principal only)

1.School Name:

2.Address:

3.Phone No: 4.Website:

5.Principal's Name: 6. Mobile No:..... 7.Email ID:.....

8. Details of Participant :

S.No	NAME	FATHER'S NAME	AGE	CLASS	GENDER F/M	ACHIEVEMENTS
1.						
2.						
3.						
4.						
5.						
6.						
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8.						
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10.						
11.						
12.						
13.						
14.						
15.						

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PARTICIPATION PROCESS

1. Fill up the form attached in this brochure
2. State the details of 15 participating students with their achievements
3. Wait for our confirmation. We will inform you within 10 Days

TERMS & CONDITIONS

1. The School has to attach & send resumes of all 15 participants, clearly stating their achievements & academic record
2. A copy of participant's birth certificate for clarifying their age has to be attached with the form
3. The form has to be filled & sent back to the university, before 30th Sept. 2013. Forms received after the deadline will not be considered
4. There is no participation fee applicable
5. Participation forms are also available on <http://www.baddluniv.ac.in>. The submission can also be sent via email to mastermind@baddluniv.ac.in
6. All the pages of attachments have to be attested by the principal
7. The organizing university reserves all the rights

DECLARATION OF PRINCIPAL

I hereby certify that all information provided in the form and attached with it are true to my knowledge

Principal's Signature :

Date :

Participation form to be sent at the following address

GAURAV JHUNJHUNWALA
BADDI UNIVERSITY
of Emerging Sciences and Technology
Makhnumajra, Baddi, Distt. Solan,
H.P. - 173 205