



The Synopsis and Business Plan should be mailed to:

Hon. Secretary,
Thrissur Management Association,
Management House, Kizhakkumpattukara Road,
East Fort, Thrissur 680005.
tma.tcr@gmail.com

For Further Details:

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Modify your dream Magnify your skills

TMA - Hykon 11th All India Business Plan Contest for HYKON Young Entrepreneur Award

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www.nehrucolleges.com/nsm.org.in
www.hykonindia.com

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Jointly with



NEHRU SCHOOL OF MANAGEMENT
@NCERC, Near Lakkidi Rly. Station, Pampady,
Thrissur, Kerala - 680 588

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22nd
MAY 2021



Adv. Dr. P. Krishnadas
Chairman & Managing Trustee
Nehru Group of Institution

Over five decades ago, Nehru Group of Institutions was established and right from the beginning, the institution has followed a unique approach to serve the community, be it students or the public, in general, with a vision of providing service through education and humanitarian works. Our conglomerate of 23 colleges is one of the oldest organizations dedicated in Coimbatore and Kerala that has consistently worked towards empowerment and social change through Aeronautics, Architecture, Arts, Engineering, Science, Medical, Research and Technical education in India.

Being bestowed with the monumental responsibility of leading NGI with such rich heritage is a challenge by itself. I am proud that the rise of our institutions is not from the high rise concrete structures and technological infrastructure, but comes entirely from its intricately intertwined learning process and human resources, which has been the focus on education during its 52 years of existence.

NGI was established primarily to promote research and collaborative educational programs that would eventually grow and develop into a globally known centre of excellence. It is also my belief that active engagement with corporate industry in the form of internship programs, group discussions, entrepreneur awareness programs and personal interactions with the top brass of the industry is essential for NGI to maintain thought leadership. Effective Teaching Methodology through transformational training, coaching, mentoring, and other instruments of leadership development will definitely see our students transform into entrepreneurs than mere job seekers. I am delighted to know that Nehru School of Management along with TMA and Hykon is organizing A Business plan contest to groom budding entrepreneurs. I wish all the stakeholders the very best for this flagship endeavor.



Dr. V M Xavier
President of Thrissur Management Association

One of the flagship programs of TMA is TMA-Hykon Business Plan contest for young entrepreneurs. The objective of this program is to inculcate the spirit of enterprise among the budding entrepreneurs. When a candidate make a presentation in this contest he knowingly or unknowingly understand how a business project can be carried out in a real life situation. It is not to win but to participate so that the participants will be benefited a lot. Above all for the winning business plan a total amount of Rs. one Lakh prize amount will be distributed by Hykon India LTD at TMA's Award night, which is scheduled to be held in the month of May 2021. I wish all the very best to all the participants.



Christo George
Chairman & Managing Director, Hykon India Ltd.

Hykon India Ltd is a company started by Mr. Christo George, a dedicated and enthusiastic Technocrat – an Electronics and Communications engineer- in the year 1991. Started as a small SSI unit with just 5 employees, presently Hykon grown in a company with 400 plus employees, 5 manufacturing units and a sales, marketing & service division with branches all over South and central India. Hykon also have a state of art Government recognized R&D centre also, which is a unique feature of Hykon. A recipient of most coveted National award for Quality Products in 1997, Hykon is bestowed with many awards from both Government and other institutions.

It's the 10yr, that Hykon fully sponsoring the TMA Business Plan Awards.

Hykon's flagship products are Power Electronics products – like UPS, Inverters, and Servo Stabilisers etc. Other products are Solar water heaters, Solar LED Lightings and new age Lithium Ion Battery packs for Electric Vehicles and other standby applications. In its 29th year of existence as a leading and trusted Brand in Indian Market, Hykon have more than 15 Lakhs satisfied customers. Hykon is always the front runner in the market, coming up with innovative products time to time. In 2020, Hykon is in the final stages of launching its own Electric Three Wheelers with the model name Hetto.



Dr. Sheela Srivastava
Director - Nehru School of Management.

Nehru School of Management has always been synonymous with excellence. Renowned educational institutes under Nehru Group of Institutions are playing an important role in shaping the future of tomorrow. Anchored in India and wedded to traditional ethics & strong values, Nehru Group of Institutions has some of the top-notch Educational Institutes in Kerala and Coimbatore.

Sprawling campus and world class facilities make our Business School the best in its field. We have highly experienced faculty members who are experts in their respective field. Also, we have a rich base of more than 20,000 students in Nehru Group of Institutions which runs 18 Institutions and offers specialized courses in Engineering, Management, Medical, Pharmacy just to name a few.

We seek to create a fresh frontier of knowledge and reveal new horizons of change so as to broaden mindsets and create positive attitudes in our students. Since its inception Nehru School of Management has achieved tremendous growth in the educational sector through quality and innovation.

Nehru School of Management has maintained a highly successful track record of offering specialized professional courses to young and enthusiastic students of India. We mentor each student so that they are ready to face the industry and its needs which explain the excellent placement record each year.

We are indeed proud to host the 10th edition of HYKON- TMA All India Business plan contest in our campus and I whole heartedly invite you to participate in the prestigious event and win awards and recognitions.

Business Plan Format

- The theme proposed for the business plan should be unique, interesting, and commercially viable and can be about any legal business opportunity.
- The business plan should be submitted in both hard copy & soft copy (CD/DVD) in MS Office 2007 or higher versions in Times New Roman, Font size 12, Line Space 1.5, Paper size A4.
- The business plan should not exceed 25 pages including executive summary.
- Every business plan should be accompanied by a certificate from the Head of the institution.

Content of Business Plan

The Business Plan must contain the following informations

- Executive Summary
- Products/Service Offered
- Entrepreneurial Team
- Target Market
- Market Analysis/Industry Analysis
- Competition Analysis
- Marketing Plan
- Operations, Technology, Inputs
- Quality Control, R&D
- Organisational Plan
- Risk Management
- Financial Plan
- Cost for Project
- Financing the project
- Projected financial Statement
- Financial Viability & Technical Feasibility
- Cash Flow Statements
- Project Implementation Flowchart
- Business plan without Executive Summary will be rejected**



Selection of Teams

The competition involves two rounds. In the Preliminary Round, a screening committee comprising subject experts will vet the print version of the draft business plan based on (i) Innovativeness (ii) Analytical Depth and (iii) Assimilation of Business Environment. The teams that qualify for the final presentation round will be intimated by email. The teams selected for final presentation will have to resubmit their business plans incorporating the suggestions of the Screening Committee, if any.

Final Presentation

Selected teams will have to present their Business Plan before an audience comprising the judging committee, invited management experts, academicians, potential entrepreneurs and members of TMA. The selected teams should bring four sets of hard copies of their business plans to be submitted to the judging committee.

In the final round, each team will be allotted a maximum of 25 minutes for presentation using PPT. The presentation will be followed by a question-answer session of 10 minutes which the team members have to answer.

Business Plan Contest

A business plan is a document that describes how your business is going to work and how you're going to make it succeed. Entrepreneurs create them as part of the start up process while existing businesses write them when the direction or strategy requires to be changed. Your business idea is expected to be specific, measurable, attainable, realistic, socially relevant and sustainable.

Rules of the contest

- Eligibility**
- Bonafide Commerce/Management/Engineering Students.
- Each institution can nominate maximum 3 teams.
- The minimum number of members in a team should be two and maximum four.

Business Plan

The theme proposed for the Business Plan is generic in nature that may include any domains of entrepreneurship.

Registration Fee & Mode of payment

The registration fee per team is Rs. 595/- (Inclusive of GST) which may be sent by DD drawn in favour of the Hon. Secretary, Thrissur Management Association payable at The South Indian Bank, East Fort, Thrissur, Kerala or may be transferred to the following account. Registration fee will not be refunded at any cost.

Account details

The South Indian Bank Limited, East Fort, Thrissur,
A/c No. 036805300024746, IFSC Code: SIBL000368
MICR: 680059013

Schedule of Events

Sl No	Events	Date
1	Submission of Synopsis, Registration fee and Draft Business Plan	7th May, 2021
2	Screening of Draft Business Plans	8th May, 2021
3	Announcements of Teams qualified to the Final Round	8th May, 2021
4	Submission of Final Business Plan incorporating the suggestions of the jury	15th May, 2021
5	Finals (Selected 10 only)	22th May, 2021

PRIZE MONEY

The prize money is sponsored by Hykon India Ltd.

First Prize : Rs. 60,000/-

Second Prize : Rs. 20,000/-

Third Prize : Rs. 10,000/-

Consolation Prizes : Rs. 3,000/- each for three teams

(The winners will be awarded Merit Certificates and all team members of final round will be given participation Certificates)