

Faculty of Management Studies
INSTITUTE OF RURAL MANAGEMENT
JAIPUR

SPARDHA 2026
Rules and Regulations

1. ELIGIBILITY:

Students pursuing two-year full-time MBA/PGDM-BM/PGDM-RM/PGDBA/MSW/MBM/BBM/MA (Industrial Psychology)/BBA/ B.Sc. Agri. programmed and completed the SIP of 45-60 days in respective fields.

2. TOPICS (SIP):

Entries are invited from the areas of specializations in Marketing; Finance; Human Resource Management; Rural Management; Agri-Business Management & Digital Marketing/ Business Analytics, Operations/Supply Chain/ Logistics.

3. SIP REPORT:

Students have to submit the SIP reports and the selected SIP articles will be considered for publication.

4. REGISTRATION PROCEDURE:

Kindly visit and register for participation and submit the details.

Stage 1. SUBMISSION

Synopsis in 200 words (MS Word Format) Project Report, SIP Article & Power Point Presentation to be uploaded on: <https://www.iirm.ac.in/spardha> latest by October 6, 2026.

Stage 2. COMPLETION OF REGISTRATION

Candidates need to complete their Registration through this link by depositing Rs. 250/- (Per candidate).

<https://www.iirm.ac.in/spardha>

Stage 3. The student will receive mail on acceptance /non-acceptance messages through email. The time schedule of presentation will also be mailed to eligible candidates.

Stage 4. PROJECT PRESENTATION

The participating candidates need to submit the following items:

- Power Point Presentation (Soft Copy).
- Student ID Card. (Soft Copy).

Stage 5. SIP ARTICLE FORMAT

- Abstract
- Introduction
- Review of Literature
- Research Objective
- Research Methodology
- Data Analysis
- Findings & Interpretation
- Discussion
- Conclusion & Managerial Implication
- References

Stage 6. The online/offline presentation will be held through zoom platforms/venue on the scheduled date and time.

5. IMPORTANT DATE:

Last date for Registration	October 6, 2026
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6. PRESENTATION GUIDELINE & EVALUATION CRITERIA

Candidates will be given 10 minutes for the presentation and 5 minutes for the query session. (Total 15 mins.) The projects will be assessed by a panel of experts:

- **Presentation format**
 - a. Title Page
 - b. Company Introduction
 - c. Relevance of the topic
 - d. Feasibility of objectives
 - e. Research Methodology
 - f. Data Analysis
 - g. Finding And Conclusion
 - h. Recommendations & suggestions and their feasibility
- **Evaluation Guidelines**

- a. Visual impact of the presentation
- b. Articulation and body language
- c. Query handling skills
- d. Innovative tools/techniques applied for SIP research and presentation
- e. Value addition to the area of management

7. PROGRAMME SCHEDULE FOR 9 & 10 OCTOBER:

Technical Session	Area
Inauguration	
Technical Session I	Finance
Technical Session II	Marketing
Technical Session III	Agri-Business Management/Rural Management
Technical Session IV	Human Resource Management
Technical Session V	Digital Marketing/ Business Analytics
Valedictory & Award Ceremony	

Guidelines for the Author (s)

- a. Only original research projects are sought. The contributors should certify that the manuscript has neither been published anywhere nor is being considered presently for publication anywhere.
- b. Paper (Not exceeding 5000 words) with abstract and 3-5 key words with specific titles should be updated on the registration link <https://www.iirm.ac.in/spardha> latest by October 6, 2026 in MS- Word.
- c. The text for full paper and abstract must include the title but must not include the author(s) name or affiliation anywhere in the text. There should be no content in the main paper which suggests the source of author(s) since the paper will be blind reviewed.
 - i. All papers must be written in Times New Roman font style, MS word doc format font size 12, 1.5-line spacing, 1" margin and 8.5" × 11" page setting.
 - ii. All headings must be bold and capitalized (Font size 14). All sub-headings must be bold and italicized (12 font size). Length of the paper must be more between 7-10 pages.
- d. Journals, books and documents should appear in the reference section as follows: Name of the author (Year of publication), "Title"; Journal name; volume-number; page number

- e. The suggested modification (if any) needs to be incorporated within 4 days of receipt of the abstract and final paper. The complete modified camera-ready paper must reach us latest by October 6, 2026 in soft copy form.

You should know:

- f. Award for Best presentations from each category of Rs.11,000/- as 1st Prize and Rs.5,000/- as 2nd Prize.
- g. The institute provides an opportunity to publish the research articles from SIP repots in Compendium with ISBN No.
- h. For any queries or help please contact through WhatsApp / Call at, Mobile no. 9875780291, 7734813814.
- i. The institute reserves the right to make any changes in the rules & regulations of the event as well as modus operandi.
- j. The Institute reserves the right to make any changes in the modus operandi of the programme.