



श्री माता वैष्णो देवी विश्वविद्यालय Shri Mata Vaishno Devi University

Training & Placement Office

No: SMVDU/T&P/2017/176

Dated: 3rd August 2017

Notice

Subject: YES BANK Transformation Series 2017: India's largest case study Challenge with Pre-placement interviews & other benefits)

This is for the information of both First & Second year students of SMVDU that **YES BANK Transformation Series** – an annual global crowdsourcing platform for innovative ideas has launched its **6th Edition** on **July 24, 2017**. This is **India's largest case study challenge** which has engaged **more than 50,000 students** over the last five editions.

In its sixth edition this year, Yes Bank has introduced live challenges in **three key areas of national importance** – **building Smart Cities** – in partnership with technology leaders – CISCO, IBM, Microsoft and NASSCOM, **Social Development** – Singapore International Foundation, Intellectap and **Financial Technology** – Redcarpet, Morph.ai, Numberz, Rupeeseed.

The top 15 teams selected from campuses across the world will get to work on a **Challenge of National Importance** in Round 2. These teams will be invited for the **Grand Finale in Delhi/Mumbai** to present their solutions to an **eminent Advisory Council** and will also get a chance to be featured on **Mint** and **CNBC TV18**.

In addition to the opportunity of implementing your strategies with case partners and an invitation for a pre-placement interview with YES BANK, students stand a chance to receive:

- **1st Prize:** INR 5,00,000
- **2nd Prize:** INR 3,00,000
- **3rd Prize:** INR 2,00,000

Students from both first and second year are encouraged to participate in the case study competition. The last date for submission of solutions is **August 24, 2017**. To register & for more details of rules etc. visit **www.transformationseries.in/members/register**. Students must contact their mentors immediately to discuss the topic and form teams for participation.

Sd/-
(B.K Bhatia)
Placement Officer

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