

# YEC

Conference  
Handbook

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Young Entrepreneurs' Conference

August 2nd & 3rd, 2024

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# YEC OVER THE YEARS

For over a decade, the Young Entrepreneurs Conference (YEC), organised by The Doon School's Business Club, has served as a springboard for students, igniting their passion for entrepreneurship and empowering them to become agents of positive social change. YEC equips participants with essential skills like time management, critical thinking, confidence, and risk management, all crucial for success in the world of business. The conference offers a unique learning platform that convenes a diverse range of individuals at various stages of their entrepreneurial journeys. Seasoned professionals and enterprising novices alike share their passion for innovation, fostering a rich exchange of ideas and perspectives. Recognizing the ever-evolving landscape of business, YEC continuously adapts its curriculum. Every year, a new and contemporary symposium challenges participants to test their grasp of cutting-edge concepts. This ensures a constantly enriched learning experience that pushes students beyond their comfort zone and equips them with the knowledge and agility to thrive in the dynamic world of business.



# CONFERENCE THEME

The Young Entrepreneurs Conference 2024 embraces the theme “Agile Minds, Agile Markets,” emphasizing the critical need for adaptability in today’s dynamic world. This theme aims to cultivate a community of forward-thinking individuals who perceive change not as a challenge, but as a haven for opportunity. Agile minds are the cornerstone of resilient markets, capable of navigating ambiguity and capitalizing on emerging possibilities within the ever-evolving society and landscape of business. Through engaging committee sessions, collaborative working, and stimulating discussions, YEC ‘24 equips participants with the essential skills and mindset necessary to flourish in any environment. Our ultimate goal is to empower future generations of entrepreneurs to be the driving force behind sustainable growth and impactful innovation. We believe that embracing change, the one constant in our world, is paramount to achieving success.

# AGENDA

Friday - Saturday  
August 2nd - August 3rd

## Day 1

TIME	EVENT	LOCATION
9:00 AM	DELEGATES ARRIVE	MAIN GATE
9:00-10:15	REGISTRATION & REFRESHMENTS	AMC
10:15-10:45	OPENING CEREMONY	AUDITORIUM
11-12:30	COMMITTEE SESSION 1	RESPECTIVE VENUES
12:30-1:15	LUNCH	CDH
1:30-3:00	COMMITTEE SESSION 2	RESPECTIVE VENUES
3:00-3:30	REFRESHMENTS BREAK	RESPECTIVE VENUES
3:30-5:00	COMMITTEE SESSION 3	RESPECTIVE VENUES
8:00 PM	HM DINNER	CDH
8:45 PM ONWARDS	DELEGATE DANCE	AUDITORIUM

## Day 2

TIME	EVENT	LOCATION
9:15 AM	DELEGATES ARRIVE	MAIN GATE
9:45-11:00	COMMITTEE SESSION 4	RESPECTIVE VENUES
11:00-11:20	REFRESHMENTS BREAK	RESPECTIVE VENUES
11:20-12:20	COMMITTEE SESSION 5	RESPECTIVE VENUES
12:30-1:00	LUNCH	CDH
1:00-4:00	BUSINESS- THEMED ACTIVITIES AND GAMES(TBC)	RESPECTIVE VENUES
4:00-4:30	REFRESHMENTS BREAK	RESPECTIVE VENUES
4:30-5:30	PRIZE GIVING CEREMONY	AUDITORIUM
5:30 PM ONWARDS	DELEGATES LEAVE	MAIN GATE

\*The Schedule is subject to change, and the Secretariat will inform participating teams of the same in case there are any\*

# CHAIRPERSONS



Daksh Raj Arora  
Marketing



Aryavardhan Agarwal  
Crisis



Udathveer Singh Pasricha  
IPL Auction



Aaryan Kayal  
X-Pitch



Vidit Aggarwal  
Mock Stock



Vatsal Goel  
Mock Stock

# MOCK STOCK

At Mock Stock this year, we aim to make history meet a modern simulation of a bustling trading floor. Delegates will find themselves immersed in the intense atmosphere of pre-digital stock market trading, courtesy of sophisticated in-house algorithms meticulously crafted to recreate the fervor of those bygone eras. The challenge presented to participants is a daunting one – to master the intricate art of trading without the crutch of real-world market fluctuations. Each decision they make reverberates through their simulated finances, demanding effective crisis management strategies. While the market reports provided do not mirror real situations verbatim, carefully calibrated caps on trade volume and monetary resources ensure a realistic experience. The trading realms span various stock market segments, including equity, currency, commodities, and beyond. Judges keep a discerning eye, evaluating participants' trading strategies, market navigation prowess, decision-making acumen, and their grasp of the intricate nuances that govern the trading realm. Participants must justify their choices, demonstrating a profound understanding of negotiation tactics, crisis management protocols, and the intricate psychology that underpins market behaviour. Mock Stock is a comprehensive magnification of the realms of markets and human behavior, enabling participants to emerge as savvier investors, armed with invaluable insights. Embrace the challenges, unlock your strategic potential, and conquer the simulated trading floor with unwavering determination and finesse.

# CRISIS

In a post-globalised world where the Dollar continues to exploit its power and engulf the global economy, especially in the international trade of oil and gas, the BRICS alliance has vehemently established its bid for power and independence. However, overruling a currency that has extended its foundations exponentially is not an easy task even for the most experienced economists and diplomats.

This meeting of BRICS (with other invited states and relevant stakeholders) has been called to address the growing global need for a diversified economic framework. In response to the vulnerabilities and dependencies exposed by the current reliance on the United States Dollar for international trade, the BRICS nations are coming together to introduce a new or alternative currency designed for the needs of developing nations. Delegates will be expected to diplomatically understand the feasibility of this 'de-dollarisation', and navigate the economic and geopolitical implications of the bold (or blatant) initiative. To fuel things up, the interconnectedness of the alliance also seems to be precarious, with India and China at odds.

This committee will serve as a platform for policy development, strategic planning, and international cooperation in this critical endeavour. By reducing the reliance on the US dollar and introducing a new and stable currency, the committee seeks financial independence across the globe.



# MARKETING

This year, the Marketing Committee will provide a platform for eliciting creativity and inducing an all-encompassing environment to tailor effective advertisement strategies to the requirements of the market and communicate the benefits of the product to potential customers. The young entrepreneurs will be expected to showcase their marketing prowess, collaborate, innovate, and compete for a common niche, that is “beverages”, in a series of sessions designed to simulate real-world business challenges. Initially, the entrepreneurs have to present their assigned start-up. During this, they will be tested on the marketing strategies they can come up with and their effectiveness on the customers (Executive Board). A week prior to the event, a common product will be introduced and delegates will be allocated into 4 groups to collaborate together and prepare marketing campaigns, also giving a sales pitch of a short duration. The participants have the discretion to use anything to present live stalls as salespersons and pitch their products orally to the general audience comprising roughly 50 customers who will have the option to buy the product from only one stall. Subsequently, they will be required to tackle an individual “surprise” which will be introduced at the end of the third committee session, which we are sure that the delegates will definitely not expect, but the experience will be enriching to their business mindsets. By the time that the committee sessions end, the delegates will leave with many skills such as collaboration, presentation skills, leadership qualities and a piece of motivation to keep moving forward in the world of marketing and advertising.

# X-PITCH

Entrepreneurship involves transforming creative ideas into something new and valuable. The X Pitch Committee convenes with a mission to unveil solutions for a business idea that will be based on a current problem in the market, embodying the spirit of creativity and problem-solving. Delegates gather to confront this unique problem statement, embarking on a journey of collaborative brainstorming and strategic thinking. The problem statement serves as a catalyst for innovation, igniting a fervor of creativity as delegates delve into the intricacies of the challenge at hand. During this event, participants will have the chance to collaborate with team members who specialise in marketing, management, and financial analysis. In the culminating phase of the conference, these teams will unite their expertise to deliver compelling pitches for their products, showcasing their abilities and vision. Drawing from a wealth of experience and expertise across various industries, the committee fosters an environment of open dialogue and exploration, where no idea is too bold or unconventional. Throughout the brainstorming process, diverse perspectives converge, sparking lively debates and inspiring breakthroughs. Through entrepreneurial ingenuity, the committee aims to uncover novel approaches that address the issues at hand. By leveraging the collective expertise and diverse perspectives of its delegates, X Pitch endeavors to catalyze transformative solutions that transcend conventional boundaries. Together, we chart a course towards true innovation, one ingenious pitch at a time. With each pitch, the committee inches closer to revolutionary solutions that redefine the market landscape and inspire change.

# IPL AUCTION

IPL YEC committee poster.png IPL Auction

The IPL auction process is a crucial event where franchises bid for players to form their teams for the upcoming season. The auction is structured and involves key roles and responsibilities, including the auctioneer, franchise owners, bidding teams, and audience members. The auction process begins with the introduction of the first player up for bidding by the auctioneer, followed by a structured bidding process with franchise owners placing bids in predetermined increments. Bidding teams collaborate with franchise owners to provide strategic advice and support. Player profiles are provided to franchise owners for review, enabling them to assess players' suitability for their teams and devise bidding strategies accordingly. The auction process continues with each subsequent player, with franchise owners engaging in competitive bidding to secure players who best fit their team's requirements and strategy. Post-auction procedures include generating a comprehensive compilation of player acquisitions by each franchise, addressing any disputes or discrepancies, and providing feedback on the auction experience. The session concludes with a recap of the auction outcomes, highlighting significant player acquisitions and bidding trends observed throughout the process. The session concludes with a call for feedback on the auction experience, ensuring its relevance and value to all participants. The winner is determined the winner involves evaluating participants' diplomatic skills, problem-solving abilities, presentation skills, adherence to rules and procedures, and collaboration and leadership qualities.

# CONFERENCE POLICY

## **ELIGIBILITY:**

THE YEC WELCOMES STUDENT DELEGATES FROM GRADES 8 (THIRTEEN YEARS OF AGE, GRADUATING CLASS OF 2029) TO 12 (EIGHTEEN YEARS OF AGE, GRADUATING CLASS OF 2025) CURRENTLY ENROLLED IN ACCREDITED SECONDARY INSTITUTIONS.

## **CODE OF CONDUCT:**

THE YEC SECRETARIAT IS COMMITTED TO FOSTERING A SAFE AND PRODUCTIVE LEARNING ENVIRONMENT FOR ALL DELEGATES. TO ACHIEVE THIS, ADHERENCE TO THE FOLLOWING CODE OF CONDUCT IS MANDATORY.

**PROFESSIONAL DEMEANOUR:** AGGRESSIVE BEHAVIOUR OR THE USE OF INAPPROPRIATE LANGUAGE WITHIN COMMITTEE SESSIONS WILL NOT BE TOLERATED. DELEGATES ARE EXPECTED TO ENGAGE IN RESPECTFUL AND PROFESSIONAL DISCOURSE AT ALL TIMES.

**PARLIAMENTARY LANGUAGE:** ALL DISCUSSIONS WITHIN COMMITTEES MUST ADHERE TO ESTABLISHED PARLIAMENTARY PROCEDURES AND UTILISE FORMAL, RESPECTFUL LANGUAGE.

**DRESS CODE:** FORMAL ATTIRE IS REQUIRED THROUGHOUT THE CONFERENCE. ACCEPTABLE ATTIRE FOR MALE DELEGATES INCLUDES SUITS AND TIES. FEMALE DELEGATES MAY WEAR KURTAS AND PYJAMAS.

**PLAGIARISM POLICY:** THE YEC HAS A ZERO-TOLERANCE POLICY FOR PLAGIARISM. ANY DELEGATE FOUND TO HAVE PLAGIARISED WRITTEN WORK OR PRESENTATIONS WILL BE DISQUALIFIED FROM RECEIVING AWARDS.

**PERSONAL BELONGINGS:** THE YEC SECRETARIAT ASSUMES NO RESPONSIBILITY FOR THE LOSS OR THEFT OF PERSONAL BELONGINGS. DELEGATES ARE SOLELY RESPONSIBLE FOR SAFEGUARDING THEIR OWN ITEMS.

## **GENERAL GUIDELINES:**

THE YEC SECRETARIAT ENCOURAGES FACULTY ADVISORS TO INSTILL A CULTURE OF RESPECT WITHIN THEIR DELEGATIONS. THIS INCLUDES ENSURING COURTEOUS BEHAVIOUR TOWARDS YEC STAFF, FELLOW FACULTY ADVISORS, AND OTHER STUDENT DELEGATES. IT IS IMPORTANT TO REMEMBER THAT THE YEC EXPERIENCE EXTENDS BEYOND COMPETITION. THE CONFERENCE SEEKS TO CULTIVATE ENTREPRENEURIAL SKILLS, FOSTER GLOBAL AWARENESS, AND EQUIP DELEGATES WITH VALUABLE TOOLS AND KNOWLEDGE THEY CAN CARRY FORWARD.

**AWARDS ELIGIBILITY POLICY:**

INDIVIDUAL AWARDS RECOGNIZING OUTSTANDING PERFORMANCE WITHIN COMMITTEES WILL BE PRESENTED TO DELEGATES REPRESENTING THEIR RESPECTIVE SCHOOLS. HOWEVER, DELEGATES WHO MISS MORE THAN ONE COMMITTEE SESSION WILL NOT BE ELIGIBLE FOR PARTICIPATION CERTIFICATES. EXCEPTIONS TO THIS POLICY MAY BE CONSIDERED BY THE YEC SECRETARIAT AT ITS SOLE DISCRETION IN INSTANCES OF DOCUMENTED MEDICAL EMERGENCIES OR OTHER EXTENUATING CIRCUMSTANCES. THE YEC SECRETARIAT AND EXECUTIVE BOARD MAINTAIN THE FINAL AUTHORITY IN DETERMINING AWARD RECIPIENTS. EVALUATION OF DELEGATES FOR AWARDS IS CONDUCTED THROUGHOUT THE CONFERENCE BASED ON ESTABLISHED CRITERIA. FAILURE TO ADHERE TO CONFERENCE REGULATIONS MAY NEGATIVELY IMPACT A DELEGATE'S AWARD ELIGIBILITY.

**CONFERENCE REGULATIONS-**

**PROPERTY PRESERVATION:** VANDALISM OR THEFT OF SCHOOL PROPERTY IS STRICTLY PROHIBITED. DELEGATES FOUND RESPONSIBLE FOR SUCH ACTIONS WILL BE HELD FINANCIALLY LIABLE FOR ANY DAMAGES INCURRED AND SUBJECT TO FURTHER DISCIPLINARY ACTION.

**HARASSMENT PROHIBITED:** THE YEC MAINTAINS A ZERO-TOLERANCE POLICY FOR HARASSMENT OF ANY KIND. DELEGATES FOUND TO BE ENGAGING IN HARASSMENT OF OTHERS WILL BE IMMEDIATELY DISMISSED FROM THE CONFERENCE.

**DISPUTE RESOLUTION:** THE YEC SECRETARIAT HOLDS FINAL AND BINDING AUTHORITY IN RESOLVING ANY DISPUTES ARISING DURING THE CONFERENCE.

**TECHNICAL/LOGISTICAL ISSUES:** IN THE EVENT OF TECHNICAL OR LOGISTICAL DIFFICULTIES, DELEGATES AND FACULTY ADVISORS ARE INSTRUCTED TO CONTACT THE YEC SECRETARIAT IMMEDIATELY.

**EXPULSION POLICY:** THE YEC SECRETARIAT PRESIDENT RESERVES THE UNILATERAL RIGHT TO EXPEL ANY DELEGATE OR DELEGATION FROM THE CONFERENCE FOR VIOLATING ESTABLISHED REGULATIONS. SUCH EXPULSIONS ARE IMMEDIATE AND FINAL.

YEC

Samik Das  
Master in charge: +91 97594 02900

Anant Vikas Jain  
President: +91 72020 24532

[yec@doonschool.com](mailto:yec@doonschool.com)