



February 06, 2012

The Principal
Pondicherry University
R. Venkataraman Nagar, Kalapet Pondicherry
Phone : 0413- 852177, 852212

Sub: Tata Crucible – The Campus Quiz 2012

Dear Sir / Madam,

The Tata group has been organizing the Tata Crucible Business Quiz annually for corporates and campus students to inspire young people and engage them in an exciting knowledge platform. We have been bringing the Campus Quiz to 24 cities across the country making it the biggest Business Quiz for campuses in the nation. The quiz aims to develop their mental agility and out-of-the box thinking, as they get ready to actively participate in the progress of the nation. You will be pleased to know that Tata Crucible has also travelled internationally and is also being held for campuses in Singapore and UK for the past 4 years, with a very enthusiastic participation from the student community there. The purpose of this letter is to invite your students to participate widely in this knowledge initiative, brief details of which are as given below.

After 7 successful and exciting years, the 8th edition of Tata Crucible Campus Quiz in India is being rolled out nationwide for campus students this February 2012. During the past 7 years participation has been very strong and last year over 3000 teams from across the country took part in the campus quiz. The National Winning team will receive a cash prize of **Rs. 4 lakhs**, while in each of the regional rounds, the Winners and Runner-up team will be awarded a cash prize of Rs.75,000/- and Rs.35,000/- respectively (Rules and more details will be available on www.tatacrucible.com).

The 2012 Tata Crucible Campus Quiz will continue to seek active participation from students of business schools, engineering, and graduate colleges including college students from all disciplines across India. Our regional round winners have included a wide spectrum of disciplines and institutions from management to engineering to law to chartered accountancy. The 24 regional rounds will be held at **Manipal, Panaji, Guwahati, Kolkata, Bhubhaneshwar, Jamshedpur, Coimbatore, Cochin, Trichy, Chennai, Pune, Jaipur, Ahmedabad, Lucknow, Chandigarh, Amritsar, Rohtak, New Delhi, Nagpur, Hyderabad, Bangalore, Patna, Indore and Mumbai**. The winning team from each of the regional rounds will qualify for the National Semi Finals / Finals to be held at Mumbai in early-April 2012.

Furthermore, given the successful international extension of the quiz, this year yet again, there will be a mega international final wherein the winners and runners-up from the Campus Quiz in India, Singapore and UK respectively will battle for the mantle of the International Championship.

We are writing to you to invite student teams from your institution to participate in larger numbers in 2012 edition (each team to have 2 students from the same institution). **There will be no entry fee for the Quiz**. Enclosed is the proposed schedule of the Quiz for your reference. The posters (along with entry forms) will reach you separately which may please be put up on notice boards. Online registrations are proposed to be done through our Quiz website, www.tatacrucible.com which has been expanded to include many more activities to prepare the students. An exciting online quiz contest is also being run on a weekly basis on the website with attractive goodies to be won. We would request you to put up suitable notice on your website and send email with key details to your students.

Our event partners, Vishakha Associates, will be in touch with you during this period to coordinate the activities, collect entry forms, etc. We request your co-operation and support from your institution in making the event a success. We would also welcome any suggestions and feedback in order to make the Quiz more useful and exciting to the student community.

Thanking you,

With warm regards,

Atul Agrawal
Vice President – Corporate Affairs

PS : A copy of the schedule is enclosed for your ready reference.

TATA CRUCIBLE - CAMPUS QUIZ 2012 SCHEDULE

No.	City	Date	Day	Time	Venue	Address	Associate	Associate Contact
1	Jamshedpur	19/Feb/2012	Sunday	2pm onwards	Rabindra Bhawan	Sakchi, Jamshedpur - 831 001.	Ms. Manisha	91227 16327
2	Nagpur	23/Feb/2012	Thursday	2pm onwards	Scientific Hall	Rasta Chowk, Laxmi Nagar, Nagpur - 440 022.	Mr Prashant Koparkar	98221 93655
3	Trichy	25/Feb/2012	Saturday	2pm onwards	St. Joseph College (Jubilee hall)	Near Chattram Bus Stand, Trichy 620 002.	Mr. Kashi	93457 06911
4	Coimbatore	26/Feb/2012	Sunday	2pm onwards	Vivanta by Taj - Surya	105, Race Course Road, Coimbatore - 641 018	Mr Kashi	93457 06911
5	Hyderabad	28/Feb/2012	Tuesday	2pm onwards	Taj Deccan	Road No.1, Banjara Hills, Hyderabad - 500 034.	Mr. Rahmath Ali Khan	97002 14233
6	Bhubaneswar	1/Mar/2012	Thursday	2pm onwards	May Fair Convention Centre	Jaydev Vihar, Bhubaneswar -751 013.	Mr.Sambit Mohanty	94372 08345
7	Bangalore	3/Mar/2012	Saturday	2pm onwards	NIMHANS	Hosur Road, Bangalore	Ms.Satyavali Rao	98450 56834
8	Chennai	4/Mar/2012	Sunday	1pm onwards	Vivanta by Taj - Connemara	Binny Road, Chennai.	Mr.Giridharan	98411 67685
9	Manipal	6/Mar/2012	Tuesday	2pm onwards	Manipal Institute of Technology	MIT - Library Auditorium, Manipal Marine Drive, Ernakulam - 682 011	Mr Dawood	9986193422
10	Cochin	9/Mar/2012	Friday	1.30pm onwards	The Gateway Hotel		Mr Bhavin	88911 11567
11	Amritsar	13/Mar/2012	Tuesday	2pm onwards	Art Gallery	M M Malviya Road, Amritsar	Mr.Sunil	98150 01654
12	Chandigarh	14/Mar/2012	Wednesday	2pm onwards	Punjab University Law College Auditorium	Sector 14, Chandigarh	Mr.Sunil	98150 01654
13	Rohtak	15/Mar/2012	Thursday	2pm onwards	Tagore Auditorium	MDU Campus, Rohtak	Mr Harish Vats	9212702102
14	Guwahati	18/Mar/2012	Sunday	2pm onwards	Indian Institute of Technology - IIT Campus	Guwahati - 781 039.	Mr. Krishna Bordeori	98642 26270
15	Jaipur	20/Mar/2012	Tuesday	2pm onwards	Vidyashram	Maharana Pratap Auditorium, Opp.Daini Bhaskar, Malaviya Nagar, Jaipur - 302 015.	Suresh	9672970401
16	Goa	23/Mar/2012	Friday	2pm onwards	National Institute of Oceanography, Cardium Auditorium	Dona Paula, Goa - 403 004.	Mr.Ashish Rane	98231 10601
17	Mumbai	24/Mar/2012	Saturday	2pm onwards	Y B Chavan Auditorium	Nariman Point, Mumbai - 400 021	Mr.Mervyn D'souza	98709 21814
18	Pune	25/Mar/2012	Sunday	2pm onwards	Balaji Institute of Management	Wakad, Pune	Mr Srinivas	9890490452
19	Indore	27/Mar/2012	Tuesday	2pm onwards	University Campus	DAVV Auditorium, Khandwa Road, Indore - 452 001.	Mr.J B Sahu	93025 30423
20	Ahmedabad	29/Mar/2012	Thursday	4pm onwards	IIM - Indian Institute of Management : Ravi Mathai Hall	Vastrapur, Ahmedabad - 380 015.	Ms.Nikky	98986 19221
21	Delhi	31/Mar/2012	Saturday	1pm onwards	Taj Mahal Palace	Sardar Patel Marg, Diplomatic Enclave, New Delhi	Mr Harish Vats	93112 44440
22	Lucknow	1/Apr/2012	Sunday	2pm onwards	Taj Residency	Vipin Khand, Gomti Nagar, Lucknow	Mr Abhishek	98397 72400
23	Patna	2/Apr/2012	Monday	2pm onwards	Bharatiya Nritya Kala Mandir	Fraser Road, Patna	Ms. Manisha	91227 16327
24	Kolkata	6/Apr/2012	Friday	4pm onwards	Kala Mandir	48, Theatre Road, Shakespeare Sarani, Kolkata - 700017	Mr Duke	7278508682

National Finals / International Finals

Mumbai	22-Apr-11	Sunday		Taj Mahal Palace & Towers	Apollo Bunder, Mumbai	Mr.Mervyn D'souza	98709 21814
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