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BS Best B-school Project Awards jury meets today

BS REPORTERS

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Would selling an energy drink with or without a cooler at a hyper mall boost its sales? Would start-ups that use 'artificial intelligence' be able to automate business processes relevant to information technology services sector? Can the slight alteration of a tool for size conversion (for shoes & apparel) reduce high returns and bring joy to customers?

Real-life case studies such as these and a few more would be judged on Saturday at the jury meeting for the *Business Standard* Best B-school Project Awards 2015.

The jury includes Ajit Balakrishnan, chief executive officer and founder Rediff.com (chairman

of the jury); Rajat Gupta, director, McKinsey & lead, McKinsey's Energy and Materials Practice in Asia; Nishi Vasudeva, chairman and managing director, Hindustan Petroleum Corporation; Sandeep Chandola, director, Deloitte Support Services; Sanjay Singh, executive vice-president and global head — human resources, Crompton Greaves; Rajesh Dahiya, group executive, Axis Bank; and Hasit Joshipura, head (corporate centre) at Larsen & Toubro.



**BS BEST
B-SCHOOL
PROJECT
AWARDS 2015**

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Business Standard received 193 projects for evaluation in 2015. The field has now narrowed to the final 10 shortlisted by *Business Standard's* knowledge partner Deloitte Support Services.

The jury will shortlist the top five projects, which will make it to the finals on January 23. Each of these winners will make a presentation to the jury members at the awards function and finally a list of the top

three will be announced.

Business Standard instituted these awards in 2007 to honour excellence among students from India's best B-schools. A national-level competition, the award is an opportunity for B-schools to nominate one project done by their students as part of their academics. And, only the best get nominated for this prestigious honour.

Around 7,500 students from the Indian Institutes of Management and other B-schools vie for the *Business Standard* Best B-school Project Award. With each passing year, *Business Standard* has raised the level of the competition.

Starting with about 68 entries in the first year, the number of projects has steadily grown to exceed 150 entries.