



# SHRI RAM COLLEGE OF COMMERCE

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July 25, 2017

## NOTICE

### YES BANK Transformation Series 2017 6th Edition Launch on July 24, 2017

The email, attached herewith, received by the college from the Yes Bank Ltd. on the above subject is hereby notified for information of all concerned students of SRCC.

Dr. R.P. Rustagi  
Principal (Officiating)



## YES BANK Transformation Series 2017 || 6th Edition || Launch on July 24, 2017

1 message

prathibha.thomas@yesbank.in <prathibha.thomas@yesbank.in>  
To: "principaloffice@srcc.du.ac.in" <principaloffice@srcc.du.ac.in>

Mon, Jul 24, 2017 at 10:21 PM

Dear Dr. R P Rustagi,

**YES BANK Transformation Series** – our annual global crowdsourcing platform for innovative ideas is launching its **6<sup>th</sup> Edition** on **July 24, 2017**. As you would be aware, 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, we have 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 our case partners and an invitation for a pre-placement interview with YES BANK, you stand a chance to receive:

- ✓ **1<sup>st</sup> Prize:** INR 5,00,000
- ✓ **2<sup>nd</sup> Prize:** INR 3,00,000
- ✓ **3<sup>rd</sup> Prize:** INR 2,00,000
- ✓ **Campus Winners:** INR 25,000

Students from both first and second year are welcome to participate in the case study competition. The last date for submission of solutions is **August 24, 2017**. To register, please visit [www.transformationseries.in/members/register](http://www.transformationseries.in/members/register)

So gear up for this innovation challenge as we look forward to rewarding some of the awesome ideas shared by you.

Thanks & Regards,

**Deodutta Kurane**  
Group President – Human Capital  
Management

**Warren Patrick**  
Senior President & Chief Learning Officer