



# MEEZAN BANK DIGITAL CHALLENGE

## OFFICIAL RULES

2021

## INTRODUCTION

Meezan Bank Digital Challenge is a competition held among university students that will present Annual Digital Plans for Meezan Bank after an initial screening. These annual plans will be judged by a panel of judges that will be from the industry and from the bank as well. Top three finalist will win cash awards.

## CONFLICT OF INTEREST

All participants in MBDC including hosts, teams, team members, industry mentors, faculty advisors and judges have an obligation to avoid actual or potential conflicts of interest with their participation. A conflict of interest is any matter that could reasonably be expected to impair an individual's independence and objectivity or interfere with an individual's duties. A conflict may be actual or perceived. As an example, a conflict of interest may exist when a participant or a participant's family member or close friend is involved in activities that affect the participant's ability to perform his or her role fairly and impartially, but conflicts of interest can arise even without a personal relationship. For instance, judges, challenge organizers, staff or any other relevant personnel also have an obligation to avoid purposefully or inadvertently pressuring teams to present particular ideas or plans.

## PLAGIARISM

Plagiarism is defined as copying or using in substantially the same materials prepared by others without acknowledging the source of the material or identifying the author and publisher of such materials. Teams can read existing research on Meezan Bank, but all analysis should be their own; they may not copy analysis (i.e., plagiarize) from another source.

Teams must not:

1. use excerpts from articles or reports prepared by others either verbatim or with only slight changes in wording without acknowledgement
2. cite specific quotations as attributable to "Marketing Experts" or the likes without naming the specific references.
3. Present statistical estimates of forecasts prepared by others identifying the sources but without including the qualifying statements that may have been used.
4. Use charts and graphs without stating their sources, or
5. Copy proprietary computerized spreadsheets without seeking the cooperation or authorization of their creators.

The prohibition on plagiarism applies both to a team's written report and its presentation. Allegations of plagiarism will be investigated by Meezan Bank. Team members found to have plagiarized will be disqualified. The decision of Meezan Bank regarding plagiarism will be final and binding.

## PARTICIPANT INELIGIBILITY

An individual is ineligible to be a participant, if that individual:

1. is employed by Meezan Bank
2. has ever been convicted of a felony or crime punishable by imprisonment.

## QUERIES TO MEEZAN BANK

1. Any questions or uncertainties pertaining to MBDC should be directed to the official email: [marketing.competition@meezanbank.com](mailto:marketing.competition@meezanbank.com)
2. Teams may not have contact with Meezan Bank corporate executives or board members for the purpose of MBDC.
3. Meezan Bank may provide teams with an informational session. The informational session may include a question and answer (Q&A) session during the time teams may pose question to Meezan Bank and Meezan Bank may respond.
4. Teams are permitted to interact with the company as a member of the general public ( e.g. teams may take a tour of Meezan Bank's Head Office or any other premises if it is publicly available.)

5. Teams may contact Meezan Bank's customers, competitors, former employees and suppliers in conducting research including surveys. Each team member must identify him / herself as a student and disclose his/her participation in MBDC.

## INTELLECTUAL PROPERTY RIGHTS

Respect of third-party intellectual property rights is essential to MBDC. While teams are free to include text, images, graphics or other logos in their written reports and presentations as permitted by these rules, it is the obligation of each team to ensure that the use of any third-party materials complies with all applicable copyright and trademark laws. Where legally necessary, teams should secure permission of the owners of any trademark or service marks incorporated in their written report or presentation.

By participating in MBDC, Meezan Bank grants each participating team a non-exclusive, non-transferable, revocable license to use Meezan Bank's name and logo for limited and specific purpose of that team's participation in MBDC. No other use of Meezan Bank's intellectual property is permitted. Teams may not change or alter Meezan Banks name or logo in any way.

## USE OF REPORTS

Meezan Bank shall own the copyright in all materials prepared by or for hosts, teams, industry mentors, judges or faculty advisors in connection with MBDC. The written reports and presentations prepared for the challenge may not be used for any purpose other than participation in MBDC.

Once any type of content is submitted to Meezan bank whether any idea, annual plan, etc. in any form i.e. presentation, email, video, etc. will become the property of Meezan Bank and Meezan Bank may use the content or information according to its own will regardless a participant wins the competition or not.

## PARTICIPANT INFORMATION

By participating in the MBDC, each participant acknowledges that Meezan Bank collects, processes and shares personal information of participants in the MBDCs. Each participant agrees that Meezan Bank and its affiliate shall have the right to use individual's name, voice, photograph, likeness, their appearance, in any medium or forum anywhere in the world (including online) without further compensation.

## PROGRAM OR EVENT MODIFICATIONS

If, for reasons beyond the control of Meezan Bank, such as labor strikes, Acts of God, natural disaster, governmental travel restrictions, health crises, judicial orders, fire, or other casualty, civil commotion, terrorism, or threats of terrorism, outbreak of disease or illness, the program and / or event format may need to be modified or, in extreme cases, cancelled.

## TEAM COMPOSITION

Teams must be from a university located within Pakistan. The institution should hold educational accreditation by HEC.

Each team:

1. must consist of students pursuing their Bachelor's or Master's degree
2. must consist of no fewer than three and no more than five members
3. must consist students of the same university

## TEAM MEMBER REQUIREMENTS

Each team member must:

1. complete the official registration form no later than the announced deadline of the initial screening
2. accept the terms of the participation agreement upon registration
3. be currently enrolled as a university student in a Bachelor's or Masters program at the time of the competition however if the team member completes their degree at the time of the competition, the team member may still participate in the competition

## CONTENT FOR SUBMISSION IN THE INITIAL SCREENING

1. Each team must prepare a typed MS. Word document of no more than one thousand words explaining their approach for the digital plan and their ideas.
2. The document should be converted to PDF before sharing.
3. Along with the document, a video also needs to be submitted which should be a recording of the participants that includes their brief introduction and primarily pitch of their idea.
4. For the aim of making the video more appealing, the video may be edited or may have animation. The video should not exceed 5 minutes in total.

## FINAL SCREENIGN

1. Once clearing the initial screening, each team will present their annual digital plans to a panel of judges.
2. The annual plan may include presentation, excel sheets, word documents, videos, images, etc.
3. The annual digital plan must be in English language.
4. The teams will be allowed a maximum time of twenty minutes after which they will be marked negatively in their evaluation unless they are allowed time by the panel of judges due to reasons that are fair for all such as technical difficulties, etc.

## TRAVEL AND ACCOMODATIONS

Participants and volunteers are responsible for any and all expenses incurred for travel and accommodations.

## ACKNOWLEDGEMENT

I \_\_\_\_\_, student of \_\_\_\_\_ bearing student registration number \_\_\_\_\_ and NIC \_\_\_\_\_ have fully read and understood the rules, terms and conditions mentioned in the document. I hereby agree and will abide by with the rules, terms and conditions mentioned or issued further by Meezan Bank.

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