



**CHAITANYA BHARATHI INSTITUTE OF TECHNOLOGY** (AUTONOMOUS)

AN AUTONOMOUS INSTITUTION UNDER UGC. ACCREDITED BY NBA AND NAAC. ISO 9000: 2008 CERTIFIED INSTITUTION

CHAITANYA BARATHI, GANDIPET, HYDERABAD - 500075.

WWW.CBIT.AC.IN

AS A PART OF SUDHEE - 2K17  
SCHOOL OF MANAGEMENT STUDIES  
PRESENTS

# YUKTHI 2K17

Forging ahead to meet the Challenges...

**SEPTEMBER 15<sup>TH</sup> & 16<sup>TH</sup>**



**SPOT  
REGISTRATION**

**WINNERS ARE  
WELL REWARDED**

## EVENTS



**PRADHARSHANA  
(PAPER  
PRESENTATION)**



**MAHA SANGRAM  
(BUSINESS QUIZ)**



**SAMRUDDHI  
(FINANCE  
EVENT)**



**PADMAVYUH  
(HR EVENT)**



**SRUJANA  
(MARKETING  
EVENT)**



**KARIKA VYUHA  
(BUSINESS PLAN)**

CHAIR PERSON

**DR. V. HARILEELA  
HOD SMS, CBIT.**

FACULTY  
COORDINATORS

**V. SRINIVASA RAO  
P. VARAPRASAD GOUD**

STUDENT  
COORDINATORS

**R. PRADEEP  
(8019978299)  
C. MANASA  
(8790351562)**

EMAIL US AT

**yukthicbit2k17@gmail.com**

## **YUKTHI – 2017** **Formal Events**

### **PRADARSHANAA (PAPER PRESENTATION)**

Students need to exhibit their presentation and technical skills with any topic of the theme on a platform.

Theme: Demonetization and its effect on economy or GST and its effect on consumers or Impact on artificial Intelligence in Business world.

Participation: 1-2

Rounds: 1

Duration of presentation: 20 minutes

The contestants have to give the presentation with the help of PPT and should submit the soft copy of abstract with 250 words by 13<sup>th</sup> Sep. Students must provide their mail Id and phone number in the soft copy.

Registration Fee: Rs.100/- per Individual

### **MAHA SANGRAM (BUSIENSS QUIZ)**

It provides a platform to exhibit students' knowledge in business and economic times.

Participation: 2 per Team

Rounds: 3

1. Pen and Paper (Written test for 30 minutes).
2. Knock, Knock who is this?
3. See and say

Visual ads, Logo's and CEO are of various organizations.

Registration Fee: Rs.100/- per Team

## **SRUJANA (AD WAR)**

"Innovative concepts, Creative design and flawless execution."

Participation: 1-2

Rounds: 3

1. Market kshetra- Written test/shown on projector based on brand name, logos and tag lines{innovative concept}
2. Market Meyham- This round is all about relating the puzzle in the picture with existing/new product and one need to talk about it for 2mins.{Creative thinking}
3. ADZAP- In this event one need to do a role play on a creative adds. This spectacular event helps students to act spontaneously. {Flawless execution}

Registration Fee: Rs.50 per Individual

## **SAMRUDDHI (SMART INVESTOR)**

It is finance event wherein the students have to prove their investment decision-making skills.

Participation: 1 - 2

Rounds: 3

1. Audit Smash
2. Become a Raees
3. Be a Gambler

Registration Fee: Rs.50/- per Individual

### **PADMA VYUH (H.R. EVENT)**

A young management professional event aimed to bring out the inherent talents from the potential young budding managers.

Participation: 1

Rounds: 3

1. Elevate the pitch
2. Corporate roast
3. Be an Interviewer

Registration Fee: Rs.50/- per Individual

### **KARIKA VYUHA (BUSINESS PLAN)**

Start-ups can present their business plan with regard to demand, supply, cash flows, capital outlay, ROI and feasibility. The students are provided with a platform to exhibit their ideas related to their own start-ups.

Participation: 1-2

Rounds: 1 round

Registration Fee: Rs.50/- per Individual