

## YUKTHI 2023

### Reception Committee Report

- 1 Number of Registrations event wise count
- 2 Online Payments information
- 3 Paper & Poster Presentation kits
- 4 Registrations(google form prepared as per the template received from central committee)
- 5 Registration details event wise-hard copy submission

#### 1. Total Number of Registrations: 363

SI No	Event Title	No. of Participants	Registration fee per event(₹)	Amount
1	Bizz Quiz	100	50	5000
2	Finasthra	80	50	4000
3	Gatishakti 2.0	49	50	2450
4	Market-Kshetra	38	50	1900
5	Analytica	33	50	1650
7	Talent Tech	37	50	1850
8	Young Archons	22	50	1100
9	Paper Presentation	3	400	1200
10	Prolific	1 team(2 participants)	400	400
	Total	363		19550/-

#### 2. Online Payments information

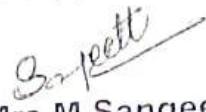
- As the payment was made online, kindly check the status of the amount received from the central team.
- Due to internet and server issues few of the participants have made cash payments, later on their behalf we have made online payment.

#### 3. Paper & Poster Presentation:

- 10 files/kits received (1 file = 1 notepad+1 folder) were given.
- 4 kits were given to participants and the rest 6 returned to the coordinator.

4 Registrations(google form prepared as received from central committee)  
Attachment included with the mail.

5 Registration details event wise-hard copy

Reception Committee Coordinator:   
Mrs M Sangeetha  
Assistant Professor  
CBIT-SMS



# A detailed report on Bizz Quiz

## School of Management Studies

### 1. Introduction:

School of management studies, CBIT successfully conducted a Quiz competition in the college on 1<sup>st</sup> February for the students of different colleges. In this competition, different teams with two participants in each team gave a tough battle to each other. A total of 100 students registered for buzz-quiz and proper arrangements were made for them. Rules and regulations of the quiz were explained at the beginning. It was an interesting three-round competition, including objective questions with options round (20 questions), guess the brand round (logos and taglines) and rapid-fire round which engaged the students for one and half hours. The students showcased their brilliance by rapidly answering the questions. Though some of the questions were very tricky, the teams tried to answer them with confidence. Evaluation after each round was done immediately and students were informed the results through a whatsapp group and were also informed through calls separately. It was a very informative and knowledge enriching competition for the participants along with the coordinators. The young minds showed their skills and strengths by representing their respective teams in the general knowledge quiz. The energy and enthusiasm of the students brightened the competition. The coordinators and respective faculty coordinator worked efficiently to make the competition a grand success.

### 2. Organizing Committee:

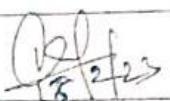
Student Coordinators

NAME	ROLL NUMBER	PHONE NUMBER	SECTION & YEAR
N. AKSHAYA	160122672045	7995922991	MBA-I(A)
V S GAURAV	160122672059	9770196618	MBA-I(A)
MANSI SINGH	160122672037	9640766393	MBA-I(A)
AYUSH SHARMA	160122672066	7993291532	MBA-I(B)
G. SAI SHRAVYA	160122672082	7330631069	MBA-I(B)
L. VARA PRASAD	160122672032	8501064039	MBA-I(A)

8

I. SIDDHA LINGUSHWAR	160121672122	8897629444	MBA-II(A)
DIVYAKALI Bhavani	160121672068	9133277500	MBA-II(B)

Faculty Coordinator:

NAME	PHONE NUMBER
MR.P VARAPRASAD GOUD	8106302161 

3. Event Details:

Event Description:

1. Participation can be in the form of a team of two only.
2. The team has to complete the Registration process to be eligible for the first round.
3. There is a registration fee for Rs 100 per team.
4. Replacement of any participant of a team is not allowed after registration.
5. There are no restrictions on the number of teams from an institute.
6. In case of a tie during the qualifying first round between teams, average of the first two rounds will be taken.
7. In the first round all the teams who have scored qualifying marks (will be decided based on the number of teams participated) will be shortlisted for round 2.
8. Quiz will commence with qualifying first round followed by subsequent rounds as mentioned below
  - Round I - Take Your Pick (Multiple Choice Questions on Contemporary Business Issues)
  - Round II - Guess the brand ( Guess the Brand based on given logos and taglines )
  - Round III – Fast and Furious (Rapid Round, where each of the Qualified Team will be asked questions rapidly and the team which answers more number of questions correctly will score more points)

WINNER DETAILS:

NAME: B.Sai Krishna and K. Rishitha



COLLEGE NAME: Pendekanti Institute of Management

CONTACT DETAILS: 7116101136, 9391661199

RUNNER UP DETAILS:

NAME: Hemanth sharma and Siddhart jain

COLLEGE NAME: Indian Institute of Management and Commerce

CONTACT DETAILS: 8639356319, 6302099694

Photographs:



#### 4. Participants:

The total number of participants were 100 (50 teams). The students came from different colleges from Hyderabad like Pendekanti Institute of Management (PIM), Indian institute of management and commerce(IIMC), Aristotle, ICBM, CBIT, Badruka, VJIT, Aurora college, Methodist College of Engineering and Technology and KG Reddy College of Engineering and Technology.

#### 5. Feedback:

The participants gave positive feedback on the event Organized. All the three rounds were conducted in time without causing disturbance to the participants. They were very impressed with the coordinated efforts of the student coordinators.

The participants were asking to give them participant certificates.

#### 6. Conclusions:

Finally the event finished with 6 teams competing in the “fast and furious” round. Here in this round we were amazed with their performance where we got to ask them some general questions as well as current affairs related topics as well, and the result was very close where of all the teams which participated.

#### Annexures:

a) Departmental Techfest posters.



# A detailed report on TALENT TECH-HR

## EVENTSchool of Management

### Studies

#### 1. Introduction:

"Talent Tech - HR event" is a part of yukthi - 2023 exclusively related to Human Resources. Test your interview skills and showcase your knowledge & talent for analysing, utilising and modifying the data.

#### 2. Organizing Committee:

FACULTY COORDINATOR: Dr. E. JALAJA



Year	Section	Student Name	Roll number	Contact number
1 <sup>st</sup> year	Section A	DEEPTHI SRI	160122672011	9492213913
		DEEPTHI REKHA	160122672049	9493054824
		JANAKI RATHORE	160122672024	9014340440
		KAVYA	160122672053	8877086341
	Section B	G. SAI SANGAMEHSWAR	160122672081	8142404696
		M. ASHISH	160122672102	6302306453
		G. SARWAR	160122672080	9398515530
		BALAKRISHNA	160122672069	9492334692
		K. ACHSAH	160122672094	9063291235
2 <sup>nd</sup> year	Section A	AASHRITHA	160122672108	7032246839
		DURGA BHAVANI	160121672002	7569400663
	Section B	P. SAI NIKHILA	160121672086	9490232404
		SNEHA PRIYA	160121672065	9030273999

#### 3. Event Details:

##### Talent Tech consists of three rounds:

Event will commence with qualifying first round followed by subsequent rounds as mentioned below:

ROUND 1: Let's agree to disagree (yes / No and Why?) (Multiple choice questions on HR related issues)

ROUND 2: Hello HR!

(Each participant will pick a chit and Express How Will You react as a HR)

ROUND 3:

Let's face it  
(Individual interview )



DATE AND TIME OF EVENT:

Round 1 - 31<sup>st</sup> January 2023 - 2:30PM -

3PM Round 2 - 31<sup>st</sup> January 2023 -

03:30PM to 04:30 PM Round 3 - 1<sup>st</sup>

February 2023 - 12 PM to 1PM



## WINNER DETAILS:

P. Surya - ICBM

Rachon Nithin - ARISTOTLE PG

COLLEGE Runner:

Syed Sohail - ICBM

### 4. Participants:

The total number of participants for the Talent Tech event was 37. Of these, 16 participants are from CBIT, 6 from PIM, 7 from ICBM-SBE and other colleges from Hyderabad. All the students who participated in the event were MBA 1st and 2nd year students.

### 5. Feedback:

Here is the link to feedback provided by the participants

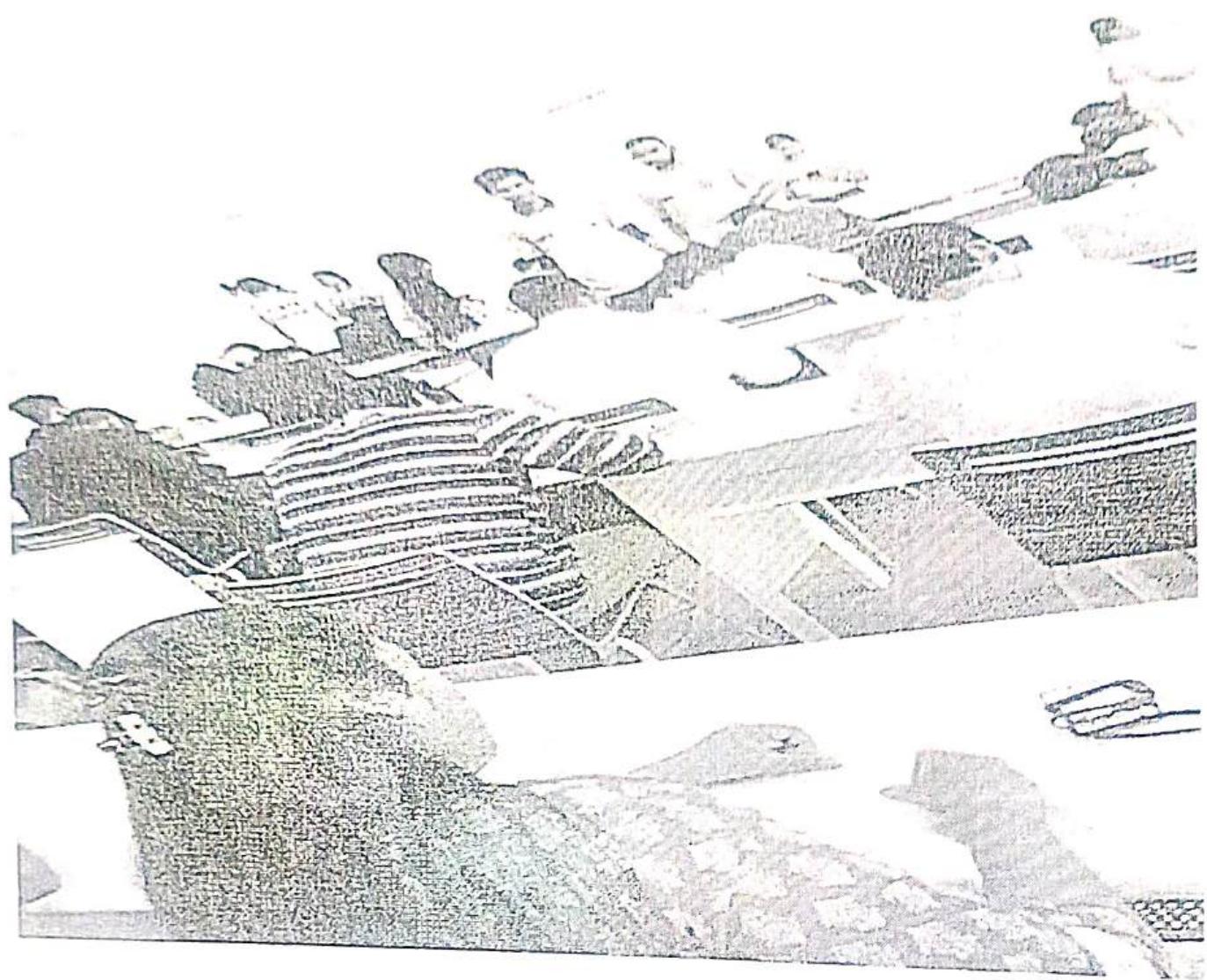
<https://forms.gle/p3tTNknxXuyHgHN66>

### 6. Conclusions:

Talent Tech - HR event, an exclusive HR event, an integral part of Yukthi 2023, was conducted on 31<sup>st</sup> January 2023 and 1<sup>st</sup> February 2023 at CBIT. This event consists of 3 rounds based on testing various parameters required for successfully cracking an interview and securing a job, namely time management, subject knowledge, technical competencies, critical thinking, communication skills and teamwork.

a) Any other relevant information/document









COLLEGE OF ENGINEERING & TECHNOLOGY

44  
2023



WIN EXCITING PRIZES  
AND CERTIFICATES!!!



## YUKTHI 2023

OPPORTUNITIES FOR YOU ALL TO RAISE

PRESENTS

HIREVENTS - WE SCREEN IT, YOU SCORE IT!!

"TALENT TECH"

IS A PART OF - 2023 WHERE YOU CAN DEVELOP YOUR CONFIDENCE  
LEVEL AND LEADERSHIP QUALITY

ROUND-1  
LET'S AGREE TO  
DISAGREE

ROUND-2  
HELLO HIRE

ROUND-3  
LET'S FACE IT  
INDIVIDUAL INTERVIEW

JOIN US ON  
31<sup>ST</sup> JAN & 1<sup>ST</sup> FEB

FACULTY COORDINATOR: DR. S. JALAJA

STUDENT COORDINATORS:  
DURGA BHAVANI: 9640766708  
NICHILA: 9490232404

S.N	Full Name	College Name	Course	Year	Mobile Number
1	Syed Sohail	ICBM	PGDM	1st	9704824930
2	Bharath Chandra	ICBM	PGDM	1st	9703297323
3	Mohammed Faizan Ahmed	ICBM	PGDM	1st	7731842815
4	Vajjha Rukmini	CBIT	MBA	1st	9490984944
5	Rachoti Nithin	ARISTOTLE PG COLLEGE	MBA	2nd	8309803331
6	K Saisree	PENDEKANTI INSTITUTE OF MANAGEMENT	MBA	1st	9573721974
7	N Veeresh	ICBM	PGDM	1st	9390686019
8	Rakshitha Anampally	PENDEKANTI INSTITUTE OF MANAGEMENT	MBA	1st	9391028685
9	Bommakanti Naishthika Krishna	CBIT	MBA	1st	9959503459
10	Kannekanti Mounika	PENDEKANTI INSTITUTE OF MANAGEMENT	MBA	1st	9951236099
11	Jonnada Bharath Goud	PENDEKANTI INSTITUTE OF MANAGEMENT	MBA	1st	9347653270
12	Shaik Mahaboob Khan	CBIT	BE(MECHANICAL)	2nd	8466807881
13	Mohammed Ayan Abbas	CBIT	BE(AI-DS)	2nd	9390394619
14	K Visheswara Chary	ARISTOTLE PG COLLEGE	MBA	2nd	7306554047
15	Allu Hemanth	CBIT	BE(AI-DS)	1st	7207832600
16	E Mithil	CBIT	BE(IT)	1st	9391128554
17	P Surya	ICBM	PGDM	1st	7901083771
18	N Geetha	NARASIMHA REDDY ENGINEERING COLLEGE	MBA	1st	8074542520
19	Shalini Chunukwad	CBIT	MBA	1st	9951591328

✓

20	D Sudhina	VJIT	MBA	1st	7386792457
21	V Aksha	CBIT	MBA	1st	9347798204
22	T Sri Reddy	VJIT	MBA	1st	9014262581
23	Maita S Deepak	AURORA PG COLLEGE	MBA	1st	7093878269
24	V Laxmi Prasad Reddy	VJIT	MBA	1st	9398438224
25	S Bhuvaneshwari	VJIT	MBA	1st	8919332839
26	Neerunemula Aishwarya	PENDEKANTI INSTITUTE OF MANAGEMENT	MBA	1st	9059369211
27	P Vinesh Kumar	ARISTOTLE PG COLLEGE	MBA	2nd	6304171508
28	Kapu Vined Reddy	PENDEKANTI INSTITUTE OF MANAGEMENT	MBA	1st	7993608531
29	Anshu Periketti	CBIT	MBA	1st	6304512206
30	L Varaprasad	CBIT	MBA	1st	8501064039
31	K Anisha	CBIT	MBA	1st	9949693459
32	Srimanthula Mahesh Goud	CBIT	MBA	1st	7013724891
33	H Divya	ICBM	PGDM	1st	8897091933
34	M Sai Teja	CBIT	MBA	1st	9000635332
35	L Sreya	CBIT	MBA	1st	6302629526
36	Y Anusha	CBIT	MBA	1st	9515685473
37	S Sri Varsha	VJIT	MBA	1st	8340045250
38	Rahul Miryala	CBIT	IT	1st	6303463274
39	P Karthik	ICBM	PGDM	1st	9030905993

Candidates shortlisted for Round 3					
S.No	Full Name	College Name	Course	Year	Mobile Number
1	P Surya	ICBM	PGDM	1st	7901083772
2	Rachoti Nithin	ARISTOTLE PG COLLEGE	MBA	2nd	8309803331
3	Syed Sohail	ICBM	PGDM	1st	9704824930
4	Bharath Chandra	ICBM	PGDM	1st	9703297323
5	S Bhuvaneshwari	VJIT	MBA	1st	8919332839
6	Kannekanti Mounika	PENDEKANTI INSTITUTE OF MANAGEMENT	MBA	1st	9951236099
7	Rakshitha Anampally	PENDEKANTI INSTITUTE OF MANAGEMENT	MBA	1st	9391028685

  
 Dr. E. Jalaja  
 Co-ordinator  
 Talent Tech.



# A detailed report on Paper Presentation

## School of Management Studies

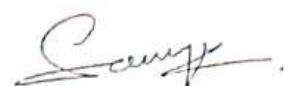
### 1. Introduction:

The purpose of a paper presentation is to enhance a particular student's ability in the art of academic writing or making papers in his/her interest area and to present it. It also helps broaden the minds of the participants a little more. This will also help full at the time of their internships as well as project work too.

### 2. Organizing Committee:

#### Faculty Coordinator:

1. Dr Sowmya Kethi Reddi (Assistant Professor, CBIT)



#### Student Coordinator:

1. D. Anitha, MBA I Sem.
2. M. Meghana, MBA I Sem.

### 3. Event Details:

Every participant will have to present a paper on the theme "Responsible Innovations for Sustainable Development". The template for paper presentation can be viewed using the link:[https://docs.google.com/document/d/1JpizKE-u8JVmvflaRX2C\\_7zFk8MaLuid/edit?usp=share\\_link&oid=105306842196715088214&rtf=of=true&sd=true](https://docs.google.com/document/d/1JpizKE-u8JVmvflaRX2C_7zFk8MaLuid/edit?usp=share_link&oid=105306842196715088214&rtf=of=true&sd=true)

A paper presentation is an oral presentation reserved for completed projects for which results are reported as part of the presentation. Each paper presentation will be a maximum of 12 minutes in length and will be followed by a brief question and answer period of approximately 3 minutes.

### 4. Participants:

S No	Name of the Student	College	Place
1	Srinivas	JNAFAU	Hyderabad
2	Karthik	MGIT	Hyderabad
3	Disha Patel	CBIT	Hyderabad
4	Praneeth	CBIT	Hyderabad

Poster Presentation

#### WINNERS:

1. Praneeth, ECE Dept, CBIT, Hyderabad.



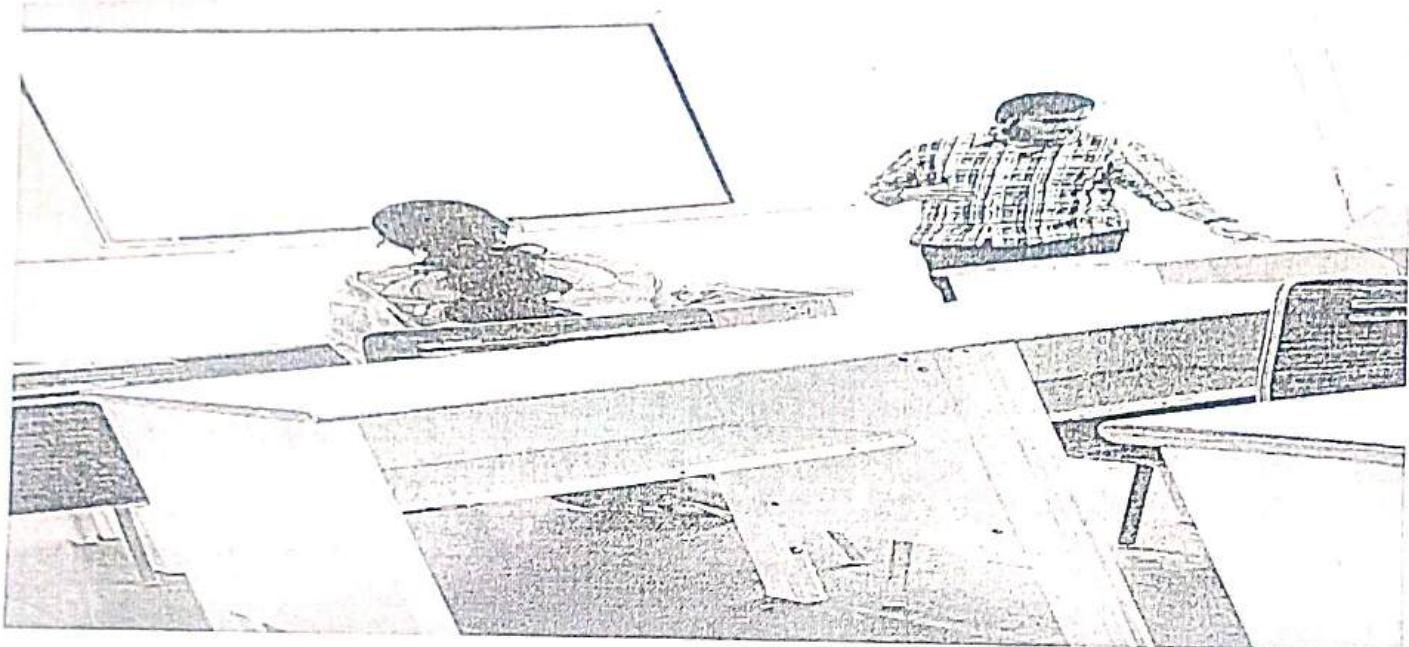
### 5. Feedback: Good

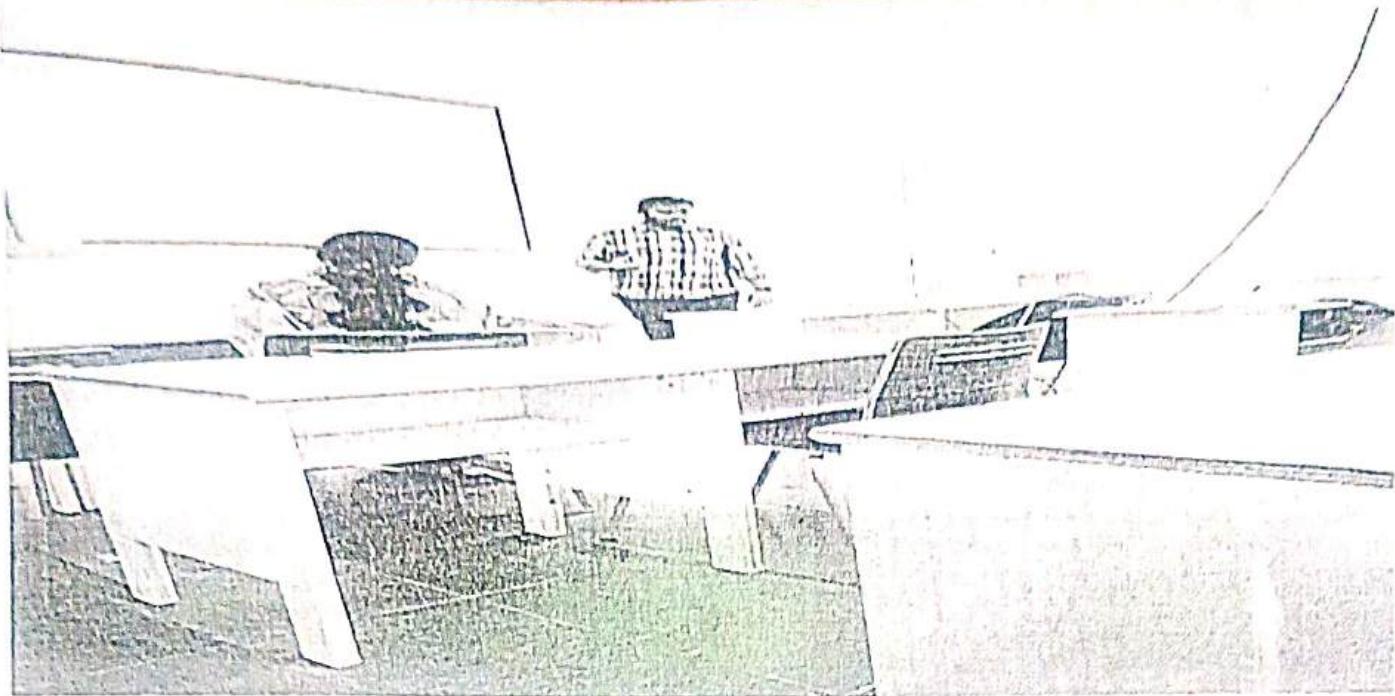
## 6. Sponsors and Partners: No

## 7. Conclusions:

I would like to appreciate all the students, who were participated in the event of paper presentation. And I hope students will continue from now and reflect on what they have done with their talent and energy. I hope students will judge themselves not on professional accomplishments alone but also on societal issues.

## Annexure:





Sowmya —  
Faculty Coordinator — (Dr. Sowmya Kelvi Reddi)

## A detailed report on "Young archons"

### School of Management Studies

#### 1. Introduction:

Young archons as young manager event which will provide you a platform to test your managerial skills. It helps you to understand in what areas you can improve as a budding manager. The lessons that you take away from this event will surely help you to gain a real time experience in the corporate world.

#### 2. Organizing Committee:

Year	Section	Names	Roll Numbers	Contact Numbers
1 <sup>st</sup>	A	T.Sai	160122672055	7569666702
1 <sup>st</sup>	A	N.Rakshitha	160122672041	8790195846
1 <sup>st</sup>	A	B.Akhila	160122672006	6302445380
1 <sup>st</sup>	A	B.Dhanalakshmi	160122672005	8977299405
1 <sup>st</sup>	A	A.Akanksha	160122672002	7893346236
1 <sup>st</sup>	A	G.Kusumanjali	160122672019	6305168441
2 <sup>nd</sup>	A	E.Ankitha priya	160121672011	8919692752
2 <sup>nd</sup>	A	M.Sai chandhrika	160121672023	8074698702
2 <sup>nd</sup>	A	Fimeena	160121672012	9010813737
2 <sup>nd</sup>	A	M.Anusha	160121672025	7995243118
2 <sup>nd</sup>	B	N.Lakshmi therisa	160121672084	9640598897
2 <sup>nd</sup>	B	K.Tharun kumar	160121672106	7396155915

#### 3. Event Details:

Young archons consists of three rounds

The first round : 25MCQs

The second round : Situation Analysis

The third round : Mock interview

#### DATE AND TIME OF EVENTS

Round 1 – 31<sup>st</sup> January – 1.30 PM to 2.15 PM



## Event Poster

Round 2 - 31<sup>st</sup> January - 3.15 PM to 3.45 PM

Round 3 - 1<sup>st</sup> February - 11.30 AM to 12.00 PM

### Winner Details

Name: Sehail

College Name: ICBM

Contact Details: 9704824930

No Runner up in the event.

4. Participants: The total number of participants for the YOUNG ARCHONS Event was 22. From this 7 are from ICBM, 8 are from PIM, 3 from VJIT, 2 from CBIT, 1 from NRCM and 1 from Aristotle. All the students who participated in the event were MBA 1<sup>st</sup> and 2<sup>nd</sup> Year students.

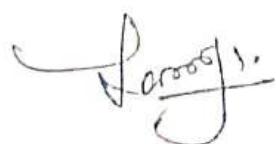
### 5. Feedback:

Students have told that the standard of the question paper is excellent

### 6. Conclusions:

Young archons - Young archons as Young manager is an integral part of Yukthi 2023, was conducted on 31<sup>st</sup> January 2023 and 1<sup>st</sup> February 2023 at CBIT. This event consists of 3 rounds based on testing various parameters required for being a manager namely Subject knowledge, communication skills, time management and leadership skills.

Faculty Coordinator: Mrs B. Harrangi







 Sri Venkateswara University  
A Central University of India  
Established by the Government of Andhra Pradesh  
and approved by the University Grants Commission  
of India  
44 years

# YUKTHI 2023

FORGING AHEAD TO MEET THE CHALLENGES

## YOUNG ARCHON

(31 JAN & 1 FEB)

"THE ADMINISTRATOR OF THE ORGANIZATION"



OPEN TO ALL THE STUDENTS,  
HURRY UP NOW!!!



 [www.svu.ac.in](#)

**FACULTY COORDINATER**  
Smt. B LAVANYA

**STUDENT COORDINATORS**  
EANKITHA- 9919692752  
MSAI CHANDRIKA- 9274696702



# A detailed report on GATISAKTHI – 2.0

## School of Management Studies

### 1. Introduction:

Gatisakti is an intercollegiate supply chain management and logistics event. It consists of three rounds, the first of which is an elimination round and a business quiz with 25 multiple-choice questions (MCQs). Case study resolution takes place in the second round, which is also an elimination round. The National Master Plan for Multi-modal Connectivity initiative Gatisakti will be pitched in the final round. The winner and runner positions shall be declared on pitches delivered.

### 2. Organizing Committee:

FACULTY COORDINATOR: V BALAJI KESAVA RAO  
S TULSIRAM

SLNO	NAME	ROLL NO	YEAR	SECTION	MOBILE NUMBER
1	V SATHWIK	160121672128	SECOND	B	7075377625
2	BHARGAV	160121672093	SECOND	B	6304117400
3	VARUN SAI	160121672100	SECOND	B	8185819501
4	GAYATRI SWATHI	160121672073	SECOND	B	8367085590
5	N BHARGAVI	160121672083	SECOND	B	9912577491
6	M PRAVEEN	160122672103	FRIST	B	7799893676
7	K PRASAD	160122672089	FRIST	B	6304143542
8	K LEENA	160122672029	FRIST	A	7997513185
9	G NIKHIL KUMAR	160122672016	FRIST	A	9666269906
10	D RUTHRIK	160122672012	FRIST	A	8919516388
11	K SHIVA RAMA KRISHNA	160122672047	FRIST	A	9701782579
12	N NITHIN KUMAR	160122672049	FRIST	A	8309594987
13	M SHUSHMS	160122672034	FRIST	A	9866924147
14	P YAMINI	160122672030	FRIST	A	9704310930
15	P SRUTHI	160122672048	FRIST	A	7893142827
16	K SAI KUMAR REDDY	160122672027	FRIST	A	9676709463
17	V SATHWIK	160121672128	SECOND	B	7075377625

### 3. Event Details:

GATISAKTHI 2.0 consists of three rounds:

The first round - It is a quiz a multiple choice of 25 question are asked for the participants to test the knowledge about the Indian supply chain management, infrastructural connectivity and transportation.

The second round - It is a case study evaluation, where the participant is given one case related to a company and questions are asked based on that case study.

The third round - And the final round is all about the presentation of gatisakthi bill and its developments to the panel

#### DATE AND TIME OF EVENT:

Round 1 - 1<sup>st</sup> February 2023 - 11:30 AM to 12:00 PM

Round 2 - 1<sup>st</sup> February 2023 - 12:30 PM to 01:30 PM

Round 3 - 1<sup>st</sup> February 2023 - 2:15 PM to 02:45 PM

#### WINNER DETAILS:

NAME: AKHIK KAMBHAPLA AND ANISH ANNE

COLLEGE NAME: CBIT

CONTACT DETAILS: 8686470033

#### 4. Participants:

The total number of participants for the Analytica event was 37. Of these, 3 participants are from VJIT, 8 from PIM, 4 from ICBM-SBE and other colleges from Hyderabad. All the students who participated in the event were MBA 1st and 2nd year students.

#### 5. Conclusions:

Gtisakthi 2.0 an event as an integral part of Yukthi 2023, was conducted on 1<sup>st</sup> February 2023 at CBIT. This event consists of 3 rounds which test the knowledge of the participants on the Indian supply chain management, infrastructural connectivity and transportation and the Gatisakthi bill passed by the parliament and also tells how important is logistics and supply chain management for the development of the country.

#### Annexures:

- a) Departmental Techfest posters.





PM.

# Gati Shakti

National Master Plan for  
Multi-Modal Connectivity

SCHOOL OF MANAGEMENT  
STUDIES - CBIT

Round-1: Preliminary Quiz

Round-2: Case Study Evaluation

Round-3: GatiShakti Presentation

YUKTHI-2023

For Going Ahead To Meet The Challenges

Faculty Co-ordinators:

V. Balaji Kesava Rao

S. Tulasi Ram

Student Co-ordinators:

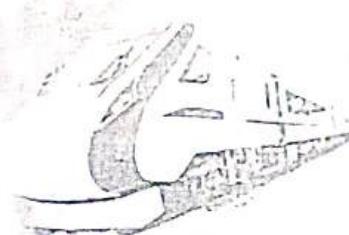
Bhargavi - 9912577491



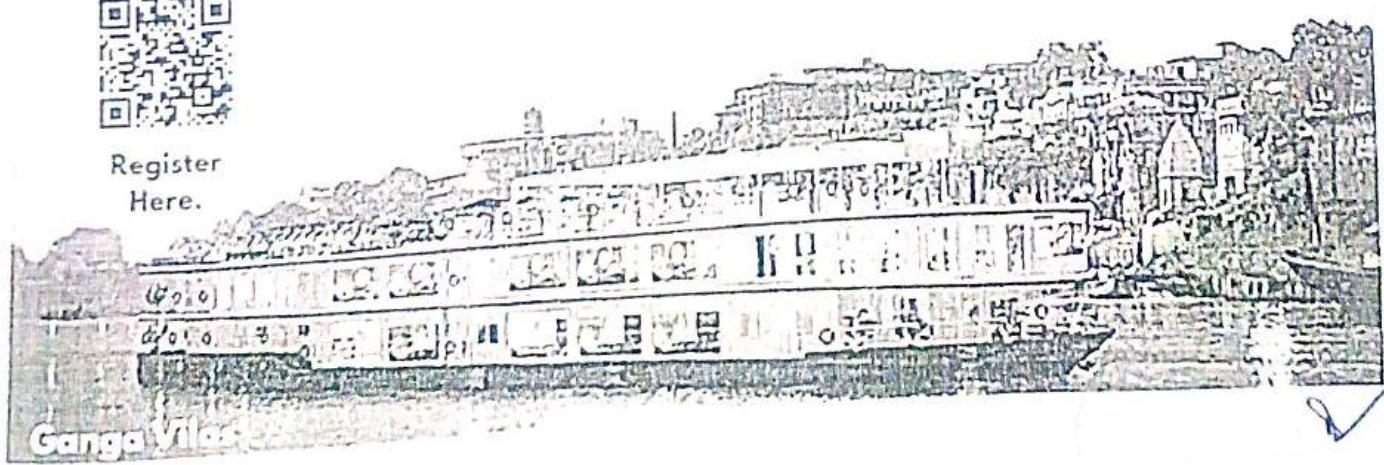
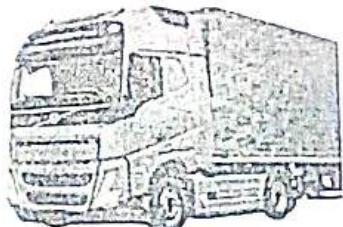
Register  
Here.



Prime Air



Vande Bharat



b) Any other relevant information/document





\*Include photographs in the report wherever appropriate.

# A detailed report on (Marketing Kshethra)

## School of Management Studies

### 1. Introduction:

A brief overview of the event,

"Marketing kshethra - The war which you can win " is marketing event of Yukthi 2023 where the participants come up with new business idea which are preferably sustainable and environmental friendly. The participants prepare hardcopy as well as soft copy(not mandatory)of their products and produce them before the judges where the judges decide the potential of the products displayed and select the best one.

Purpose

- To Bring out the entrepreneur inside you
- Promote sustainable environmental friendly products
- To test the presentation and communication skills of the participants
- To learn and implement how to generate ideas

Objectives

- To promote and regenerate products preferably sustainable environmental friendly products
- To accentuate entrepreneur skills.

### 2. Organizing Committee:

Information about the team that organized the event, **Student Co-Ordinator's**

S.no	Name	Year	Section	Roll No.	Phone No.
1	Kamarthi Lasya	2 <sup>nd</sup>	B	1601-21-672-075	7337045452
2	Gangadhari Sai Kiran	2 <sup>nd</sup>	B	1601-21-672-102	7032669582
3	Bharatha Arun	2 <sup>nd</sup>	B	1601-21-672-097	8464097595
4	P.Sruthi	1st	A	1601-22-672-048	7893142827
5	Meghana Mailaram	1st	B	1601-22-672-100	7780535100
6	Ch.S Satya Varina	1st	A	1601-22-672-009	9398693552
7	Geethanjali	1st	B	1601-22-672-119	9100265309

8	I. Vyshnavi	1st	A	1601-22-672-056	701340484
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### Faculty Co-ordinator:

Dr. Mandakini Panthu (SMS

Department) Contact Details:

94930 48650

Dr. Mandakini Panthu  
Faculty Co-ordinator

#### Roles and Responsibilities:

- Develop, coordinate, plan, and complete functions as per the event operations ,purpose and goals
- oversee, plan, coordinate, and advise on day-to-day operations of events
- Event coordinators meet with decision-makers to outline
- During an event, be the point person for issues that may arise.

### 3. Event Details:

A detailed description of the events

Be an Entrepreneur. Design your own product, advertise and explain it. Participants should develop a product of their choice preferably user sustainable product (environmental friendly) and they should explain how beneficial and unique their product is with its benefits and they need to advertise their product to the judges.

Competitions

Rounds and other details

- There shall be minimum 2 and maximum 3 members in a team.
- All participants shall be given 40 minutes to make their products.

and activities that took place during the techfest

Day 01

✓

- ROUND 1: "Idea generation and product launch"

#### 4. Participants:

A brief description of the number of participants.

All under graduate or post graduate students from any discipline were be allowed to participate in the event. Students from different colleges like VJIT,PIM,ICBM,Aristotle, JNFAU and also participants from cbit. Number of participants 41.

their backgrounds (within state/Out of state participation)

- ✓ MBA
- ✓ Btech



Marketing Kshethra  
a Participants list:

#### 5. Feedback:

Feedback from the participants and organizers, including any suggestions for future improvements



Event Feedback from  
participants

#### 6. Sponsors and Partners:

A list of the organizations that supported the event financially or otherwise

#### 7. Conclusions:

A summary of the event, its highlights, and the outcomes achieved.

##### Summary

Marketing kshetra was a 2days event i.e 31-01-2023 and 01-02-2023

It consists of three rounds

Round 1-Idea generation and product launch

Round 2-Designing marketing strategy

Round 3-Catapult a reel

- The product/ideas from the participants



- ✓ After Making the Product, 10 minutes shall be allocated to each team to present their product in front of judges.
- ✓ The participants have to list what type product they chose, its details, specifications and need to specify what is the USP (Unique Selling Proposition) of the product.

- **ROUND 2: "Designing a Marketing Strategy"**

- ✓ The participants have to list their 8Ps (segmentation, Targeting, Positioning) and also 4Ps (Product, Place, Price, Promotion)/ 7Ps (product, place, price, promotion, people, Process, Physical evidence) of their product to the judges.

Day 02

- **ROUND 3: "Catapult a Reel"**

- ✓ The participants must put further their advertisement about product with the help of short Instagram reel.
- Product has to be original and not copied.
- Teams will be judged on:
  1. Novelty of product.
  2. Creativity (both in manufacturing and selling as well).

including the details of the winners

**WINNER Details:**

Winner-

D Sandhya (JCBM)

Phone no. 8247384975

Mail id: sandhyadaswada@gmail.com



P Karthik (JCBM)

Phone no. 9030905493



- Edible utensils
- Number plate recognition system
- Moving salon
- Smart dustbin
- News reader (news as recorded voice)
- Judgement was done based on novelty and creativity
- The winners were awarded with certificates and cash prizes

## Highlights

The participants were used the Segmentation, Targeting, Positioning (STP) in a great way to reach their expected sells and analyzed the marketing mix comprised of four key elements product, price, place, and promotion and created a successful marketing plan

### Conclusion

As a conclusion, marketing kshetra was a value creation platform for participants to come up with an innovative sustainable Eco-Friendly products

The outcome was good as expected and achieved the objective of the event with the support of all the participants and coordinators.

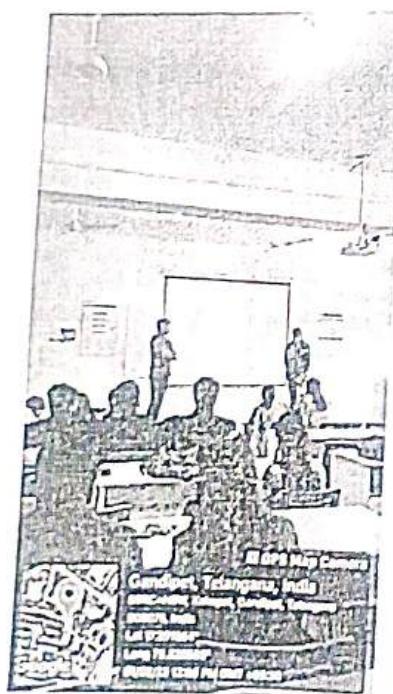
#### APPENDIXES\*

a) Departmental Techfest posters.



b) Any other relevant information/document

Include geo-tagged photographs in the report wherever appropriate.



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# A detailed report on (Finasthra)

## School of Management Studies

### 1. Introduction:

Finasthra (Finance event) that will pose numerous challenges for budding number crunchers to prove their determination across different verticals of the finance world. There are three rounds to test the knowledge base and skill of the participants in taking financial decisions, analytical skills

### 2. Organizing Committee:

Faculty Coordinator:	K Bhagya Lakshmi
Student Coordinators:	
MBA 2 <sup>ND</sup> YEAR	MBA 1 <sup>ST</sup> YEAR
Vishnu Vardhan	Chandu Vardhan
Swetha Bhavani	Harshitha
Bharath	Zareena
Tanuja	Sai Sravani
Teja Rani	Amrutha
Pallavi Tiwari	Prudhvi

### 3. Event Details:

#### Round 1 : Finfun - Pick One

Timings: (10am to 12pm)

Exam duration : 25min

MCQ's – 25 Questions

The Candidates have to choose the most relevant option among the given choices.

They have to reach the cut off (50%) to get finalised for second round

#### Round 2 : Pictionary – Image speaks more than words

Timings: 2:00pm to 2:30pm

Exam Duration : 20min

Images will be displayed on the Projector

Consists of 20 questions

Participants need to guess the right answer to get qualified for the final round.

#### Round 3: Smart Trader - No compromise just maximize

Timings : 11.00am

Duration : 45min



Chaitanya Bharathi Institute of Technology consists of Rs. 15,00,000 (Maximum Limit) each. Entries need to trade through Dummy consists of Rs. 15,00,000 (Maximum Limit) each. The one who quotes the highest return will be declared as the winner.

4. Participants:

78 students participated in this event from various colleges at state level.

5. Feedback:

Event was organized as scheduled and students were happy to participate in the event and gained knowledge on finance. The student coordinators have been an amazing team working tirelessly. The event was precisely organized by the entire team and thus the event was a grand success.

6. Sponsors and Partners: Nil

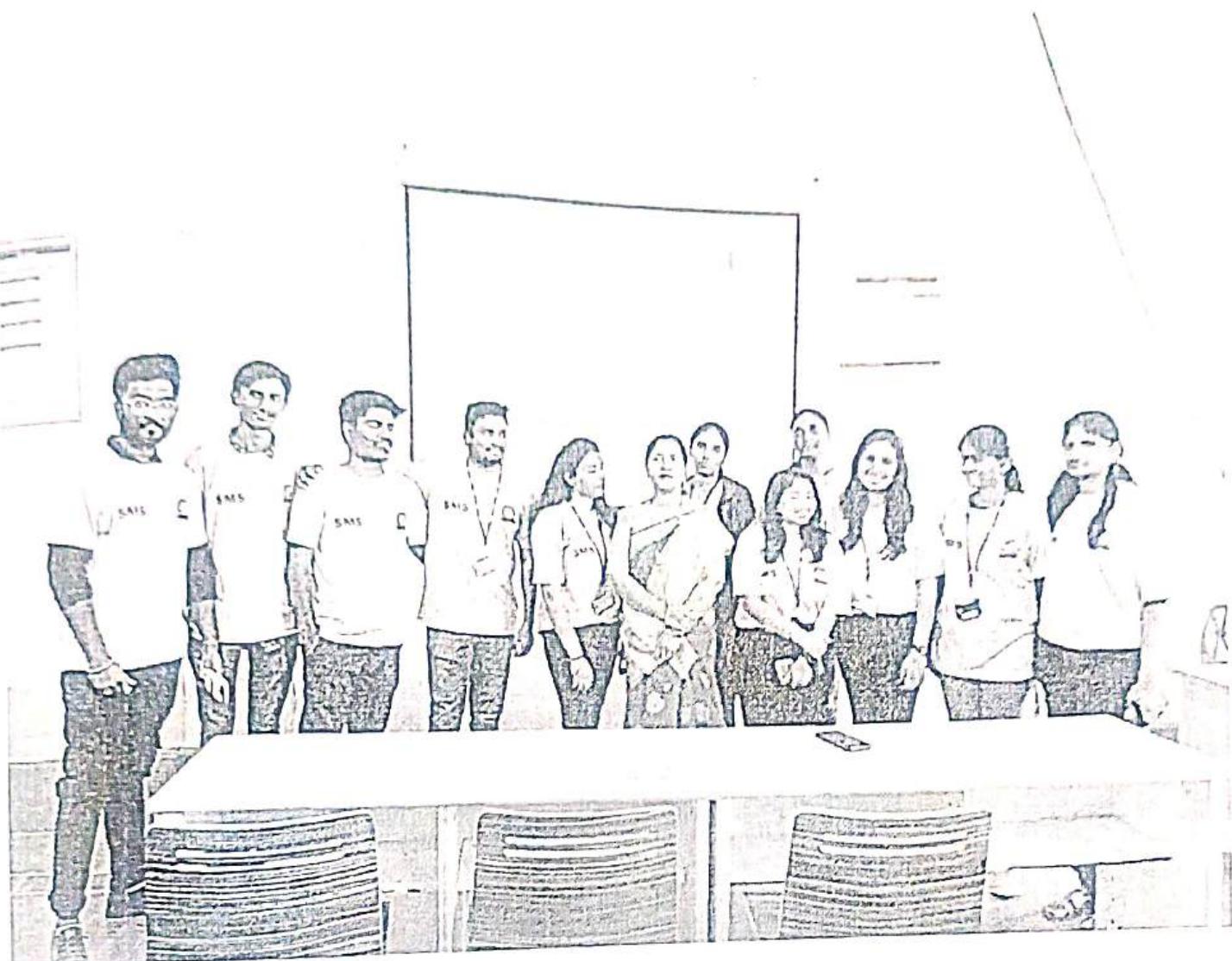
7. Conclusions:

The event was conducted to understand the financial awareness among students. The finance event was well organized by School of Business Management and coordinated by Mrs. K. Bhagya Lakshmi, Assistant Professor. Participants enjoyed experience during event bring out their analytical skills, and learning new things.

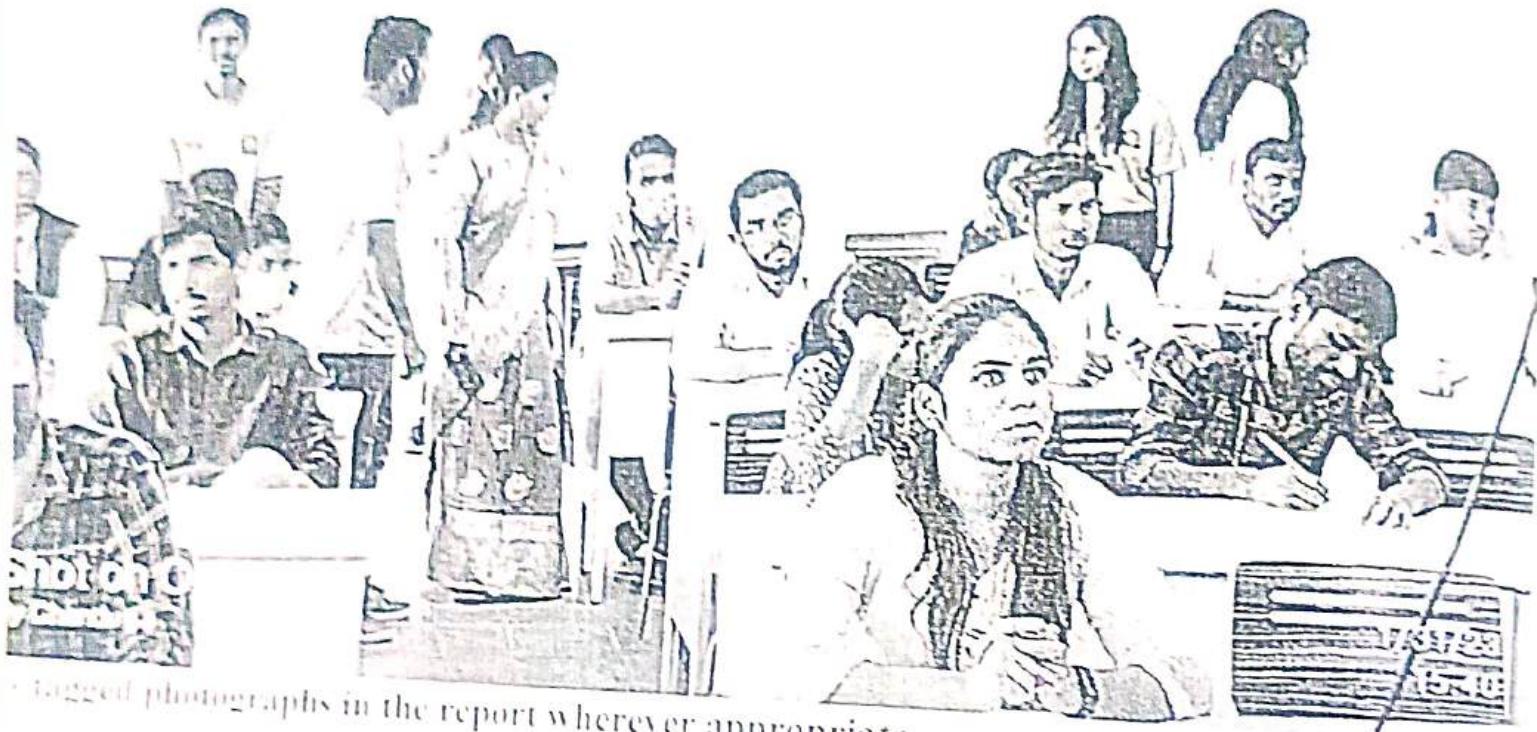
Annexures:

a) Departmental Finasthra posters.





2



Tagged photographs in the report wherever appropriate.

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# A detailed report on ANALYTICA-THE DATA GAME

## School of Management Studies

### 1. Introduction:

"Analytica - The data game" is a part of yukthi - 2023 exclusively related to business analytics and data analytics. Test your analytic ability and showcase your knowledge & talent for analysing, utilising and modifying the data.

### 2. Organizing Committee:

FACULTY COORDINATOR: Dr M. Narendra



Year	Section	Student Name	Roll number	Contact number
1 <sup>st</sup> year	Section A	G. Vijay	160122672022	6301618116
		G. Sri Vardhan	160122672020	9346193591
	Section B	M. Anjali	160122672098	7569249094
		Y. Mounika Reddy	160122672126	7032029298
2 <sup>nd</sup> year	Section A	P. Sindhu Priya (POC)	160121672031	9100529114
		B. Venkata Chandan	160121672045	8247277628
	Section B	K. Jaya Lakshmi Naga Malleswari (POC)	160121672078	8333931215

### 3. Event Details:

Analytica consists of three rounds:

The first round - Stimulate your intellect by answering our brain teasers prepared by our team of experts.

The second round – vaunt your technical competencies by decoding the riddles and visualize the solutions in excel.

The third round - Wake up the professional Business analyst inside you to solve the nerve-wracking case studies and present the solution to win the hearts of the delegates.

#### DATE AND TIME OF EVENT:

Round 1 - 31<sup>st</sup> January 2023 - 01:30 PM to 02:15 PM

Round 2 - 31<sup>st</sup> January 2023 - 03:45 PM to 04:30 PM

Round 3 - 1<sup>st</sup> February 2023 - 12:00 PM to 12:30 PM

#### WINNER DETAILS:

NAME: Shireen Sultana, Akshitha Polishetty

COLLEGE NAME: VJIT

CONTACT DETAILS: 8096404738 (Shireen Sultana), 9014265215 (Akshitha Polishetty)



#### 4. Participants:

The total number of participants for the Analytica event was 30. Of these, 11 participants are from VIT, seven from PIM, two from ICBM-SBE and other colleges from Hyderabad. All the students who participated in the event were MBA 1st and 2nd year students.

#### 5. Feedback:

Here is the link to feedback provided by the participants

[https://drive.google.com/file/d/18D8nvFNjdPD5ekZgQNbtOv\\_mZkMZVR-0/view?usp=sharing](https://drive.google.com/file/d/18D8nvFNjdPD5ekZgQNbtOv_mZkMZVR-0/view?usp=sharing)

#### 6. Conclusions:

Analytica - The data game, an exclusive Business analytics event, an integral part of Yukthi 2023, was conducted on 31<sup>st</sup> January 2023 and 1<sup>st</sup> February 2023 at CBIT. This event consists of 3 rounds based on testing various parameters required for being a professional Business analyst, namely time management, subject knowledge, technical competencies, critical thinking, communication skills and teamwork.

#### Annexures:

- a) Departmental Techfest posters.





# Yukthi - 2023

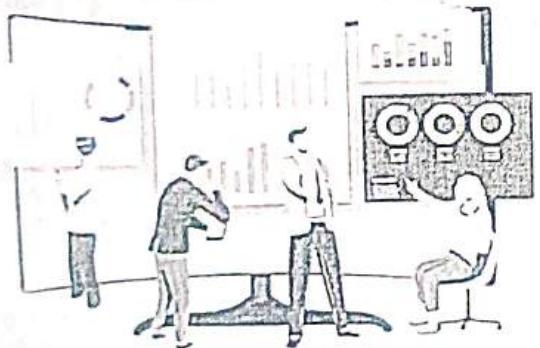
Forging ahead to meet the challenges  
presents

31st Jan  
to  
1st Feb 2023.

## Analytica

### The Data Game

First Round: Braineez  
Second Round: Decodelt  
Third Round : The Pitch



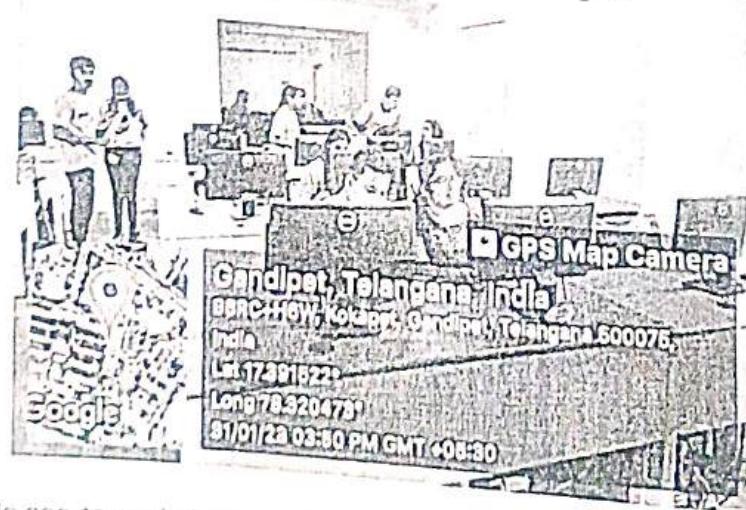
Win  
exciting  
cash  
prizes

Faculty Co-ordinator:  
Dr. M. Narendra

Student Co-ordinators:  
Jaya Lakshmi - 8333931215  
Sindhu Priya - 9100529114

Registration Link: <https://tinyurl.com/37ehxzcf>

b) Any other relevant information/for record



\*Include geo-tagged photographs in the report wherever appropriate.

Faculty Co-ordinator

Dr. M. Narendar *M*