SUDHEE 2024

National Level Students Technical Fest

Innovate Integrate Inspire

Yukthi-2024 Report

[1]. INTRODUCTION:

The School of Management Studies at Chaitanya Bharathi Institute of Technology proudly organized Yukthi 2024, a technical event held on February 26th and 27th, 2024. This event was conducted as part of the larger SUDHEE -2024 initiative, aiming to foster innovation, collaboration, and knowledge exchange among participants.

Objectives:

Yukthi 2024 was designed with the following objectives in mind:

1. Promoting Innovation: Encouraging participants to explore innovative ideas and solutions in various fields.

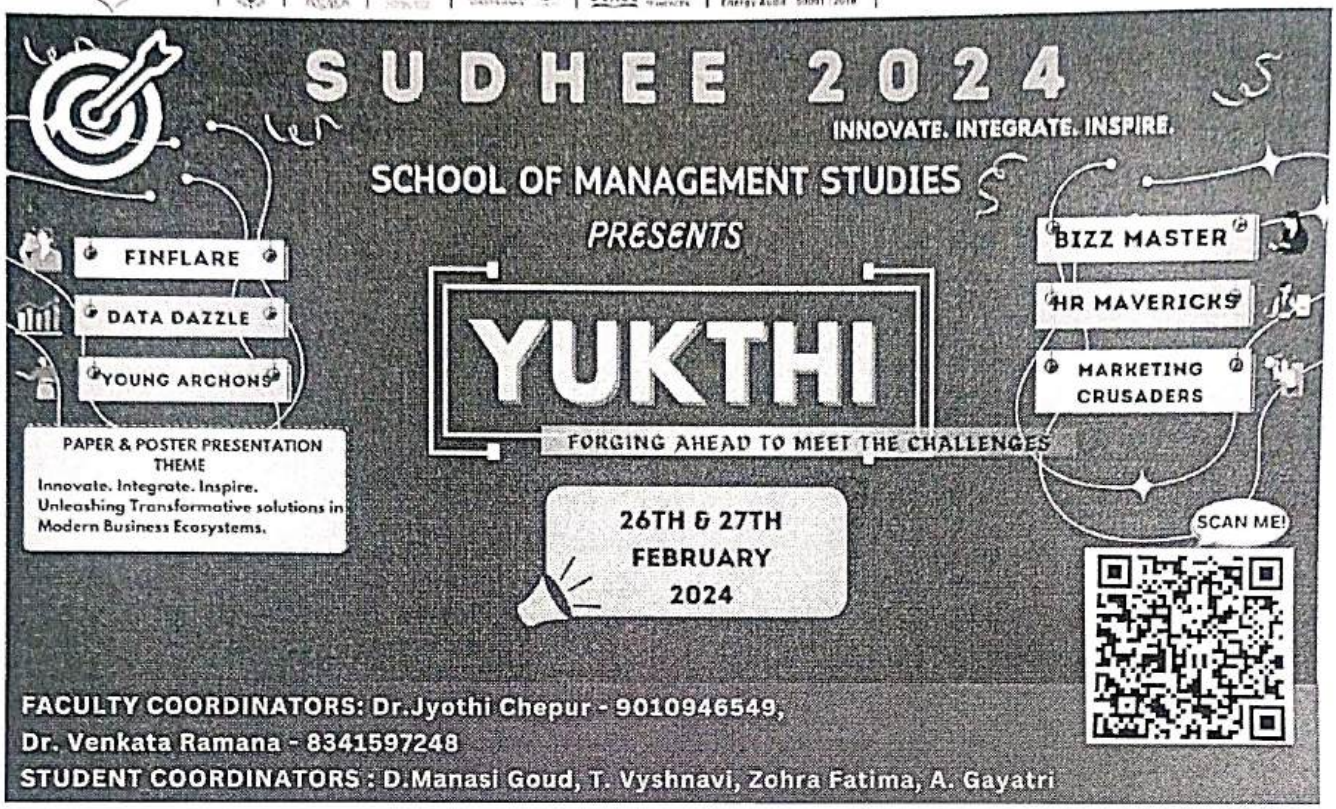
2. Knowledge Sharing: Providing a platform for participants to share their research, ideas, and insights with peers and experts.

3. Skill Development: Offering opportunities for participants to enhance their technical and managerial skills through engaging activities and competitions.

4. Networking: Facilitating networking among participants, industry professionals, and academia to foster collaborations and career opportunities.

[2]. ORGANIZING COMMITTEE:

Sl. No.	Roles and Responsibilities	Name of the Coordinator
1	Yukthi -2024 Coordinators	Dr. Ch. Jyothi & Dr. T. Venkata Ramana
2	Paper Presentation	Dr. K. Sowmya
3	Poster Presentation	Dr. K. Parmeshwari
4	Finflare	Dr. K. Bhagya Lakshmi
5	Data Dazzle	Dr. Ch. Jyothi
6	Young Archons	Dr. B. Lavanya
7	Bizz Master	Dr. P. Varaprasad Goud
8	HR Maverick	Dr. R. Rakhee
9	Marketing Crusaders	Dr. P. Mandakini
10	Promotions and Infrastructure	Mr. S. Tulasi Ram & Mr. VBK Rao
11	Hospitality	Dr. R. Rakhee & Dr. T. Venkata Ramana
12	Reception	Mrs. Sangeetha



[3]. **KEYNOTE SESSION**:
Keynote Address: Paper Presentation Event

Speaker: Satyam Bheemarasetti

Topic: Innovation and Sustainability: Charting the Path Forward

Speaker Profile:
Satyam Bheemarasetti is a distinguished entrepreneur and technologist with a proven track record of success in various industries including sustainability, energy, cybersecurity, education, and technology. As the Founder and CEO of NeoSilica, Satyam has led the company to the forefront of innovation, driving advancements in sustainable technologies and solutions.

With extensive experience in both the United States and India, Satyam brings a global perspective to his endeavors, leveraging insights from diverse cultural and professional backgrounds. His entrepreneurial journey has been marked by a relentless pursuit of excellence and a commitment to addressing pressing societal and environmental challenges through innovative means.

Satyam's leadership extends beyond his role at NeoSilica, as he actively engages with professional and industrial circles, sharing his expertise and insights to inspire others to drive positive change. His passion for leveraging technology for sustainable development has earned him recognition as a thought leader in the field, and he continues to champion initiatives that promote environmental stewardship and social responsibility.

In his keynote address at Yukthi 2024's Paper Presentation Event, Satyam will delve into the intersection of innovation and sustainability, exploring how technological advancements can be harnessed to address environmental concerns and pave the way for a more sustainable future.

Attendees can expect an insightful and thought-provoking session as Satyam shares his experiences, perspectives, and vision for leveraging innovation to create lasting positive impact.

[4]. **EVENT DETAILS**: A detailed description of the events, competitions, and activities that took place during the techfest including the details of the winners.

Event 1: PAPER PRESENTATION

Description:

Every participant will have to present a paper on the theme **"Innovate, Integrate, Inspire: Unleashing Transformative Solutions in Modern Business Ecosystems"**.

Rubrics: 100 Marks

1. Content Originality
2. Review Of Literature
3. Research Methodology
4. Data Interpretation
5. Outcome
6. Contribution of work
7. Concept Clarity
8. Presentation Skills
9. Slide Arrangement
10. Time Management

Number of registrations& Participations:

S. No	Student Name	College Name	Qualification	Email ID
1	Maimuna Fathima	CBIT	MBA 1st Year	Maimunafathima027@gmail.com
2	Harsha Sonmole	CBIT	MBA 1st Year	sonmoleharsha@gmail.com
3	Mandra Shreeya Reddy	CBIT	MBA 2nd Year	Shreeyareddy17@gmail.com
4	Mohammed Osamatullah	CBIT	MBA 1st Year	osamatullah@gmail.com
5	Sana Akhtar	CBIT	MBA 1st Year	Akhtarsana000@gmail.com
6	T Mohammed Ammar	CBIT	MBA 1st Year	Ammar1yaser008@gmail.com
7	Habib bilal Hussain	CBIT	MBA 1st Year	Ammar1yaser008@gmail.com
8	Mohammed Abrar Hussain	CBIT	MBA 1st Year	Ammar1yaser008@gmail.com
9	Karthikeya Revanth	CBIT	MBA 1st Year	karthikeyarevanth@gmail.com

10	Ameti Srinidhi	CBIT	MBA 1st Year	Ametisrinidhi7589@gmail.com
11	Hakeem Bhavana	CBIT	MBA 1st Year	Bhavanahakeem@gmail.com
12	Ch.R.Harshith	CBIT	MBA 1st Year	Chharshith1172@gmail.com
13	Malla Dhatri	CBIT	MBA 1st Year	Malladhatri100@gmail.com

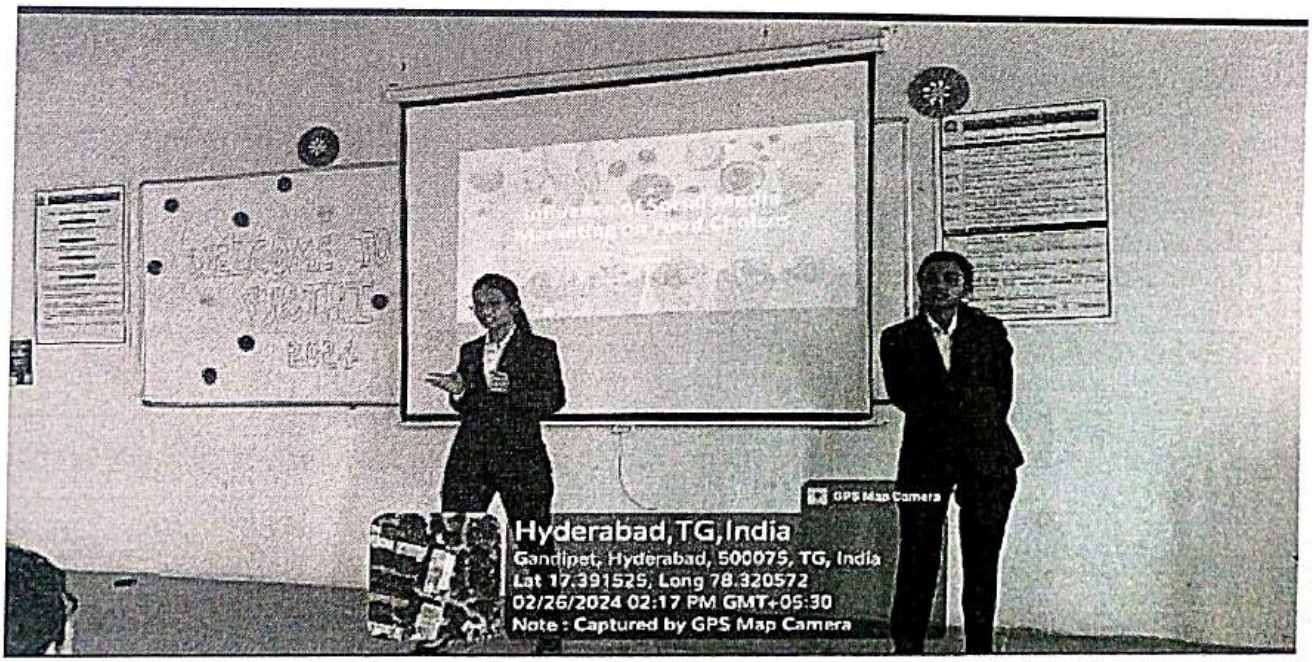
Faculty Coordinator:

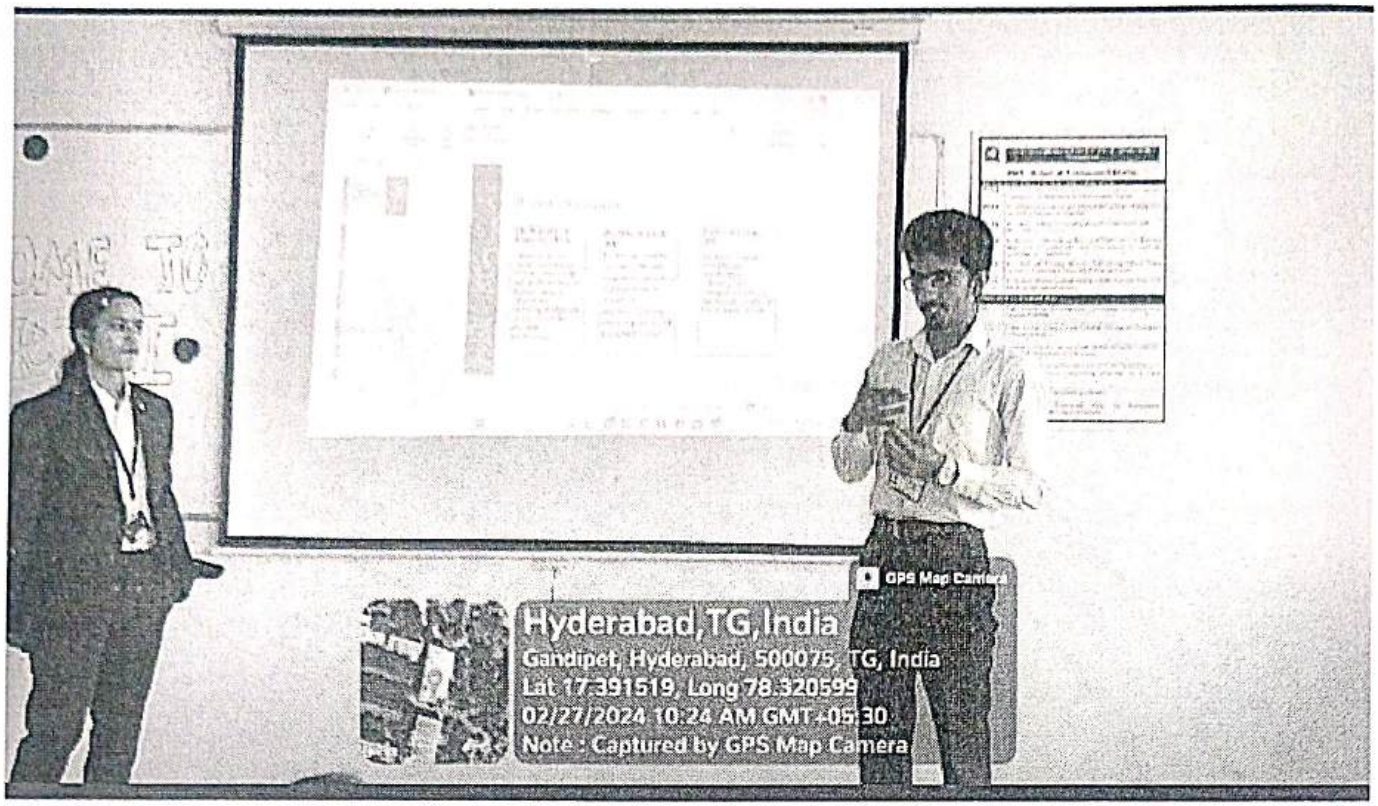
1. Dr Sowmya Kethi Reddi (Assistant Professor, CBIT)

Student Coordinator:

1. Mansi Singh, MBA , 2nd Year
2. Leena ,MBA , 2nd Year
3. Vitta Saiteja, MBA, 1st Year
4. Anusha Maddeboina, MBA, 1st Year
5. K.Ganesh, MBA, 1st Year
6. Y. Deekshitha, MBA, 1st Year
7. B. Shivaraju, MBA, 1st Year

Photographs:

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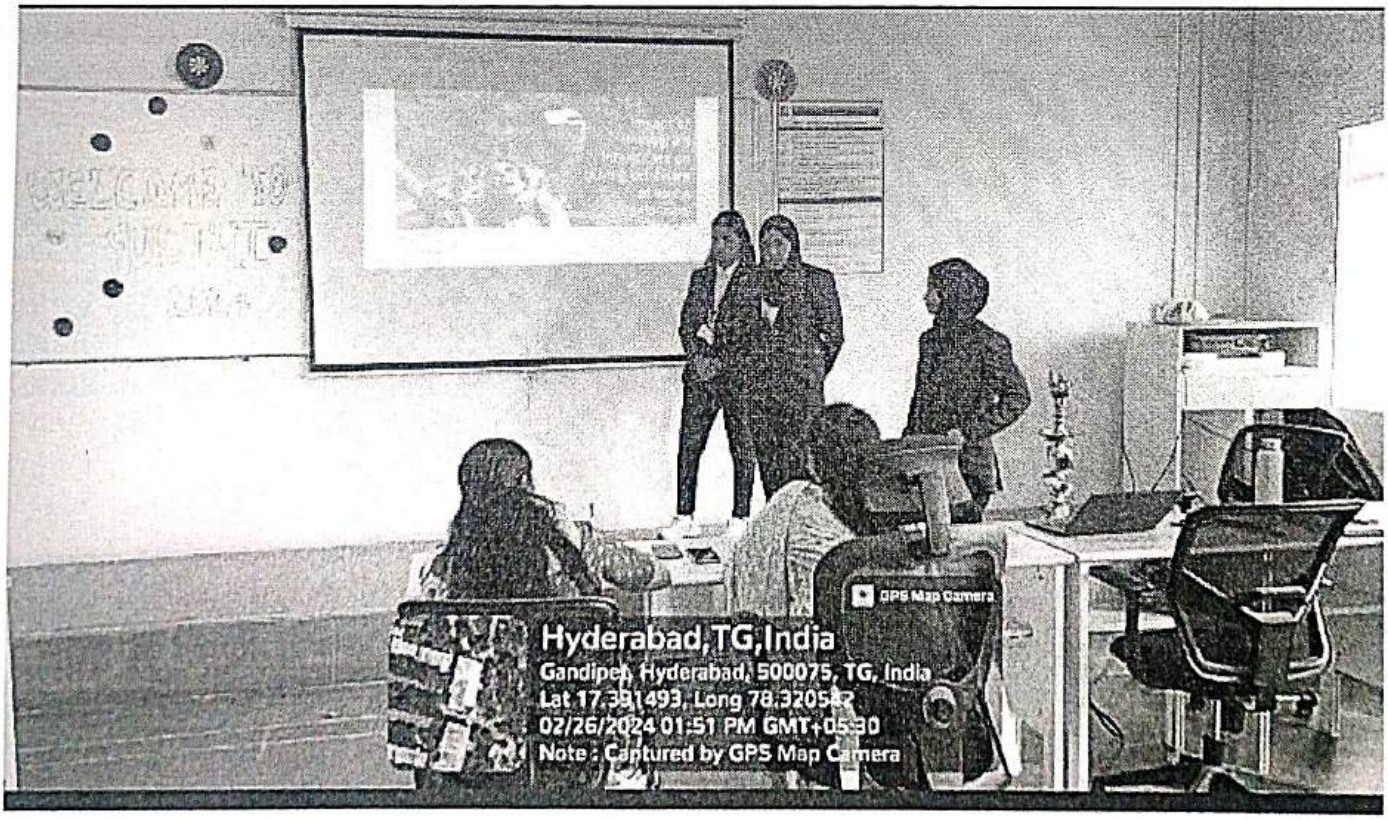
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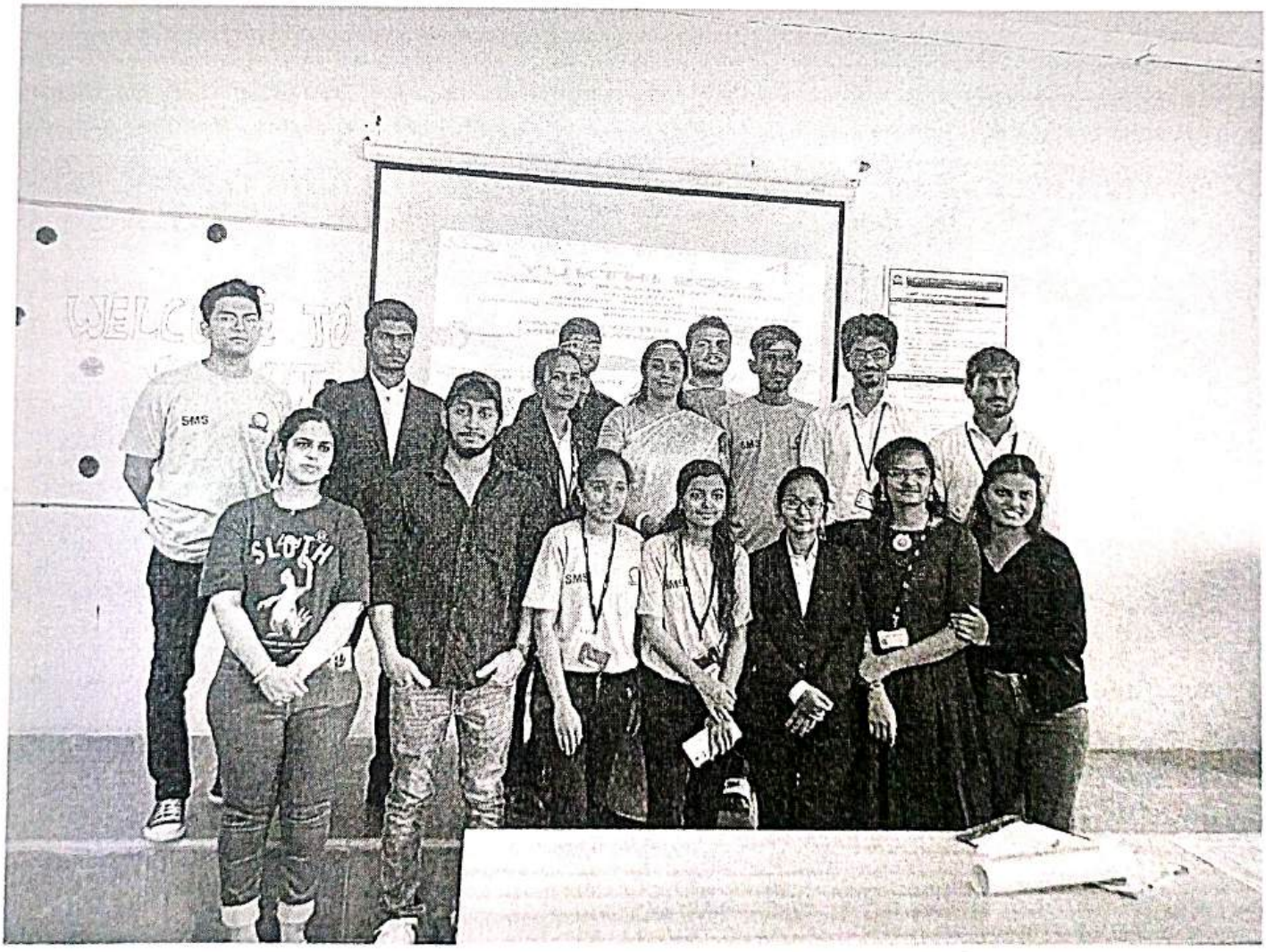

SMS
SLOTH

Results:

Winner:

Name: Gayathri,Bhavana

College: Chaithanya Bharathi institute of Technology

Mail ID: bhavanahakeem@gmail.com

Topic: Influence of social media marketing on food choices

Runner-up:

Name: Ch. Harshith, Dhatri

College: Chaithanya Bharathi institute of Technology

Mail ID:chharshith1172@gmail.com

Topic: Money Management Practices During MBA

Event 2: POSTER PRESENTATION

Poster presentation involves giving images to impart information and is helpful because humans are very sight oriented , whereas the Oral presentation is about speaking on a research topic to an audience and allows a presenter to give more information than they could in a visual –only presentation .

Purpose

- To present the research creatively poster design .
- To Spark discussion and engagement through Question and answer session with audience and judges
- To gain feedback and disseminate knowledge.

Topic: *Unleashing the transformative solution in modern Business Ecosystem*

1. **Organizing Committee:**

Three Student coordinators and a Faculty coordinators

List of Student Coordinators (23-25 Batch)

S.no	Name	Year	Section	Roll No.	Phone No.
1	P. Dharani	1st	A	1601-23-672-040	9989974696
2	S. Dhanush	1st	A	1601-23-672-052	9505970396
3	Sri Shivgan	1st	A	1601-23-672-056	9032525846

Faculty Coordinator: Dr. Parmeshwari (SMS Department)
Contact Details: 9866670509

2. **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:**

The participants initially submit the abstract for their research topic. Once the abstract is selected then Participant create the poster for the chosen research topic. The Poster should necessarily cover the introduction , ROL, Research Methodology , data analysis with findings and conclusion

- poster presentation fee - 200/- per participants.
- There can be 2-3 authors.
- Kits and lunch and certificates provided to the participants
- All the co-authors should actively participate in the questions asked by the judges/audience

4. **Participants:**

S. No.	Name of the	Title of the paper	Affiliation	Contact no.	Mail Id

	Participant				
1 2.	D. Harshitha A. Sai Tej	Assessing the impact of AI integration before and after analysis for business transformation	CBIT CBIT	6301254192 6302394518	harshithadabbiru761@gmail.com addanuri919120510@gmail.com
3 4.	G. Deekshitha G.Ravi Teja	Influence of integrated AI Big Data in social media in online retail platforms.	CBIT CBIT	9701415666 8897375530	deekahitha.gubili@gmail.com ravitejagurujala@gmail.com
5	Sarah Anam Khan	Affectiveness of mentorship program for student professional development and career success.	CBIT	9515879605	sarahkhan1302@gmail.com
6	Syeda Qudrat Unnisa		CBIT	9959411804	Squsidrah1804@gmail.com

The participants were judged on the parameters such as poster design, concept clarity and their confidence in handling the Q and A session

WINNER's Details:

G. Deekshitha (CBIT)
Phone no. 9701415666
Mail id: **deekahitha.gubili@gmail.com**

G. Ravi Teja (CBIT)
Phone no. 8897375530
Mail id: **ravitejagurujala@gmail.com**

RUNNER-UP Details:

A.Sai Tej
Phone no. 6302394518
Mail id: **addanuri919120510@gmail.com**

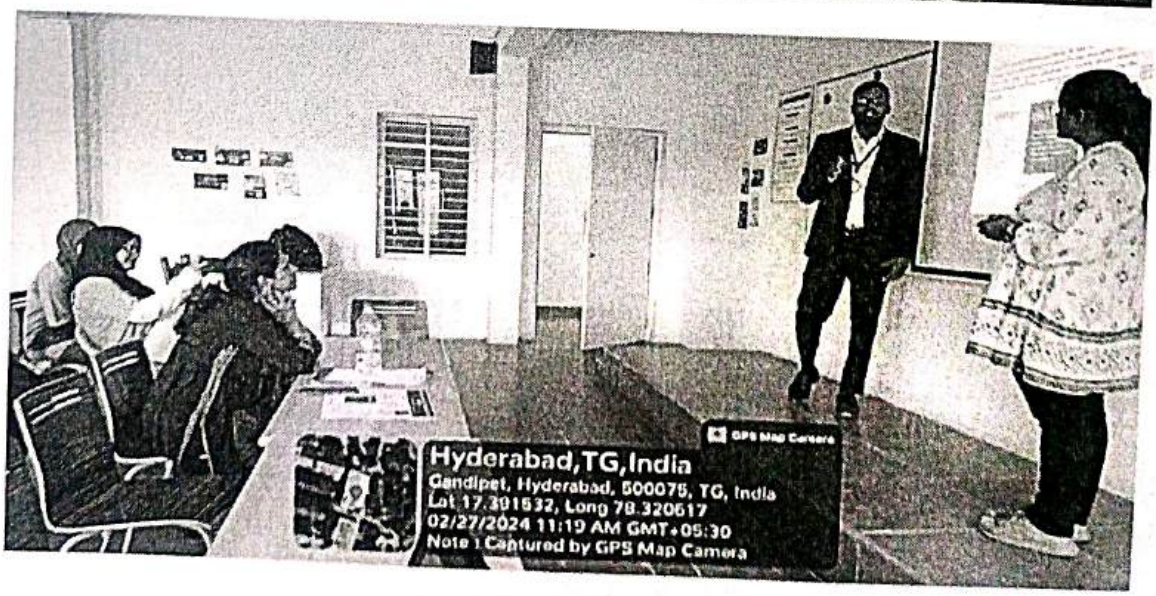
D. Harshitha
Phone no. 6301254192
Mail id: **harshithadabbiru761@gmail.com**

Annexures:

a) Poster of the Program

b) Any other relevant information/document

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



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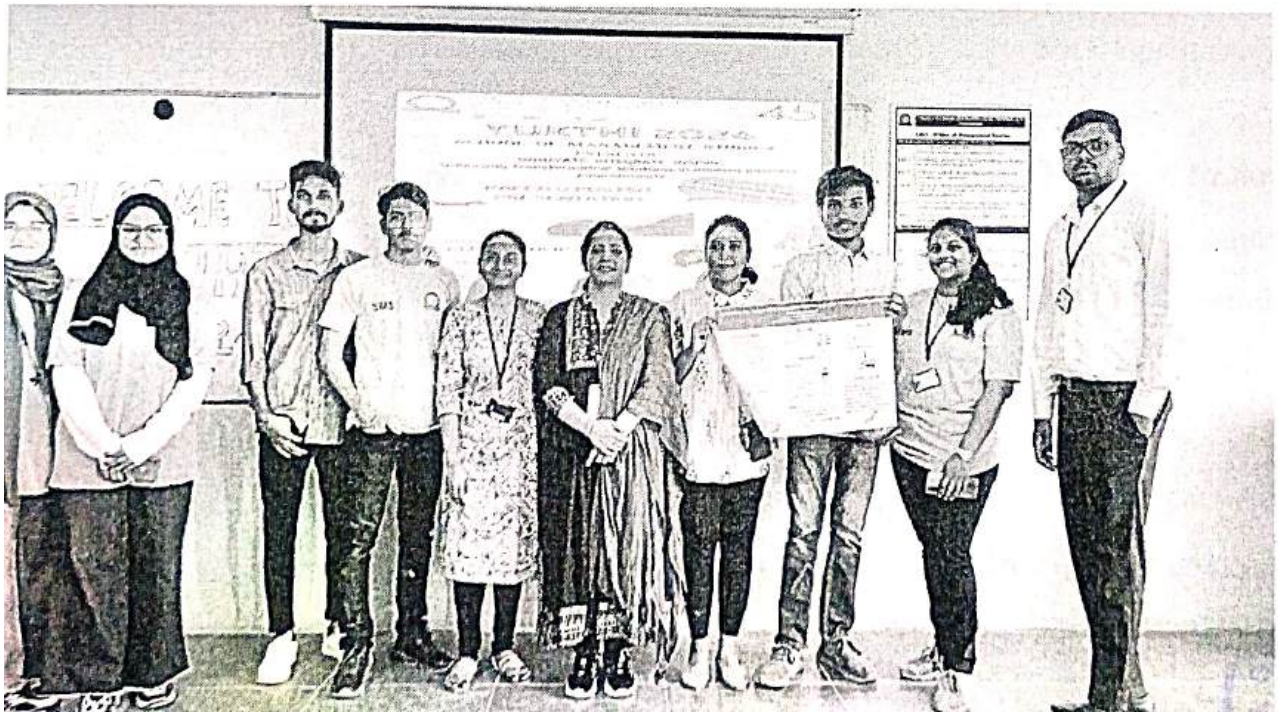


Event 3: FINFLARE

1. **Introduction:**

Finflare, the finance event, presents a series of challenges designed to test the determination of aspiring number crunchers across various facets of the financial world. Consisting of three rounds, this event assesses participants' knowledge base and skills in making financial decisions, as well as their analytical abilities.

2. **Event Details:**

Round 1 : Finfun – Fact Hunters

Date : 26 Feb 2024

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

Date : 27 Feb 2024

Timings: 11.30am to 11.40 am

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

Date : 27 Feb 2024

Timings : 1.00pm

Duration : 45min

Platform – **Neostox**

Finalists need to trade through Dummy coins of Rs 15, 00,000(Maximum Limit) each.

The one who quotes the highest returns will be declared as the winner.

3. **Participants:**

75 students participated in this event from various colleges at state level

4. **Feedback:**

The event was conducted according to the schedule, and students expressed satisfaction with their participation, noting that they gained valuable knowledge about finance. The student

coordinators demonstrated exceptional teamwork and dedication, contributing significantly to the event's success. The entire team's meticulous organization ensured that the event ran smoothly, resulting in a resounding success.

5. **Sponsors and Partners: Nil**

6. **Conclusions:**

The event was conducted with the aim of understanding the level of financial awareness among students. This suggests a focus on educating and assessing students' knowledge and understanding of financial concepts.

The finance event was well organized, indicating that the School of Business Management put effort into planning and executing the event effectively. The coordination by Dr. K Bhagya Lakshmi, an Assistant Professor, suggests professional management of the event.

Participants enjoyed the experience during the event. The event was engaging and interactive, allowing students to actively participate and learn. The mention of participants bringing out their analytical skills suggests that the event likely included activities or challenges that encouraged critical thinking and problem-solving related to finance.

Participants had the opportunity to learn new things during the event. This indicates that the event was educational and provided valuable insights or information about finance-related topics.

7. **Organizing Committee:**

Faculty Coordinator: Dr **K Bhagya Lakshmi**

Student Coordinators: Amrutha and Chandhu vardhan

MBA 2ND YEAR

1. Amrutha (sr -65)
2. Chandhu vardhan (sr-18)
3. Prudhvi(sr-26)
4. sravani (sr)

MBA 1ST YEAR

1. sravya -55
2. Ganesh -29
3. Gunavardhan –111
4. Afreen -97
5. Haritha -18
6. .vineeth-32
7. sanjana-81
8. qudrat-57

Qualifiers for Round-2

Si.No

	ROUND II QUALIFIERS		
S . No	Name	College Name	Mobile No
1	Architha	VJIT	6309306007
2	A. Srinivas Varma	CBIT	8790411917
3	Murali Prateek	PIM	9066812812
4	Usra Thaskin	CBIT	7997476351
5	Kavyasri	CBIT	8897086341
6	D. Rohit	CBIT	7093885112
7	Leela Krishna Sai	CBIT	8341786925
8	D. Koushik Reddy	PIM	9121670564
9	Shobith	CBIT	8179632449
10	Krishna	CBIT	6301746935
11	CH. Sai Pragna	CBIT	9542754299
12	Sandeep Goud	VJIT	7569303860
13	G. Kusumanjali	CBIT	6305168441
14	Deepthi Sri	CBIT	9492213913
15	Santhosh Reddy	CBIT	8309939274
16	Anunay Reddy	CBIT	9618596725
17	P. Priyanka	CBIT	8247276866
18	M. Suman Sri	CBIT	9000227357
19	Sai Priya	CBIT	9014263618
20	K. Harsha Vardhan Reddy	PIM	8106820454
21	K. Kaveri Reddy	VJIT	9951615504
22	T. Mohammad Ammar	CBIT	8978618916
23	G. Sarwar	CBIT	9398515530
24	CH. Achyutha	VJIT	9849929427
25	T. Vaishnavi	VJIT	9908391174
26	D. Keerthana	CBIT	9573351197
27	M. Sai Prasad	PIM	9866372592

	QUALIFIED FOR ROUND 3		
Si.No	Name	College Name	Mobile No
1	Santhosh Reddy	CBIT	8309939274
2	Architha	VJIT	6309306007
3	Anunay Reddy	CBIT	9618596725
4	Pragna	CBIT	9542754299
5	Ammar	CBIT	8978618916
6	Shobith	CBIT	8179632449
7	Varma	CBIT	8790411917
8	Prateek	PIM	9066812812

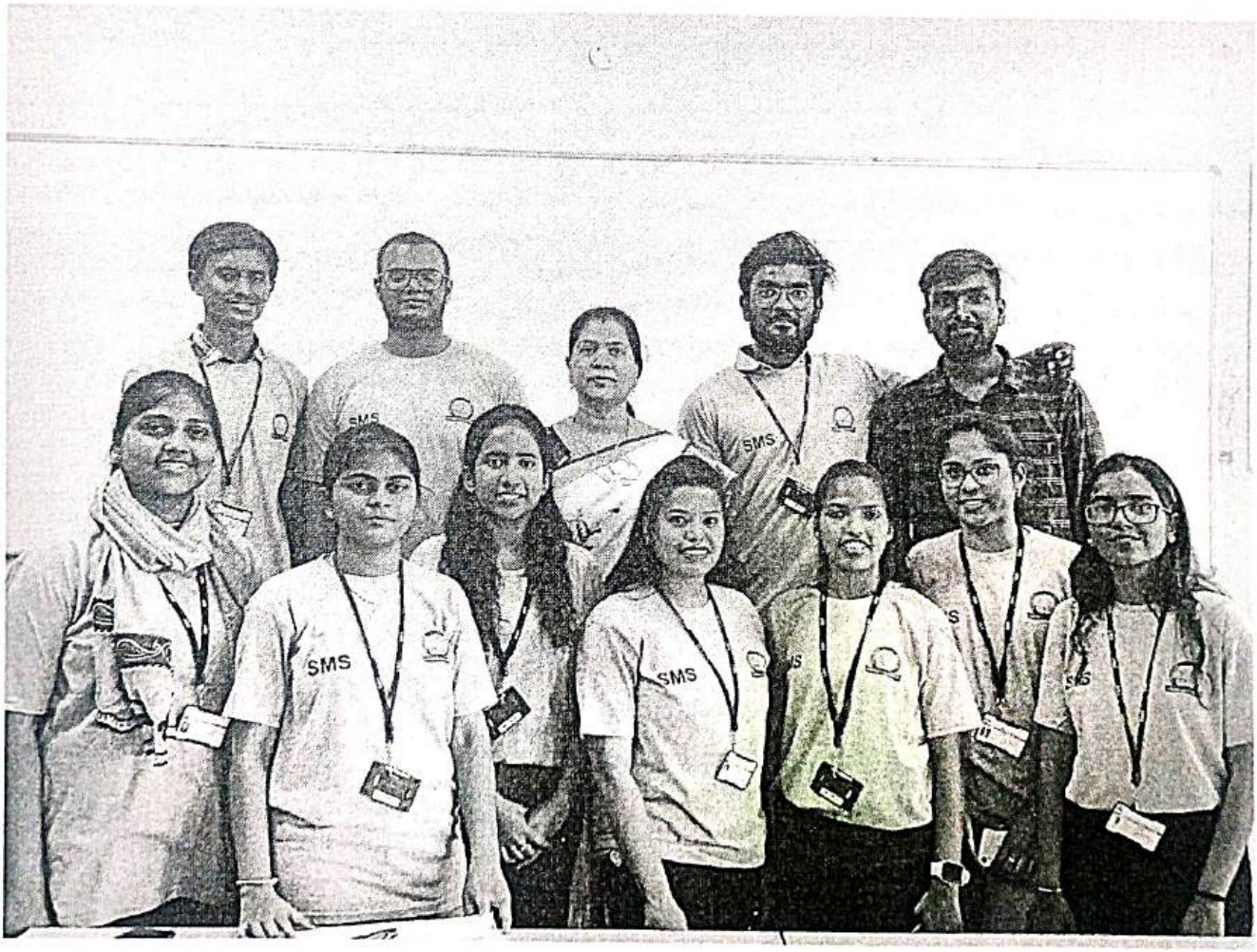
Final Winner&Runner		
WINNER	Anunay Reddy	9618596725
RUNNER	Pragna	9542754299

Annexures:

a) Departmental Finflare posters.

Pic of the Event

Pic with Event coordinators



Event 4: DATA DAZZLE

"*Data Dazzle – Knowledge Mining Game*" is an analytical game, which is part of *YUKTHI- Management Fest,* SMS, CBIT. It is related to domains – Business Analytics & Data Analytics, whose demand is increasing with the speed of rocket in the industry. It is integrated with business knowledge and analytical knowledge.

➢ Organizing Committee:

FACULTY COORDINATOR: Dr.Ch. Jyothi

Year	Section	Student Name	Roll Number	Contact No.
1st Year	Section - A	K. Lavanya (POC)	160123672030	6303658726
		K. Prashanth	160123672031	7981712522
		N. Shivani	160123672039	8187856624
		B. Nandini	160123672010	9347499142
	Section – B	V. Akhila	160123672061	8688009390
		K. Radhika	160123672090	9390845738
		P. Santosh Reddy	160123672103	8309939274
		R. Mrunalini	160123672105	9603592268

		T. Neelima (POC)	160123672113	6301413375
2st Year	Section - B	S. Krushitha	160122672114	9392891440

➢ **Event Description:**

'*Data Dazzle*' consists of three rounds. They are:

- **First Round** – Stimulate your intellect by answering brain teasers prepared by our team of experts. It tests your knowledge in Statistics, Data Analytics and Business knowledge.
- **Second Round** – It tests your interpretation skills which checks how well you can understand different data visualization techniques and interpret the insights from it. It requires knowledge in different data visualizations – Bar Charts, Pie Charts, Histogram, Scatter Plots and Heat Map etc.,
- **Third Round** – Performing individual's Budget Analysis, which includes Data Preparation, Data Analyzing using basic Statistical tools and Data visualization using Microsoft Excel.

DATE AND TIME OF THE EVENT:

Round 1- Brain Blitz 26th February 2024- 3:00 PM To 3:30 PM

Round 2- Graph Guru 27th February 2024- 9:30 AM To 10:00 AM

Round 3- Money Map- 27th February 2024- 10:00 AM To 10:30 AM

WINNER DETAILS:

Winner 1:

Name: T. Ramya sri

College Name: CBIT

Branch: MBA 2nd year

Contact details: 9391081801

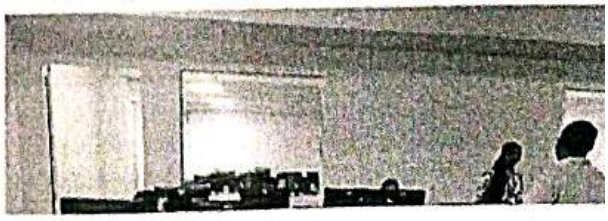
Winner 2:

Name: M. Anjali

College Name: CBIT

Branch: MBA 2nd year

Contact details: 7569249094



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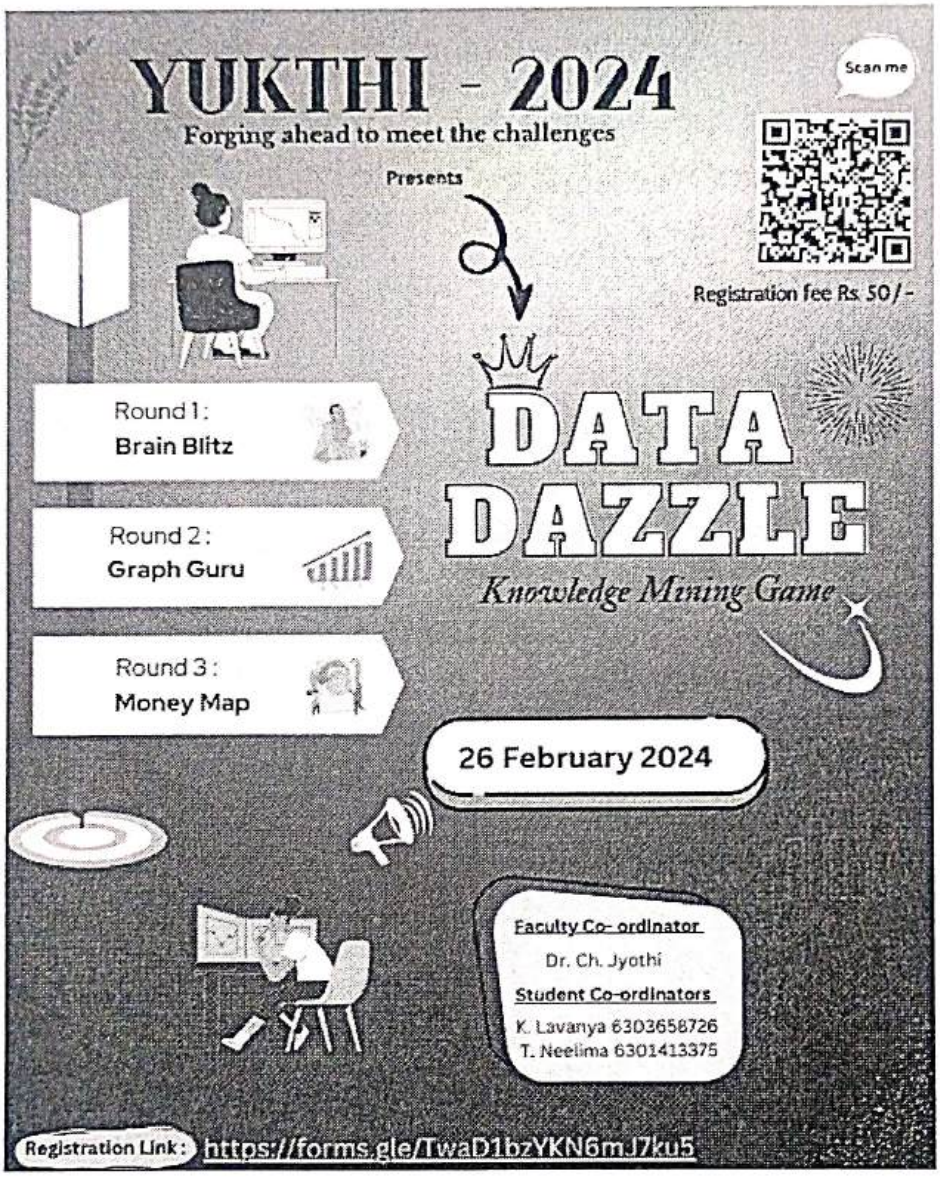
COMMITTED TO RESEARCH, INNOVATION AND EDUCATION 45 years



Event 5: YOUNG ARCHONS

As a part of Yukthi - 2024, the two-day fest of school of management Studies, CBIT, young manager event as "young archons" was conducted on 26-27 February, 2024. The event was divided into three rounds namely written test , case study analysis and stress interview. Round -1 was conducted on 26- Feb from 3:30 to 4:00 pm and Round- 2&3 was conducted on 27-Feb from 1:45 to 3:00 pm.This event was conducted to test the knowledge of Students who aspire to become managers.

In the **first round** - written test, we had 30 participants. In this round, a set of 20 multiple choice questions were given to the participants, those scoring the highest (20) were selected for the next round. A total of 9 students qualified for the second round.

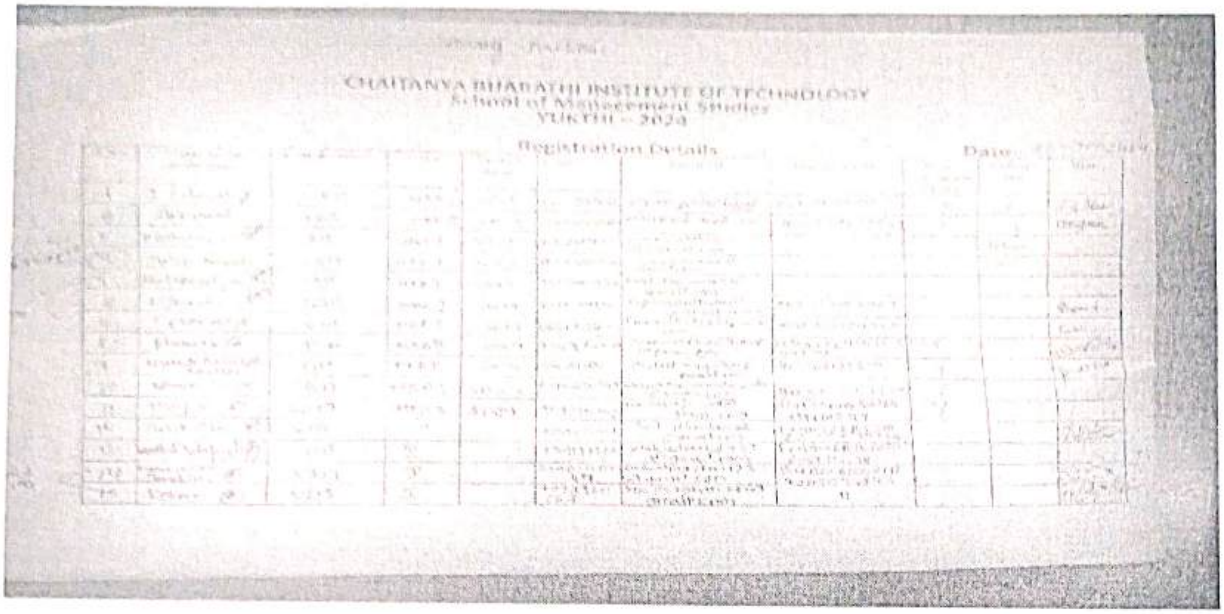
In the **second round-** case study analysis, 9 students were given single page case study, where they have to go through it and answer the question given at the end of case study and present the same. At the end of this round 4 students were selected to be qualified for the third round.

In the **third round** - Stress interview, the participants have taken the interview under the pressure in front of the audience and judge. The students of CBIT became interviewed and the round was judged by Dr. Rakhee, Asst. Prof, SMS, CBIT. Based on the final judgement and scores from the earlier rounds, the winner and runner of the event were mutually decided by the panel. The winners and runners of the event were Ms. Pooja from VJIT and Mr. Karthikeya Revanth from CBIT.

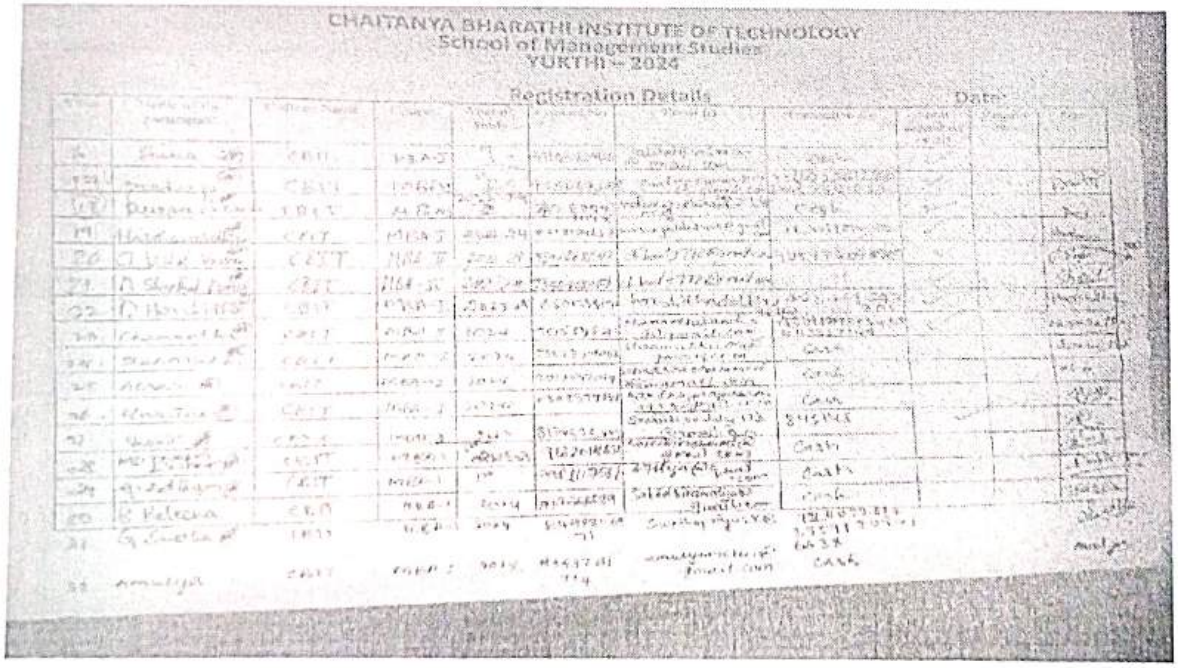
ROUND 1 – "OBJECTIVE TEST"

In the inaugural round of "Objective test," 33 enthusiastic participants engaged in a challenging competition that tested their managerial abilities. The test is an objective test with multiple choice questions include decision-making and problem-solving abilities in a business environment that a manager should process, a format designed to stimulate critical thinking and power of solving problems.

Following meticulous scrutiny, 9 standout performers emerged from the pool of competitors, their scores reflecting not only accuracy but also ingenuity in tackling the rational decision-making and strategic thinking. These top scorers excited their managerial skills and abilities. Their success showcased a blend of analytical thinking, problem- solving skills, setting them apart as frontrunners in the competition.


CHAITANYA BHARATHI INSTITUTE OF TECHNOLOGY
School of Management Studies
YUKTHI – 2024
Registration Details
Date

The selection of these 9 students for the next round underscores their commendable performance and positions them as contenders poised to tackle even greater challenges in subsequent stages of the contest. As team members advance, they carry with them the accolades of triumph from the initial round, marking the beginning of a journey marked by intellect, perseverance, and a passion for managerial skills and abilities.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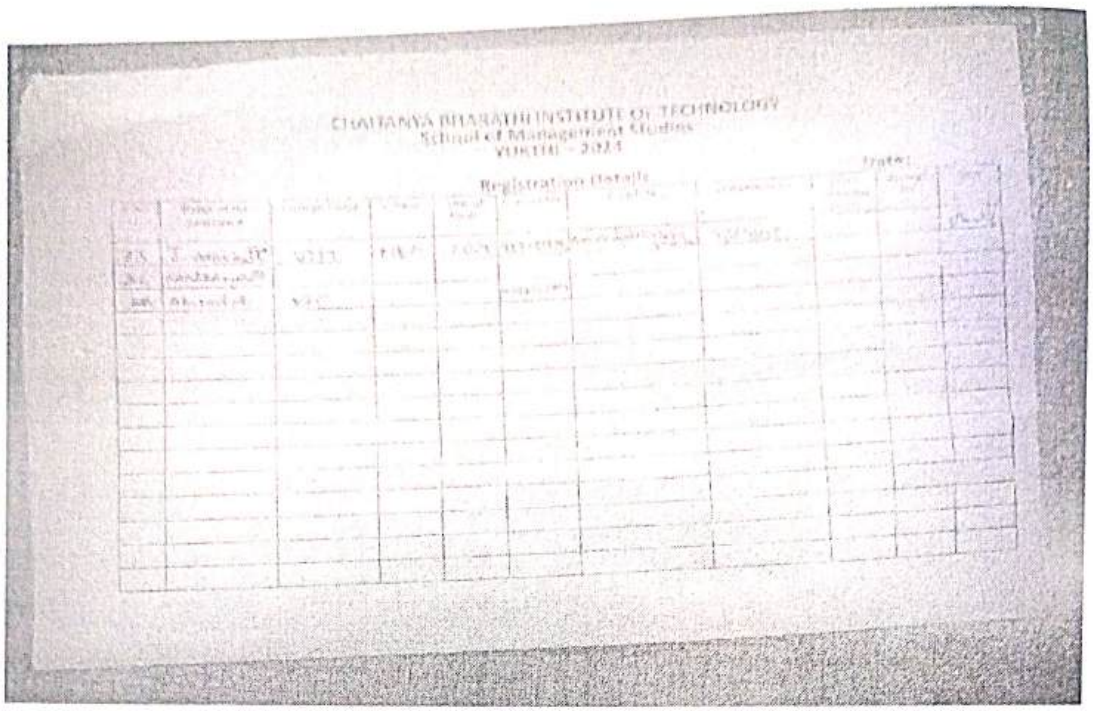
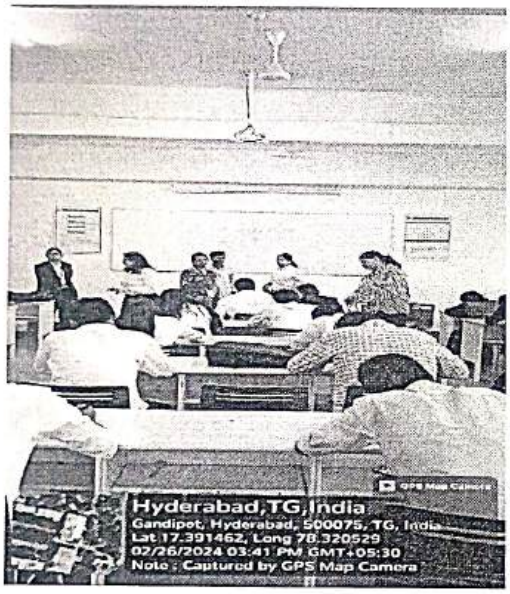
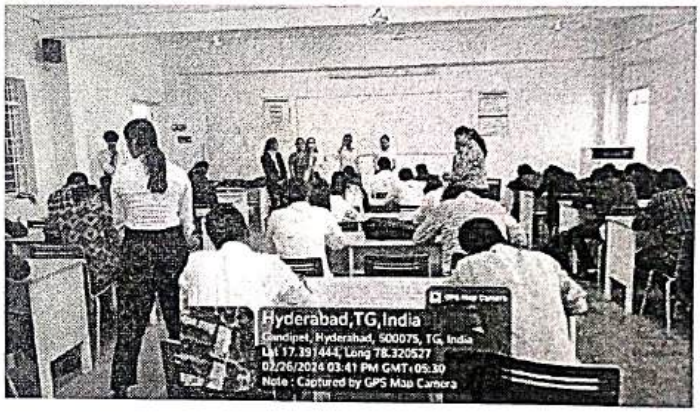
Date

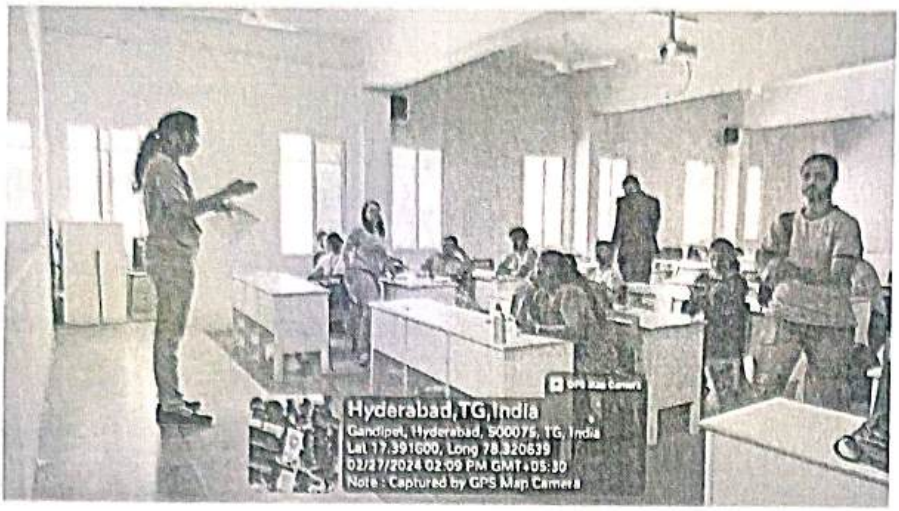




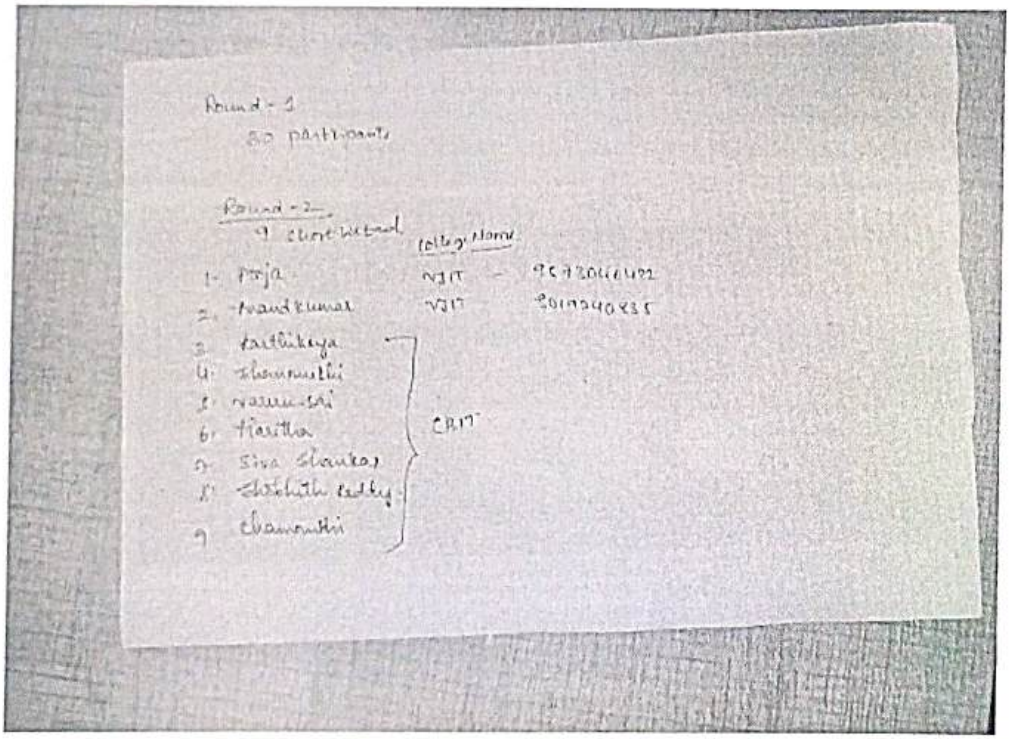


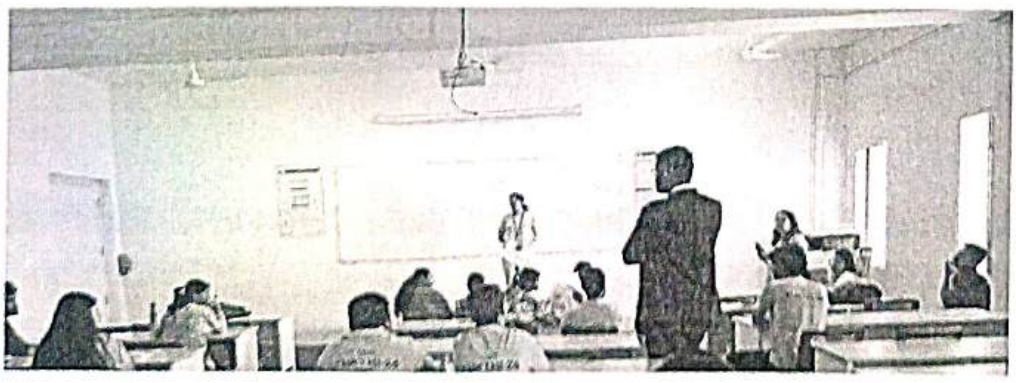
Round 2 - Case/ Situational Analysis

Out of a pool of thirty participants, a noteworthy nine successfully advanced to the second round of selection, propelled by their outstanding performances yielding the highest scores. Within this pivotal phase, each contestant was entrusted with a challenging case study and a thought-provoking scenario-based question. With a precise fifteen minutes for thorough examination and analysis, participants were subsequently granted a succinct five-minute window to articulate their insights on the given case.



This segment of the selection process served as a platform for individuals to showcase their adept interpretive and analytical skills, with a paramount emphasis on exuding both confidence and effective communication. The uniform application of evaluation criteria across all candidates ensured a fair and equitable assessment. Following this rigorous evaluation, a distinguished four out of the initial nine contestants earned coveted spots on the shortlist for the impending Round 3.





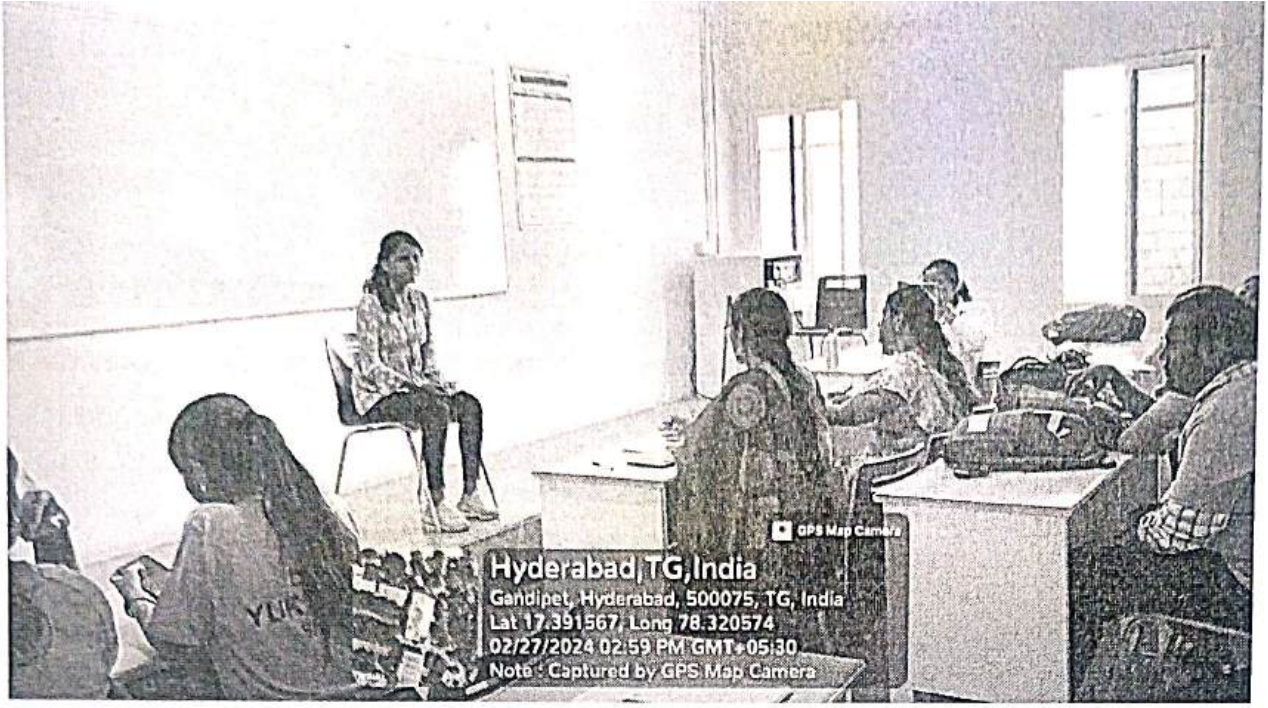
ROUND 3 – STRESS INTERVIEW

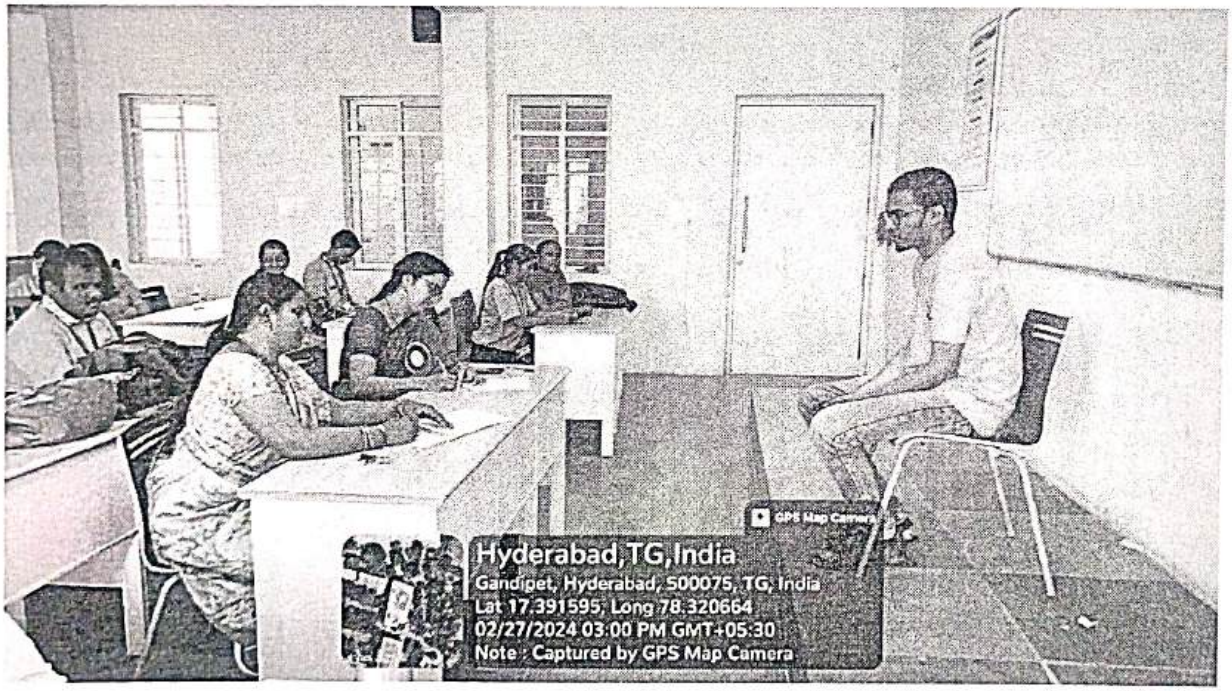
In the final round consisted of a stress interview conducted by Dr. B. Lavanya, Assistant Professor at SMS, CBIT and Dr. Rakhee Renapurkar, Assistant Professor at SMS, CBIT. A total of 30 participants began the competition. Through rigorous evaluation in the initial rounds, four finalists emerged: Pooja, Karthikeya, Varun Sai, and Shobhith Reddy. The interview was designed to assess the participants' composure, critical thinking, and problem-solving skills under pressure. All four finalists demonstrated exceptional qualities during this challenging round.

Following a comprehensive evaluation, Ms. Pooja from VJIT was declared the winner of the Young Archons showcasing exceptional skills and competencies throughout the competition. Her performance, coupled with her demonstrated potential, earned her the prestigious title. Mr. Karthikeya from CBIT secured the position of the runner-up, standing out among his peers with his commendable abilities and demeanor during the event. They truly stood out among the talented participants.

The Young Manager Event successfully identified talented individuals with promising leadership potential. The event provided a valuable platform for young managers to showcase their skills and gain valuable insights into the demands of leadership roles.

This event wasn't just about the winners! It showed off the skills and dedication of everyone who took part. It proves that events like this are awesome for building the next generation of young managers, and maybe even leaders in other areas too!





Winner	Pooja, VJIT
Runner	Kartikeya Revanth, CBIT

MANAGEMENT STUDIES
CBIT

FACULTY CO-ORDINATOR

Dr. B. Lavanya

STUDENT CO-ORDINATOR

1. R. Bhoomika
2. B. Geethika
3. G Ravi Teja
4. P. Priyanka
5. P. Barnabas
6. S. Deena
7. Shreya
8. Janaki
9. T. Sai
10. Akhila

Event 6: BIZZ MASTER

1. **Introduction:**

School of management studies, CBIT successfully conducted a Quiz competition in the college on 26th and 27th 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 66 students registered for Bizz Master 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**
P SAI TEJA	160123672041	7036197268	MBA-I(A)
B AMULYA	160123672011	6303109579	MBA-I(A)
A SRINIDHI	160123672041	7997137589	MBA-I(A)
A VISHNU	160123672041	9392980450	MBA-I(A)
HABIB BILAL	160123672041	8106754249	MBA-I(A)
SARA ANAM KHAN	160123672041	9515879605	MBA-I(A)
P LAKSHMI GAYATRI	160123672101	7032154353	MBA-I(B)
J SAMPATH KUMAR	160123672083	9705004599	MBA-I(B)
B SHIVA KUMAR	160123672005	9392282645	MBA-I(A)
N. AKSHAYA	160122672045	7995922991	MBA-II(A)

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)

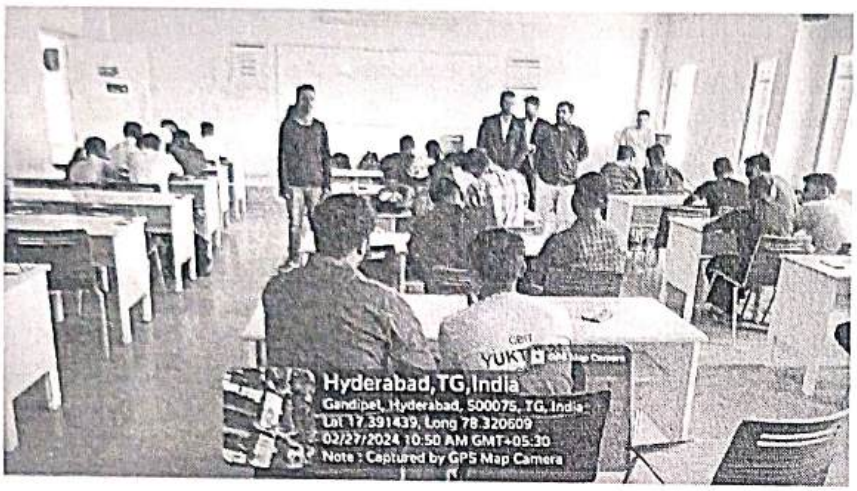
WINNER DETAILS:

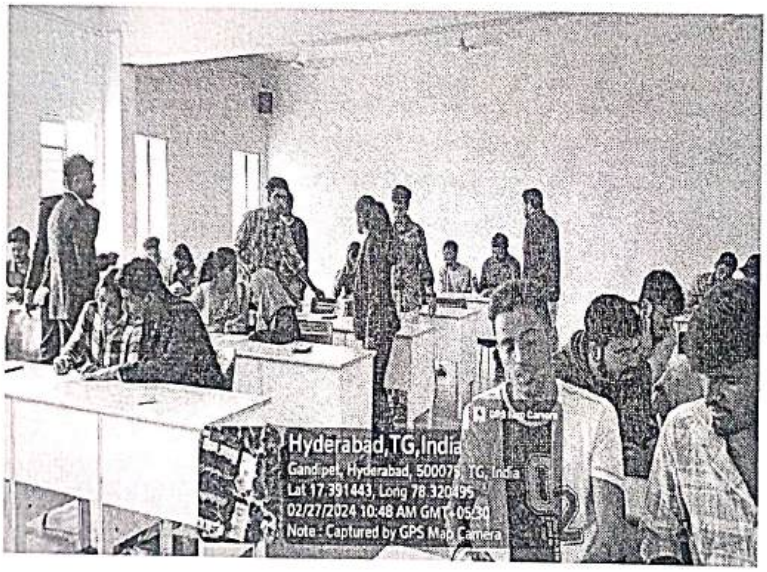
- NAME: Murali Pratheek Manthri and D Kaushik Reddy
- COLLEGE NAME: Pendekanti Institute of Management
- CONTACT DETAILS: 9066812812, 9212670564

RUNNER UP DETAILS:

- NAME: B Rajesh and C Manish
- COLLEGE NAME: Pendekanti Institute of Management
- CONTACT DETAILS:9652646086, 7093060062

Photographs:





Event 7: HR MAVERICKS

As a part of Yukthi - 2024, the two day fest of school of management Studies, CBIT, HR event as "HR Mavericks" was conducted on 26-27 February, 2024. The event was divided into three rounds namely 1- Riddle me this, II - Pop it and III- Face off. This event was conducted to test the knowledge of Students in HR and its related areas.

In the first round - Riddle me this, we had 47 participants. In this round, riddles in the form of crosswords were given to the students and those scoring the highest were selected for the next round. A total of 15 students qualified for the second round scoring highest in first round.

In the second round- Pop it, 15 students were taken through a rapid fire round, where they should answer the questions while building the deck of cards into a castle. At the end of this round five students were selected to be qualified for third round.

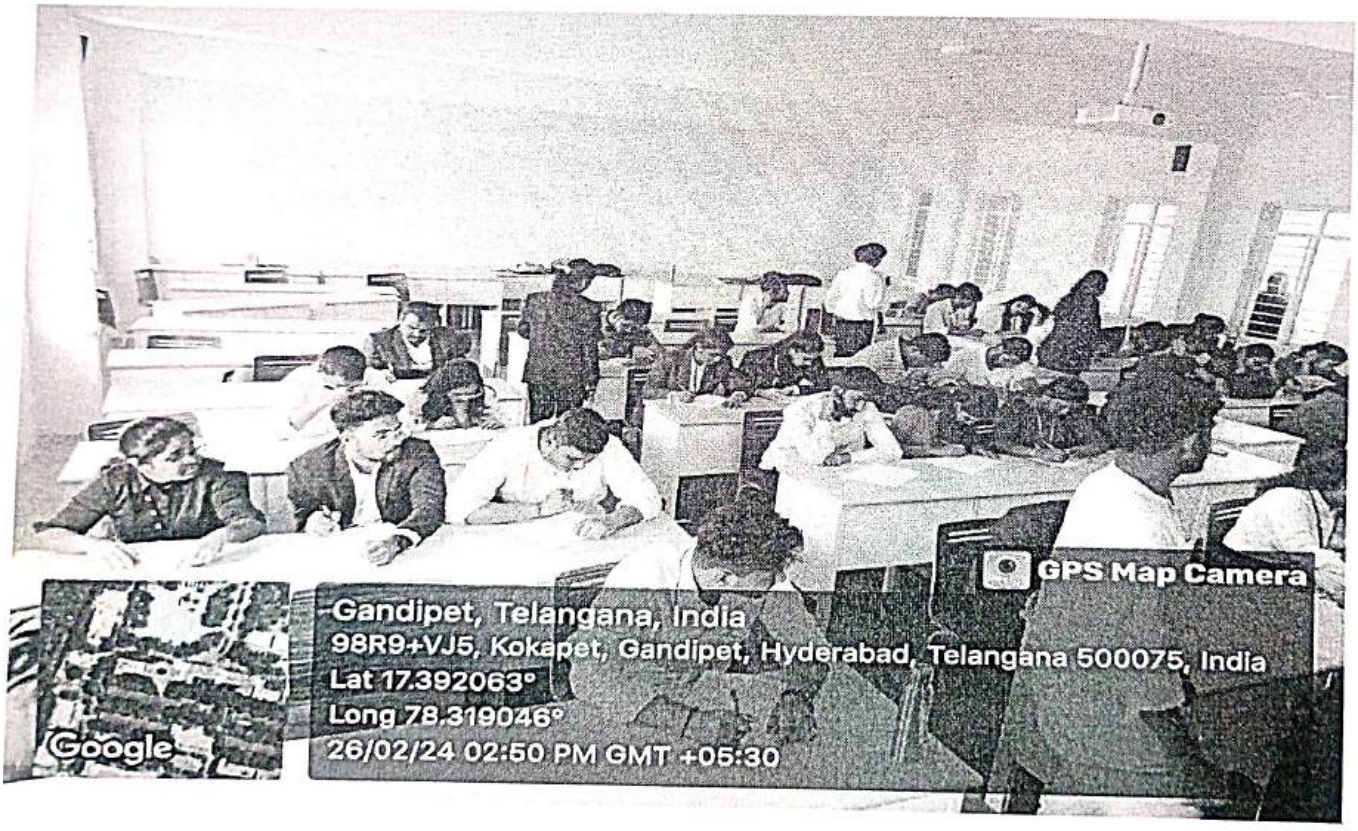
In the third round - Face off, the participants were supposed to take up the role of HR and scrutinize the applicants applying for different roles in the organization. The students of CBIT became interviewee and the round was judged by Dr. Lavanya, Asst. Prof, SMS, CBIT. Based on the final judgement and scores from the earlier rounds, the winner and runner of the event were mutually decided by the panel. The winners and runners of the event were Mr. Prateek from PIM and Ms. Pooja from VJIT.

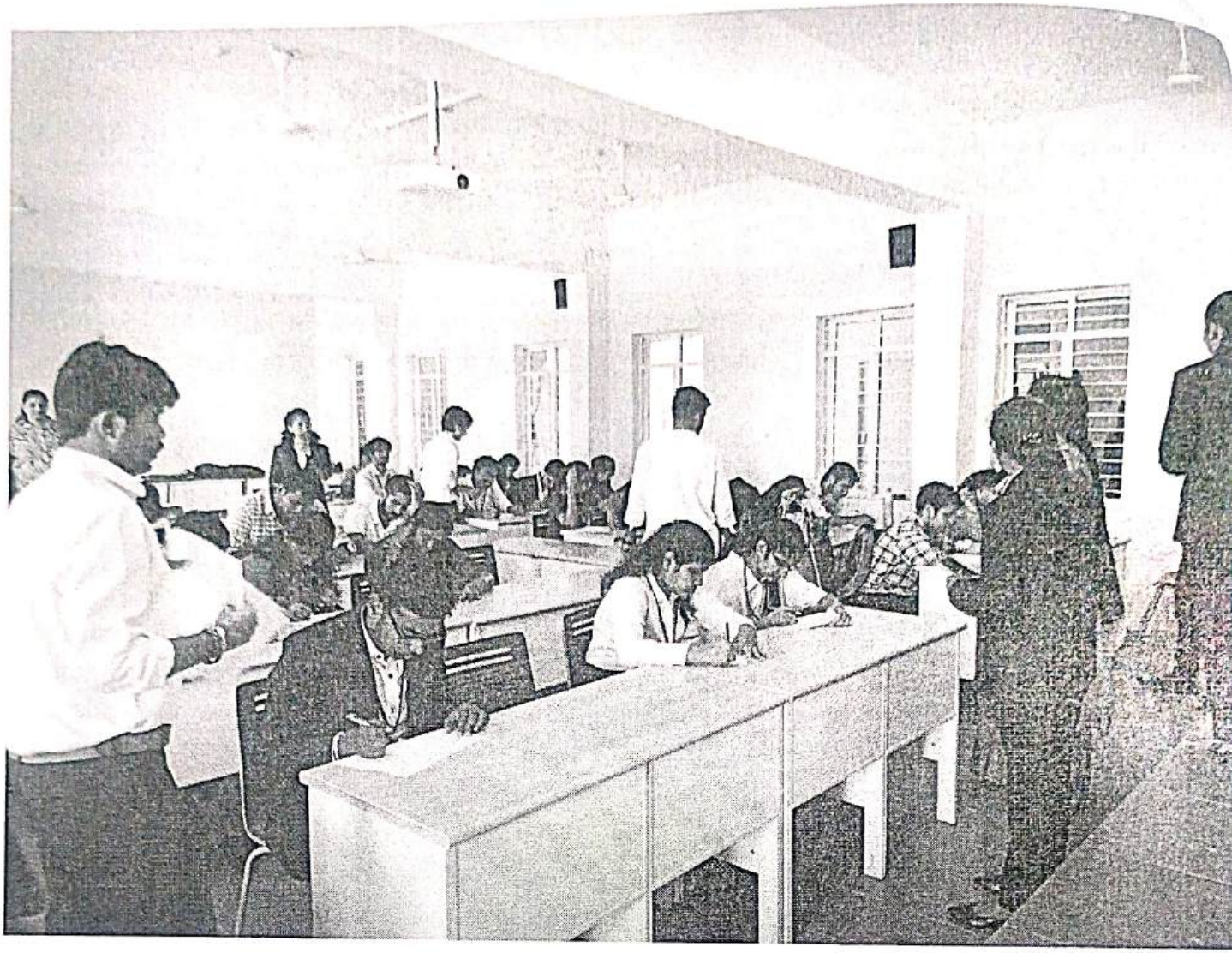
ROUND 1 – "RIDDLE ME THIS"

In the inaugural round of "Riddle me this," 47 enthusiastic participants engaged in a challenging competition that tested their wits and linguistic prowess. Each contender tackled a series of riddles ingeniously embedded within crossword puzzles, a format designed to stimulate critical thinking and linguistic acumen. With determination and strategic thinking, participants deciphered clues and filled in grids to unravel the hidden answers.

Following meticulous scrutiny, 15 standout performers emerged from the pool of competitors, their scores reflecting not only accuracy but also ingenuity in tackling the intricate puzzles. These top scorers exhibited an exceptional ability to navigate the labyrinth of clues and deduce the elusive solutions within the crossword grids. Their success showcased a blend of analytical thinking, vocabulary mastery, and problem-solving skills, setting them apart as frontrunners in the competition.

The selection of these 15 students for the next round underscores their commendable performance and positions them as contenders poised to tackle even greater challenges in subsequent stages of the contest. As they advance, they carry with them the accolades of triumph from the initial round, marking the beginning of a journey marked by intellect, perseverance, and a passion for unraveling the mysteries of language and logic.

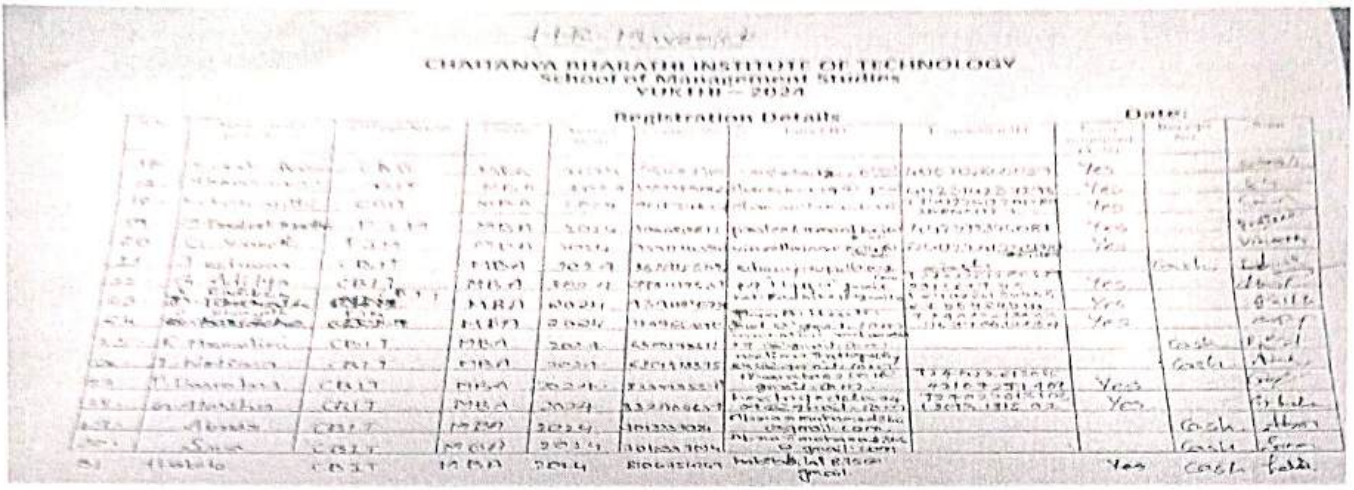




CHAITANYA BHARATHI INSTITUTE OF TECHNOLOGY
School of Management Studies
YUKTHI – 2024

Registration Details **Date:**

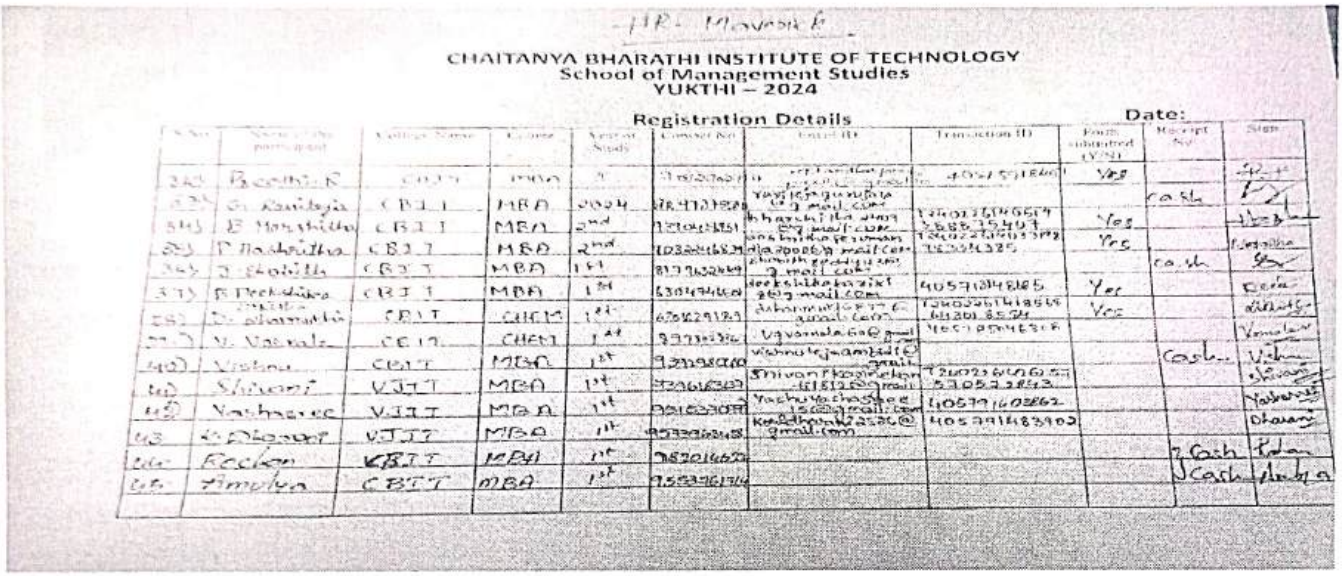
S.No	Name of the participant	College Name	Course	Year of Study	Contact No	Email ID	Transaction ID	Form submitted (Y/N)	Receipt No	Sign
1)	Sagar Reddy	CBIT	MBA	2024	[illegible]	[illegible]	[illegible]	Yes		
2)	Bhargavi	CBIT	MBA	2024	[illegible]	[illegible]	[illegible]	Yes		
3)	[illegible]	CBIT	MBA	2024	[illegible]	[illegible]	[illegible]	Yes		
4)	[illegible]	CBIT	MBA	2024	[illegible]	[illegible]	[illegible]	Yes		
5)	Mamatha	CBIT	MBA	2024	[illegible]	[illegible]	[illegible]	Yes		
6)	[illegible]	CBIT	MBA	2024	[illegible]	[illegible]	[illegible]			
7)	[illegible]	CBIT	MBA	2024	[illegible]	[illegible]	[illegible]			
8)	[illegible]	CBIT	MBA	2024	[illegible]	[illegible]	[illegible]	Yes		
9)	Tejaswini	PTM	MBA	2024	[illegible]	[illegible]				
10)	Harshitha	PTM	MBA	2024	[illegible]	[illegible]			1 Cash	
11)	Mounika	PTM	MBA	2024	[illegible]	[illegible]				
12)	Pooja	VJIT	MBA	2024	[illegible]	[illegible]	[illegible]	Yes		
13)	Pavithra	VJIT	MBA	2024	[illegible]	[illegible]			2 Cash	
14)	J. Shiva	CBIT	MBA	2024	[illegible]	[illegible]				
15)	Pradeep	CBIT	MBA	2024	[illegible]	[illegible]	[illegible]	Yes		



CHAITANYA BHARATHI INSTITUTE OF TECHNOLOGY
School of Management Studies
YUKTHI – 2024

Registration Details

Date:



CHAITANYA BHARATHI INSTITUTE OF TECHNOLOGY
School of Management Studies
YUKTHI – 2024

Registration Details

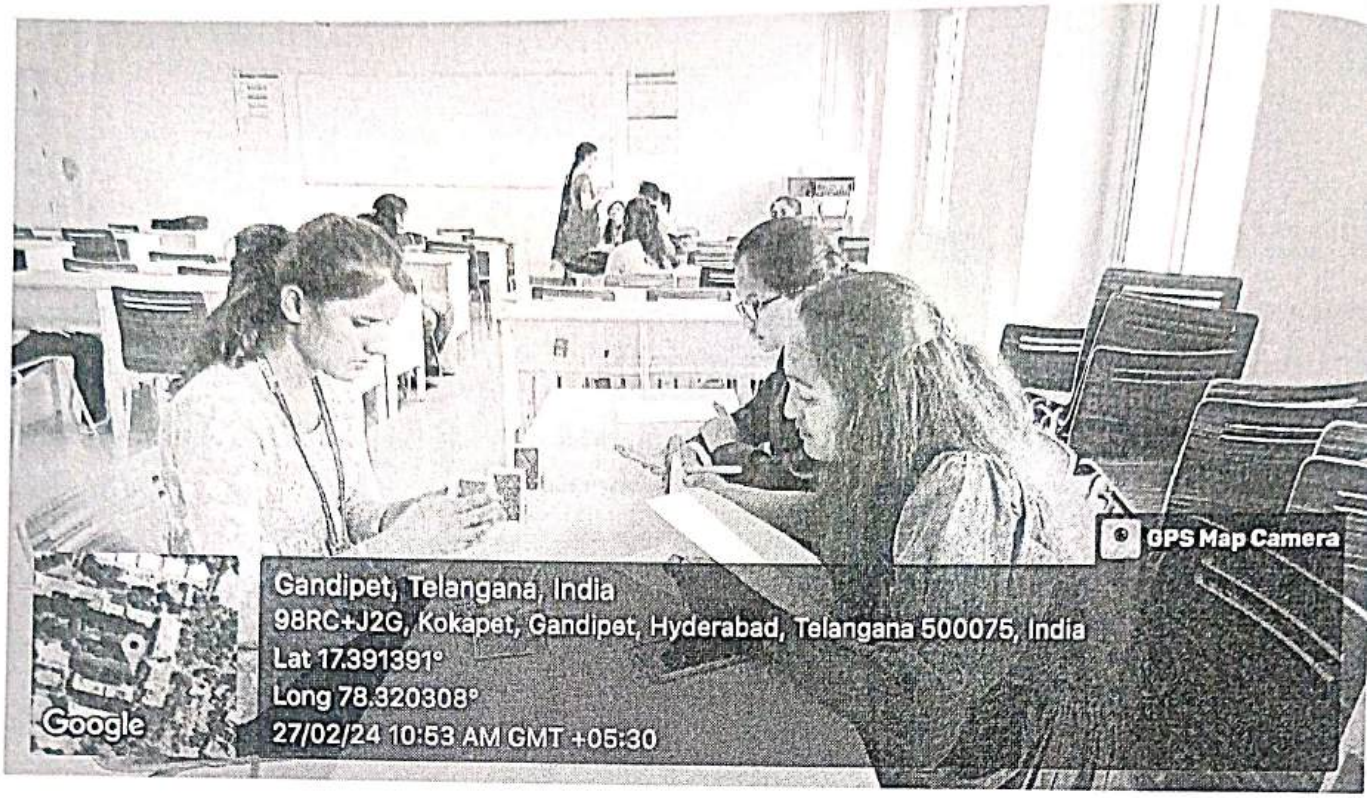
Date:

ROUND 2 – POP IT

In the second round, aptly named "Pop it," 15 students embarked on a thrilling challenge combining mental agility with dexterous construction. Tasked with a rapid-fire round, participants were entrusted with two simultaneous endeavors: answering questions while intricately assembling a deck of cards into a majestic castle. This unique fusion of intellect and manual skill tested the competitors' multitasking abilities, demanding seamless coordination between their minds and hands amidst the intensity of the competition.

Each question served as a checkpoint, a fleeting opportunity to showcase both knowledge and craftsmanship under the pressure of time. As the round progressed, the air crackled with anticipation, each completed card adding a layer of anticipation and suspense to the unfolding spectacle.

Upon the round's conclusion, the judges deliberated with meticulous scrutiny, selecting only the most adept and resourceful contestants to advance. Among the 15 contenders, a fortunate quintet emerged triumphant, their mastery of trivia and deft manipulation of cards earning them coveted positions in the third round. With hearts pounding and aspirations soaring, these five students embraced the exhilarating journey ahead, propelled by the ambition to conquer the subsequent challenges awaiting them in the quest for victory.



CONTESTANT NAME	ROUND-1 MARKS	ROUND-2 MARKS	ROUND-3 MARKS
• Prateek PIM		23	
• Revathi VTIT		21	
Mounika PIM		10	
Qudsat CBIT		12	
• Preethi CBIT		21	
Harshitha CBIT		19	
Banabas CB		12	
Shobhith CB		19	
Aashritha CBIT		10	
• Charanthi CBIT		23	
• Pooja VTIT		25	

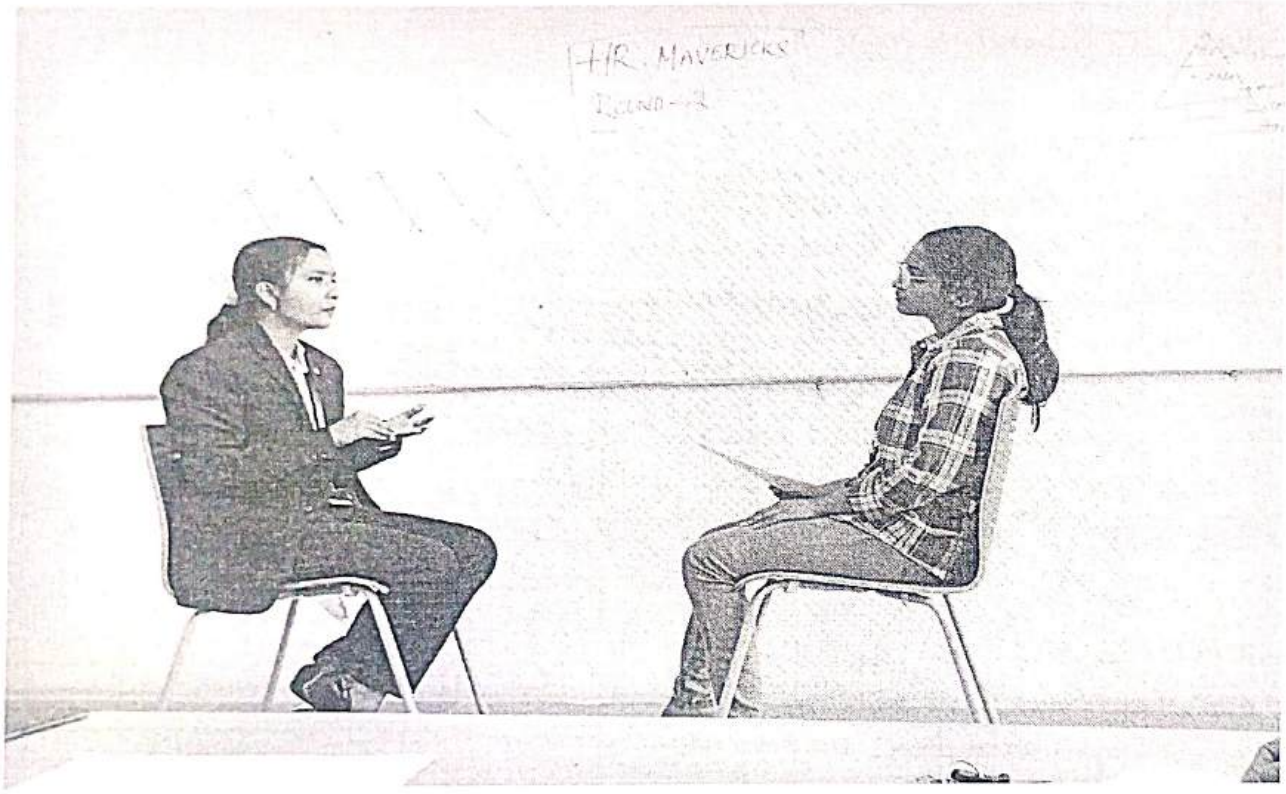
ROUND 3 – FACE OFF

In the third round, "Face Off," participants at CBIT assumed the role of HR professionals, tasked with evaluating applicants for various positions within the organization. This round transformed CBIT students into interviewees, providing them with a platform to showcase their skills and suitability for different roles. Dr. Lavanya, Assistant Professor at SMS, CBIT, presided as the judge, overseeing the proceedings and assessing the candidates' performances.

Following meticulous scrutiny and evaluation across all rounds, including the preceding ones, the panel considered each participant's performance holistically. It wasn't solely based on the Face Off round but also factored in their scores from earlier segments of the event. Through rigorous deliberation, the panel arrived at a unanimous decision.

Ultimately, **Mr. Prateek from PIM** emerged victorious as the winner, showcasing exceptional skills and competencies throughout the competition. His performance, coupled with his demonstrated potential, earned him the prestigious title. Meanwhile, **Ms. Pooja from VJIT** secured the position of the runner-up, standing out among her peers with her commendable abilities and demeanor during the event.

The culmination of the event not only celebrated the winners but also highlighted the talent and professionalism fostered within the participating institutions, underscoring the significance of such platforms in nurturing future leaders in the field of HR and beyond.



FACULTY CO-ORDINATOR

Dr. Rakhee Renapurkar

STUDENT CO – ORDINATOR

1. Karthikeya revanth
2. D. Harshitha
3. V. Durga charan
4. H. Bhavana
5. M. Dhathri
6. B. Teja reddy
7. N. Hruday
8. B. Ushasri
9. T. Cyrliffe Anurag
10. M. Sai data
11. L. Shreya
12. R. Janki kunwar

Event 8: MARKETING CRUSADERS

Introduction:

A brief overview of the event,

"Marketing Crusaders -Ignite your Marketing power "is marketing event of Yukthi 2024 where the participants will be analyzed on marketing concepts and new business idea which are preferably sustainable and environmentally friendly 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 brand awareness on different brands
- To test digital marketing skills
- To test the presentation and communication skills of the participants
- To learn how to be creative with their products

Objectives

- Evaluate participants' ability to understand and analyze target audiences through the creation of detailed buyer personas.
- Assess participants' creativity and ability to effectively communicate marketing concepts through the creation of marketing-related memes.
- Test participants' strategic thinking and branding skills by challenging them to launch a product and develop a unique brand identity within a competitive setting.

5. Organizing Committee:

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

S.no	Name	Year	Section	Roll No.	Phone No.
1	Thota Vyshnavi	2nd	A	1601-22-672-056	7013404843
2	Ch. R. V. S. Harshith	1st	B	1601-23-672-102	7032669582
3	A. Sai Teja	1st	A	1601-23-672-001	6302394518
4	G. Deekshitha	1st	A	1601-23-672-022	9701415666
5	R. Sowmya	1st	A	1601-23-672-048	9676818486
6	G. sandhya	1st	A	1601-23-672-021	9704379291
7	J. Eshwar	1st	A	1601-23-672-027	8639125072
8	V. Varun Sai	1st	B	1601-22-672-117	8374630643

Faculty Co-Ordinator:

Dr. Mandakini Paruthi (SMS Department)

Contact Details: 94930 48650

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.

Event Details:

A detailed description of the events

The event comprises three rounds: creating buyer personas, crafting marketing memes, and launching products with branding. Participants analyze target audiences, create memes aligned with personas, and launch products with strategic branding. Each round tests skills in market analysis, creativity, strategic planning, and branding. It offers a competitive platform to apply marketing knowledge and skills effectively.

Rounds and other details

- It is individual game.
- All participants shall be given 10 minutes in last round .

Day -1

ROUND 1

Buyer Persona Creation:

- Participants will be asked to create **Customer Personas** for a given product or service of their own choice.
- They have to analyze the target audience's **demographic, behavioral, and psychographic information (Segmentation Bases), interests, pain points, and buying behavior** also.

Date: 26.02.2024

Time: 1:00-1:30 PM

Time Duration-30 minutes

ROUND 2

Meme Making:

- In the Second Round, the participants need to create a **marketing-related meme** for developed Customer Persona in line to marketing world. Meme can be created using free online tools available such as Canva or Kapwing.
- After creation of memes, the participants need to share with us then upload on their **Instagram feed.**

Date: 26.02.2024

Time: 4:00-4:30 PM

Time Duration- 30 minutes

Those who qualify in above two rounds will get chance to go to Round 3

Day-2

ROUND 3

Product Launch and Branding:

- We will have 10 chits with five different product categories with two having same. (eg, beverages, smart phones, cars).
- Two team getting the same product chit, launch their product will do 4P's/7 P's
- Then brand their product with appropriate unique name, term, logo Punchline to distinguish its brand from others.

  - Product has to be original and not copied.
  - Teams will be judged on:

    1. Novelty of product.
    2. Creativity (both in product launch and selling as well).

Date: 27.02.2024

Time: 11:30-12:15 PM

Time duration-45 minutes (Each participant was allocated 7-10 minutes of time)

WINNER Details:

Winner-

Karthikeya Revanth (CBIT)

Phone no. 8247384975

Gmail: karthikeyarevanth@gmail.com

Runner Up

J. Siva Shanker (CBIT)

Phone no. 9110373908

Mail id: jalipatisivasankar@gmail.com

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, VEG and also participants from cbit. Number of participants 27.

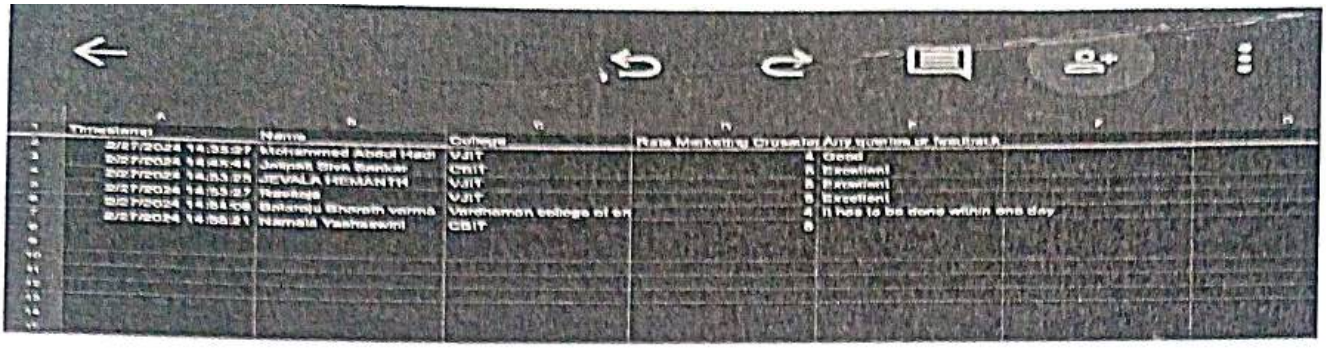
their backgrounds (within state/Out of state participation).

✓ MBA

.No	Name	College	Mobile Number
1	Ravi Teja	VJIT	9059496740
2	Hemanth	VJIT	8688660138
3	G Kusumja	CBIT	6305168441
4	Dhanalaks	CBIT	8977299405
5	Akanksha	CBIT	7893346236
6	Rakshitha	CBIT	8790195846
7	Rukimini	CBIT	9490984944
8	akhila	CBIT	6302445380
9	K Madhur	VJIT	7013183083
10	B tharun	VJIT	8179068965
11	B Bharath	VEG	8500167432
12	Pallavi	VJIT	9347823315
13	Sowmya	VJIT	9391995472
14	Abdul	VJIT	6300115002
15	Pavan	VJIT	7032301941
16	Karthikaya	CBIT	9573001173
17	Keerthana	VJIT	9392648905
18	B-Sowjany	VJIT	7702576595
18	Himaja	VJIT	9515591035
19	Priyanka	VJIT	9951174445
20	Sharanya	VJIT	9912401350

5. Feedback:

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



Timestamp	Name	College	Rate Marketing Crusaders Any question or feedback
2/27/2024 18:33:27	Mohammed Abdul Hadi	VJIT	4 Good
2/27/2024 14:45:44	Jaipal Sivn Bankar	CBIT	5 Excellent
2/27/2024 14:53:25	JEVALA HEMANTH	VJIT	5 Excellent
2/27/2024 14:53:27	Rasaiah	VJIT	5 Excellent
2/27/2024 14:54:06	Balaraju Bharath varma	Vardhaman college of en	4 It has to be done within one day
2/27/2024 14:58:21	Namala Vaishnavi	CBIT	5

6. **Sponsors and Partners:**

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

7. **Conclusion:**

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

Summary

Marketing Crusaders was a 2days event i.e 26-02-2024 and 27-02-2024
It consists of three rounds
Round 1- Buyer Persona Creation
Round 2-Meme Making
Round 3-Product Launch and Branding.

- The meme from the participants is related to
  - Amul
  - Nike
  - Cadbury
  - Fair n Lovely
- In Round-3, Product Launch and Branding
  - Tun Tun Ladoo
  - Big C -Electronic Gadgets
  - Mental Health Consultancy
  - Amul-Vegan
- Judgement was done based on analyzing of consumer persona, creativity in meme making and novelty (in product Launch), Marketing Mix, Branding Aspects orientation and question and answering handling.
- The winners were awarded with certificates and cash prizes

Highlights

The participants Creatively analyzed different brands and created Buyer Personas and created interesting memes.

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

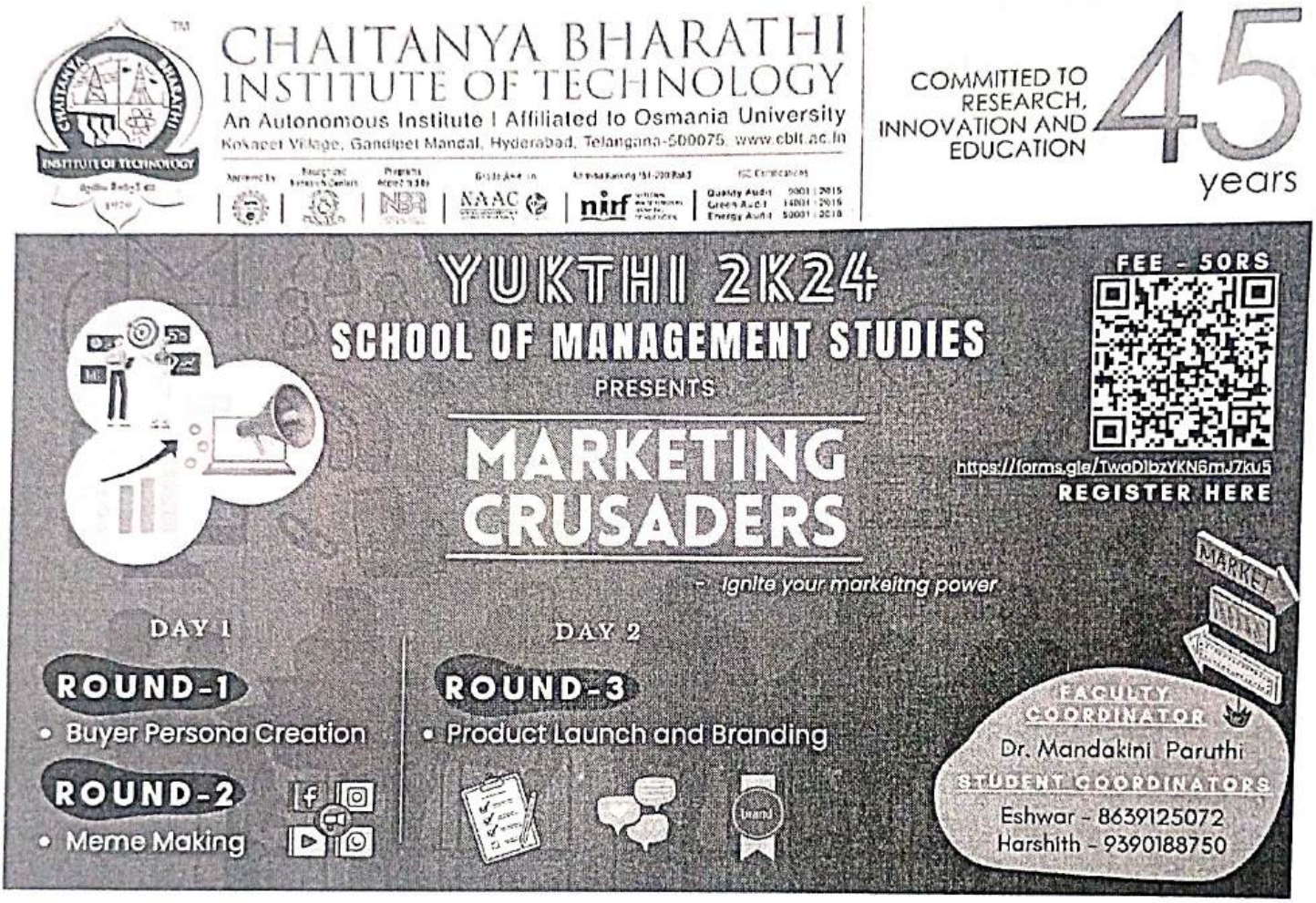
Conclusion

As a conclusion, marketing Crusaders was a value creation platform for participants to Brainstorm on different brands and 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

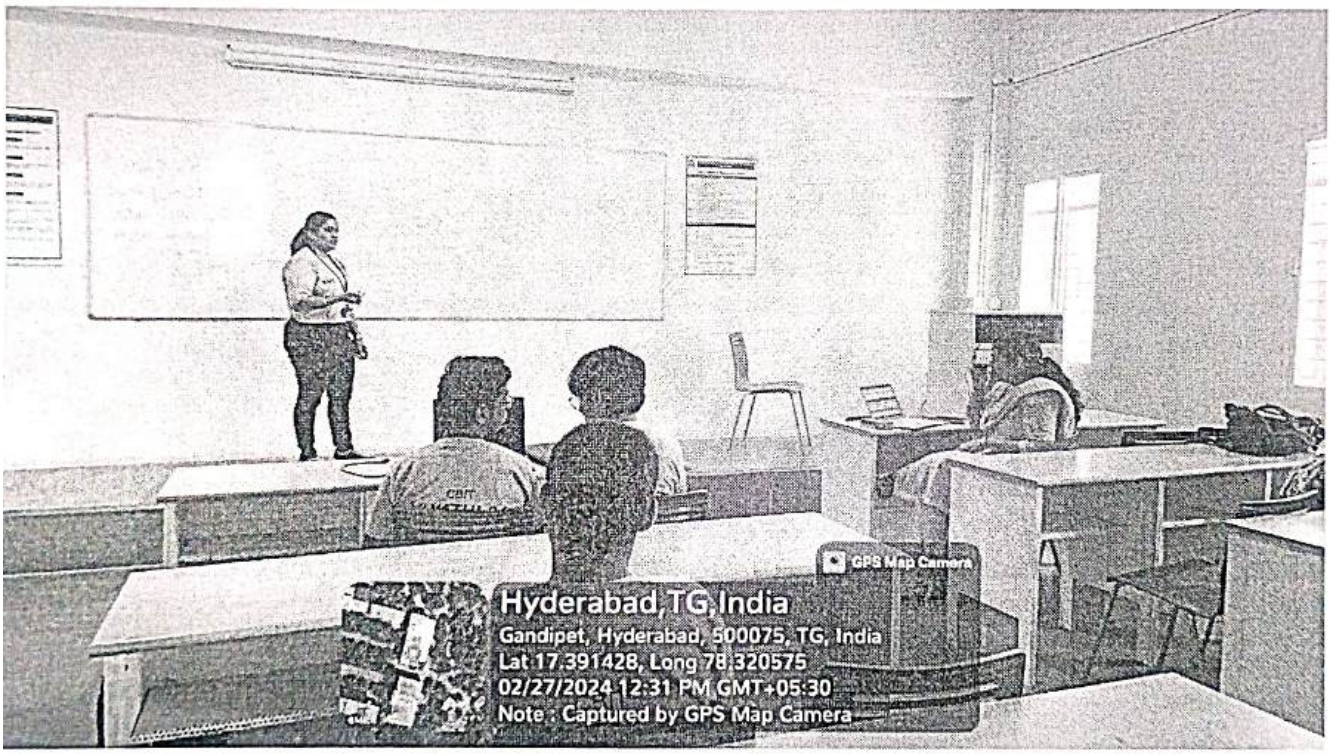
Annexures:

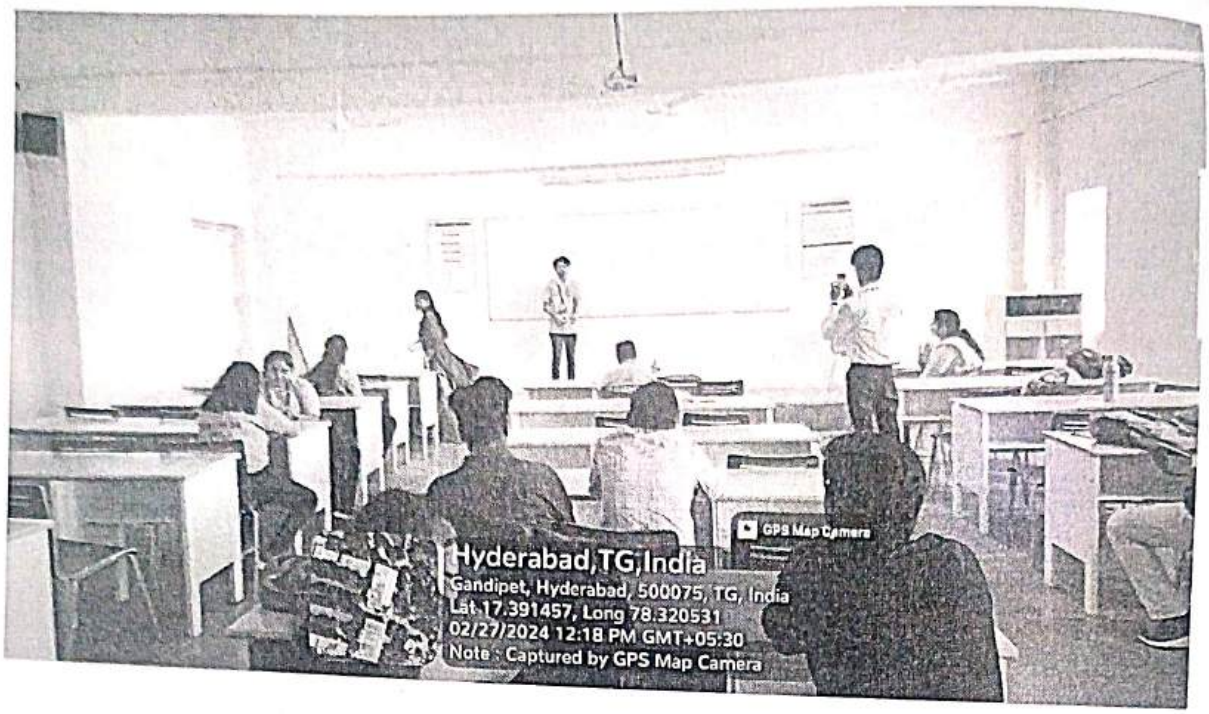
a) Departmental Techfest posters.



b) Any other relevant information/document

GPS Map Camera
Hyderabad, TG, India
Gandipet, Hyderabad, 500075, TG, India
Lat 17.391475, Long 78.320546
02/26/2024 01:28 PM GMT+05:30
Note : Captured by GPS Map Camera


GPS Map Camera
Hyderabad, TG, India
Gandipet, Hyderabad, 500075, TG, India
Lat 17.391428, Long 78.320575
02/27/2024 12:31 PM GMT+05:30
Note : Captured by GPS Map Camera



Participants:

The total number of participants were 66 (33 teams). The students came from different colleges from Hyderabad like Pendekanti Institute of Management (PIM), CBIT, VJIT and Vardhaman College of Engeneering.

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.

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.

[5]. **PARTICIPANTS:**

Yukthi 2024, a prestigious technical event organized by the School of Management Studies at Chaitanya Bharathi Institute of Technology, drew participation from 304 MBA students within Telangana state. This event, held on February 26th and 27th, 2024, served as a platform for MBA students to showcase their skills, knowledge, and innovative ideas across various disciplines.

Under the overarching theme of SUDHEE -2024, Yukthi 2024 featured a series of intellectually stimulating sub-events tailored to cater to the diverse backgrounds and interests of the participants.

[6]. **FEEDBACK**: Collected feedback from the participants and event judges after end of the every event in the venue, which are mentioned below:

1. Paper Presentation:

Feedback: The paper presentation event was informative, but the time allotted for each presentation felt rushed. It would be beneficial to extend the presentation time to allow for more in-depth discussions.

Suggestion: Increase the presentation time slots to provide presenters with ample opportunity to delve deeper into their research findings and engage with the audience.

2. Poster Presentation:

Feedback: The poster presentation event lacked proper space and lighting, making it challenging to view some of the posters. Consider allocating larger spaces and adequate lighting to enhance visibility.

Suggestion: Ensure that the poster presentation area is well-lit and spacious to allow participants to showcase their posters effectively and for viewers to examine them comfortably.

3. Finflare:

Feedback: While Finflare was engaging, the instructions for some of the tasks were unclear, leading to confusion among participants. Provide clearer guidelines and instructions for each task to avoid misunderstandings.

Suggestion: Prioritize clarity in task instructions and provide examples where necessary to ensure participants understand the requirements fully.

4. Data Dazzle:

Feedback: Data Dazzle was a fantastic event, but the datasets provided were limited in scope. Consider offering a wider range of datasets to cater to different interests and skill levels.

Suggestion: Diversify the datasets available for analysis in Data Dazzle to accommodate participants with varying backgrounds and interests, thereby enriching the experience.

5. Young Archons:

Feedback: The pitching sessions in Young Archons were insightful, but the feedback from judges was sometimes generic. Encourage judges to provide more specific and actionable feedback to help participants improve.

Suggestion: Provide judges with guidelines to offer detailed feedback that participants can use to refine their startup ideas and pitches effectively.

6. Bizz Master:

Feedback: Bizz Master was intellectually stimulating, but the team dynamics felt unbalanced at times. Encourage better team coordination and ensure tasks are distributed equitably among team members.

Suggestion: Facilitate team-building activities or provide resources to help teams establish clear roles and responsibilities, promoting effective collaboration and maximizing team performance.

7. HR Maverick:

Feedback: HR Maverick covered a wide range of HR topics, but the sessions lacked interactive elements. Incorporate more interactive activities such as case studies or group discussions to enhance participant engagement.

Suggestion: Integrate interactive components into HR Maverick sessions to foster active participation and facilitate deeper learning and knowledge sharing among participants.

8. Marketing Crusaders:

Feedback: Marketing Crusaders offered valuable insights into marketing strategies, but the event schedule felt overly packed, leaving little room for reflection or discussion. Consider spacing out the sessions to allow for more meaningful interactions.

Suggestion: Reevaluate the event schedule to ensure a balance between informative sessions and opportunities for participants to digest and discuss the presented content.

9. Overall Organization:

Feedback: The overall organization of Yukthi 2024 was commendable, but there were occasional delays in starting events. Streamline the event schedule and improve time management to minimize delays and ensure a smooth flow of activities.

Suggestion: Implement stricter adherence to the event schedule and allocate buffer time between sessions to account for unforeseen delays, maintaining punctuality throughout the event.

10. Feedback Mechanism:

Feedback: While feedback was collected from participants, there was limited transparency regarding how it would be used for future improvements. Establish a transparent feedback mechanism that informs participants about the actions taken based on their feedback.

Suggestion: Provide participants with regular updates on the implementation of feedback and openly communicate how their input contributes to enhancing future iterations of Yukthi events.

These feedbacks and suggestions aim to help refine the organization and execution of Yukthi 2024, ensuring a more enriching and seamless experience for participants in future editions.

[7]. **SPONSORS AND PARTNERS:**

Sponsorship Funds

Name of the Department: **School of Management Studies**

S.No.	Name of the Company	Contact person of the Company	Mobile number	Email id	Transaction Reference Number	Date of Transaction	Sponsored Amount
1.	GLEAM	Dawar Baquri	7674064330	info@gleamrecruits.com	2302C6E827DD	23/02/2024	10000
2.	Bawarchi's Biryani	Akshaya C	9059855626	akshayac1202@gmail.com	T240228211053161 7071971	28/02/2024	21000
3.	Auberry cake shop	Auberry cakes	9697734567	opsmgr@auberrybakeshop.com	N05524289948112 6	24/02/2024	21000
4.	Hyderabad Gupchup	Eshwari Ammu	7286853834	Eshwariammi98@gmail.com	DBT1076537	25/02/2024	14000
						Total Amount	66,000

[8]. Conclusions: A summary of the event, its highlights, and the outcomes achieved.

Yukthi 2024 featured a diverse range of sub-events tailored to cater to different interests and expertise levels. From the intellectually stimulating Paper and Poster Presentations to the dynamic challenges of Finflare and Bizz Master, participants had the chance to showcase their talents and creativity across various domains. Data Dazzle provided a platform for participants to delve into the world of data analysis and visualization, while Young Archons encouraged budding entrepreneurs to pitch their innovative business ideas. Additionally, HR Maverick and Marketing Crusaders offered opportunities for participants to explore the intricacies of human resources and marketing strategies.

Overall, Yukthi 2024 served as a melting pot of ideas, perspectives, and talents, contributing to the enrichment of the academic and professional landscape within the realm of technical education. It was a testament to the commitment of Chaitanya Bharathi Institute of Technology towards nurturing the next generation of innovators and leaders.

Annexures:

a) Event-wise participants' registration details (As per the template shared titled - REgistration form - REgistration Payment - SUDHEE 2024)

b) Departmental Techfest posters.

c) Any other relevant information/document

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