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**46**  
years

## SUDHEE 2025

National Level Students Technical Fest

Innovate Integrate Inspire

### **Yukthi-2025 Report**

#### INTRODUCTION:

The School of Management Studies, Chaitanya Bharathi Institute of Technology (CBIT) has organised **YUKTHI 2025**, a dynamic National Level Students' Management Fest and a key part of SUDHEE 2025. Designed to engage in thrilling competitions to sharpen students' business acumen and push their boundaries. Yukthi 2025 is a dynamic platform for business students to apply classroom knowledge to real-world challenges. Through competitive events like FinFlare or Data Dazzle, participants sharpen leadership, analytical, and problem-solving skills. It's a prime opportunity to develop expertise in areas like finance, marketing, analytics and HR. Students gain invaluable hands-on experience, network with peers and professionals, and enhance their employability. These fests build confidence, foster teamwork, and offer exciting prizes, proving essential for holistic professional growth. Ultimately, they bridge the gap between theory and practice, preparing future business leaders.

#### Event Details:

- **Dates:** March 4th - 5th, 2025
- **Venue:** CBIT, Hyderabad

#### Showcase Your Talent in These Exciting Competitions:

- **FinFlare:** Master the art of financial strategy.
- **Data Dazzle:** Transform data into powerful, actionable insights.






- **Young Archons:** Demonstrate your leadership and strategic decision-making.
- **Paper & Poster Presentation:** Present innovative research and ideas.
- **Bizz Master:** Prove your entrepreneurial excellence in the ultimate business challenge.
- **HR Mavericks:** Craft creative solutions for real-world HR dilemmas.
- **Marketing Rebels League:** Battle it out with the most innovative marketing minds.

















### Benefits of Participation:

- **Practical Experience:** Apply theoretical knowledge to real-world management challenges.
- **Networking:** Connect with aspiring professionals and industry peers.
- **Recognition:** Win attractive prizes and gain national recognition for your skills




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# Sudhee 2025

**NATIONAL LEVEL STUDENTS' MANAGEMENT FEST**  
**SCHOOL OF MANAGEMENT STUDIES**

PRESENTS

## YUKTHI

FORGING AHEAD TO MEET THE CHALLENGES THROUGH INNOVATION

**4th - 5th MARCH 2025**

**FINFLARE**

**DATA DAZZLE**

**YOUNG ARCHONS**


**PAPER & POSTER PRESENTATION**

**BIZZ MASTER**

**HR MAVERICKS**

**MARKETING REBELS LEAGUE**

**SCAN ME**



**Mail Id:**  
[yukthi@cbti.ac.in](mailto:yukthi@cbti.ac.in)

**Faculty Coordinators:**

1. Dr. T. Venkata Ramana - 8341597248

2. Dr. Rakhee Renapurkar - 9985241411

**Student Coordinators:**

1. Mr. Akshay - 8328391788

2. Mr. K. Lokeshwar - 9676572388

3. Ms. Aheen Sulthana - 9618024743

4. Ms. K. Chamanthi - 9515346341



| Sl.No | Name of the event       | Coordinators |
|-------|-------------------------|--------------|
| 1     | Paper Presentation      | 2            |
| 2     | Poster Presentation     | 2            |
| 3     | Fin-flare               | 7            |
| 4     | Data Dazzle             | 5            |
| 5     | Young Archons           | 6            |
| 6     | HR Mavericks            | 8            |
| 7     | Marketing Rebel Leagues | 6            |
| 8     | Bizz Master             | 8            |

**Total Number of Registrations formal events**

| Sl No | Event Title                | No. of Participants | Registration fee per event(₹) |
|-------|----------------------------|---------------------|-------------------------------|
| 1     | Bizz Master                | 22                  | 50                            |
| 2     | Finflare                   | 16                  | 50                            |
| 3     | Marketing Rebels League    | 20                  | 50                            |
| 4     | Data Dazzle                | 24                  | 50                            |
| 5     | HR Mavericks               | 17                  | 50                            |
| 6     | Young Archons              | 13                  | 50                            |
| 7     | Paper Presentation (250/-) | 19                  | 250                           |
| 8     | Paper Presentation (150/-) | 5                   | 150                           |
| 9     | Paper Presentation (100/-) | 8                   | 100                           |



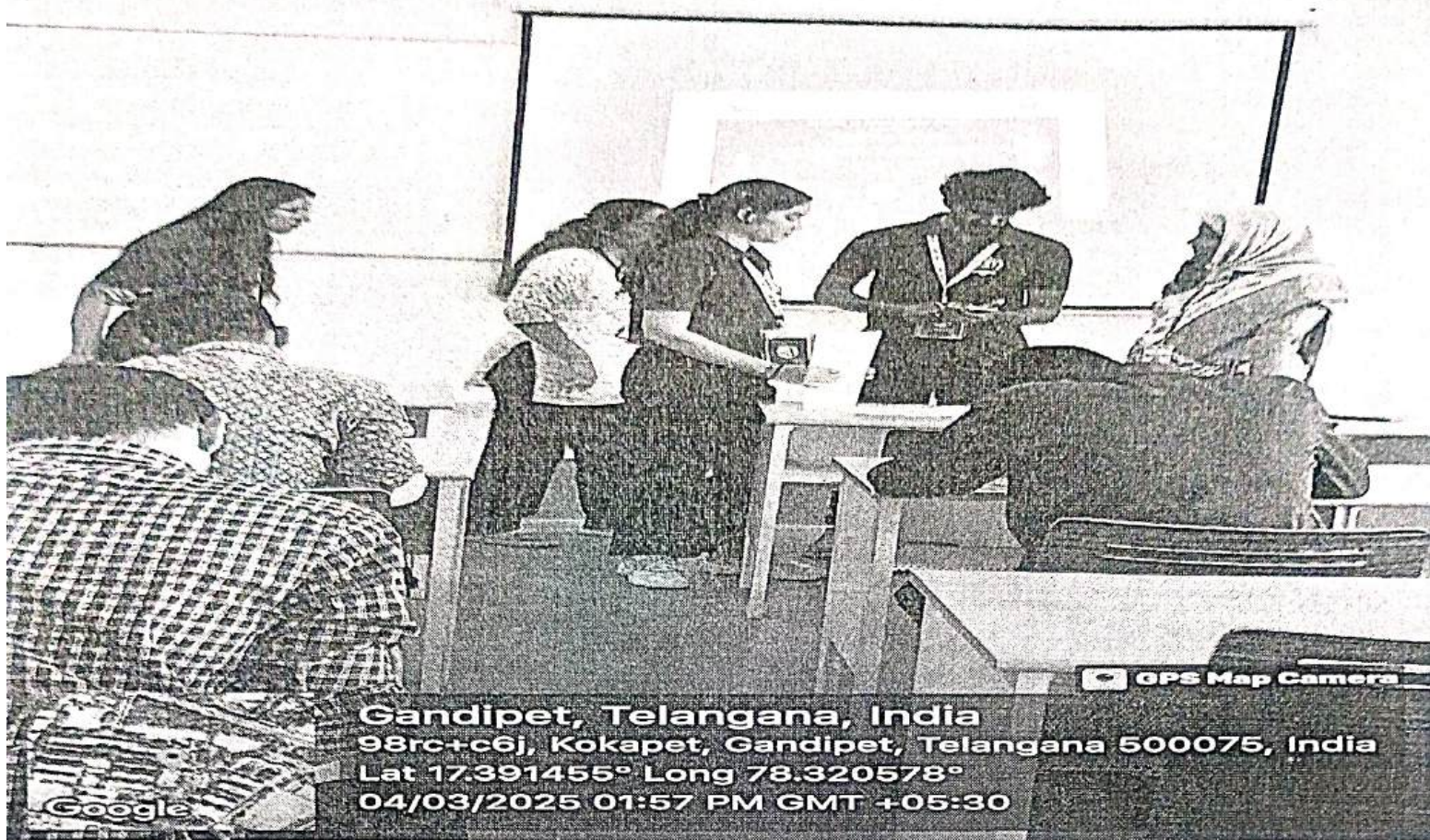
### **Informal Event titles**

1. Wolf among us
2. Trivial throw
3. Find your celebrity,
4. Gasomania,
5. Mystery box

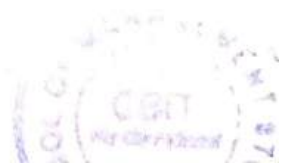
**There were 73 participants for informal events**

| <b>Price</b> | <b>No. of Participants</b> |
|--------------|----------------------------|
| 20/-         | 3                          |
| 39/-         | 46                         |
| 59/-         | 12                         |
| 99/-         | 11                         |

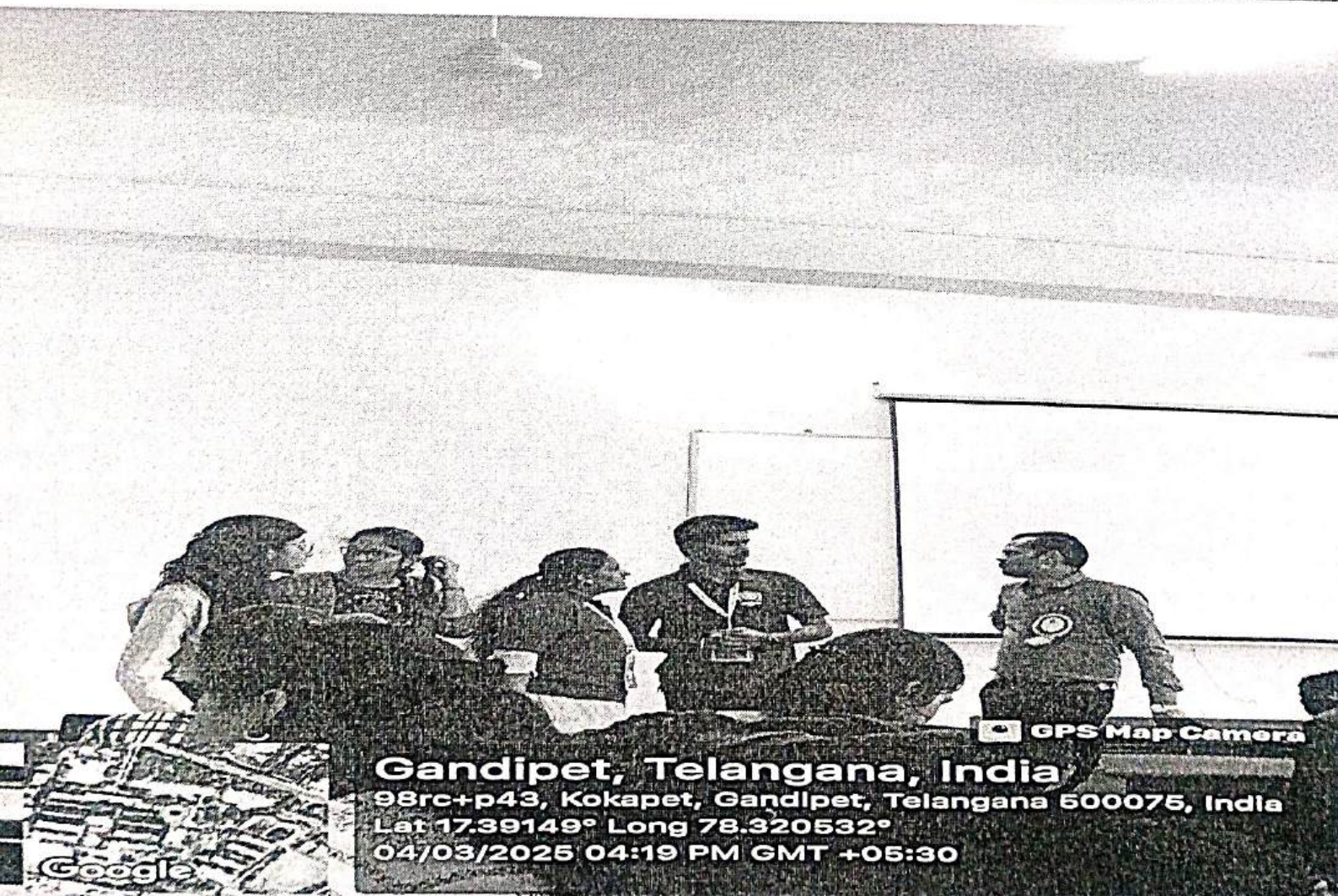




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## **SCHOOL OF MANAGEMENT STUDIES**

**YUKTHI 2025**

**Paper Presentation**

**Prof. Dr. B. Neeraja**

**No. of Rounds: 1**

**Total Participants: 22**

**Date(s): 04/03/2025 & 05/03/2025**

### **1. Objective(s) of the Event:**

- 1.To understand impact of technology in business world
- 2.To support innovative ideas to be converted as a model or prototype
3. To Encourage entrepreneurial thinking in tech-driven Businesses

### **2. Overview of the Event:**

The participants presented research papers, case studies and innovative ideas on the intersection of business and technology, the key themes were digital transformation in business, e-commerce digital marketing, Fintech and block chain, Big data and analytics, sustainable Tech and green businesses innovations etc.

Event Format:

- I. Participants presented their research work under the theme business and technology
- II. Each presentation was followed by a Q&A session

### **3. Participants Details (Please add list of the participants)**

Total of 26 students participated

### **4. Winners Details**

The winner for Paper Presentation is **R.Sowmya**, MBA 2nd year, School of Management Studies, CBIT.

### **5. Glimpses of the Event (Please include normal photos and Geotagging photos)**





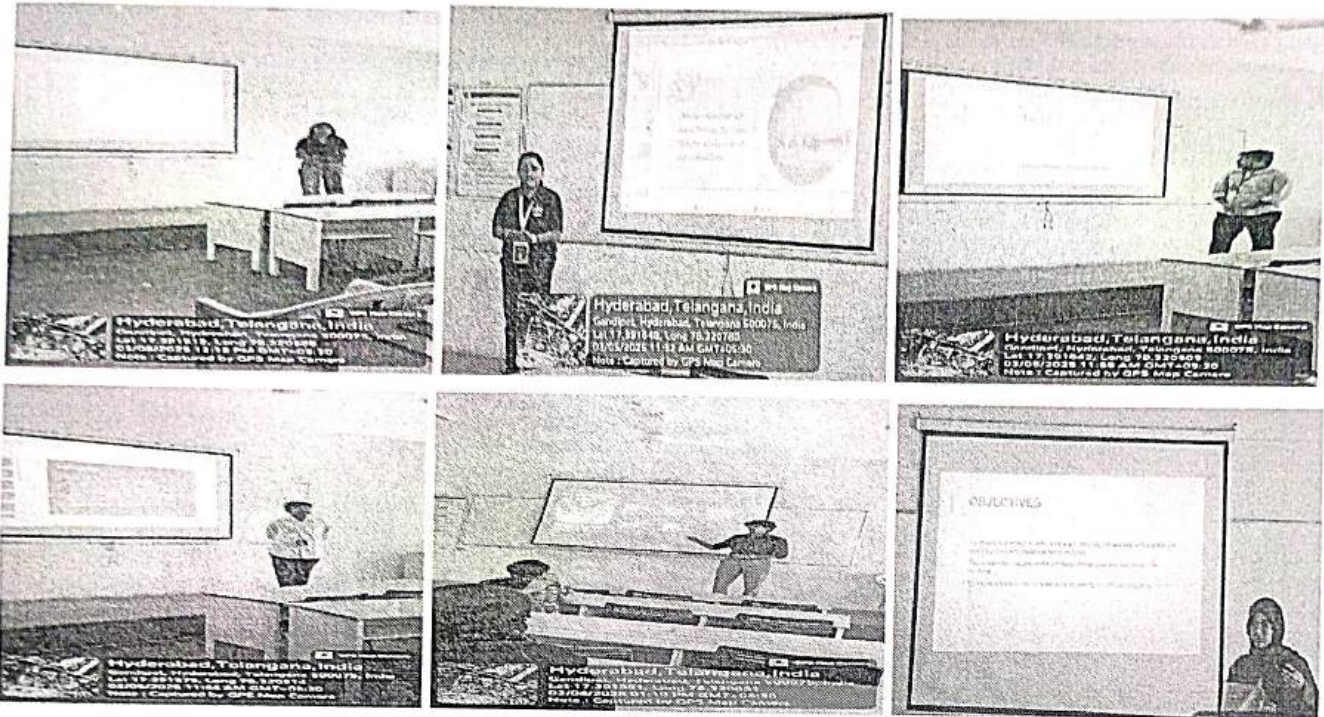
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## 6. Outcome of the Event

The event aims to create a platform for students and researchers to explore and present their insights on the evolving relationship between business and technology. The following were the key outcomes:

1. Real world applications of business and tech concepts were discussed
2. The ideas were recognized boosting the participants academic and profession profiles
3. Participants will gain a deeper understanding of emerging business technologies like AI, Blockchain, Fintech and Data Analytics.

## 7. Student Coordinators

Mizna Shabnoor 1601-24-672-019

B.Srinay Kumar 1601-24-672-106







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## 8. Conclusion

The paper presentation event successfully provided a dynamic platform for students to explore the evolving intersection of business and technology. Participants showcased their innovative ideas, research, and analytical skills, demonstrating the transformative role of technology in shaping modern business strategies.

This event not only enhanced academic and professional growth but also encouraged students to pursue research, innovation, and industry-driven solutions. As we conclude, it is evident that such initiatives play a vital role in bridging the gap between academic learning and real-world business applications.

Event Coordinator(s) Sign

Yukthi Coordinator(s) Sign

HoD, SMS





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## **SCHOOL OF MANAGEMENT STUDIES**

**YUKTHI 2025**

**(POSTER PRESENTATION)**

**(Prof. Dr. B. Neeraja)**

**No. of Rounds: 1**

**Total Participants: 2**

**Date(s): 4th and 5th March 2025.**

### **1. Objective(s) of the Event:**

1. To understand impact of technology in business world
2. To support innovative ideas to be converted as a model or prototype
3. To Encourage entrepreneurial thinking in tech-driven Businesses

### **2. Overview of the Event:**

The participants presented research papers, case studies and innovative ideas on the intersection of business and technology, the key themes were digital transformation in business, e-commerce digital marketing, Fintech and block chain, Big data and analytics, sustainable Tech and green businesses innovations etc.

Event Format:

- I. Participants presented their research work under the theme business and technology
- II. Each presentation was followed by a Q&A session

### **3. Participants Details (Please add list of the participants)**

Total of 2 students participated

### **4. Winners Details**

The winner for Paper Presentation is **Satwik**, MBA 2nd year, School of Management Studies, Andril University.

### **5. Glimpses of the Event (Please include normal photos and Geotagging photos)**

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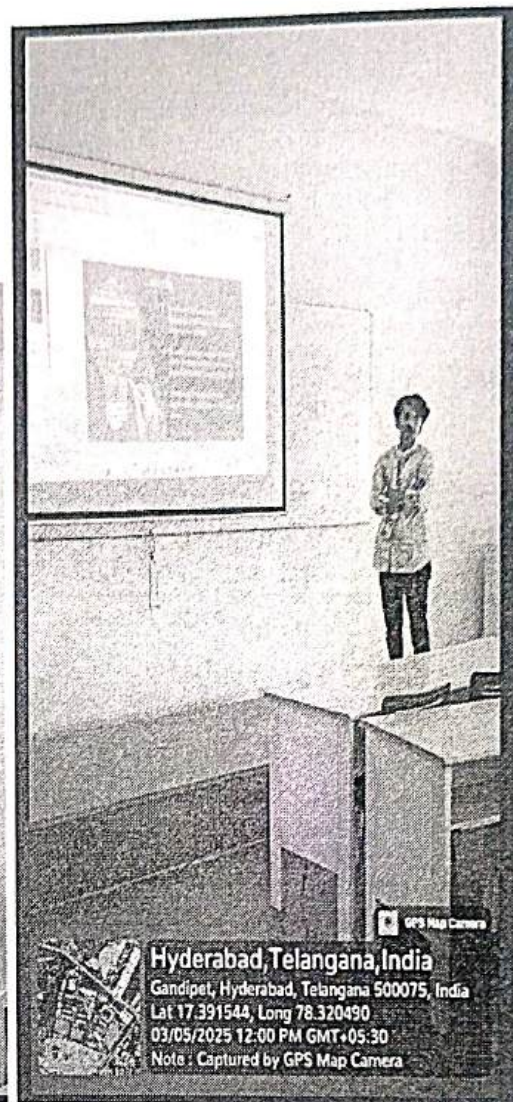
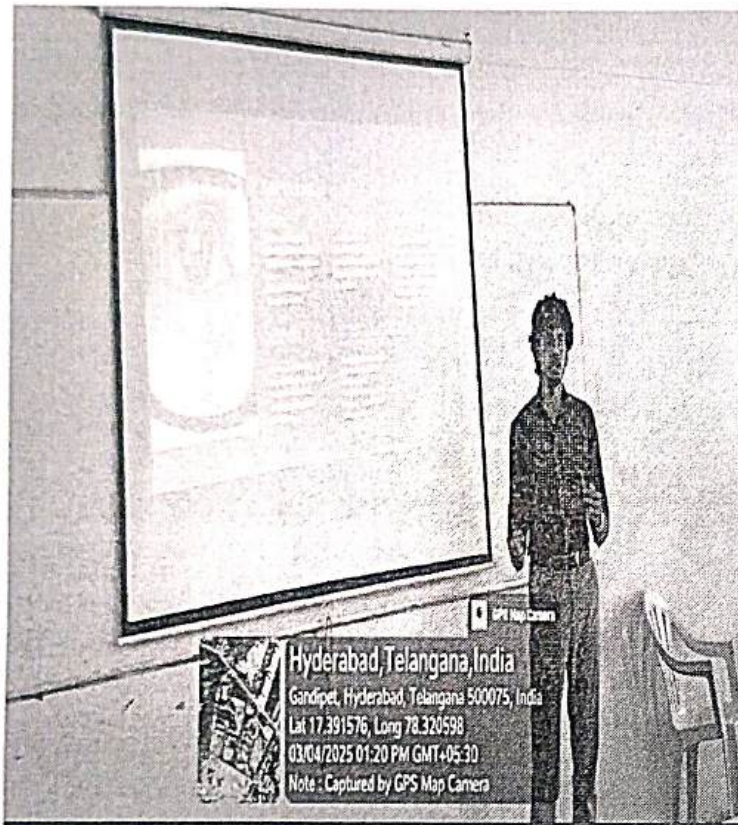
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## 6. Outcome of the Event

The event aims to create a platform for students and researchers to explore and present their insights on the evolving relationship between business and technology. The following were the key outcomes:

1. Real world applications of business and tech concepts were discussed
2. The ideas were recognized boosting the participants academic and profession profiles
3. Participants will gain a deeper understanding of emerging business technologies like AI, Blockchain, Fintech and Data Analytics.





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## 7. Student Coordinators

Siva Jyothi Avigaddi MBA 1st Year


Sai vani -MBA 1st Year


## 8. Conclusion

The poster presentation event successfully provided a dynamic platform for students to explore the evolving intersection of business and technology. Participants showcased their innovative ideas, research, and analytical skills, demonstrating the transformative role of technology in shaping modern business strategies.

This event not only enhanced academic and professional growth but also encouraged students to pursue research, innovation, and industry-driven solutions. As we conclude, it is evident that such initiatives play a vital role in bridging the gap between academic learning and real-world business applications.

  
Event Coordinator(s) Sign

  
Yakthi Coordinator(s) Sign

  
HoD, SMS







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## SCHOOL OF MANAGEMENT STUDIES

**YUKTHI 2025**

**(Finflare: Finance Technical Event)**

**(Dr K BhagyaLakshmi)**

**No. of Rounds: 3**

**Total Participants: 16**

**Date(s):5/3/25**

### 1. Objective(s) of the Event:

To assess and enhance the financial knowledge of participants through a series of engaging and intellectually stimulating activities covering various financial domains such as Tax, Accounting, Auditing, Financial Management, Stock Market, and Investment Management.

### 2. Overview of the Event:

The event "Finflare" consisted of three rounds designed to test and challenge participants on different financial aspects in an interactive manner.

#### Round 1: FINFUN 🎯 - Fact Hunters

- Registered and Attended Members: 16
- A multiple-choice quiz consisting of two sets of 25 questions each.
- Topics covered: Tax, Accounting, Auditing, Financial Management, Stock Market, and Investment Management.

#### Round 2: Pictionary 🖼️ - Image Speaks Louder Than Words

- Qualified and Attended Members: 11
- A PowerPoint presentation with 20 finance-related Pictionary puzzles.
- Each participant had 15 seconds to view each picture and write their guesses.

#### Round 3: SMART TRADERS 📈 - No Compromise, Just Maximize

- Qualified and Attended Members: 7
- Segment A: Virtual stock trading on the Neostox platform within a time limit of 15 minutes.





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- Segment B: Case study analysis on “Demonetisation,” where participants had 10 minutes to read and answer situational questions in a one-on-one session with the faculty coordinator.
3. Participants Details (Please add list of the participants): 16 Participants( list with Reception Committee)
4. Winners Details: Kushal Rao Chennamaneni  
Phone: 9502146123  
A c no: 043801005284  
ICIC0000438, ICICI Bank, Karimnagar
5. Glimpses of the Event (Please include normal photos and Geotagging photos)







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## 6. Outcome of the Event

Participants gained a deeper understanding of various financial concepts.

Improved analytical and decision-making skills through case study discussions and stock trading simulation.

Enhanced problem-solving skills through interactive rounds like Pictionary and quizzes.





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## 7. Student Coordinators

### Student Head Coordinators:

1. P. Sravya
2. G. Deckshitha
3. Gunavardhan

### Junior Student Coordinators:

1. D. Vishwanadh
2. Ch. Pooja
3. M. Srija
4. M. Shruthi
5. P. Vennela

## 8. Conclusion

Finflare successfully engaged participants in an insightful and competitive financial event, fostering learning and enthusiasm for finance-related topics. The event provided an excellent platform for students to enhance their financial literacy and strategic thinking.

Event Coordinator(s) Sign

Yukthi Coordinator(s) Sign

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## **SCHOOL OF MANAGEMENT STUDIES**

**YUKTHI 2025**

*(Data Dazzle)*

**(Dr. Yesubabu Konga)**

**No. of Rounds: 3**

**Total Participants: 9 teams (24 participants)**

**Date(s): 04.03.25 - 05.03.25**

### **1. Objective(s) of the Event:**

The event aims to test the participants' ability to understand the basics of statistics and research methodology, formulate the null and alternative hypotheses given the research problem, determine the appropriate tool for testing a hypothesis, and demonstrate data analysis, interpret the results.

### **2. Overview of the Event:**

Round 1: Data Ninjas - A written test consisting of 20 multiple choice questions on basic statistics and data analytics was conducted for twenty marks.

Round 2: Insight Infinity - A descriptive test for 15 marks was conducted to test the participants' ability to understand strategies for treating missing values, coding of variables, and formulating right hypotheses, specifying the appropriate statistical test for hypothesis testing.

Round 3: Analytics Arena—Participants were provided with data in Excel and asked to perform statistical tests and interpret the results. This round was worth 20 marks.

### **3. Participants Details (Please add list of the participants)**

1. B. Nithin Kumar, K. Mahesh Goud, & B. Mahesh - Mallareddy College
2. Kusha, Suraj, & Supriya - Nizam Colleg & OU
3. M. Tejaswi, C. Simhothan - Nizam College
4. B. Nandini, P. Abhinaya, & N. Shivani - CBIT
5. Diya B, G. Haritha, & Shiva B - CBIT
6. Neelima, Mrunalini, & Swetha - CBIT
7. D Pranuthi, M. Nitya Jahnvi, & Sahithi Varma - CBIT
8. MD Afreen & D. Harshitha - CBIT
9. Fathima Uz Zohra & Yeshaswini - CBIT





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**4. Winners Details:**

1. MD Afreen (II year MBA, CBIT))
2. D Harshitha (II year MBA, CBIT))

**5. Glimpses of the Event (Please include normal photos and Geotagging photos)**

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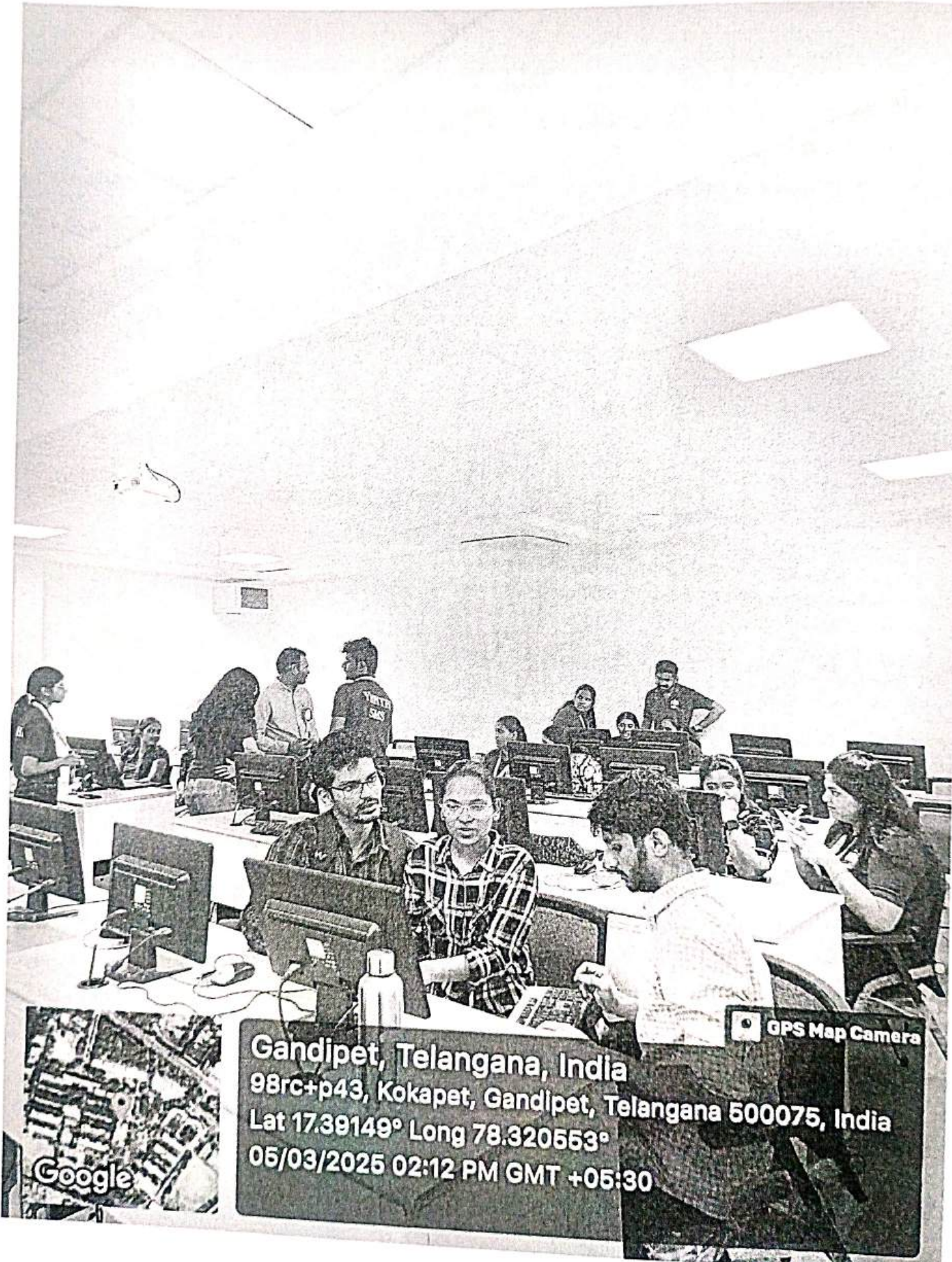
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98rc+p43, Kokapet, Gandipet, Telangana 500075, India  
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05/03/2025 02:12 PM GMT +05:30

GPS Map Camera

Google





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 **GPS Map Camera**

**Gandipet, Telangana, India**  
**98rc+p43, Kokapet, Gandipet, Telangana 500075, India**  
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#### 6. Outcome of the Event

Nine teams composed of 24 participants registered for the event. The first round was like a screening round. Six teams were shortlisted for the second and third rounds. Finally, a team consisting of MD Afreen (II year MBA, CBIT) and D Harshitha (II year MBA, CBIT) emerged as the winners of the event.


#### 7. Student Coordinators

P Sai Sumanth (161024672052)  
H Raju (161024672108)  
A Shirisha (160124672062)  
B Bruhathi (160124672007)  
D Navya Nandini Devi (160123672075)  
P Priyanka (160123672042)

#### 8. Conclusion

The event challenged participants by testing their skills from basic to an advanced level of data analytics. Participants were excited to be part of it.

  
Dr. Yesubabu Konga  
Event Coordinator(s) Sign

  
Yukthi Coordinator(s) Sign

  
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## **SCHOOL OF MANAGEMENT STUDIES**

**YUKTHI 2025**

**BIZZ MASTER**

**Dr. P. Varaprasad Goud**

**No. of Rounds: 3**

**Total Participants: 20**

**Date(s): 4<sup>th</sup> and 5<sup>th</sup> march**

### **1. Objective(s) of the Event:**

The Biz Master Quiz evaluates key MBA program learning outcomes by testing students on business concepts, strategic thinking, and decision-making.

### **2. Overview of the Event:**

- Round I - Take Your Pick (Multiple Choice Questions on Contemporary Business Issues)
- Round II - Guess the brand (Each team should guess what is that brand and what is the tag line of company)
- 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)

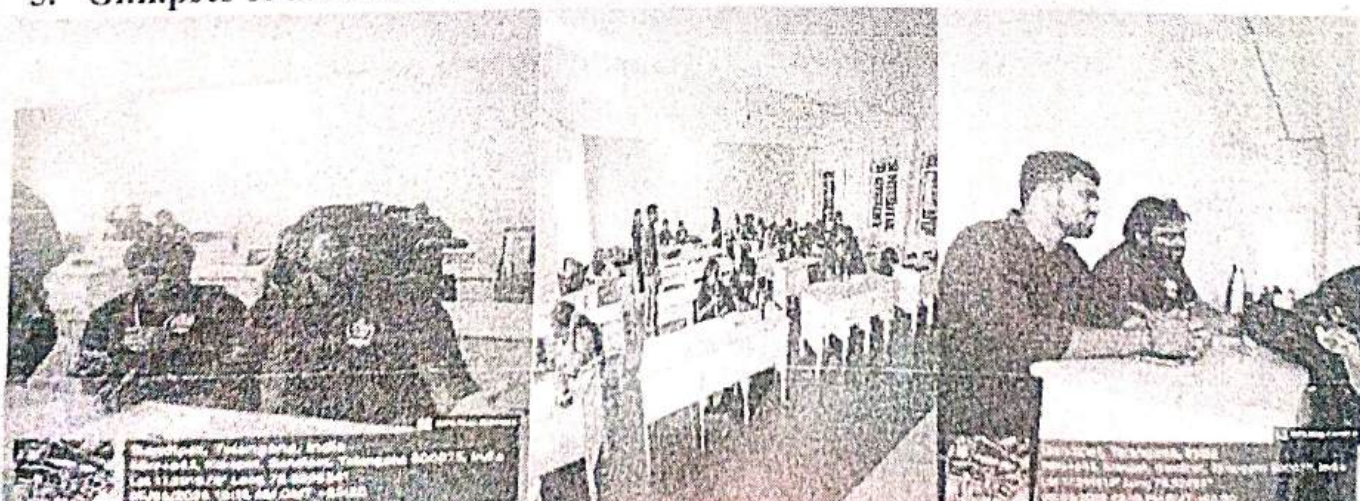
### **3. Participants Details :**

Attached as an Annexure

### **4. Winners Details :**

S. Dhanush and S. Shiva, CBIT, MBA, Section – A

### **5. Glimpses of the Event :**





**6. Outcome of the Event :**

The Biz Master Quiz evaluates key MBA program learning outcomes by testing students on business concepts, strategic thinking, and decision-making. The quiz reinforces MBA learning objectives by promoting practical application of business theories in a dynamic and engaging way.

**7. Student Coordinators**

| NAME            | ROLL NUMBER  | PHONE NUMBER | SECTION AND YEAR |
|-----------------|--------------|--------------|------------------|
| Mansi           | 160122672070 | 9754925958   | MBA-II(B)        |
| Vineeth         | 160123672032 | 6302038515   | MBA- II(A)       |
| Aishwarya       | 160124672016 | 9908415219   | MBA- I(A)        |
| Pranuthi        | 160124672010 | 9100812486   | MBA- I(A)        |
| Sahithi varma   | 160124672030 | 7675841102   | MBA- I(A)        |
| CH Jhansi Durga | 160124672070 | 9121799817   | MBA- I(B)        |
| Sai teja sree   | 160124672082 | 9553092415   | MBA- I(B)        |
| Eshitha         | 160124672087 | 9059837480   | MBA- I(B)        |

**8. Conclusion -**

- Test core management concepts across domains such as marketing, finance, strategy, and operations.
- Develop critical thinking and decision-making skills by applying business theories to real-world scenarios.
- Foster leadership, teamwork, and time management in high-pressure situations.
- Enhance industry awareness and business acumen to prepare students for dynamic corporate challenges.
- Encourage continuous learning and innovation, helping future business leaders stay ahead in a competitive landscape.

Event Coordinator(s) Sign

Yukthi Coordinator(s) Sign

HoD, SMS

EVENT: BIZZ MASTER



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**46**  
years

**SCHOOL OF MANAGEMENT STUDIES**

**YUKTHI 2025**

(4<sup>th</sup> & 5<sup>th</sup> March 2025)

Date:

**Registration Form**

| S. No. | Participant Name | College Name        | Mobile No.  | Mail Id                          | Amount | UTR No.                  | Signature     |
|--------|------------------|---------------------|-------------|----------------------------------|--------|--------------------------|---------------|
| 01     | D Akshay         | CBIT                | 8328391188  | akshaya@cbti.ac.in               | 50     | 790765789807             | Akshay        |
| 02     | P. Manideep      | Malla Reddy College | 9849714394  | palle.manideep2002@gmail.com     | 50     | Cash                     | Manideep      |
| 03     | M. Prem Moveen   | "                   | 89199 83540 | premmaveen@gmail.com             | 50     | Cash                     | M. Prem       |
| 04     | Ch. Deepika      | CBIT                | 9515710596  | deepika.chiluvuru119@gmail.com   | 50     | UPI Ref no: 506335272723 | Deepika       |
| 05     | S. Vaishnav      | CBIT                | 9154027005  | srinamula.vaishnav9154@gmail.com | 50     | 506308356906             | S. Vaishnav   |
| 06     | D. Vishwanath    | CBIT                | 9059565017  | vishwanathdasika003@gmail.com    | 50     | Cash                     | D. Vishwanath |

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EVENT: BIZZ MASTER



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(4<sup>th</sup> & 5<sup>th</sup> March 2025)**

Date:

**Registration Form**

| S. No. | Participant Name | College Name        | Mobile No.  | Mail Id                         | Amount | UTR No.                     | Signature     |
|--------|------------------|---------------------|-------------|---------------------------------|--------|-----------------------------|---------------|
| 01     | D. Ashwary       | CBIT                | 8328391788  | nutanashwary@gmail.com          | 50     | 790765T89807                | Ashwary       |
| 02     | P. Manideep      | Malla Reddy College | 9849714394  | Palle.manideep2002@gmail.com    | 50     | Cash                        | Manideep      |
| 03     | M. Rem Moveen    | "                   | 89199 83540 | remmoveen@gmail.com             | 50     | Cash                        | M. Rem        |
| 04     | Ch. Deepika      | CBIT                | 9515710596  | deepikachiluvuru119@gmail.com   | 50     | UPI Ref no:<br>506335272723 | Deepika       |
| 05     | S. Vaishnav      | CBIT                | 9154027005  | Srinamula vaishnav 9154@gmail   | 50     | 506308356906                | S. Vaishnav   |
| 06     | D. Vishwanath    | CBIT                | 9059565017  | Vishwanath darika 003@gmail.com | 50     | Cash                        | D. Vishwanath |

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**YUKTHI 2025**

(4<sup>th</sup> & 5<sup>th</sup> March 2025)

**Registration Form**

Date:

| S. No. | Participant Name | College Name        | Mobile No. | Mail Id                              | Amount | UTR No.       | Signature |
|--------|------------------|---------------------|------------|--------------------------------------|--------|---------------|-----------|
| 07     | Kushal           | NP2am               | 9502146123 | kushalrao.chennema<br>rent@gmail.com | 50     | 758800908968  | Kushal.   |
| 08     | Suraj            | OU                  | 9505116311 | suraj.pamvathaneni<br>@gmail.com     | 50     | 243086915439  | Suraj     |
| 09     | M. Tejaswi       | Nizam               | 9381354182 | tejaswi.madipadige<br>@gmail.com     | 50     | 491505454002  | Tejaswi.  |
| 10     | A. Supriya       | Nizam               | 6304296741 | arikaatlacupriya@<br>gmail.com       | 50     | 974676787888  | Arupriya. |
| 11     | C. Simhatham     | Nizam               | 9490663959 | Csimhans3@gmail<br>.com              | 50     | 023838047251  | Simha     |
| 12     | Sathwik Upadhyay | Arden<br>University | 8374318028 | sathwiks2401@<br>gmail.com           | 50     | 4132004210635 | Sathwik   |

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### SCHOOL OF MANAGEMENT STUDIES

**YUKTHI 2025**

(4<sup>th</sup> & 5<sup>th</sup> March 2025)

Date:

#### Registration Form

| S. No. | Participant Name | College Name | Mobile No. | Mail Id                   | Amount | UTR No.      | Signature  |
|--------|------------------|--------------|------------|---------------------------|--------|--------------|------------|
| 13     | Kaushik, P       | Vasundara    | 8247360975 | kaushikava2003@gmail.com  | 50     | 413362980635 |            |
| 14     | C. Srinish       | CBIT         | 9866518156 | C.srinish9@gmail.com      | 50     | 777321968017 |            |
| 15     | Nitya Jahnvi     | CBIT         | 7382733530 | nityajahnvi@gmail.com     | 50     | 506361267681 |            |
| 16     | D. Nikitha       | CBIT         | 9010243503 | devarayanikitha@gmail.com | 50     | 997814809904 | D. Nikitha |
| 17     | S. Dhenuh        | CBIT         | 9505970898 | dhenuhsandir@gmail.com    | 50     | 506357578895 |            |
| 18     | Shiva            | CBIT         | 9997013747 | sohit7997@gmail.com       | 50     | 878699833656 |            |
| 19     | D. SOUMYA        | CBIT         | 7207137570 | dubassoumya@gmail.com     | 50     | 506337180427 |            |
| 20     | S. Avinash       | CBIT         | 7998031553 | avinashsedan17@gmail.com  | 50     | 506382082425 |            |





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**YUKTHI 2025**

(4<sup>th</sup> & 5<sup>th</sup> March 2025)

**Evaluation Sheet**

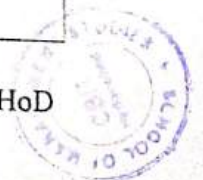
Event Name:

Round No.:

Date:

| S. No. | Participant(s) Name | College Name | Mobile No. | Mail Id                 | Score | Remarks |
|--------|---------------------|--------------|------------|-------------------------|-------|---------|
| 19     | B. Tejasree         | CBIT         | 9553974848 | tejasree2702@gmail.com. |       |         |
| 20     | B. Deekshika        | CBIT         | 6304746501 |                         |       |         |
|        |                     |              |            |                         |       |         |
|        |                     |              |            |                         |       |         |
|        |                     |              |            |                         |       |         |
|        |                     |              |            |                         |       |         |

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**SCHOOL OF MANAGEMENT STUDIES  
YUKTHI 2025  
HR Mavericks**

**Dr.T Venkataramana and Dr.Rakhee Renapurkar**

**No. of Rounds: 2**

**Total Participants: 17**

**Date(s): 4 & 5th March, 2025**

**1. Objective(s) of the Event:**

This event is designed to derive fun and challenge students through various tasks that gauge the knowledge of participants on HR knowledge and management studies.

**2. Overview of the Event:**

**Round- 1**

**HR EXQUIZME ? ?**

Registered and attended members- 17

It a multiple-choice quiz consisting of four sets of 20 questions each. The questions are designed to question the participants on several HR topics like-

Compensation, Benefits, Diversity, Employee Training and Relations, Performance and Strategic Management.

**Round- 2**

**RESUME BUFFET**

Qualified and attended members- 10

In this round, we have offered specific requirements like Skills, Work Experience, Certification Courses and Personal Accomplishments. Whereby, the participants are required to build a proper Resume based on the given objectives and description.





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### 3. Participants Details (Please add list of the participants)

A total of 16 participants from outside college and CBIT have participated in the event.

### 4. Winners Details

Winner –Datta Prachetan

Runner Up – Nitya Jahnvi

### 5. Glimpses of the Event (Please include normal photos and Geotagging photos)







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TE Programs Approved by: NAAC, NRI, NRI  
NAAC  
NRI

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## 6. Outcome of the Event

The outcome of the event can be described as an insightful and engaging experience for the students trying to improve their knowledge in the domain of HR. The event also provided valuable knowledge to students opting for HR and Non-HR Alike.

## 7. Student Coordinators

Senior Student Coordinators:

1. Karthikeya Revanth
2. Durga Charan
3. Harshitha
4. Shanmukhi
5. Zohra
6. Anurag

Junior Student Coordinators:

1. S. Vaishnav
2. A. Shanmayi
3. Habeeba Fatima
4. Ch. Deepika
5. T. Lahari
6. G. Mananvi





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## 8. Conclusion

The event titled HR MAVERICKS focusing on the concepts of Human Resource is a success.

Event Coordinator(s) Sign

Yukthi Coordinator(s) Sign

HoD, SMS





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## SCHOOL OF MANAGEMENT STUDIES

**YUKTHI 2025**

*(Marketing Rebels League)*

**(Dr B V Jayanthi)**

**No. of Rounds: 03**

**Total Participants: 21**

**Date(s): 04-03-25 & 05-03-25**

### 1. Objective(s) of the Event:

**Inspire Different Marketing Approaches** — Move existing creativity and out-of-the-box thinking for your marketing further with guerrilla marketing strategies, branding through memes, and last-minute sales pitches.

**Develop Real-world Marketing Skills** — Allow attendees to practice generating, designing and pitching out-of-the-box marketing strategies in an interactive scenario.

**Encourage Interactive and Effective Communication** — Learn persuasive communication, get your audience involved and make better decisions — all through hands-on exercises and presentations.

### 2. Overview of the Event:

The **Marketing Rebels League** is a fun, quick paced, yet intense, competition to sharpen your creativity, strategic prowess, and marketing shenanigans. In this series, we have 3 fast-paced rounds of **Guerrilla Genius**, **Meme Mastermind**, and **M3**, each focused on marketing in its unique way! They will knock out outrageous campaigns, meme up an epidemic, create a sales pitch in real time to demonstrate their ability to attract eyeballs. The competition promotes a learning experience that is focused on creativity, hygiene and the art of explaining ideas, at the same time making it an immersive hands-on experience. The event challenges and nurtures participants interests to push the boundaries of how marketing works with competitive challenges to drive creativity out of the box and eye reality box that most need to push back the walls of to get new marketing leaders to think differently.





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### 3. Participants Details (Please add list of the participants)

- a. Akshay
- b. G. Sai Pavan
- c. P. Manideep
- d. M. Naveen
- e. K. Tejaswi
- f. V. Mohit
- g. Sesha Saradhi
- h. D. Soumya
- i. Sonia
- j. Sanjay
- k. Hafeez
- l. Suraj
- m. Kushal
- n. M. Tejaswi
- o. C. Simhotham
- p. Prachuthan
- q. Sathwik
- r. P. Kowshik
- s. Nikhat Begum
- t. C.Sirish
- u. M. Nitya

### 4. Winners Details

Sathwik Srinivasa Upadhyaya and P. Koushik

### 5. Glimpses of the Event (Please include normal photos and Geotagging photos)





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## 6. Outcome of the Event

The **Marketing Rebels league** turned out to be a creative divergence to inspire students to activate critical thinking and innovative marketing approaches, successfully engaging 21 students. Attendees learned by doing guerrilla marketing campaigns, meme-based viral marketing, and sales pitches. It complemented their strategy in problem-solving by instilling teamwork, time management, and the ability to think on their feet. Using interactive challenges, students demonstrated their brand messaging creation and audience engagement skills. At the end of the competition, winners were announced, while all participants took home valuable lessons and practical experience of how to compete in a real-world marketing ecosystem.





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## 7. Student Coordinators (from A & B sections of MBA 2024-26)


- Shwetha Karad
- Prashant C
- Lokesh Chandra
- Avinash
- Nehamya
- Jayant
- Preethi (23-25)

## 8. Conclusion

It was a great one and proved to be a creative, innovative, strategic storm of ideas for all 21 participants to contribute to as well. This offered a unique opportunity for students to take risks, employ unconventional marketing strategies, and sharpen their skills in real-world problem solving. At the end of the event, we put the spotlight not only on the winners but on every single participant that took the leap and the challenge along with us.

  
Event Coordinator(s) Sign

  
Yukthi Coordinator(s) Sign

  
HoD, SMS