



# TECNIA INSTITUTE OF ADVANCED STUDIES

Approved by AICTE, Ministry of HRD, Govt. of India, Affiliated to G.G.S.I.P University & Recognized Under Sec. 2(f) of UGC Act 1956.  
INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, DELHI-110085



# Endeavour 2015 Management Fest

## EVENTS

- Business Plan
- Management Games
- Case Presentations
- Synthesis
- Debate
- Just A Minute
- Product Logo Design
- Quiz
- Ad Mad
- LAN Gaming
- Rangoli

**Tuesday,  
31<sup>st</sup> March 2015**

**Venue:  
TIAS, Rohini, Delhi - 110085**

**Convener:  
Komal Gangi - 9899492865  
Co-convener:  
Rahul Tripathi - 8375978440**



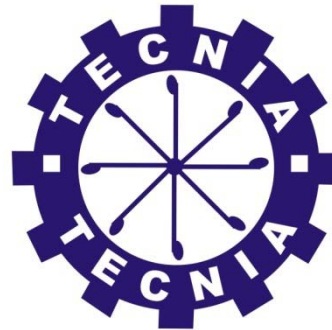
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/Endeavour2015

India's Premier ISO 9001:2008 Certified Institute, Rated as 'A' by Govt. NCT of Delhi; "A++" Category - Best Business School by AIMA; Included in Top 100 B & IT Schools by reputed publications.



**Venue:**

**Tecnia Institute of Advanced Studies, Rohini**

**Date:**

**Tuesday, March 31<sup>st</sup> 2015**

**Organized By:**



# TECNIA INSTITUTE OF ADVANCED STUDIES

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INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, DELHI- 110085

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ISO 9001:2008

An ISO 9001:2008 Certified Institute; Rated as 'A' by Govt. NCT of Delhi; "A++" Category - Best Business School by latest AIMA - Business Standard & Business India Publications Surveys & included in Top 100 B & IT Schools by Dalal Street Investment Journal

# Endeavour **2015** Management Fest

Tuesday, 31<sup>st</sup> March 2015

## EVENTS

- Business Plan • Management Games • Case Presentations • Synthesis
- Debate • Just A Minute • Product Logo Design • Quiz • Ad Mad • LAN Gaming • Rangoli



- Event** : ENDEAVOUR – 2015, Management Fest  
**Date** : 31<sup>st</sup> March, 2015  
**Convener** : Ms. Komal Gangi  
**Co-Convener** : Mr Rahul Tripathi  
**Participants** : Inter College Students (GGSIPU, Delhi University and other colleges)  
**Venue** : PG Auditorium, PG Seminar Hall, MCA Lab, Room No. 409, 410, 411  
**No. of Students** : 400 approx.

## Genesis

“Everyone is unique like their fingerprint so, doesn’t try to fit in when you were born to **stand out.**”

Endeavour is a creative initiative by the Tecnia Institute of Advance Studies to provide the platform where students from various streams can showcase their knowledge, skills and abilities. Endeavour promises to test grits, guts and grandeur & winners will be those who will be ahead of all odds with right blend of EQ & IQ. It provides an effective platform for students to unleash their managerial skills and showcase their talent

Keeping the trend in continuation, TECNIA announces "Endeavour – Management Fest" at college premises. It is an assortment of various managerial activities to honour the student's interests, competencies and vivid skills.

Endeavour’15 is all set to be bigger and better, with new innovations and events guaranteed to pull in the crowds. The main highlights of the fest will be Business Plan, Quiz, Debate (English/Hindi), Case Presentation, Just A Minute (English/Hindi), Management Games, Synthesis, Ad Mad, Product Logo Design, LAN Gaming and Rangoli to check students’ talent.

## Objectives

- To create awareness amongst students of Management, IT and Mass Communication about the contemporary issues.
- To search the talent among the students and to bring the various educational facets of the students to the surface
- To enhance their communication skills, shape attitudes and behaviour and ultimately prepare them for corporate roles.
- To enable students to sharpen their managerial knowledge & decision making skills.

## Events

<ul style="list-style-type: none"><li>➤ Quiz</li><li>➤ Case Presentations</li><li>➤ Management Games</li><li>➤ Business Plan</li><li>➤ Ad Mad Show</li><li>➤ Debate</li></ul>	<ul style="list-style-type: none"><li>➤ Just a Minute</li><li>➤ Synthesis</li><li>➤ Product Logo Design</li><li>➤ LAN Gaming</li><li>➤ Rangoli Competition</li></ul>
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**Quiz:** If you think you know what others don't, here is an opportunity to stimulate your Grey cells. Brace thyself with the right knowledge, spirit, enthusiasm and attentiveness to play quiz, where you lock horns with other warriors from different colleges to emerge victorious. Information is power and power alone will determine who stand and who falls.

**Case Presentations:** The case study method of teaching is based on the fact that learning can best occur when the participant is involved in solving a problem which reflects a real life situation. It takes into account the fact that the basic role of a manager / administrator is to make and implement decisions. These decisions need to be based on such information as is available to him. Not always, however, he has access to unlimited information, and, therefore, the effectiveness of his decision rests on his analytical skills and on how best he can make use of the available information.

**Management Games:** In this competitive age, only the fittest can survive. Take challenges in various areas of management in the form of Management Games: Sales Gorilla, Board Room Battle, Role Play and emerge out as victorious.

**Business Plan:** If you think your plan to be like a metal, then prove it because every metal has to prove its mettle.

**Ad Mad Show:** Sell it if you can. Many a small thing has been made large by the right kind of advertising. It is your chance today to sell your product, if you can, by aggressive AD CAMPAIGN and throw your competitors at bay: Can you?

**Debate:** Speakers in the Firing line, jousting, thrusting and parrying - all for the Noble cause of defending a Topic. If you think that you have the ability to play with words and have the ability to speak on anything that is given to you, then this could be your chance to stardom in the language, that's it.

**Just a Minute:** If you are a crazy adventurous in TIME, show your presence of mind, think fast and speak quickly, do everything in JUST A MINUTE and stand winner.

**Synthesis:** It is a great to do a good work, but it is greater to present the same convincingly. You need to present your Project Report in the best possible way; you can WIN by edging over your friends.

**Product Logo Design:** The participant is provided with the product categories. The participants are supposed to design the logo for the product to develop the brand name. The one who will design and present the logo in best manner will win.

**LAN Gaming:** If you are crazy about the race, passionate about the speed, come, play and WIN.

**Rangoli Competition:** Rangoli is the traditional art of decorating courtyard and walls of Indian houses and places of worship. Vibrant colours depict the cultural richness which can be portrayed in various forms. Rangoli represent amalgamation of various colour to depict a theme. Rice, flour, Petals of various flowers such as oleanders, cosmos, roses and green leaves provide the artists the ability to work out various colour and patterns.

## PROGRAMME SCHEDULE

Date & Day	31 <sup>st</sup> March, 2015, Friday	
9:00 AM-9:30 AM	Registration	
9:30 AM-10:00 AM	Inauguration ceremony of the event	PG Auditorium
<b>Event Schedule</b>		
10:00 AM-12:00 Noon	Case Presentations	PG Seminar Hall
10:00 AM-12:00 Noon	Rangoli	Canteen Area, Ground Floor
10:00 AM-12:00 Noon	Ad Mad Show	PG Auditorium
10:00 AM- 2:30 PM	LAN Gaming <ul style="list-style-type: none"> <li>• Counter strike</li> <li>• Need For Speed (NFS)</li> </ul>	MCA Lab-III Floor, PG Building
11:30 AM-12:30 PM	Product Logo Design	Room No. 408
12:00 Noon-2:00 PM	Synthesis	PG Seminar Hall
12:00 Noon- 2:00 PM	Quiz	PG Auditorium
12:00 Noon-3:30 PM	Management Games	Sales Gorilla-Room No. 411 Board Room Battle-Room No. 412 Role Play-Room No. 413
12:30 PM-2:30 PM	Debate	Room No. 409
2:00 PM-3:00 PM	Just A Minute	PG Auditorium
2:00 PM-3:30 PM	Business Plan	PG Seminar Hall
3:30 PM - 5:00 PM	Result Declaration & Prize Distribution	PG Auditorium

On 31st March, 2015, Tecnia Institute of Advanced Studies organized its Management Fest - Endeavour with full zeal and zest in the college premises.

**Inaugural session** started with lightening of Lamp and Saraswati Vandana followed by the opening remarks of Ms. Komal Gangi, Convener of Endeavour 2015 – Management Fest. She discussed about Endeavour and the relevance of this management fest and wished the success of Endeavour-2015 as well. She encouraged students to actively participate part in these kinds of events as it inculcates self-discipline and healthy competitive spirit among participants which would be beneficial to them in their future. Further, she gave an overview of various events.

Dr. Ajay Kumar, Director, TIAS, in his welcome address, discussed the importance of such events in all round grooming of students and also congratulated the organizers of the event and wished them luck for the same. Chief Convener, TIAS, Professor Rajesh Bajaj encouraged the students for maximum participation. Academic Controller, Mr. M.N. Jha threw light on the significance of such events in one's professional life and motivated the students to actively participate in various events.

Various events were successfully conducted and managed by the highly motivated team of the students under the inspiring mentorship of faculty members.

Students from various colleges participated with full zeal and enthusiasm.



*Registration Desk*



*Rangoli*



*Inaugural Session- Ms. Komal Gangi, Convener, Endeavour-2015, Dr. Ajay Kumar, Director, TIAS, Prof. Rajesh Bajaj, Chief Convener, TIAS and Mr. M.N. Jha, Academic Controller, TIAS (From Left to Right)*



*Lightening of Lamp*



*Dr. Ajay Kumar, Director TIAS and Mr M.N. Jha being greeted by Dr Sandeep Kumar*

## Synthesis

<b>Name of event</b>	<b>: Synthesis</b>
<b>Time &amp; Venue</b>	<b>: 12:00 Noon, PG Seminar Hall, TIAS</b>
<b>Day and Date</b>	<b>: Tuesday, 31st March, 2015</b>
<b>Event coordinator</b>	<b>: Dr. Mani Manjari, Faculty, TIAS</b>

### Objectives

- To develop the research acumen in the students.
- To develop the observational and analytical skills in the students.
- To learn the research process required to arrive at a decision by the managers.
- To understand the theoretical implications in the practical world.

### Report

Synthesis means putting ideas from many sources together in one essay or presentation. To write & present a research paper requires critical knowledge & presentation skills. In Synthesis, participants got an opportunity to present the research project in front of the panel. It is a great to do a good work, but it is greater to present the same convincingly. The event was organized on 31<sup>st</sup> March 2015 in the Room No. 309, PG Building, TIAS from 12:00 noon. Various participants from different streams presented their project reports. The event was inaugurated with the welcoming of Judge Dr. Namita Mishra Faculty, TIAS. Participants were provided with the time period of 10 minutes i.e.8 minutes for presentation & 2 minutes for Q/A.

Participants were judged on the basis of content design, innovation & presentation skills. Mr.Mayur Malhotra, MBA, TIAS won the 1st Prize whereas Mr.Yattin Khanna from BBA and Ms Divya Kawatra from MBA , TIAS both won the 2nd Prize, Mr. Honey P. Vijay Kumar from MBA secured the 3<sup>rd</sup> Position. The event was organized under the mentorship of Dr. Mani Manjari Faculty, TIAS.



*Student participants from different programmes with their respective faculties*

## Rangoli

**Name of event** : Rangoli  
**Time & Venue** : 10:00 A.M., Canteen Area, Ground Floor, PG Building, TIAS  
**Day and Date** : Tuesday, 31st March, 2015  
**Event coordinator** : Ms. Geetika, Faculty, TIAS

### Report

The Rangoli competition was organized on Tuesday, 31<sup>st</sup> March, 2015. Rangoli, is a folk art from India in which patterns are created on the floor in living rooms or courtyards using materials such as coloured rice, dry flour, coloured sand or flower petals. Rangoli is a very popular form of art in India. The main objective of Rangoli is to represent amalgamation of various colour to depict a theme and also to provide a platform to inculcate team spirit.

Rangoli competition is all about showing your creativity through your art skills. It was held in cafeteria area of the college campus. Theme of Rangoli competition was "GREEN DELHI". There was a great participation of BBA and MBA students and also from other colleges of GGSIP University. The event was well managed under the guidance of Ms. Geetika, Faculty TIAS with student coordinators Sukriti Agrawal and Ekta Verma. The event was judged by Dr. Mani Manjari and Ms. Honey Shah.

The 1<sup>st</sup> Position was secured by Prabha, Rashi, Rupinder and Ishika from MBA, TIAS. The 2<sup>nd</sup> position was secured by Savita, Pooja and Aastha from BBA, TIAS and 3<sup>rd</sup> position was secured by Sonaleeka Sharma, Saakshi Valecha and Pallavi Bansal. It was a great event, and students participated with enthusiasm and it was a tough competition.



*Participants showing their art skills on the theme "Green Delhi"*



*Judges, Faculty Mentors and Student Coordinators in Rangoli*

## Ad Mad Show

<b>Name of event</b>	<b>: Ad Mad Show</b>
<b>Time &amp; Venue</b>	<b>: 10:00 AM, PG Auditorium, TIAS</b>
<b>Day and Date</b>	<b>: Tuesday, 31st March, 2015</b>
<b>Event coordinator</b>	<b>: Ms Bhavna Madan, Faculty, TIAS Ms Nivedita Sharma, Faculty, TIAS</b>

### Objectives

- To assess the coordination, presence of mind and creativity of students
- To enhance innovative skills, presentation skills, communication skills, intelligence level, spontaneous level and team work qualities of students.

### Report

AD MAD show was an "advertisement making competition" for students to showcase their creativity in marketing products and services. Its objective was to acquaint the students about promotional strategies in marketing through advertisement. The event was organized on 31<sup>st</sup> March 2015 in the PG Auditorium, TIAS at 10:00 AM. Various participants from different streams showcased their talent. The event was inaugurated with the welcoming of Judge Dr. Namita Mishra Faculty, TIAS.

The event was divided into two rounds where in the first round (screening round) participants presented an advertisement for a product/service of their choice and the time allowed to present the prepared ad(enact) was three minutes. The selected five teams competed in the final round where topics were given on the spot and preparation time was two minutes and enacting time given to participants was three minutes.

The team comprised of maximum 5 members. The team was judged on the basis of content, creativity, presentation and teamwork.

Ms Radhika Kampal, Mr. Saket Rateria, Mridul and Hrash (BJMC, TIAS) won the 1st Prize whereas Ms. Pallavi and Vipin won the 2nd Prize. The third position was grabbed by Aakriti, Ayushi, Anupriya and Sakshi.



*Students' Participation in Ad Campaign*



*Students' Participation in Ad Campaign*



## Business Plan

<b>Name of event</b>	<b>: Business Plan</b>
<b>Time &amp; Venue</b>	<b>: 2:00 PM, PG Seminar Hall, TIAS</b>
<b>Day and Date</b>	<b>: Tuesday, 31st March, 2015</b>
<b>Event coordinator</b>	<b>: Dr M.K. Jha, Faculty, TIAS</b>

### Objectives

- To enable students to sharpen their managerial knowledge to make a business plan.
- To give students a platform to prove themselves as how determined they are for the success of their business plan.
- To identify the analytical skills among the students to calculate the profits of their Business Plan
- To enhance their communication skills, shape attitudes and behavior and ultimately prepare them for corporate roles.

### Report

Tecnia Institute of Advanced Studies organized “Business Plan” on 31<sup>st</sup> March 2015 at PG Seminar Hall, TIAS. The event started at 2:00 PM. Students from Maharaja Agrasen Institute of Technology, Rukmani Devi Institute of Advanced Studies, Tecnia Institute of Advanced Studies Gitarattan International Business School and Delhi Institute of Advanced Studies presented their business plans.

The winners of the Business Plan were Mr.Wasim and Mr.Anshul from Jamia Millia Islamia University. The second position was grabbed by Ankita Arora and Honey P. Vijay Kumar (MBA, TIAS) and Jatin from Delhi Institute of Advanced Studies and the third position was secured by Shivani and Lakshay from Delhi Institute of Advanced Studies.

Students were judged by Dr.Namita Mishra, Faculty TIAS and Dr.M.K.Jha, Faculty TIAS on various parameters viz. Realistic Approach, Contents and Presentation Skills. Faculty Coordinator for the event was Dr.M.K. Jha. Students had a great experience while presenting their Business Plan; they had a great opportunity to learn to improve good communication skills, leadership and administrative qualities and innovative ideas to execute a business plan.



*Students' Participation and Judge in Business Plan*

## Case Presentations

<b>Name of event</b>	<b>: Case Presentations</b>
<b>Time &amp; Venue</b>	<b>: 10:00 AM, PG Seminar Hall, TIAS</b>
<b>Day and Date</b>	<b>: Tuesday, 31st March, 2015</b>
<b>Event coordinator</b>	<b>: Dr Namita Mishra, Faculty, TIAS</b>

### Objectives

- To enhance the analytical skills.
- To increase problem solving ability through research.
- To learn the rational decision making skills.
- To learn to utilize the available information and resources in the optimum manner.

### Report

A case study is an inquiry into an event either by an individual or an organization. It is produced through systematic research, analysis and reporting. Case studies cite professional or scientific sources and they are often used in developing new procedures in marketing, medicine technology and in the other field where practical knowledge is used for handling the different situations. They are designed to ask the questions "how" and "why" of an event, procedure or phenomena. Case studies can take place over a few weeks to a few years. Case studies are used as a learning tool for the management professionals as well as practicing managers and to get knowledge from different cases.

“Case Presentation” event was organized by Tecnia Institute of Advanced Studies on 31<sup>st</sup> March, 2015 in Room No 308, PG Building, TIAS. In case presentation, a case study was uploaded on <http://tecnia.in/Endeavour2015/download.php> for the participants on “The Shiv Khera Institute of leadership and management prior to the event.

The students were asked for case solution based on various problems put by Judges during the event. The participants were required to present the case through power point presentation which was judged by Ms. Kanika Gupta and Dr. Rajesh Bajaj, Faculty, TIAS on various parameters like Conceptualization, Solution to Problem and Presentation Skills. Ms. Bhanupriya, Ms Renu, Mr Shubham Arora and Dheeraj Sharma (MBA, TIAS) got first position and Mr. Mayank Malhotra and Mr. Nitish Yadav, TIAS secured the second position. The third position was grabbed by Akansha Singh and Bhavna Gangwani, MBA, TIAS. The event was coordinated under the mentorship of Dr.Namita Mishra.



*Student Participants in Case Presentation*



*Judges, Case Presentation*

## Just A Minute

<b>Name of event</b>	<b>: Just A Minute</b>
<b>Time &amp; Venue</b>	<b>: 2:00 PM, PG Auditorium, TIAS</b>
<b>Day and Date</b>	<b>: Tuesday, 31st March, 2015</b>
<b>Event coordinator</b>	<b>: Ms. Honey Shah, Faculty, TIAS Mr. Rahul Mittal, Faculty, TIAS</b>

### Objectives

- To enhance the communication and presentation skills of Students.
- To sharpen the presence of mind.
- To think quickly and speak conclusive and precisely.

### Report

Just A minute program was held in PG Auditorium, TIAS. The show was judged on the basis of Fun/boredom, skills, abbreviations used and time limit. The participants got 1 minute to present and 15 seconds to think. Mr. Bipin Dubey of Khalsa College was adjudged the winner. Total of 11 students participated in this event from Tecnia Institute of Advanced Studies, Khalsa College, Delhi University, Gitarattan International Business School, Rukmani Devi Institute of Advanced Studies, Maharaja Agrasen Institute of Management Studies and other colleges.

In this event, each participant was given on the spot topic which was selected randomly by the coordinators of the event Ms. Honey Shah, Faculty, TIAS and Mr. Rahul Mittal, Faculty TIAS. Participants were required to speak for one minute on the given topic and 15 seconds to think. Neha Garg, Saket Rateria and Shubhra Aggarwal were the student coordinators of the event.

Dr. Vaibhav Bansal and Mr. Rahul Mittal judged the event on the basis of content, creativity and presentation skills. Mr. Vipin Dubey of Khalsa College was adjudged the winner and Ayushman Singhal of BJMC IV, TIAS and Honey P Vijay Kumar (MBA) grabbed 2<sup>nd</sup> and 3<sup>rd</sup> position respectively.



*Student Participation in Just A Minute*

## LAN Gaming

<b>Name of event</b>	<b>: LAN Gaming</b>
<b>Time &amp; Venue</b>	<b>: 10:00 AM, MCA Lab-III Floor, PG Building, TIAS</b>
<b>Day and Date</b>	<b>: Tuesday, 31st March, 2015</b>
<b>Event coordinator</b>	<b>: Ms. Arti Bajaj, Faculty, TIAS Ms.Rashmi Ishrawat, Faculty, TIAS Dr. Vishal Khatri, Faculty, TIAS</b>

### Objectives

- To test the concentration level
- To test the group functioning
- To test the leadership quality
- To sharpen the technical skills

### Report

LAN Gaming is fight to win, fight to survive and come out with the victory. Spontaneity, intellect, exuberance and passion are the keys to win. Students from different Institutions participated for the LAN Gaming event-Need for Speed and Counter Strike which was organized by Tecnia Institute of Advanced Studies on 31stMarch, 2015 at MCA Lab, TIAS. It is a temporary gathering of people with computers or compatible game consoles, between which they establish a local area network, primarily for the purpose of playing multi player video games. Total 30 students participated in CS/NFS as group/individual. Total 5 and 3 rounds were conducted in CS and NFS respectively. Ms. Viji (TIAS) and team stood first in CS whereas Mr.Piyush Gogia (TIAS) and Mr.Piyush Sharma (TIAS) stood first and second winners respectively in NFS. Ms. Arti Bajaj, Dr.Vishal Khatri and Ms. Rashmi Ishrawat were the Faculty Coordinators for the event.



*Students' Participation in LAN Gaming*

## Quiz

<b>Name of event</b>	<b>: Quiz</b>
<b>Time &amp; Venue</b>	<b>: 12:00 Noon, PG Auditorium, TIAS</b>
<b>Day and Date</b>	<b>: Tuesday, 31st March, 2015</b>
<b>Event coordinator</b>	<b>: Dr. Trishu Sharma, Faculty, TIAS</b>

### Objectives

- To test the level of general awareness in the field of sports, management, IT, Media, business and journalism, and current affairs.
- To enhance the group dynamics
- To check the mental toughness for such level of event.
- To test the spontaneity, conciseness and accuracy of the participant.

### Report

The word 'Quiz' originated from the English dialect verb "quisset" meaning to question according to the American Heritage Dictionary. In present time, it is used as a means to gauge the presence of mind and high order thinking skill, in short the general intelligence of the participants. QUIZ was all about taking up the opportunities to simulate the grey cells of participants and to take the active participation in answering the questions quickly and screwing up the brains of the participants.

Tecnia Institute of Advanced Studies organized Quiz on 31<sup>st</sup> March, 2015 in PG Auditorium, TIAS. This event was conducted for attentiveness of answering and having to judge their knowledge .There was a great participation from BBA, BJMC, MBA& MCA department from TIAS and other colleges.

Quiz comprised of 3 rounds and each round was elimination round- in first round, 18 Teams of 2 students each participated out of which 8 teams were able to clear the round 1.Round one was based on questions related to General Knowledge and Business Knowledge.

In round 2, there was 3 sub-rounds viz logo identification, full forms identification and business quiz. From round 2, only 4 teams reached to the final round ie round 3. In Round 3, there was 4 sub rounds viz Punch Lines identification, Awareness about Science and Technology, Identification of Eminent Personalities and Identification of Chairman/MD/CEO.

The whole event was coordinated by Kunwar Arjun, Surya Chaudhary & Princy Balyan under the guidance and support of Dr. Trishu Sharma. There was active participation from Tecnia Institute of Advanced Studies, Gitarattan International Business School, Rukmani Devi Institute of Advanced Studies ,Bhartiya Vidya Bhawan and Khalsa college, Delhi University.

Mr. Rishabh and Mr.Bhupinder from Rukmani Devi Institute of Advanced Studies were declared winners and second and third position was grabbed by Mohit Khatri, TIAS and Prabhav Gupta, TIAS and Himanshu and Ayushman from Rukmani Devi Institute of Advanced Studies respectively.



*Students' Participation in Quiz*

## Product Logo Design

<b>Name of event</b>	<b>: Product Logo Design</b>
<b>Time &amp; Venue</b>	<b>: 11:30 A.M., Room No. 408, PG Building, TIAS</b>
<b>Day and Date</b>	<b>: Tuesday, 31st March, 2015</b>
<b>Event coordinator</b>	<b>: Ms. Deepshikha Sharma, Faculty, TIAS</b>

### Objectives

- To learn to utilize the available information and resources in the optimum manner.
- To sharpen the technical skills
- To check the mental toughness for such level of event.
- To test the spontaneity, conciseness and accuracy of the participant.

### Report

Tecnia Institute Of Advanced Studies organised Product Logo Designing on 31<sup>st</sup> March, 2015. The participants were provided with the product categories and were supposed to design the logo for the product to develop the brand name.

This event was conducted to enhance the creative ideas, designing skills and knowledge of participants. There was a great participation from BBA, BJMC, MBA & MCA Department. The event was judged by Dr. Sandeep Kumar and Mr. Anil Rajoria.

The students participated in an enthusiastic manner and designed astonishing logos on the given products.. The whole event was coordinated by student coordinators Palak Goel, Sonal Mittal under the guidance and support of Ms. Deepshikha Sharma, Faculty TIAS. The 1<sup>st</sup> position was grabbed by Vikas Rawat (MBA, TIAS). The 2<sup>nd</sup> Position was secured by Manu Nagpal (BBA) and 3<sup>rd</sup> position by Vineet Kaushik (MBA, TIAS).



*Students' participation in Product Logo Design*



*Students' participation in Product Logo Design*

## Debate

**Name of event** : Debate  
**Time & Venue** : 12:30 P.M, Room No. 409, PG Building, TIAS  
**Day and Date** : Tuesday, 31st March, 2015  
**Event coordinator** : Dr. Vaibhav Bansal, Faculty, TIAS  
Mr. B.K. Mishra, Faculty, TIAS

### Objectives

- To enable the students to be focused and updated.
- To present their view points as per their understanding, knowledge and skills.
- To learn about the communication and presentation skills.
- To develop the ability to defend their topics.

### Report

The Debate competition was organized in Tecnia Institute of Advanced Studies on 31<sup>st</sup> March, 2015. Various events were organized in order to enhance the managerial & interpersonal skills of the students. There was active participation from various colleges like:

1. Khalsa College, Delhi University, Delhi
2. Rukmani Devi Institute of Advanced Studies, GGSIPU, Delhi
3. Jamia Millia Islamia University, Delhi
4. Bhartiya Vidyapeeth, Delhi

Students from Tecnia Institute of Advanced Studies also participated enthusiastically in large numbers. They gave tough competition to each other. The topics of debate were:

- Women Empowerment
- Inside Politics Regarding AAP
- Swatchh Bharat Abhiyan: A Boon or degradation of Manpower

The topics were chosen keeping in mind the current political scenario and awareness in the country. The event was presided by Ms, Sukhmani Mann & Ms. Shefali Verma (students of MBA) and coordinated by Dr. Vaibhav Bansal (HOD, MCA) and Mr. B.K. Mishra, Faculty, TIAS.

The event was judged by the most dynamic and potential judges from various departments of the institute. The judges of the event were Ms Priyanka Setia, Head, Placement Cell, TIAS, Mr. Rahul Mittal, Faculty, TIAS, Mr. Anjani Kumar Jha, Faculty, TIAS and Mr. Rajesh Agrawal, Faculty, TIAS. The judgement was made on the basis of speech clarity, use of arguments, examples and facts, use of rebuttal and presentation style of the participants. Out of all the participants, three teams stood out to secure the winning positions.

- The 1<sup>st</sup> position was secured by Pallavi and Bipin Dubey from Khalsa College, Delhi University scoring 114 out of 120.
- The 2<sup>nd</sup> position was secured by Nitish Yadav and Honey P. Vijay Kumar from MBA Deptt, TIAS scoring 113 out of 120.
- The 3<sup>rd</sup> position was secured by Ayushmaan and Neha from BJMC Deptt., TIAS scoring 102 out of 120.
- The event was a success. The winners were awarded momentos and certificates by Dr. Ajay Kumar, Director, TIAS.



*Students' Participation (For and Against The Motion) in Debate*

## Management Games

**Name of event** : Management Games-Sales Gorilla, Board Room Battle, Role Play  
**Time & Venue** : 12:00 Noon, Room No. 411,412,413, PG Building, TIAS  
**Day and Date** : Tuesday, 31st March, 2015  
**Event coordinator** : Mr. Sachin Sabharwal, Faculty, TIAS  
Ms. Priyanka Sarkar, Faculty, TIAS

### Objectives

- To learn the concept of selling.
- To understand the customer's perception about the product.
- To develop the conceptual skills while dealing with the strategic decision making.
- To help the students to learn about various management concepts through enactment

### Report

One of the events of the Endeavour Management Fest 2015 was management games. In this competitive age, only the fittest can survive. The basic objective of this event was to make students learn how to react in the field of management depending on different situation that may arise. Students have taken challenges in various areas of management in the form of management games such as

- 1) Sales gorilla
- 2) Board of battle
- 3) Role play

The event was organized under the guidance of faculty co coordinator Mr. Sachin Sabhrawal and Ms. Priyanka Sarkar. The student coordinators were Leena Seth, Monika Batra and Priya Mittal. The venue for the events was Room No. 410, 411 and 412 respectively.

First in the row, was **Board Room Battle**. The aim of this game was to make students learn how to react and represent their views when they will be seating with board of directors in the corporate. In this game, a topic was given to students on the spot and they have to assume themselves as board of director and had to represent themselves with his team. Each team comprising of maximum five members were required to conduct a board meeting for discussing the problem and to come out with a conclusion within a time span of 10 minutes. This event was judged by Mr.M.N. Jha and Ms Nivedita Sharma, Faculty, TIAS.

The winners of this game were

1. Radhika and Team, BJMC , TIAS - I<sup>st</sup> Position
2. Honey P. Vijay Kumar and Team, MBA, TIAS - II<sup>nd</sup> Position
3. Divya Kwatra and Team, MBA, TIAS -III<sup>rd</sup> Position

Next in the row was **SALES GORILLA**. This event was conducted so that convincing, pursuing and negotiating skills which are very important in the field of marketing can be inculcated in students. In this game, a product was given to teams on the spot with a preparation time of 2 minutes so that they can sell that product to judges. This event was judged by Dr. Namita Mishra and Mr. B.K. Mishra, Faculty, TIAS. The winners were:

1. Tanya & Rakhi, BJMC, TIAS – 1<sup>st</sup> Position
2. Priyanka & Sonali, BJMC, TIAS – II<sup>nd</sup> Position
3. Rashi & Ishika Arora, MBA, TIAS – III<sup>rd</sup> Position



The last in the row was **ROLE PLAY**. In this, a situation related to corporate scenario was provided to students on the spot and they were given 2 minutes to prepare and 5 minutes to enact. The basic motive was to get insights into management. This event was judged by Dr. A.K. Jha and Dr. Rajesh Aggrawal, Faculty, TIAS. The winners were:

1. Nakul and Radhika, BJMC, TIAS
2. Ravikant and KApil, MBA, Gitarattan International Business School.
3. Saket and Mridul ,BJMC, TIAS

The participants were evaluated on Content, Presentation Skills and Confidence Level and Convincing skills.



*Participants and Judges in Board Room Battle*



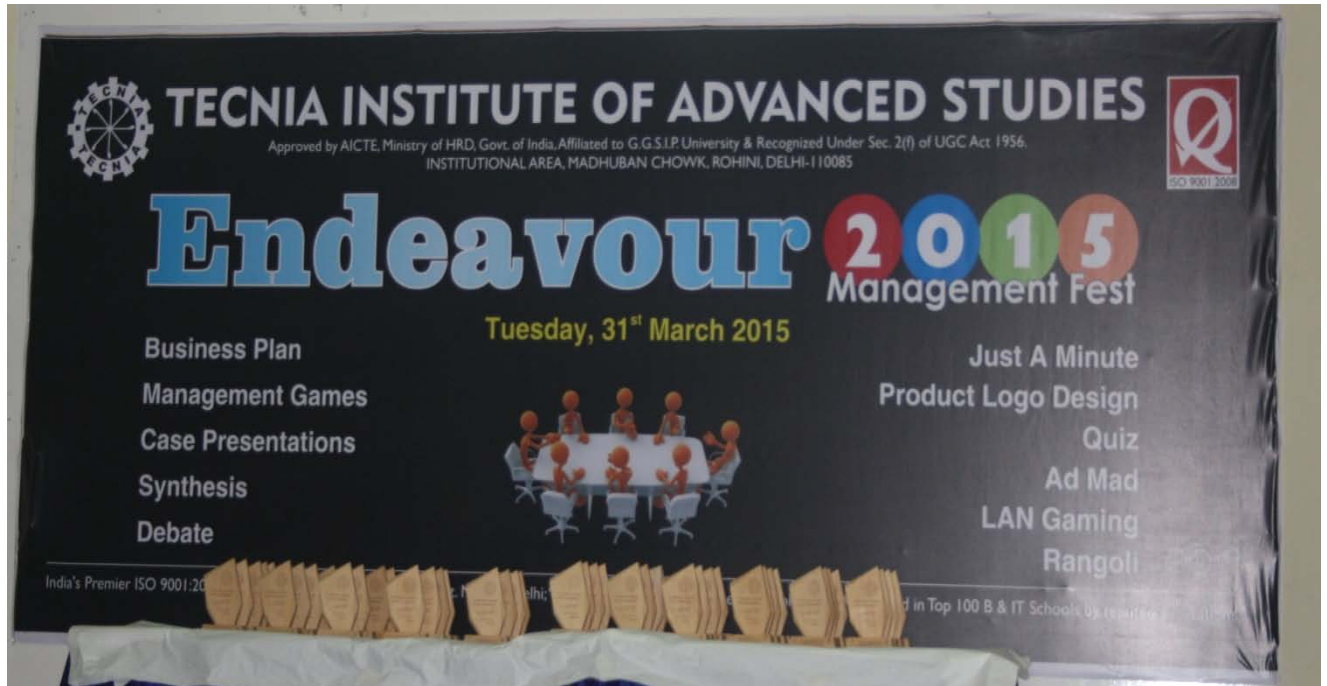
*Participants in Sales Gorilla*

*Participants in Role Play*

## Result Declaration & Certificates Distribution

All the winners were awarded with mementos and certificates by Dr. Ajay Kumar, Director, TIAS, Prof. Rajesh Bajaj, Chief Convener, TIAS, Mr. M.N. Jha, Academic Controller, TIAS, Ms. Komal Gangi, Convener, Endeavour 2015 and Faculty Members of TIAS.

The entire event was successful with the coordination and efforts of all the faculty members and students of Tecnia Institute of Advanced Studies. The enthusiasm and the good spirit could be felt amongst the students at the certificate distribution ceremony. The students were motivated and happy to participate and win. Positive attitude could be felt within the students who could not win the prize but could make for participation.



*Prize Distribution Ceremony*





*Prize Distribution Ceremony*



*Concluding Ceremony*



*Concluding Ceremony*

## Learning Outcome

Under Endeavour – 2015, The Management Fest, Tecnia Institute of Advanced Studies organized fourteen different events by involving students right from the point of planning to the point of controlling various activities. Students, even who were hesitant before involving themselves in the process of various activities, found themselves a confident lot later. All the fourteen events and various allied activities provided a great opportunities to the students to take initiative, make out the plan, implement them effectively, exercise control over the entire process, learn about time management, experience inter-personal behaviour.

It provided the practical exposure of organizing events to the students. It provided an interactive platform to the students of various colleges. This event gave a platform to the students to showcase their talents so as to give them an identity amongst their peer group.

Students, both as participants or coordinators, have extracted their inner capability out and performed well. Endeavour has been proved as the best platform to think & act out of the box and shine-up their hidden skill & acumen.

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