



TECNIA
INSTITUTE OF ADVANCED STUDIES
GRADE "A" INSTITUTE
DELHI INDIA

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DEPARTMENT OF MANAGEMENT SCIENCES
PRESENTS MANAGEMENT ACADEMIC FEST

15TH
ENDEAVOUR
2023

DAY | DATE | MONTH | TIME
FRIDAY | 09 | 06 | 10:00 A.M.

1 Battle of Barons (Management Games)
2 Ballyhoo (Ad Med Show)
3 Synthesis (Summer Training Report)
4 Royal Battle (Quiz)
5 Dialectic (Debate)
6 Just a Minute (Eternopore)
7 Trademark (Product Logo Design)
8 Con-Cogent (Case Presentation)
9 Cerebration (Business Plan)
10 Counterstrike (LAN Gaming)

Venue
MPH, PG Building

Students Coordinator:
Laksh Kaushik: 9650404193
Priyanka Singh: 8102621563
Priyank Jain: 9870595079
Suraj: 9650526240

Convener: Dr. Monisha
Co-Convener: Dr. Sheenu Arora




TECNIA INSTITUTE OF ADVANCED STUDIES
GRADE "A" INSTITUTE

Approved by AICTE, Ministry of HRD, Govt. of India, Affiliated to GGSIP University
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15th

ENDEAVOUR 2023

Management Academic Fest

9th June 2023

Organized by
Department of Management Sciences

REPORT

Event	: ENDEAVOUR – 2023 - Management Academic Fest
Date	: 9th June, 2023
Convener	: Dr. Monisha
Co-Convener	: Dr. Sheenu Arora
Participants	: Inter College Students (GGSIPU)
Venue	: MPH, PG Building

Genesis:

“Everyone is unique like their finger prints so, don’t try to fit in when you were born to stand out.” Endeavour is a creative initiative by the Tecnia Institute of Advanced Studies to provide the platform where students from management streams can showcase their knowledge, skills and abilities in various domains specialization. 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 Institute of Advanced Studies announces “Endeavour–Management Fest” in institute premises. It will be an assortment of comprehensive managerial activities to spread the student’s interests, competencies on vivid skills. Endeavour 2021 is all set to be bigger and better, with new innovations and events guaranteed to pull in the crowds.

Objectives:

- 1.** To improve or expand one’s knowledge on specialization, either general or in specific area and enable students to think from different angles or simply ‘to think out of the box’.
- 2.** To develop students with real expertise and understanding as well as judgment to excel in management.
- 3.** To enhance the eye for details, to improve analyzing skills, to enable quick decision making, to make students cooperative and team players, and to give them long lasting impressions of the subjects, which they have learnt inside classrooms.

4. To provide students a forum outside the classroom where they can build up the ability enhancement, Skills enhancement, Discipline Specific and Project skills in “pitching” their business ideas to agent interest and entrepreneurs and to receive constructive feedback.
5. To acquaint the students about promotional strategies in marketing through advertisements and to showcase their creativity in Marketing the products and services of specialized field.
6. To develop Spontaneity i.e. thinks on the spot and expresses your thoughts and strengthening student’s ability in speaking skills as well as their interactive skills.
7. To get the overview of the students what they learnt from real world environment, PEST environment and SWOT analysis.
8. To create a modern logo that would give a high-end feel, with a clever look and elegance all at the same time.

Inaugural Ceremony:

On Friday, 9th June, 2023, 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 welcome address by Dr. Ajay Kumar, Director, TIAS. He 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. Dr. Gurujit Singh, Associate Professor, GGSIPU, Dwarka encouraged the students for maximum participation and told the importance of cyber security. Guest of Honour Mr. Paritosh Anand (Founder) and Ms. Chitranshi Baranwal (Co-Founder) of Vatsalya Wellness threw light on the topic Idea to Execution and Challenges of Start-Ups. They also emphasized on the significance of such events in one’s professional life and motivated the students to actively participate in various events.



Inaugural Session: Dr. Archana Dixit, HoD, BBA, Dr. Monisha Convener, Endeavour-2023, Dr. Ajay Kumar Director, TIAS, Chief Guest Dr. Gurujit Singh, Associate Professor, GGSIPU, Dwarka (From Left to Right)



Lamp Lighting by Dr. Gurujit Singh, Associate Professor, GGSIPU, Dwarka and Dr. Ajay Kumar, Director, TIAS



Dr. Gurujit Singh, Associate Professor, GGSIPU, Dwarka and Dr. Ajay Kumar Director, TIAS with Faculty members of Department of Management Studies

The event proceeds with the learned insights of Chief Guest Dr. Gurujit Singh, Associate Professor, GGSIPU, Dwarka he stimulated all the participants and coordinators by his imaginative words. He gave the discernment about the outer world, the knowledge about future perspective and scope of Entrepreneurship in coming years in all possible fields.



**Felicitation of Dr. Gurujit Singh,
Associate Professor, GGSIPU, Dwarka
by Dr. Ajay Kumar, Director, TIAS**



**Address by Dr. Gurujit Singh,
Associate Professor, GGSIPU, Dwarka**

Various events were successfully conducted and managed by the highly motivated team of students under the inspiring mentorship of faculty members. Students from various colleges participated with full zeal and enthusiasm.

At the end of Inaugural ceremony, Dr. Nivedita, Head Training and Placement Cell came forward to extend a vote of thanks to the officials, the Chief Guest and all the participants.



Dr. Nivedita, Head Training and Placement Cell, TIAS extending Vote of Thanks



Students Attending Session

With the end of inauguration of Endeavour 2023, the ten extraordinary events started with the help and exceptional coordination of all the faculty member and appointed student coordinator with the support of internet portal at around 11AM.

Events Conducted:

1. Royal Battle (Quiz) - Race through a barrage of questions and emerge victorious. The quizmaster gets the questions rolling, and the scores zipping! It was a platform not only for a challenge, but also for exchange of knowledge. Royale Battle-Quiz engaged not only participants but also the audience in sharing and learning information as participants raced against time to keep their scores up.



2. Dialectic (Debate) - Arm yourself with word bazookas and bullets and Let the arguments begin! Dialectic- Debate was the quintessential debate to hone your debating skills against the best. Team up with a feisty interjector and win it all! The Dialectic gave the best platform to discuss, talk over, exchange views, argue, contest controvert for the avid Debaters to showcase their convincing pursuable skills and to raise the bar of thinking, discussion and discourse.



3. Just A Minute (Extempore) - Spur of the moment 'Just-A-Minute' extempore was a minute of perfection, worth the effort. The candidate spoke on the spot without premeditation or preparation on a given topic. The aim of the competition was to enhance communication skills, clarity of thought and ability to express one's own view point spontaneously.



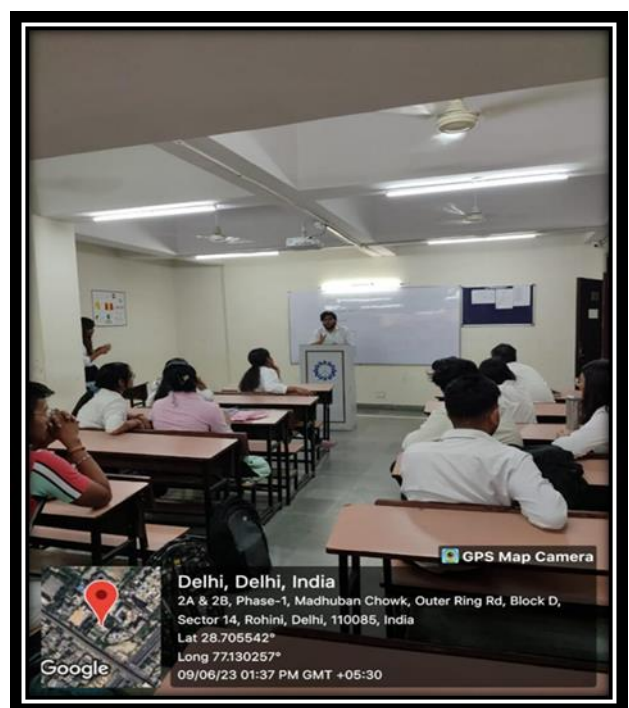
4. Ballyhoo (Ad Mad Show) - Ballyhoo- Ad Mad Show was an 'Advertisement Competition' to acquaint the students about promotional strategies. It comprised of conceptual Ad presentation by the students. Students acted out on various advertisements, central core idea, script, relevant story line for different sectors.



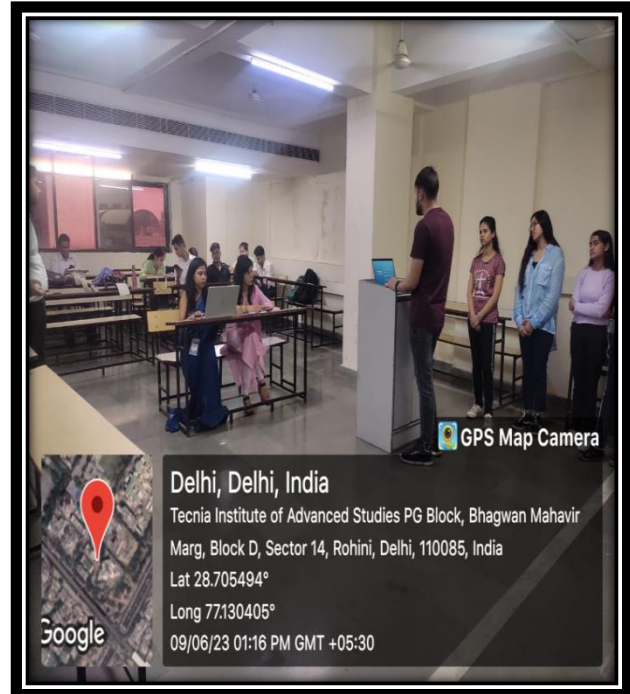
5. Cerebration (Business Plan) - Cerebration- Business Plan was a competition conceptualized with a vision of providing budding entrepreneurs a platform to showcase their business ideas. Put your innovation caps on and transform your ideas into reality.



6. Battle of Barons (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, and Role Play and emerge out as victorious.



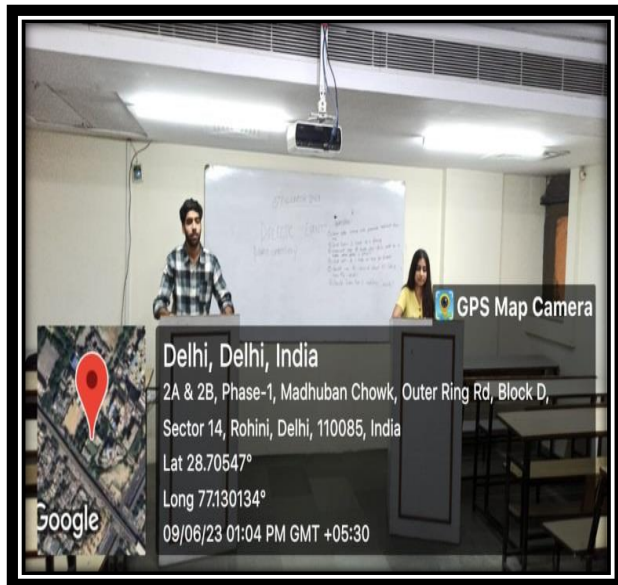
7. Con-Cogent (Case Presentation) - Con-cogent was a case study challenge that analyzes the participants ability to deal with various organizational challenges and personalities, based on the case-let given to them to test their analytical skills and domain expertise it's an opportunity to test your business acumen and choose the right strategy to solve a real business case.



8. Synthesis (Summer Training Tutelage)-Syntheses- Tutelage is based on the summer training project, where one has to give presentations on STR, Project Report etc. It is a platform for students to enhance their knowledge and skills by presenting their ideas and research in a professional manner.



9. Counterstrike (LAN Gaming) – It is a fight to win, fight to survive and come out victorious. Spontaneity, Intellect, Exuberance and Passion are the key to succeed. Act now; Act Fast. It is for all those gamers out there looking for an opportunity to showcase their unusual talent. Here defeat is orphan and the winner is king.



10. Trade Mark (Product Logo Design) - Even the best goods need help to stand out from the crowd of competitors, and a well-designed logo can make it happen. Consider what differentiates your brand from others in your industry, and use those USP's as part of your logo design. Trademark participants are given different product categories and they need to design the logo for that product.



Results of the Events are:

Event Name	1 st Position	2 nd Position	3 rd Position
Royal Battle (Quiz)	Nilesh Kumar Rahul Pahuja (TIAS)	Fagun Chauhan Sidra Tabassum (TIAS)	Mayur Gupta Lakshay Bhardwaj (TIAS)
Battle of Barons (Management Games): Sales Gorilla	Muskan Arora, Mohit Garg, Sarthak (MSI)	Ishika Garg, Anshika, Shashank (MSI)	Gaurav Kumar, Prakarati, Geetanjali (MSI)
Battle of Barons (Management Games): Board Room Battle	Radhika Kataria (TIAS)	Nandini Negi (DME)	Vanshika Mathur (DME)
Battle of Barons (Management Games): Role Play	Riddhi (TIAS)	Jyoti Singh (TIAS)	Sahil Gupta (TIAS)
Ballyhoo (Ad Mad Show)	Garima (TIAS)	Manvi (TIAS)	Jyoti Singh (TIAS)
Just a Minute (Extempore)	Garima (TIAS)	Manvi (TIAS)	Jyoti Singh (TIAS)
Trademark (Product Logo Design)	Ishita Aggarwal (TIAS)	Tashi Jain (TIAS)	Jyoti Singh, Shridha (TIAS)
Con-Cogent (Case Presentation)	Mehak Parnami (TIAS)	Akash Gupta, Tushar Sharma, Hrithik Aggarwal (TIAS)	Gaurav Kumar, Prakarati, Geetanjali (TIAS)
Cerebration (Business Plan)	Parth, Shankar, Sagar, Sanju, Vanshika (TIAS)	Richa Yadav Adhikari Pratham (TIAS)	Muskan Sharma, Aryan Gupta, Piyush Gupta, Atush Tripathi, Sachin Maletha (DME)
Dialectic (Debate)	Khyati (TIAS)	Shreejan (TIAS)	Radhika (TIAS)
Synthesis (Summer Training Tutelage)	Radhika (TIAS)	Sanjini (TIAS)	Mishika (TIAS)
Counterstrike (LAN Gaming)	Amit Sharma Aryan Thakur Raghav Hakan, Keshav Gupta, Siddhant Gulati (TIAS)	Parth Khatri, Yudhishtir, Tavish Bhandari, Krishna (TIAS)	Ansh Gupta, Tanay Chadha, Sambhav Gupta, Naman Saini, Sarthak Kapoor (TIAS)

Prize Distribution Ceremony

Once the events were over by around 4 pm with the successful conduction of all events and enthusiastic participation of internal and external students, the organization started with declaration of the winner of each contest. The winners were announced and distribution of certificates and trophies was done by Dr. Monisha (HOD BBA), Dr. Archana Dixit (HOD, BBA), Dr. Nivedita (Head Training & Placement Cell), Dr. Ruchi Shrivastva. All the winners were congratulated by the event convener Dr. Monisha. The Institute is e is highly proud and contented to conduct the event and wish to organize more such events in coming years as well.



Prize Distribution Ceremony: Dr. Ruchi Shrivastva, Faculty, Department of Management Studies, Dr. Archana Dixit, HoD, BBA, Dr. Nivedita, Head Training and Placement Cell, TIAS, Ms. Tashi Jain, Ms. Ishita, Ms. Jyoti Singh (Winners of Trademark-Product Logo Design) and Dr. Monisha, Convener-Endeavour-2023 (Left to Right)

Learning Outcome:

Under Endeavour 2023 the Management fest, Tecnia Institute of Advance Studies organized ten different events by involving student's 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 events and various allied activities provided a great opportunity 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 behavior.

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

Students both as participants and coordinators have extended their inner capability out and performed well and they have been proved as the best platform to think and as out of the box and Shine up their hidden skills and acumen.

List of Beneficiaries: (Total Participants:159)

Dialectic (Debate)			
S.No.	Name	Enrollment No.	Institute Name
1	Pratyaksh Bedi	04821302022	TIAS
2	Sidra Tabassum	04617002022	TIAS
3	Manoj Pal	13221301721	TIAS
4	Manya Sarabhai	07017002422	TIAS
5	Rajat Tanware	35417002422	TIAS
6	Shreya Dev Kaura	12617002422	TIAS
7	Aman Gupta	03121301721	TIAS
8	Vedant Kumar	00317002021	TIAS
9	Ankush Yadav	02617002021	TIAS
10	Khayati Luthra	03717002021	TIAS
11	Tanisha	05017002021	TIAS
12	Sahil Gupta	13821301721	TIAS
13	Radhika Kataria	12117002421	TIAS
14	Shreejan Dwivedi	00721301721	TIAS
15	Aditya Pawar	09621301721	TIAS
Ballyhoo (Ad Mad Show)			
S.No.	Name	Enrollment No.	Institute Name
1	Aman Gupta	03121301721	TIAS
2	Drishti	13617002422	TIAS
3	Gungun	02917002422	TIAS
4	Esha	07817002422	TIAS
5	Rajat	35417002422	TIAS
6	Mansi	35917002422	TIAS
7	Mania	03617002422	TIAS
8	Sameer	14417002422	TIAS
9	Ishika	02314903922	MSI
10	Gaurav	02214903922	MSI
11	Muskan	08114903922	MSI
12	Geetanjali	50914903922	MSI
13	Prakriti	51314903922	MSI
Just A Minute (Extempore)			
S.No.	Name	Enrollment No.	Institute Name
1	Ishita	09921301721	TIAS
2	Jyoti	11621301721	TIAS
3	Manvi	00121301721	TIAS
4	Ronak	01521301721	TIAS
5	Aditya Pawar	09621301721	TIAS
6	Sahil Gupta	13821301721	TIAS
7	Shreejan Dwivedi	00721301721	TIAS
8	Garima	09217002422	TIAS

9	Radhika Kataria	12117002421	TIAS
Battle of Barons			
S.No.	Name	Enrollment No.	Institute Name
1	Nandini Negi	02991201722	Delhi Metropolitan Education
2	Vanshika Mathur	01091201722	Delhi Metropolitan Education
3	Shriyansh Malhotra	02091201722	Delhi Metropolitan Education
4	Samarth Malhotra	03191201722	Delhi Metropolitan Education
5	Harsh Kandpal	02191201722	Delhi Metropolitan Education
6	Gaurav Kumar	02214903922	MSI
7	Muskan Arora	08114903922	MSI
8	Ishika Garg	02314903922	MSI
9	Geetanjali	50914903922	MSI
10	Prakriti	51314903922	MSI
11	Krishna Sharma	02621302021	TIAS
12	Dhruv Madaan	02421302021	TIAS
13	Kirti Vardan	00321302021	TIAS
14	Keshav	04221302021	TIAS
15	Radhika Kataria	12117002421	TIAS
16	Shreejan Dwivedi	00721301721	TIAS
17	Manvi	00121301721	TIAS
18	Garima	08721301721	TIAS
19	Ridhi	13821307721	TIAS
20	Sahil Gupta	13821301721	TIAS
Synthesis (Summer Training Tutelage)			
S.No.	Name	Enrollment No.	Institute Name
1	Sanjini Layek	06121301721	TIAS
2	Jyoti Singh	11621301721	TIAS
3	Mishika Sethi	12521301721	TIAS
4	Radhika Kataria	12117002421	TIAS
5	Varun Kumar	12721301721	TIAS
Trademark (Product Logo Design)			
S.No.	Name	Enrollment No.	Institute Name
1	Ridhi Jain	07317001722	TIAS
2	Shrida Khurana	10117001722	TIAS
3	Tashi Jain	09517001722	TIAS
4	Bhumik Maggo	11517001720	TIAS
5	Anubhav Kataria	01421301722	TIAS
6	Ishita Aggarwal	09921301721	TIAS
7	Jyoti Singh	11621301721	TIAS
8	Piyush Goyal	10521301721	TIAS
9	Siddharth Jain	10321301721	TIAS
10	Naina Aggarwal	10121301721	TIAS
11	Daleep Singh Rahat	00221302022	TIAS
12	Kanushi Taneja	04021301721	TIAS
13	Khayati Luthra	03717002021	TIAS

14	Sahil Gupta	13821301721	TIAS
15	Mayur Gupta	08217001720	TIAS
16	Vardhan Gupta	04021301728	TIAS
Royal Battle (Quiz)			
S.No.	Name	Enrollment No.	Institute Name
1	Raghav Makan	01421302021	TIAS
2	Amit Sharma	02521302021	TIAS
3	Astha Rastogi	01721301722	TIAS
4	Anisha Bansal	03621301722	TIAS
5	Anubhav Kataria	01421301722	TIAS
6	Priya Kumari	00217002022	TIAS
7	Mayur Gupta	08217001720	TIAS
8	Lakshay Bhardwaj	06917001720	TIAS
9	Uttam Mishra	12921301720	TIAS
10	Siddharth Bhutoria	12421301720	TIAS
11	Nilanjan	00821301720	TIAS
12	Navratan Sharma	04721301722	TIAS
13	Dhruv Madaan	02421302021	TIAS
14	Krishna	02621302021	TIAS
15	KV Ajmani	00321302021	TIAS
16	Fagun Chauhan	04117002022	TIAS
17	Shivangi Garg	04417002022	TIAS
18	Pratyaksh Bedi	04617002022	TIAS
19	Sidra Tabassum	04617002022	TIAS
20	Keshav Grag	04221302021	TIAS
21	Naman Saini	09917001722	TIAS
22	Sambhav Gupta	07617001722	TIAS
23	Ansh Gupta	03117001722	TIAS
24	Tanay Chadha	09717001722	TIAS
25	Sanya Jadwani	05817001722	TIAS
26	Sarthak Kapoor	06317001722	TIAS
27	Nilesh	00121301722	TIAS
28	Rahul Pahuja	06321301722	TIAS
Counterstrike (LAN Gaming)			
S.No.	Name	Enrollment No.	Institute Name
1	Amit Sharma	02521302021	TIAS
2	Aryan Thakur	04921302021	TIAS
3	Raghav Hakan	01421302021	TIAS
4	Keshav Gupta	06621302021	TIAS
5	Siddhant Gulati	03421302021	TIAS
6	Parth Khatri	02121301721	TIAS
7	Yudhishtir	05021301721	TIAS
8	Tavish Bhandari	00521301721	TIAS
9	Krishna	02621302021	TIAS
10	Ansh Gupta	03117001722	TIAS
11	Tanay Chadha	09717001722	TIAS

12	Sambhav Gupta	07617001722	TIAS
13	Naman Saini	09917001722	TIAS
14	Sarthak Kapoor	06317001722	TIAS
Cerebration (Business Plan Competition)			
S.No.	Name	Enrollment No.	Institute Name
1	Vanshika Mathur	01091201722	Delhi Metropolitan Education
2	Nandini Negi	02991201722	Delhi Metropolitan Education
3	Shriyansh Malhotra	02091201722	Delhi Metropolitan Education
4	Samarth Malhotra	03191201722	Delhi Metropolitan Education
5	Harsh Kandpal	02191201722	Delhi Metropolitan Education
6	Gaurav Batra	04617001721	TIAS
7	Vanshika Goel	10217001721	TIAS
8	Sneha Srivastava	03217001721	TIAS
9	Tejaswini	04117002021	TIAS
10	Parth	00420312022	TIAS
11	Shankar	00320312022	TIAS
12	Sagan	02220312022	TIAS
13	Sanju	03620312022	TIAS
14	Richa Yadav	09017001721	TIAS
15	Pratham Adhikari	12017001721	TIAS
16	Dhruv Madaan	02421302021	TIAS
17	K V Ajmani	00321302021	TIAS
18	Radhika Kataria	12117002421	TIAS
19	Muskan Sharma	10151101721	Delhi Metropolitan Education
20	Aryan Gupta	01351101721	Delhi Metropolitan Education
21	Piyush Gaur	08251101721	Delhi Metropolitan Education
22	Aayush Tripathi	08651101721	Delhi Metropolitan Education
23	Sachin Maletha	35951101721	Delhi Metropolitan Education
24	Sambhav Jain	06717001721	TIAS
Con – Cogent (Case Presentation)			
S.No.	Name	Enrollment No.	Institute Name
1	Ishika Garg	02314903922	Maharaja Surajmal Institute
2	Muskaan	08114903922	Maharaja Surajmal Institute
3	Geetanjali	50914903922	Maharaja Surajmal Institute
4	Gaurav	02214903922	Maharaja Surajmal Institute
5	Prakriti	51314903922	Maharaja Surajmal Institute
6	Mehak Parnami	2517001721	TIAS
7	Vanshika Verma	15117001721	TIAS
8	Akash Gupta	13817001722	TIAS
9	Tushar Sharma	9968762832	TIAS
10	Hrithik Aggarwal	36817001722	TIAS
11	Vrinda Sachdeva	9911700862	TIAS
12	Tushar Sharma	9968762832	TIAS
13	Bharat Gupta	80117001722	TIAS
14	Anandita Sharma	36017001722	TIAS
15	Vanshika Singhal	70117001722	TIAS