

7.2.1 Best Practice-1

Value - Added Courses for Career Progression

MESIOM understands that its primary responsibility is to make its students employment-ready for their productive lives and also equip them with core skills that enables them to continue learning. In this endeavour, the college strives to provide a continuous and a seamless pathway of learning, starting from a curriculum that adequately prepares them to core concepts and value-added courses which trains them in application of core concepts, going on to provide career guidance, counselling and finally placements, such that the demand for a skilled workforce is met the objectives.

- ❖ Empower the students to develop their full capacities and to recognize employment social opportunities.
- ❖ Development of Core Skills like subject-domain knowledge, communication skills, problem - solving skills, analytical skills and quantitative aptitude.
- ❖ To provide continuous and seamless pathway of learning

On the basis of the feedback from students, submit a proposal to the HOI in the required format to conduct value -added courses. The HOI places the proposal at the GB and the IQAC meetings. After a thorough deliberation at the meetings, a decision is taken for the conduct of the course. Necessary changes in the course content are incorporated, is necessary. The HOI recognises that skills and employment policies should be viewed together. The full value of one policy is realized when it supports the objective of another. In this direction, the assistance of the learning partners is solicited for placements, in addition to the efforts of the Institution to place its students in premier companies.

Add on/Certification programs offered for 2022-23
Certification on Advanced Excel
Certification on Tally Prime
Certification on Python
TNS
Magic Bus





MES INSTITUTE OF MANAGEMENT

Vidya Vihara, 25/1, 17th Main, II Block, Rajajinagar, Bangalore-560 010.

Affiliated to Bengaluru City University. NAAC accredited with B++.

Details of Add on Courses



Best Practice-2

Report on Criti 2022 - 23



“TEAM CHANAKYA” Commerce & Management Club conducted Intra-Collegiate Commerce & Management Fest from 19/12/22 to 24/12/22 to bring out the hidden skills among the students. Various events were conducted throughout the week as follows:

MARKET KSHETRA	FINANCE MANAGEMENT
BUSINESS QUIZ	MAN POWER MANAGEMENT
BRAND RACE	CORPORATE WALK
SHARK TANK	MAD ADS

All these events were conducted to bring out the hidden creativity and innovative ideas by testing the marketing, intellectual, communication, management, persuasion and grooming skills of the students.

Different posters related to each event which were to be conducted throughout week were released on 16/12/22 by our Principal, Dr.Sharada.S.



The event commenced by offering pooja to goddess Saraswathi.



MARKET KSHETRA

Date: 19/12/2022 & 20/12/22



Academic competitions play an essential part in learning for students. Participation offers a unique opportunity for students to use the knowledge they have gained in the classroom and apply it to real work situations.

OBJECTIVES:

- To make students ready to step into the world of market by learning how to promote themselves and their work.
- To help students understand the true meaning of value: the value of the product and the value of the person or brand that delivers said product.
- To teach students the skills they need to buy their product or service



ABOUT THE EVENT:

There were two rounds conducted under this event:

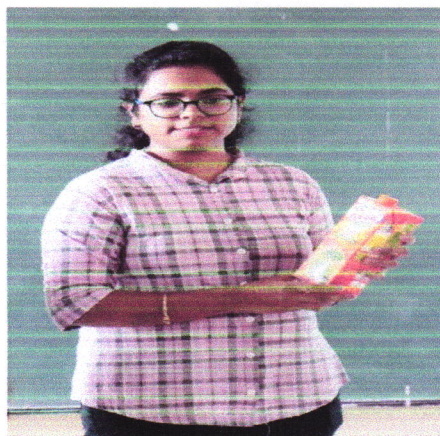
Round 1: Switch

26 teams consisting of 2 members each participated. The details about the round were disclosed on the spot, in order to make the event interesting. The students were asked to pick a chit from the box. These chits contained various products like Dabur rosewater, Everyuth face wash, real fruit juice, etc. The students were asked switch to market for and against the product each time the bell was pressed by the judges. This not only tested their marketing skills but also communication skills.



Round 2: Ad-Making

Top 11 students were selected according to the marks awarded by the judges. The participants were asked to create an ad video for the product they had picked in the Round 1. The selected students presented very creative ads and also marketed their product very well. Best students were awarded.



WINNERS:

1st Prize - Naman Porwal and Sannav.P. Koli (2nd BBA)

2nd Prize - Shiva Prakash and Yashwanth.A (1ST B.com A)

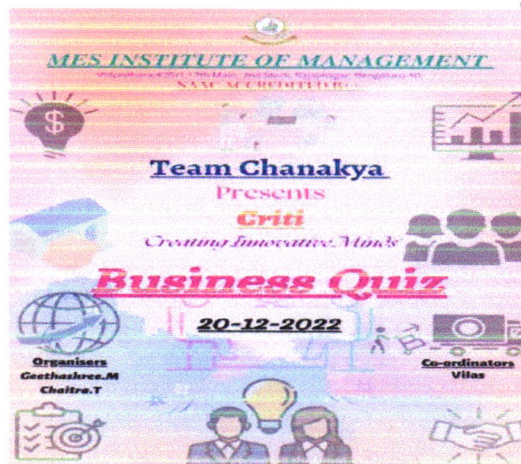
3rd Prize - Tanushree.N and Azad (3rd BBA)

LEARNING OUTCOMES:

- Identify and apply new ideas, methods and ways of thinking
- Respond effectively to unfamiliar problems in unfamiliar contexts
- Advance reasoned and factually supported arguments effectively in written work and oral presentation
- Critically evaluate the key analytical frameworks and tools used in marketing
- Exercise critical judgement through engagement and reflection with existing marketing literature and new developments in the marketing environment.

Business quiz

Date: 19/12/2022 & 20/12/22



The point of a business quiz is a fun and educative way to test students' knowledge and teach about business which makes a better businessman/woman or entrepreneur.

OBJECTIVES:

- To create a platform for the business enthusiasts.
- To create a fun and educational way to test students' knowledge while also teaching them more about business and helping them to become a successful entrepreneur.
- To make them learn how to strategize and manage different functions of a business.

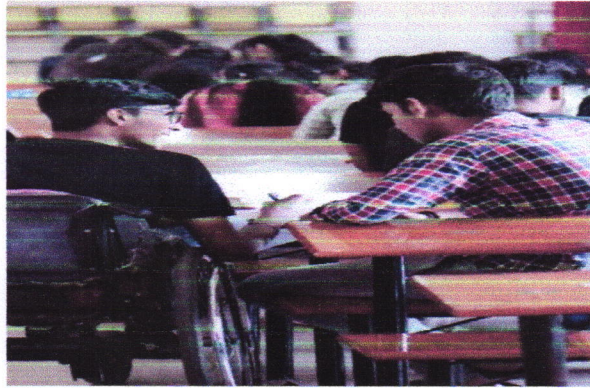


ABOUT THE EVENT:

There were two rounds conducted under this event:

Round 1: Prelims

44 teams consisting of 2 members each participated. The details about the round were disclosed on the spot, in order to make the event interesting. The students were asked to choose the correct options for the given questions. This quiz contained various questions on the current business affairs. This round tested their knowledge in business field.



Round 2: Finals

Top 6 teams were selected. This round actually tested the depth of understanding of the business world by the students.



• WINNERS:

1st Prize - Prajwal.H.S & Shreyas.V (3rd BBA)

2nd Prize - Shiva Prakash and Shiva Prakash (1ST B.com A)

3rd Prize – Harshith.V and Chandan.H.T (3rd BBA)

Consolation – Archana.R & Nithin.R (2nd BBA)

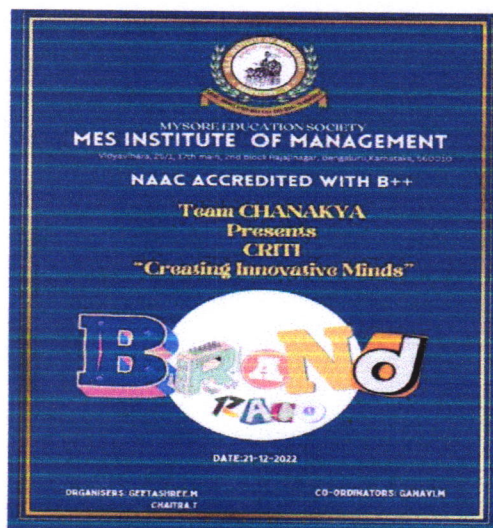


LEARNING OUTCOMES:

- Distinguish between unlimited and limited liability.
- Enables to describe the basic structure and key features of various business organizations namely: sole proprietors, partnerships, limited liability companies, co-operatives, franchises, public corporations, government departments, local authorities and private-public partnerships.
- Knowledge about the role of the government in business activities within mixed economic systems.
- Gain knowledge about the different styles of management and discuss the advantages and disadvantages of each

Brand race

Date: 21/12/2022 & 22/12/2022



Brand race is all about that deals with finding an alternative to sustain in the competitive market within the space of the products a company manufactures. Brand race is all about how to make a comeback into the market with new and innovative strategies and ideas.

OBJECTIVES: To help the participants to know about:

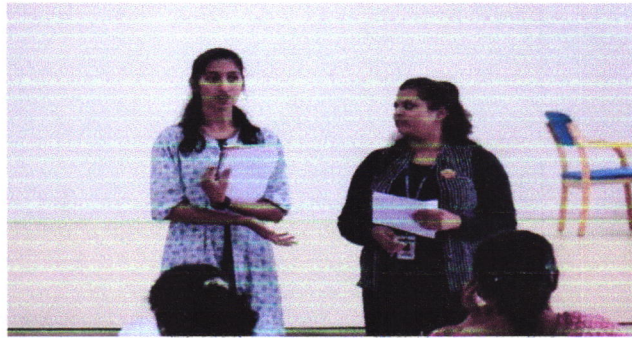
- Failure is not the end.
- Bouncing back is the only way to earn reputation.
- If you want to be a leader in the market smart work is the only option.
- New strategies to make a strong comeback.



ABOUT THE EVENT: There were two rounds conducted under this event:

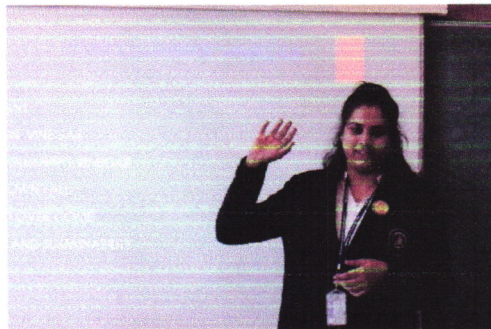
ROUND 1: Recreation

13 teams consisting of 2 members each participated. The participants were asked to pick the chits which consisted of different names of the flopped companies and startups. Once the chits were picked the participants were given a time period of 20 minutes to analyze the particular brand. Once the analysis is done the participants were allotted the time where each of the teams had to explain about the analysis they had done about that particular brand and present to the judges orally.



ROUND 2: Re-launch

The judges scrutinized the best 7 teams. The 7 teams that were selected had to prepare a presentation and present on the next day i.e., 22/12/22. The participants were then given marks according to the accuracy, clarity & the confidence level of participants.



WINNERS:

- 1st Prize - Jaspal Singh & Kishan Gowda (2nd B.com A)
- 2nd Prize - Prajwal.H. S & Shreyas.V (3rd BBA)
- 3rd Prize - Sandeep & Anand.R (1st B.com B)
- Consolation – Chandan.V & Chandrashekar.S. N (3rd B.com A)

LEARNING OUTCOMES:

- Helps to know about the flop brands and their flop products which give a deeper knowledge about the fact behind the failure and the strategies and plans of the strong comeback.



- Acquire knowledge about retaining strategies in the market.
- Enhances thinking capacity in order to think out the box instead of always being focused on the developed brands.
- Enhancement of creative and marketing skills.
- Come back strategies with the existing failed brand but in a newer and a finer version.

Shark tank

Date: 22/12/2022



This event mainly focuses on providing aspiring entrepreneurs with real-life business experiences and insights about the entrepreneurship world. In a country like India, where entrepreneurs are launching new ideas regularly, competitions like this holds significant importance.

OBJECTIVES:

- To make students Learn their Elevator Pitch.
- Market their Unique Value Proposition.
- To Test their Market.
- To encourage the students, convert their vision into reality.
- To inculcate the entrepreneurship skills among students.

ABOUT THE EVENT:

11 teams consisting of 2 members each participated. The students were asked to submit their business plan a day prior to the event. Their plans were scrutinized and were approved for presentation. The judges were treated as investors and the students were asked to convince their investors to invest in their project by providing them the evidence that their business was profitable.





WINNERS:

- 1st Prize - Jaspal Singh & Kishan Gowda (2nd B.com A)
2nd Prize - Prajwal.H.S & Shreyas.V (3rd BBA)
3rd Prize – Sahana.G.L & Keerthana (2nd B.com A)
Consolation – Naman Porwal & Sannav.P.Koli (2nd BBA)

LEARNING OUTCOMES:

- Look Past Failure. The fear of failure can drive away entrepreneurs in droves.
- Have a Complete Plan. Shark Tank investors hear countless pitches and only offer deals to a fraction of the entrepreneurs they listen to.
- Believe in Yourself and Your Product.

Finance management

Date: 22/12/22 & 23/12/2022

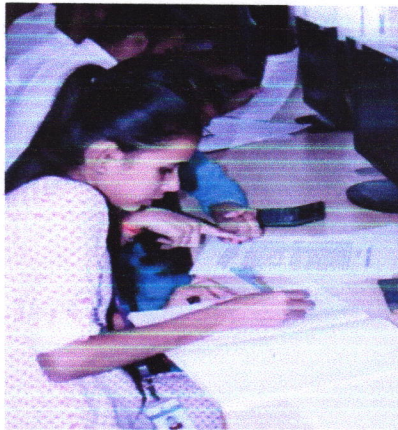


Financial management is the business function that deals with investing the available financial resources in a way that greater business success and return-on-investment (ROI) is achieved.

OBJECTIVE: Every individual always focuses on staying successful and being a market leader but nobody focuses on what to do if it's a failure and how to make a comeback to the market or to bounce back. To provide the participants an idea about failure is a stepping stone to success and also making them aware that we should always do things we are good at rather than always trying to invent something new.

ABOUT THE EVENT: There were two rounds conducted under this event:

ROUND 1: Financial Analysis



13 teams consisting of 2 members each participated. All the participants were given a financial case study about which they had to analyse and present their strategies in a written format within 1 hour. The written strategies of the participants were evaluated and scrutinized by the judges.

ROUND 2: Presentation



7 teams got selected to this round and they had to present their financial analysis on the case study given orally and convince the judges with their efficient finance management skills.

WINNERS:

1st Prize – Madhurya.K & Rakshitha.T (1st B.com B)

2nd Prize – Harshini.S & Archanashree (1st B.com B)

3rd Prize – Ashish.S. Swamy & Karthik.B (3rd B.com A)

LEARNING OUTCOMES:

- Managing the finances, personal finance as well as business finance.
- How to handle the finance of any organisation.
- How to use the idle money in their business or their personal money, which gave the participants a brief outlook about how finance is handled in any business.

Man power management

Date: 23/12/22



Manpower Management which is also called as Human Resource Management consists of putting right number of people, right kind of people at the right place, right time, doing the right things for which they are suited for the achievement of goals of the organization.

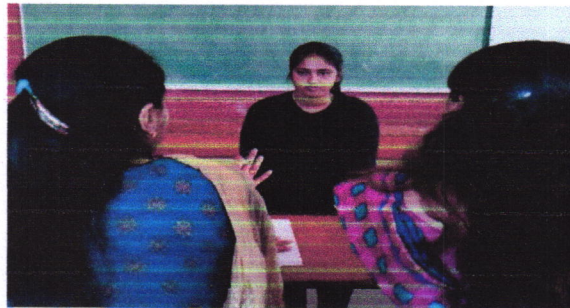
OBJECTIVE: To test and help the participants to gain knowledge on the following grounds: -

- Job Description.
- Recruitment Process.
- Design training programs.
- Developing employment programs.
- Maintaining HR and Employee relation.

ABOUT THE EVENT: 24 participants have enrolled themselves to participate.

ROUND 1: Job Analysis

This round had a writing analysis (15 minutes) of the job requirement for the given topic. Then the analysis was scrutinized by the judges and the participants were questioned regarding their understanding of the topic and about the specifications for job requirement for their company as mentioned in their analysis.



ROUND 2: HR vs. Employee

This round was a presentation round in which the participants were given a case for which they were given a time of 2 minutes to analyse the case and after analysing the issue, the participants were questioned by the judge about the problem which they analysed.



• **WINNERS:**

1st Prize – Naman Porwal (2nd BBA)

2nd Prize – Pooja.S (2nd B.com A)

3rd Prize – Vikas (2nd BBA)

LEARNING OUTCOMES:

- Improve Confidence & Better Communication.
- Career Success & Growth Opportunities.
- Increase Morale & Staff Retention Techniques.
- Better Business & Client Success Analysis.
- Presentation Skills.

Corporate walk

Date: 24/12/22



A Corporate Walk is an independent show of the best of ramp abilities.

OBJECTIVE: To provide an opportunity to the participants to know how to groom and present themselves in the corporate field by their attire, body language and expressions.

ABOUT THE EVENT: 9 teams consisting of 5 members each participated. Among these teams, one team took a unique theme of Air India and another team took a theme of Sky Walk Company Members.





WINNERS:

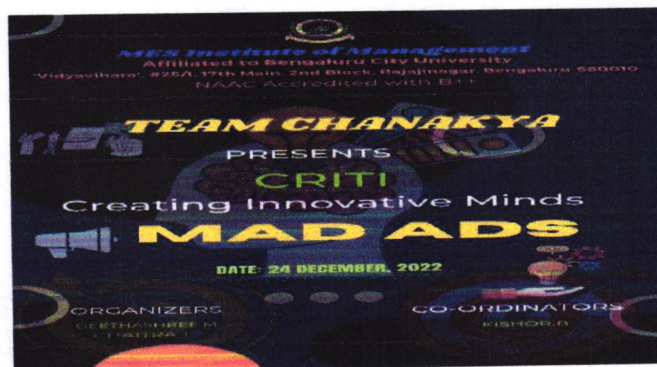
- 1st Prize – Manu.N.M & Team (3rd B.com A)
- 2nd Prize – Naman Porwal & Team (2nd BBA)
- 3rd Prize – Mahima & Team (1st B.com B)

LEARNING OUTCOMES:

- Intellectual skills: With this type of learning outcome, the learner will understand concepts, rules or procedures.
- Cognitive strategy: In this type of learning outcome, the learner uses personal strategies to think, organize, learn and behave.
- Demonstrate that challenges have been undertaken, developing new skills in the process and also the attitude.

Mad ads

Date: 24/12/22



Mad ads are an ad show “where creativity meets madness”. AD MAD Show is an ‘Advertisement Making Competition’ to showcase creativity in marketing products and services.

OBJECTIVE: To bring out individual and collective talent of the students participating in it. The idea behind conducting this competition is to provide a platform to participants to explore their creativity and stage presence skills. It is expected from students that they should get equipped with the knowledge of Ad-making and live execution of it.

ABOUT THE EVENT: 9 teams consisting of 5 members each participated. All the teams were given different topics (products) such as Happy dent, Comfort, Lipton Green Tea, Glow & Lovely, Gone Mad etc., to create an Ad, enact and market about the product in a creative and funny manner.



• **WINNERS:**

1st Prize – Abhishek.S.R & Team (3rd B.com A)

2nd Prize – Harshini & Team (1st B.com B)

3rd Prize – Shreyas Kalyan & Team (2nd BBA)

LEARNING OUTCOMES:

- Students got familiarized about promotional strategies in marketing through advertisements.
- Gained experience about humorous & conceptual ad presentation.
- Gained knowledge about advertisement’s content, expressions, fluency, appeal of the advertisement and overall presentation.

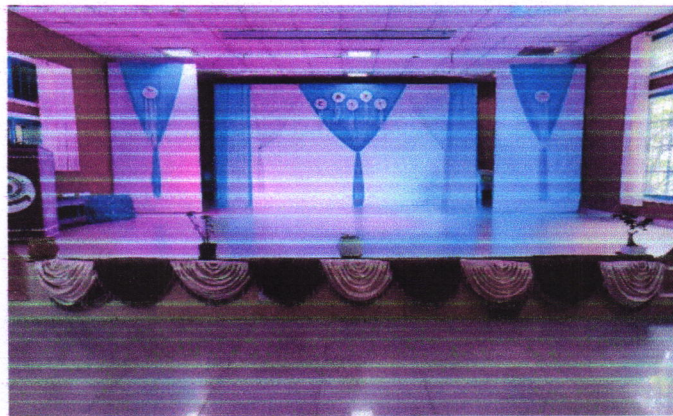


VALEDICTORY

Date: 24/12/22



The event commenced from 10.30 A.M with an invocation song followed by welcome speech and summary about the different events conducted throughout the week.



The Chief Guest for the day was Sri Ashok Kumar Meda, Founder and Managing trustee, Innovative Technology Services Trust, Bengaluru. Sir addressed the students with his motivational talk and was felicitated by our Principal Dr.Sharada.S.



The event was presided by our Principal Dr. Sharada.S and ma'am gave her insights and opinion about the various events organised and conducted.



It was followed by vote of thanks during which all the teacher co-ordinators were given a gift by Team Chanakya as a token of gratitude for their guidance, support and co-operation throughout the week and then all the student organisers, co-ordinators and volunteers took a group picture with the dignitaries for the day.



Later a meeting was held and all the problems faced during the week-long event were discussed and it was concluded on a high and happy note with the success celebration and also the reaction of the teacher co-ordinators while unpacking the gifts were captured.





Report on Chaturarth 2022 - 23

MES INSTITUTE OF MANAGEMENT
 VIDYAVIHARA, 25/1, 17TH MAIN, 2ND BLOCK, RAJAJINAGAR, BENGALURU-560010, KARNATAKA
 NAAC ACCREDITED WITH B++

Cash prize upto Rs. 50,000/-

ANKURA
TEAM CHANAKYA
 Presents

Cash prize worth Rs. 3,00,000/-

CHATHURARTH 2K23
 - "Illuminating Creativity"

INTER COLLEGIATE COMMERCE & MANAGEMENT FEST

mesiom_rajajinagar mesiom_samachara



“TEAM CHANAKYA” Commerce & Management Club conducted Inter-Collegiate Commerce & Management Fest on 13th & 14th July 2023 to bring out the “Chatur” hidden within the students of various colleges. Various events were conducted as follows:

SHARK TANK	MAD ADS
TREASURE HUNT	BRAND RACE

MARKET KSHETRA	CORPORATE WALK
MAN POWER MANAGEMENT	BEST MANAGER

All these events were conducted to bring out the hidden creativity and innovative ideas by testing the marketing, intellectual, communication, management, persuasion, stage presence and grooming skills of the students.

The preparations of this grand event began a month prior and involved many



arrangements to be done, which the team carried on smoothly. It started by offering pooja to goddess Saraswathi and taking the blessings of God almighty to start with the event and complete it successfully without any hindrance

There were 14 sponsors who contributed 3.5 lakhs in terms of both cash and kind. In return we marketed their brand and provided them space to put up a stall on both the days of the events. Later the invitations were distributed to various colleges on 3rd, 4th and 5th of July 2023.

Title release and different posters related to each event which were to be conducted were released along with a flash mob on 10/07/22 by our Principal, Dr. Sharada. S and the entire college faculty.





The event commenced with an inaugural function where all the dignitaries, participants and audiences were heart fully welcomed followed by lighting of Diya by the dignitaries and felicitation of the dignitaries for gracing the occasion and for their unwavering support to make this event a “**MILESTONE**” in the history of **MESIOM**. The **Chief Guest** for the day was CA **Shashidhara Shetty**, President KASSIA, Director of Protech Engineering Private Limited and the **Special Invitee** for the day was **Prof. Sheela Menon**, Director Academics, Higher Education, MES Group of Institutions.



MARKET KSHETRA

Date: 14/7/2023



Market Kshetra, the first competition of Chathurarth-2k23, was an individual event designed to test the marketing prowess of students and provide a real-world market simulation experience.

Time: 12:00pm to 5:00pm

Number Of participants: 6

Number of Colleges: 4 colleges,

- Mt. Carmel College
- St. Claret
- National College
- VET First Grade College



Round 1: Hundred Rupees ka Funda Description:

In the initial round called "Hundred ka Funda," participants were given 100 rupees each and tasked with purchasing raw materials or products to sell for a profit, utilizing various marketing strategies.

Time: 12:00pm to 1:55pm

Judges:

- Ms Poornima G M, MESIOM
- Mrs Geetha K, MESIOM

Add on volunteers:

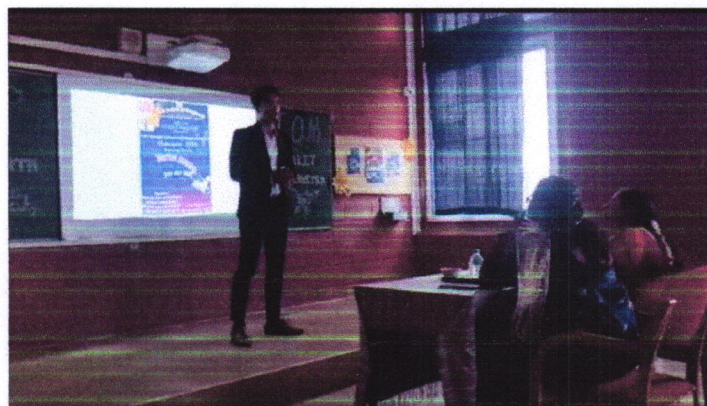
- Akshay (4th Sem B.Com'A')
- Sinchana (2nd BBA)

Highest score: 278 points by Harshini of St.Claret college.

Judging Criteria:

Profit Generation: The judges evaluated the participants based on the profits they earned from their initial investment of 100 rupees.

- **Marketing Strategies Used:** The creativity and effectiveness of marketing tactics deployed by the participants were assessed.
- **Customer Engagement:** Judges assessed how well the participants interacted with potential customers and their ability to persuade them to make a purchase.



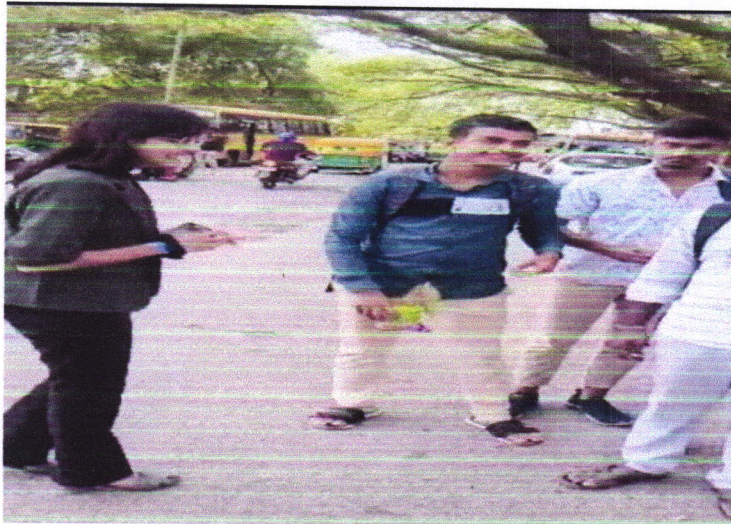
Objectives:

1. **Assess Resource Management:** Evaluate participants' ability to make strategic decisions in the marketing field within limited resources (100 rupees) and maximize their potential for profit.
2. **Test Marketing Strategies:** Observe how participants apply various marketing techniques, including pricing, promotion, and positioning, to drive sales and enhance profitability.
3. **Analyse Customer Engagement:** Measure how well participants interact with potential customers, understanding their needs, and convincing them to make a purchase.
4. **Promote Creative Thinking:** Encourage innovative approaches to market products or raw materials in a competitive environment, fostering creative problem-solving skills.
5. **Gauge Business Acumen:** Assess participants' overall business acumen by analysing their understanding of market dynamics and ability to adapt to changing circumstances.

Outcome:

1. All participants demonstrated commendable resourcefulness and creativity in choosing the right products or raw materials to market.
2. The strategies employed by the participants were diverse, ranging from attractive packaging to persuasive communication.
3. Customer engagement varied, with some participants excelling in understanding customer needs and providing tailored solutions.
4. The round showcased the marketing acumen of the participants, revealing their potential to thrive in challenging market scenarios.
5. Due to the outstanding performance of all participants, the judges decided to promote everyone to the second round without any elimination.





Round 2: Digital Marketing

Description:

The second round focused on digital marketing. Participants were given one hour to create and edit a promotional video featuring our institution, MES Institute of Management. The video was to showcase their marketing strategies, which they later explained to the judges. During the presentation, the participants faced cross-questioning by the judges. Additionally, they were required to post the video on any social media platform and create traffic until the next day at 10:00 am.

Time: 2:30pm to 5:00pm

Judges:

- Mr.Rohith Salimath (Alumni of MESIOM)
- Mrs Shilpa K P (Asst. Prof. at MESACS College)

Highest score: 87 points by Harshini of St.Claret college.

Judging Criteria:

- **Creativity and Originality of the Idea:** The judges evaluated the uniqueness and innovation of the marketing ideas presented in the promotional videos.
- **Strategy Adopted:** The effectiveness and cohesiveness of the marketing strategies employed in the video were assessed.
- **Amount of Traffic Created:** Participants were awarded points based on the



level of traffic they generated on the socialmedia platform, with 15% of the overall score allocated for this criterion.

- Engagement: Judges assessed their ability to persuadethem to be engaged to the video or post for a long period of time.
- Interaction: Judges assessed how well the participantsinteracted with the audience.



Objectives:

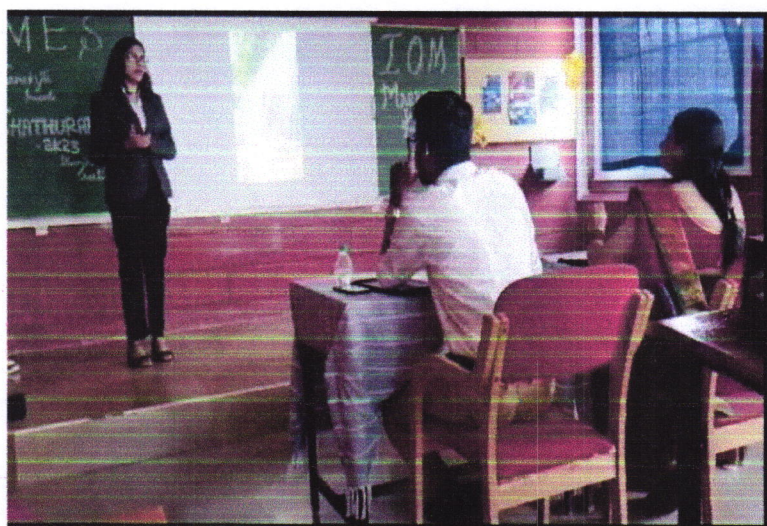
1. Evaluate Digital Marketing Skills: Assess participants' ability to create compelling digital marketing content, including promotional videos.
2. Analyse Strategic Thinking: Evaluate the effectiveness of the marketing strategies employed in the video and the participants' ability to justify their choices.
3. Measure Social Media Influence: Gauge participants' capability to generate traffic on social media platforms and attract potential viewers to engage with the promotional video.
4. Encourage Innovation: Reward participants who showcase creative, unique, and original marketing ideas through their promotional videos.
5. Enhance Communication Skills: Observe how well participants can articulate their marketing strategies during the presentation and respond to judges' cross-questions.





Outcome:

1. The participants displayed a wide range of digital marketing skills, including video editing, graphic design, and content creation.
2. Many promotional videos featured innovative and captivating ideas, effectively promoting the MES Institute of Management.
3. Strategies varied from video to video, with participants leveraging different social media platforms to generate traffic and increase viewership.
4. The level of engagement varied, with some participants garnering significant traffic and interactions on social media.
5. The judges identified several outstanding presentations, showcasing participants' ability to communicate their marketing strategies confidently.



Winners:

1. Harshini of St.Claret College
2. Swathi Kulkarni Of Mt. Carmel College
3. Tarun Singh of National College

BRANDRACE

Date: 14/7/20



Brand race is all about that deals with finding an alternative to sustain in the competitive market within the space of the products a company manufactures. Brand race is all about how to make a comeback into the market with new and innovative strategies and ideas.

• **No of participants -11 members**

1. Nishanth & nanditha
2. Saima Sharif & misbah
3. Kethan jk & rakshith
4. Mahima and saim
5. Kinshu and hiya
6. Tharun singh



Judges Of the Event;

1. ROUND ONE – LOGO DESIGN

MS. SHEHANAZ BANU.S (ASST. PROFESSOR, MESIOM)

MRS.ANITHA KUMARI

2. ROUND TWO - RECREATION

MRS.GIRIJA ANANTH (M.COM, M. PHIL, ICWAI intern)

MR. RAJENDRA KULKARNI (FOUNDER XPLORECONSULTANCY)



• **LEARNING OUTCOME**

1. To design a digital logo.
2. To design a logo with proper colour combination in order to make it look attractive and elegant.
3. To make the strategies with regards to bring the failure company to the existence and make it a market leader.
4. To have the ability to think out of the box and think innovatively.
5. To make the fail as the stepping stone to success.

• **WINNERS:**

1st Prize – THARUN SINGH [THE NATIONAL COLLEGE]

2nd Prize – MAHIMA AND SAIM [ST. CLARET]

3rd Prize – SAIMA SHARRIF AND MISBAH [MOUNT CARMEL]





SHARK TANK

Date: 13/7/2023

Mysore Education Society
MES INSTITUTE OF MANAGEMENT
VIDYAVIHARA #25/1, 7TH MAIN, 2ND BLOCK, RAJA RAHAR, BENGALURU-10
ACCREDITED BY NAAC WITH B++
AFFILIATED TO BENGALURU CITY UNIVERSITY

ANKURA
TEAM CHANAKYA
Presents
INTER COLLEGIATE COMMERCE AND MANAGEMENT FEST
CHATHURBARTH - 2023
- "ILLUMINATING CREATIVITY"
SHARK TANK
Date: 13-07-2023

ORGANISERS
GEETHASHREE M - 6363966733
CHAITRA T - 9108794780
GANAVI M - 9606652330
NAMAN PORWAL - 9742334031

COORDINATOR
S.DIVYA - 7676825452

This event mainly focuses on providing aspiring entrepreneurs with real-life business experiences and insights about the entrepreneurship world. In a country like India, where entrepreneurs are launching new ideas regularly, competitions like this holds significant importance.



OBJECTIVES:

To give entrepreneurs an opportunity to pitch their business ideas to a panel of experienced investors and potentially secure funding to grow their businesses.

1. To provide a platform for investors to discover innovative and promising business ideas and potentially make profitable investments.
2. To educate viewers about the process of starting and growing a business, including the importance of market research, product development, marketing and financial management.
3. To inspire and motivate viewers to pursue their own entrepreneurial dreams by showcasing success stories and demonstrating the value of creativity, Perseverance, and networking.
4. To entertain and engage viewers with exciting pitches, negotiations, and business insights from the "Sharks".

ABOUT THE EVENT: 10 teams consisting of 2 members and single participants.

ROUND 1: Pitching their business plan to investors.



No of participants - 11 teams

- 1) Anya & Amrutha - Om Sai college.
- 2) Sujeeth - Sheshadripuram college.
- 3) Shalom & Byregowda - St.Claret college.
- 4) Shreya panibhate & Keerthi Jain - Mount Carmel college.
- 5) Suchith.M.Reddy & Niranjana.S - Soundarya college of law.
- 6) Amith Shaji & Suneethi - St. Claret college.
- 7) Naveen gowda.V - Sheshadripuram law college.
- 8) Malavika.V & Devika.T - Mount Carmel College.
- 9) Anusha gouraj & Humera Fatima - ASC Degree College.
- 10) Ganesh.P - GFGC (Vijayanagar).

Judges of the events

- 1) **Mr.Akash C.S** - Company Secretary & Compliance Officer & Legal for Stanley Group.
- 2) **Ms.Bhavya .N** - pursuing PhD in Supply Chain Management at Manipal Academy of Higher Education, Udupi.

LEARNING OUTCOME

1. **Know your numbers:** Be prepared to answer questions about your sales, costs, and profit margins.
2. **Tell a compelling story:** Investors want to hear about your journey and why you're passionate about your product.
3. **Be confident, but open to feedback:** Investors want to see that you believe in your product, but also that you're willing to listen to advice and make changes.
4. **Understand your market:** Investors want to know that you've done your research and understand your target audience
5. **Have a clear vision:** Investors want to see that you have a plan for the future and know where you want to take your business.
6. **Tell a compelling story:** Investors want to hear about your journey



and why you're passionate about your product.

7. Be confident, but open to feedback: Investors want to see that you believe in your product, but also that you're willing to listen to advice and make changes.

8. Understand your market: Investors want to know that you've done your research and understand your target audience.

9. Have a clear vision: Investors want to see that you have a plan for the future and know where you want to take your business.

WINNERS:

1ST PRIZE – Soundarya college. Niranjana.S
& Suchitha M.Reddy.

2ND PRIZE – St. Clare's college. Amit
Shaji & Suneetha.

3RD PRIZE – St. Clare's college. Byre
Gowda & Shalom.



MAN POWER MANAGEMENT

Date: 13/7/2023

MES INSTITUTE OF MANAGEMENT
VIDYAVIHARA, 25/1, 17TH MAIN, 2ND BLOCK, RAJAJINAGAR, BENGALURU-560010.
ACCREDITED BY NAAC WITH B++
Affiliated to Bengaluru City University.

ANKURA
TEAM CHANAKYA
Presents
INTER-COLLEGIATE
COMMERCE AND MANAGEMENT FEST.

CHATHURARTH-2K23

**MAN POWER
MANAGEMENT**

Date:
13-07-2023 & 14-07-2023.

CO-ORDINATORS:
GEETHASHREE.M - 6363966733
CHAITRA.T - 9108794780
NAMAN PORWAL - 9742334031

CO-ORDINATOR:
CHAITHANYA NANDHEKAR
91135 43763

Man Power Management is nothing but human resource management. In this competitive arena of business, harnessing the potential of diverse workforce is the key to success. It is the art of utilizing individuals with different tastes, goals, culture and talents and aligning them towards achieving organizational objectives.

OBJECTIVES:

It helps the participants to know about:

- To forecast the need for manpower planning.
- To prepare recruitment policy. It also helps in increase the esteem of the company.
- It helps to improve techniques like quick decision making and problem solving.



ABOUT THE EVENT: There were 7 participants from different colleges.

PARTICIPANTS:

1. Simran Agrawal
2. Sharon.N.Y
3. Thejas.P.S
4. Pragathi
5. Ravi Kumar
6. Sharanya Venkatesh
7. Abdul Farhan

ROUND 1: JOB DESCRIPTION

In this round participants are given a particular job so that the participants have to describe about the job in a restricted time.

Time: 11:30 am to 12:00 pm

JUDGES

Dr. Harini Ms (Vice Principal of MESIOM & IQAC Coordinator) Mrs. Sushmitha
(Asst. Professor, MESIOM)

Judging Criteria is based on these three things - Vocabulary, Description and Conceptual skill.

Highest scorer: Sharanya of Mount Carmel College



ROUND 2: CASE STUDY

In this round participants were provided a case study based on which they have to analyze the pros and cons and they have to prepare the presentation regarding the case within the given time and present it before the judges.

Time: 1:00pm to 4:00pm

JUGDES:

Mrs. Sanjana. S (Asst. Professor, MESIOM)

Mrs. Chitra. V (Asst. Professor, MESIOM)

Judging criteria is based on these three things – Strategy, Presentation and Decision making.

Highest scorer: Ravi Kumar of St Claret College



ROUND 3: PERSONAL INTERVIEW

In this final round the participants were given particular situations which occur in day-to-day life of an HR based on that they can provide solutions regarding them.

Time: 10:30am to 12:45pm

JUGDES

Mr. Vamshi Krishna.R (Senior Client Servicing Manager of Northern Trust, Specialisation in Banking and Finance, B.com)



Ms. Vaishnavi Rajgopal (Specialized in Talent Acquisition, Campus Recruitment, B.com, PGDHRM)

Judging criteria is based on these three things - Problem solving techniques, Strategy and Analytical skill.

Highest scorer: Sharanya of Mount Carmel College



LEARNING OUTCOME

1. It helps to know about different techniques and problem-solving skills
2. It helps in time management.
3. It also gives a practice session and an experience as an HRM.
4. It also helps in thinking in an innovative way.

WINNERS:

1st Prize - Sharanya Venkatesh [Mount Carmel College]

2nd Prize- Ravi Kumar.K [St.Claret College]

3rd Prize- Thejas.P.S [St. Claret College]



BEST MANAGER

Date: 14/7/2023



1ST ROUND - GROUP DISCUSSION:

Objectives:

- To brainstorm ideas and solutions for a specific problem or challenge.
- To gather input and opinions from multiple stakeholders on a particular topic.
- To facilitate decision-making on a complex issue.
- To encourage collaboration and teamwork among participants.
- To explore different perspectives and viewpoints on a subject.



Description of the event:

This assessment aimed to assess participants' general knowledge, logical reasoning, and problem-solving skills through a series of questions and riddles.

ABOUT THE EVENT:

- Individual participation consisting of 8 participants.

NO OF PARTICIPANTS – 8

1. Snigdha Nath – St. Claret college.
2. Manasa.S – RNSIT college.
3. Pooja. J – VVNDK college.
4. Manisha.Hareesh – Mount Carmel college.
5. Chandrika – ASC college.
6. Navya – Mount Carmel college.
7. Darshan – VET college.
8. Adhira – St Claret college.

JUDGES OF THE EVENT

1. Mrs Bhavitha – (Asst. prof, in KLE college)
2. Mrs Anuradha – (Department of English)
3. Mrs. Sushmitha- (Department of commerce and management)
4. Mrs Nalini – (Department of commerce)



2ND ROUND - MOCK STOCK:

Mock stock was the first-ever competition in the history of MES IOM which was conducted, in mock stock participants were allowed to trade in live market with a virtual amount of 50,00,000 in which they had to trade in 3 different industries compulsory (i.e., Pharma, auto, media/entertainment)



3RD ROUND - STRESS INTERVIEW

Here there was a crisis given to them where they have to prepare a business plan the issues and save the company with presentation and explain the crises. The judges will question them in the middle to check the patience and how they take the decision as a “Manager”.



THE JUDGES OF THE EVENT:

1. Mr Nischal B A
2. Dr Deepa T M
3. Ronith Evander
4. Prof. Ravindra. V

THE FINALISTS

1. Snigdha Nath - St. Claret college.
2. Manasa.S - RNSIT college.
3. Manisha.Hareesh - Mount Carmel college.
4. Chandrika - ASC college.
5. Navya - Mount Carmel college.

CORPORATE WALK

Date: 14/7/2023



Corporate walk the last competition of Chathurarth-2k23, was a group event organized for the students to showcase their fashion senses in the corporate theme.

Time: 2:00pm to 4:30pm
Number Of participants: 8



Number of Colleges: 5

- Mt. Carmel College
- St. Claret College
- Mt. Carmel College
- Sheshadripuram College
- Trillium group of Institutes

Judges:

- Ms Kavana Chavan
- Mr Manjunath



Description:

The "CORPORATE WALK" was a fashion event. The event aimed to showcase their fashion senses in the corporate theme. The event provided a platform for student to exhibit their fashion skill. The competition saw enthusiastic participation from various colleges, with total of 5 team taking part. Each team comprised 8 members, and a maximum of 2 team were allowed from eachcollege.



Rules and regulations: -

1. Number of members per team: - minimum 6, maximum 8
2. Duration of performance per team: - 5+1min
3. Each team should follow a portray the particular corporatetheme through their performance
4. The music and the theme should be submitted to thecoordinator on the day prior to the event 13th July 2023
5. Propose can be used
6. Shirtless, crop top, shirts, and dress above the knee level isnot allowed
7. Any kind vulgarity will be disqualified
8. The judge decision is final.

Event Highlights:

The "Corporate Walk" fashion event was a grand spectacle of creativity and style. Each team brought their unique interpretation of the corporate theme, and the runway came alive with their innovative fashion displays. The participants exuded confidence and professionalism as they walked down the runway, showcasing their fashion skills.

The use of props was impressive, with some teams incorporating office-related items like briefcases, laptops, and stationery to add authenticity to their performances. The teams displayed a remarkable understanding of the corporate world, with outfits ranging from formal business attire to contemporary office chic.

The judges had a challenging task, as the competition was tough, and the participants left no stone unturned to impress. They evaluated each team based on their fashion choices, theme portrayal, confidence, and overall presentation. The judging process was fair, and the final decisions were well-received by the audience and participants alike.





Winner announcement

After careful evaluation of all the performances, the judge announced the winners based on their costumes, walk and style. The winning team was awarded with cash prize.

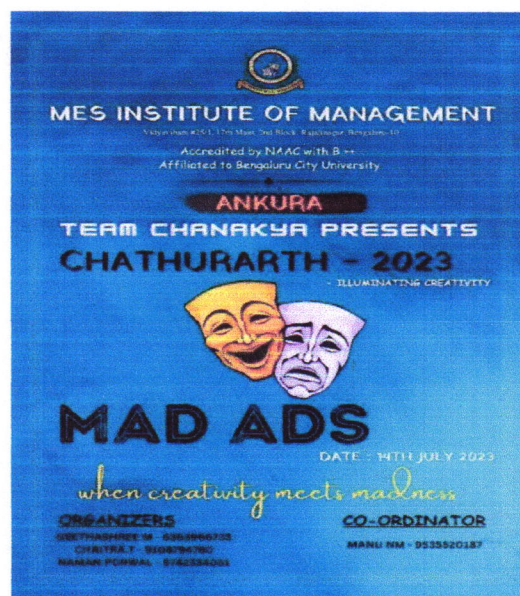
Winners

1st prize: - Mt. Carmel College 2nd

prize: - St. Claret College

MAD ADDS

Date: 14/7/2023



Mad ads were a group event, it was an ad making competition to showcase the creativity in marketing goods and services in funny and creative manner.

Time: 11:30pm to 1:00pm

Topic: Swadeshi product

Number of Teams: 5

Number of Colleges: 3 colleges,

1. Mt. Carmel College
2. Om Sai college
3. Trillium Degree College

Judges:

- a. Mr Cheathan Kumar – Theatre Artist.
- b. Mr Kumara Raju – Actor, Director.

Description:

The "Mad Ads Competition" was an exciting and entertaining event. The event aimed to showcase the creative marketing abilities of the participating teams in promoting Swadeshi products in a simplified, funny, and innovative manner. The event provided a platform for students to exhibit their advertising skills while also emphasizing the importance of promoting indigenous products. The competition saw enthusiastic participation from various colleges, with a total of 5 teams taking part. Each team comprised five members, and a maximum of three teams were allowed from each college.



Rules and Regulations:

The event adhered to the following rules and regulations:

1. Each team was required to prepare a humorous ad for promoting any one Swadeshi product of their choice.
2. The time limit for each performance was 3 + 1 minutes, allowing the teams to showcase their creativity effectively.
3. Teams had to submit the background music (BGM) and product details before their act to ensure smooth coordination during the performance.
4. No on-spot preparation was allowed, emphasizing the need for prior planning and organization.
5. Participants were required to submit their written scripts to the judges and perform accordingly on the stage.
6. The judging criteria were based on creativity, content, and effectiveness in promoting the Swadeshi product.
7. The usage of vulgar language, obscenity, or any sensitive issues was strictly prohibited and could lead to disqualification.
8. Participants were allowed to present their ads in either Kannada or English, encouraging multilingual expression.

Event Highlights:

The event was a visual treat as the teams brought forth their imaginative and witty ideas to promote Swadeshi products. Each team used humor, storytelling, and creativity to connect with the audience and convey the message effectively. The acts ranged from hilarious jingles to engaging skits, leaving the audience in splits





Winner Announcement:

After careful evaluation of all the performances, the judges announced the winners based on their creativity, innovation, and effectiveness in promoting the Swadeshi product. The winning team was awarded with cash prize.

Winners

1st prize:

**Mount Carmel College
Simran & team.**

2nd prize:

**Om Sai College
Rakshitha & team.**



TREASURE HUNT

Date: 13/7/2023



Description

A game in which each team attempts to be first in finding the treasure that has been hidden using the clues, hints and directions

Event Time-12:00 pm to 4:00 pm

Number of participants

As it was team event where a team consist of members. There were 21 teams from 14 colleges.

Total No. of Participants - 84

Objectives:

- 1. Encourages leadership, communication and interaction.**
- 2. Improved business skills.**
- 3. Encourages creativity and thinking 'outside the box'.**
- 4. Increase in morale.**



ROUNDS

1st Round-Riddles

In this round we gave 25 questions to the participants Time limit was 20min

Top 12 teams were selected to the next round on basis of solving quickly and giving correct answer.



2nd Round- finding Clues inside the College

In this round teams had to find the clues in college so that they can go for the third round.

3rd Round-finding the clues outside the college

In this round teams had to find the clues outside the college and from that clue they had to find the place and click the selfie so that they can go to next round.



4thRound-common clue

In this round we had given a common clue for those who have completed the round 3. They had to find the key for the treasure and they were supposed to impress the faculty coordinator to open the treasure.



Learning outcomes

- Improves Problem solving skills
- Promotes teamwork
- Communication Building
- Exercise both body and mind
- Critical thinking
- Coping with stress

Winners

Winners of the treasure event were from MLAC College

Chaithra G

Ananya K Rai

Rushitha S Kashish

Prasad



The valedictory function was held on 14/07/23 after all the events got over. The dignitaries for the day were welcomed and they addressed the gathering regarding a healthy competitive spirit among the students. Later the prize winners of various events held on both the days were announced and the prize distribution was done. All the people who were a part of this event and contributed for its grand success were heartily thanked.

The event came to a happy ending by taking a group picture of the dignitaries, faculty, organizers, coordinators and volunteers. Followed by an energetic and joyful dance performance from "TEAM CHANAKYA".



CONCLUSION

"**CHATHURARTH 2K23 - Illuminating Creativity**" not only provided a platform for students to showcase their talents but also promoted the significance of healthy competitive spirit, stress bearing capacity, creativity, confidence, assertiveness, stage presence, time management, agility, grooming skills, expressions, fluent speech, persuasion skills etc. among students. The event's success was attributed to the enthusiastic participation of the teams, the dedicated efforts of the organizing committee, the valuable guidance from the esteemed judges and the unwavering support from the sponsors, management, teaching and non-teaching faculty.

The event highlighted the potential of creativity in commerce and management and the change it can bring in one's results contributing to an innovative and a better tomorrow. It served as a memorable and enriching experience for all involved.

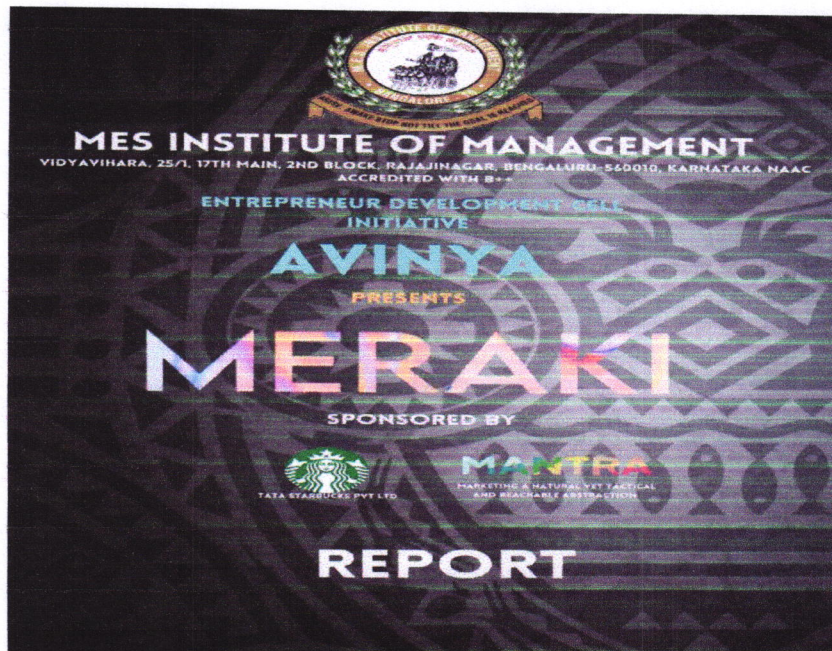


We extend our heartfelt gratitude to each and every one who contributed to the success of this event, making it an enjoyable and memorable affair.

ENTREPRENEUR DEVELOPMENT CELL

AVINYA

MERAKI-2023



Meraki, derived from the Greek word meaning "to do something with soul, creativity, or love," has been the essence of competition. It embodies the passionate pursuit of entrepreneurial endeavors, where every participant has poured their heart and soul into the events, reflecting on the significance of meraki and the spirit it instils within the students. The Entrepreneurship Development Cell (EDC) organized a series of exciting and interactive competitions aimed at fostering innovation, honing entrepreneurial skills, and encouraging creativity among participants. These competitions offered a platform for aspiring entrepreneurs to showcase their talents. A week-long competition organized by Avinya, the Entrepreneurship Development Cell was "Meraki -2023". The week-long of meraki included many extravaganzas of events like:



1. Sarve jana sukhino bhavanthu [Mock assessment]
2. Poster making[alankrutha]
3. Chatura [quiz]
4. Ipl auction
5. The cabinet
6. Pinup board[avadheya]
7. Product launch

Mock assessment (Sarve Jana Sukhino Bhavantu):

Objectives:

- To Practice Familiarization Participants had the opportunity to practice and become familiar with the format, structure, and content of the actual assessment.
- To Assess skills The mock assessment aimed to evaluate participants' general knowledge, logical reasoning, and problem-solving abilities.
- To Engagement the inclusion of riddles and the discovery of the word "MERA~~KI~~" added an element of excitement and engagement for participants.

Description of the event:

This assessment aimed to assess participants' general knowledge, logical reasoning, and problem-solving skills through a series of questions and riddles. The unique feature of this assessment was the inclusion of specific letters marked with bold underlines in some questions, leading to the discovery of the word "MERAKI." The mock assessment consisted of fill in the missing letters; choose the correct option and open-ended questions covering various topics related to general knowledge, logical reasoning, and riddles. Participants were required to answer all the questions within a specified time frame





Poster Making:

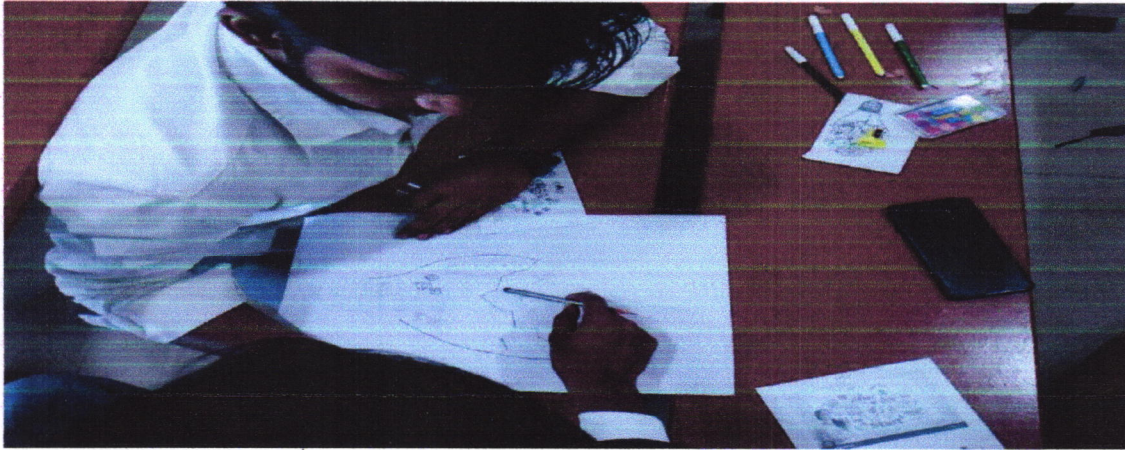
Objectives:

- To Encourage participants to unleash their creativity and artistic skills through the creation of visually appealing posters.
- To Stimulate participants to think innovatively and express their understanding of entrepreneurship through their poster designs.
- To Foster a sense of collaboration and teamwork by allowing participants to work in teams of two members each.

Description:

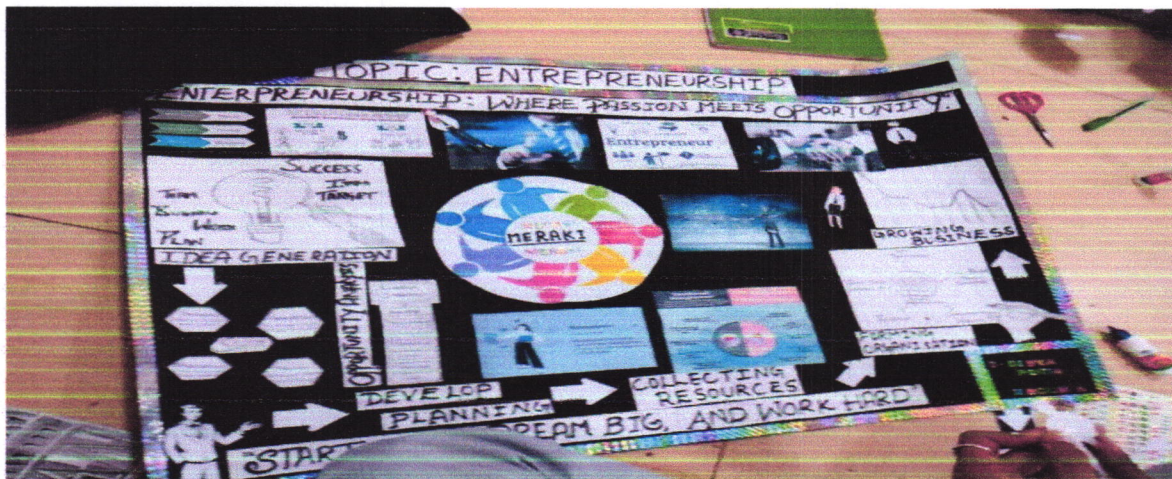
The Entrepreneurship Development Cell (EDC) also organized poster making competition as part of the week-long event, MERAKI. The competition aimed to promote creativity, teamwork, and an understanding of entrepreneurship among the participating students. The topic of the competition was "Entrepreneurship," and the participants were required to create visually appealing posters within a specified timeframe.





Competition Details:

The poster making competition took place at the 4th floor conference hall in our college and was held for a duration of one hour, during which the participating teams were tasked with creating their posters. The competition allowed teams of two members each, encouraging collaboration and fostering a sense of teamwork among the participants.



Rules and Guidelines:

The following rules and guidelines were provided to ensure a fair and organized competition:

1. Team Composition: Each team consisted of two members.



2. **Poster Design:** The posters were required to be visually appealing, with a focus on the theme of entrepreneurship. The event name, "MERAKEI," was to be prominently displayed in the middle of the poster.
3. **Time Limit:** The participants were given 60 minutes to complete their posters, testing their ability to work efficiently under a strict timeframe.
4. **Poster Size:** The posters were to be of size A3 or larger, allowing for ample space for creativity and expression.
5. **Materials:** The participants were responsible for bringing their own materials required for the competition, including drawing tools, colours, papers, and any other necessary supplies.
6. **Judge's Decision:** The judges' decision was considered final and binding, and it was based on various criteria such as creativity, relevance to the theme, visual impact, and overall presentation.

Event Execution:

The poster making competition witnessed enthusiastic participation from several teams. The participants showcased their artistic skills and entrepreneurial insights through their creations.

The atmosphere was filled with creativity and a spirit of healthy competition as the teams worked diligently to complete their posters within the given time frame.

The event organizers ensured that the necessary arrangements were in place, such as providing the teams with adequate space to work, maintaining a conducive environment, and addressing any queries or concerns from the participants.

Judging criteria:

Upon the completion of the competition, the panel of judges assessed each poster based on the predefined criteria. They carefully evaluated the posters, considering elements such as originality, creativity, visual impact, adherence to the theme, and the effective incorporation of the event name, "MERAKEI."



Judges for the event:

DR.Kanchan S kudchikar

Mrs. Sushmitha.v

Number of Participants: 34 participants

Date: 12th June 2023

Duration: 12:15pm to 1:15pm

Outcome:

- Participants displayed exceptional creativity and talent in their poster designs.
- Diverse interpretations of the entrepreneurship theme were showcased.
- Posters captured attention with visually striking elements and vibrant colours.
- Messages effectively conveyed participants' ideas and concepts related to entrepreneurship.
- Event name "MERAKEI" was prominently displayed, contributing to event branding.

Conclusion:

The poster making competition conducted by the Entrepreneurship Development Cell as part of the MERAKEI event was a resounding success. It provided an excellent platform for students to showcase their creativity and express their understanding of entrepreneurship.

The competition not only fostered teamwork but also encouraged the participants to think

Overall, the poster making competition at MERAKEI was a testament to the EDC's commitment to promoting entrepreneurship and providing students with opportunities to showcase their talents. It added value to the overall event and contributed to the participants' personal and professional development.

Winners:

1. Naman porwal and Praveen
2. Vikas and preetham
3. Divya s and pooja s



Quiz (Chatura):

Objectives:

- To increase participants' understanding of entrepreneurship, including logos, taglines, and famous entrepreneurs, fostering a sense of entrepreneurship awareness and knowledge among the students.
- To engage students actively in the field of entrepreneurship by providing an interactive and challenging platform through the quiz.

Description of the event:

The Entrepreneurship Development Cell organized a quiz that focused on logos, taglines, and entrepreneurs. The quiz comprised multiple rounds. In the first round, participants faced a written test consisting of multiple-choice questions (MCQs) and fill-ups. Those who scored above 20 points advanced to the next round. In the second round, the six students with the highest scores were selected. This round involved identifying companies based on their logos.



After the second round, three students emerged as the top performers and qualified for the rapid-fire round. The rapid-fire round likely involved quick and spontaneous questions related to entrepreneurship or related topics. Finally, one student emerged as the winner, indicating their exceptional knowledge and quick thinking during the rapid-fire round.

Judging criteria:

1. Round one (written test):

Correctness of answers: Participants were evaluated based on the accuracy of their responses to the MCQs and fill-ups.



Total score: The overall score obtained by each participant determined their qualification for the next round.

2. Round two (logo identification):

Logo recognition: Participants were assessed on their ability to correctly identify the companies based on the provided logos.

Total score: The scores obtained in this round determined the top six participants who advanced to the next round.

3. Round three (rapid-fire round):

Knowledge and quick thinking: Participants were judged based on their ability to answer rapid-fire questions related to entrepreneurship promptly and accurately.

Composure under pressure: Participants were evaluated on how well they maintained their composure and confidence while answering the rapid-fire questions.

Overall performance: The judges considered the participants' performance throughout the round to determine the winner.

Judges for the event: Mrs. Sanjana.s

Dr. Vajreshwari.s. murthy

Number of Participants: 64 participants

Date: 13th June 2023

Duration: 1:15pm to 3:15pm

Outcome:

- Enhanced knowledge and understanding expand their knowledge about entrepreneurship, logos, taglines, and renowned entrepreneurs through the quiz questions and rounds.
- The quiz event aimed to develop various skills such as critical thinking, problem-solving, and decision-making as participants navigated through the challenging questions and rounds.



- The event provided a platform for participants to interact with like-minded individuals interested in entrepreneurship, fostering networking and potential collaborations.

Conclusion:

In summary, the quiz event organized by the Entrepreneurship Development Cell successfully promoted entrepreneurship awareness, engaged participants, and fostered knowledge enhancement and skill development. The judging criteria ensured fair evaluation, and the event provided valuable networking opportunities. Overall, it was a resounding success in achieving its objectives.

- **Winners:**

1. Shreyas.v
Prajwal h s
2. Arjun
nithin

Pinup Board (Avadheya):

Objective:

The objective of the Pinup Board Competition was to:

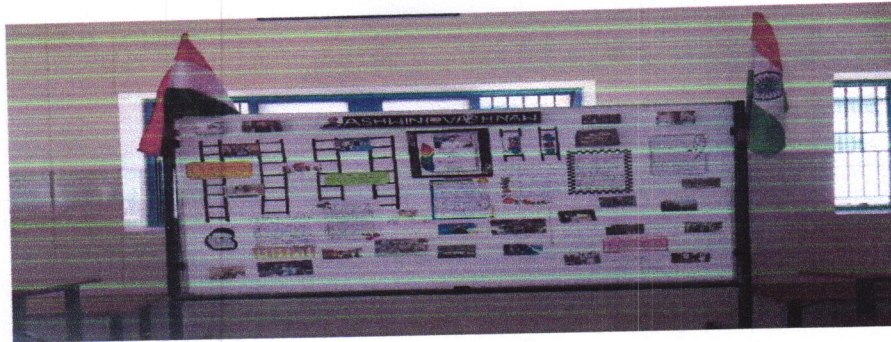
- To Encourage creativity, teamwork, and knowledge sharing among the students.
- To Showcase the participants' artistic skills and ability to present information in an engaging manner.
- To Enhance the students' understanding of influential business tycoons and their contributions.

Description:

The Pinup Board Competition was held as part of the week-long event called Meraki, which took place from 12th June to 17th June. This competition was organized as an intra-college competition between different classes. Each class was given the opportunity to decorate their class pinup board according to a specific topic. The objective was to showcase their creativity, teamwork, and knowledge on the given subject. The competition played a significant role in determining the best class of the year.



1. **1st Year B.Com 'A' (Topic: Ashwini Vaishnav)**



2. **1st year B.COM B (MUKESH AMBANI)**



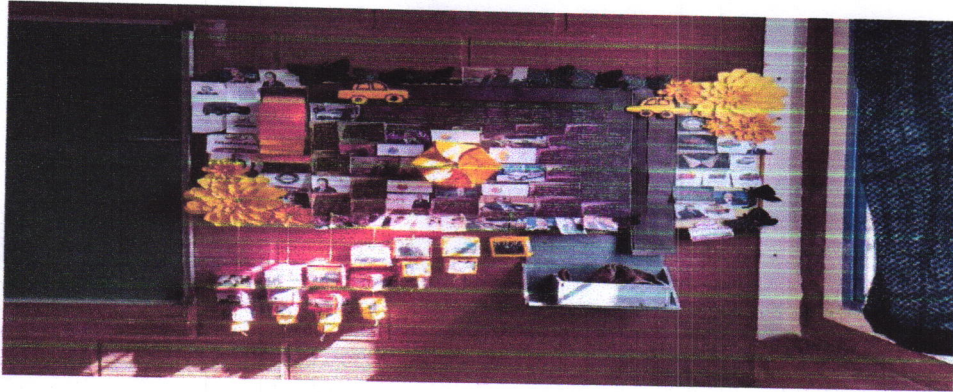
3. **1st Year BBA (Topic: Gautam Adani)**



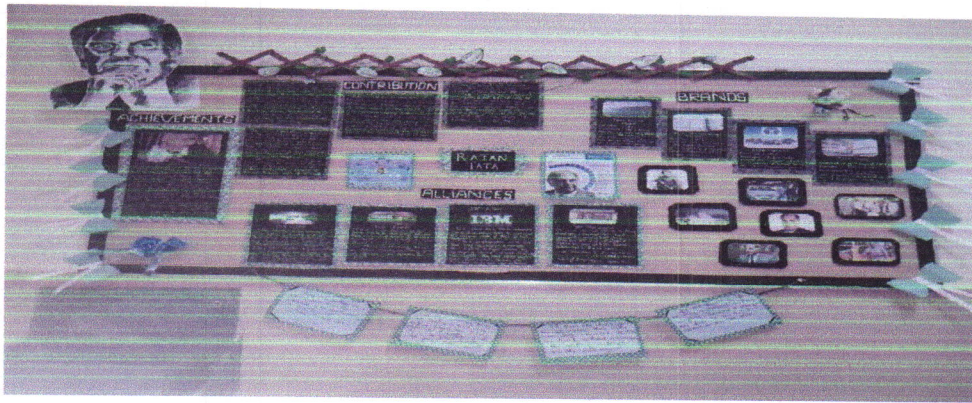
4. **2nd Year B.Com 'A' (Topic: Kiran Mazumdar Shaw)**



5. 2nd Year B.Com 'B' (Topic: Anand Mahindra)



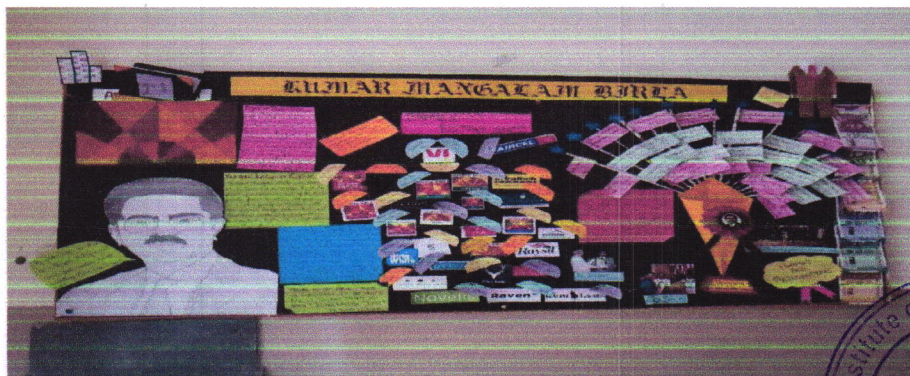
6. 2nd BBA (Topic: Ratan Tata)



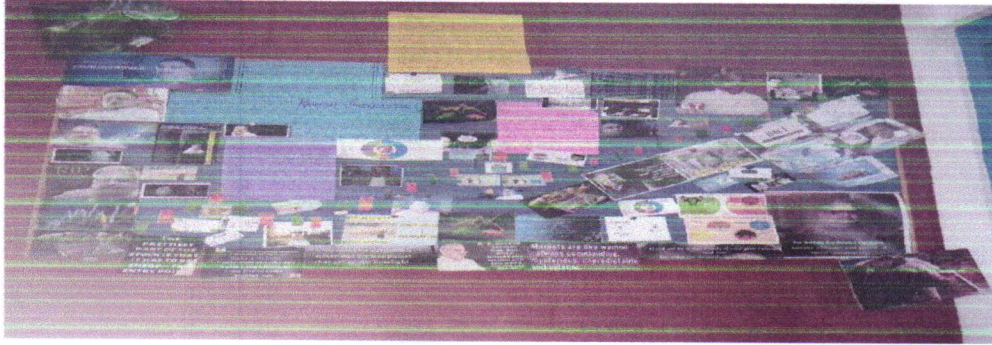
7. 3rd Year B. Com 'A' (Topic: Narayan Murthy)



8. 3rd Year B.Com 'B' (Topic: Kumar Mangalam Birla)



9. **3rd BBA (Topic: Rakesh Jhunjhunwala)**



Judging Criteria:

The judging criteria for the Pinup Board Competition included the following factors:

1. Group Effort: The extent to which the entire class collaborated and contributed to the design and execution of the pinup board.
2. Quality of Information: The accuracy, relevance, and depth of the information displayed on the pinup board.
3. Quantity of Information: The completeness and comprehensiveness of the information presented.

Judges for the event:

Dr. Kanchan.S kudchikar

Mrs.Veda.L.shetty

Mrs. Anithakumari

Number of Participants: 9 TEAMS

Date: 12th June 2023 to 17th June 2023

Duration: 6days

Outcome:

The Pinup Board Competition resulted in the following outcomes:



- Participants demonstrated their artistic flair and dedication by creating visually appealing and informative pinup boards.
- Students enhanced their research and presentation skills while exploring the theme of great business tycoons.
- Valuable insights into the world of entrepreneurship were shared, inspiring aspiring business leaders among the student body.

Winners:

2nd B.Com 'B'

2nd BBA

Conclusion:

In conclusion, the Pinup Board Competition held during the Meraki event proved to be a highly engaging and educational experience for the participating classes. The competition successfully promoted teamwork, creativity, and knowledge sharing among the students, while also determining the best class of the year award. Overall, it had a positive impact on the students' personal and academic development, inspiring them to excel in their future endeavours.

The cabinet:

Objective:

Encourage the participants debating skills and confidence

- To let the participants, know the value of research and analysis
- To Enhance the students understanding in politics on how it plays a vital role in the business.
- To show the value of entrepreneurship on how it can be used in all kinds of field.

Description:

The cabinet Competition was held as part of the week-long event called Meraki, which took place from 12th June to 17th June. This competition was organized as an intra-college competition between the participants from different classes where all the 9 sections



participated. Each participant was given the opportunity to debate on the current affairs of government of Karnataka and its 5 guarantees where each team from each class were assigned with specific topics to debate on and they were asked to submit the reports on what they were debating to judge their research skills. The objective was to showcase their debating skills, teamwork, and knowledge on the given subject.



Judging Criteria:

The judging criteria for THE CABINET Competition included the following factors:

1. Group Effort: The extent to which the team members collaborated and contributed to the information collected and debating skills.
2. Quality of Information: The accuracy, relevance, and depth of the information showcased in their debating minutes.
3. Quantity of Information: The completeness and comprehensiveness of the information presented.

Judges for the event: Dr. Harini.M. S

Mrs. Rohini Patil

Mrs. Anuradha.K

Number of Participants: 9 Classes 36 participants (4 in a team)



Date: 15th June 2023

Duration: 12:20pm-01:15pm

Outcome:

The cabinet Competition resulted in the following outcomes:

- Students enhanced their research and presentation skills while exploring our political information.
- Valuable insights into the world of entrepreneurship were shared, inspiring aspiring political leaders among the participants.
- The event fostered healthy competition and team spirit, as the competition determined the best entrepreneurs of the year award.

Winners:

1. Kishan Gowda
2. Prashanth
3. Naman porwal and
4. Udith patel

Conclusion:

In conclusion, THE CABINET Competition held during the Meraki event proved to be a highly engaging and educational experience for the participants. The competition successfully promoted teamwork, researching, and knowledge sharing among the students, while also determining the best entrepreneur of the year award. Overall, it had a positive impact on the students' personal and academic development, inspiring them to excel in their future endeavours.

Product Launch:



Objectives:

- To Enhance entrepreneurial skills, including presentation and communication abilities.
- To Foster a sense of social responsibility by emphasizing products that serve social purposes.
- To promote realistic financial planning and investment considerations in product development.

Event Description:

The Product Launch Competition was a key component of the week-long event, Meraki, organized by the Entrepreneurship Development Cell. The competition brought together teams of four members, with each class forming a single team. The event featured two esteemed chief guests, namely, The Principal of our college and the alumni, Nirmal R, who served as judges for the competition.



During the competition, teams were given a total of 10 minutes to explain their product, followed by a 3-minute question round from the judges. One noteworthy requirement was that the product developed by each team had to serve a social purpose, emphasizing the importance of social impact. Additionally, teams were expected to present realistic investment and financial statements, demonstrating their understanding of the financial feasibility of their product.

To enhance the branding and marketing aspects of their product, teams had the freedom to choose a brand ambassador of their choice. Furthermore, teams were required to submit a detailed product report and summary to the respective coordinators one day prior to the event, ensuring preparedness and thorough documentation.

In terms of product development, teams had the flexibility to either innovate an existing product or create an entirely new one, fostering creativity and entrepreneurial thinking. It is



worth noting that only one team was allowed per class, adding a sense of competition and representation from various class groups.

Judging Criteria:

Teams were evaluated based on the following criteria:

1. Innovation and Social Impact: The degree of novelty and the extent to which the product served social purposes.
2. Financial Feasibility: The realism of the investment and financial statements presented by the team.
3. Presentation Skills: The quality of the team's presentation, including clarity, organization, and persuasive communication.
4. Branding and Marketing: The effectiveness of the team's choice of brand ambassador and their ability to showcase the product's unique value proposition.
5. Product Report and Summary: The content and quality of the submitted product report and summary.

Judges for the event: Dr. Sharada.S

Nirmal. r (Alumni of our college)

Number of Participants: 9 TEAMS

Date: 16th June 2023

Duration: 1:15pm to 3:30pm

Outcome:

The Product Launch Competition yielded the following outcomes:

- Teams demonstrated their ability to think creatively and develop unique product ideas.
- Participants improved their ability to effectively convey their product's features, benefits, and social impact within the given time frame.



- Teams showcased their understanding of financial considerations, incorporating realistic investment and financial statements into their presentations.

Conclusion:

The Product Launch Competition, held as part of the Meraki event organized by the Entrepreneurship Development Cell, successfully achieved its objectives of encouraging innovation, enhancing entrepreneurial skills, promoting social responsibility, and facilitating networking. The event showcased the participants' ability to develop innovative products, deliver effective presentations, and incorporate realistic financial planning. Overall, the competition fostered a spirit of entrepreneurship and social consciousness among the participants, creating a valuable platform for their growth and development.

Winners:

- 1 Preetham p and team
- 2 Shreyas v and team
- 3 Geetha Shree and team

IPL auction:

Objective: The main objective of this event was to build a good team with the given resources. This event was organised to check the money management skills and decision-making ability of the teams present.

Event description: The auction is where players are pooled together and sold to the highest bidder as per the IPL rules and regulations.

How it was played?

Each team was allowed to pick the team by using lucky wheel spin. Out of 10 IPL teams 9 teams were got picked by each class. The order to spin the wheel was decided on the day of announcement by respective class teachers by picking the chits which contained numbers from 1-9.



Each class participated with 4 members in each team as mentioned in the rules.

Criteria:

- Each team had to make a team of 14 players where 8 players should be Indian players and 6 players should be overseas (foreign) players.
- Each team had been given 50 Cr rupees as purse value to purchase the players.

Winning criteria which were mentioned:

- The team which accumulates the highest team points with less usage of money will be declared as winner.
- **Team with highest points accumulated will be given more preference.**

Judges for the event: Sri. M. Vijay Kumar

Sri. Naveen. N

Sri. Naveen Bhat

Sri. Honnurappa

Number of Participants: 9 TEAMS

Date: 14/6/2023 &15/6/2023

Duration: 12:20pm to4:15pm

Outcome: We got all the possible outcomes of the event. Some teams lacked in spending money and some teams lacked in purchasing the correct players. They learnt how to do an investment and to find the worth of the individuals. There was decision making ability with minimum spending and maximum utilization of the given resources.





Winners:

- 1.Kolkata knight riders
- 2.Gujarat titans
- 3.Royal challenges Bangalore

EVENT NAME: MEHENDI WORKSHOP

Date: 17/12/22



Henna is mainly used in celebration of special occasions such as weddings and in the joyous gathering of people. These days employment opportunities of mehendi artist are on high scope.

OBJECTIVES:

- To develop a great learning experience for all those who have great interest in art work.
- To develop creativity but also to make the students get to know about how this creativity can be a way to make money.

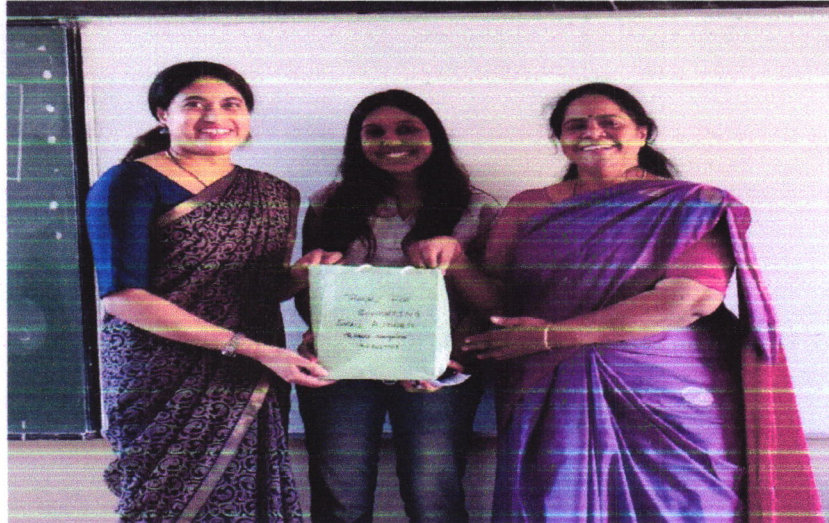
DATES OF WORKSHOP:

The workshop was spread over from 9/11/22 to 15/12/22 which included live training and some of the assignment days. There was a test of the students which took place on 15/12/22.

To encourage students to excel in artistic field ED CELL OF MESIOM had organized a basic level training on mehendi. Total of 51 students had enrolled. The mehendi workshop as conducted from 1:15 PM onwards till 2:30 PM i.e., 1& half hour the main purpose of this workshop as to bring the entrepreneurs through mehndi.



The highlighting factor of this workshop was that it was conveyed by one of the alumni of MESIOM, MS. BHUMIKA MANDOTH who is an entrepreneur of a small business named 'HENNA BANGALORE'. This step taken by BHUMIKA was appreciated by all.



- **LEARNING OUTCOME**

- The program was facilitated in creating awareness among students on scope of mehendi and hence acquainting them with entrepreneurial skills in mehendi through training such that they earn while they learn. The students were benefitted with enhanced skills and the techniques to make a profit out of the skills.
- Learning the techniques and tricks to get the perfect design and angles of holding the henna cone.
- Tools and equipment's used during the application of henna.



EVENT NAME: MAKEUP WORKSHOP

Date: 24/1/23



Makeup mainly is used to change or enhance the way we look, to feel more confident and also to hide our imperfections. One of the first things people notice about you is your face. This makes sense; after all, it takes up the majority of our field of vision. When someone looks at us, they naturally start in this area. A big part of looking “put together” is having a nice complexion and wearing makeup can help with that.

OBJECTIVES:

- To develop a great learning experience for all those who have great interest in makeover, hairstyling and nail art.
- To develop creativity and also to make the students know how to build a career in this particular field.

To encourage students to excel in the field of makeup, The ED CELL OF MESIOM organized a basic level training on makeup in a one-day **workshop on 24/01/2023** from 12:15 PM to 2:00 PM. The main purpose of this workshop was to bring in entrepreneurial skills among the students in the art of makeup. A total of 70 students had enrolled for the workshop.





The highlighting factor of this workshop was that it was conveyed by one of the certified makeup artists **SHILPA MAKEUP HAIR AND NAIL ACADEMY**.

LEARNING OUTCOME

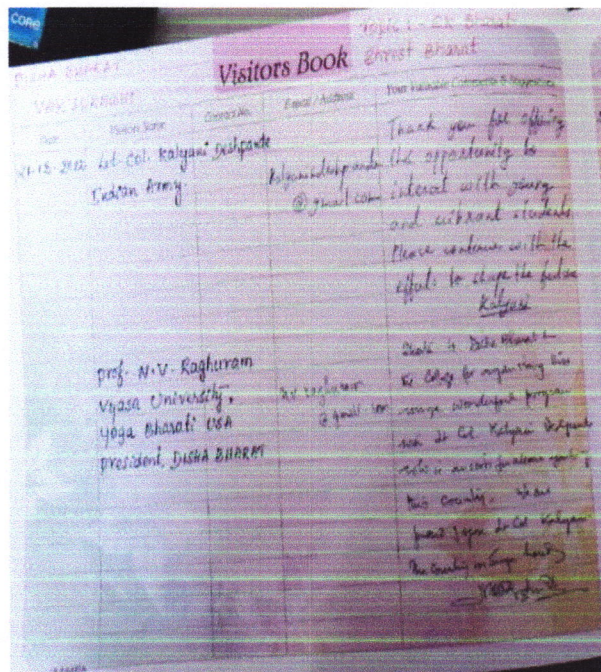
- The program was facilitated in creating awareness and hence acquainting them with entrepreneurial skills in the art of makeup. Benefitted with enhanced skills and the techniques.
- Learning from the basics application of sunscreen till choosing the foundation for different skin tones.
- Knowledge about different makeup brushes, products used on the clients, step by step application of makeup for the clean finishing.



Vak Surabhi – 2022 – 23

MESIOM conducted Vak Surabhi, the flow of thoughts, on 21st December 2022 on the theme Ek Bharath, Shresth Bharath. The Chief Guest of the event was Lt.Col.Kalyani Deshpande, Serving Officer, Indian Army. Speaking on the occasion, Col.Kalyani, highlighted the importance of serving in the Indian armed forces as dutiful citizens of India. She narrated her experience of preparing for the interview of getting selected for the Indian army and mentioned that it has become easier for women to join the Indian army in the present times. She also spoke about the difficulties of the Indian soldiers at the borders and took pride in the contribution of soldiers in the safety of the nation. She urged the students to not only respect the soldiers but to also look for a career in the Indian army.

MES INSTITUTE OF MANAGEMENT <small>VidyaVihar, 25/1,17thMain, II Block, Rajajinagar, Bangalore-560 010</small>	
VAK SURABHI - Flow of Thoughts Topic – EK Bharat Shresth Bharat - Role of youth and the way forward	
DATE: 21-12-2022	
Programme List	
1. Invocation	: Smt. Anuradha K, Asst. Professor
2. Welcome Speech	: Dr. Sharada S, Principal
3. Guest Speaker	: Lt. Col. Kalyani Deshpande Indian Army
4. Special Invitee	: Prof. N V Raghuram, S-Vyasa University, Yoga Bharati, USA President, DISHA BHARAT
5. Vote of Thanks	: Smt. Chitra V, Asst. Professor
Compering	: Dr. Harini M S, Vice Principal, IQAC Co-Ordinator



Sharada S
PRINCIPAL

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