



Empowering Through Education

*Cordially Invites You
to the*

**Management Club - Vyuham
“Strategica”**

Presided by

Dr. Murali S

Principal, MVJ Degree College

Faculty Coordinator

Dr Sandhya Ch V L

Student Coordinator

Yeshaswin R

Preetham N

Venue

Date

Time

Seminar Hall - 4

06-11-2024

02:00 PM

Report on Strategica Management Event

"Strategica," organized by the Management Club- Vyuham under the guidance of Principal Dr. Murali S and Faculty Coordinator Dr. Sandhya Ch V L, aimed to foster strategic thinking, creativity, and teamwork among students was a resounding success



Management club members

Event Name: Strategica

Date: 6/11/2024

Time: 2:00PM- 4:00 PM

Venue: MVJ Seminar Hall 4

Organized By: Vyuham Management Club

Principal: Dr. Murali S

Faculty Coordinators: Dr. Sandhya Ch V L

Judges: Mr. Bala Gopal and Mr. Hamsa Raj

Student Coordinators: Yeshaswin R, Preetham N, Bhuvan P T, Nanditha U,
Yeshawanth M, and Shreyas Kiran Kumar

Number of Participants: 25

Welcome Address

The event began with an invocation song to seek almighty blessings on an auspicious beginning, followed by an introduction to the club & objectives of its formation by Dr. Sandhya Ch V L

Mr Yeshaswin R president of the club, welcomed Principal Dr Murali S, Judges:Mr. Bala Gopal and Mr. Hamsa Raj, faculty members ,the participating students, and audience.



Welcome address by Yeshaswin R, Preetham N & Nanditha U

Event Structure and Rounds

Formal introduction of the event and an overview of Strategica's purpose with the event's-planned activities was presented by the student coordinators Yeshaswin R, Preetham N, and Nanditha U.

The event included three rounds—Business Quiz, Logo Making, and Product Launch—each designed to challenge and enhance the participants' skills. A total of 25 students participated and with four teams advancing to the final rounds.

Rules of Event, Structure and Rounds by Yeshaswin R



Round 1 - Business Quiz: The event kicked off with a competitive Business Quiz, testing participants' knowledge of business concepts, current affairs, and corporate history. This round served as an elimination stage, narrowing down the participants based on their scores.

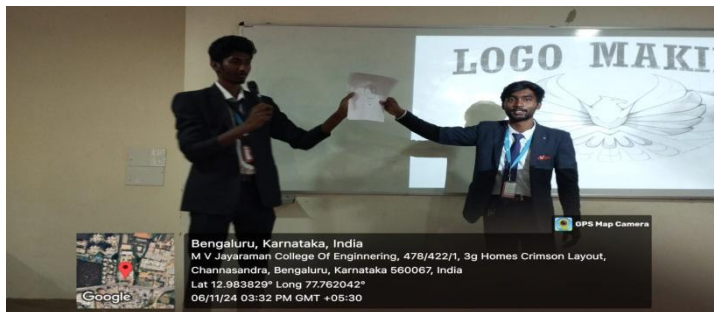


Participants of Business Quiz

Round 2: Logo Making

In this round, the four selected teams were tasked with designing a logo on the theme of Sustainability. The focus was on creativity, relevance to the theme, and originality. Each team was given 10 minutes time to conceptualize and design the logo, presenting it to the judges with an explanation of the design's significance.

Judges' Feedback: Mr. Bala Gopal and Mr. Hamsa Raj provided insightful feedback, focusing on creativity and branding strategies displayed on each logo.



Round 2 Logo making release by Yeshaswin R & Preetham N

Round 3: Product Launch

The final and the most challenging round was the Product Launch, where each team had to present a product idea, including its features, market positioning, and a unique selling proposition (USP). Teams showcased their innovation and marketing skills by pitching their ideas to the judges and audience within a set time limit.



Product launch video making: By Harish, Navya, Chitra, Syeda Fathima, Harini & Madhusree

After intense competition, the judges evaluated each team's performance and identified the winners based on creativity, innovation, and strategic insight.



Principal's Address

Judges observation Mr. Bala Gopal & Mr. Hamsa Raj

Following the completion of all rounds, the Principal addressed the students, speaking on the importance of management clubs in developing critical skills such as teamwork, leadership, and strategic thinking. The Principal emphasized the club's role in preparing students for real-world business challenges and fostering an entrepreneurial mindset.



Principal Dr Murali S Address to students

In a key moment of the event, the Principal unveiled the official logo for Management club- Vyuham symbolizing the club's mission and values. This logo release marked an important milestone for the club, establishing its unique identity.



Preetham N & Yeshaswin R handing over logo to principal



Students at Club Log release



Logo Release by Principal Dr Murali S

Winner and Runner-Up Announcements

The event concluded with the announcement of winners and runners-up. Based on the cumulative scores from all three rounds, the top teams were recognized for their achievements and creativity.



Announcement of winners & Runners by Principal Dr Murali S

- **Winners:** Sirisha S, Movna priya M & Kishor Kumar
- **Runners-Up:** Madhusree G M, Harini A & Syeda Fathima

Vote of Thanks

The event concluded with a vote of thanks delivered by the student coordinator Preetham N. He expressed gratitude to the Principal Dr. Murali S, the esteemed judges Mr. Bala Gopal and Mr. Hamsa Raj, and all student participants and volunteers. Preetham also thanked the Principal for his inspiring address and support, as well as the students for their enthusiastic participation.



Management club coordinators Nanditha U, Bhuvan P T, Preetham N, Yeshaswin R, Yeshwanth M, Shreyas Kiran Kumar

Conclusion

Strategica was a resounding success, achieving the Management Club's objective of engaging students in practical management exercises. The event was highly appreciated by participants, judges, and attendees, and reinforced the importance of hands-on learning in management education.

Dr Sandhya Ch V L
Club Coordinator

Dr Murali S
Principal