

MVJ Degree College

Management Club Event Report



IQAC Initiative
MANAGEMENT CLUB
Organises
Collage Making
and
Product Launch Competition
on
22nd and 23rd August
2025

Venue: 22nd Room no 406
23rd MVJ Seminar Hall

Time: 1.15 PM

All the Staff and Students are Cordially invited

MVJ DEGREE COLLEGE
(Affiliated to Bangalore North University)
Near ITPB, Whitefield Kadugodi,
Bangalore- 560067

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Objectives of the Management Club Events

- To motivate students to think out-of-the-box and develop original ideas.
- To provide hands-on experience in product conceptualization, presentation, and marketing.
- To help students learn how to work effectively in groups and share responsibilities.
- To apply classroom knowledge to real-world situations through interactive competitions.
- To build confidence in expressing ideas to an audience and a panel of judges.



Prof. Balakrishna Aliveli,, Principal of MVJDC, Inaugurating VYUHAM Management Club Events 2025

Introduction

The Management Club of MVJ Degree College organized **two major interdepartmental competitions** — Vision X (Collage Making Competition) and IGNITE (Product Launch Challenge) — aimed at fostering creativity, innovation, and practical business presentation skills among students. Both events witnessed enthusiastic participation, vibrant energy, and excellent teamwork, showcasing the talent pool of BBA, BCom, and BCA students.

Day One: Vision X – Collage Making Competition

Date: 22nd August 2025

Venue: Room No. 406

Time: 1:00 PM to 4:30 PM

The day began with an **inauguration ceremony led by Prof. Balakrishna Aviveli, Principal of MVJ Degree College**. In his motivational speech, he stressed the importance of creative thinking, adaptability, and the role of management students in driving digital transformation. He urged participants to embrace innovation as a key to future success.

This was followed by **Prof. Raghavendra, Vice Principal**, who highlighted the significance of collaboration and the value of events that go beyond textbooks to build practical skills.

A total of **12 teams participated**, creating collages aligned with the theme **“Digital Transformation.”** Teams used newspapers, magazines, and other raw materials to design thought-provoking visual representations of technology’s role in reshaping industries, society, and education. Faculty and student coordinators ensured that the guidelines were strictly followed, including safe tearing methods instead of pre-cut images.

Prof. Shrihari from MVJPU served as the judge, assessing each team on originality, creativity, theme relevance, and clarity of explanation during presentations. The classroom atmosphere was lively, with participants sitting in collaborative groups on the floor, working diligently as faculty members interacted with them, providing encouragement and guidance.

The event concluded at **4:30 PM**, with positive feedback from both the judge and faculty,



Day One: Students working in groups on the floor, enthusiastically crafting collages with faculty observing and guiding.

appreciating the fresh perspectives displayed by the participants.

Day Two: IGNITE – The Ultimate Product Launch Challenge

Date: 23rd August 2025

Venue: Seminar Hall No. 1

Time: 1:30 PM to 4:30 PM

The second day featured **IGNITE – a high-energy product launch competition**, designed to test students' entrepreneurial and marketing acumen. **10 teams participated**, each tasked with conceptualizing a product, creating a 3D prototype, preparing a short marketing video, and delivering a live pitch to the judging panel.

Prof. Shrihari from MVJPU, the event's judge, evaluated the teams on innovation, market viability, branding strategy, and overall presentation impact. The seminar hall was filled with an attentive audience as participants confidently showcased their ideas, integrating creativity with business insights.

From futuristic gadgets to socially relevant solutions, students demonstrated their ability to think beyond conventional products. The event highlighted the college's commitment to nurturing entrepreneurial skills and bridging the gap between academic concepts and real-world applications.

The event successfully concluded at **4:30 PM**, with participants receiving words of appreciation for their innovative spirit, teamwork, and professional-level presentations.



Day Two: Teams presenting their products with projected slides at the podium, showcasing confidence, coordination, and clarity.

Key Takeaways from the Event

- Students demonstrated creativity and innovation.
- Participants gained hands-on experience in product presentation.
- Teamwork and collaboration skills were strengthened.
- Classroom knowledge was applied to real-world scenarios.
- Confidence in communication and pitching ideas improved.

Conclusion

Both Vision X and IGNITE were resounding successes, fostering essential management skills — teamwork, strategic thinking, communication, and creativity. The events reflected the collaborative efforts of the **Management Club under Faculty Coordinator Srikanth K**, supported by the Principal, Vice Principal, and faculty members.

These initiatives not only enriched student learning but also set a benchmark for future interdepartmental competitions at MVJ Degree College.



Faculty Coordinator

Vice Principal

Principal