

Maverick Club – PSIT

MBA Department – PSIT



Compile Event Report

2023 – 24

The Department of Business Administration
– PSIT
Management Activity

IMMERSIVE FIELD PROJECT



EVENT REPORT

July 2023-24



Figure 1: Poster of the Event

Briefing about the event: “Management Trickle-Role Dynamics”

Immersive Field Projects (IFPs) are experiential learning initiatives that allow participants, typically students, to engage deeply with real-world environments and challenges. These projects often occur outside traditional classroom settings and provide hands-on experiences that enhance learning and skill development. Through collaborative problem-solving and creative thinking, students demonstrate their ability to apply theoretical knowledge to practical situations. The competition fosters skill development in decision-making, communication, and teamwork, culminating in a rewarding experience for all participants.

Objectives Of the Event: The objectives of Immersive Field Projects (IFPs) are designed to maximize educational, professional, and personal development through hands-on, real-world experiences.

1. Enable participants to apply classroom knowledge to real-world situations, reinforcing and deepening their understanding of academic concepts.
2. Encourage the integration of multiple disciplines to address complex issues, promoting a holistic approach to problem-solving.
3. Develop participants' ability to analyze, evaluate, and synthesize information from various sources to make informed decisions.
4. Provide hands-on experience in relevant techniques and methodologies specific to the field of study, enhancing participants' practical skill sets.
5. Equip participants with the experience and skills necessary for professional success, making them more attractive to future employers.
6. Facilitate interactions with industry professionals, mentors, and peers to build a network of contacts that can support future career opportunities.
7. Provide networking opportunities with peers and industry professionals.
8. Foster self-discovery and personal development by challenging participants.
9. Promote cultural awareness and sensitivity by exposing participants.

Theme of the event:

Immersive Field Projects (IFPs) is centered around "Learning through Real-World Engagement and Experiential Practice." This theme underscores the core philosophy and objectives of IFPs, highlighting the significance of active participation, interdisciplinary learning, and the application of theoretical knowledge in practical settings. IFPs take participants out of the classroom and into real-world environments where they can observe, interact with, and impact actual systems and communities. This engagement allows participants to experience the complexities and nuances of real-world challenges, providing a richer context for learning. This approach helps bridge the gap between academic knowledge and real-world application, making learning more tangible and meaningful.

Event Organized by :

Dr. CK Dwivedi Associate Prof. and Dr. Anurag Pandey Associate Prof. at PSIT had organized the Event – “ Immersive Field Projects (IFPs)”

Organizing Team:

- Faculty Coordinators – Dr. CK Dwivedi, Dr. Anurag Pandey
- Student Coordinators – Raunak Gulati

Duration of the Event: (2 months)

Format:

- In total 10 teams participated in the event wherein each team has submitted a project.
- Teams were judged on the basis of content, communication, and Collaboration.

Outcome of the event:

The outcomes of Immersive Field Projects (IFPs) are multifaceted and extend beyond academic achievements to include personal growth, professional skills, and a deeper understanding of real-world issues.

Deepened Knowledge: Participants gain a deeper and more nuanced understanding of their field of study through practical application and real-world exposure. Theoretical concepts are reinforced by hands-on experience, making learning more effective and lasting.

Interdisciplinary Insights: Exposure to various disciplines helps participants appreciate the interconnectedness of different fields and approaches. This interdisciplinary perspective fosters holistic thinking and innovative problem-solving.

Practical Skills: Participants develop specific skills related to their project, such as research techniques, data collection, and analysis. These practical skills are directly applicable to future academic and professional pursuits.

Critical Thinking and Problem-Solving: Engaging with real-world challenges enhance critical thinking abilities and the capacity to analyze complex situations. Participants learn to develop and implement effective solutions to practical problems.

Collaboration and Teamwork: Working in teams helps participants develop collaboration, communication, and interpersonal skills. Team-based projects simulate professional environments, preparing participants for collaborative work settings.

Adaptability and Resilience: Facing and overcoming real-world challenges builds resilience and the ability to adapt to new and changing circumstances. Participants learn to navigate uncertainties and develop a proactive approach to problem-solving.

Enhanced Career Readiness: The practical experience gained through IFPs makes participants more attractive to potential employers. Participants often develop a professional network through their interactions with mentors, experts, and community members.

Increased Cultural Awareness: Exposure to different cultures and contexts enhances participants' cultural competence and global awareness. This experience fosters empathy, respect for diversity, and a broader worldview.

Ethical and Social Responsibility: Engaging with real-world issues and communities fosters a sense of social responsibility and ethical awareness. Participants often develop a commitment to making positive contributions to society and addressing global challenges.

List of Participants

S.no	Group No.	Roll No.	Student Name	Section	Faculty Guide
1	IFP -1	2301640700301	Shubham Mishra	E	Dr. Anurag Pandey
2	IFP -1	2301640700315	Tanay Singh	E	Dr. Anurag Pandey
3	IFP -1	2301640700316	Tanmay Mishra	E	Dr. Anurag Pandey
4	IFP -1	2301640700322	Tarun Dixit	E	Dr. Anurag Pandey
5	IFP -1	2301640700346	Vidhi Grover	E	Dr. Anurag Pandey
6	IFP -1	2301640700360	Yashi Gupta	E	Dr. Anurag Pandey
7	IFP -2	2301640700158	Jyoti Kumari	C	Dr. CK Dwivedi
8	IFP -2	2301640700175	Krrish Sarraf	C	Dr. CK Dwivedi
9	IFP -2	2301640700205	Navneet Kumar Mishra	C	Dr. CK Dwivedi
10	IFP -2	2301640700215	Piyush Omer	C	Dr. CK Dwivedi
11	IFP -2	2301640700216	Piyush Singh	C	Dr. CK Dwivedi
12	IFP -3	2301640700113	Devansh Dixit	C	Dr. C K Dwivedi
13	IFP -3	2301640700159	Kanika Verma	C	Dr. C K Dwivedi
14	IFP -3	2301640700162	Kapil Saini	C	Dr. C K Dwivedi
15	IFP -3	2301640700164	Karishma Gupta	C	Dr. C K Dwivedi
16	IFP -3	2301640700193	Mayank kumar	C	Dr. C K Dwivedi
17	IFP -4	2301640700231	Prince Yadav	D	Dr. Anurag Pandey
18	IFP -4	2301640700236	Rahul Pandey	D	Dr. Anurag Pandey
19	IFP -4	2301640700262	Sana Siddique	D	Dr. Anurag Pandey

PSIT-Pranveer Singh Institute of Technology

Kanpur-Delhi National Highway (NH-2), Bhauti, Kanpur-209305 (U.P.), India



20	IFP -4	2301640700273	Saurav	D	Dr. Anurag Pandey
21	IFP -4	2301640700283	Shivam Mishra	D	Dr. Anurag Pandey
22	IFP -5	2301640700297	Km Shrishti Tiwari	D	Dr. Anurag Pandey
23	IFP -5	2301640700225	Prakul Mishra	D	Dr. Anurag Pandey
24	IFP -5	2301640700243	Riddhi Khanna	D	Dr. Anurag Pandey
25	IFP -5	2301640700249	Riya Yadav	D	Dr. Anurag Pandey
26	IFP -5	2301640700260	Sameeksha Singh	D	Dr. Anurag Pandey
27	IFP -5	2301640700266	Sanya Singh	D	Dr. Anurag Pandey
28	IFP -6	2301640700103	Bhumi Singh	B	Dr. C K Dwivedi
29	IFP -6	2301640700141	Harshul Mishra	B	Dr. C K Dwivedi
30	IFP -6	2301640700089	Avni Singh	B	Dr. C K Dwivedi
31	IFP -6	2301640700114	Dhanya Tiwari	B	Dr. C K Dwivedi
32	IFP -7	2301640700083	Aru Sinha	B	Dr. Anurag Pandey
33	IFP -7	2301640700095	Ayushi	B	Dr. Anurag Pandey
34	IFP -7	2301640700126	Florence Noor	B	Dr. Anurag Pandey
35	IFP -7	2301640700129	Gauri Tripathi	B	Dr. Anurag Pandey
36	IFP -7	2301640700135	Harsh Yadav	B	Dr. Anurag Pandey
37	IFP -7	2301640700136	Harshal Yadav	B	Dr. Anurag Pandey
38	IFP -7	2301640700151	Jasdeep Singh Arora	B	Dr. Anurag Pandey
39	IFP -8	2301640700090	Ayush Chauhan	B	Dr. C K Dwivedi
40	IFP -8	2301640700096	Ayushi Bhardwaj	B	Dr. C K Dwivedi
41	IFP -8	2301640700119	Divya Dwivedi	B	Dr. C K Dwivedi
42	IFP -8	2301640700111	Deepanshu Patel	B	Dr. C K Dwivedi
43	IFP -8	2301640700109	Deepanshi	B	Dr. C K Dwivedi
44	IFP -8	2301640700093	Ayush Nigam	B	Dr. C K Dwivedi
45	IFP -9	2301640700079	Arpit Dixit	B	Dr. C K Dwivedi
46	IFP -9	2301640700101	Bhoomi Agrawal	B	Dr. C K Dwivedi
47	IFP -9	2301640700115	Digvijay Singh	B	Dr. C K Dwivedi
48	IFP -9	2301640700121	Divyansh Chauhan	B	Dr. C K Dwivedi
49	IFP -9	2301640700123	Divyanshu Yadav	B	Dr. C K Dwivedi
50	IFP -9	2301640700130	Gracy Singh Padiyar	B	Dr. C K Dwivedi
51	IFP -9	2301640700052	Ankit Gautam	A	Dr. C K Dwivedi
52	IFP -10	2301640700139	Harshita Agrawal	B	Dr. Anurag Pandey
53	IFP -10	2301640700086	Ashish Singh	B	Dr. Anurag Pandey
54	IFP -10	2301640700087	Ashwin Mohan	B	Dr. Anurag Pandey
55	IFP -10	2301640700142	Himani Singh	B	Dr. Anurag Pandey
56	IFP -10	2301640700099	Ayushi Verma	B	Dr. Anurag Pandey
57	IFP -10	2301640700117	Dipti Chaturvedi	B	Dr. Anurag Pandey
58	IFP -10	2301640700106	Darpan Patel	B	Dr. Anurag Pandey



Figure 2: Students at Home Hub



Figure 3: Students at Phalwan ji Matta



Figure 4: Students at Mumma Mia



Department of Business Administration

&

Maverick Club

ORGANIZES

MARKETWIZ SHOWDOWN

- *A Marketing Quiz*

**ACTIVITY
REPORT 2023-24**

Figure 1 & 2 : Poster of the Event



PSIT
Kanpur

DEPARTMENT OF BUSINESS ADMINISTRATION
PRANVEER SINGH INSTITUTE OF TECHNOLOGY

PRESENTS

MARKETWIZ SHOWDOWN

A MARKETING QUIZ

QUIZ WILL BE CONDUCTED IN 2 ROUNDS :

- FIRST ROUND: AN ONLINE QUIZ ON TERMS & CONCEPTS FROM MARKETING MANAGEMENT
- SECOND ROUND QUIZ ON –“ LOGOS , TAGLINES & AD JINGLES ”

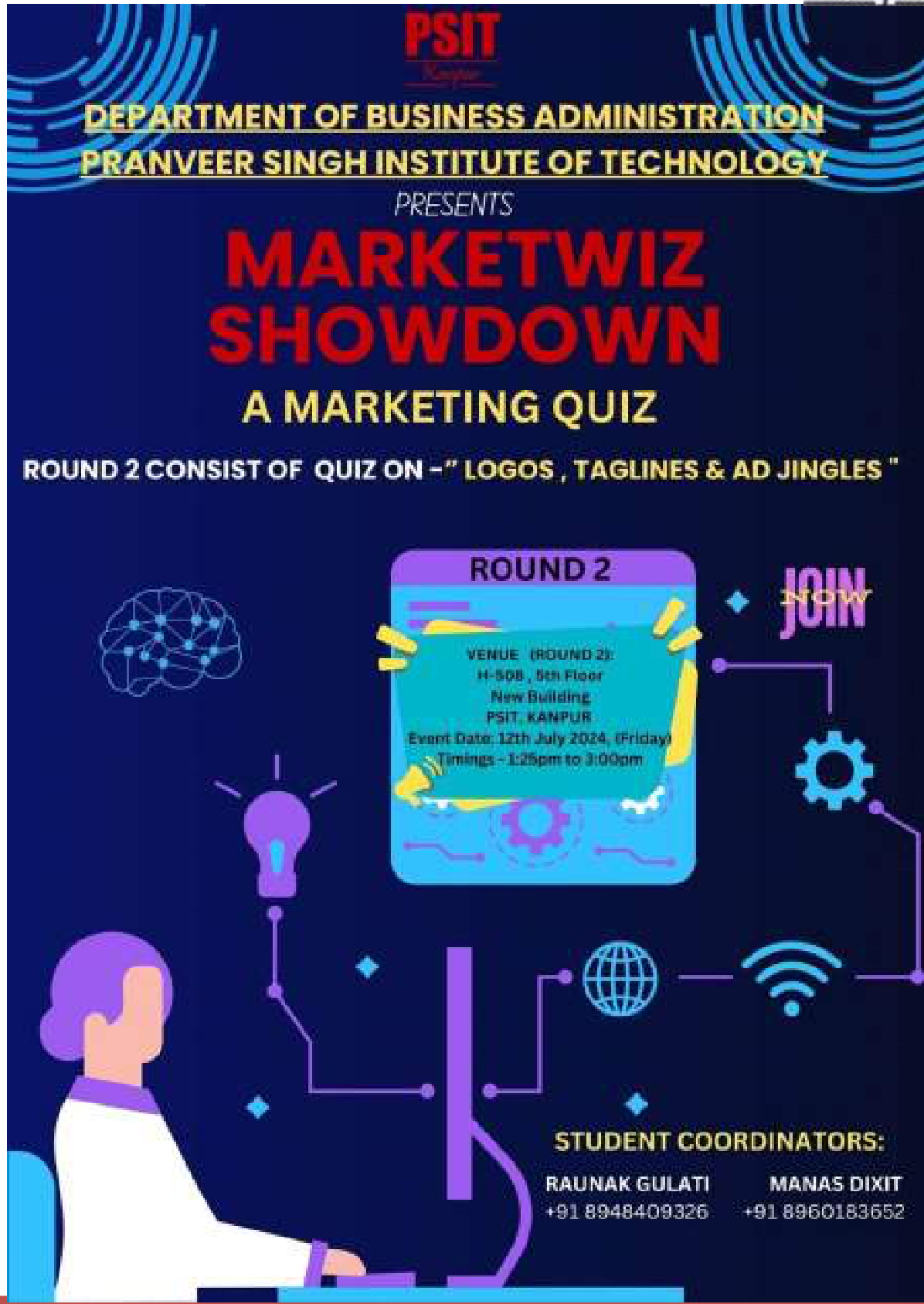
VENUE (ROUND1):
H-407 , 4th Floor
New Building
PSIT, KANPUR
Event Date: 23rd May 2024,
(Thursday)
Timings - 1:25pm to 2:15pm

SCAN & REGISTER NOW

JOIN NOW

Last day of registration:
22nd May, 2024
(Wednesday) till
8:00 pm

STUDENT COORDINATORS:
RAUNAK GULATI +91 8948409326
MANAS DIXIT +91 8960183652



The poster features a dark blue background with vibrant yellow and red accents. At the top, the PSIT Kanpur logo is centered. Below it, the text 'DEPARTMENT OF BUSINESS ADMINISTRATION' and 'PRANVEER SINGH INSTITUTE OF TECHNOLOGY' is written in yellow. The word 'PRESENTS' is in white, leading to the main title 'MARKETWIZ SHOWDOWN' in large red letters, followed by 'A MARKETING QUIZ' in yellow. A central graphic shows a smartphone displaying 'ROUND 2' details: 'VENUE (ROUND 2): H-508, 5th Floor, New Building, PSIT, KANPUR', 'Event Date: 12th July 2024, (Friday)', and 'Timings - 1:25pm to 3:00pm'. To the right, a 'JOIN NOW' button is highlighted in yellow. The bottom right lists 'STUDENT COORDINATORS: RAUNAK GULATI (+91 8948409326) and MANAS DIXIT (+91 8960183652)'. The background is decorated with icons of a brain, a lightbulb, gears, a globe, and a Wi-Fi symbol, along with a silhouette of a person at a computer.

PSIT
Kanpur

DEPARTMENT OF BUSINESS ADMINISTRATION
PRANVEER SINGH INSTITUTE OF TECHNOLOGY

PRESENTS

**MARKETWIZ
SHOWDOWN**

A MARKETING QUIZ

ROUND 2 CONSIST OF QUIZ ON -" LOGOS , TAGLINES & AD JINGLES "

ROUND 2

JOIN NOW

VENUE (ROUND 2):
H-508 , 5th Floor
New Building
PSIT, KANPUR

Event Date: 12th July 2024, (Friday)
Timings - 1:25pm to 3:00pm

STUDENT COORDINATORS:

RAUNAK GULATI MANAS DIXIT
+91 8948409326 +91 8960183652

Briefing about the event: “Marketwiz Showdown”

The Marketwiz Showdown (A Marketing Quiz Competition) is an event designed for management students to put their knowledge of Marketing management to test . Participants engage in an online quiz followed by face to face quiz based on logos, taglines and jingles . The competition fosters utilizing knowledge of marketing concepts,philosophies , strategies , elements of marketing mix , evolving trends in marketing and above all awareness of brands to surge ahead in a healthy and competitive quiz environment.

Objectives Of the Event:

1. Enhance knowledge about brands and product categories .
2. Utilize theoretical knowledge to real-world business scenarios.
3. Foster teamwork and collaboration among participants.
4. Recognize outstanding performance and achievements.
5. Facilitate personal and professional growth through feedback and reflection.

Theme of the event:

“The Marketwiz Showdown” (Marketing Quiz Competition) is an immersive event designed to refresh knowledge of concept, strategies, elements of marketing mix , evolving trends in marketing and about awareness of brands. With stages like online quiz, jingles, logos and taglines , all were designed to test the marketing knowledge of students. From ravishing brands to melodious jingles , each stage demanded acumen, teamwork, and effective communication. This competition not only hones team skills but also cultivates a deep understanding of contemporary market dynamics, preparing students to excel in diverse managerial roles in marketing domain.

Event Organized by :

Mr. Jatin Pande (Assistant Professor) had organized the Event – “The Marketwiz Showdown (A Marketing Quiz Competition)”. It was spread across two rounds :

(i) Online quiz - 23rd May, 2024 from 2:00 PM to 4:00 PM at H - 407.

(ii) Quiz - 12th July , 2024 from 1.25 pm to 3.00 pm at H - 508.

Organizing Team:

- Faculty Coordinators – Mr. Jatin Pande
- Student Coordinators – Raunak Gulati , Manas Dixit

Format:

- **Online quiz** - In total 80 teams participated (each team consisting of 2 members) . Either of the team members were allowed to appear for the quiz. Each team was given 25 minutes to solve 50 questions. On the basis of scores 10 teams were shortlisted for the final round.
- **Quiz** - There were 10 participating teams . There were three rounds viz. Jingles round followed by Tag line round and Logo round. The Jingles round was a screening round out of which 5 teams finally participated in the next two rounds.

Winners of the Competition:

The winner and runner-up teams were awarded with trophies . Details are as follows:

Winner			
S. No	Name	Roll No	Section
1	Rahul Pandey	2301640700236	MBA I D
2	Ashwin Mohan	2301640700280	MBA I D

Runner up			
1	Rohit Singh Bhadoria	2301640700250	MBA I D
2	Amisha Tiwari	2301640700038	MBA I A

Outcome of the event:

The Marketwiz Showdown - Marketing Quiz Competition concluded with resounding success, leaving a lasting impact on participants and organizers alike. Throughout the event, students showcased their prowess in terms of concept, strategies, elements of marketing mix, evolving trends in marketing and awareness of brands resulting into experiential learning.

One of the most notable outcomes was the enhancement of participants' skills in terms of collaborative problem solving, improved communication and teamwork, emphasizing the importance of effective collaboration in today's business landscape.

In recognition of their achievements, participants received accolades for their exemplary performance and marketing acumen.

Overall, the Management Role Play Competition left an indelible mark on all involved, equipping students with the skills, knowledge, and confidence to excel in their future endeavors in marketing related leadership roles.

Event Photographs:

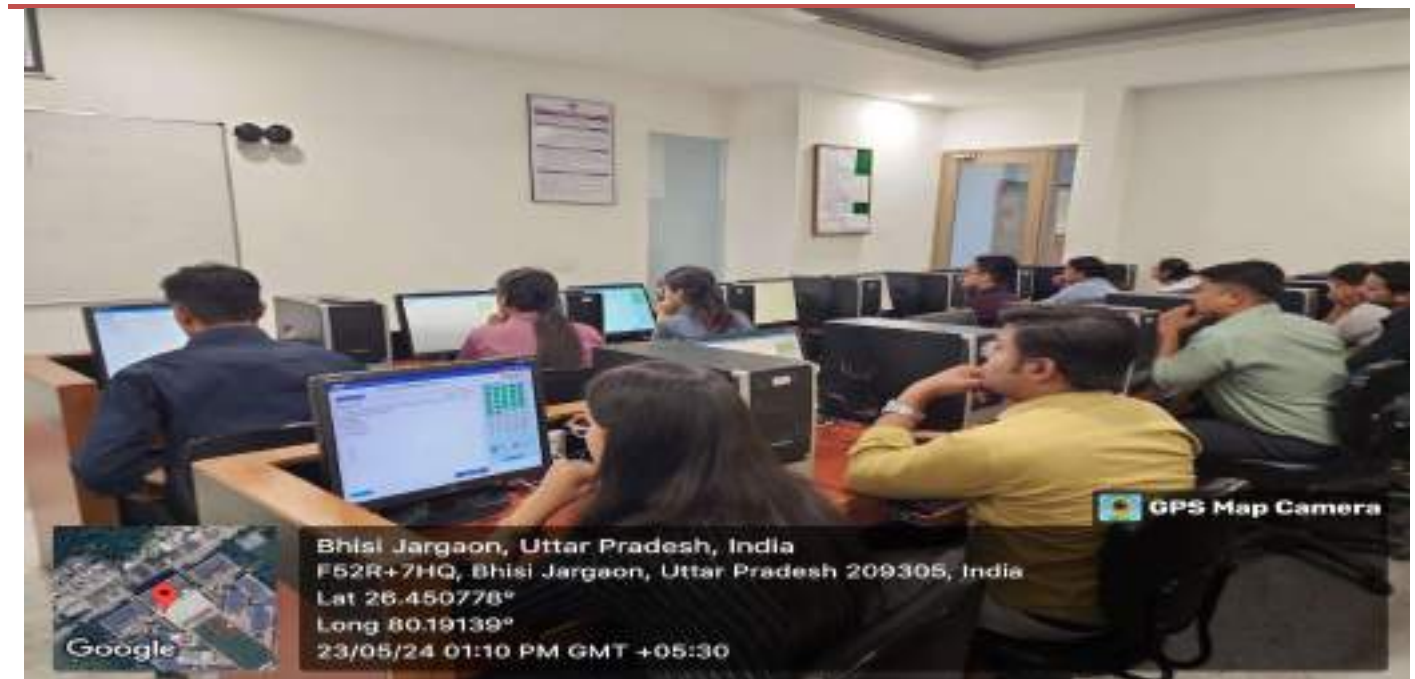


Figure 2: Online Quiz





Figure 4: Felicitation of the winners



Figure 5 : Group photo featuring all event coordinators and the participants .



Department of Business Administration

&

Maverick Club

ORGANIZES

Stock Fusion

- Wealth Creator

ACTIVITY REPORT 2023-24



Figure 1: Poster of the Event

Briefing about the event: “Stock Fusion-Wealth Creator”

"Stock Fusion-Wealth Creator" is a specialized event designed to educate students about the fundamentals of the stock market through practical, hands-on experience. Aimed at fostering financial literacy among young adults, the event provides participants with a virtual trading platform to simulate stock trading activities using virtual money. This interactive approach allows students to learn about stock market dynamics, investment strategies, and risk management in a controlled environment.

By offering a blend of theoretical knowledge and experiential learning, "Stock Fusion-Wealth Creator" equips students with essential skills to navigate the complexities of the stock market confidently. It aims to inspire the next generation of investors by instilling a solid foundation in financial literacy and promoting responsible investing practices among young learners.

Objectives Of the Event:

These objectives collectively aim to equip participants with the necessary tools and insights to embark on their journey toward the stock market as well as the impact of the macroeconomic environment and wealth creation through informed decision-making in the stock market.

1. To empower students with comprehensive knowledge about the stock market, enabling them to understand its mechanisms, risks, and potential rewards.
2. To provide practical, hands-on experience through virtual trading simulations, allowing participants to apply theoretical concepts in a realistic, risk-free environment.
3. To foster the development of critical financial skills such as market analysis, investment strategy formulation, and portfolio management among students.

-
4. To inspire confidence in students to engage with financial markets responsibly and ethically, nurturing a generation of informed investors.

Theme of the event:

The theme of "Stock Fusion-Wealth Creator" revolves around empowering students and young adults with the knowledge and skills necessary to navigate the complexities of the stock market effectively. The event is designed to demystify financial markets and promote financial literacy among participants through a blend of education, practical experience, and interaction with industry experts.

Central to the theme is the idea of learning through experience. Participants engage in hands-on activities, including virtual stock trading with simulated portfolios. This experiential learning approach allows them to understand the dynamics of stock markets, practice investment strategies, and learn from both successes and setbacks in a controlled environment.

Another key aspect of the theme is education. Workshops, seminars, and keynote sessions are tailored to provide comprehensive insights into stock market basics, fundamental analysis, technical indicators, and risk management strategies. These sessions are led by financial professionals and educators who share their expertise and practical advice, helping participants develop a solid understanding of how to make informed investment decisions.

The theme also emphasizes empowerment. By equipping students with financial knowledge and practical skills, the event aims to instill confidence in their ability to navigate financial markets independently and responsibly. This empowerment extends beyond the event itself, encouraging participants to continue learning about investing and financial management long after the event concludes.

Furthermore, the theme promotes collaboration and networking. Participants have

opportunities to interact with peers, mentors, and industry leaders, fostering relationships that can support their ongoing learning and professional development in the financial sector.

Overall, the theme of "Stock Fusion-Wealth Creator" is rooted in education, empowerment, and experiential learning, aiming to inspire a new generation of informed and confident investors prepared to harness the potential of the stock market for wealth creation and financial well-being.

Event Organized by :

Mr Anubhav Srivastava, Assistant Professor & Ms. Mandakini Garg, Assistant Professor at PSIT had organized the Event – “STOCK FUSION-Wealth Creator ” on 11th July 2024 from 3:00 PM to 4:45 PM at H-508.

Organizing Team:

- Faculty Coordinators – Mr. Anubhav Srivastava & Ms. Mandakini Garg
- Student Coordinators – Mr. Jasdeep Singh & Ms. Florence Noor

Duration of the Event:

The event began at 03:00 PM and lasted till 4:45 PM

Format:

- In total, 7 teams participated in the event, wherein each team was given 7-8 minutes for the performance.

-
- Teams were judged based on clarity about the sector, basis of selection of stocks, allocation of funds and performance of portfolio.

Winners of the Competition:

The winner and runner-up awarded with trophies are as follows:

Winner

S. No.	Roll No.	Name	Section
1	2301640700091	Harshit	MBA I B
2	2301640700087	Harsh Shukla	MBA I B

Runner – Up

S. No.	Roll No.	Name	Section
1	2301640700097	Ayushi Goel	MBA I B
2	2301640700093	Ayush Nigam	MBA I B
3	2301640700046	Aniket	MBA I C
4	2301640700113	Devansh Dixit	MBA I C

Outcome of the event:

Firstly, participants gain a deeper understanding of the stock market. Through interactive workshops, simulations, and expert-led sessions, attendees acquire fundamental knowledge of stock market operations, including terminology, trading strategies, and the factors influencing market trends. This foundational knowledge empowers them to approach financial markets with confidence and clarity.

Secondly, the event fosters practical skills development. Participants engage in virtual trading simulations where they apply theoretical concepts in real-time scenarios, honing their abilities in portfolio management, risk assessment, and decision-making under uncertainty. These hands-on experiences provide invaluable insights into the complexities of investment strategies and the implications of financial decisions.

Thirdly, "Stock Fusion-Wealth Creator" promotes critical thinking and analytical skills. Through case studies, market analysis exercises, and discussions with industry professionals, participants learn to evaluate investment opportunities, assess risks, and develop informed perspectives on market dynamics. These skills are crucial for making sound financial decisions and navigating the evolving landscape of global markets.

Moreover, the event cultivates a mindset of responsible investing. Participants gain an appreciation for ethical considerations in finance, such as sustainable investing practices and corporate governance. They also learn about the importance of diversification, long-term planning, and aligning investment goals with personal values, promoting a balanced approach to wealth creation.

Lastly, "Stock Fusion-Wealth Creator" facilitates networking and mentorship opportunities. Participants interact with peers, educators, and seasoned investors, forging connections that can lead to ongoing learning, collaboration, and professional growth. These relationships extend beyond the event, creating a supportive community where knowledge sharing and mentorship contribute to continuous personal and professional development in finance.

In summary, the outcomes of "Stock Fusion-Wealth Creator" encompass knowledge acquisition, skills development, ethical awareness, and community building, empowering participants to become informed investors capable of leveraging financial markets to achieve their long-term financial goals.

Event Photographs:



Figure2: Students are learning as they watch the act



Figure3: Students performing their act



Figure 4: Students performing their act



Figure 5: The esteemed judging panel



Figure 6: Group photo featuring all event coordinators, esteemed jury alongside the event winners.



Figure 7: winner of the event



Department of Business Administration

&

Maverick Club

ORGANIZES

HR Brainiacs

- Quiz & Role Play In HR

ACTIVITY REPORT

2023-24

Activity : HR Brainiacs for MBA 1st Year

MBA Department has successfully conducted **HR Brainiacs** on 6th June '2024 and 13th June'2024.

Name of Activity: “HR Brainiacs” a with a thought to “HR Enthusiast ! Let’s join us to dive into the world of HR” for MBA 1st Year.

Description of the event:

A- Round 1- Quiz Competition (Eviction)

- Individual Participation
- Conceptual Questions based on Human Resource Management
- HR Practices adopted by Google, IBM, Microsoft and Amazon.

B - Round 2-Role Play (Epilouge)

- Team Participation
- Teams will be formed from the students shortlisted in Quiz
- A situation has been given the team is supposed to depict the same by role play along comprising of suggestion to cope up with the situation.

Objective of the competition:

1. To actively engage with textual content, facilitating a deeper understanding and connection between theoretical concepts and their practical applications.
2. To enables an environment where students are encouraged to think from diverse perspectives and develop innovative solutions, effectively 'thinking outside the box'.
3. To enable a skill that involves using reasoning in a way that allows an individual to come to a viable solution.
4. To test knowledge, explore the capabilities and hit the analytical abilities of students.

List of Important dates	Event
May 29, 2024	Circulating the important guidelines related participation in HR Brainiacs & Registration Link
June 02, 2024	74 Participants registered for Round -1 HR Quiz.
June 06, 2024	Round-1 HR Quiz conducted based on conceptual questions and HR Practices adopted by Google, IBM, Microsoft and Amazon.

June 07, 2024	Selection of top 22 participants for Round -2- Role Play
June 13, 2024	Final Poster Presentation

Outcomes:

1. The business Quizzes Tests would improve one's information on things & various HR practices by Google, IBM, Microsoft and Amazon.
 2. Students have learned a lesson with settling on significant choices, observe reality, take care of issues, think of novel thoughts and put forth feasible objectives pertaining to various aspects of human resource management.
 3. The competition was not merely to see the creative aspect but also to trigger the thought process of the students in taking various decisions in case of different situations.
 4. Student cooperation in competition can decidedly impact their scholastic accomplishment and professional turn of events.
-

The poster features a warm orange and yellow gradient background. At the top, there are stylized lightbulbs and a string of warm-toned lights. The PSIT Kanpur logo is centered at the top. Below it, the text 'DEPARTMENT OF BUSINESS ADMINISTRATION ORGANISES' is written in a bold, black, sans-serif font. The main title 'HR BRAINIACS' is prominently displayed in a large, blue, serif font. Underneath, a line of text reads 'HR ENTHUSIASTS! LETS JOIN US TO DIVE INTO THE WORLD OF HR'. The date '13TH JUNE 2024' and the word 'FINALE' are written in a large, bold, black, sans-serif font at the bottom of the poster.

PSIT
Kanpur

**DEPARTMENT OF BUSINESS ADMINISTRATION
ORGANISES**

**HR
BRAINIACS**

HR ENTHUSIASTS! LETS JOIN US TO DIVE INTO THE WORLD OF HR

**13TH JUNE 2024
FINALE**





HR BRAINIACS**Students List for E- Certificate**

Serial No.	Student Name	Position
1	Florence Noor	Participation
2	Km. Supriya Shukla	Participation
3	Udit Narayan	Participation
4	Varsha Yadav	Participation
5	Aru Sinha	Runner-up
6	Vaibhav Gupta	Runner-up
7	Anamika Dwivedi	Runner-up
8	Jyoti Kumari	Runner-up
9	Sakshi Chauhan	Runner-up
10	Vidhi Grover	Participation
11	Abhishek Singh	Participation
12	Ananya Gupta	Participation
13	Anshika Shukla	Participation
14	Ayushi Goel	Participation
15	Km Muskan Kesarwani	Winner
16	Tanay Singh	Winner
17	Vaishali Gupta	Winner
18	Harshal Yadav	Winner
19	Harshita Mishra	Participation
20	Shanu	Participation
21	Suyash Awasthi	Participation
22	Utkarsh Gupta	Participation
23	Devansh Dixit	Coordinator
24	Manya Mishra	Coordinator



Department of Business Administration

&

Maverick Club

ORGANIZES

Vishleshan 2.0

- A Case Study Competition

**ACTIVITY
REPORT
2023-24**



Department of Business Administration

Organises

VISHLESHAN 2.0

Unraveling Complexity, Crafting Solutions: The Case Study Challenge!

Preliminary Round: Monday, 03 June 2024

Final Round: Friday, 10 June 2024



For Registration

Last date of Registration: 24 May 2024

For more information please contact:

Student coordinators: 1. Pranjal (7393896301)

2. Arjun (8318870868)

www.psit.ac.in



Department of Business Administration

Organises

VISHLESHAN 2.0

Unraveling Complexity, Crafting Solutions: The Case Study Challenge!

Final Round: Friday, 10 June 2024

YOU'RE WELCOME

*we are on the cusp of witnessing groundbreaking
insights and innovative ideas.
Get ready to be inspired!"*



For more information please contact:

Student coordinators: 1. Pranjal (7393896301)

2. Arjun (8318870868)

www.psit.ac.in

Vishleshan 2.0

Vishleshan 2.0 Event Report

Event Overview

Vishleshan 2.0 was held on the 14th of June, 2024, showcasing the analytical prowess and presentation skills of students who meticulously prepared and presented case studies on three notable companies: Cotton Katran Store, Parul Homeo Lab and fabricshala. The event aimed to foster critical thinking, research skills, and practical business analysis among students.

Judges

The event was graced by two distinguished judges:

Mr. Kautaliya Tiwari from Cotton Katran Store

Ms. Mamtha from Parul Homeo Lab

Their extensive experience and industry insights provided invaluable feedback and guidance to the participants.

Student Presentations

The students delivered comprehensive presentations, displaying their understanding of the companies' business models, market strategies, challenges, and opportunities. The presentations were evaluated based on various criteria including depth of analysis, creativity, feasibility of recommendations, and presentation skills.

Conclusion

Vishleshan 2.0 was a resounding success, providing a platform for students to apply their theoretical knowledge to real-world business scenarios. The event not only highlighted the analytical capabilities of the students but also emphasized the importance of practical business acumen. The judges, Mr. Kautaliya Tiwari and Ms. Mamtha, appreciated the students' efforts and encouraged them to continue honing their analytical and presentation skills.

The event concluded with a note of thanks to the judges, participants, and organizers for their contributions in making Vishleshan 2.0 a memorable and enriching experience for all involved.





Department of Business Administration

&

Maverick Club

ORGANIZES

Expert Session

- A Panel Discussion

**ACTIVITY
REPORT
2023-24**

PRANVEER SINGH INSTITUTE OF TECHNOLOGY, KANPUR

DEPARTMENT OF BUSINESS ADMINISTRATION

COMPILED DEPARTMENTAL EVENT'S REPORT

SESSION 2023-2024

Activity 01: Expert Session

Name of the Guest Speaker: Mr. Parikshit Khanna

Designation: Digital Marketing Trainer

Organization: Owner of Digital Marketing Jet

Date and timings of session: 04/05/2024, Sunday

Topic: Website building on WordPress

Mode: Online (Google Meet)

Number of students who attended: 180

Session link: <https://meet.google.com/ifs-ffqw-pzs>

Objectives:

1. To apply theoretical steps in a real website for a practical learning.
2. To understand the importance of website for the marketers in the era of digital marketing.

Outcomes:

1. Creating a free website on WordPress.
 2. Using various plug ins in a website.
 3. Adding extra features to the website.
-

Activity 02: Expert Session

Name of the Guest Speaker: Mr. Parikshit Khanna

Designation: Digital Marketing Trainer

Organization: Owner of Digital Marketing Jet

Date and timings of session: 18/05/2024, Saturday

Topic: Designing Email campaigns using Mailchimp

Mode: Online (Google Meet)

Number of students who attended: 200

Session link:

<https://us06web.zoom.us/j/84459474059?pwd=CxLflGxZT5X1NHZ4o8OkBbcbljbcHt.1>

Objectives:

1. To understand the difference between Gmail and Mailchimp.
2. To design email campaigns on Mailchimp.

Outcomes:

1. How to design campaigns for firms using a combination of text and images.
 2. Adding extra features to the campaign for widespread reach.
-

Images



DEPARTMENT OF BUSINESS ADMINISTRATION
PRANVEER SINGH INSTITUTE OF TECHNOLOGY, KANPUR

AN ONLINE EXPERT SESSION
ON
DESIGNING E-MAIL CAMPAIGNS USING MAILCHIMP
[FOR THE STUDENTS OF MBA - I YEAR]



BY:
MR. PARIKSHIT KHANNA
DIGITAL MARKETING TRAINER

SATURDAY, 18TH MAY 2024
TIME - 11:00AM TO 12:30PM



www.psitkanpur.ac.in 

<https://mailchimp.com/in/psit>



DEPARTMENT OF BUSINESS ADMINISTRATION
PRANVEER SINGH INSTITUTE OF TECHNOLOGY, KANPUR

AN ONLINE EXPERT SESSION
ON
BUILDING WEBSITE USING WORDPRESS
[FOR THE STUDENTS OF MBA - I YEAR]



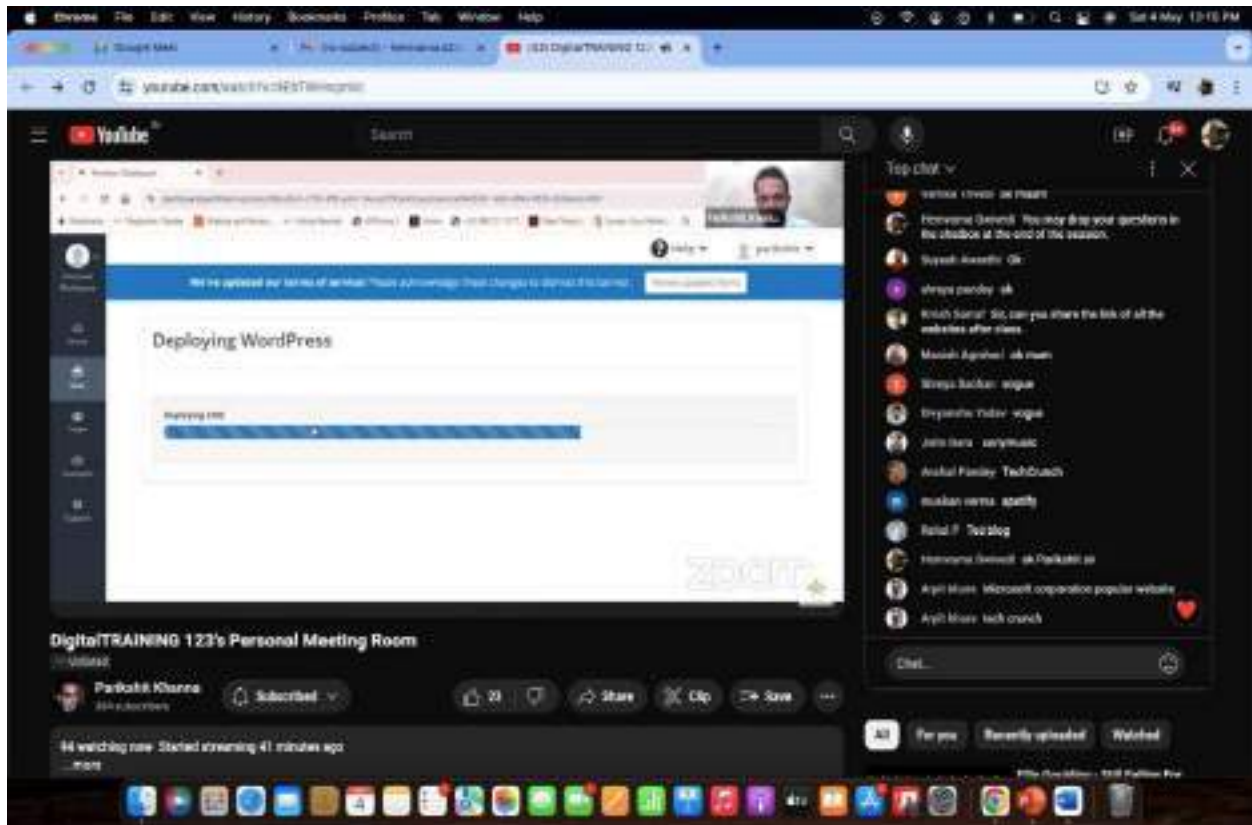
BY:
MR. PARIKSHIT KHANNA
DIGITAL MARKETING TRAINER

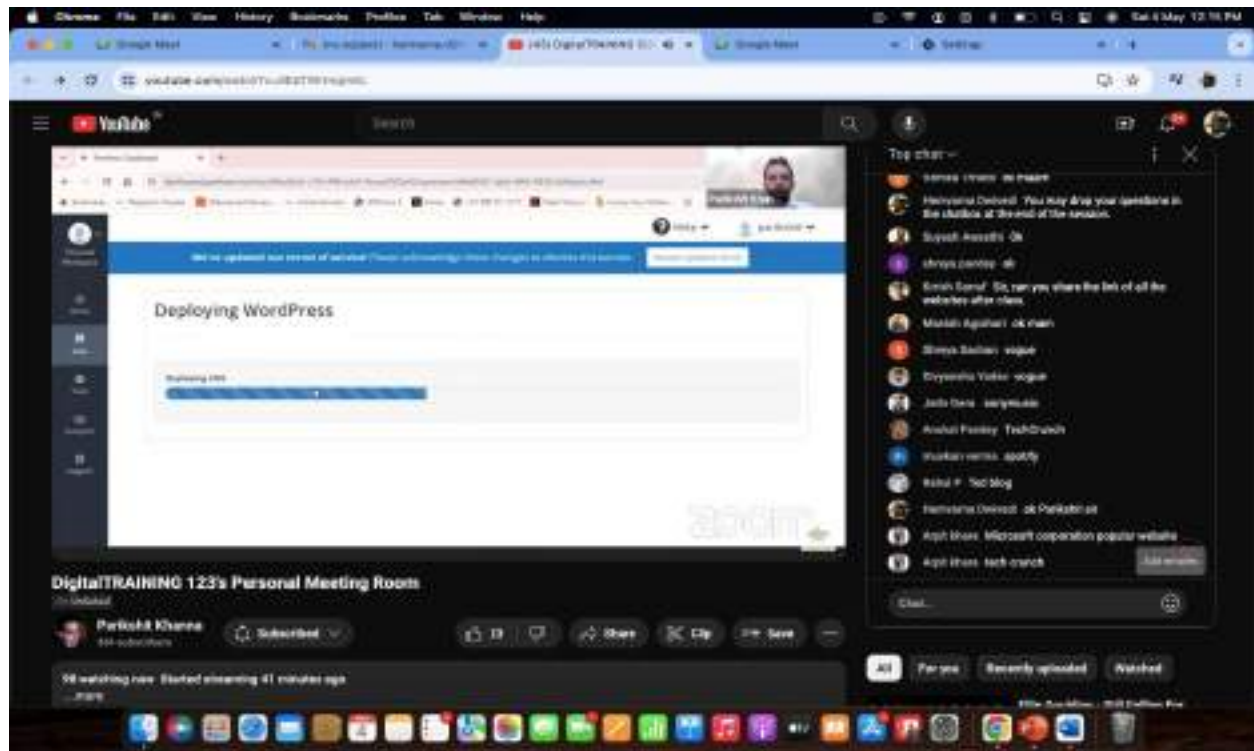
SATURDAY, 4TH MAY 2024
TIME - 11:00AM TO 12:30PM



<https://meet.google.com/ib-fjpe-gta>

www.psitkanpur.ac.in







Department of Business Administration

ORGANIZES

REPORT REVIEWER

AN ANNUAL REPORT ANALYSIS COMPETITION

EVENT REPORT

2024 - 25



Briefing about the event: “ REPORT REVIEWER”

The "Report Reviewer" competition aims to promote analytical thinking and collaborative problem solving, by encouraging participants to create captivating group presentations regarding varied annual reports of the companies that would empower students with the essential skills required to thrive in the ever-evolving landscape of the business world. Grounded in the vision of fostering innovation, critical thinking, and collaborative problem-solving, this dynamic report analysis competition serves as a catalyst for developing the leaders of tomorrow. It will challenge students to think about the key highlights of the annual report. The competition will help students develop practical skills that are essential for success in the business world, such as critical thinking, communication, and leadership.

The event consist of two rounds:-

- **Round 1- Preliminary Round**

Preliminary round of our report reviewer is a selection process, which will be conducted in a written format on 24th April,2024. The preliminary round serves as an initial evaluation to assess applicants' abilities to critically analyze and provide constructive feedback on written reports. This round was crucial in determining candidates who proceeded to the next stage of the selection process.

- On 30th April 2024, The session was conducted on how to decode the annual report by **Mr. Karan Upadhyaya** that helped final participants to make the presentation.

- **Round 2- Final Round of Report Reviewer - Presentation on Tata Motors' Annual Report**

Participants were tasked with analyzing and presenting their findings on Tata Motors' latest annual report, focusing on key financial and strategic aspects, performance highlights, challenges, and opportunities. Presentations were expected to be concise, engaging, and well-structured, allowing for a comprehensive overview of the report's content and implications. Assessment was based on participants' ability to deliver clear, insightful analysis, supported by relevant data and evidence from the annual report. Additionally, effective communication skills and presentation style were considered.

Objectives Of the Event :

Overall, the competition aims to create a platform that fosters innovation, critical thinking, and observing changes among students, preparing them to become future leaders equipped with practical skills and a deep understanding of real-world dimensions in the business. This report analysis competition is to create a platform that cultivates future leaders equipped with practical skills, creative thinking, and a deep understanding of real-world challenges in the business.

- Ignite innovation by presenting real-world business annual report to participants.
- Cultivate critical thinking skills through analysis of report.
- Foster diverse perspectives by analyzing the different area related to finance.
- Develop practical skills by providing hands-on experience in addressing real-world challenges.
- Mold future leaders with a deep understanding of annual reports in the business world.
- Create an engaging platform that captures participants' interest and enthusiasm.
- Transformative competition that goes beyond traditional academic boundaries, emphasizing holistic skill development.

Event Organized by :

Department of Business Administration PSIT had organized the Event – “Report Reviewer” on 2nd May, 2024 at 2:15 pm at T-58, PSIT Tower

Organizing Team :

- Faculty Coordinator - Mr. Deepak Shukla
- Student Coordinator- Pranjali Srivastava

Event details

An Intra-department presentation on “Report Review” organized by Department of Business Administration – PSIT, focused on fostering the innovation, critical thinking, and collaborative problem-solving among students and was conducted in a dual round on 24th April, 2024 and 2ND May, 2024.

Duration of the Event : (The event’s first round began at 3:15 p.m. and lasted till 4:50 p.m.)
(The event’s second round began at 2:15 p.m. and lasted till 4:30 p.m.)

Format :

- Individual participants.
- The presentation focuses on the detailed analysis of annual report, the chairman and director’s message, corporate governance, aspirations for the future and the key highlight participants analyze by reviewing the annual report .
- Presentation duration was of around 10 minutes.
- The participants were evaluated on the criteria: Narrative and Analysis, Clarity and Relevance, Adherence to timeline .

Participants in first round:

S. No.	Participants Name	Roll Number
1	Anamika Paul	2301640700041
2	Nikita Modi	2301640700207
3	Raunak Gulati	2301640700239
4	Kashish Pandey	2301640700165
5	Tanu Sharma	2301640700317
6	Tanya Singh Bhadauria	2301640700321
7	Tanay Singh	2301640700315
8	Khushi Dubey	2301640700168

PSIT-Pranveer Singh Institute of Technology

Kanpur-Delhi National Highway (NH-2), Bhauti, Kanpur-209305 (U.P.), India



9	Rohit Singh Bhadoria	2301640700250
10	Sachi Bajpai	2301640700254
11	Navneet Kumar Mishra	2301640700205
12	Sameeksha Singh	2301640700260
13	Tanmay Mishra	2301640700316
14	Hooriya Niyaz	2301640700146
15	Supriya Shukla	2301640700172
16	Udit Narayan	2301640700326
17	Shubham Mishra	2301640700301
18	Yashi Gupta	2301640700360
19	Ayushi Goel	2301640700097
20	Shivam Mishra	2301640700283
21	Amisha Tiwari	2301640700038
22	Rituj Mishra	2301640700247
23	Saurav	2301640700273

Participants in final round:

S.no.	Finalist	Roll no.
1	Rituj Mishra	2301640700247
2	Hooriya Niyaz	2301640700146
3	Khushi Dubey	2301640700168
4	Anamika Paul	2301640700041
5	Nikita Modi	2301640700207
6	Navneet Kumar Mishra	2301640700205
7	Raunak Gulati	2301640700239
8	Sameeksha Singh	2301640700260
9	Rohit Singh Bhadoria	2301640700250

Winners of the Competition

1) WINNER

Rank	NAME	Roll no.
1st	Rohit Singh Bhadoria	2301640700250

2) RUNNERS UP

Rank	NAME	Roll no.
2nd	Raunak Gulati	2301640700239
3rd	Anamika Paul	2301640700041

Outcome of the event:

One potential outcome of the competition is that students will have developed a deeper understanding of real-world business reports, the presentations provided valuable insights into participants' analytical skills, critical thinking abilities, and proficiency in conveying complex information effectively.. They will honing their ability to solve complex problems and think creatively. Additionally, the competition may help to establish connections between students and industry professionals, providing networking opportunities and potential career paths for participants.

The outcome of the competition is that students will have gained valuable experience and skills that will prepare them for success in the business world and beyond.

Event Photographs:









Department of Business Administration

&

Maverick Club

ORGANIZES

Block & Tackle

- A Debate Competition

**ACTIVITY
REPORT 2023-24**

Briefing about the event: “Block and Tackle”

The Block and Tackle event organized by the MBA department at Ignitia'2k24 was a lively and engaging debate competition designed to test participants' ability to think on their feet and argue convincingly from different perspectives. One individual was speaking for a given motion and the other against it. The unique twist in this event was the requirement for debaters to switch positions mid-speech if they encountered a "block," making it a dynamic and challenging competition.

Objectives Of the Event:

1. To foster critical thinking and persuasive communication skills among MBA students.
2. To promote adaptability and flexibility in debating by requiring participants to switch positions during their speeches.
3. To provide a platform for participants to showcase their debating prowess and ability to construct coherent arguments under pressure.

Theme of the event:

The theme of this year's Block and Tackle event revolved around current issues and topics relevant to business, management, and societal trends. The topics were chosen to spark meaningful discussions and challenge participants to delve into diverse perspectives.

Event Organized by :

Maverick Club, PSIT had organized the Event – “Block and Tackle” on 06th April 2024 from 12:30 PM to 2:00 PM at H-508, PSIT Tower.

Organizing Team:

- Club Ambassador – Mr. Deepak Shukla
- Student Coordinators – Utkarsh Gupta, Gauri Tripathi

Duration of the Event: (The event began at 12:30 PM and lasted till 2:00 PM)

Format:

- In total 7 individuals participated in the event wherein each participant was given 2-5 minutes to make their presentation.
- The moderator had the authority to enforce the rules, maintain order and ensure fairness throughout the debate.

Winners of the Competition:

The winner and runner-up awarded with trophies are as follows:

1) WINNER

Dhanya Tiwari MBA 1 B (Student ID 2312610)

2) RUNNER-UP

Ayushi Goel MBA 1 B (Student ID 2310120)

Outcome of the event:

Overall, the Block and Tackle event at Ignitia'2k24 succeeded in achieving its objectives of promoting critical thinking, adaptability, and effective communication skills among MBA students. It added a dynamic and intellectually stimulating component to the techno-cultural fest, contributing to its overall success.

Event Photographs:









Department of Business Administration

&

Maverick Club

ORGANIZES

Brand Bingo

ACTIVITY
REPORT 2023-24

Briefing about the event: “Brand Bingo”

Brand Bingo was a flagship event organized by the MBA department as part of Ignitia'2k24. The event was designed to test participants' brand awareness, quick thinking, and ability to associate brand logos with their respective taglines. It consisted of two rounds: a Scrabble-like competition followed by a branding challenge involving matching logos with taglines.

Objectives Of the Event:

1. **Assess Brand Awareness:** The event aimed to evaluate participants' knowledge of popular brands and their associated taglines.
2. **Test Quick Thinking:** Participants had to think swiftly and accurately match taglines to the correct brands based on their recall.
3. **Enhance Cognitive Skills:** By engaging in tasks requiring quick recall and association, participants were encouraged to develop and enhance their cognitive abilities related to brand recognition.

Theme of the event:

The theme of Brand Bingo revolved around branding and marketing, focusing on the significance of brand logos and taglines in consumer perception and recognition. The event aimed to highlight the importance of effective branding strategies in the business world.

Event Organized by :

Maverick Club, PSIT had organized the Event – “Brand Bingo” on 06th April 2024 from 02:30 PM to 4:00 PM at H-508, PSIT Tower.

Organizing Team:

- Club Ambassador – Mr. Deepak Shukla
- Faculty Coordinators –
- Student Coordinators – Amisha Tiwari, Manas Dixit

Duration of the Event: (The event began at 02:30 PM and lasted till 4:00 PM)

Format:

- **Round 1 (Scrabble-like Competition):** Participants competed in a word-based challenge resembling Scrabble, testing their vocabulary and word formation skills. The winner of this round progressed to the next phase.
- **Round 2 (Brand Logo and Tagline Matching):** In this round, participants were provided with a 5x3 grid

representing a bingo ticket. They were required to fill in the grid with different brand names of their choice. Subsequently, 30 brand logos were displayed on screen along with their respective taglines. Participants had to match the taglines to the correct brand names on their tickets and strike them off accordingly.

Winners of the Competition:

The winner and runner-up awarded with trophies are as follows:

1) WINNER

Name:- KRISHAN KUMAR PATEL

I'd No.- 2310114

Branch:- MBA

Year:- 1st

Section:- C

2) RUNNER-UP

Rohit Singh Bhadoria

D

2311218

I YEAR

MBA

Outcome of the event:

Brand Bingo was a valuable addition to Ignitia'2k24, offering participants a unique platform to showcase their skills and knowledge while also emphasizing the importance of branding in the business landscape. The event contributed to the fest's success by engaging participants and highlighting the relevance of marketing concepts in today's competitive world.

Event Photographs:



PSIT-Pranveer Singh Institute of Technology

Kanpur-Delhi National Highway (NH-2), Bhauti, Kanpur-209305 (U.P.), India



Department of Business Administration





Department of Business Administration

&

Maverick Club

ORGANIZES

Brand Morgue

ACTIVITY
REPORT 2023-24

Briefing about the event: “Brand Morgue”

Brand Morgue was a captivating presentation competition organized by the MBA department as part of Ignitia'2k24. The event aimed to delve into the intriguing world of once-prominent brands that have faded from the market landscape, offering participants a platform to explore the rise, fall, and lessons learned from these brands.

Objectives Of the Event:

1. To educate participants about historical market leaders that experienced decline or disappearance.
2. To analyze the factors contributing to the success and subsequent decline of these brands.
3. To encourage critical thinking and strategic analysis among participants in understanding brand dynamics.
4. To foster creativity in presenting findings and insights about defunct brands.

Theme of the event:

The theme of Brand Morgue revolved around 'An Ode to the brands that once ruled'. Participants were tasked with selecting a defunct brand, researching its journey, and presenting a comprehensive analysis of why the brand succeeded initially and what led to its downfall. The theme emphasized the importance of understanding market trends, consumer behavior shifts, and strategic mistakes that can impact even the strongest brands.

Event Organized by :

Maverick Club PSIT had organized the Event – “Brand Morgue” on 05th April 2024 from 1:00 PM to 3:00 PM at H-408 PSIT Tower.

Organizing Team:

- Club Ambassador - Mr. Deepak Shukla
- Faculty Coordinators – Mr. Jatin Pande
- Student Coordinators – Hooriya Niyaz, Raunak Gulati
- Student Volunteers-

Duration of the Event: (The event began at 01:00 PM and lasted till 3:00 PM)

Format:

- In total 14 teams participated in the event where each team got 10 minutes for the presentation.
- The presentation was followed by questions from the jury.
- Judgement was made on the basis of the quality of the content (brand journey, success story and the reasons behind its failure)

Winners of the Competition:

The winner and runner-up awarded with trophies are as follows:

1) WINNER

Team Tie Rack
Tanay Singh – MBA-I-E
Shubham Mishra – MBA-I-E

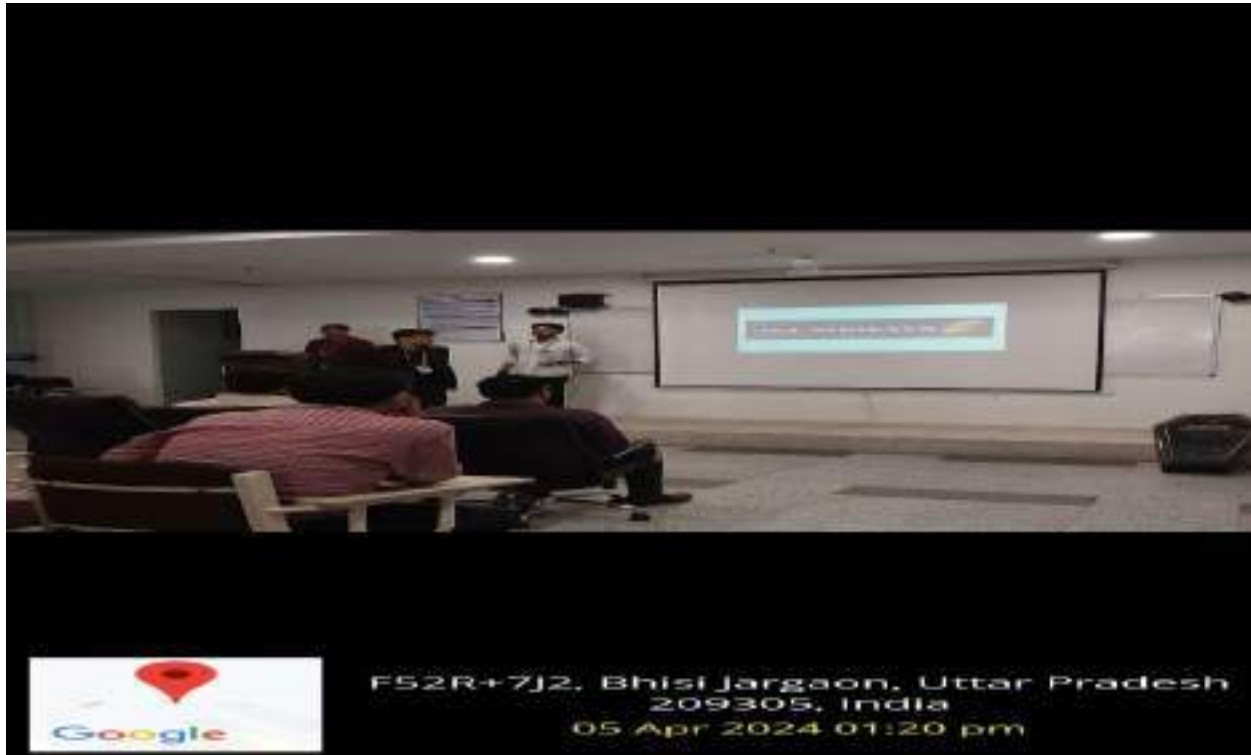
2) RUNNER-UP

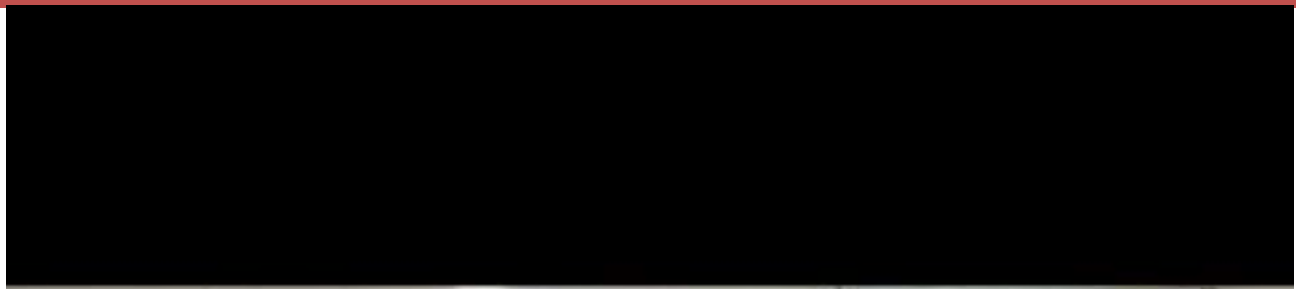
Team Alta Motors
Anamika Dwivedi – MBA-I-C
Manya Mishra – MBA-I-C
Abhishek Sahu – MBA-I-A

Outcome of the event:

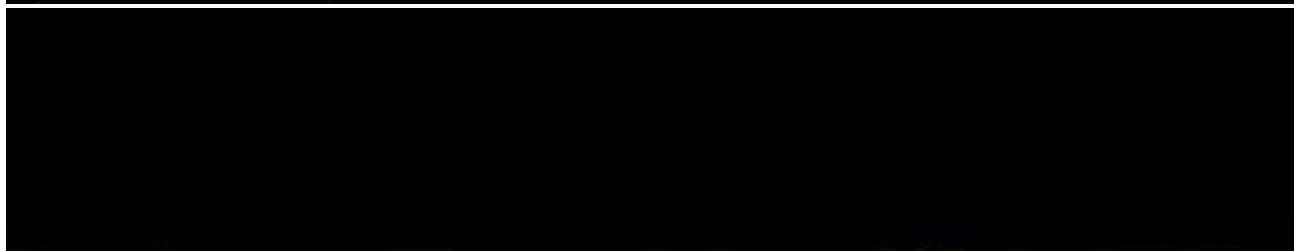
Brand Morgue provided a unique learning experience for participants, enhancing their understanding of brand management and marketing strategies. It encouraged research skills, critical thinking, and effective communication in dissecting the lifecycle of brands. The event also fostered networking opportunities and showcased the talents of MBA students in strategic analysis and presentation delivery.

Event Photographs:





F52R+7HQ, Bhis Jargaon, Uttar Pradesh 209305, India
05 Apr 2024 11:39 pm



F52R+7HQ, Bhis Jargaon, Uttar Pradesh 209305, India
05 Apr 2024 01:16 pm



Department of Business Administration

&

Maverick Club

ORGANIZES

Expedite Your Budget - 2024

- A Panel Discussion

ACTIVITY
REPORT 2023-24

Briefing about the event: “Expedite Your Budget-2024” - Panel Discussion

Panel discussion for 1st year students on the interim budget 2024 held on 8th February, 2024. The motive behind organizing the event was to enhance the knowledge level of students with respect to today’s scenario of India’s budgetary allocation by the Indian government to different sectors in India. To analyze the important sectors which Indian government has nominated for their budget allocation for the financial year 2023-2024.

Objectives Of the Event:

1. To make the students understand real-world economics, government policies, and fiscal responsibility.
2. To foster critical thinking skills, civic engagement, and awareness of how public funds are allocated and impact society.

Theme of the event:

1. Budgetary provisions made by the government for different sectors: Education, Defense, Transport (railways/highways/shipping), Health, Agriculture, Taxation/Finance, Energy, Women Empowerment, MSME/Startups.
2. Reallocation of resources evenly across the nation.
3. Reducing inequality in terms of earnings and wealth generation.
4. Generation of employment opportunities.
5. Meeting expectations of the common middle class.

Event Organized by :

***Maverick Club PSIT* had organized the Event – “Expedite Your Budget-2024” - Panel Discussion on 08th February 2024 from 1:25 PM to 3:15 PM at Town Hall**

Organizing Team:

- Club Ambassador - Mr. Deepak Shukla
- Faculty Coordinators - Dr. Ashish Shukla, Mr. Mayank Tripathi and Mr. Shrey Shukla
- Student Coordinators - Ketan Dixit, Damini Yadav, Priyam Saraf, Harsh Yadav, Utkarsh Gupta, Sameeksha, Akash Sharma, Raunak Gulati

Event details

A panel discussion on “**Expedite Your Budget-2024**” organized by The Maverick Club – PSIT, focused on the understanding the union budget presented by Mrs. Nirmla Sitaraman, Union Minister of Finance which gives the direction to the Indian economy. A panel of students had the discussion on the union budget on 08th February, 2024.

Duration of the Event: (The event began at 01:25 PM and lasted till 3:15 PM)

Format:

- A panel of 8 students had the discussion on different sectors of the Indian economy.
- One moderator is moderating the session.
- Every panelist had a deep discussion with the moderator on their respective sector.

Participating Students:

➤ **Moderator**

Anamika Dwivedi

➤ **Panelist**

- 1) Aayushi Goyal
- 2) Manya Mishra
- 3) Priya Jhanvar
- 4) Shambhavi Dixit
- 5) Rohit Singh bhadoriya
- 6) Jyoti Kumari
- 7) Harsh Yadav
- 8) Sanya Singh

Winners of the Competition:

The winners and runners up were awarded with trophies are as follows:

1) **WINNERS**

Sanya Singh – MBA – I

2) **RUNNERS UP**

Manya Misha – MBA – I – First Runner-up

Rohit Singh Bhadoriya – MBA – I – Second Runner-up

Outcome of the event:

One potential outcome of the event is that students will be able to understand that budget presented by Finance Minister is the road – map of Indian Economy for short – run as well as long run. It gives the directions to the economy. Sometime it creates the opportunity and sometimes it creates threat for the business man. According to that business manager must take the business decisions.

Event Photographs:



PSIT-Pranveer Singh Institute of Technology

Kanpur-Delhi National Highway (NH-2), Bhauti, Kanpur-209305 (U.P.), India



PSIT-Pranveer Singh Institute of Technology

Kanpur-Delhi National Highway (NH-2), Bhauti, Kanpur-209305 (U.P.), India





Department of Business Administration

&

Maverick Club

ORGANIZES

**AI for Logistics & Supply Chain
Management**

- A Panel Discussion

**ACTIVITY
REPORT 2023-24**

Briefing about the event: “National Productivity Week-2024” - Panel Discussion on AI for Logistics and Supply Chain Management

Panel discussion for 1st year students on AI for Logistics and Supply Chain management held on 16th February, 2024. The motive behind organizing the event was to enhance the knowledge level of students with respect to today’s scenario of India’s productivity landscape with reference towards AI for Logistics & Supply Chain Management. To analyze the importance of AI, its wide application & varied impact in different sectors of Indian economy.

Objectives Of the Event:

1. To make the students understand the importance of AI in different sectors.
2. To foster critical thinking skills, enhance productivity levels with use of technology and impact society.

Theme of the event:

1. Robotics in material handling.
2. IOT integration for real time tracking.
3. Predictive analysis for demand forecasting.
4. Augmented Reality for order picking.
5. Enhancement of chatbots.
6. Automation in warehouse management.

Event Organized by :

***Maverick Club PSIT* had organized the Event – “National Productivity Week-2024” - Panel Discussion on AI for Logistics and Supply Chain Management on 16th February 2024 from 1:25 PM to 3:15 PM at Town Hall**

Organizing Team:

- Club Ambassador - Mr. Deepak Shukla
- Faculty Coordinators -Ms. Divyanshi Yadav, Mr. Mayank Tripathi and Mr. Shrey Shukla
- Student Coordinators - Ketan Dixit, Damini Yadav, Hooriya Niyaz, Harsh Shukla

Event details

PSIT, in collaboration with the National Productivity Council and Kanpur Productivity Council, hosted a captivating panel discussion on "AI for Logistics and Supply Chain Management". A panel of students had the discussion on AI and its impact on productivity on 16th February, 2024.

Duration of the Event: (The event began at 01:25 PM and lasted till 3:15 PM)

Format:

- A panel of 6 students had the discussion on different sectors of uses of AI.
- One moderator is moderating the session.
- Every panelist had a deep discussion with the moderator on their respective sector.

Participating Students:

➤ Moderator

Adeeba Mohammadi

➤ Panelist

- 1) Jasdeep Singh Arora
- 2) Florence Noor
- 3) Tamanna Dubey
- 4) Raunak Gulati
- 5) Sneha Singh Chandel
- 6) Anamika Dwivedi

Winners of the Competition:

The winners and runners up were awarded with trophies are as follows:

1) WINNERS

Jasdeep Singh Arora – MBA – I

2) RUNNERS UP

Florence Noor – MBA – I – First Runner-up

Tamanna Dubey – MBA – I – Second Runner-up

Outcome of the event:

By fostering transparent AI systems, up-skilling our workforce, and embracing a collaborative human-AI approach, we can unlock a future where Indian industries not only compete but thrive in the global arena. This future demands proactive policy intervention, robust infrastructure development, and a shared vision for responsible and collaborative AI integration. Let us rise to the challenge, embrace the power of AI, and collectively propel India towards a vibrant and productive future.

Event Photographs:



  **NATIONAL PRODUCTIVITY COUNCIL (NPC)
& KANPUR PRODUCTIVITY COUNCIL (KPC)** 

**DEPARTMENT OF BUSINESS ADMINISTRATION
PRANVEER SINGH INSTITUTE OF TECHNOLOGY, KANPUR**
www.psitkanpur.ac.in

PANEL DISCUSSION
On
**AI FOR LOGISTICS AND
SUPPLY CHAIN MANAGEMENT**

Friday, February 16, 2024 | 1:30 PM – 3:30 PM

Programme Conveners:
Ms. Preeti Gangwar Regional Director, NPC Kanpur
Mohd. Umar Director, KPC, Mob.: 9935054570
Dr. Harit Kumar HOD-MBA, PSIT, Mob.: 7905778115

Programme Coordinators
Mr. Deepak Shukla
Assistant Professor, MBA Dept.
Mob.: 9670379099

AT PSIT CAMPUS
KANPUR-AGRA-DELHI NATIONAL HIGHWAY (NH-19)
BHAUTI, KANPUR (U.P.) - 209 305



NATIONAL PRODUCTIVITY COUNCIL (NPC)
& KANPUR PRODUCTIVITY COUNCIL (KPC)
&
DEPARTMENT OF BUSINESS ADMINISTRATION
PRANVEER SINGH INSTITUTE OF TECHNOLOGY, KANPUR



PANEL DISCUSSION



AI FOR LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Chief Guest



Ms. SAUMYA PANDEY IAS
Additional Labour Commissioner
Uttar Pradesh

Friday, February 16, 2024



PSIT-Pranveer Singh Institute of Technology

Kanpur-Delhi National Highway (NH-2), Bhauti, Kanpur-209305 (U.P.), India



GPS Map Camera



Bhautipratappur, Uttar Pradesh, India
New Age Technologies, PSIT Campus, Bhauti, C5XR+2QG, Bhautipratappur, Uttar Pradesh 209305, India
Lat 26.44765°
Long 80.191865°
16/02/24 02:38 PM GMT +05:30



GPS Map Camera



Bhautipratappur, Uttar Pradesh, India
New Age Technologies, PSIT Campus, Bhauti, C5XR+2QG, Bhautipratappur, Uttar Pradesh 209305, India
Lat 26.44765°
Long 80.191865°
16/02/24 02:37 PM GMT +05:30

PSIT-Pranveer Singh Institute of Technology

Kanpur-Delhi National Highway (NH-2), Bhauti, Kanpur-209305 (U.P.), India



Department of Business Administration

PSIT-Pranveer Singh Institute of Technology

Kanpur-Delhi National Highway (NH-2), Bhauti, Kanpur-209305 (U.P.), India



GPS Map Camera

Bhisi Jargaon, Uttar Pradesh, India
PSIT, Bhisi Jargaon, Bhautipratappur, Uttar Pradesh 209305, India
Lat 26.44765° Long 80.191865°
16/02/24 03:12 PM GMT +05:30




GPS Map Camera

Bhisi Jargaon, Uttar Pradesh, India
PSIT, Bhisi Jargaon, Bhautipratappur, Uttar Pradesh 209305, India
Lat 26.44765° Long 80.191865°
16/02/24 03:07 PM GMT +05:30

PSIT-Pranveer Singh Institute of Technology

Kanpur-Delhi National Highway (NH-2), Bhauti, Kanpur-209305 (U.P.), India



 GPS Map Camera

Bhisi Jargaon, Uttar Pradesh, India

PSIT, Bhisi Jargaon, Bhautipratappur, Uttar Pradesh 209305, India

Lat 26.44765° Long 80.191865°

16/02/24 03:12 PM GMT +05:30



Department of Business Administration

&

Maverick Club

ORGANIZES

Vishleshan 1.0

- A Case Study Competition

ACTIVITY
REPORT 2023-24



DEPARTMENT OF BUSINESS
ADMINISTRATION (MBA)



CASE STUDY COMPETITION VISHLESHAN 1.0

27th January, 2024

WHO CAN PARTICIPATE ?



Anyone who has business in his/her family.



One who has the analytical capacity to understand other's business.

TEAM



1. Maximum 5 and minimum 3 students can participate in the event.
2. MBA 1st year students will comprise team with 1st year students and second year students will comprise their teams with second year students.
3. Second year students who have their joining after 3rd semester, can participate in the competition.

OUR VISION



To foster innovation, critical thinking, and collaborative problem-solving among students through a dynamic and engaging case study competition. We envision a platform that cultivates future leaders equipped with practical skills, creative thinking, and a deep understanding of real-world challenges.

OUR MISSION



- To create an inclusive and supportive environment that empowers participants to refine their analytical, communication, and presentation skills.
- To offer mentorship, feedback, and networking opportunities to participants, fostering their growth and confidence in addressing real-world problems.

Briefing about the event: “Vishleshan 1.0” - Case Study Competition

The "Vishleshan 1.0" competition aims to promote analytical thinking and collaborative problem solving, by encouraging participants to create captivating group presentations regarding varied case studies that would empower students with the essential skills required to thrive in the ever-evolving landscape of the business world. Grounded in the vision of fostering innovation, critical thinking, and collaborative problem-solving, this dynamic case study competition serves as a catalyst for developing the leaders of tomorrow. It will challenge students to think outside the box and come up with innovative solutions to complex problems. The competition will help students develop practical skills that are essential for success in the business world, such as critical thinking, communication, and leadership.

Objectives Of the Event :

Overall, the competition aims to create a platform that fosters innovation, critical thinking, and collaborative problem-solving among students, preparing them to become future leaders equipped with practical skills and a deep understanding of real-world challenges in the business. This case study competition is to create a platform that cultivates future leaders equipped with practical skills, creative thinking, and a deep understanding of real-world challenges in the business.

- Ignite innovation by presenting real-world business challenges to participants.
- Cultivate critical thinking skills through analysis of complex scenarios and strategic problem-solving.
- Foster collaborative problem-solving through teamwork, diverse perspectives, and shared leadership.
- Develop practical skills by providing hands-on experience in addressing real-world challenges.
- Mold future leaders with a deep understanding of leadership complexities in the business world.
- Create an engaging platform that captures participants' interest and enthusiasm.
- Transformative competition that goes beyond traditional academic boundaries, emphasizing holistic skill development.

Event Organized by :

Maverick Club PSIT had organized the Event – “Vishleshan 1.0” on 27th January 2024 at 11:00 am at T-48, PSIT Tower

Organizing Team:

- Club Ambassadors - Mr. Deepak Shukla
- Faculty Coordinators - Dr. Ruchika Rastogi
- Student Coordinators - Ketan Dixit, Damini Yadav, Priyam Saraf, Harsh Yadav, Utkarsh Gupta, Sameeksha, Akash Sharma, Raunak Gulati

Event details

An Intra-department group presentation on “Vishleshan 1.0” organized by The Maverick Club – PSIT, focused on fostering the innovation, critical thinking, and collaborative problem-solving among students and was conducted in a single round on 27th January, 2024.

Duration of the Event : (The event began at 11:00 a.m. and lasted till 2:30 p.m.)

Format :

- A team consist of 3-5 participants.
- The presentation focuses on the detailed analysis of varied local businesses, their struggles, challenges and aspirations for the future.
- Presentation duration was of around 10 minutes.
- The teams was evaluated on the criteria: Business Idea Understanding, Implication of 4P’s, Implication of STP, Financial Analysis & Challenges faced by businesses.

Participating Teams:

S. No.	Team Code	Name of Company/ Brand	List Of Participants	Roll Number	Department
1	MVC-01	Da pizza hub	Ayush Dixit	2310802	MBA-I
			Dipanshu Sonkar	2313988	MBA-I

PSIT-Pranveer Singh Institute of Technology

Kanpur-Delhi National Highway (NH-2), Bhauti, Kanpur-209305 (U.P.), India



			Harpreet Singh	2310255	MBA-I
			Harshita Agrawal	2310108	MBA-I
			Divyanshu Yadav	2311236	MBA-I
2	MVC-02	Navistar Solutions Pvt Ldt.	Tanay singh	2312411	MBA-I
			Sneha singh	2310630	MBA-I
			Yashi Gupta	2311334	MBA-I
3	MVC-03	Yumm The Cake Bakery	Khushi Dubey	2311002	MBA-I
			Nandini Chaturvedi	2312921	MBA-I
			Kush Dwivedi	2311929	MBA-I
			Nikhil Gupta	2310817	MBA-I
4	MVC-04	Payreview	Animesh Srivastava	2312638	MBA-I
			Ambuj Shukla	2313640	MBA-I
			Amisha Tiwari	2312580	MBA-I
			Aman Singh	2313302	MBA-I
5	MVC-05	Pahalwan ji ka special mattha	Jyoti Kumari	2312900	MBA-I
			Pragati Dixit	2312895	MBA-I
			Pragya Gupta	2310006	MBA-I
6	MVC-06	Sarvodaya sishu mandir	Manas dixit	2312651	MBA-I
			Karishma Gupta	2312203	MBA-I
			Oshin Massey	2311604	MBA-I
			Krishan Kumar Patel	2310114	MBA-I
7	MVC-07	S P.Traders	Aakarshita Pathak	2312599	MBA-I
			Anjali Tiwari	2312168	MBA-I
			Akanksha Sharma	2312567	MBA-I
8	MVC-08	R.K.Traders	Anand Shukla	2312099	MBA-I
			Anamika Paul	2310057	MBA-I
			Amisha Chauhan	2312822	MBA-I
			Amrit Tripathi	2312813	MBA-I
9	MVC-09	2 KAUDI KI CHAI	Ayush Nigam	2312536	MBA-I
			Deepanjali Sachan	2311753	MBA-I
			Divya Dwivedi	2312205	MBA-I
			Harshita Mishra	2312401	MBA-I
10	MVC-10	Govind oil mill	Bhoomi Agarwal	2311822	MBA-I
			Gracy singh padiyar	2312267	MBA-I
			Bhargavi Awasthi	2310178	MBA-I
			Tanmay Mishra	2311479	MBA-I
11	MVC-11	JYA Consultant and Engineers	Ayushi	2310153	MBA-I
			Himanshu Aggarwal	2310524	MBA-I

			Jasmeet Kaur	2310652	MBA-I
			Hooriya Niyaz,	2311763	MBA-I
12	MVC-12	TexEnigma	Ayushi Goel	2310120	MBA-I
			Avantika Chaturvedi	2310116	MBA-I
			Bhumika Bhadauria	2313436	MBA-I

Winners of the Competition:

The winners and runners up were awarded with trophies.

The participants of the winning team are as follows:

1) WINNERS

Team Code	Name of Company/ Brand	List of Participants	Roll Number	Department
MVC-05	Pahalwan ji ka special mattha	Jyoti Kumari	2312900	MBA-I
		Pragati Dixit	2312895	MBA-I
		Pragya Gupta	2310006	MBA-I

2) RUNNERS UP

Team Code	Name of Company/Brand	List of Participants	Roll Number	Department
MVC-01	Da pizza hub	Ayush Dixit	2310802	MBA-I
		Dipanshu Sonkar	2313988	MBA-I
		Harpreet Singh	2310255	MBA-I
		Harshita Agrawal	2310108	MBA-I
		Divyanshu Yadav	2311236	MBA-I
MVC-06	Sarvodaya Sishu Mandir	Manas dixit	2312651	MBA-I
		Karishma Gupta	2312203	MBA-I
		Oshin Massey	2311604	MBA-I
		Krishan Kumar Patel	2310114	MBA-I

Outcome of the event:

One potential outcome of the competition is that students will have developed a deeper understanding of real-world business challenges and gained practical skills in critical thinking, communication, and leadership. They will have had the opportunity to work collaboratively in teams, honing their ability to solve complex problems and think creatively. Additionally, the competition may help to establish connections between students and industry professionals, providing networking opportunities and potential career paths for participants.

The outcome of the competition is that students will have gained valuable experience and skills that will prepare them for success in the business world and beyond.

Event Photographs:





