

**PRANVEER SINGH INSTITUTE OF TECHNOLOGY, KANPUR**

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**COMPILED DEPARTMENTAL EVENT'S REPORT**

**SESSION – (2021 – 22)**

**Activity – 01: Guest Lecture**

**Name of the Guest Speaker:** Mr. Alok Srivastva

**Designation:** Deputy General Manager (Branding)

**Organization:** Indian Oil Corporation Limited, Mumbai

**Date and timings of Session:** 16/10/21, 11 am to 12.30 pm

**Topic:** Branding – Concept, communication and challenges

**Mode:** Online (Over the zoom.us platform)

**No. of students attended:** 148







## **Activity – 02: Educational Tour for MBA 1<sup>st</sup> Year**

**Company/Industry:** M/s Swati Foods (Contract Manufacturing Unit- Parle Products Ltd.)

**Product Line:** Biscuits & Candies

**Venue:** Kanpur

Maverick Club has successfully conducted first activity (educational tour) from 6<sup>th</sup> december'2021 to 10<sup>th</sup> December'2021.

### **Objective of the Visit:**

1. To provide an exposure of manufacturing operations to MBA students.
2. To broaden the student's horizon & corporate awareness through interaction with professional industry experts.
3. To increase student's awareness related to the manufacturing process of food products (Biscuits & candies)
4. To give students an opportunity to relate the classroom learning with the real-world situation.

<b>Section</b>	<b>Date of visit</b>	<b>No. of students</b>	<b>Faculty accompanied</b>	<b>Unit Co-ordinator</b>
PSIT-MB-I-A	10-12-2021	45	Ms Priyanka Singh Mr. Jatin Pandey	Mr Pradeep Mishra
PSIT-MB-I-B	07-12-2021	56	Dr Anurag Pandey Dr Omika Bhalla Saluja	Mr Pradeep Mishra
PSIT-MB-I-C	08-12-2021	54	Mr Karan Upadhyaya Ms Rachna Gupta	Mr Pradeep Mishra
PSIT-MB-I-D	09-12-2021	51	Mr Brijendra Pratap Ms Akanksha Singh	Mr Pradeep Mishra
PSIT-MB-I-E	06-12-2021	57	Ms Akanksha Singh Dr Bikash Gogoi	Mr Pradeep Mishra

### **Outcomes:**

1. The visit would expose students to learn efficient production process with a smaller number of breakouts, deviation, and minimal wastage of resources.
2. Students have gained a lesson related to effective distribution practices followed by M/s Swati Biscuits Pvt Ltd.
3. Students have learned effective techniques of employees' engagement.
4. Students have assimilated real-world knowledge and learned about effective utilization of resources.









### **Activity – 03: Guest Lecture**

**Name of the Guest Speaker:** Mr. Anubhav Shukla

**Designation:** Assistant Vice President – Private Wealth

**Organization:** Centrum Wealth management Limited

**Date and timings of Session:** 15/01/22, 11 am to 12.30 pm

**Topic:** Start-up Revolution in India during Covid Pandemic

**Mode:** Online (Over the zoom.us platform)

**No. of students attended:** 277



Department of Business Administration (MBA)  
Pranveer Singh Institute of Technology, Kanpur



**Online Guest Lecture**

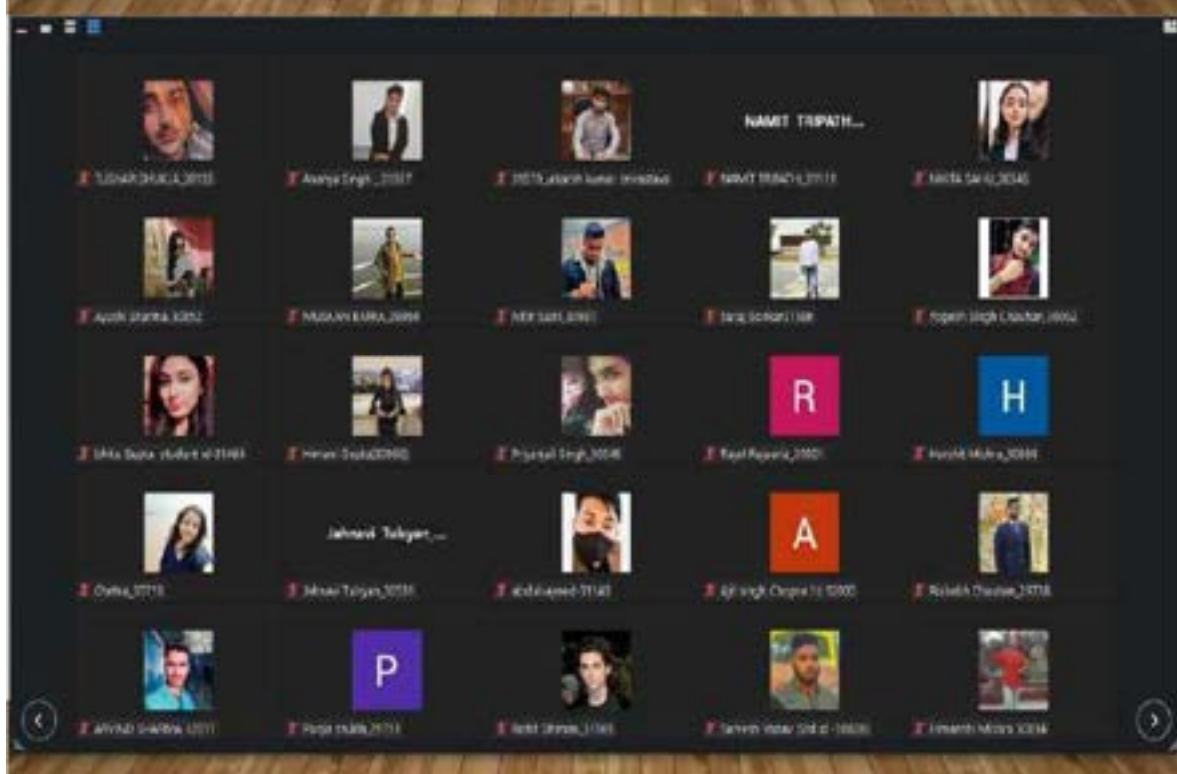
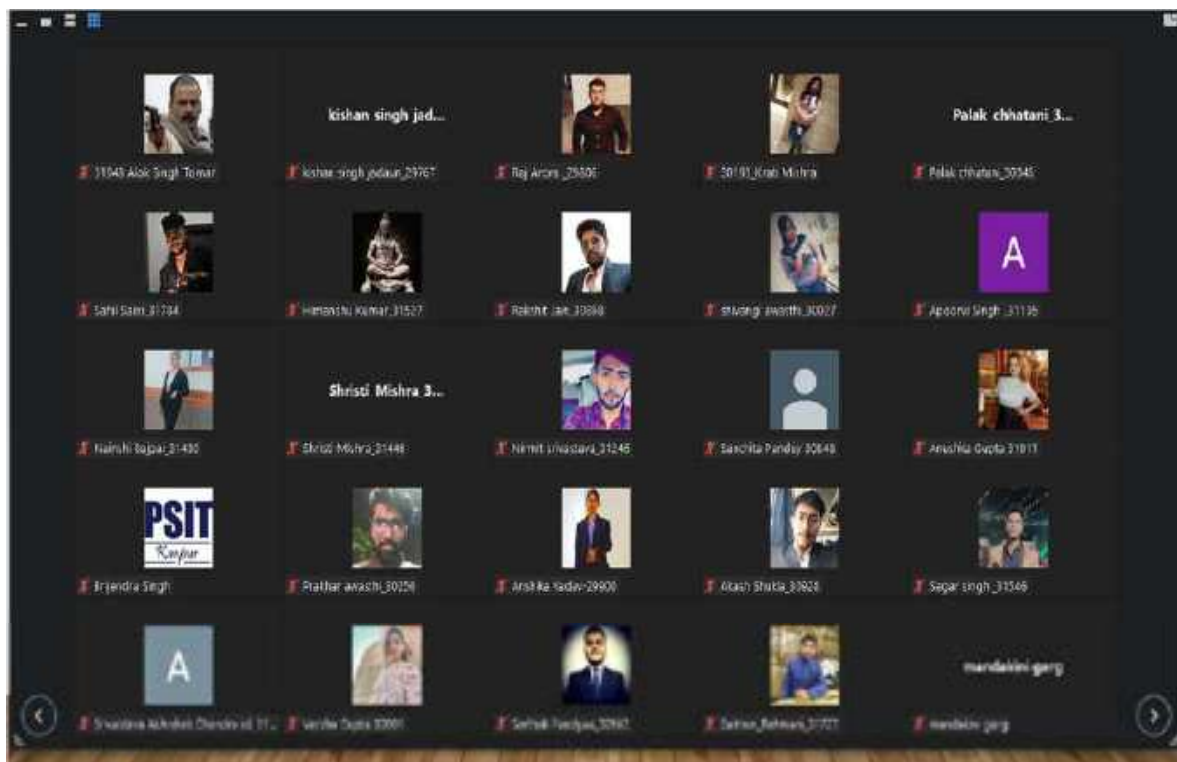
**START-UP REVOLUTION IN INDIA  
DURING THE COVID PANDEMIC**

*for the students of MBA*

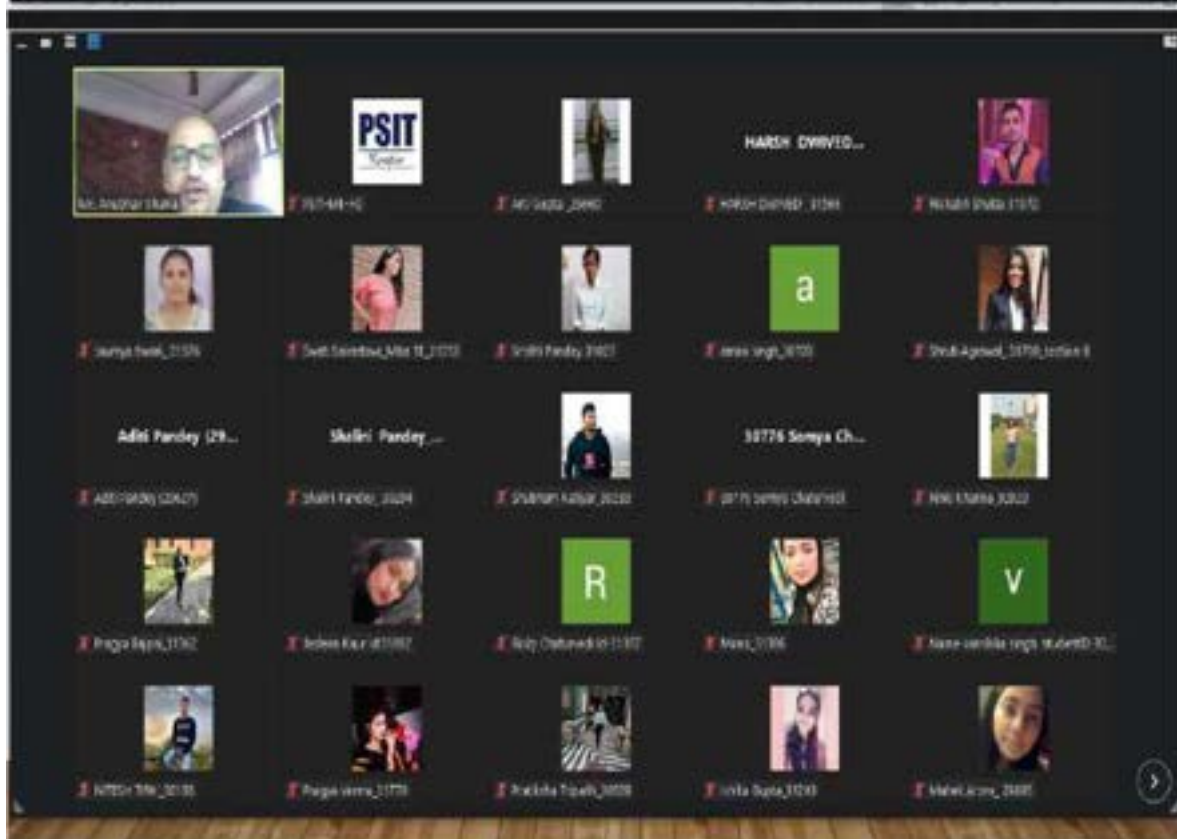
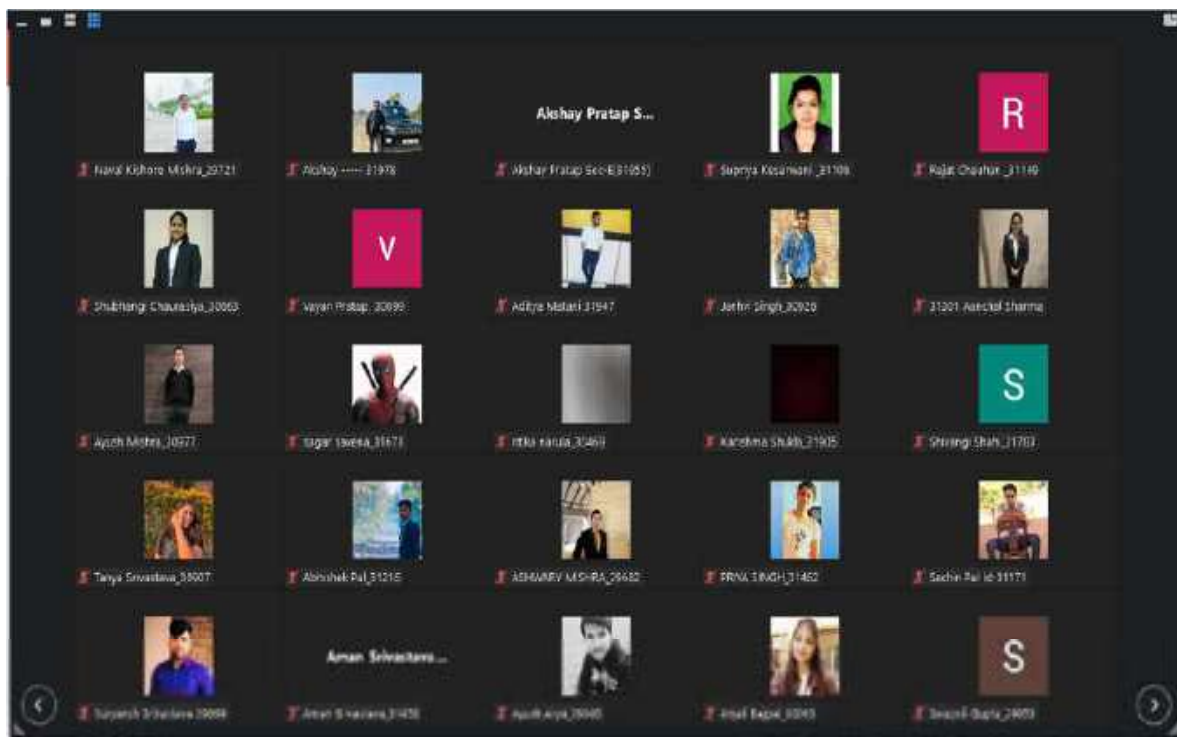
**Speaker: Mr. Anubhav Shukla**  
Assistant Vice President - Private Wealth  
Centrum Wealth Management Ltd



**Saturday, January 15 2022 | 10:30 am to 12:00 noon**









### **Activity – 04: Online Case Study Competition for MBA 1<sup>st</sup> Year**

Maverick Club has successfully conducted second business activity (case study competition) from 16<sup>th</sup> January'2022 to 22<sup>nd</sup> January'2022.

#### **Objective of the competition:**

1. To learn in a high-pressure situation involving a real-world scenario.
2. To help students integrate what they have learned during the classroom lectures.
3. To help students organize their thinking around an integrative planning framework.
4. To Develop a coherent strategy that plays a major role in determining the success of a team's solution.

<b>List of Important dates</b>	<b>Event</b>
16-01-2022	Circulating the important guidelines related participation in case study competition.
17-01-2022	Circulation of Case study to the respective team.
18-01-2022	Last date of submission of write-ups by the teams.
19-01-2022	Selection of top 16 teams for final round of presentation.
20-01-2022	Circulation of case to the top 16 teams.
22-01-2022	Final Case study presentation

#### **Outcomes:**

1. The case study competition would invoke team spirit among participants to deal with the real-life business problems.
2. Students have learned a lesson to handle problematic situations pertaining to various aspects of management namely Marketing, Human Resources & Finance.
3. Student participation in case study competitions can positively influence their academic achievement and vocational development.



Zoom Meeting

Participants (30)

Search participants

Participants list:

- tanishqapuriya 2042
- PSIT MBA 4 2042
- Dr. Harit Kumar Yadav
- Semrat Puriya\_2042
- 11561 Anshul Sharma
- ADITYA MOHAN 2042
- Ak Singh Puriya 2042
- Ashwini Kishore\_11561
- Ashwini Singh
- Arun Singh\_2042
- Anish Sharma\_2042
- Akshay Singh\_2042
- Anusha Singh\_11561
- Anusha Singh\_11561

PSIT *Kanpur*

# TEST YOUR BUSINESS ACUMEN

THINK APPLY CHANGE

January 22, 2022

Organized By DEPARTMENT OF BUSINESS ADMINISTRATION (MBA)

In Association With ASSOCIATION OF INDIAN MANAGEMENT SCHOOLS

AIMS ASSOCIATION OF INDIAN MANAGEMENT SCHOOLS

Dr. Harit Kumar Yadav

Windows taskbar: Type here to search, 100%, 22-01-2022

You are viewing PSIT MBA 4's Zoom Page View Options

PSIT *Kanpur*

# TEST YOUR BUSINESS ACUMEN

THINK APPLY CHANGE

January 22, 2022

Organized By DEPARTMENT OF BUSINESS ADMINISTRATION (MBA)

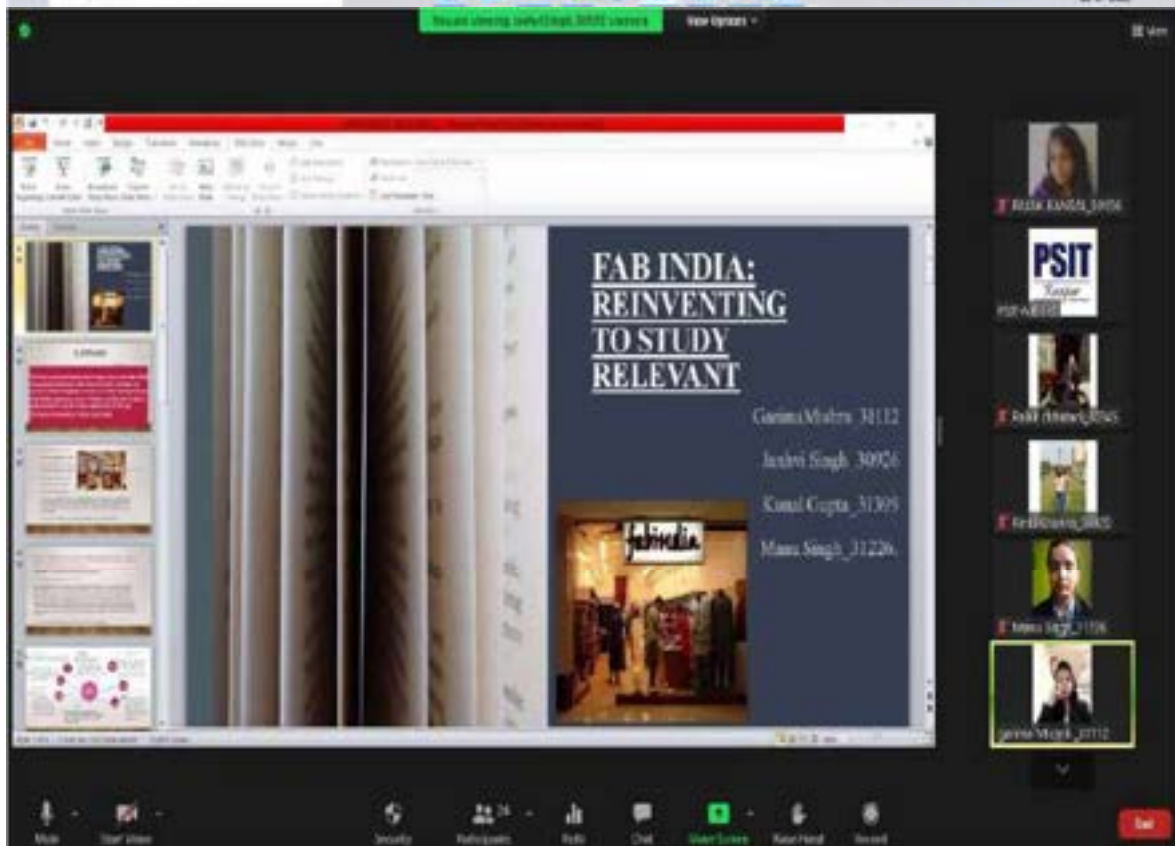
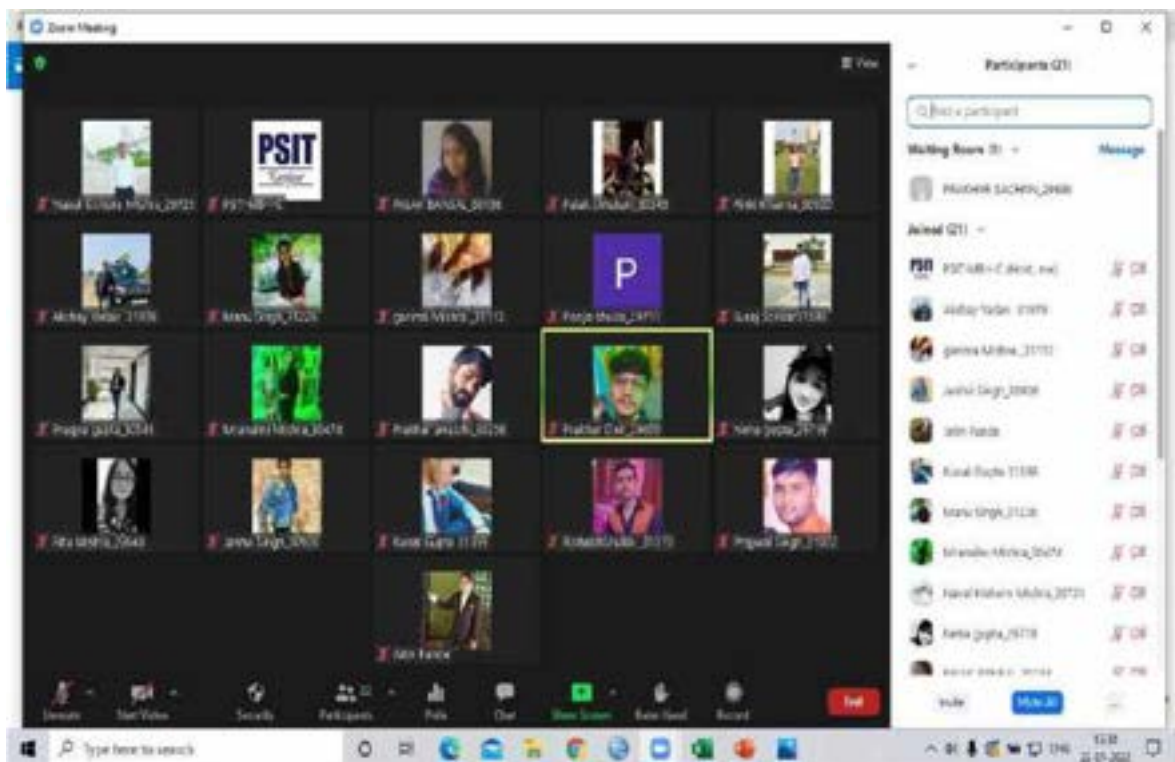
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AIMS ASSOCIATION OF INDIAN MANAGEMENT SCHOOLS

Participants:

- tanishqapuriya 2042
- PSIT MBA 4 2042
- Dr. Harit Kumar Yadav
- Semrat Puriya\_2042
- 11561 Anshul Sharma
- ADITYA MOHAN 2042
- Ak Singh Puriya 2042
- Ashwini Kishore\_11561
- Ashwini Singh
- Arun Singh\_2042
- Anish Sharma\_2042
- Akshay Singh\_2042
- Anusha Singh\_11561
- Anusha Singh\_11561

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# TEST YOUR BUSINESS ACUMEN

THINK APPLY CHANGE

January 22, 2022

**CASE  
STUDY  
COMPETITION**

**Congratulations to all Winner and Runner-Up**

## **Session-1**

### **W I N N E R**

**Aanchal  
Sharma**

**Akanksha  
Kushwaha**

**Anuraaj  
Malik**

**Harsh  
Sharma**

### **R U N N E R - U P**

**Kishan Singh  
Jadaun**

**Khalid Hameed  
Idrisi**

**Himanshu  
Chauhan**

**Garima  
Singh**



# TEST YOUR BUSINESS ACUMEN

THINK APPLY CHANGE

January 22, 2022

**CASE  
STUDY  
COMPETITION**

**Congratulations to all Winner and Runner-Up**

## **Session-2**

### **W I N N E R**

**Palak  
Chatani**

**Pragya  
Gupta**

**Prakhar  
Dixit**

**Naval Kishore  
Mishra**

### **R U N N E R - U P**

**Garima  
Mishra**

**Janhvi  
Singh**

**Kunal  
Gupta**

**Manu  
Singh**



# TEST YOUR BUSINESS ACUMEN

THINK APPLY CHANGE

January 22, 2022

**CASE  
STUDY  
COMPETITION**

**Congratulations to all Winner and Runner-Up**

## **Session-3**

### **W I N N E R**

**Shivani  
Gupta**

**Soumya  
Tiwari**

**Sahil  
Saini**

**Shivani  
Tiwari**

### **R U N N E R - U P**

**Shreyangi  
Kanodia**

**Shubhangi  
Chaurasiya**

**Shantanu  
Singh Sengar**

**Sarthak  
Pandyaa**



# TEST YOUR BUSINESS ACUMEN

THINK APPLY CHANGE

January 22, 2022

**CASE  
STUDY  
COMPETITION**

**Congratulations to all Winner and Runner-Up**

## **Session-4**

### **W I N N E R**

**Anushka  
Gupta**

**Aradhya  
Gupta**

**Tanya  
Srivastava**

### **R U N N E R - U P**

**Sahil  
Seth**

**Shivangi  
Gaur**

**Shrishti  
Pathak**

### **Activity – 05: Poster Presentation for MBA 1<sup>st</sup> Year**

MBA Department has successfully conducted “Corporate Scrum ‘22” Business Competition from 1<sup>st</sup> February ’2022 to 7<sup>th</sup> February’2022.

**Name of Activity:** “Corporate Scrum ‘22” a Business Competition with a thought to “Be Ready. Be Smart. Be Noticed!” for MBA 1<sup>st</sup> Year

#### **Objective of the competition:**

1. To encourage students regarding text-based information and lay out a connection among hypothesis and utilization of the learnt ideas.
2. To enable students to think from different angles or simply ‘to think out of 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.

<b>List of Important dates</b>	<b>Event</b>
February 01, 2022	Circulating the important guidelines related participation in Corporate Scrum ‘22” Business Competition. & Registration Link
February 02, 2022	232 Participants registered for Round -1 Business Quiz,
February 03, 2022	88 Participants shortlisted for Round -2, Logical and Analytical Skill Assessment.
February 06, 2022	Selection of top 20 participants for Round -3- Poster presentation
February 07, 2022	Final Poster Presentation

#### **Outcomes:**

1. The business Quizzes Tests would improve one's information on things & casual evaluation of knowledge.
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 management namely Automobile Sector, Healthcare Sector, Information Technology Sector, FMCG Sector.
3. The Business Competition was not merely to see the creative aspect but also to trigger the thought process of the students.
4. Student cooperation in Business Competition can decidedly impact their scholastic accomplishment and professional turn of events.





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Department of Business Administration (MBA)  
AN ASSOCIATION WITH  
ASSOCIATION OF INDIAN MANAGEMENT SCHOOLS



**PSIT**  
Rampur



**CORPORATE SCRUM 2022**  
An Online Business Competition

Last Date of Registration:  
**Monday, Tuesday 1 February, 2022**

Registrations Link:



<https://forms.gle/YAL3BPFUTN1N8T7>

**ROUND 1**  
**2 Feb.**  
**Be Ready!**  
Business Quiz

**ROUND 2**  
**3 Feb.**  
**Be Smart!**  
Logical/ Analytical Skill Assessment

**ROUND 3**  
**7 Feb.**  
**Be Noticed!**  
Poster Presentation

Dr Omika Bhatia  
9369312777

Dr CK Dwivedi  
9981528584

Dr Bikas Gogoi  
8837036084

Ms Akanksha Singh  
9411237914

Participants (13)

Find a participant

- Dr. CK Dwivedi (Host, we)
- Harsha Singh
- Omika Bhatia (Setup)
- Arsh Rande (SAGT)
- Ash Lugh Chopra (SAGT)
- Arsh Singh Bhaduria (SAGT)
- Ashish Jaiswal (SAGT)
- Dr. Akash Singh
- Harik Singh (SAGT)
- Kamini Chakraborty (SAGT)
- Mansi Paliwal (SAGT)
- MUSKAN SETHI (SAGT)
- Satish Sharma (SAGT)
- Shreshth Singh (SAGT)
- Shreshth Singh (SAGT)



**CORPORATE SCRUM 2022**  
An Online Business Competition

Last Date of Registration:  
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Arsh Singh Bhaduria (SAGT)

Arsh Singh Bhaduria (SAGT)

H

Mansi Paliwal (SAGT)

Mansi Paliwal (SAGT)

Participants (13)

Q: Find a participant

PSI	Dr. CK DAVIED (post me)	
AS	Akanksha Singh	
AP	Ash Ransley (2027)	
A	Ak Singh Chopra (2025)	
AS	Ananya Singh (2027)	
	Anshu Singh Bhattacharya (2025)	
	Ashraf Jaiswal (2027)	
DS	Dr. Bharat Singh	
H	Harikrishna Sengupta (2027)	
	Kanchana Shukla (2025)	
	Mansi Pathak (2025)	
MS	MUSKAN SARDIHA (2025)	

Invite    Mute All



Dr. CK DAVIED

Anshu Singh Bhattacharya (2025)

Akanksha Singh

Surekha Jaiswal (2025)

You are screen sharing

# Holistic Help Hub

Holistic Help Hub offers integrative health services and therapeutic treatment designed for accelerated healing, disease prevention and long-lasting ability.

**TPs**

- Product:** Holistic Health Hub offers a wide range of services and products to assist the health of individuals and families.
- Price:** Prices will be competitive, making sure that the services are affordable for all people who seeking good products in our business.
- Place:** Holistic Health Hub offers a wide range of services and products to assist the health of individuals and families.
- Promotion:** Holistic Health Hub offers a wide range of services and products to assist the health of individuals and families.

**Strength**

- Physical:** The Holistic Health Hub offers a wide range of services and products to assist the health of individuals and families.
- Emotional:** The Holistic Health Hub offers a wide range of services and products to assist the health of individuals and families.
- Mental:** The Holistic Health Hub offers a wide range of services and products to assist the health of individuals and families.
- Spiritual:** The Holistic Health Hub offers a wide range of services and products to assist the health of individuals and families.

**Business**

- Product:** The Holistic Health Hub offers a wide range of services and products to assist the health of individuals and families.
- Price:** The Holistic Health Hub offers a wide range of services and products to assist the health of individuals and families.
- Place:** The Holistic Health Hub offers a wide range of services and products to assist the health of individuals and families.
- Promotion:** The Holistic Health Hub offers a wide range of services and products to assist the health of individuals and families.

**Risk**

- Physical:** The Holistic Health Hub offers a wide range of services and products to assist the health of individuals and families.
- Emotional:** The Holistic Health Hub offers a wide range of services and products to assist the health of individuals and families.
- Mental:** The Holistic Health Hub offers a wide range of services and products to assist the health of individuals and families.
- Spiritual:** The Holistic Health Hub offers a wide range of services and products to assist the health of individuals and families.

**Reward**

- Physical:** The Holistic Health Hub offers a wide range of services and products to assist the health of individuals and families.
- Emotional:** The Holistic Health Hub offers a wide range of services and products to assist the health of individuals and families.
- Mental:** The Holistic Health Hub offers a wide range of services and products to assist the health of individuals and families.
- Spiritual:** The Holistic Health Hub offers a wide range of services and products to assist the health of individuals and families.

**The Power to Heal**

www.holistichealthhub.com



Participants (19)

Q. Find a participant

- Dr. CK DWIVEDI (9046, 9046)
- Anaksha Singh
- Aditi Pandey (20627)
- Ajit Singh Chopra (20003)
- Ananya Singh (21537)
- Anubhav Singh Bhaduria (20857)
- Avinav Jaiswal (21677)
- Dr. Sikesh Gogoi
- Hrishi Sengupta (20837)
- Karishma Shukla (21905)
- Mansi Pathak (21206)
- ABHIRAM BATHIA riba 1c

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Dr. CK DWIVEDI



Anubhav Singh Bhaduria (20857)

**Anaksha Singh**


Anaksha Singh



Sukriti Srivastava (20865)



# Meal Rocket



**INTRODUCING VENDING MACHINE CULTURE IN INDIA**

***"Easy Treat Ready To Eat"***

PRODUCT	PLACE
Good Quality Variety of Products Well Packed	Tourist Places, Airports, Stations, Near Offices

**4 Ps**

PRICE	PROMOTION
At reasonable price with discounts and offers...	Print Media Social Media Coupons

We aim to provide ready to eat products through vending machine.

Not only snacks but also proper meal like instant curry where you just pour the hot water on the dry pack and your gravy is ready.

**RISK**

- Power breakdown can lead to contamination or spoiled food
- Machine Failure
- Cyber Attack

**VALUE ADDITION**

We provide instant, hot and reasonable ready to eat products that helps working professional travelers to continue their job without carrying a box. As we are providing healthy and boiled products.

**STRENGTH**

- Available 24\*7
- Quick Service
- Lower Price
- Space Saving

**WEAKNESS**

- Limited Shelf Life
- Lack of Storage
- Transportation cost



Dr. CK DWIVEDI



Anubhav Singh Bhaduria (20857)

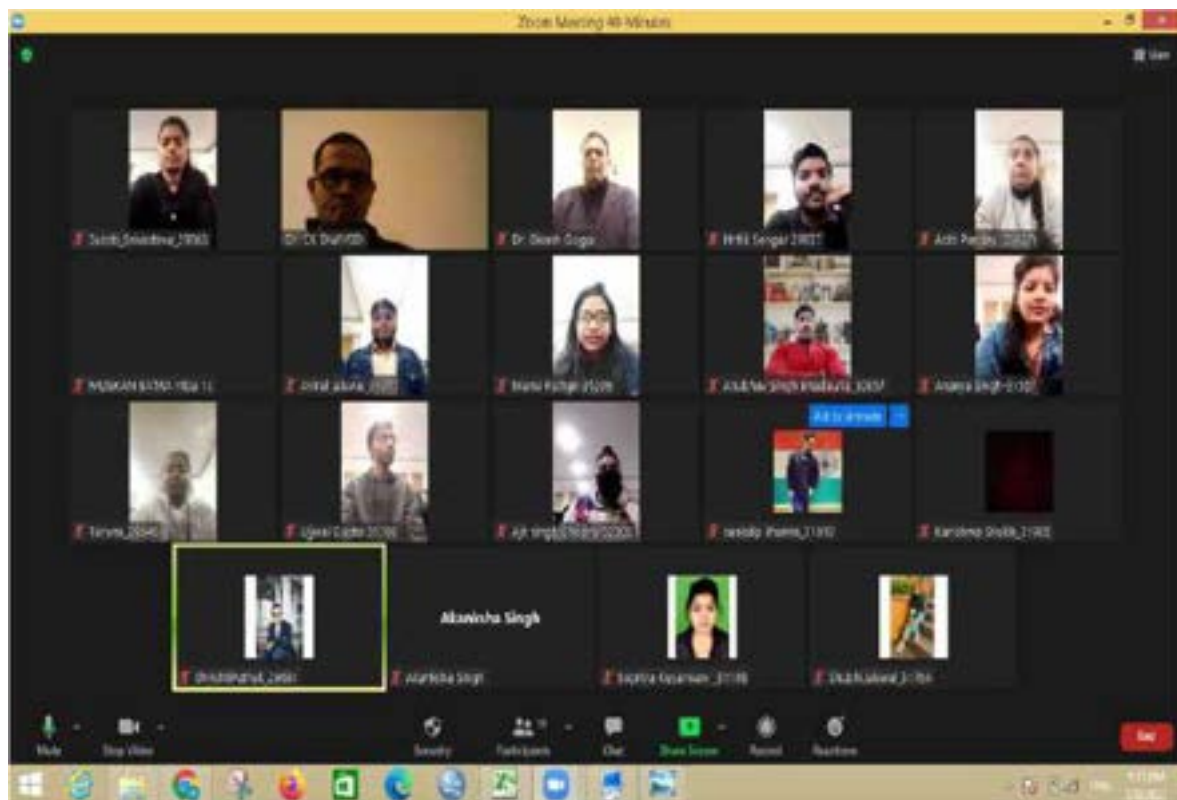


Anaksha Singh

Anaksha Singh









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**PSIT**  
Ranpur



**CORPORATE SCRUM 2022**  
An Online Business Competition

**WINNER**  
Shubhi Jaiswal

↓

**1<sup>ST</sup> RUNNER UP**  
Sankalp Khanna

↓

**2<sup>ND</sup> RUNNER UP**  
Aviral Jaiswal



### Activity – 06: Guest Lecture

**Name of the Guest Speaker:** Mr. Kumar Abhishek

**Designation:** Director – Network Partnerships

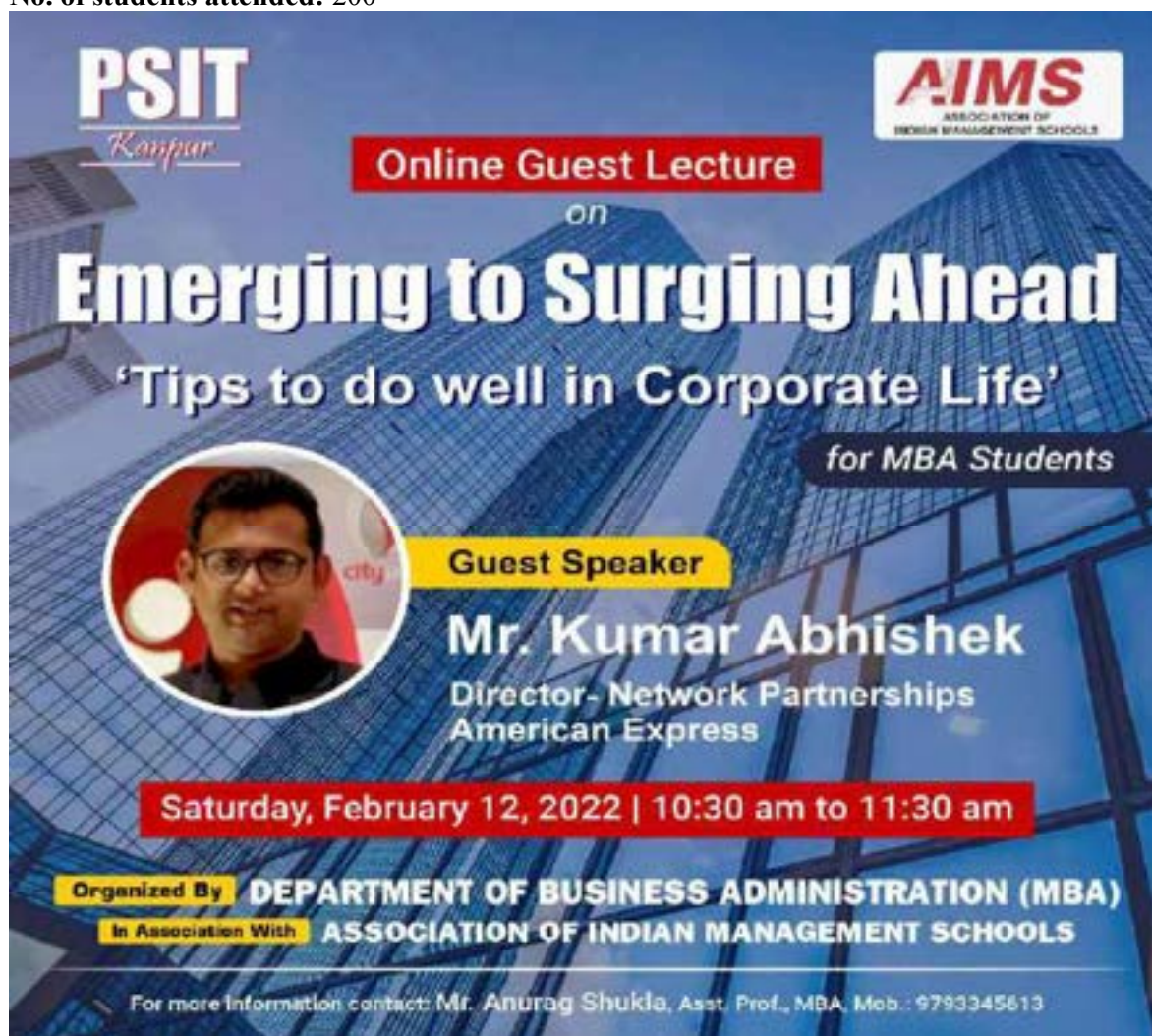
**Organization:** American Express

**Date and timings of Session:** 12/02/2022, 10:30 AM – 12:00 PM

**Topic:** “Emerging to Surging Ahead - Tips to do well in Corporate Life”

**Mode:** Online (Over the zoom.us platform)

**No. of students attended:** 200



The poster features a background image of a modern glass skyscraper. At the top left is the PSIT Kanpur logo, and at the top right is the AIMS logo (Association of Indian Management Schools). A red banner in the upper center reads "Online Guest Lecture". Below this, the title "Emerging to Surging Ahead" is written in large white letters, followed by the subtitle "‘Tips to do well in Corporate Life’" and "for MBA Students" in a smaller font. A circular portrait of Mr. Kumar Abhishek is shown on the left. To his right, a yellow banner identifies him as the "Guest Speaker". Below the portrait, his name "Mr. Kumar Abhishek" is written in large white letters, followed by his designation "Director- Network Partnerships" and organization "American Express". A red banner at the bottom center specifies the date and time: "Saturday, February 12, 2022 | 10:30 am to 11:30 am". At the bottom, a yellow banner states "Organized By DEPARTMENT OF BUSINESS ADMINISTRATION (MBA)" and another yellow banner says "In Association With ASSOCIATION OF INDIAN MANAGEMENT SCHOOLS". The footer provides contact information: "For more information contact: Mr. Anurag Shukla, Asst. Prof., MBA, Mob.: 9793345613".

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**Online Guest Lecture**

on

**Emerging to Surging Ahead**

**‘Tips to do well in Corporate Life’**

**for MBA Students**

**Guest Speaker**

**Mr. Kumar Abhishek**  
Director- Network Partnerships  
American Express

**Saturday, February 12, 2022 | 10:30 am to 11:30 am**

**Organized By DEPARTMENT OF BUSINESS ADMINISTRATION (MBA)**

**In Association With ASSOCIATION OF INDIAN MANAGEMENT SCHOOLS**

For more information contact: Mr. Anurag Shukla, Asst. Prof., MBA, Mob.: 9793345613



Zoom Meeting

Participants (336)

Find a participant

Participants list:

- PGT Karpur (host) [M]
- Nandini Gupta (29629)
- Kuldi
- Mansi Sharma\_28140
- Aashu Mishra 29903
- Aanchal Sharma (21201)
- Abhishek Singh (21143)
- Abhishek Mishra (21217)
- Abhishek Singh (21216)
- Abhishek Singh (21215)
- Aditi Pandey (29632)
- ...

Zoom Meeting Controls:

- Unmute
- Start Video
- Security
- Participants (336)
- Info
- Chat
- Share Screen
- Apps
- More
- End

Windows Taskbar:

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- System tray: 12°C, 12:42:35 PM, 11/01/2020


















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





- Unmute
- Start Video
- Security
- Participants (336)
- Info
- Chat
- Share Screen
- Take Host
- Pause/Stop Recording
- Apps
- End

Talking Kuldi

Recording...

View

 Nandini Gupta_29101	 Poo Kaur	 Jatin	 Jyoti Mishra_31121	Aakriti Mishra 2...
 Nandini_31121	 Akshay Gupta_3108	 A	 Nandini_31121	Aman Srivastav...
 Jyoti Singh Pathak_3108	 Ananya Singh_3108	 Ankita Bhatnagar_31121	 Anjali Bhatnagar_3108	Anjali Bhatnagar_3108
 Jyoti Singh Pathak_3108	 Aman Shukla_3108	Devesh Shukla ...	 Jyoti Singh Pathak_3108	E
 H	Harsh Sharma ...	Jahnvi Tulsyan...	 Shikha Gupta_31121	Kushal Shukla_3108

Recording...

View

Latika is talking...

 Poo Kaur	 Rishi Gupta	 Anjali Mishra_31121	 Anjali Singh_3108	 Anjali Singh_3108
 Kushal Singh Pathak_3108	 Rishi Gupta	Mansi Pathak 3...	 Nandini_31121	Nandini_31121
 Anjali Singh Pathak_3108	 Anjali Singh_3108	 Ankita Bhatnagar_31121	Omika Bhatnagar S...	Pradyumn Bhatnagar_31121
Prachi Gupta 3...	 P	 Prachi Gupta_31121	 Prachi Gupta_31121	Priyanka Sharma
 Anjali Singh Pathak_3108	 Rishi Gupta_31121	 Rishi Gupta_31121	 Prachi Gupta_31121	 Anjali Singh Pathak_3108













## **Activity – 07: Panel Discussion on Budget – 2022**

Maverick Club has successfully conducted third business activity (Panel Discussion on Budget – 2022) on 23<sup>rd</sup> February'2022.

### **Objective of the competition:**

**Synopsis** – A budget allows the government to control the taxation of various industries. Investment and expenditure are two of the most important factors in a country's economic development. By providing tax breaks and subsidies, the government can encourage people to put more emphasis on saving and investing. Maverick club intends to provide overview of fiscal budget 2022 along with certain incites pertaining to relevance of fiscal budget for Indian economy in an activity form. Activity will cover certain steps:

### **Objectives:**

1. To acquaint students with financial policies and their relevance in economic development.
2. To inculcate conceptual knowledge of fiscal budget from the context of Indian economy.

<b>Date</b>	<b>Activity planning</b>
<b>11/02/22</b>	Announcement of activity-Expedite your budget-Call for 1min video pertaining to budget.
<b>12/2/22 - 16/2/22</b>	<p><b>I.</b> Students will expedite budget and pick their preferable themes and make their videos of one minute. Themes Chosen:</p> <ol style="list-style-type: none"><li>1. Are we prepared for shining days in agriculture sector?</li><li>2. Is EV future of Automobile Sector?</li><li>3. Is renewable energy future of Power sector?</li><li>4. Legalization of digital currency and its future impacts.</li><li>5. Will Infrastructural development open new prospects for India?</li><li>6. Has budget served common man?</li></ol> <p><b>II.</b> Students will send their videos on official maverick id:<a href="mailto:Clubmaverick.psit@gmail.com">Clubmaverick.psit@gmail.com</a> and they will be shortlisted by faculty members.</p> <p><b>III.</b> Parameters of judging videos:</p> <ol style="list-style-type: none"><li>i. Awareness of content</li><li>ii. Critical thinking.</li><li>iii. Communication skills</li></ol>
<b>16/2/22</b>	Last date of sending videos on budget-2022
<b>18/2/22</b>	Short listing of panelist and moderators for final discussions on budget-2022
	<ol style="list-style-type: none"><li>i. There will be 6 final panelists</li><li>ii. There will be 2 moderators</li><li>iii. There will be 3 anchors</li></ol>



<b>19/2/22</b>	Communication to shortlisted students
<b>23/2/22</b>	<p>Panel discussion on-Expedite your budget-2022</p> <ol style="list-style-type: none"> <li>1. Every panelist along with moderators will be provided with certificates of panelist.</li> <li>2. 2. Others will be provided with certificate of participation.</li> </ol>

**Outcomes:**

1. Students have enriched themselves, with practicalities of financial policies and their implementation in practical world.
2. Students will be able to utilize financial budget knowledge in their future finance related activities.



# EXPEDITE YOUR BUDGET-2022 PANEL DISCUSSION

Wednesday, February 23, 2022

Organized By

DEPARTMENT OF BUSINESS ADMINISTRATION (MBA)  
PRANVEER SINGH INSTITUTE OF TECHNOLOGY, KANPUR

In Association With

ASSOCIATION OF INDIAN MANAGEMENT SCHOOLS











### **Activity – 08: “Uddyam: The Big Idea” a Business Plan Competition**

**Name of Activity:** “Uddyam: The Big Idea” a Business Plan Competition for MBA 1<sup>st</sup> Year

MBA Department has successfully conducted “Uddyam: The Big Idea” a Business Plan Competition from 20<sup>th</sup> April '2022 to 6<sup>th</sup> May'2022. The event was an Inter-departmental competition sponsored by Financial Kundali.

**Event Proposed and Coordinated by:** Dr. Pallavi Chaturvedi, Dr. Anurag Pandey, Ms. Akanksha Singh.

**Activity Goal:** The goal of this activity is to fuel and reward the entrepreneurial spirit among UG and PG students of PSIT College.

List of Important dates	Event
20-April-2022	Circulating the important guidelines related to participation in the competition. & Registration Link
24-April-2022	12 teams (Each team had 4 members) registered for Round -1 Screening Round
2-May-2022	6 teams were shortlisted for the Final Round, Pitch Day
6-May-2022	Top 6 Teams presented their Business Plan in front of a jury consisting of external and internal judges. The top 3 teams were rewarded with cash prizes by Mr. Hari om Tripathi (Founder, Financial Kundali). The winning team was rewarded with 3000 Rs. 1 <sup>st</sup> Runner up team was rewarded with 2000 Rs. 2 <sup>nd</sup> Runner up team was rewarded with 1000 Rs.

**Activity Outcome:** Students will develop;

- Creative Thinking,
- Innovative skills,
- Analytical skills,
- Communication skills,
- Problem solving skills etc.





# PRANVEER SINGH INSTITUTE OF TECHNOLOGY, KANPUR

## DEPARTMENT OF BUSINESS ADMINISTRATION (MBA)

In association with: ASSOCIATION OF INDIAN MANAGEMENT SCHOOLS

Organises

# Uddyam

## The Big Idea

### BUSINESS PLAN COMPETITION

#### STEPS TO PARTICIPATE

#### DO YOU HAVE A BUSINESS IDEA?

Register your team (a Team of 4 Members) for Screening Round the link given below:



<https://forms.gle/JAKym3dVNM4cMB>

Last Date of Registration:

**Sunday, April 24, 2022**

(Limited Seats: First come, first served basis)

#### WHAT'S YOUR BIG IDEA?

Submit your Business Idea Presentation (PPT) in a given format (PPT format will be shared to the Registered Teams)

Last Date for the submission of PPT

**Thursday, April 28, 2022**

#### Evaluation Criteria

- The novelty of the idea,
- The problem it is solving,
- Feasibility of the idea
- Revenue prospects of the idea,
- Scalability prospects etc.

#### SCREENING OF BUSINESS IDEA

**Monday, May 2, 2022**

Top-10 Teams will be shortlisted for the FINAL ROUND based on the Presentation

All the Top-10 Teams will be rewarded with the Certificates

#### PITCH DAY

**Friday, May 6, 2022**

#### Final Round

Shortlisted teams will be given a chance to present their idea in front of JURY to claim the crown of:

**Winner  
1st Runner-Up  
& 2nd Runner-Up**

Cash Prizes

**₹5000**

Winning Team

**₹2000**

2nd Runner-Up Team

**₹3000**

1st Runner-Up Team

For more information or query feel free to call:

Dr. Pallavi Chaturvedi  
9455225533

Mr. Jitendra Dubey  
9368286655

Dr. Anurag Pandey  
9219095609

Ms. Akanksha Singh  
9411237916











### **Activity – 09: Ad-Mad Show (AD-MANIA)**

**Name of Activity:** Ad-Mad Show (AD-MANIA)

Maverick Club has successfully conducted 3<sup>rd</sup> business activity (Ad-Mad Show) from 14<sup>th</sup> June'2022 to 16<sup>th</sup> June'2022.

**Objective of the competition:**

1. To showcase the creativity in marketing products and services.
2. To provide a platform to participants to explore their creativity skills.
3. To acquaint the students about promotional strategies in marketing through advertisements.
4. Apprising the students of the importance of being enterprising and forthcoming.

List of Important dates	Event
12-06-2022	Circulating the important guidelines related participation in Ad-Mad Show.
14-06-2022	Last date of submission of Videos by the teams.
15-06-2022	Selection of top 13 teams for final round of presentation. Circulation of case to the top 13 teams.
16-06-2022	Final Advertisement Presentation

**Outcomes:**

1. The competition helped the students enhance their skills in expression, voice modulation and dialogue delivery.
2. The activity helped the students to enhance their skills in developing unique ideas, self-expression, and drafting relevant and interesting scripts.
3. The competition enables the students to not only displayed their acting skills but also gives opportunity to impromptu ability to use cognitive skills.





**PRANVEER SINGH INSTITUTE OF TECHNOLOGY**  
**DEPARTMENT OF BUSINESS ADMINISTRATION (MBA)**



## **MAVERICK CLUB**

*Presents*



# **AD-MANIA**

**Advertisement Making Competition**

Thursday, June 16, 2022









**PRANVEER SINGH INSTITUTE OF TECHNOLOGY, KANPUR**

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**COMPILED DEPARTMENTAL EVENT'S REPORT**

**SESSION – (2022 – 23)**

**Activity – 01: Guest Lecture**

Maverick club have successfully conducted its first activity of current session viz., Life of business houses and professionals post COVID-19.

**Event Details:** Guest Lecture

**Date:** 21/12/22

**Day:** Tuesday (2:30 PM-5:00 PM)

**Venue:** Townhall PSIT

**Participants:** 500 Students

**Resource Person – Mr. Farhad Ahmad (G.M-HR RSPL)**

The Expert Mr. Farhan Ahmad took the session in an interactive manner whereby he discussed the points related to the factors and areas affected the working process of the workplace. His discussion was focused on various practices and policies that started during and after COVID'19. Some of the important terms like automation practices, hybrid work culture and diversity management were discussed in an open discussion form, which encouraged students to become active participants of the session.

At the last part of the session two of our alumni Divyanshi and Priyanka shared their experience of working with RSPL group and have helped students of the current batches of MBA to understand the behaviour and technical requirements at the corporate level.









## Activity – 02: BRICS Summit

**Maverick club has successfully conducted Model BRICS summit-2023:**

**Date: 21/1/22**

**Day : Saturday**

**Participants: 30 students**

**No of panels: 5**

**Audience-380 students**

Model BRIC summit -2023 provided a platform to young panelists to showcase their business acumen pertaining to developing economies. In this event there were 5 panels consisting of 5 participants each along with 5 moderators. Every panel was equipped with a particular theme, and the participant has to represent a particular theme and country. Overall the discussion was worth listening to and intriguing in nature. It provided best incite to the budding managers.







### **Activity – 03: Scrabbilia**

Maverick Club has successfully conducted business activity A Scrabble Game with a Twist Make words related to Business Name, Organisation Name, Brands Name & Tagline and Product & Services Name is to be included. The goal of Scrabble is to earn the highest score by the end of the game.

You earn points by spelling words with letter tiles. There all sorts of strategies you can use—for example, you can spell words with high value letters like “Q” and “Z” (both of which are worth 10 points each), or you can earn an enormous number of points by placing letter tiles on big-ticket “Premium Squares,” like Triple Letter Bonuses or even Triple Word Bonuses. If you love creativity and showing off your vocabulary, then this is the board game for you.

**Objective of the session:** To provide a platform to students to participate in innovative exercise

Event details	
24th February 2023	Event Conducted at T-48 (2.00P.M-4.00 P.M).
No of Participants	35
Topic	Scrabbilia-2023
Panel Discussion	Students from MBA Ist year participated

### **Outcomes:**

The activity was conducted in a competition manner. Students participated on individual basis; The goal of Scrabble is to earn the highest score by the end of the game.



### **Activity – 04: Every Penny Counts**

Maverick Club has successfully conducted business activity

#### **EVERY PENNY COUNTS – (Product Sale Event)**

‘Every Penny Counts’ is an interesting, fun competition that involves sale of a product by the participants.

**Description:** The competition mainly involves two parties:

- The Participant
- The Customers

Main Highlights:

1. The competition will be an individual participation activity
2. Some products (physical in nature) will be collected by the coordinators of the event and one product will be assigned to each product randomly.
3. A preparation time of 15 minutes will be given to the participants after allotment of their respective products.
4. The customers will be an audience of 20 people (approx.) picked from any department of the college. These customers will be given a pre-defined amount of PSIT currency (fake currency) each.
5. All the participants have to set up a counter and make sales of their product to these customers. The price of the product will be determined the participant as per their own decision.
6. The participant with the highest sum of money at the end of the competition will win it.

**Objective of the session:** To provide a platform to students to participate in innovative exercise

Event details	
24th February 2023	Event Conducted at T-48 (2.00P.M-4.00 P.M).
No of Participants	35
Topic	Scrabbilia-2023
Panel Discussion	Students from MBA Ist year participated



**Outcomes:** This competition will help the students in following ways:

- Better sales strategies
- Understand the concept of pricing according to demand of the product
- Enhance their sales techniques



### **Activity – 05: Brand Morgue– 2023**

#### **About the activity:**

An activity to be organized as part of the club activities of Maverick Club is related to understanding the legacy of the brands which are longer in the market but have been the leaders in the respective industry once upon a time.

Moreover, this activity will also give an opportunity to students to understand why did these brands fail?

Event details	
25th February 2023	Event Conducted at T-48 (10.00A.M-1.00 P.M).
No of Participants	15 Teams comprising of 3 students each.
Topic	Brand Morgue
Panel Discussion	Students from MBA Ist year participated

#### **Objectives of the activity**

- To provide an insight into why the brands presented by teams were the leaders in their respective industry.
- To develop a sense of competitive spirit and urge for participation.
- To prepare adverse group of students with knowledge, marketing management perspective, and skills.

#### **Outcomes of the activity**

- To help students understand as to why did these brands fail so as to enhance their knowledge about brand management.

#### **Themes of the activity**

Brands from all product categories/ segments/ industries are welcomed.

### **General Information for the participating team**

- It is a team event.
- Each participating team will have three members.
- Only one brand is welcomed from each team.
- Each Team must share the name of brand within 1 day post registration.
- Once the brand is finalized by the organizers, the same will be presented by the team in the event.

### **Rules and regulations for the participating team:**

Each participating team will get 10minutes to present on their brand and will be evaluated on the following criteria by the jury members.

- I. Presentation, Communication skills.
- II. Quality Content (Brand journey, its success story, why did it fail?)
- III. Q&A

**Event Managed By: Maverick Club**







**Activity- 06: “The mind Fizz” (BUSINESS QUIZ)**

**Maverick club has successfully conducted its activity-Business Quiz**

**Date: 17/5/23**

**Day: Wednesday**

**Participants: 30 students**

**No of teams: 8**

BiZ Quiz -2023 provided a platform to young aspirants to showcase their business acumen pertaining to corporate knowledge. In this event there were 8 teams consisting of 3 participants each along with 2 quiz masters. Every team has participated with great zeal and enthusiasm. It provided the best insight to the budding managers.









### **Activity – 07: Business Plan Competition (Aawahan 1.0)**

Maverick Club has successfully conducted a Business Plan Competition (Aawahan 1.0) on 19<sup>th</sup> June'2023.

#### **Objective of the competition:**

1. To unlock the innovation potential of management students.
2. To increase the performance through a culture of innovation.
3. To accelerate growth of new business ideas worthy of pursuing.
4. Apprising the students of the importance of being enterprising and forthcoming.

List of Important dates	Event
29-05-2023	Last date to fill the google form for the participation
31-05-2023	Result declaration for the teams qualified
10-06-2022	Selection of top 8 teams for final round of presentation and technical collaboration with B. Tech students.
19-06-2022	Finale

#### **Outcomes:**

1. This competition helped the students enhance their skills in identification of social problems and solutions.
2. This activity helped the students to ideate and worked on the running prototype of the solution.
3. The competition enables the students to not only display the prototype but also pitching their ideas with the detailed cost-benefit analysis.



**2023  
AAWAHAN 1.0  
A Business Plan  
Competition**

Organized By  
- Maverick Club, PSIT  
- Srajan Club, PSIT



**ROUND-1**  
SUBMIT AN IDEA TARGETING A SOCIAL ISSUE WITH A DETAILED IMPLEMENTATION FLOWCHART & SOCIAL LINK WILL BE PROVIDED FOR SUBMISSION.  
THE LAST DATE TO FILL OUT THE FORM IS:  
29/MAY/2023  
RESULT DECLARATION: 31/MAY/2023

**ROUND-2**  
STECH STUDENTS COLLABORATE WITH MBA STUDENTS, ACTING AS TECHNICAL EXPERTS, TO DEVELOP A FUNCTIONAL PROTOTYPE BASED ON THE MBA TEAM'S IDEA.  
PRE-FINALE: 10TH JUNE 2023  
FINALE: 19TH JUNE 2023  
TIME: 1:25 PM ONWARDS

**Register here →**  
(Link: [bit.ly/42dgrvY](https://bit.ly/42dgrvY))

**First Prize: Rs10000/-  
Second Prize: Rs5000/-  
Third Prize: Rs3000/-**




**BE A PART  
OF THE CHANGE  
BY PARTICIPATING  
IN THE  
COMPETITION**

















