

## **JINDAL COLLEGE FOR WOMEN**

(Managed By Pragun Jindal Philanthropic Organization)  
Jindal Nagar, Tumkur Road, Bengaluru-73



## **MANAGEMENT FORUM**

## **ANNUAL REPORTS**

**2021-22**

**MANAGEMENT FORUM****Details of activities conducted during the Odd Semester 2021-22**

| Sl.No | Date       | Class/Sem   | Topic                                    |
|-------|------------|-------------|------------------------------------------|
| 1     | 10-11-2021 | I Sem BBA   | Women status in India – Group Discussion |
| 2     | 10-12-2021 | III Sem BBA | Perception Activity                      |
| 3     | 16-12-2021 | I Sem BBA   | Debate on Business Ethics                |
| 4     | 23-12-2021 | BBA         | Marketing Quiz                           |

**Report on GROUP DISCUSSION – “Women status in India”****PROGRAM OUTCOME**

**Number of students benefited-** I year BBA (46 students )

**YEAR:** 10<sup>th</sup> November 2021

**Purpose of the event:** Group discussion plays a vital role in a student's life. Group discussions in the classroom are not only beneficial for a student's social skills only but also enhance their educational development and learning too.

The motive of the Group Discussion was to observe their presentation and Communication skills, ability to discuss on the given topic and to guide them on how to take part in Group Discussions in the corporate environment.

**Program outcome:**

- ✓ Group Discussion helped students to develop the following skills:
  - Confidence.
  - Effective Communication.
  - Quality of Language.
  - Listening Skills.
  - Assertive Attitude.
  - Paraphrasing Skills.
  - Leadership.
- ✓ Exchange of Ideas: With the help of group discussion the exchange of ideas was taken place. As every student participated in the discussion put her thoughts on the table and this makes the diversity in the ideas.
- ✓ Productive Activity: Students learnt to procure the best possible decision for contemporary issues.
- ✓ Students were encouraged to come up with novel strategies in creating a space for the best possible output



**Report on Perception Activity****Date:** 10.12.2021**Venue:** II BBA Class Room**Participant:** II BBA**Total Participants:** 28**Purpose of the Activity**

Perception activities help students to understand how they feel about a situation and encourage deeper thought. Discussing what happens in an activity is energizing and brings learning to life.

Soft skills are the cluster of personality traits, social graces and personal qualities that makes someone a good employee.

Soft skills are intrapersonal and interpersonal skills that determine a person's ability to adapt and fit in a social structure.

**Outcome:** It helps the students

- To become more conscious of just how much information is provided by the senses
- To strengthen writing skills and thinking abilities.
- To learn the importance of empathy.
- To provide a real foundation for intellectual growth





### Report on Debate Activity- “Business Ethics”

**Number of students benefited-** I BBA Students- 46 Students

**YEAR:** 16-12-2021

**Purpose of the event:**

- To improve listening and note-taking skills.
- To increase self-confidence.
- To enhance teamwork skills and collaboration.
- To help students better structure their thoughts.

**Program outcome:** By participating in the Debate Activity, Students explore the following qualities.

- **Confidence** – Belief in themselves and their abilities, and the desire to participate in all classes.
- **Curiosity** – The passion of discovery through effective tools for research, organization and presentation.
- **Critical Thinking** – How to explore the world through the lens of an inquisitive mind
- **Communication** – Oral & written skills and strategies for lively yet respectful discussions & disagreements.
- **Control**– Eliminate the fears of public speaking.

- **Creativity** – The desire to explore, create and invent.



**Report on Marketing Quiz****PROGRAM OUTCOME**

**Number of students benefited-** I BBA and II BBA

**YEAR:** 22.12.2021

**Marketing Quiz:-**

Group discussion is defined as form of group communication in which the participants share ideas and exchange information on a common topic. Quiz competitions are always interesting and informative, which provide excitement among the Students. The main objective of this event was to analyse the knowledge of students regarding business.

**Objectives:**

- To place the students in the right attitude for learning.
- To instill more confidence to discuss the material.
- To provide a real foundation for intellectual growth

**Purpose of the event:**

Quiz competitions are always interesting and informative, which provide excitement among the Students. The main purpose of the activity was to develop interest in subject areas of Commerce and Management including competitive aspects.

- Program outcome.
- Given opportunity to expose the quizzing talents of students by involving them to conduct intercollegiate and interdepartmental quiz competitions.
- Promoted group harmony among the students.
- It promoted a healthy debate amongst participants to learn from each other.

The Quiz had three rounds:

1. Preliminary Round:

- a. Identification of Logo
- b. Identification of Tagline

2. Second Round:

- a. Identification of Personality
- b. Connect the Picture

3. Third round:

- a. Identification of Audio
- b. Rapid - fire

**1. Preliminary Round:** Instruction of the round as follows

- Each team will be asked 4 questions and every correct answer will be credited with 10 points.
- Every passed question will be credited with 5 points.
- Time allotted is 15 seconds, for each question.
- At the end of this round there will be one eliminate.

**2. Second Round :** Instruction of the round as follows

- Each team will be asked 5 questions.
- Time limit will be 20 seconds.
- Every right answer will be credited with 15 points.
- Pass question will be credited with 5 points.
- Two eliminations.

**3. Third Round:** Instruction of the round as follows

- Each team was played 1 audio.
- No time limit for audio recognition.
- Each question carries 15 marks and no pass.
- 5 questions asked rapidly and each question carries 10 marks.
- Time allotment was 5 seconds.

**Summary of the activity:**

The team 4 has been disqualified in the preliminary round. Remaining 5 teams has been qualified for the Second round.

The team 1 & team 6 have been disqualified in the Second round. Remaining 3 teams has been qualified for the Third Round.

Both teams played well in the final round and the team 3 secured 1<sup>st</sup> place and the team 2 secured 2<sup>nd</sup> place and team 5 secured 3<sup>rd</sup> place.



**Skill Development Activity –01****Implications of Motivational Theories in Organizations.**

Organizational behavior is the academic study of how people interact within groups. The principles of the study of organizational behavior are applied primarily in attempts to make businesses operate more effectively. Organizational behavior is the academic study of how people interact within groups and its principles are applied primarily in attempts to make businesses operate more effectively.

The study of organizational behavior includes areas of research dedicated to improving job performance, increasing job satisfaction, promoting innovation, and encouraging leadership and is a foundation of corporate human resources.

**Motivational Theories:**

Motivation theory is the study of understanding what drives a person to work towards a particular goal or outcome. It's relevant to all of society but is especially important to business and management. That's because a motivated employee is more productive, and a more productive employee is more profitable.

List of Motivational Theories:

1. Maslow's Theory of Hierarchical Needs.
2. Herzberg's two-factor Theory.
3. McClelland's Theory of Needs.
4. Vroom's Theory of Expectancy.
5. Goal Setting Theory
6. Theory X and Y
7. Theory Z
8. ERG Theory
9. Equity Theory
10. Needs Theory

**OB ACTIVITY for BBA STUDENTS**

On 16-06-2022 Organizational Behavior Activity was conducted **Implications of Motivational Theories in Organizations** from 11.15 AM to 12:15 PM for II Year BBA Students. All the students of BBA have taken part in this activity and also they have performed well in this activity.

**Following are the list of teams who has taken part in activity**

| Sl.No | Teams                                     | Topic                                  |
|-------|-------------------------------------------|----------------------------------------|
| 1     | Aswini, Manasa, Ruchitha                  | Maslow's Theory of Hierarchical Needs. |
| 2     | Bhagyalakshmi, Vinutha, Pruthvi           | Needs Theory                           |
| 3     | Chaithra, Yugapreetha, Pallavi            | Theory Z                               |
| 4     | Darshini, Nisarga, Sindhu                 | Theory X and Y                         |
| 5     | Divya, Swapna, Poornima                   | Goal Setting Theory                    |
| 6     | Gagana, Sangeetha, Tanushree              | ERG Theory                             |
| 7     | Ganika, Shashikala, Rakshitha, Manju Rani | Hertzberg's two-factor Theory.         |
| 8     | Lakshmipriya, Nikitha Chubey, Namratha    | Equity Theory                          |
| 9     | Nikitha Shukla, Himani, Harshitha         | Vroom's Theory of Expectancy.          |

Total Participants: 28

Facilitator: Rakshitha

**PROGRAM OUTCOME**

**Number of students benefited-** II BBA Students- 28 Students

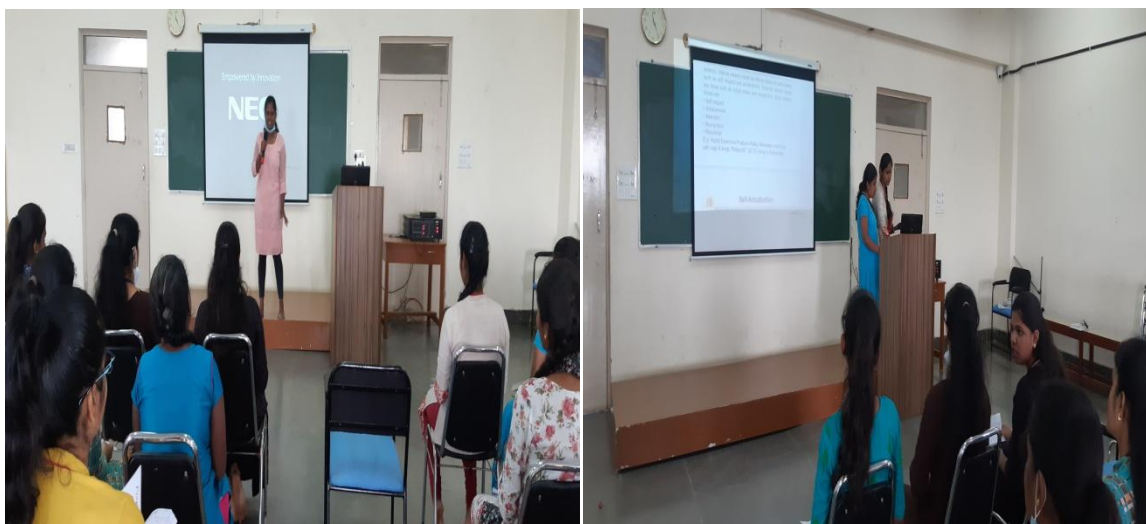
**Purpose of the event:**

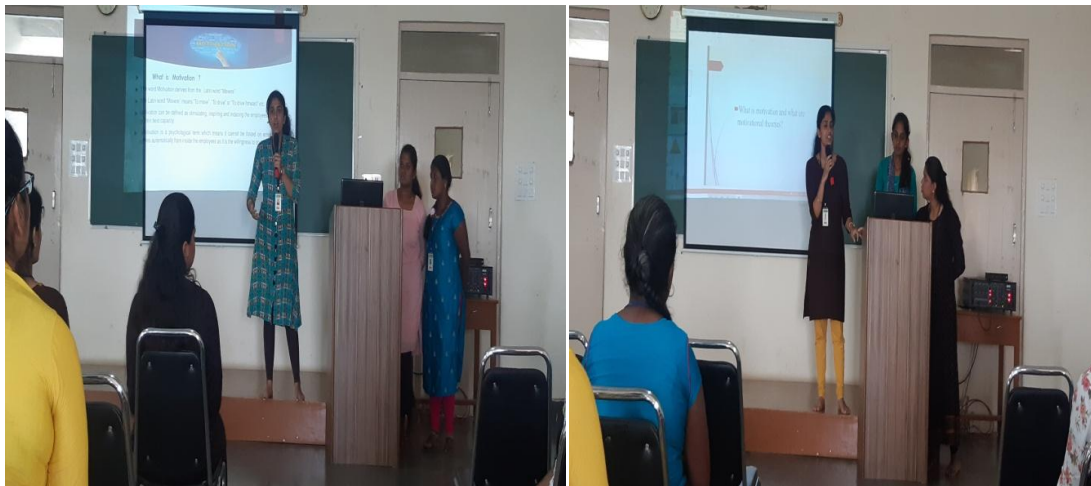
- To improve the knowledge regarding the Motivational theories.
- To increase self-confidence.
- To enhance teamwork skills and collaboration.
- To help students better structure their thoughts.
- To know the implications of motivational theories in the organization.

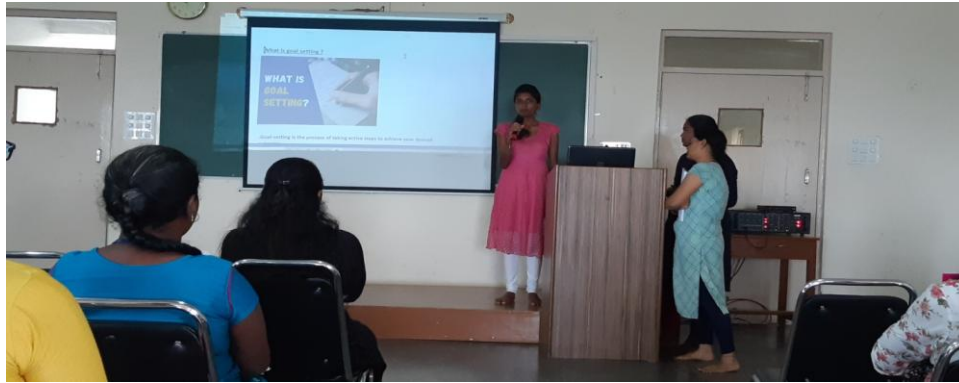
**Program outcome: By participating in the OB Activity, Students explore the following qualities.**

- **Confidence** – Belief in themselves and their abilities, and the desire to participate in all classes.
- **Critical Thinking** – How to explore the world through the lens of an inquisitive mind
- **Communication** – Oral & written skills and strategies for lively yet respectful discussions & disagreements.
- **Control**– Eliminate the fears of public speaking.
- **Creativity** – The desire to explore, create and invent.
- **Knowledge** – Gained knowledge regarding motivational theories and its implications in the organization.

### PHOTO GALLERY







**Skill Development Activity –02****Topic: Competitive Analysis Framework****Introduction:**

Seminars are for small groups of students studying the same course. They are normally led by a tutor in a seminar room. Seminars are designed for students to talk about topics in the course reading or lectures in detail, so students have to take an active part in the activity.

**Objective:**

**Seminars** play a very important role in every student's life. **It** helps students to analyze, be updated on latest trends, understand concepts and expand their network.

Seminars **improve the confidence** among the individual. Students do a lot of research work to gather information and in the process read and get to understand concepts. Students are updated with the knowledge and at the same time gain confidence about the subject. Seminars will help the students to assess themselves and improve in the areas in which they were lacking.

**About the Activity:**

- Class : II semester BBA
- Venue : Class Room
- Date : 16-06-2022
- Title : Competitive Analysis Framework (Business Environment)

Seminar on the topic – “Competitive Analysis Framework – 5 models on different companies” was conducted for II semester BBA students on 16-06-2022. Students were divided into 5 teams and assigned with different five models of competitive analysis framework.

**About the title: “Competitive Analysis Framework”**

A competitor analysis framework—also called a market analysis framework or competitor analysis model—is generally defined as a structure that business professionals can use to research and evaluate their competitors. In other words, the art of knowing your enemy.

Competitive frameworks gather vital information, such as a competitor's business strategies, products, offerings, marketing efforts, sales, and the like, into an organized visual model that's easy to digest at a glance.

**The most useful competitive analysis frameworks**

- SWOT Analysis
- Porter's Five Forces
- Strategic group analysis
- Growth-share matrix (BCG Matrix)
- Perceptual mapping

**Details of the Team are as follows.**

| Sl. No | Details of the Team                                                                                                                                  | Topic Chosen                              |
|--------|------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------|
| 1      | Rajeshwari H – Team Leader<br>Chethana<br>Asharani<br>Yam Kumari<br>Divya<br>Kusuma R<br>Kusuma H S<br>Ushalakshmi<br>Annapoorna                     | SWOT Analysis on Britannia Company        |
| 2      | Sangeetha Yadav – Team Leader<br>Hemashree<br>Tejashwini H<br>Shilpa G M<br>Nikitha G K<br>Chandana G P<br>Muttupriya T S<br>Sangeetha S<br>Charitha | Porter's Five Forces on Nestle Company    |
| 3      | Raveena – Team Leader<br>Yashaswini<br>Vasushree<br>Mahalakshmi                                                                                      | Strategic group analysis on Maruti suzuki |

|   |                                                                                                                            |                                                      |
|---|----------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------|
|   | Pavithra<br>Likitha<br>Chandana R<br>Priyanka<br>Gagana                                                                    |                                                      |
| 4 | Vasuda – Team Leader<br>Hakshitha<br>Sushmitha<br>Nandini<br>Yashwitha<br>Sanjana<br>Nisarga<br>Ashwini<br>Priya           | Growth-share matrix (BCG Matrix) on Apple<br>company |
| 5 | Meghana M – Team Leader<br>Chithrashree<br>Vidyashree<br>Keerthana<br>Preethi<br>Mala<br>Rachana<br>Chandana A R<br>Vinaya | Perceptual mapping on Cadbury’s Chocolates           |

PHOTO GALLERY:







**Skill Development Activity-03****Case study on Stress Management**

A case study is a detailed study of a specific subject, such as a person, group, place, event, organization, or phenomenon. It is an active learning activity in which students read a pre-defined data set, scenario or application.

Objectives:

- To develop critical thinking skills and encourage students to challenge their existing assumptions.
- To creative thinking, and develop empathy.
- To Promote peer-to-peer learning, and get students to own their learning.

On 29-06-2022 **Case study on Stress Management** was conducted from 09.00 AM to 10.00 AM for II Year BBA Students.

**Participants:**

1. Ganika B K – Case study on Negative Stress
2. Nikitha Shukla - Case study on Positive Stress

**PROGRAM OUTCOME**

**Number of students benefited-** II BBA Students- 28 Students

**Purpose of the event:**

- To improve the knowledge regarding the Stress.
- To develop problem solving skills.
- To enhance teamwork skills and collaboration.
- To help students better structure their thoughts.
- To know the strategies followed in the organization to overcome stress.

**Program outcome:** By participating in the OB Activity, Students explore the following qualities.

- **Confidence** – Belief in themselves and their abilities, and the desire to participate in all classes.
- **Critical Thinking** – How to explore the world through the lens of an inquisitive mind
- **Communication** – Oral & written skills and strategies for lively yet respectful discussions & disagreements.
- **Control**– Eliminate the fears of public speaking.
- **Creativity** – The desire to explore, create and invent.
- **Knowledge** – Gained knowledge regarding meaning, sources and types of stress and techniques of stress management

PHOTO GALLERY



**Skill Development Activity- 04****PERSONALITY TEST - MBIT**

The Myers-Briggs Type Indicator test is based on a core theory that explains how behavioral traits differ from person to person in different situations, thus resulting in various personality types. The MBTI test's concept is based on the assumption that the world's population is made up of these 16 different sorts of people. This is where the 16 MBTI Personality Types originated. These personality types are divided into pairs of opposed personality functions.

The four pairs of opposed personalities are:

Extraversion (E) -Introversion (I)

Intuition (N) -Sensing (S)

Thinking (T)-Feeling (F)

Judging (J) -Perceiving (P)

**Objectives:**

1. To stimulate creativity.
2. To develop critical thinking, problem solving and analytical skills
3. To develop decision making ability
4. To instill team spirit among students
5. To develop the ability to identify the different personalities.

MBIT personality test was conducted for II year BBA students on **04-07-2022**. Total 24 were participated.

**About the Activity:**

Class: II BBA students

Venue: Class Room

Date: 04.07.2022

Title: MBIT Personality Test

**Organizers:** 1. Nikita Shukla

2. Rakshitha U

3. Tanushree

4. Divyashree

**Outcome of the Activity:** This Activity created a platform for students to develop the ability to identify the different personality of employees. All the students participated with great Zeal.

**PHOTO GALLERY:**





**Skill Development Activity- Product Launch “Udhhbava”-05**

Be an Entrepreneur. Design your own product, manufacture and create awareness among students-

**Introduction:**

Product launch process is a step-wise process followed by companies when they want to launch their product in the market. Product launch process requires careful planning and has to be carried out systematically to ensure that customers receive the product positively

**Objectives**

6. To stimulate creativity and intellectuality
7. To develop technical presentation skills
8. To develop team- building.

**About the Activity:**

Class: All BBA students

Venue: Seminar Hall

Date: 07.07.2022

Title: Product Launch “Udhhbava”

Product launch activity was conducted for management students on 07-07-2022. Total 8 teams were participated. Each group has to launch their product during the event and was suppose to create awareness about their product. Students were divided into groups and were asked to create PPT, jingle, advertisement copy and enact it.

The unique products presented were

1. Thermo Smart
2. Green Tea Shampoo
3. Multi Rotor Drones
4. Fast and Fresh Foods
5. KIM’S Cermaics
6. Ever Green Vending
7. Poping Love
8. Green Gaints

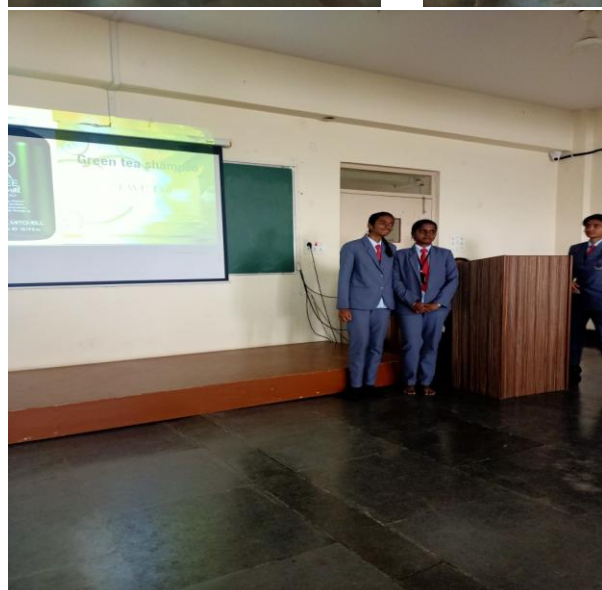
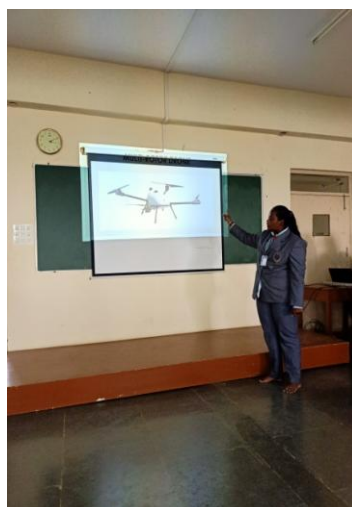
Out of all innovative products, KIM’S Cermaics reached audience and stood as best performer of the event.

**Outcome of the Activity:** This event provided the students an opportunity to launch unique product of their choice in the market. All the students participated with great Zeal.

| Sl No | Team Members                               | Concept              | Class   | Remarks                                                                              |
|-------|--------------------------------------------|----------------------|---------|--------------------------------------------------------------------------------------|
| 1     | Kavyashree<br>Kavana<br>Deeksha            | Thermo Smart         | III BBA | -                                                                                    |
| 2     | Kavya<br>Lakshmi<br>Sampritha              | Green Tea Shampoo    | III BBA | -                                                                                    |
| 3     | Shashikala<br>Darshini<br>Ruchitha         | Multi Rotor Drones   | II BBA  | -                                                                                    |
| 4     | Thanushree BK<br>Yugapreetha R<br>Swapna B | Fast and Fresh Foods | II BBA  | -                                                                                    |
| 5     | Nikitha Shukla<br>Harshitha<br>Manasa      | KIM'S Cermaics       | II BBA  |  |
| 6     | Chetana<br>Raveena<br>Sangeetha            | Ever Green Vending   | I BBA   | -                                                                                    |
| 7     | Priyanka Bhati<br>Vasudha<br>Chandana GP   | Poping Love          | I BBA   | -                                                                                    |
| 8     | Aishwarya<br>Sneha<br>Ankitha KM           | Green Gaints         | I BBA   | -                                                                                    |

## PHOTO GALLERY:







**Skill Development Activity-06****CRISIS MANAGEMENT- “Every little thing counts in a crisis”**

Crisis management is the process by which an organization deals with a disruptive and unexpected event that threatens to harm the organization or its stakeholders.

**Objectives of the crisis management activity:**

9. To stimulate creativity.
10. To develop critical thinking, problem solving and analytical skills
11. To develop decision making ability
12. To instill team spirit among students

Crisis management activity was conducted for management students on 14-07-2022. Total 7 teams were participated. Each group has to come up with crisis management plan. Their plans and strategies were explained through PPT presentation. The following crisis situation has been given to the students;

1. A Company suddenly loses 3 major clients that account to loss of 45% of its revenue.
2. System crash in the company.
3. High Staff Turnover

**About the Activity:**

Class: All BBA students

Venue: Seminar Hall

Date: 14.07.2022

Title: Crisis Management- “Every little thing counts in a crisis”

**Outcome of the Activity:** This event created a platform for students to develop and implement problem solving skills in handling serious situations. All the students participated with great Zeal.

**CRISIS MANAGEMENT**- *“Every little thing counts in a crisis”*

| Sl No | Team Members                                    | Crisis Type                                                                          | Class   | Remarks                                                                              |
|-------|-------------------------------------------------|--------------------------------------------------------------------------------------|---------|--------------------------------------------------------------------------------------|
| 1     | Chithrashree V<br>Asharani B<br>Preethi S       | A Company suddenly loses 3 major clients that account to loss of 45% of its revenue. | I BBA   | -                                                                                    |
| 2     | Vidya shree B S<br>Ushalakshmi N<br>Mala H N    | System crash in the company.                                                         | I BBA   | -                                                                                    |
| 3     | Rajeshwari<br>Sangeetha S<br>Yashwitha          | High Staff Turnover                                                                  | I BBA   | -                                                                                    |
| 4     | Ashwini G<br>Nikitha Chaubey<br>Poornina B      | High Staff Turnover                                                                  | II BBA  | -                                                                                    |
| 5     | Divyashree G R<br>Rakshitha U<br>Vinutha B R    | System crash in the company.                                                         | II BBA  |  |
| 6     | Sangeetha S<br>Nisarga D Raj<br>Bhagyalakshmi G | A Company suddenly loses 3 major clients that account to loss of 45% of its revenue. | II BBA  | -                                                                                    |
| 7     | Divya<br>Rugma                                  | High Staff Turnover                                                                  | III BBA | -                                                                                    |



**MANAGEMENT FORUM****Details of activities conducted during the Even Semester 2021-22**

| SL NO | EVENTS                                                                         | DATE       |
|-------|--------------------------------------------------------------------------------|------------|
| 1     | LOGO DESIGNING - <i>Sketch it out</i>                                          | 01-08-2022 |
| 2     | ADZAP - <i>Be all that you can be</i>                                          | 02-08-2022 |
| 3     | ROLE PLAY - <i>Innovative managerial thinking</i>                              | 03-08-2022 |
| 4     | SPEAK YOUR MIND - <i>Change starts here</i>                                    | 04-08-2022 |
| 5     | CORPORATE FASHION SHOW - <i>It's not just an event,<br/>it's an experience</i> | 08-08-2022 |

**Report on LOGO DESIGNING – “Coffee Beans” Sketch it out****PROGRAM OUTCOME**

**Number of students benefited-** I, II, III year BBA (25 students )

**YEAR:** 01-08-2022

**Purpose of the event:** Logo design is all about **creating the perfect visual brand mark for a company**. Depending on the type, a logo usually consists of a symbol or brand mark and a logotype, along with a tagline.

The motive of the **logo designing is to** stimulate creativity and intellectuality, to describe the brand values and to develop presentation skills

**Program outcome:**

- ✓ Logo design helped students to develop the following skills:
  - Confidence.
  - Effective Communication.
  - presentation skills
- ✓ Stimulates creativity and intellectuality: With the help of **logo designing** the development of ideas was taken place. As every student participated in the **designing** their thoughts on the concept.
- ✓ Productive Activity: Students learnt to procure the best possible way to describe theme.
- ✓ Students were encouraged to come up with unique Logo of their choice on the theme Green Coffee Beans.

Out of all innovative designing, 3 designs won the competition which reached audience and stood as best design of the event.

**I Prize: Apeksha III BBA**

**II Prize: Annapoorna II BBA**

**III Prize: Himani II BBA**



**Report on ADZAP - *Be all that you can be* “SUNGLASSES”**

**Date:** 02-08-2022

**Venue:** Seminar Hall

**Participant:** All BBA students

**Total Participants:** 7 teams

**Purpose of the Activity**

Adzap is set to bring out the creativity, time management, marketing skills of the innovative minds and to shape their team spirit and co-ordination. Students demonstrated immense creativity and out-of-the-box thinking skills by coming up with innovative ideas.

**Outcome:** It helps the students

- To become more conscious of just how much information is provided.
- To enhance creativity and intellectual ability.
- To develop team- building
- To strengthen presenting skills and thinking abilities..
- To provide a real foundation for intellectual growth

Among the 7 teams 3 teams declared as winners who reached audience and stood as best performer of the event. They were:

**I Prize: Rakshitha & Team II BBA**

**II Prize: Namratha & Team II BBA**

**III Prize: Apeksha & Team III BBA**



**Report on ROLE PLAY**

**Number of students benefited-** 3 teams

**YEAR:** 03-08-2022

**Purpose of the event:**

- To improve communications skills
- To improve team spirit
- To improve execution skills
- To improve audience engagement skills
- To improve Confidence level

**Program outcome:** By participating in the role play Activity, Students explore the following qualities.

- **Confidence** – Belief in themselves and their abilities, and the desire to participate in all classes.
- **Curiosity** – The passion of discovery through effective tools for research, organization and presentation.
- **Execution skills** – How to explore the world through the lens of an inquisitive mind and present.
- **Communication** – Oral & written skills and strategies for lively yet respectful delivery of words and acting.

Out of play 3 teams declared as winners for their outstanding involvement in their respective roles of their choice. They were:

**I Prize: Rakshitha & Team II BBA**

**II Prize: Raveena & Team II BBA**

**III Prize: Ankitha & Team III BBA**



**Report on SPEAK YOUR MIND****PROGRAM OUTCOME**

**Number of students benefited-** All BBA students 23 participants

**YEAR:** 04-08-2022

**Speak your mind:**

Speak your mind is you say firmly and honestly what you think about a situation, even if this may offend or upset people.

**Purpose of the event:**

- To have No fear of impromptu speaking
- To boost the Confidence
- To develop vocabulary and speech fluency
- To enable Critical thinking
- To learn performance skills

**Program outcome:**

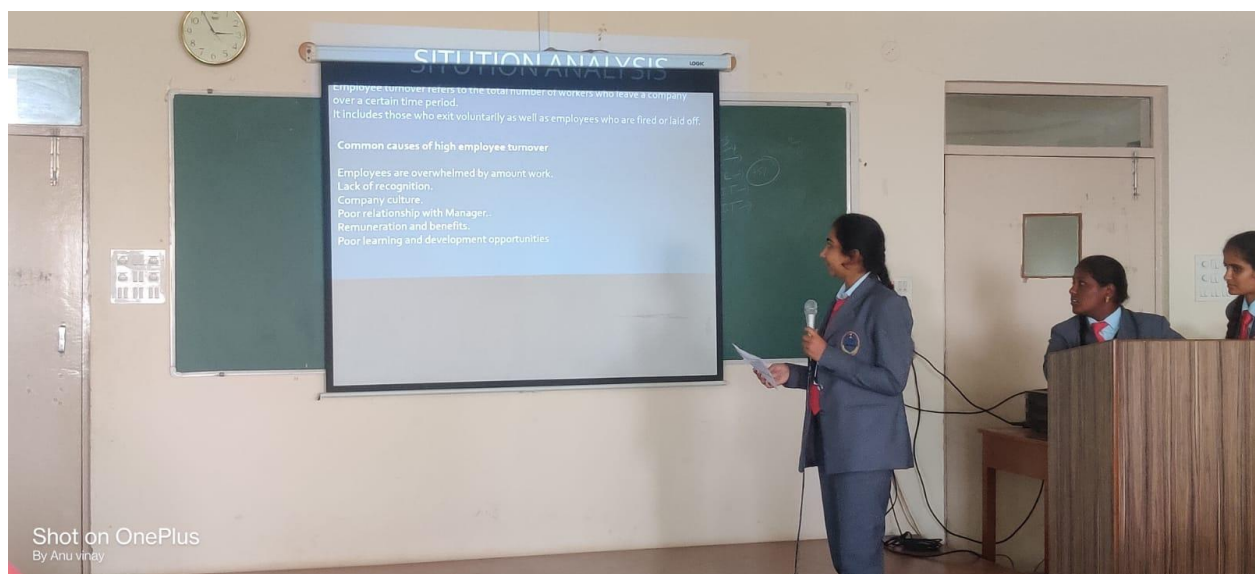
Provided the students an opportunity to express their opinion, thought knowledge about the topic.

Among the 23 participants 3 members were declared as winners for expressing their thoughts. They were

**I Prize: Ganika II BBA**

**II Prize: Raveena I BBA**

**III Prize: Meghana III BBA**



**Report on CORPORATE FASHION SHOW**  
**PROGRAM OUTCOME**

**Number of students benefited-** All BBA students 6 teams

**YEAR:** 08-08-2022

**Venue:** Auditorium

**Corporate fashion show:**

Corporate fashion parade unites a select and invigorating event that is greater than simply displaying garments on the runway Fashion is an essential tool when you address to someone. Style is an International Code and carrying a message with the perfect style is indispensable. The philosophy is that fashion and attitude and added intelligence, go hand in hand.

**Purpose of the event:**

- To develop good business sense
- To boost the Confidence
- To provide awareness about new arrivals in design and style
- To enhance artistic ability
- To enable *competitive* spirit and sense of style.

**Program outcome:**

This event provided the students an opportunity to express their opinion, thought knowledge about the topic. All the students participated with gusto.

Among the 6 teams 3 teams were declared as winners for expressing their thoughts. They were

**I Prize: Apeksha and team II BBA**

**II Prize: Raveena and team I BBA**

**III Prize: Rakshitha and team III BBA**



PRINCIPAL