

PROGRAMME: AAROHAN (MBA DEPT.)

AAROHAN

Venturing into new territories

The Department of Management Studies of BNM Institute of Technology had organised 'Aarohan 2011' an inter-collegiate management festival recently. Though it was for the first time the department had organised an inter-collegiate level fest, thanks to the dedication showed by the students and flawless co-ordination, the event turned out to be a huge success. Inspired by this, the students have determined to make the fest bigger next time.

The day-long event saw 'Starburst', a business quiz; 'Andromeda', a marketing event; 'Sculptor', human resource event and 'Centaurus', a finance programme along with 'Supernova', the best manager contest. The response for the festival was impressive as more than 230 students from as many as 33 colleges from the City, Mysore and Tumkur had taken part.

The event had a traditional start with an inauguration ceremony, which was graced by Vedavyas M G, former senior vice-president of Mahindra Satyam. He briefed the future managers on what an organisation expects from its employees and advised them to be equipped with all those required set of skills.

Students of Dayananda Sagar Institutions bagged prizes in events like 'Andromeda' and 'Starburst' and students of PESIT also fared well in many competitions. The best manager contest was won by Dilip S from City Col-



EXCITED Bhavya, Madhuri, Mishal, Akshay, Chitra, Rajiv and Guruprasad.

lege, Jayanagar. "We enjoyed all the events. Though the number of events were limited, they were creatively conceptualised. In the 'Best Manager' contest, the participants had to paint t-shirts and had to sell them to strangers. Many people painted very well. It was fun watching them painting and looking for customers," says Ravikumar Gupta, a student from Excellence Business Academy, Ulhas Nagar.

The students of second semester had taken most of the responsibilities of coordinating the fest.

Mishal Bafna, Vishal, Akshay, Madhuri, Rajeev, Mahaveer, Chitra, Suhas and team were glad about the success of the festival. "It was great working for this fest. We learnt so many things in



JUBILANT PESIT College students collecting their trophy.

the process of getting sponsors, implementing publicity strategies and handling public relations. We arranged everything so well that no one can say that we are inexperienced. Participants were really happy with the facilities.

"Arranging a fest for the first time and becoming successful is not a mean feat," says Chinmayi, a fourth se-

mester student in human resource. "The next time, there will be more events and a two-day cultural as well as management fest is on the cards. Our management and faculty members are very cooperative, so we will definitely make it a big affair the next time," says Mishal Bafna, one of the coordinators.

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