

# Dr. Akhilesh Das Gupta Institute of Professional Studies



## School of Business Studies (BBA)

**Event:** Management Buzz under Utkarsh 2024 college fest.

**Date:** 13-Mar-2024

**Department:** School of Business Studies (BBA)

**Venue:** Room no 2405, block 2, 4<sup>th</sup> floor

**Resource Person:**

**Judges:**

1. Ms. Preeti Tiwari
2. Mr. Aman Garg

**Faculty Guests:**

1. Ms. Pragya
2. Ms. Ankita Upadhyay
3. Ms. Vimla Sharma
4. Ms. Arti Shrivastava
5. Ms. Vasudha Tyagi
6. Ms. Rabia Sharmin
7. Ms. Shivani

**Number of Students:** 35

**Event Coordinator:** Ms. Preeti Tiwari

**Objectives:** To engage students in fun activity which makes them learn management concepts through fun.

**Activities Undertaken:** It was a wonderful beginning of Utkarsh fest 2024 in management department with the event Management Buzz. All students and

faculties were preparing for it in advance and all were very excited to execute their plan. The event started in room no 2405 after the inauguration session of Utkarsh 2024, under the guidance of faculty guides, judges and with the participation of students.

The management buzz event had 3 sections in the event:

1. Management Quiz
2. Pick and win game
3. Hinglish game

In this event we made 4 teams namely; A, B, C and D. Each team conducted 5 participants in it.

In **Management quiz** section, questions related to business segments were asked from students which conducted general knowledge questions, logo and punchline questions, management concept questions and famous personality questions.

In **Pick and win game**, the game was a team task, which checks the team building capacity of each team. In this game each team has to make a circle facing outwards and hold their hand do race with another team in the same form. They had to go to a table pick 5 balls and come back to their original place in the hand holding state only. The team doing this task in minimum time was the winner.

In **Hinglish game**, it was the test of quick response with accuracy for students. All students had to make a circle and start counting from 1 onwards, but the catch was that the first number was to be counted in English and second number in Hindi and so on. This way the person missing the count or using wrong language was sent out of the game. In this last the winner was supposed to win 10 marks for his team.

In the end of all 3 games the marks were consolidated and highest marks scorer team became the winner. In this event students learned several management concepts with fun. In the end the winner team was given some chocolates and certificates as a token of appreciation.

**Beneficiaries:** Students of BBA.

**Outcome:** In this event students learned several management concepts with fun. It helped students enhance their knowledge, team building, focus and personality through various activities, which will help them in growing as a future managers, entrepreneurs, professionals and business owners.

## Events Highlights:

### 1. Event Photo



### 2. Judges Photo



### 3. Management Quiz



### 4. Pick and Win game



## 5. Group Photo



# Dr. Akhilesh Das Gupta Institute of Professional Studies



## School of Business Studies (BBA)

**Event:** Logo Redesigning

**Date:** 13<sup>th</sup> March, 2024

**Department:** BBA

**Venue:** Room No. 2403, ADGIPS

**Student Coordinator:** Astha Nayan

**Faculty Coordinator:** Ms. Shivani Arora

**Winners of the Event:** Ansh Gupta, Mohd Zaid and Akash Savvana

**Objectives:** On March 13, 2024, the Sankalp Society orchestrated the "LOGO REDESIGNING", as a part of technical event in Utkarsh, Techno-Cultural fest, with clear-cut objectives:

- **Teach:** Brand identity, design thinking, brand communication.
- **Develop skills:** Design, marketing knowledge, software proficiency.
- **Promote:** Creativity, innovation, community, and brand management interest.

**Event Highlights:** The Logo Redesigning Competition was an opportunity for students to showcase their creativity and design skills. Participants were tasked with redesigning the logo of a well-known brand or organization. The competition was open to all students of ADGIPS College.

**Participation:** 12 Teams

Students from various departments participated in the competition, showcasing a variety of design approaches and interpretations.

**Beneficiaries:** Students

**Judging Criteria:** The logos were judged on the following criteria:

- Originality and Creativity of the Redesign
- Effectiveness in Communicating the Brand Identity
- Visual Appeal and Design Aesthetics
- Overall Presentation

**Outcomes:** The Logo Redesigning Competition was a successful event that provided a platform for students to demonstrate their design talent. The competition generated a lot of enthusiasm and healthy competition among the participants. It also served as an interesting activity within the Utkarsh cultural fest.



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**Utkarsh<sup>24</sup>**  
"Silver Starlight: Illuminating a Quarter-Century Legacy of BBD Group"  
**SANKALP PRESENTS**  
**LOGO**  
**REDESIGNING**

📅 DATE: MARCH 13, 2024  
📍 ROOM NO: 2403  
🕒 TIME: 11:00 AM ONWARDS

\*TRANSFORMING VISIONS INTO  
ICONIC SYMBOLS, ONE DESIGN AT  
A TIME. 🌟🌟🌟\*

**UTKARSH 24**

**Student Coordinator**  
Astha 8595923363

**Faculty Incharge**  
Ms. Shivani Arora





Winner 2



Winner 1



Winner 3





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## School of Business Studies (BBA)

**Event: Collage Making**

**Date:** 14<sup>th</sup> March, 2024

**Department:** BBA

**Venue:** Room No. 2402, ADGIPS

**Event Coordinator:** Ms. Vimla Sharma & Ms. Ankita Upadhyay

**Faculty Incharge:** Ms. Pragya Singhal

**Student Coordinator:** Tanu

**Number of Participants:** 10

### **Name of Judges**

- Dr. Sachin Jindal
- Ms. Ankita Upadhyay

**Objectives:** On March 14, 2024, the Sankalp Society orchestrated the "COLLAGE MAKING" Competition with following objectives:

- **Nurture Creativity:** Encourage innovative ideas and "out-of-the-box" thinking through collage creation.
- **Promote Interdisciplinary Learning:** Integrate concepts from various fields (business, art, etc.) into collages.
- **Enhance Visual Communication:** Develop skills in storytelling through composition, color, and symbolism.
- **Cultivate Critical Thinking:** Analyze and select materials for effective message delivery.

### **Event Highlights:**

- 10 participants showcased diverse artistic styles and interpretations of the theme.
- Collages used elements from marketing, finance, social responsibility, and more.
- Sustainable practices with recycled materials were encouraged.
- A judging panel with faculty and guests evaluated entries based on predefined criteria (creativity, visual impact, material use, presentation).

**Winners:** Palak Sharma (1st), Aryan Saklani (2nd), Govind Pratap Singh (3rd).

### **Outcomes:**

- **Promoted Creativity:** Participants experimented with materials and techniques.
- **Enhanced Visual Communication Skills:** Participants improved their ability to convey ideas visually.
- **Encouraged Critical Thinking:** Participants engaged in critical analysis and synthesis.
- **Celebrated Diversity:** The competition fostered inclusivity and diverse perspectives.
- **Boosted Confidence:** Completing and receiving recognition for collages empowered participants.

**Conclusion:** The Collage Making Competition successfully fostered creativity, collaboration, and interdisciplinary learning. It showcased the creative potential of BBA students and enriched their academic experience.



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**UTKARSH 24**

**Collage Making**

"UNLEASHING CREATIVITY THROUGH THE POWER OF COLLAGES, TURNING MOMENTS INTO MASTERPIECES."

**DATE: MARCH 14, 2024**

**ROOM NO: 2402**

**TIME: 11:00 AM ONWARDS**

**SCAN ME**

**Student Coordinator**  
Tanu-8851752948

**Faculty Incharge**  
Ms. Pragya





# Dr. Akhilesh Das Gupta Institute of Professional Studies



## School of Business Studies (BBA)

**Date:** March 14, 2024

**Department:** BBA

**Venue:** Room No. 2403, ADGIPS

**Event Coordinator:** Ms. Arti Srivastava

**Judges:** Dr. Sachin Jindal, Ms. Ankita Upadhyay

**Number of Participants:** 11

**Objectives:** This competition aimed to raise awareness about responsible waste management by promoting recycling, reuse, and waste reduction.

### Event Highlights:

- **Multi-Stage Competition:** A selection process ensured the best entries reached the final round.
- **Creative Exhibitions:** Participants showcased a variety of practical and artistic projects made entirely from recycled or repurposed materials.
- **Expert Panel Discussions:** Sustainability, recycling, and conservation experts shared knowledge through talks and Q&A sessions. Topics included the impact of waste reduction and innovative recycling solutions.

### Benefits:

- **Promotes Sustainability:** Encourages participants to upcycle and reuse waste, fostering a culture of environmental awareness.
- **Educational Opportunities:** Workshops and activities provide practical skills and knowledge about waste reduction and resource conservation.

### **Outcomes:**

- **Increased Awareness:** Participants gained a deeper understanding of waste management.
- **Creativity & Innovation:** The competition sparked creative solutions for repurposing waste materials.
- **Practical Skills Development:** Participants learned valuable skills for sustainable living.
- **Positive Environmental Impact:** By promoting waste reduction, the event contributes to a healthier environment.
- **Economic Benefits:** Encourages mindful consumption habits that could lead to cost savings.

**Conclusion:** Overall, the "Best Out of Waste" Competition successfully raised awareness about responsible waste management, encouraged creativity, and empowered participants to become agents of positive environmental change.




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**UTKARSH 24**  
**Best Out Of Waste**

"Creating beauty from the discarded, turning trash into treasure with creativity and flair. ♻️🌟😊"

**DATE: MARCH 14, 2024**  
**ROOM NO: 2403**  
**TIME: 11:00 AM ONWARDS**

Student Coordinator  
 Dev - 99715 40280

**REDUCE  
REUSE  
RECYCLE**

Faculty Incharge  
 Ms. Arti Srivastava

Utkarsh 24  
 "Silver Starlight: Illuminating a Quarter-Century Legacy of BBD Group"

  
 SCAN ME


**ZERO WASTE**  
 WASTE MINIMIZATION  
 CONSTRUCTION

**Winners:**

**1<sup>st</sup>: Model no 6 (Traditional Music Instrument)**



**2<sup>nd</sup>: Model No 5 (Painting on Bottles)**



**3<sup>rd</sup>: Model No 1 (Lord Ganesh)**





