

Dr. Akhilesh Das Gupta Institute of Professional Studies



Management Department (MBA)

Event: Logo Redesigning

Date: 13th March, 2024

Department: MBA

Venue: Room No. 2403, ADGIPS

Student Coordinator: Astha Nayan

Faculty Coordinator: Ms. Shivani Arora

Number of Participants: 12

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

Objectives: The Sankalp Society organized the "LOGO REDESIGNING" event as part of the technical segment in Utkarsh, the Techno-Cultural fest, with the following goals:

- **Educate:** To impart knowledge on brand identity, design thinking, and brand communication.
- **Enhance Skills:** To develop proficiency in design, marketing, and software usage.
- **Encourage:** To promote creativity, innovation, community engagement, and interest in brand management.

Event Highlights: The Logo Redesigning Competition provided students with an opportunity to showcase their creativity and design prowess. Participants were tasked with redesigning the logo of a renowned brand or organization. The competition was open to all students of ADGIPS College.

Participation: 12 Teams

Students from diverse departments participated, offering a range of design approaches and interpretations.

Beneficiaries: Students

Judging Criteria: The logos were evaluated based on:

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

Outcomes: The Logo Redesigning Competition proved to be a successful event, providing a platform for students to exhibit their design talents. It sparked enthusiasm and healthy competition among participants, serving as an engaging activity within the Utkarsh cultural fest.



DR. AKHILESH DAS GUPTA
INSTITUTE OF PROFESSIONAL STUDIES
(Formerly Dr. Akhilesh Das Gupta Institute of Technology & Management)



Utkarsh²⁴
"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
Asha 8595923363

Faculty Incharge
Ms. Shivani Arora





Winner 2



Winner 1



Winner 3



Dr. Akhilesh Das Gupta Institute of Professional Studies



Management Department (MBA)

Event: Management Buzz under Utkarsh 2024 college fest.

Date: 13-Mar-2024

Department: School of Business Studies (MBA)

Venue: Room no 2405, block 2, 4th 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 immerse students in engaging activities that facilitate learning of management concepts through enjoyable experiences.

Activities Undertaken: The commencement of Utkarsh fest 2024 in the management department kicked off with the exciting event Management Buzz. Students and faculty members eagerly prepared in advance, brimming with anticipation to execute their plans. The event commenced in room no 2405 following the inauguration session of Utkarsh 2024, under the guidance of faculty mentors, judges, and with active student participation.

The Management Buzz event comprised three distinct sections:

1. Management Quiz
2. Pick and Win Game
3. Hinglish Game

Participants were divided into four teams: A, B, C, and D, each team comprising five members.

In the **Management Quiz** section, students faced questions covering various business segments, including general knowledge, logo and punchline identification, management concepts, and famous personalities.

The **Pick and Win Game** tested teams' collaborative abilities. Teams formed a circle facing outwards, holding hands, and raced against each other to retrieve five balls from a table and return to their original positions. The team completing the task in the shortest time emerged victorious.

The **Hinglish Game** challenged students' quick thinking and accuracy. Participants formed a circle and counted aloud, alternating between English and Hindi with each number. Any participant missing a count or using the wrong language was eliminated. The last remaining participant earned 10 marks for their team.

Following the conclusion of all three games, scores were tallied, and the team with the highest score was declared the winner.

Beneficiaries: Students of the MBA program.

Outcome: The event provided students with an enjoyable platform to grasp various management concepts. Participants enhanced their knowledge, teamwork skills, focus, and personal attributes through the diverse activities, contributing to their development as future managers, entrepreneurs, professionals, and business owners. In recognition of their achievement, the winning team received chocolates and certificates as tokens of appreciation.

Events Highlights:

1. Event Photo



2. Judges Photo



3. Management Quiz



4. Pick and Win game



5. Hinglish Game



6. Group Photo



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Management Department (MBA)

Event Description:

Event: Best Out of Waste Competition

Date: March 14, 2024

Department: MBA

Venue: Room No. 2403, ADGIPS

Event Coordinator: Ms. Arti Srivastava

Judges: Dr. Sachin Jindal and Ms. Ankita Upadhyay

Number of Participants: 11

Objective: The Sankalp Society organized the "Best Out of Waste" Competition on 14th March, 2024 to promote responsible waste management. This event aimed to:

- Raise awareness about reducing, reusing, and recycling waste.
- Educate participants on the benefits of responsible waste disposal.
- Encourage creativity and innovation in repurposing waste materials.

Event Highlights:

- **Creative Exhibition:** Participants showcased a variety of projects made entirely from recycled or repurposed materials. This could include artwork, sculptures, fashion items, home decor, and more.
- **Interactive Learning:** The competition offered opportunities to learn from experts. Panel discussions featuring sustainability, recycling, and

environmental conservation professionals provided insights and fostered discussions about waste reduction strategies and sustainable living.

Benefits:

- **Environmental Impact:** Encourages participants to reduce waste and adopt sustainable practices, contributing to a healthier environment.
- **Skill Development:** Provides hands-on experience in upcycling and repurposing waste materials.
- **Creativity and Innovation:** Inspires participants to think outside the box and find creative uses for waste materials.
- **Economic Benefits:** Promotes a culture of upcycling and reusing, potentially leading to the creation of new products and economic opportunities.

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



Utkarsh²⁴
"Silver Starlight: Illuminating a Quarter-Century Legacy of BBD Group"



**REDUCE
REUSE
RECYCLE**

Faculty Incharge
Ms. Arti Srivastava

Winners:

1st: Model no 6 (Traditional Music Instrument)



2nd: Model No 5 (Painting on Bottles)



3rd: Model No 1 (Lord Ganesh)







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Management Department (MBA)

Event Details:

Date: March 14, 2024

Department: MBA

Venue: Room No. 2402, ADGIPS

Event Coordinators: Ms. Vimla Sharma & Ms. Ankita Upadhyay

Faculty Incharge: Ms. Pragya Singhal

Student Coordinator: Tanu

Number of Participants: 10

Judges: Dr. Sachin Jindal, Ms. Ankita Upadhyay

Objectives: The Sankalp Society held a "Collage Making" competition on March 14, 2024, aiming to:

- **Nurture Creativity:** Encourage innovative thinking and experimentation through collage creation.
- **Promote Interdisciplinary Learning:** Integrate concepts from various business fields and disciplines.
- **Enhance Visual Communication:** Develop storytelling skills using composition, color, and symbolism.
- **Cultivate Critical Thinking:** Analyze and select materials to effectively convey messages.

Event Highlights:

- 10 participants displayed diverse artistic styles and interpretations.
- Collages incorporated elements from marketing, finance, social responsibility, and more.
- Sustainable practices with recycled materials were promoted.
- Judges evaluated entries based on creativity, visual impact, material use, and presentation.

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

Outcomes:

- **Enhanced Skills:** Participants honed creativity, visual communication, and critical thinking skills.
- **Celebrated Diversity:** The competition fostered inclusivity and diverse perspectives.
- **Boosted Confidence:** Completing and receiving recognition empowered participants.

Conclusion:

The Collage Making Competition fostered creativity, collaboration, and interdisciplinary learning among MBA students. It showcased their creative potential 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

SANKALP ADGIPS THE OFFICIAL MANAGEMENT SOCIETY

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

Student Coordinator
Tanu-8851752948

Faculty Incharge
Ms. Pragma

