**Sambhram Academy of Management Studies**

**UG Department of Commerce and Management**

**Inter-Collegiate Management Fest**

**January 20, 2023**

**The Report**

The Management Fest ‘MANTHANA’ was organized with the purpose of boosting creativity and competitive spirit among the UG participating students. The One-Day Fest had events like Business Plan, Best Accountant, Innovative Entrepreneur, New Product Launch and Creative Manager participated by more than sixty students from ten Colleges from across Bangalore. The enthusiastic response of students made the event memorable and path-breaking.

The Business plan competition started with great zeal of enthusiasm whereby participants were challenged to maximize their ideas on investments on a simulated platform. The duration allotted were 20 minutes to all the participants for all events. On the day of event participants gave Power Point Presentation on the key highlights of their work while giving their all presentations. The questions were raised by judges for clear and thorough assessment. The event was judged by Assistant Professor Kedar Singh and Ms. Vanita. Miss Vaishnavi K of St. Claret College won the first prize followed by the vent Launch which gave students a greater opportunity to express their own idea towards new products on rising marketing platform. The participants were later interviewed personally by judges. Overall, both first and second prizes were won by Gowri Raj team and Harshni and team from St.Claret College.

Simultaneously, the other programs namely Creative Manager was held based on quality performance of creative manager in an organization. Crucial questions were raised by judges to check student’s inter-personal and cognitive skills. Situational analysis along with case study was also included. These competitions had three different rounds where it started with case study followed by rapid round and concluded with panel interview in which Ms. Hari Priya of SAMS was adjudged the best.

The next event, Best Accountant was conducted where great skill sets that make them easy to work with and indefensible assets to any business were checked. They not only tested the technical accounting skills to help business owners improve their companies but also examined their honesty and trustworthiness. In this competition Joseph Abhishek from St. Claret won first prize and Hari Priya from SAMS got second place. Dr. Vijay Mohan Reddy and Janardhan Cheturvedi were the judges for this event.

The last event was Innovative Entrepreneur adding value to any business with increasing profits. Ms. Harshini from St. Claret College won first place, however, Sarang from SAMS won the second place which was appreciable. The competition was judged by Ms Latha Kumari, Ms Latha and Ms Shweta. This Mega Fest’s valedictory Ceremony was graced by Prof K.C Mishra, Principal as the Guest of Honor. After his remark list of prize winners were announced by Ms. Vaneeta and both Principal and Head of the Department Mr. C N Anil gave away the prizes. It was a fulfilling and enriching experience for all the participants including Student-Organizers and Faculty Coordinators.