



TECNIA INSTITUTE OF ADVANCED STUDIES

NAAC ACCREDITED GRADE "A" INSTITUTE

Approved by AICTE, Ministry of HRD, Govt. of India, Affiliated to GGSIP University, Recognized Under Sec. 2(f) of UGC Act 1956.

INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, DELHI-110085

Tel: 011-27555121-24; Fax No.: 011-27555120; E-Mail: directortias@tecnia.in; Website: www.tiaspg.tecnia.in



Report on cultural events -Endeavour 2020-21

Endeavour- 2020 - Management Academic fest is an annually organised initiative of the Department of Management Sciences of TIAS to provide the platform where students from various streams can showcase their knowledge, skills and abilities. It promises to test grits, guts and grandeur and winners will be those who will be ahead of all odds with right blend of Emotional Quotient & Intelligence Quotient. It also reflects to be an assortment of various managerial activities to enhance students' competencies and vivid skills.

CONVENER: Dr. Amit Kumar & Mr. Rahul Tripathi:

PARTICIPATION 50 Participants from BBA, BCA, BAJMC & MBA programs of TIAS.

DATE: 19th December, 2020, Saturday

Mode: Online on MS Team platform.

TIMINGS: 9:00 AM TO 5:00 PM

OBJECTIVES OF THE EVENT

- To search the talent and to develop various facets of management skills requirements.
- To enhance the knowledge, skills and abilities of students and ultimately prepare them for corporate roles.
- To create Awareness amongst students about the contemporary issues.

Events Organized:

1. **ROYALE BATTLE- Quiz-** Race through a barrage of questions and emerge victorious. The quizmaster gets the questions rolling, and the scores zipping! It will be a platform not only for a challenge, but also for exchange of knowledge. Royale Battle-Quiz will engage not only participants but also the audience in sharing and learning information as participants will race against time to keep their scores up!

S.No.	Name of Participants	College/Institution	Position secured.
1.	Vishal Badhwar & Karan Saxena	TIAS	1st
2.	Arpit Jain & Anshul Gupta	TIAS	2nd
3.	Ayushi Goel & Srishti Gupta	TIAS	3rd
4.	Nakshatra Sachdeva	TIAS	Participant
5.	Shoaib Rehman	TIAS	Participant
6.	Manisha	TIAS	Participant
7.	Manvi	TIAS	Participant
8.	Kritika Sabharwal	TIAS	Participant
9.	Ritik Sharma	TIAS	Participant

2. **BATTLE OF BARONS-** Mgt. Games-In this competitive age, only the fittest can survive. Take challenges in various areas of management in the form of Management Games: Sales Gorilla, Board Room Battle, and Role Play and emerge out as victorious. Battle of Barons is the

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application of management techniques and strategies learnt during the course in bringing your team to beat the others. Be it selling a product, decision making or imitating role of others, one have to outperform the others.




[Signature]
Coordinator
Internal Quality Assessment Cell (IQAC)
Tecnia Institute of Advanced Studies
New Delhi-110085

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Sub Event- Boardroom Battle: Event Coordinator- Dr. Vandana Raghava			
S.No.	Name of Participants	College/Institution	Position secured.
1.	Jayant & Hardik	TIAS	1st
2.	Kritika Shabahrwal & Ritik Sharma	TIAS	2nd
3.	Nakshatra Sachdeva & Shoaib Rahman	TIAS	3rd
4.	Vishal Badhwar	TIAS	Participant
5.	Andrew Mohit Nath	TIAS	Participant
Sub Event- Role Play: Event Coordinator- Ms. Keenika Saini			
1.	Subhashish Lall	TIAS	1st
2.	Kritika Shabahrwal	TIAS	2nd
3.	Shoaib Rahman	TIAS	3rd
4.	Nakshatra Sachdeva	TIAS	Participant
5.	Mayank Selvan	TIAS	Participant
Sub Event- Sales Gorilla: Event Coordinator- Ms. Keenika Saini			
1.	Kritika Sabharwal	TIAS	1st
2.	Ayushi Goel	TIAS	2nd
3.	Nakshatra Sachdeva	TIAS	3rd
4.	Shoaib Rehman	TIAS	Participant
5.	Subhashish Lall	TIAS	Participant
6.	Mayank Selvan	TIAS	Participant

3. **BALLYHOO- Ad Mad Show-** Ballyhoo- Ad Mad Show is an 'Advertisement Competition' to acquaint the students about promotional strategies. It comprises of conceptual ad presentation by the students. Students will act out on various advertisement central core idea, script, relevant story line for different sectors viz. automobiles and social awareness etc. including FMCG, industrial product, goods and services. It can be hilarious or sensitive. It all depends on your creativity and Ad-sense, Imagination, passion.


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New Delhi-110085


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Event- Ad Mad Show: Event Coordinator- Dr. Amit Kumar.			
S.No.	Name of Participants	College/Institution	Position secured.
1.	Kritika Sabharwal	TIAS	1st
2.	Ritik Sharma	TIAS	2nd
3.	Nakshatra Sachdeva	TIAS	3rd
4.	Ayushi Goel	TIAS	Participant
5.	Srishti Gupta	TIAS	Participant
6.	Subhashish Lall	TIAS	Participant

4. **DIALECTIC- Debate-** Arm yourself with word bazookas and bullets and Let the arguments begin!! Dialectic- Debate is the quintessential debate to hone your debating skills against the best. Team up with a feisty interjector and win it all! The Dialectic will give the best platform to discuss, talk over, exchange views, argue, contest controvert for the avid Debaters to showcase their convincing pursuable skills and to raise the bar of thinking, discussion and discourse.



Pics: Dialectic Debates.

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 Coordinator
 Internal Quality Assessment Cell (IQAC)
 Technia Institute of Advanced Studies
 New Delhi-110085

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Event- Dialectic-Debate: Event Coordinator- Mr. Inderpreet Singh.			
S.No.	Name of Participants	College/Institution	Position secured.
1.	Shivangi Bhardwaj & Chahat Arora	TIAS	1st
2.	Himanshu Bhanot & Arushi Kaushik	TIAS	2nd
3.	Shoaib Rahman	TIAS	3rd
4.	Umang Gupta	TIAS	Participant
5.	Mehul Bhalla	TIAS	Participant
6.	Vishal Badhwar	TIAS	Participant
7.	Andrew Mohit Nath	TIAS	Participant
8.	Jayant Chaurasia	TIAS	Participant
9.	Kajal Kapoor	TIAS	Participant
10.	Nakshatra Sachdeva	TIAS	Participant

5. **JUST-A-MINUTE-** Extempore Competition-Spur of the moment 'Just-A-Minute' extempore is a minute of perfection, worth the effort. The Candidate speaks on the spot without premeditation or preparation on a given topic. The aim of the competition is to enhance communication skills, clarity of thought and ability to express one's own view point spontaneously.

Event- Just A Minute: Event Coordinator- Ms. Rajni Bansal.			
S.No.	Name of Participants	College/Institution	Position secured.
1.	Nakshatra Sachdeva	TIAS	1st
2.	Tanya Aggarwal	TIAS	2nd
3.	Arushi Kaushik & Kajal Kapoor	TIAS	3rd
4.	Jigyasa Thapar	TIAS	Participant

6. **TRADEMARK- Product Logo Design-** Even the best goods need help to stand out from the crowd of competitors, and a well-designed logo can make it happen. Consider what differentiates your brand from others in your industry, and use those USP's as part of your logo design. Trademark participants are given different product categories and they need to design the logo for that product. The design, conceptualization of logo as per the USP's of product in the best manner will win.



Pic: Trademark & Logo Design in progress.

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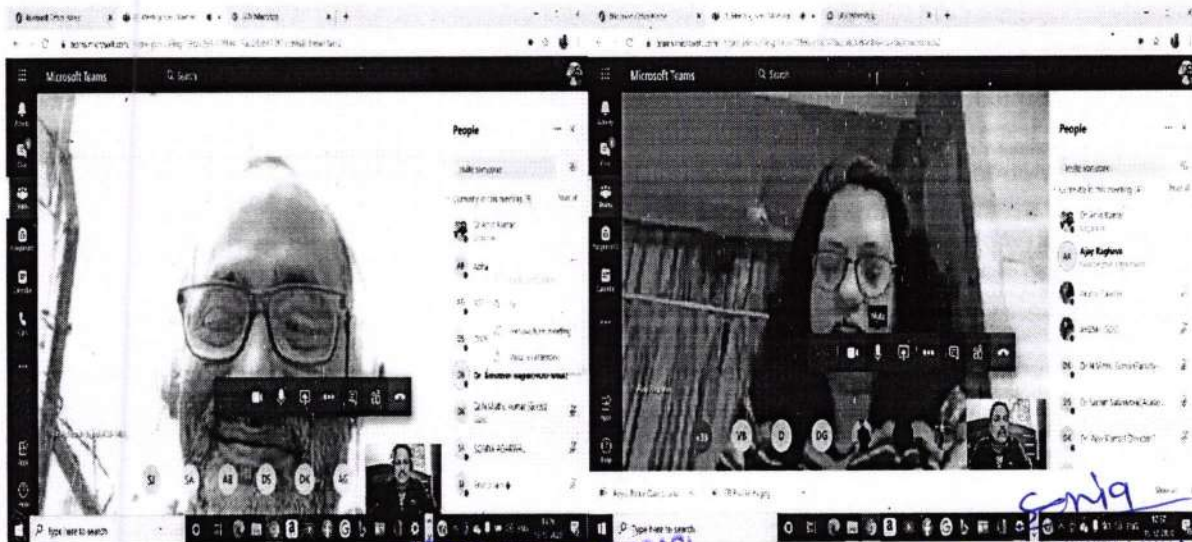
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Event- Trademarks-Product Logo Design: Event Coordinator- Ms. Shilpa Bhandari.			
S.No.	Name of Participants	College/Institution	Position secured.
1.	Ayushi Goel	TIAS	1st
2.	Tushar Sohal	TIAS	2nd
3.	Gurnoor Singh & Shivangi Bhardwaj	TIAS	3rd
4.	Anandita	TIAS	Participant
5.	Shubhashish Lall	TIAS	Participant
6.	Nakshatra Sachdeva	TIAS	Participant

Inaugural Session:

On 19th December 2020, Tecnia Institute of Advanced Studies organized its Management Fest - Endeavour with full zeal and zest in the Online Mode at the Virtual platform. Inaugural session started with the opening remarks of Dr. Ajay Kumar, Director, TIAS. He discussed about Endeavour and the relevance of this management fest and wished the success of Endeavour-2020. He encouraged students to actively participate in the various kinds of events as it inculcates self-discipline and healthy competitive spirit among participants which would be beneficial to them in their future. Further, He also gave an overview of various events. In his address he also discussed the importance of such events in all round grooming of students and also congratulated the organizers of the event and wished them luck for the same.

The prudent decision taken by the panel of judges allowed 3 teams or participants from each event to win the prize. In this round the final winners were given certificates.



Pics: Hon'ble Judges of the Events.

Validity Ceremony:

Finally the moment of Validity & announcement of the winners was made and this moment was endowed with the graceful presence of Hon'ble Director sir Dr. Ajay Kumar and Dean- Management Sciences- Dr. Rashmi Gujrati. Honb'le director sir shared his views on student's participation and the importance of Co-curricular activities for the overall development of the students at large.

Handwritten signature: P. Bhandari
 External Quality Assessment Cell (IQAC)
 Tecnia Institute of Advanced Studies
 New Delhi-110085

Handwritten signature: Sonia
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Pic: Dr. Rashmi Gujrati- Dean Management Sciences & Director-TIAS, Dr. Ajay Kumar expressing their views and words of wisdom in the Validity Ceremony.

Learning Outcomes:

- Students were able to explain their views and ideas on the topics through creativity.
- Students developed the positive attitude towards the environment
- Students understood basic principles of design and colour, concepts, media and format and the ability to apply them to a specific aesthetic intent.
- This event acted as an aid to develop skills among the students to show how the Knowledge can be used as a purpose to reflect an idea.

[Signature]
 Coordinator
 Internal Quality Assessment Cell (IQAC)
 Tecnia Institute of Advanced Studies
 New Delhi-110085

[Signature]
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