

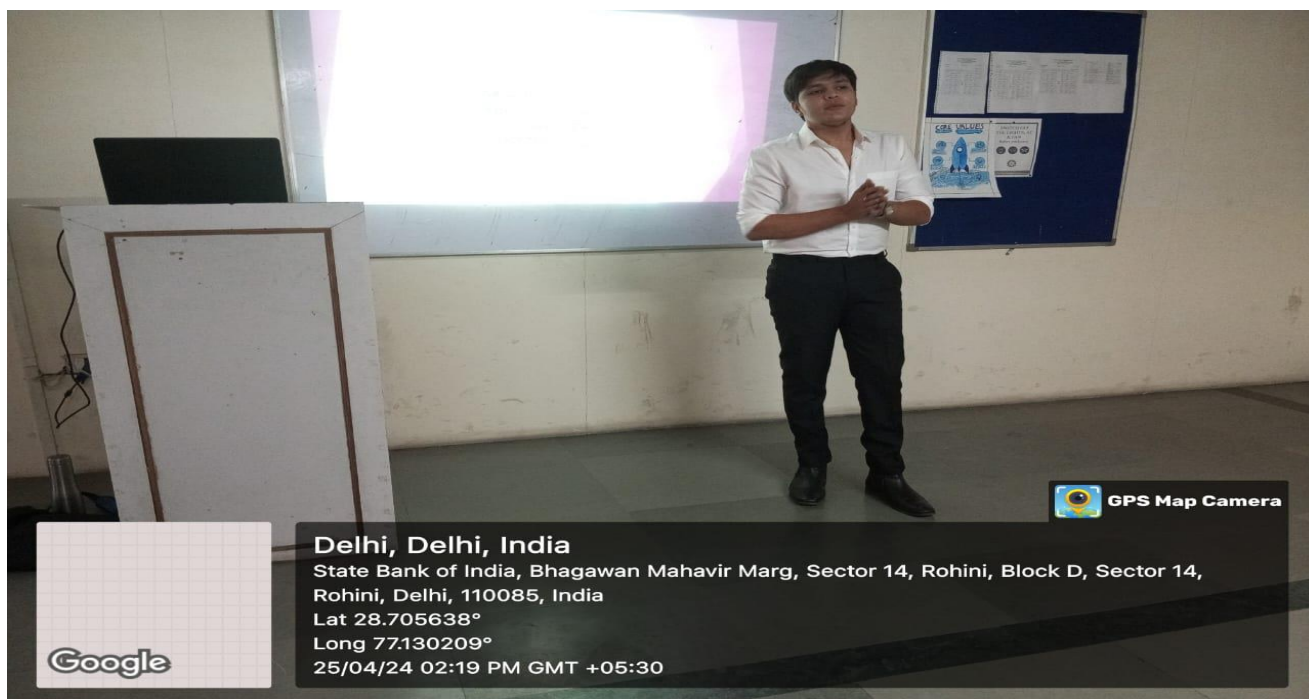
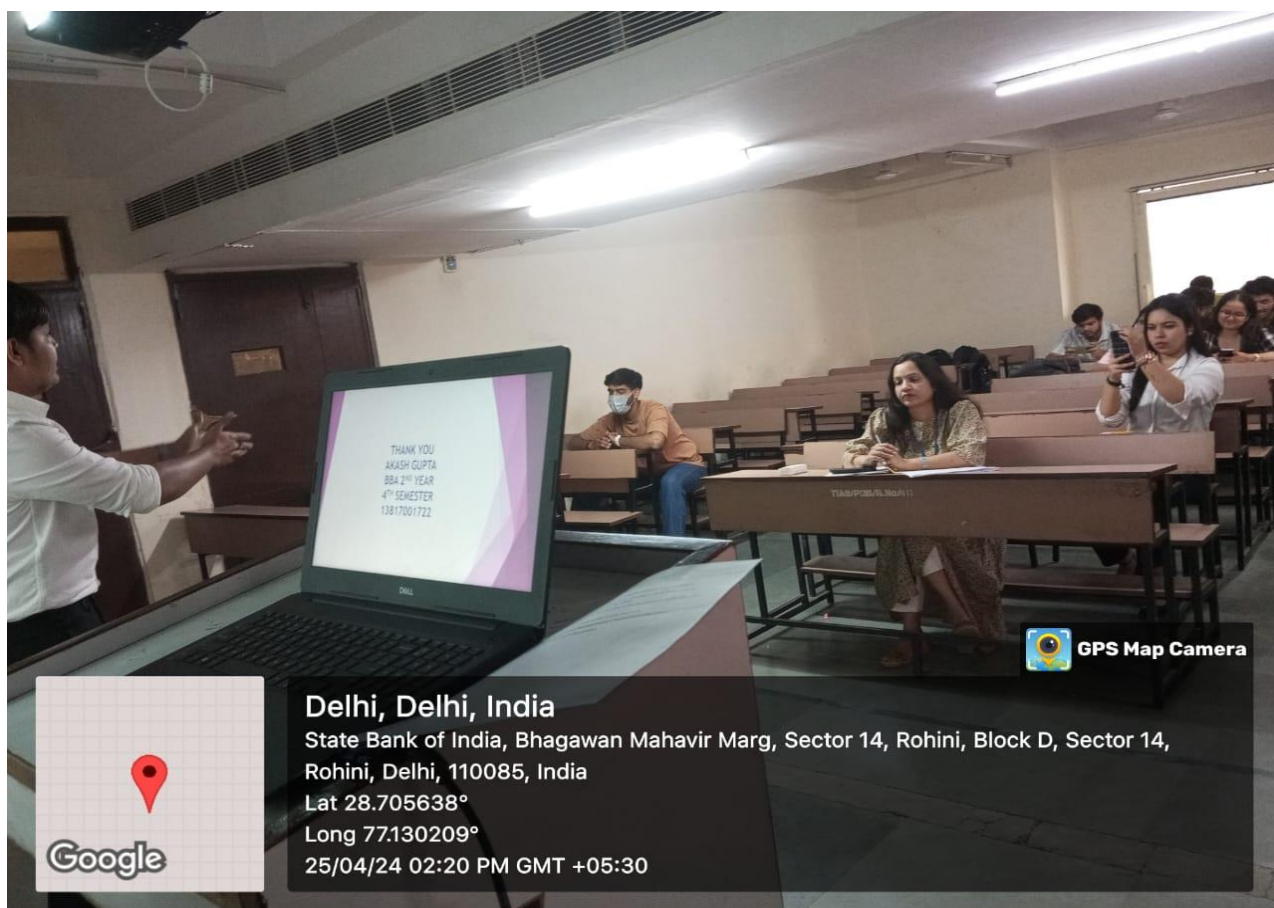


### REPORT ON CASE-COGITATION

|                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|--------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Title of Activity*</b>                                          | Case Study                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Values</b>                                                      | Employability, Professional ethics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Learning Outcomes</b>                                           | <ul style="list-style-type: none"> <li>• To enable students to think differently.</li> <li>• To improve analyzing skills, to enable quick decision making, to make students cooperative and team players, and to give them long lasting impressions of the subjects, which they have learnt inside classrooms.</li> <li>• To provide students a platform outside the classroom to showcase their talent.</li> <li>• To generate effective critical thinking into primary issues in the given topic.</li> <li>• To develop spontaneity i.e. think on the spot and express your thoughts and strengthening students ability in speaking skills as well as their oral interactive strategies</li> <li>• To get the overview of what the students learnt from real work of environment.</li> <li>• To encourage creativity in demonstration</li> </ul> |
| <b>Organized by (Dept./ Centre/ Cells/Clubs/ Committees Name)*</b> | Department of Management Studies                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Program Theme*</b>                                              | 16 <sup>th</sup> Endeavour 2024                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>External Expert / Internal Expert</b>                           | Dr. Shalini Goel, Department of ICT                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |

|                                                                                                                                                     |                                                                                                                                             |
|-----------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Date*</b>                                                                                                                                        | 25.04.2024                                                                                                                                  |
| <b>Time*</b>                                                                                                                                        | 10.00 AM onwards                                                                                                                            |
| <b>Venue</b>                                                                                                                                        | PG Building, Tecnia Institute of Advanced Studies, New Delhi                                                                                |
| <b>Poster/Flyer/Notice*</b>                                                                                                                         |                                                           |
| <b>Social media link</b> (promoting in any one Facebook/Instagram/Twitter is mandatory)                                                             | <a href="https://www.instagram.com/endeavour.tias?igsh=aHVsnW9zYWN6eG1t">https://www.instagram.com/endeavour.tias?igsh=aHVsnW9zYWN6eG1t</a> |
| <b>No. of Students*</b> (only no. to be written, list in excel or word should be maintain at department level as proof for any further requirement) | 04                                                                                                                                          |
| <b>No. of Faculty*</b> (only no. to be written , list in excel or word should be maintain at department level as proof for any further requirement) | 01                                                                                                                                          |
| <b>No. of External Participants (students + faculty)</b> [write NA if not applicable]                                                               | NA                                                                                                                                          |
| <b>(Geotag) Photograph*</b>                                                                                                                         |                                                                                                                                             |

## Photograph of the Event with the Caption







Caption: Photos of participants attending Case Study session.

|                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|-------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>Report: Description in (min 250 to max 800 words) *</b></p> | <p>In Case Study Presentation students are given following topics (in favour or against):</p> <ul style="list-style-type: none"> <li>• Successful rebranding strategies in the fashion industry.</li> <li>• E-supply Chain Management</li> <li>• Comparative Study between digital marketing and Traditional Marketing</li> <li>• Green Banking</li> <li>• Covid-19 Impact on financial market</li> <li>• Artificial Intelligence</li> </ul> <p>Rules of the competition were set as under:</p> <ul style="list-style-type: none"> <li>• Individual will be given 7-10 minutes for presentation.</li> <li>• There will be negative marking for exceeding the time limit</li> <li>• Medium of speaking would be English or Hindi</li> </ul> <p>Judgment was made taking following parameters</p> <p>In to consideration:</p> <ul style="list-style-type: none"> <li>• Content</li> <li>• Presentation Quality</li> <li>• Communication Skill</li> <li>• Confidence</li> </ul> <p>Winners of the debate competition were as follows:</p> <p>1<sup>st</sup> Prize: Shreejan Dwivedi (BBA IIIrd year)<br/> 2<sup>nd</sup> Prize: Akash Gupta (BBA IInd Year)<br/> 3<sup>rd</sup> Prize: Anubhav Kataria (BBA IInd Year)</p> <p>Students from various department like BBA, BCA, BA(JMC) took part in the event.</p> |
| <p><b>Recourse Person Profile</b></p>                             | <p>NA</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <p><b>Attendance Sheet*</b></p>                                   | <p><i>Attached at the end of Report</i></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |







**REPORT ON JUST A MINUTE (EXTEMPORE)**

|                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|--------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Title of Activity*</b>                                          | Just a Minute (Extempore)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Values</b>                                                      | Public Speaking, Spontaneity, Confidence                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Learning Outcomes</b>                                           | <ul style="list-style-type: none"> <li>To encourage students to express their views and opinion spontaneously.</li> <li>To promote time management effectively, by delivering concise and impactful messages.</li> <li>To build confidence by showing their speaking abilities in front of an audience.</li> <li>To develop effective critical thinking and creativity in the students.</li> <li>To develop spontaneity i.e. think on the spot and express your thoughts and strengthening students' ability in speaking skills as well as their oral interactive strategies.</li> <li>To communicate effectively in spoken English on issues and ideas with a reasonable degree of fluency and accuracy</li> </ul> |
| <b>Organized by (Dept./ Centre/ Cells/Clubs/ Committees Name)*</b> | Department of Management Studies                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Program Theme*</b>                                              | 16 <sup>th</sup> Endeavour 2024                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>External Expert / Internal Expert</b>                           | Mr. Mayank Arora, Department of BA(JMC)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Date*</b>                                                       | 25.04.2024                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Time*</b>                                                       | 10.00 AM onwards                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Venue</b>                                                       | PG Building, Tecnia Institute of Advanced Studies, New Delhi                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |



## Poster/Flyer/Notice\*

**TECNIA INSTITUTE OF ADVANCED STUDIES**  
 GRADE "A" INSTITUTE  
 AFFILIATED TO NAAC A++ GGSIP UNIVERSITY  
 Approved by AICTE, Ministry of Education, Govt. of India, Affiliated to GGSIP University  
 & Recognized Under Sec. 2(f) of UGC Act 1956.  
 Institutional Area, Madhuban Chowk, Rohini, Delhi-110085

**DEPARTMENT OF MANAGEMENT SCIENCES**  
 is Organizing

**16<sup>th</sup> ENDEAVOUR**  
 MANAGEMENT FEST 2024

“Success in management games isn't just about reaching the top; it's about the journey of growth, learning, and overcoming obstacles.”

**APRIL 25<sup>th</sup> 2024**  
**TIME 10:00 AM onwards**  
**VENUE: TECNIA AUDITORIUM & MPH**

**CHAIRPERSONS:**  
 DR. RUBENA BANO  
 ASSISTANT PROFESSOR, DMS  
 9911063093

**CO-CHAIRPERSON:**  
 DR. GARIMA DHANKHAR  
 ASSISTANT PROFESSOR, DMS  
 93110045283

**ORGANIZING COMMITTEE:**  
 SACHIN CHAURHAN (9911063093)  
 KHYATI DALPURI (9911063093)  
 KANIKA GOYAL (9911063093)  
 VIVEK KUMAR (9911063093)

QR Code: [QR Code]

**Social media link** (promoting in any one Facebook/Instagram/Twitter is mandatory)

<https://www.instagram.com/endeavour.tias?igsh=aHVvNW9zYWVW6eG1t>

**No. of Students\*** (only no. to be written, list in excel or word should be maintain at department level as proof for any further requirement)

11

**No. of Faculty\*** (only no. to be written , list in excel or word should be maintain at department level as proof for any further requirement)

01

**No. of External Participants (students + faculty)** [write NA if not applicable]

1

## (Geotag) Photograph\*





Caption: Photos of participants attending Just-a-minute extempore.

**Report: Description in (min 250 to max 800 words) \***

The event, "Just a Minute" competition, was a thrilling showcase of wit and spontaneity. Participants were challenged to speak on a given topic for a full minute without hesitation, repetition, or deviation. The atmosphere buzzed with excitement as contestants demonstrated their quick thinking and eloquence. Judges carefully evaluated each performance, and the audience cheered on their favorites. The competition was fierce, but in the end, one victor emerged, having proven their mastery of the art of spontaneous speaking. It was a memorable event filled with laughter, suspense, and impressive displays of verbal dexterity. The "Just a Minute" competition aimed to provide a platform for individuals to develop and showcase their communication abilities while fostering a spirit of creativity, confidence, and camaraderie among participants.

Rules of the competition were set as under:

- Individual participation only

|                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|-------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                         | <ul style="list-style-type: none"> <li>Each participant will be given a topic on-the-spot, with five minutes of preparation time and the speaking time shall be of 1 minute</li> <li>Topics would be picked by the participants from a bowl of chits</li> <li>No hesitation, deviation is allowed while the performance is on</li> <li>Participants must use only English words, usage of any other language would lead to under- marking</li> <li>The buzzer will be pressed twice. Once when 45 seconds have passed and second at the end of one minute, signaling the participants that their turn is over.</li> </ul> <p>Judgment was made taking following parameters into consideration:</p> <ul style="list-style-type: none"> <li>Spontaneity</li> <li>Method</li> <li>Content</li> <li>Fluency</li> </ul> <p>Winners of the Just a Minute (Extempore) competition was as follows:<br/> 1<sup>st</sup> Prize: Meetangi Juneja (VIPS)<br/> 2<sup>nd</sup> Prize: Shreejan Dwivedi (BBA IIIrd year)<br/> 3<sup>rd</sup> Prize: Saksham Bansal (BBA Ist Year)</p> <p>Students from various department like BBA, BCA, BA(JMC) took part in the event.</p> |
| <b>Attendance Sheet*</b>                                                | <i>Attached at the end of Report</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Feedback</b>                                                         | <i>Sample feedback Attached at the end of Report</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Report Submitted by Coordinator</b> (write faculty coordinator name) | Ms. Aparna Vats (Assistant Professor, Department of Management Studies)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>For Office Use</b>                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Signature of Event Coordinator</b>                                   | <b>Signature of Department Head</b><br>(With Seal)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b><u>List of Beneficiary</u></b>                                       | <b>11</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |

| <b>S.no.</b> | <b>Name of the participants</b> | <b>Name of the Institute</b>                  | <b>Course</b>     |
|--------------|---------------------------------|-----------------------------------------------|-------------------|
| <b>1.</b>    | Rishit Gupta                    | Tecnia Institute of Advanced studies          | BBA               |
| <b>2.</b>    | Nilesh Kumar                    | Tecnia Institute of Advanced studies          | BBA               |
| <b>3.</b>    | Shreejan Dwivedi                | Tecnia Institute of Advanced studies          | BBA               |
| <b>4.</b>    | Sambhav Jain                    | Tecnia Institute of Advanced studies          | BBA               |
| <b>5.</b>    | Saksham Bansal                  | Tecnia Institute of Advanced studies          | BBA               |
| <b>6.</b>    | Harsh Jain                      | Tecnia Institute of Advanced studies          | BBA               |
| <b>7.</b>    | Sushil Kushwaha                 | Tecnia Institute of Advanced studies          | BBA               |
| <b>8.</b>    | Pushkar Kalra                   | Tecnia Institute of Advanced studies          | BBA               |
| <b>9.</b>    | Divanshu Patel                  | Tecnia Institute of Advanced studies          | BBA               |
| <b>10.</b>   | Meetangi Juneja                 | Vivekananda Institute of Professional Studies | BA Hons Economics |
| <b>11.</b>   | Vishal Chauhan                  | Tecnia Institute of Advanced studies          | MBA               |



### REPORT ON Mind Maze

|                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|---------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Title of Activity*</b> | Mind Maze                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Values</b>             | Mind Maze is designed to stimulate and assess participants' business knowledge, logical reasoning, quick thinking, and creative problem-solving through an engaging series of five unique rounds. Each round—ranging from acronym challenges and grid puzzles to emoji decoding, riddles, and tongue twisters—promotes cognitive agility, teamwork, and out-of-the-box thinking, making it a well-rounded activity that blends fun with intellectual rigor.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Learning Outcomes</b>  | <ul style="list-style-type: none"> <li>• <b>Enhanced Business Acumen</b> – Participants will strengthen their understanding of business concepts and terminology through interactive challenges.</li> <li>• <b>Improved Logical and Analytical Thinking</b> – Engaging with puzzles and riddles will sharpen problem-solving and reasoning abilities.</li> <li>• <b>Boosted Creativity and Lateral Thinking</b> – Emoji decoding and tongue twisters will encourage creative interpretation and unconventional thinking.</li> <li>• <b>Faster Decision-Making Skills</b> – Time-bound rounds will help improve participants' speed and accuracy under pressure.</li> <li>• <b>Better Communication and Teamwork</b> – Collaborative elements of the activity will foster effective communication and group coordination.</li> <li>• <b>Increased Confidence</b> – Successfully tackling diverse challenges will build self-assurance in both academic and professional settings.</li> </ul> |

|                                                                    |                                   |
|--------------------------------------------------------------------|-----------------------------------|
|                                                                    |                                   |
| <b>Organized by (Dept./ Centre/ Cells/Clubs/ Committees Name)*</b> | Department of Management Sciences |
| <b>Program Theme*</b>                                              | 17 <sup>th</sup> Endeavour 2025   |



|                                                                                                                                                              |                                                                                     |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
| <b>External Expert / Internal Expert</b>                                                                                                                     | Dr. Sheenu Arora, Department of Management Sciences / Dr. Sushma, Department of ICT |
| <b>Date*</b>                                                                                                                                                 | 22.04.2025                                                                          |
| <b>Time*</b>                                                                                                                                                 | 12.15 PM onwards                                                                    |
| <b>Venue</b>                                                                                                                                                 | Room No.2404,UG Building, Tecnia Institute of Advanced Studies, New Delhi           |
| <b>Poster/Flyer/Notice*</b><br>                                           |                                                                                     |
| <b>Social media link</b> ( <i>promoting in any one Facebook/Instagram/Twitter is mandatory</i> )                                                             | NA                                                                                  |
| <b>No. of Students*</b> ( <i>only no. to be written, list in excel or word should be maintain at department level as proof for any further requirement</i> ) | 15                                                                                  |
| <b>No. of Faculty*</b> ( <i>only no. to be written , list in excel or word should be maintain at department level as proof for any further requirement</i> ) | 02                                                                                  |
| <b>No. of External Participants (students + faculty)</b> [ <i>write NA if not applicable</i> ]                                                               | NA                                                                                  |

**(Geotag) Photograph\***



Caption: Students enthusiastically participating in Mind Maze

**Report: Description in (min 250 to max 800 words) \***

As part of the 17th Endeavour fest, Tecnia Institute of Advanced Studies (TIAS) organized an intellectually stimulating case study competition, "MIND MAZE," on 22nd April 2025 at 12:15 PM in Room No. 2404, UG



Building. Mind Maze is designed to stimulate and assess participants' business knowledge, logical reasoning, quick thinking, and creative problem-solving through an engaging series of five unique rounds. The event attracted enthusiastic participation from reputed institutions including TIAS, IITM Janakpuri, Delhi University (DU), Delhi Skill Entrepreneurship University (DSEU), Bhagwan Parshuram Institute of technology (BPIT). A total of 8 teams participated, with a maximum of two members per team. This engaging quiz activity is designed for teams of 1–2 members and follows a multi-round format featuring logic puzzles, corporate riddles, business trivia, and decoding challenges. All rounds are time-bound and elimination-based, ensuring a fast-paced and competitive environment. Participants are not allowed to use mobile phones or internet access during the quiz, encouraging reliance on their own knowledge and reasoning. The activity incorporates a buzzer system, and the basis of judgment is on who answers first and correctly

The results were as follows:

| Position        | Name(s)                              | Institution |
|-----------------|--------------------------------------|-------------|
| First Position  | Ms. Shrida & Ms. Tashi               | TIAS        |
| Second Position | Mr. Yash & Ms. Sakshi                | TIAS        |
| Third Position  | Mr. Hriday jain & Mr. Aditya Kaushik | TIAS        |

The event concluded with a certificate and prize distribution ceremony followed by a vote of thanks. *Mind Maze* successfully enriched participants' skills in research, problem-solving, teamwork, strategic thinking, and persuasive communication, reinforcing TIAS's commitment to experiential learning and holistic development. The enthusiasm and competitive spirit displayed by the participants made the event truly memorable. TIAS looks forward to organizing more such thought-provoking events that nurture innovation and leadership among students.

|                                |                                                      |
|--------------------------------|------------------------------------------------------|
|                                |                                                      |
| <b>Resource Person Profile</b> | NA                                                   |
| <b>Attendance Sheet*</b>       | <i>Attached at the end of Report</i>                 |
| <b>Feedback</b>                | <i>Sample feedback Attached at the end of Report</i> |

|                                                                                  |                                                                              |
|----------------------------------------------------------------------------------|------------------------------------------------------------------------------|
| <b>Report Submitted by Coordinator</b> ( <i>write faculty coordinator name</i> ) | Dr. Sheenu Arora (Assistant Professor,<br>Department of Management Sciences) |
| <b>For Office Use</b>                                                            |                                                                              |
| <b>Signature of Event Coordinator</b>                                            | <b>Signature of School/Department Head</b><br>( <i>With Seal</i> )           |
| <b><u>List of Beneficiary</u></b>                                                | <b><i>Attached at the end</i></b>                                            |

### LIST OF PARTICIPATING TEAMS

| S.no. | Name               | Institute Name |
|-------|--------------------|----------------|
| 1)    | Ms. Nancy Garg     | TIAS           |
| 2)    | Mr. Yash           | TIAS           |
| 3)    | Ms. Sakshi         | TIAS           |
| 4)    | Ms. Shrida         | TIAS           |
| 5)    | Ms. Tashi          | TIAS           |
| 6)    | Mr. Hriday Jain    | TIAS           |
| 7)    | Mr. Aditya Kaushik | TIAS           |
| 8)    | Ms. Aastha Kumari  | DSEU           |
| 9)    | Ms. Vanshika       | BPIT           |
| 10)   | Mr. Ishaan         | BPIT           |
| 11)   | Ms. Akshita Garg   | DU             |
| 12)   | Ms. Isha Gupta     | DU             |
| 13)   | Mr. Aryan          | TIAS           |
| 14)   | Mr. Akshit Anand   | IITM           |
| 15)   | Mr. Daksh Bansal   | IITM           |

### Winners Record

| Position        | Name(s)                              | Institution |
|-----------------|--------------------------------------|-------------|
| First Position  | Ms. Shrida & Ms. Tashi               | TIAS        |
| Second Position | Mr. Yash & Ms. Sakshi                | TIAS        |
| Third Position  | Mr. Hriday jain & Mr. Aditya Kaushik | TIAS        |

  
 HoD  
 Dept. of Management Sciences  
 Technia Institute of Advanced Studies  
 Rohini, Delhi-110085

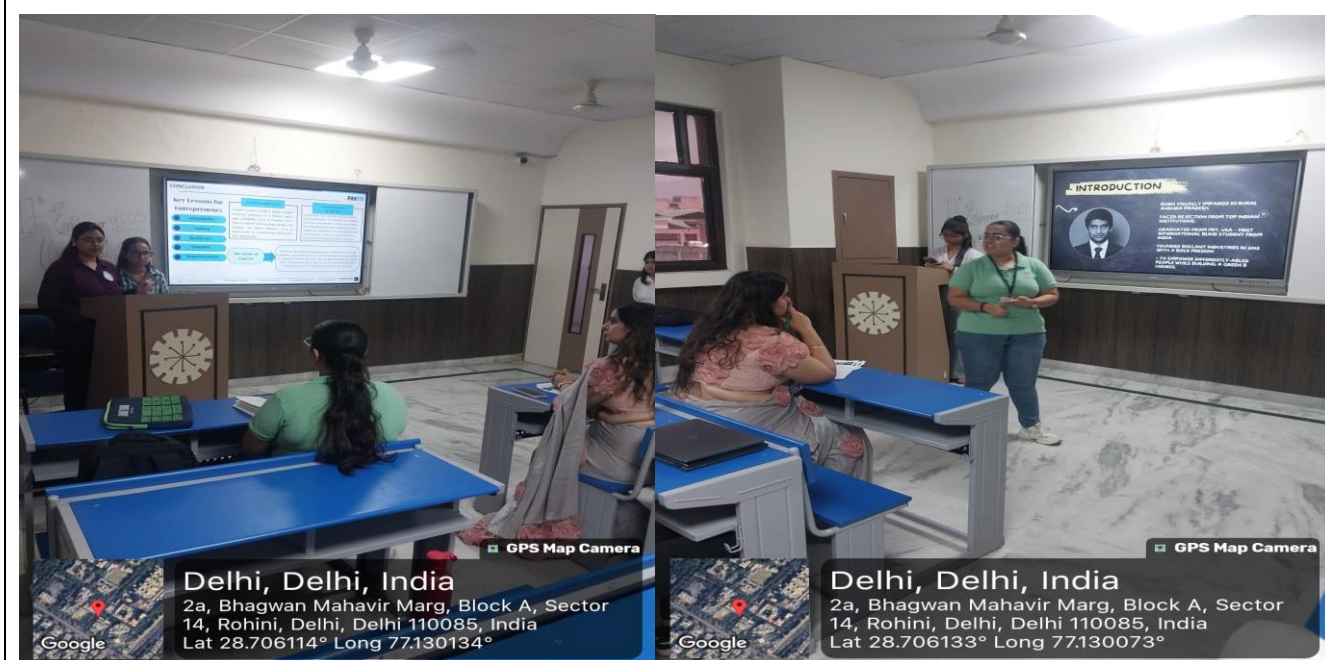


### REPORT ON CASE-COGITATION

|                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|--------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Title of Activity*</b>                                          | The Case Quest                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Values</b>                                                      | The activity enhances entrepreneurial thinking, innovation, strategic planning, financial awareness, ethical decision-making, leadership, resilience, real-world business understanding, creative problem-solving, digital fluency, and goal-oriented mindset.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Learning Outcomes</b>                                           | <ul style="list-style-type: none"> <li>• <b>Analyze Startup Success Stories:</b> Gain insights into how small ideas evolved into multi-million dollar businesses.</li> <li>• <b>Understand Key Business Strategies:</b> Learn about product-market fit, funding, marketing, scalability, and customer retention.</li> <li>• <b>Develop Problem-Solving Skills:</b> Apply analytical tools and frameworks to real-life case studies.</li> <li>• <b>Enhance Communication Abilities:</b> Improve skills in presenting ideas, pitching strategies, and business storytelling.</li> <li>• <b>Foster Innovation and Strategic Thinking:</b> Learn how startups innovate in product design, delivery, and business models to scale rapidly.</li> </ul> |
|                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Organized by (Dept./ Centre/ Cells/Clubs/ Committees Name)*</b> | Department of Management Sciences                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Program Theme*</b>                                              | 17 <sup>th</sup> Endeavour 2025                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>External Expert / Internal Expert</b>                           | Dr. Parul Gaba, Department of Management Sciences                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Date*</b>                                                       | 22.04.2025                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Time*</b>                                                       | 11.00 AM onwards                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |



|                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|----------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Venue                                                                                                                                        | Room No.2303,UG Building, Tecnia Institute of Advanced Studies, New Delhi                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Poster/Flyer/Notice*                                                                                                                         |  |
| Social media link (promoting in any one Facebook/Instagram/Twitter is mandatory)                                                             | NA                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| No. of Students* (only no. to be written, list in excel or word should be maintain at department level as proof for any further requirement) | 10                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| No. of Faculty* (only no. to be written , list in excel or word should be maintain at department level as proof for any further requirement) | 01                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| No. of External Participants (students + faculty) [write NA if not applicable]                                                               | NA                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| (Geotag) Photograph*                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |



Caption: Students enthusiastically participating in The Case Quest

**Report: Description in (min 250 to max 800 words) \***

As part of the 17th Endeavour fest, Tecnia Institute of Advanced Studies (TIAS) organized an intellectually stimulating case study competition, "The Case Quest," on 22nd April 2025 at 11:00 AM in Room No. 2303, UG Building. The competition aimed to engage students in strategic thinking and business analysis through real-life examples of startups that transformed into million-dollar ventures. The event attracted enthusiastic participation from reputed institutions including TIAS, IITM Janakpuri, Delhi University (DU),

|                                                                         | <p>Delhi Technological University (DTU), and Rukmini Devi Institute of Advanced Studies (RDIAS). A total of 5 teams participated, with a maximum of two members per team. Each team was given 10–12 minutes for their presentation, followed by an interactive Question and Answer round with the judging panel. Teams presented detailed case studies on successful startups like Nykaa, MakeMyTrip, and Bollant Industries, exploring their growth journeys, business models, market strategies, and innovation. The competition was judged based on content depth, clarity, originality, and ability to answer questions effectively.</p> <p>The results were as follows:</p> <table border="1"> <thead> <tr> <th>Position</th><th>Name(s)</th><th>Institution</th></tr> </thead> <tbody> <tr> <td>First Position</td><td>Ms. Natasha Kalra &amp; Mr. Chaitanya Nagpal</td><td>TIAS</td></tr> <tr> <td>Second Position</td><td>Ms. Chaitanya &amp; Ms. Ishika</td><td>IITM Janakpuri</td></tr> <tr> <td>Third Position</td><td>Ms. Ayushi &amp; Mr. Ishan</td><td>DU &amp; DTU</td></tr> </tbody> </table> <p>The event concluded with a certificate and prize distribution ceremony followed by a vote of thanks. <i>The Case Quest</i> successfully enriched participants' skills in research, problem-solving, teamwork, strategic thinking, and persuasive communication, reinforcing TIAS's commitment to experiential learning and holistic development. The enthusiasm and competitive spirit displayed by the participants made the event truly memorable. TIAS looks forward to organizing more such thought-provoking events that nurture innovation and leadership among students.</p> | Position       | Name(s) | Institution | First Position | Ms. Natasha Kalra & Mr. Chaitanya Nagpal | TIAS | Second Position | Ms. Chaitanya & Ms. Ishika | IITM Janakpuri | Third Position | Ms. Ayushi & Mr. Ishan | DU & DTU |
|-------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|---------|-------------|----------------|------------------------------------------|------|-----------------|----------------------------|----------------|----------------|------------------------|----------|
| Position                                                                | Name(s)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Institution    |         |             |                |                                          |      |                 |                            |                |                |                        |          |
| First Position                                                          | Ms. Natasha Kalra & Mr. Chaitanya Nagpal                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | TIAS           |         |             |                |                                          |      |                 |                            |                |                |                        |          |
| Second Position                                                         | Ms. Chaitanya & Ms. Ishika                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | IITM Janakpuri |         |             |                |                                          |      |                 |                            |                |                |                        |          |
| Third Position                                                          | Ms. Ayushi & Mr. Ishan                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | DU & DTU       |         |             |                |                                          |      |                 |                            |                |                |                        |          |
|                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                |         |             |                |                                          |      |                 |                            |                |                |                        |          |
| <b>Resource Person Profile</b>                                          | NA                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                |         |             |                |                                          |      |                 |                            |                |                |                        |          |
| <b>Attendance Sheet*</b>                                                | <i>Attached at the end of Report</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                |         |             |                |                                          |      |                 |                            |                |                |                        |          |
| <b>Feedback</b>                                                         | <i>Sample feedback Attached at the end of Report</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                |         |             |                |                                          |      |                 |                            |                |                |                        |          |
| <b>Report Submitted by Coordinator</b> (write faculty coordinator name) | Dr. Parul Gaba (Assistant Professor, Department of Management Sciences)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                |         |             |                |                                          |      |                 |                            |                |                |                        |          |
| <b>For Office Use</b>                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                |         |             |                |                                          |      |                 |                            |                |                |                        |          |

|                                       |                                                           |
|---------------------------------------|-----------------------------------------------------------|
| <b>Signature of Event Coordinator</b> | <b>Signature of School/Department Head</b><br>(With Seal) |
| <b><u>List of Beneficiary</u></b>     | <b><i>Attached at the end</i></b>                         |

### LIST OF PARTICIPATING TEAMS

| S.no. | Name                 | Institute Name |
|-------|----------------------|----------------|
| 1)    | Ms. Natasha Kalra    | TIAS           |
| 2)    | Mr. Chaitanya Nagpal | TIAS           |
| 3)    | Ms. Chaitanya        | IITM           |
| 4)    | Ms. Ishika           | IITM           |
| 5)    | Ms. Ayushi           | DU             |
| 6)    | Mr. Ishan            | DTU            |
| 7)    | Ms. Tanishka         | RDIAS          |
| 8)    | Ms. Rashi            | RDIAS          |
| 9)    | Ms. Himanshi Sharma  | TIAS           |
| 10)   | Ms. Mehak Malhotra   | TIAS           |

### Winners Record

| Position        | Name(s)                                  | Institution    |
|-----------------|------------------------------------------|----------------|
| First Position  | Ms. Natasha Kalra & Mr. Chaitanya Nagpal | TIAS           |
| Second Position | Ms. Chaitanya & Ms. Ishika               | IITM Janakpuri |
| Third Position  | Ms. Ayushi & Mr. Ishan                   | DU & DTU       |

  
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