

ANVESHANA '11

On 20th August, the School of Commerce and Management Studies, Jain University, Jayanagar, conducted a plethora of events in the annual Intra Collegiate fest ANVESHANA '11.

It was organized by the Commerce and Cultural Forum of the college. The main purpose of this event was to find potential talent among the 1st year students in the college in various fields. The Guest of Honor was Tanvi Singla (III year B.Com Jain University, Jayanagar Campus) Miss Asia Pacific India and the Chief Guest was Dr. Chenraj Jain, Chairman, The JGI Group.

The commerce forum focused on bringing to life a virtual business world. It aimed students in the corporate genres of Finance, Marketing, Business Quiz, Human Resources, Public Relations and the highlight of the event was the "Best Manager Award". The final round for the "Finance Event" was focused on financial planning where the participants were given 2 days to work on a balance sheet. They had to allocate, invest and utilize their funds in the most apt manner. Their main task was to efficiently invest for the purpose of diversification into a new product and also for its launch. They were also asked to propagate how they managed the remaining funds. The prodigies of this round were Darpan and Darshan.

The Human Resources Event focused on HRM task of Headhunting. Its entire process was compressed into a 3 days event where participants were assigned certain companies and its requirements of employee to be headhunted. The participants were then sent to attend a mock party where they analyzed different people and short listed their chosen candidates. The person short listed was further analyzed through their Facebook profiles and a formal interview with candidate was conducted. The teams after the interview presented a PowerPoint presentation on why the candidate should accept their offer. The winners were Darpan and Ritesh.

The last round of the "Marketing Event" specified on framing marketing strategies for tourism in those countries where it is banned or prohibited. The participants were instructed to highlight the

importance of tourism of a country and focus on the revolutions it could bring to them. The teams had to propose the idea to the government on how tourism would curb the problems of their respective country, thus formulate a basic tourism agenda.

Marketing Award was bagged by Sanjana and Nikita. Public Relationship challenges for the participant's networking skills where each team was assigned a product that they had to market through Facebook. They were supposed to make their page attractive and informative. The information relating to the products were made slowly and strategically. The underlying concept was for the participants to interact with the public and create pre-launch brand hype. The event was won by Anith and Abdul. The business Quiz tested the participants in their knowledge relating to the corporate world. The geniuses were Adi Vighnesh and Avinash Pai.

"Best manager" was the main event anglicizing the stress management ability of the participants on stage. The Man of the event was Darpan.

The cultural forum on the other hand conducted a wide range of on and off stage events like Arm Wrestling, Cooking without Fire, 20-Questions, Rangoli, 60 seconds to Fame, Tattoo Designing, Face Painting, and Abstract Photography, Pick n Act, Solo Prop Dance, Group Western Dance, Mad Ads and Jain Idol. Jain Idol being the tag line event of the show had the top 9 singers of the college fight out for the most coveted title of the year and Shri Hari Bhat made it his own. Solo Prop dance witnessed participants using innovative props and Sanju was declared the winner. Team Merde won the Group Western Dance while Team Candies won the Mad Ads for their creative product Kunjumery Candies. Anveshana ended on a positive note as the participations and the judges ended the event with a high regards for the forums.