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SAMANVAYA

Making the world a better place

The campus of Jain College, J C Road, was abuzz with students as *Samanvaya 2011*, an all India level Commerce fest organised by the Commerce Forum of the college, was held recently.

With the tagline of *Many Minds One Vision*, the fest brought varied talents together.

The two-day fest tried to outlay business ideas that can change the current business trends.

The theme being *Corpredic-ta*, all the events were planned in a way to test the abilities of the participants in addressing the future business challenges.

The competitions were held in six categories — marketing, finance, human relations, public relations, management and quiz. The participation was open to the students of Commerce, BBM and BBA, who underwent rigorous tests before emerging as the winners.

Colleges like St Joseph's College of Commerce, St Joseph's Evening College, Christ University, St Aloysius College (Mangalore), Bishop Cotton Women's Christian College, Seshadripuram College and



TOO MANY The co-ordinators of the fest.

Surana College, had neck-to-neck competition in all events with St Joseph's College of Commerce bagging the overall championship.

The events encompassed the various aspects of business from the workings of a modern banking system, the intricacies of automation, the dynamic structure of the working class, generation of new age entrepreneurs with

utmost efficiency sustainability and dexterity, to deriving solutions to all the business uncertainties.

The marketing event, *Disseminate Weapons of Mass Creation*, saw students portraying the importance of marketing in the next corporate stratum. The students of St Joseph's Evening College won this contest through their creative approach to marketing challenges.

"This time, we have brought a change in the scoring system. We installed a live score board, wherein the scores were updated after every round on the first day. This helped the participants know where they stood and how much more effort they had to put in. It also brought in transparency to the scoring system. We got a great feedback about this facility," said Heetal, one of the student co-

ordinators.

The finance round called *Corporatocracy* dealt with the policies and challenges of dis-investment in public sector, which is one of the biggest issues of debate in the developing economies.

The students of Christ University put forward convincing ideas in this regard and went home with the first prize. The first day of the fest was confined to preliminary rounds and on the second day, the finals were held.

"On these two days, we all discussed about the world we would like to see in the future. It helped us foresee many challenges that would emerge in the process and come up with solutions for the same. It was really wonderful and exhaustive," said Nootan from St Aloysius College, Mangalore.

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WINNERS Students of St Joseph's College of Commerce.