

# Jagannath International Management School

**Vasant Kunj, New Delhi-110070**

(Affiliated to Guru Gobind Singh Indraprastha University, New Delhi)  
Recognized u/s 2(f) by UGC & Accredited with 'A+' Grade by NAAC  
Participant of UNGC New York and  
ISO 9001:2015 Quality Certified

## **PRABANDHAN: THE MANAGEMENT CLUB**



### **ABOUT THE MANAGEMENT CLUB**

The Prabandhan Club at JIMS VK is a symbol of excellence, committed to nurturing tomorrow's leaders. It encompasses diverse departments - Finance, Marketing, Human Resources, Social Media And Public Relations, and Operations - seamlessly woven together to mirror the dynamics of the corporate world. Through meticulous planning and execution, these departments offer students invaluable real-world insights into their respective fields, creating essential learning experiences.

This approach provides an immersive, practical corporate experience, equipping students with the necessary knowledge, skills, and foresight to thrive in their chosen career paths. It fosters holistic growth and a commitment to continuous learning, shaping the leaders and innovators of the future.

The Club curates' activities, workshops, fests, and competitions, finely tailored to refine skills and broaden perspectives. Workshops delve deeply into various domains, offering practical expertise and fostering personal and professional development. Vibrant fests serve as platforms for expression, collaboration, and learning from industry experts. Competitions, beyond mere contests, instill confidence, critical thinking, and a competitive spirit crucial for future leaders.

In essence, the Prabandhan Club's dedication to nurturing leadership extends far beyond traditional boundaries, empowering students to thrive in an ever-evolving world.

Faculty Coordinators: Dr. Ashneet Kaur and Dr. Kanishka Sethi

President: Ishita Gupta

Vice President: Diaonshi Gupta

Club Advisor: Mayank Verma



*Members of the Core Team 2022-23*

## **INTER COLLEGE EVENTS**

- AVTARAN 4.0 [2nd - 3rd December' 2022]
- SYMPOSIUM 6.0 [25th March' 2023]

## **AVTARAN 4.0 [2nd - 3rd December' 2022]**

"There are some people who live in a dream world, and there are some who face reality, and then there are those who turn one into the other." And that's what Prabandhan proved once again.

Continuing the legacy of Avtaran- 2021, Prabandhan- The Management Club of JIMS, Vasant Kunj under the guidance of the Management department of our college initiated the biggest management fest, AVTARAN 4.0.

It was an amazing 2-day event, conducted on 2nd and 3rd December 2022 by Team Prabandhan. We received over 1000 registrations across India. More than 50 colleges and universities participated in Avtaran 4.0 and gave a tremendous response. It was indeed rewarding as it provided an opportunity for the students to showcase their professionalism, ideas, talents, knowledge, and creativity. Overall, the event was a perfect blend of knowledge and learning.

The event kicked off with a bang on December 2nd, 2022. Various events such as Pitch Please, Brand Battle, IPL Auction 2.0, Boardroom Meeting, and Trade Fair were organized at different college campuses. On the second day, December 3rd, 2022 additional events including Trade Fair, Gaminzo, and Treasure Hunt were conducted.





### **Pitch Please [2nd December' 22]**

The 'Pitch Please' competition, organized on December 2nd, 2022, as a part of Avtaran 4.0, challenged participants to sell a randomly assigned product within a short time. They demonstrated persuasive skills by creatively advocating for their product while countering potential competition. This challenge helped them refine crucial skills like clear communication, effective salesmanship, quick thinking, adaptability, competitive analysis, and confident presentation. It served as a stage for participants to showcase their abilities in marketing, strategic thinking, and persuasive communication, essential in diverse professional environments.



## **Boardroom meeting [2nd December' 22]**

The 'Boardroom Meeting' event, organized on December 2nd, 2022, as part of Avtaran 4.0, focused on a case study where teams of 3-4 students assumed roles as C-Suite Officers, including CFO, CMO, CHRO, COO, among others. In a simulated board meeting, these student representatives engaged in discussions, deliberated on the case study's challenges, and brainstormed innovative solutions. The task demanded critical thinking, strategic planning, and collaborative decision-making as each team strategized to present the most innovative solution. Ultimately, the team that presented the most creative and effective resolution emerged victorious, showcasing their ability to think like executives and devise innovative strategies to tackle complex business problems.



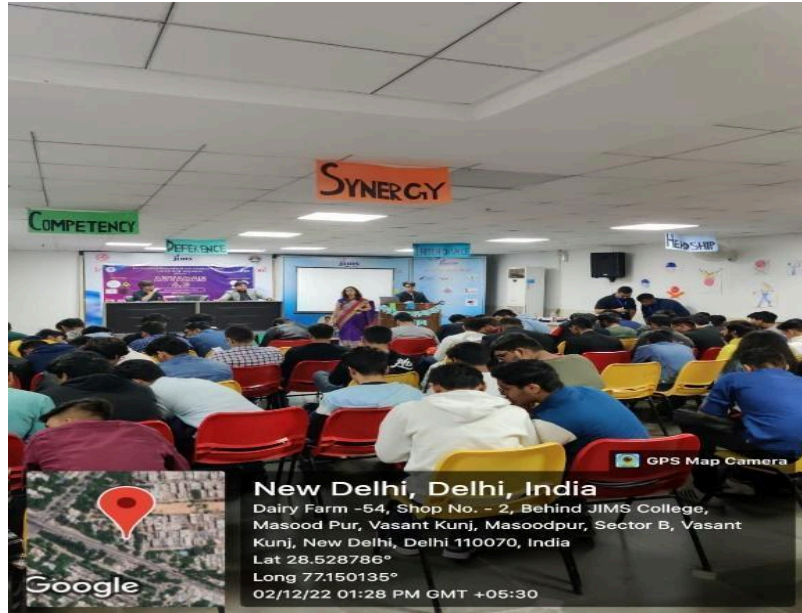
## **Brand Battle [2nd December' 22]**

The 'Brand Battle' competition, held in Avtaran 4.0 on December 2nd, 2022, presented participants with a unique challenge: reviving a failed brand, giving students the intriguing mission of restoring its fortunes. Participants delved into strategic planning, market analysis, and innovative branding techniques to rejuvenate these struggling brands. Armed with creativity and business acumen, students aimed to craft compelling strategies, reposition the brand, and devise impactful marketing campaigns to transform the brand's narrative. This competition not only tested their marketing prowess but also encouraged out-of-the-box thinking and problem-solving skills as participants sought to breathe new life into these struggling entities.



## **IPL Auction [2nd December' 22]**

The 'IPL Auction 2.0,' the flagship event of Avtaran 4.0 held on December 2nd, 2022, provided students with a dynamic platform to apply their budgeting and team-building skills in an engaging manner. Ahead of the event, participants received a roster of over 270 Indian and international cricketers. A qualifying round, featuring a cricket-themed quiz, narrowed down the top 15 teams eligible for the subsequent bidding process. The bidding phase posed a challenging yet thrilling task for participants, testing their strategic prowess and enthusiasm. Despite the complexity, participants showcased remarkable dedication and skill. A panel of judges made the final decisions unanimously, recognizing the teams' efforts and accomplishments in this spirited competition.

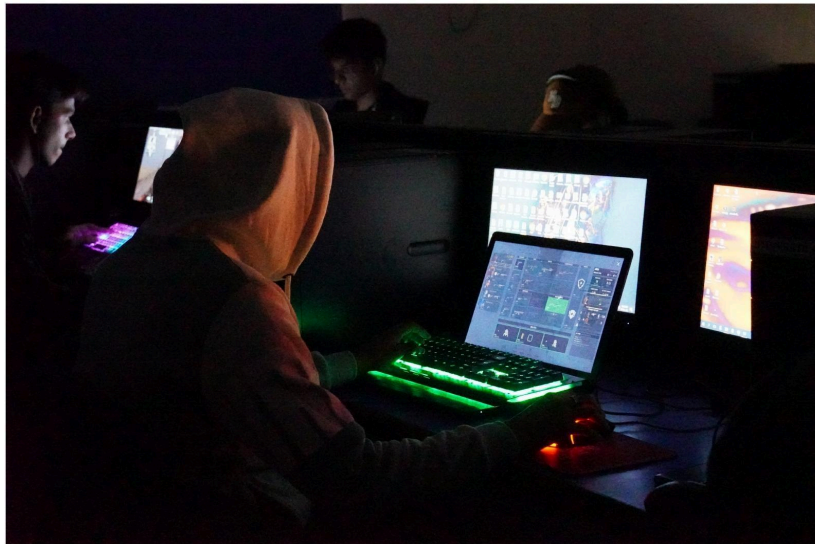


## **Gaminzo: The Ultimate Battle [3rd December' 22]**

The 'Gaminzo: The Ultimate Battle' gaming event hosted at JIMS Vasant Kunj on December 3rd, 2022, as part of the Avtaran 4.0 the annual management fest, was a thrilling showcase of gaming prowess. Over 100 participants delved into the realms of Valorant, Call of Duty Mobile, and Stumble Guys, each game setting the stage for intense competition.



The enthusiasm and response from the players were incredible, fueling the competitive spirit throughout the event. The gaming rounds for finalists were conducted as a knockout battle, intensifying the stakes and raising the excitement levels to new heights. The event became a testament to the growing passion and skill within the gaming community, fostering an environment where players showcased their abilities and strategic acumen.



### **Treasure Hunt [3rd December' 22]**

The 'Treasure Hunt: Detect the Undetected' event, an exhilarating journey of mystery and wit organized at Avtaran 4.0 on December 3rd, 2022, was a major success. With various rounds entailing challenging puzzles and cryptic clues, participants embarked on a thrilling adventure across the campus grounds.

Armed with curiosity and sharp thinking, participants deciphered riddles and pieced together puzzles that served as the trailblazers to the next location. The campus transformed into a playground of hidden clues and secret hints, each discovery propelling the participants closer to the ultimate treasure.

The event not only tested the participants' problem-solving skills but also encouraged teamwork and collaboration. As they traversed through different locations, the thrill of the hunt and the quest for the unknown infused the atmosphere with excitement and anticipation.



## Trade Fair [2nd -3rd December' 22]

The 'Trade Fair' at AVTARAN 4.0 served as a valuable initiative aimed at supporting small business owners by providing them a platform to showcase and sell their products. The fair hosted diverse stalls, encompassing food and non-food categories, each representing the entrepreneurial spirit of small-scale ventures. Entrepreneurs enthusiastically presented their startup endeavors while gaming stalls added an extra dimension to the event's vibrancy. To gauge the business acumen of these owners, a culmination awaited with a task: presenting their cost and revenue sheets. This evaluation process determined the most successful stalls in both food and non-food categories, recognizing the efforts and financial efficacy of these budding business ventures.



## SYMPOSIUM 6.0 [25th March' 2023]

Symposium 6.0, held on March 25, 2023, at JIMS VK and orchestrated by Prabandhan, the esteemed management club of JIMS Vasant Kunj, served as a grand stage, fostering profound insights into the G20 and its pivotal role in shaping global progress, particularly in advancing the Sustainable Development Goals (SDGs). This event, an intellectual haven, provided a vibrant space for students to exchange ideas, voice opinions, and unleash their creativity, all orbiting themes intricately linked to the G20.

The Poster Making Competition emerged as a captivating centerpiece, drawing talented minds from colleges across Delhi and the NCR region. With the theme "One Earth, One Family, One Future," the competition became a canvas for artistic interpretations entwined with G20-related sub-themes.

Simultaneously, the Presentation Competition unfolded as a testament to intellectual prowess. Diving deep into multifaceted aspects of the G20's impact on the global economic landscape, diverse teams elucidated sub-themes ranging from youth opportunities to the G20's pivotal role in green development and women's empowerment.

The symposium not only served as a platform for intellectual discourse but also as a melting pot of creativity, knowledge exchange, and the celebration of diverse perspectives, solidifying its place as a beacon for insightful discussions and collaborative learning.



## INTRA COLLEGE EVENTS

### Debate Competition [19th October' 22]

A debate competition, organized by Prabandhan: the management club of JIMS VK, took place on October 19, 2022, centering on the theme 'Entrepreneurship in India: Rapid, Consistent, Equal for Every Gender, and Fair and Just to All.' This engaging debate was divided into three segments, each meticulously exploring the realms of 'Consistency,' 'Gender Equality,' and 'Fairness.' The students' fervent participation and strong viewpoints established an energetic ambiance, fostering a vibrant exchange of ideas that enthralled the entire room. Their enthusiasm and passion infused the event with a healthy environment, allowing for the sharing of diverse perspectives on India's entrepreneurial landscape.



## **Quizzical [1st November' 22]**

QUIZZICAL, an event organized by Prabandhan: The Management Club on November 1, 2022, aimed to challenge participants' understanding of the marketing function within management. The quiz was intricately designed, featuring questions that covered various aspects of marketing strategies, corporate branding, and related spheres. Participants found themselves in a dynamic atmosphere, putting their knowledge to the test with a wide range of queries that evaluated their grasp of marketing principles and their practical applications in the corporate world. This engaging event provided a platform for individuals to exhibit their expertise and proficiency across diverse domains within the field of marketing under the umbrella of management studies.



## **Industrial Visit – Bombay Stock Exchange (BSE) [19th December’ 22]**

Recognizing the paramount importance of finance in any organizational framework, an industrial visit to the Bombay Stock Exchange (BSE) was meticulously arranged by Prabandhan - the Management Club of JIMS, Vasant Kunj, for BBA students on December 19, 2022. This visit aimed to impart a profound understanding of the pivotal role played by finance and financial institutions, emphasizing the stock market as 'The Legal Satta Market.' During the visit, Mr. Mukesh, Head of the BSE Institute, delivered an illuminating presentation on the intricacies of the stock market. He elucidated the processes of bidding, putting, holding, and other crucial aspects pertaining to shares. His comprehensive explanation detailed the procedures for traders to purchase shares and provided insights into predicting future market trends. This experience enriched students' awareness about investor strategies and heightened their understanding of the financial landscape.





## Impressionate [2nd January' 23]

Impressionate, an event organized by Prabandhan: the Management Club, took place on January 2, 2023, with a unique premise. Brands were showcased on slides, prompting students to offer impromptu responses associated with each brand. The atmosphere buzzed with enthusiasm as students engaged wholeheartedly, providing diverse and spontaneous answers. This event served as a platform to evaluate participants' quick wit and spontaneous thinking. The varied responses showcased the students' ability to think on their feet and demonstrated their adeptness in associating brands with impromptu ideas, making it an engaging and thought-provoking experience for all involved.



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