



# JAYA ENGINEERING COLLEGE

CTH Road, Prakash Nagar, Thiruninravur, Chennai - 602024



## DEPARTMENT OF BUSINESS STUDIES

### ARTHYUDDH 2K23

### REPORT

Event Title	“ARTHYUDDH 2K23” Management fest		
Chief Guest	Dr.VSV. Verchezhian MD - Sri KVS Industries, General Seceretary TN state - Laghu Udyog Bharathi, National Jt.Gen seceretary NIQR		
Academic year	2023-2024		
Organizing by	Department of Management Studies Jaya Engineering College.		
Program Type	Symposium		
Start date & End Date (DD/MM/YYYY)	30-10-2023	30-10-2023	
Duration of the activity (in Mins) & Start Time & End Time	Duration: 7 Hrs	Start Time: 10.00 AM	End Time: 05.00 PM
Participants	80		
Mode of session (online / offline)	Offline		
Event coordinators	Ms.P. Vaishnavi AP/ MBA		
Target Participants	Students from various colleges.PG/UG		
Outcome	The power of teamwork and management were taught to the students. This experience helped the students develop their managerial skills.		

## **Event Details**

The Department of MBA hosted the National Level Symposium "ARTHYUDDH 2K23" at the JEC Auditorium on October 30, 2023. Around ten o'clock in the morning, the inaugural ceremony began with the kuthuvilakku being lit. Dr. VSV Verchezhian, MD of Sri KVS Industries, and Dr. K.L. Shunmuganathan, Director of JET, Dr. G. Sankaranarayanan Principal of JEC, being the main guests graced the occasion.

Dr. L. SUBBURAJ, the department head, presented a hearty welcoming speech. The keynote address was delivered by Dr. K.L. Shunmuganathan, Director of JET, to the assembly. Dr. VSV Verchezhian delivered a speech on life and the value of seizing the opportunity that has been presented to us in every circumstance. Dr. G. Sankaranarayanan Principal of JEC, encouraged the students to participate in many more events and appreciated the participants participated in various competitions. The event concluded with a vote of thanks from Associate Professor Mrs. Dr. S. Vimali. MBA.

Events such as the Paper Presentation, Best Manager, Ad zap, story narration, and corporate walk were conducted around 10:30 AM following the inauguration. The Valediction Ceremony began at 3:15 PM, followed by the awarding of prizes and certificates and the playing of the National Anthem to conclude the symposium.

Event coordinator

HOD

PRINCIPAL

## **Event Outcome**

Best Manager	<p>The aim of this event is to identify the student with the traits of a good manager.</p> <p>Best Manager includes a diverse array of topics such as strategy formation, crisis management, resource allocation, and workforce management to be countered. Best Manager is not just a competition, it is an experience.</p>
Paper Presentation	<p>Presenting a paper entails sharing research findings and ideas with an audience, often at conferences or seminars. The primary goal is to disseminate knowledge, receive feedback, and engage in scholarly discussions</p>
Ad zap	<p>The main objective is to adjudge the participant's promotional strategies in marketing by way of advertisements.</p>
Corporate Walk	<p>It helps the students to expose their behavioral skills and confidence, with the help of attire they wear.</p>
Story Narration	<p>Bring facts to life, make the abstract concrete and, through meaning making, walk the listener through the mind.</p>

## **ARTHYUDDH 2K23** **MANAGEMENT FEST**

