

GESTIONE 2016

Venue: C D Sagar Auditorium

Time: 9.55 A.M

Chief Guest: Mr. Vivek Maudgalya

Date: 09-12-2016

ORIGIN: As per the culture of Dayananda Sagar College of Engineering, since 2014, Department of Management Studies, organizes an intercollegiate Finance Event under “**PHILIP KOTLER**’ Club for aspirants assembling from various Business schools with a very high competitive spirit to participant and with the strong determination to include their achievements & accomplishments to their resumes. For the preceding academic year 2015 our seniors had organized **GESTIONE-2K15** with the same enthusiasm and determination among the new set of student coordinators, student volunteers and faculty coordinator. These fests are organized every year with the objective to provide platform for the students to showcase their talent with a competitive spirit. The event was successful enough to attract as many as 42 registrations which include all the rounds. The fest executed with a total of 5 rounds planned and organized at its best of quality. Focusing on the types of rounds to include in the event was decided by event coordinators keeping the interest and need of the management student into consideration, with little emphasis on the fun full events behind the scene.

ON THE DAY OF THE EVENT

Start time: 9.55 a.m.

End time: 10.30 a.m.

A one-day inter-collegiate finance event- **GESTIONE 2K16**, organized by the students of Department of Management Studies (VTU 2016-2018) was inaugurated at the C D Sagar Auditorium on 9th December 2016. The event was hosted by Ms. Sushmitha.V 1st Semester MBA, and then an invocation song was sung by Ms. Sushmitha .V 1st Semester MBA. A prefatory video of **GESTIONE -2K16** made by Mr.Suraj, Mr. Pramod, 1st Semester MBA was played.

Dr. K. G Hemalatha, Head of the Department, DSCEDOMS, formally welcomed all the dignitaries present on the dais and participants from various colleges, colleagues & students. The chief guest was florally welcomed by HOD Dr. K G Hemalatha. . The ceremony was followed by lightning of the lamp by the Chief Guest and HOD.



The Chief Guest at the inaugural, Mr.Vivek Madgulaya, a senior social media specialist at strategic marketing services, congratulated the college management for organizing such an event, which involved participants from almost all colleges in the region. Audience raised few questions to chief guest. He answered and cleared each and every doubt or question that was asked. His speech was incredible and at length, he thanked the audience for being patiently listening to him.



At length, a memento was given as a token of gratitude to Mr. Vivek Madugalya ; Chief Guest by Dr. Hemalatha K.G, HOD. The inaugural ceremony was concluded by Ms. Vani 1st Semester MBA, with a vote of thanks.

EVENTS:

- VIGYAPAN KI PEHECHAN
- JINGLES ON THE WAY
- MAL BECH KE AAO
- MAD BANAQ APKA
- MOCK PRESS

i) VIGYPAN KI PEHECHAN

Start time: 10.30 a.m.

End Time: 11.30 p.m.

The first round of the GESTIONE event was Vigyapan ki pehechan and was hosted by Mr. Shabaz Khan 1st Semester MBA. Around 42 teams participated in this first round of which 18 teams came from Dayananda Sagar Institution (MBA-VTU), 10 teams came from Dayananda Sagar Institution (MBA-BU) and 14 team from various other college. Mrs. Roopa U and Dr. Suma Rao were the judges. This round had 7 Audios and 8 Videos with both national and international products included. In this round, there was no elimination. The time allotted to answer the question will be 30 seconds.

ii) JINGLES ON THE WAY

Start time: 11:30 p.m.

End time: 12:30 p.m.

This round was quite interesting with 42 teams taking part. Mr. Ganesh KS and Dr. Krishna Kishore were the judges.

This round is all about writing jingles on a particular product given to each team. Fluent Jingles will gain more marks. This round consists of elimination and 20 teams were selected to the next round.

iii) MAL BECH KE AAO

Start time: 12:30 p.m.

End time: 1:30p.m.

This was the third round of GESTIONE 2K16 and 20 teams were qualified to this round. In this round the teams have to sell used or useless products for maximum price given by the coordinators. Each time was assigned with a volunteer during the process. The team making the highest profit was considered. 12 teams were qualified to the next round.

LUNCH

iv) MAD BANAO AAPKA AD

Start time: 2.30 p.m.

End time: 3.30 p.m.

This was the final round for the day. Ms. Bhabana hosted this round. Six teams were qualified from the previous round. For this round, two teams were merged into a team making a total of 3 teams, consisting 4 in a team. Each team was allotted a case study and a

limited time of 10minutes was given for analyzing it. Each team went through two sub rounds – role play and question answer round. Dr. Deepak and Mr.Ganesha were the judges.

v) Mock press:

This round is all about Mock Press Meet where the teams will be given with Corporate case/Scandals in which they are going to act as the representatives of a particular company. The teams are supposed to defend their companies in respect to the given scandal and justify it to the media. 12 teams were qualified to this round and finally one runner and winner were chosen. A panel of comprising of Dr. K G. Hemalatha, Dr. Deepak, Dr.Suma Rao, Dr.sripathi Rao, Mr. Ganesha, Ms. Roopa, Ms.Ramya and Mr. Brijesh Singh were the judges for the event. Two students executive namely Ms.Sushmitha V and Mr. Pramod Ethape, students of first year MBA were also a part of the panel.

The winners of GESTIONE 2K16 was Mr. Ganesh Dutta and Abhilash 1st MBA (DOMS, DSCE).

The runners of GESTIONE 2K16 was Ms. Meghana and Mr. Nayamath 1st MBA (DOMS, DSCE).

PRIZE DISTRIBUTION CEREMONY:

Start time: 4.30 p.m.

End time: 5.00 p.m.

After enjoying for the whole day and meeting many future marketing creatives, it was the time to say good-bye for GESTIONE-2K16 and wait for the recent future GESTIONE - 2K17!! This was the last phase of the event i.e. Prize Distribution. Dr. K.G Hemalatha, HOD, DSCEDOMS distributed the mementos to the winners as well runners along with appreciation certificates. The winners were encouraged with a cash prizes of Rs.2000/- and runners with cash prize of Rs.1000/-

WINNERS

- Ganesh Dutta (DSCEDOMS)
- Abhilash (DSCEDOMS)

RUNNERS

- Meghana (DSCEDOMS)
- Nayamath (DSCEDOMS)

The Marketing Event GESTIONE -2K16 was concluded with a vote of thanks by Ms Vani, student executive, DOMS, DSCE.