

UDAAN- 2018

UDAAN` 18, the Management Talent Hunt event, was organized by Department of Management, Maharaja Agrasen Institute of Technology, on 28th September 2018.



The event consisted of various activities:

GUESSTIMATES

Guesstimates is defined as an estimate made without using adequate or complete information, or, as an estimate arrived at by guesswork or conjecture. A guesstimate may be a first rough approximation; pending a more accurate estimate or it may be an educated guess at something for which no better information will become available. The paramount objective of this activity was to inculcate a thought process amongst the students. Such brain storming activities help to understand the potency of understanding a situation, extent of a person's ability to connect things to reach an answer, competency to prioritize and dismiss different parameters, and how well one can work with limited information.



POSTER MAKING

The theme of the competition was "Emerging India", where participants had to showcase in a creative manner their interpretation on how India has emerged and developed over the years in a creative manner. Participants creatively showed how tourism has developed over the years. Women empowerment was expressed creatively, impact of digitization was also shown and various other aspects of emerging India were showcased.



SUPPLY CHAIN MANAGEMENT

The major objective of organizing this event was to provide insight regarding supply chain management, and to develop and test participants regarding problem solving skills. The event comprised of two rounds. Round 1- Forced elimination round, under which participants time management and their previous knowledge was tested. Each top 10 high scoring teams were taken further for Round Two, which was required to solve a Supply Chain Case, a case study round, under which a real life case study was given to the participants. The case study helped in judging the creative and ideation skills in the area of supply chain management.



IPL BIDDING

The objective behind organizing the event was to know the prudence and intuition of the participants, how effectively they use the brand name and marketing strategy to build their team. The event was held in two rounds. First round was the screening round. Each team was given a questionnaire which was in MCQ form and second round was the bidding round in which selected teams were supposed to buy the cricketers to formulate their respective team.



PHOTOBOOTH

This activity was conducted so that student can create a Photo booth related to the contemporary business management themes such as non performing assets of banks, brands of the companies and their history. Students created a brand awareness of various companies and their products by giving the presentation and creating different props. There were total 6 teams which participated and they created different photo booths on various themes and brands such as DISNEY, LAKME, USHA, NESCAFE, NON PERFORMING ASSETS. The judges were Dr. Ritu Gupta and Mr. Rajiv Jain.



CORPOSHAstra

This objective of this event was to check the social media networking skills & increase the knowledge of the students. There were 3 rounds in the event - **Word Sword** (Screening Round), Biz- Quizitive and Profile. The first two rounds covered various questions related to general awareness and business awareness. The last round checked the social media networking skills of the students. The event witnessed an active and enthusiastic participation of the students.



CORPO- STYLO

To have an edge in the corporate world, the greatest weapon is the individual's energy and confidence that creates the first impression every day. First impression is always accounted by the attire one carries. It reflects the personality of individuals, creative professional outlook and it is an easy way to stand out from the crowd. And to find out this kind of energy and enthusiasm amongst our young future managers, Mr. and Ms. Corpostylo, 2018 was organized which comprised of three rounds. First Round was the 'confident walk' round, along with the introduction of participants. The Second Round was the 'Talent Round'. The final round was the question and answer round. The event was a great success and ended with a spectacular 'walk of success' by the faculty members of Department of Management.

