

CHRIST (Deemed to be University)  
Department of Management Studies,  
MBA (Finance Management)

## ARTHAYUDH 2019

### *--GENEIOKRATIO--*

Arthayudh 2019, the Annual National Level Post Graduate Management Fest, is the flagship event of Department of Management Studies, which was organized under the banner of Christ University Management Association (CUMA) with its inaugural on 20 September 2019 followed by the Finale and Valedictory Ceremony on 21 September 2019. This fest celebrates the gathering of students from different colleges and universities who lock their wits and put their managerial knowledge and skills to test. It provides a platform to the participating students to display their acquired knowledge in the area of Management through various competitive events aimed at nurturing holistically developed professionals and managers, to meet the expectations of the current fast-paced business world.

The theme for Arthayudh 2019 is '**Geniokratio**' which means the '**System of Government**', that advocates problem solving, creative intelligence and compassion. The world today would not be functioning the way it is, if not for the various types of Governments ruling the countries across the globe. Democracy and Monarchy are not the only orderly forms of Government prevalent in today's world. The one form that is considerably overshadowed is the Geniocracy, a form of Government that rules with creativity, intelligence and innovation. Instead of the traditional liberal democracy, Geniocracy insists that the representatives meet a certain level of problem solving and creative intelligence to overcome the challenges of the State. Similarly, in the current world scenario, only by conquering the hurdles with intelligence and innovation can the budding managers emerge successfully.

The inauguration ceremony was graced by Arjuna Awardee Mr. Prakash Nanjappa, and marked the beginning of various events with many students being its participants from colleges across India and corporates from various MNC's like TCS, Infosys etc. The events

proved to be commendably challenging to the participants, as it would be pushing them beyond their limits, in this battle of wits 24\*7.

Mr. Sutanu Chowdhary, Senior HR Vice President – Spar, was invited as the Chief Guest for the valedictory ceremony of Arthayudh 2019. The battle was real and the call was close. Prizes worth Rs. 5 lakhs were distributed among the participants.

Though this combat seemed rough, there were many memorable and joyous moments, which were cherished by everyone.























