

School of Commerce, Finance & Accountancy
Department of Commerce
CHRIST (Deemed to be University), Bangalore

Activity Report

General Information

Type of Activity	Workshop (Orientation)
Title of the Activity	Prarambh Boot camp - 2022
Dates	September 01, 2022
Time	10:00 A.M – 1:00 P.M
Venue	Main Auditorium, Bangalore Central Campus
Collaboration/ Sponsor	-

Presenters' Details

Name	Chris Nelson
Position	Public Relations Event Head
Organization	CUCA
Title of Presentation	-

Name	Aarushi Rai
Position	Public Relations Event head
Organization	CUCA
Title of Presentation	-

Name	Nikita Sasi
Position	Marketing Event head
Organization	CUCA
Title of Presentation	-

Name	Pancham Agarwal
Position	Marketing Event head
Organization	CUCA
Title of Presentation	-

Name	Jatin Agarwal
Position	Finance Event head
Organization	CUCA
Title of Presentation	-

Name	Ishan Lath
Position	Finance Event head
Organization	CUCA
Title of Presentation	-

Name	Rachna Kabra
Position	Human Resource Event head
Organization	CUCA
Title of Presentation	-

Name	Malavika Subash
Position	Human Resource Event Subhead
Organization	CUCA
Title of Presentation	-

Name	Sauravjeet Singh
Position	Business Quiz Event head
Organization	CUCA
Title of Presentation	-

Name	Mehak L Bagrecha
Position	Business Quiz Event head
Organization	CUCA
Title of Presentation	-

Name	Hriday Shah
Position	Business Quiz Event head
Organization	CUCA
Title of Presentation	-

Name	Rushil Sahni
Position	Best Manager Event head
Organization	CUCA
Title of Presentation	-

Name	Sahil Jain
Position	Best Manager Event head
Organization	CUCA
Title of Presentation	-

Participants' Profile

Type of Participants	Students
No. of Participants	800 (Approximately)

Synopsis of the Activity (Description)

Highlights of the Activity	<ol style="list-style-type: none"> 1. The Prarambh boot camp was organized and carried out by the second-year event subheads, who would also organize Prarambh, an intra-departmental fest for the first-years. 2. The boot camp was conducted on 1st September 2022 in the Main Audi of Bangalore Central Campus. During the boot camp, the first-year students were introduced to the concept of business festing in general, and as to what CUCA has in store for them throughout the academic year. The first years
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	<p>from the Department were introduced to the specific events under CUCA so that they can choose their respective fields of interest during the Prarambh Business fest.</p> <ol style="list-style-type: none"> 3. The event also saw a melodious music performance by Team Sangeeth1 of the Department of Commerce. 4. Each event's boot camp was mandatory to be attended by the first-year students, and provided the cohort with event-specific knowledge to help them make an informed decision regarding participation. 5. Sub-heads of every event made use of attractive presentations to present their content to the audience effectively and interestingly. 6. During the Bootcamp, the speakers representing different events discussed real-life case studies so that the first years are well equipped to give their best in the upcoming Prarambh fest. 7. At the end of the boot camp, a Q&A session was held to clear the doubts of the first years and reassure them of the opportunities available to them through Prarambh.
Key Takeaways	<ol style="list-style-type: none"> 1. The boot camp resulted in the first-year students learning about the culture and elements of business festing, as well as gave them an idea of what each event entailed. 2. The first years were successfully struck by the realisation that competing in a business fest like Prarambh would provide them with exposure to real life corporate scenarios while pursuing their graduation. 3. The target audience of the boot camp, i.e., the first years received due enlightenment in terms of realising that Prarambh not only provides them with real life work exposures, but would also help them sharpen their interpersonal skills. 4. The absence of any mishaps that came in view after evaluating the results received from the feedback form, which was asked to be filled by the students, highlighted the

	<p>The success of the boot camp held for the benefit of first-year students.</p>
Summary of the Activity	<p>The Sanskrit word '<i>Prarambh</i>' means to begin or start. As the first years embark on their odyssey at Christ, this Intra-departmental business fest provides them with a perfect ambiance to hustle. The Prarambh boot camp has been an integral part of the CUCA curriculum because it introduces newly admitted first-year students to the diverse range of events that are held at the Prarambh business fest. The Boot camp for the various events under CUCA was conducted on September 1, 2022, and it oriented the students as to how the rounds and deliverables would be for a typical business fest. The Bootcamp session for Prarambh 2022 started off with the welcome address by the emcees of the event. This was followed by event specific introduction of all the events under CUCA. The Bootcamp also saw a melodious performance by Team Taal of the Department of Commerce.</p> <p>Public Relations</p> <p>The Bootcamp for public relations was presented by the head of the event Chris Nelson and Aarushi Rai. It started with a small introduction to Public Relations as an event and was followed by the sub-heads, emphasizing on syncing spontaneity to embrace the twists and deliver a reasonable solution. Next up, a detailed explanation of the rounds and deliverables was provided to the participants. The sub-heads took up numerous case studies to give the participants the clarity required while pitching their stance. They also offered insights that could help participants outshine, leaving a lasting impression. An interactive session followed this, and the presenters convinced the participants as to why they should opt for Public Relations as an event.</p>

Marketing:

The session on Marketing was organized by the event heads Nikita Sasi and Pancham Agarwal. Initially, the participants were introduced to the concept of marketing. They were given a detailed orientation on the importance of marketing, especially in the current market scenario, which saw digital shopping coming to prominence. The participants were also introduced to various marketing tactics, including guerilla marketing, ambush marketing and stealth marketing. Attendees were given a number of examples of different marketing techniques that were used by big companies, which had helped them gain popularity and increase their sales. The session also had an interactive session whereby the participants were allowed to know more about the marketing.

Finance:

The bootcamp session for finance was organized by the event heads Jatin Agarwal and Ishan Lath. The session began by highlighting the need for financial literacy and why participants should opt for Finance as an event. This was followed by giving participants certain hypothetical situations to provide them an idea of what to expect from the event. The bootcamp had several hypothetical case studies explained and this helped the participants to get an overall idea as to various problems that a finance professional would face in a corporate workplace.

Human Resource

The bootcamp session for Human Resource was organized by the event heads Rachna Kabra and Malavika Subash. The participants were provided with an overview of the event alongside the sub-heads highlighting the need for a conducive workplace culture during the initial part of the presentation. This was followed by a detailed breakdown of the HR Financials and non-monetary benefits at a workplace. The workshop also stressed the necessity

	<p>of being innovative and practical in today's corporate environment and encouraged participants to join the event so that they, too, could acquire these abilities before embarking on a corporate odyssey.</p> <p>Business Quiz</p> <p>The bootcamp session for Business Quiz was conducted by event heads, Sauravjeet Singh, Mehak L Bagrecha and Hriday Shah. The session started off by the speakers orienting the students as to what business quiz as an event offered the participants. This was followed by the subheads of the event conducting a mock quiz for the attendees to pitch in. This helped the attendees to develop an overall perspective as to how the rounds would be for a Business Quiz event. The session concluded with a Q and A session for the participants whereby the doubts put forward by the attendees were cleared.</p> <p>Best Manager</p> <p>The Best Manager boot camp was presented by event heads Rushil Sahni and Sahil Jain. It started by introducing Best Manager as an event and how it represents all CUCA events in a single blend. Thereafter, the presenters explained what skills and practices are essential if one wants to become The Best Manager Prarambh 2021 and why it is important to be the most thoughtful person in the room, followed by steps demonstrating all-around excellence in the Best Manager round. After this, the sub-heads presented some sample rounds to give the audience a better idea of what they are expected to do while solving a Best Manager round and how unique and challenging the rounds can be. The presenters then discussed the unique selling point of Best Manager- the 'Mentor-Mentee System' and 'The Best Manager Title' and discussed some tips and tricks to ace the Best Manager round. It was followed by an interactive session between the</p>
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	<p>audience and the presenters, whereby the doubts put forward by the attendees were cleared.</p> <p>Prarambh Q&A</p> <p>The Prarambh Question and Answer session involved the doubt-clearing session of the attendees related to the different events and Prarambh as a fest.</p>
Follow-up Plan, if any	<p>A Google form was circulated at the end of boot camp to invite feedback from the first years. Thereafter, the sub-heads analyzed the responses to churn out insights in order to understand the success of the boot camp and make any necessary upgrades to the same.</p>

Rapporteur

Name of the Rapporteur	CUCA Audit Committee
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Brief Summary

The Prarambh Boot Camp 2022 was organized on September 1, 2022, in the Main Auditorium of Bangalore Central Campus. The boot camp started off with a welcome address by the emcees for the event. The Bootcamp saw different events under CUCA orienting the students as to what to expect from each of these events. The sessions for each event were conducted by the respective heads along with the help of subheads. The Bootcamp also saw a melodious music performance by Team Taal of the Department of Commerce. The event also had a separate Q andA session for the attendees to put forward their questions. The event concluded with a vote of thanks whereby the emcees thanked each of the attendees for their active participation in the session.

Pictures and Recordings:

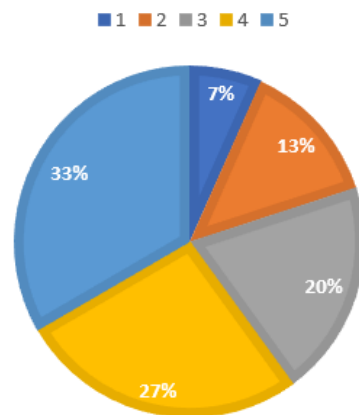


Feedback and Analysis

➤ Organizers' Feedback

Do you think the purpose of the orientation has been met and it was helpful for the students?

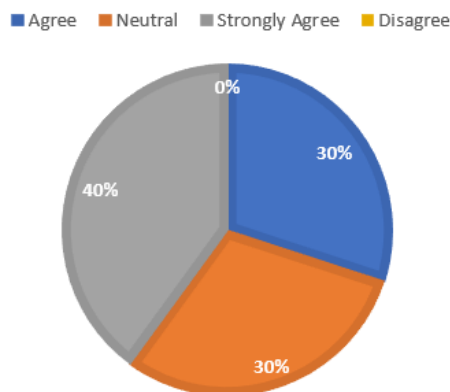
TOTAL COUNTS AND PERCENTAGE



40% of the respondents *agreed*, and 30% of the respondents has a *neutral* response.

How well do you rate this year's boot camp?

TOTAL COUNTS AND PERCENTAGE



The event was viewed *positively* but the organizers. Most of them chose 4 or 5 (27% chose 4 and 33% chose 5), on the same increasing scale, to represent their rating for the event

Written Feedback/ suggestions

The organizers were very enthusiastic in orienting the first-year students about the most vibrant fest of the department of commerce – PRARAMBH.

It was quoted as

“A successful event of orienting and motivating our first years. Everything went as planned. It was one of the most interactive Q&A sessions we have had. The energy of the Bootcamp really set the tone for PRARAMBH”

The common feedback given was that the event was well conducted and highly informative!

But many of the organizers believed that the timetable of the event could have been given in advance, in order to prepare better and present in a more systematic manner.

Another suggestion was to conduct an informal session between them to break the ice and get more comfortable with fests

Response to feedback

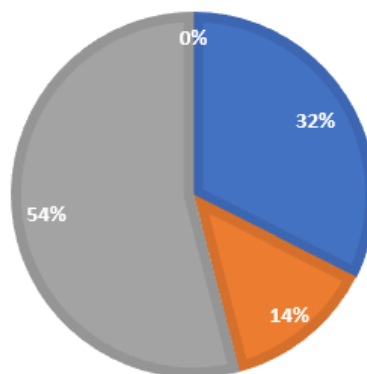
In order to inculcate informal interaction among the organizers and participants, workshops will be planned with proper interactive sessions.

➤ Participants' feedback

Did the Orientation help you understand CUCA better?

TOTAL COUNTS AND PERCENTAGE

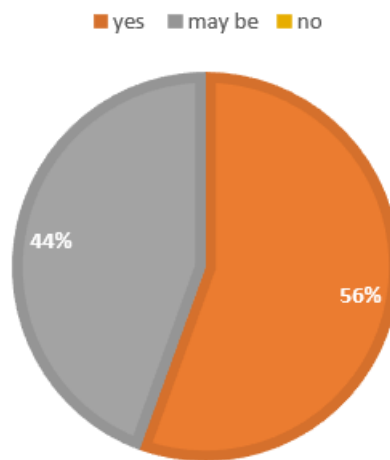
■ Agree ■ Neutral ■ Strongly Agree ■ Disagree



32% of the respondents *agreed*, and 54% of the respondents *strongly agreed*.

Will you be participating in PRARAMBH?

TOTAL COUNT AND PERCENTAGE



The participants gave really *positive* feedback. 56% of them surely want to participate, with 44% of them yet to decide.

Written feedback/ Suggestions

The participants who attended the session truly enjoyed the orientation and understood the department of commerce and CUCA much better! They appreciated the proper structure and planning of the workshops.