

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

**Activity Report**

**General Information**

Type of Activity	Events (Capacity Development and Skill Enhancement)
Title of the Activity	PRAYAS 2023
Date/s	February 28, 2023 – March 2, 2023
Time	9:00 A.M. – 6:00 P.M.
Venue	Inauguration Ceremony: Main Auditorium, Audi Block Events – Room of Block 4, Panel room of Block 2, Sky view of Central Block Valedictory Ceremony : Main Auditorium, Audi Block
Collaboration/Sponsor (if any)	-

**Judges' Details**

Name	Mr. Sunil Lobo
Title/Position	Chief Commercial and Sales Officer
Organization (External)	Coca Cola
Title of Presentation	Chief Guest Address (Inaugural Ceremony)

Name	Ms. Rashmi Vikram
Title/Position	Sr. Director - GSI's and Partner Ecosystem
Organization (External)	Palo Alto Networks
Title of Presentation	Guest of Honour's Address (Inaugural Ceremony)

Name	Mrs Meenakshi Iyer
Title/Position	Managing Director
Organization (External)	Standard Chartered
Title of Presentation	Chief Guest Address (Valedictory Ceremony)

Name	Dr Fr Abraham Vettiyankal Mani
Title/Position	Vice Chancellor
Organization	Christ (Deemed to be University)
Title of Presentation	Vice Chancellor's Address

Name	Dr Tomy K Kallarakal
Title/Position	Dean, School of Commerce, Finance and Accountancy
Organization (Internal)	Christ (Deemed to be University)
Title of Presentation	Dean's Address (Inaugural Ceremony)

Name	Dr Karthigai Prakasam C
Title/Position	Head of Department
Organization	Department of Commerce, Christ (Deemed to be University)
Title of Presentation	Welcome Address

Name	Dr Kavitha R
Title/Position	Co-Coordinator of CUCA
Organization	CUCA, Department of Commerce, Christ (Deemed to be University)
Title of Presentation	Vote of Thanks (Valedictory Ceremony)

Name	Mr Akash A
Title/Position	Cultural Coordinator, Department of Commerce
Organization	Christ (Deemed to be University)
Title of Presentation	Vote of Thanks (Inaugural Ceremony)

Name	Mr Vinay Mudaliar
Title/Position	Quizmaster
Organization	MINDCOGS
Title of Presentation	Quizmaster for Pashnottari Final round

### Participants' Profile

Type of Participants	Students
No. of Participants	1000 (Approximately)

### Synopsis of the Activity (Description)

Highlights of the Activity	<ol style="list-style-type: none"> <li>1. PRAYAS 2023, an International Inter-Collegiate Management fest, the flagship event of the Department of Commerce organized by Christ University-Commerce Association (CUCA) provided participants with an immensely educational and networking opportunity over a period of three days.</li> <li>2. The inauguration of the event was termed the rise of the Phoenix as it happened offline after 2 years and business enthusiasts from 12 colleges participated in contingent events and quizzers from 15 colleges challenged themselves and others in business quizzes.</li> <li>3. The event witnessed the greatest trophy reveal which was followed by lightening the lamp along with a prayer song to bring a sense of peace, comfort and hope to the audience.</li> </ol>
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	<p>Entertainment and cultural representation by Team Sangeet, Team Taal and Team Chuvadu and the Introductory video by the Department of Commerce's Media Team portrayed the inner essence of Prayas 2023.</p> <ol style="list-style-type: none"> <li>4. The valedictory ceremony for the event was held on Thursday, March 2<sup>nd</sup> 2023 from 12:00 Noon to 1:00 PM, in the presence of all dignitaries and the entire CUCA team. The ceremony was attended by the Chief Guest, Mrs. Meenakshi Iyer, Managing Director of Standard Chartered.</li> <li>5. Subsequently, the winners of Prayas 2023 were announced based on the total scores achieved by the participants. The contingent event, Pareekshana, was won by Team Wine Street from the School of Business and Management Association, (Christ University, Bangalore Central Campus) and the runners up were Team Fleet Street from Loyola College, Chennai. Additionally, Pravritti was won by Team Hotel Hustlers from Christ University, Lavasa Campus.</li> <li>6. In the case of the Business Quiz event, Prashnottari, Team Trafalgar from the Department of Professional Studies secured the first position followed by Team Euston from the Economics, Mathematics, and Statistics Department (Christ University, Bangalore Central Campus).</li> <li>7. Both the opening and valedictory ceremonies were graced by magnificent performances by Team Taal from the Department of Commerce.</li> <li>8. Prayas 2023, as addressed as Rise of Phoenix aptly carry the message delivered by Dr Karthigai Prakasam C, Head, Department of Commerce, that failure is an important milestone of success and fests provide an opportunity to learn from the mistakes which classrooms lack in.</li> </ol>
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Key Takeaways	<ol style="list-style-type: none"> <li>1. The events organized under Prayas 2023 served as an excellent platform for students all over the world to showcase their talents and skills in various fields.</li> <li>2. The various rounds designed under Prayas gave the students an idea about how things worked in a practical dimension.</li> <li>3. The competition rounds were mostly submission-based rounds, presentation rounds, and on-the-spot rounds that tested the participants' abilities and skills while also fostering their interpersonal, social, and societal capabilities.</li> <li>4. The participants developed a comprehensive understanding of the difficult and complex corporate environment. They were prepared with the knowledge and experience needed to handle any problem with ease.</li> <li>5. Participants undoubtedly gained knowledge of critical thinking, mental clarity, and confidence through this event.</li> <li>6. Ultimately, Prayas 2023 leaves behind a competitive and driven environment. The participants were quite enthusiastic and enjoyed themselves.</li> </ol>
Summary of the Activity	<p><b>Inauguration Ceremony :</b></p> <p>PRAYAS: A word that demonstrates an effort and an attempt to achieve. The inaugural ceremony began by honouring guests and transpiring the trophy with a gigantic mix of suspense and surprise and the prize amount. Following the custom of Christ (Deemed to be University), the Lightening the Lamp ceremony by the core committee and dignitaries along with the mesmerizing prayer song by Team Sangeet. This was followed by the speech by Dr</p>

	<p>Karthigai Prakasam C, Head, Department of Commerce who focussed on the immense learning opportunities that these fests posed. He also emphasized the importance of critical thinking and failures which was also prioritized by Mr Sunil Logo, the chief guest of the event who addressed the gathering later. The focal point of his address was the development of leadership/behavioural skills and functional skills. Following this, Ms Rashmi Vikram, the Guest of honour presented on digital transformation which revolved around innovation and changes. This was followed by PRAYAS' introductory video by the CUCA Media Team that gave a glimpse of various committees that made the event successful and the pre-PRAYAS preparations. The end of the event was marked by a dance performance by Team Chuvadu, PRAYAS' introduction by the core committee and a band performance by Team Sangeet. At the end, a vote of thanks was delivered by the cultural coordinator, Mr Akash A.</p> <p>Many promotional events took place before PRAYAS, to spread awareness and make it much more prominent on campus. They were:</p> <p><b>Blood donation drive</b></p> <p>This was an essential and impactful initiative by the Department of Commerce to arrange a blood donation campaign. To spread awareness of the critical aspect of blood availability, which can help save lives, in many cases of bleeding disorders, and heart, liver and lung disorders too. 1 unit of blood donated would help to save 3 lives. This was done on the 23rd of February 2023 from 11 AM to 5 PM in the Audi block. Everyone from the campus was allowed to donate blood, provided they were healthy and they had to take certain check-ups to make sure their blood can be donated. It was executed smoothly with the help of the Rotary Neo,</p>
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Bengaluru. Refreshments and Certificates were also provided to the students who took part in the drive.

### **Monopoly**

The main theme of PRAYAS was based on Monopoly, there was an activity conducted related to this to further promote the event. This happened on the 22nd of February, 2023. A monopoly “playground” was set up with 5-6 Monopoly game boards. It was a place for enthusiastic students to play and have a good time. There was a playful, competitive yet friendly atmosphere. This was conducted with a time constraint and the winners were given goodies and also had their names put up on the leader board.

### **Treasure Hunt**

To make it more interactive, the CUCA team also organized a treasure hunt for the students. This was done on the 14th of February, 2023. The clues were sent to all classes through a WhatsApp message. The first clue was “Climb away the climb that leads nowhere.” An image of how the clue would look was also sent. Each clue had one letter of the word “PRAYAS”. The second clue was an image of the scientific name of a Fig tree on campus. Thus, it was a test to know how well the students knew the campus.

### **Carnival Street**

A Carnival Street was set up, this was the most impactful promotional event as it was in the middle of the campus and all students passing by saw the stalls. These stalls mainly consisted of the sponsors of the PRAYAS Fest. They were present on the 3 days of the event, that is the 28th of February, the 1st and 2nd of March. Around 20 stalls were set up. There were clothing companies, fashion, gaming and many more. Some of the companies included Lashika Skincare, IDare and Fastrack. Some

stalls were even set up by the students to make it more entertaining by conducting games.

**Prayatna (Contingent Event):**

**Chapter 1: 19th CENTURY**

Enthusiastic and excited participants from different colleges, across the country, divided into teams, started Day 1 of the flagship event of the Department of Commerce, Christ (Deemed to be University) – PRAYAS 2023. The round was based on the theme and situations prevalent in the 19th century, where the participants had to go back to the timeline and align their thinking and ideas accordingly. There were a total of 13 teams, and the participants of various teams had to plan and decide on which events the various teammates would go in for. This chapter consisted of 6 rounds testing participants' knowledge of different aspects of the business world. Participants' knowledge, critical thinking and problem-solving skills, imagination, and creativity were put to a test in these rounds.

**ROUND 1: DON'T GO CHASING NIAGARA**

The first round went back to the time when Alternate current was discovered by Nikola Tesla as against Edison's already discovered Direct current. Morgan, the protagonist of the case, was already in partnership with Edison. The round involved the participants wearing the shoes of Morgan's advisor and helping him overcome the burden of not having access to Nikola Tesla's alternating current technology, which was crucial for the Niagara Falls project. The participants were required to ideate strategies to gain Tesla's trust and build a partnership with him, launch a smear campaign against Westinghouse, provide a comprehensive production budget and pricing model for the first 5 years, and

financials for the first 5 years once the plant is functional, draft employee protectionary policies and labor laws, and provide an employee payroll structure. In case collaboration with Tesla is not possible, the participants were to provide a backup plan. This was a presentation and submission-based round, which aimed to judge the participants on their problem-solving and critical thinking skills, along with putting their creativity to the test. The rounds were judged by Mr Jayesh Sharma and Mr Rohan Varghese. Round 1 started at noon in Room 911, Central Block.

### **ROUND 2: CREDIT WORTHY?**

Round 2 involved a case of the Credit Mobilier Scandal of 1872, in which Union Pacific executives formed a shell company to act as the principal contractor for the construction of the transcontinental railroad. Credit Mobilier presented Union Pacific with inflated construction costs, which Union Pacific presented to Congress. By the end of the scheme, the railroad cost around \$50 million, but Credit Mobilier billed Union Pacific around \$94 million, with the rest going into the pockets of politicians, officials, and executives. Thomas Durant, VP of Union Pacific, has been named the prime accused. The participants as the defense attorney were required to build a case so that all charges were dropped and the accused were acquitted. It was a really interesting and engaging round where the participants had to present and fight for their case, the venue of Moot Court made this round more realistic. The Round started at 12:00 pm.

### **ROUND 3: LEI DO RIO BRANCO**

In this round, the participants had to travel back to the time when the Brazilian slave trade was flourishing. The Grão Pará and Maranhão Company were one of the most flourishing Brazilian slave trade companies that operated through the acquisition, transportation, and sale of enslaved people, primarily in Africa and



the Americas during the height of the transatlantic slave trade. Despite the brutal and inhumane conditions faced by the enslaved people, the other slave trade companies were able to generate significant profits and wield significant influence in the economies and politics of the time until the anti-slavery sentiments of agitation widely spread across the masses in the 1860s. The participant as Mr Sebastião José de Carvalho, the third generation to the founder of the Grão Pará and Maranhão Company in the year 1888, had to plan on assisting the remaining slave trade companies who are afraid of carrying out the slave trade in the fear of being prosecuted by the law. To make a comeback, the participants need to propose a detailed business plan comprising appropriate strategies and a plan of action to appease the situation, which includes convincing the slave trade owners to be a party to your plan, creating a plan of recruitment and networking channels for the supply of slaves, and methods and arrangements to carry out the plan. It was a presentation-based round. The round was judged by Mr Arjun and was conducted in the Council Room, Central Block starting from noon onwards.

#### **ROUND 4: STOLEN MUSE**

The round revolved around the theme of the smuggling of cuneiform tablets from Baghdad during the late 19th and early 20th centuries, which were labeled as ‘Ancient Near East’ artifacts in European and American museums. The Ottoman Law of 1884 aimed to protect archaeological material and establish national ownership over all artifacts within the Ottoman Empire, but it was difficult to enforce. Foreign archaeological missions continued to smuggle artifacts through neighboring countries. In this context, the participants as heads of the Department of Egyptian and Assyrian Antiquities of the British Museum had to plan to set up an internal supply chain to move the tablets from Iraq to Britain without detection by the Ottoman authorities. You also plan to

establish a surrogate in Baghdad and develop a marketing campaign for your surrogate product. Additionally, you need to develop a manpower requirement plan for local and logistical operations, a crisis communication plan, and methods of transfer of funds between Baghdad and London for the movement of artifacts. It was a submission and presentation-based round which was judged by Mr Sarvesh Iyer. The round started at 12:30 P.M. in the Conference Hall, Central Block,

#### **ROUND 5: THE AMERICAN DREAM**

This round was in the background of the time of the rising of two business tycoons in America - Andrew Carnegie and John D. Rockefeller, who dominated their respective industries. Carnegie's success in the steel industry was threatened by Rockefeller's entry into the same business, prompting Rockefeller to build his own steel company to rival Carnegie's. The various factors of competitive rivalry, supplier power, and buyer power, which are key in the steel industry were to be analyzed by the participants before formulating a plan, being Rockefeller's Chief advisor. The participants were to successfully establish a new steel company, provide a detailed budget, supply chain planning, recruitment, and marketing strategies which would be required. An ambush marketing campaign was to be planned against Carnegie's company by emphasizing the unique features of the new company. The projected revenue for the next five years along with a break-even analysis to determine the profitability of the new company were some of the other deliverables. This round put the entrepreneurial mind of the participants to the test and was judged by Mr Hitesh Bhansali. It was a presentation and submission-based round which started at 2:45 P.M

### **ROUND 6: SINK OR SAIL**

This Round put participants to contribute to world economic history by putting plans to revive the loss-making Suez Canal project. Suez Canal – the engineering marvel of its time connecting the Mediterranean Sea to the Red Sea was opened in 1869 and had an immediate and dramatic impact on world trade, playing a significant role in increasing European penetration and colonization of Africa. However, following the financial crisis of 1875, the Suez Canal Company faced a sharp decrease in shipping traffic, a drop in revenue, and competition from other shipping routes, leading to bankruptcy. The British government became keen on taking control of the canal to ensure a secure key trade route and exert greater political influence over the region. The participants as top executives of the company had to formulate plans to revive the business without any political intervention. The participants had to devise strategies including working on financial restructuring, marketing strategies, public campaigns, employee satisfaction, risk management analysis, and operations analysis to help the company achieve its goals of ensuring stability to international investors, increasing shipping traffic through the canal, building public trust, improving working conditions for employees, and combating competition. It was a submission and presentation-based round which was judged by Mr Vinyas.

### **ROUND 7: TERROR TRIO**

This round majorly focuses on the influence of money in politics and how the participants could devise ways or strategies to win this. It was in the background of a battle between the Democrats nominated William Jennings Bryan and the Republicans nominated William McKinley for the presidential election. McKinley's campaign had invented a new form of campaign financing by seeking the support of wealthy businessmen such as

Rockefeller and J.P. Morgan. Meanwhile, Bryan's campaign focused on equality for all and breaking down monopolies. In response, the wealthy trio of JP Morgan, Rockefeller, and Carnegie come together and donate a combined \$60 million to McKinley's campaign, which was known as the "Terror Trio," and their actions raise concerns about the influence of money in politics. The participants, William Jennings Bryans, had to develop a new model for the presidential campaign, devise strategies to raise finances for their campaign, formulate new policies, and prepare a PR Statement to expose the wrongdoings.

## **CHAPTER 2: 20th CENTURY**

Chapter 2 '20TH CENTURY' had a large number of participants who had completed the previous chapter in which they had to tackle various facets of the business world. This chapter was divided into 8 rounds, each focusing on a prominent 20th-century event. The contestants were given time constraints and they had time constraints and they had to overcome various obstacles and make rapid decisions.

### **Round 1: BLOOD ON THE ROCKS**

Round 1 focused on the Coal Wars and the Ludlow Massacre between 1200 striking miners in Colorado and the Colorado Fuel and Iron Company (CF&I). In the early 20th century many coal miners in Colorado went on strike several times to protest low wages, dangerous working conditions and the use of company-controlled unions. They were continuously met with violent resistance from the coal mining companies. On one such occasion, a group of striking miners and their families were attacked by CF&I's hired guards while camping at a tent colony. The guards

set fire to the tents, killing around 21 people. The incident completely tarnished the company's reputation and they were met with widespread criticism. The round required participants to act as the CEO of CF&I and address the American government and the workers through a PR campaign, HR plan and marketing strategies to repair the company's ruined public image.

### **Round 2: TWO MINUTES WITH VENUS, TWO YEARS WITH MERCURY**

This round focused on a relatively unknown problem of Colonial India. In Colonial India, the spread of venereal diseases such as syphilis and gonorrhea was high, particularly among the soldiers in the army. The average annual admission of British troops to hospitals for venereal infections was over 200 per 1000 and by 1895, this had reached a startling rate of over 500 per 1000. The common cure for STD syphilis was mercury. It had been a popular cure since the 1400s and ever since then, mercurial injections and pills have been widely used to combat syphilis. However, mercury causes several alarming side effects such as tooth loss, stomatitis, proteinuria, weight loss, gastroenteritis etc. Therefore, when Nobel Prize winner Paul Ehrlich developed Salvarsan, a less toxic cure for syphilis, it was met with high levels of excitement. The participants' role in this round consisted of playing the 'Devil's Advocate' by promoting the use of mercury pills and creams.

### **Round 3: THE FALLEN KING**

In this round, the participants were given the difficult task of reviving a failed airline company and devising strategies for its survival. Pan Am was the largest international airline in the US

during the 1970s. IN 1970 alone, it carried 11 million passengers to 86 countries worldwide dubbing it “America’s unofficial flag carrier”. However, the following years saw the company facing tremendous problems including loss of monopoly due to the Airline Deregulation Act 1978, unstrategic purchases, rise in fuel prices and terrorism attacks. Therefore, by the early 1990s, Pan Am had completely vanished and was not even a shell of what it had once been. The teams' task at hand comprised creating a comprehensive turnaround strategy, a financial plan, an HR plan and a multi-phased branding plan to restore public faith in the company.

#### **Round 4: LACTUM (IN)TOLERANCE**

Round 4 revolved around the startling failure of Germany to develop Penicillin which was a major contributory factor in the defeat of Nazi Germany in World War 2. Penicillin, discovered by Alexander Fleming, was a miracle drug that saved the lives of thousands of Allied soldiers in WW2. It reduced deaths caused by Gangrene by approximately 50% and increased the longevity of the army. The Germans meanwhile did not have access to the miracle drug and frequently relied on sulfa drugs. Compared to penicillin, sulfa drugs were much less effective due to resistant strains developed through overuse. Furthermore, it was a commonly used drug that did not give the Germans any competitive advantage. While the rest of the world was researching the use of penicillin, German pharmaceutical firms did not take any action. As a result, they failed to develop penicillin. The participants’ task at hand for this round focused on creating a centralized medical body in Germany to propagate the research and use of this miracle drug.

#### **Round 5: A COSTLY SACRIFICE**

This round was an on-spot round designed to test the participants' quick thinking, decision-making skills, and knowledge. In this, the teams had to take accountability for the failure of USS Grunion (SS-216), an American wartime submarine that killed 70 of its soldiers due to poorly designed torpedoes. The participants had to take on the role of the head of the Electric Boat Company and address the issue and the potential threat posed by other submarines during wartime to US officials.

#### **Round 6: NOT SO HIGH YIELD**

In this round, the participants were given the task of formulating a plan of action to service the bad debts. The round involved The Lincoln Savings and Loan Association which was a savings and loan institution that was founded in Irvine, California in 1963. During the mid-1980s, the institution was considered one of the fastest-growing savings and loan associations in the United States. In 1985, Lincoln Savings and Loan Association had become heavily invested in junk bonds, which were high-yield and high-risk bonds that were issued by companies with poor credit ratings. Despite warnings from regulators, Lincoln continued to invest heavily in junk bonds, which accounted for nearly 70% of its assets. The investments proved to be highly risky and many of the real estate projects failed, leading to significant losses for investors. Additionally, Lincoln Savings Was also engaging in several high-risk lending practices, such as making loans to developers and investors without adequate collateral or creditworthiness. The participants were tasked to formulate a 5-fold plan of action, a detailed budget and a marketing pitch.

#### **Round 7: G2G**

In this round, between 1948 and 1951, the United States undertook what many consider to be one of its more successful foreign policy initiatives and most effective foreign aid programs. In planning for

the third year of Marshall Aid to Greece, the Greek Government and American planners continued their efforts towards the reduction of the budget and balance of payments deficits to facilitate reconstruction and enable the economy to function without foreign aid after the end of Marshall aid. On 25 July 1950 the new budget for the fiscal year 1950-51, was belatedly introduced by the Minister of Finance Kartalis because of the unsuccessful pressure exerted on him by the Greek General Staff. Another significant problem with the German market was the strong Nazi anti-tobacco campaigns. This was combined with intense competition from brands from America and Turkey. The participants were given the responsibility to restructure and rebrand. And deliver a ppt and two creatives.

#### **Round 8: ASK THE MAN WHO OWNS ONE**

In this round, Packard Motors Limited was at the peak of its production and supply chain another company Studebaker was one of its biggest competitors. In 1954 Studebaker was facing a number of challenges that were threatening the company's long-term viability. One major issue is its declining sales. In the years following World War II, Studebaker struggled to keep up with other automakers in terms of innovation and design. Additionally, their manufacturing facilities were aging and becoming inefficient. The participants as the CEO of Studebaker were given the task to propose an alternative Synergy Model of Studebaker as a competing bid to the shareholders, propose methods to increase cash flow and a 5-fold plan of action to improve bottom-line growth and recover profitability.

#### **Chapter 3: 21st CENTURY**

##### **Round 1: BAD BLOOD MONEY**



Round 1 revolved around Elizabeth Holmes, a Silicon Valley icon who founded Theranos, a company that claimed to have developed a revolutionary technology that could test for hundreds of diseases using just a few drops of blood. In 2015, the Wall Street Journal published a series of investigative articles that exposed the many problems with Theranos' technology and practices which eroded public trust in the healthcare system and raised concerns about the regulatory oversight of medical technology companies. The participants were asked to come up with strategies to justify the fraudulent activities undertaken by founder Elizabeth Holmes and her partner along with required financials and an appropriate PR Campaign. The deliverables included a PPT along with the required financials.

## **Round 2: BLASTS FROM SPACE**

Round 2 was based on environmental degradation and natural resource depletion, leading scientists to search for new methods of resource extraction, such as fracking and asteroid mining. The South African National Space Agency (SANSA) came into being in December 2010, SANSA was created to promote the use of space and strengthen cooperation in space-related activities while fostering research in space science, advancing scientific engineering through developing human capital, and supporting industrial development in space technologies. The participants, as advisors to SANSA and the Government of South Africa, see the effects of mining on the environment and the future of asteroid mining. They were also supposed to devise a plan to venture into the industry of asteroid mining.

The deliverables include a PPT, an Excel sheet to estimate the cost associated with every mission of asteroid mining along with a video and posters.

### **Round 3: BLINK AND YOU MISS**

Round 3 is based on Blinkit, founded in 2018 by two entrepreneurs who saw an opportunity in the growing demand for online grocery shopping. The company relies heavily on gig workers who use their own vehicles to make deliveries. Despite promises of better working conditions, increased pay, and access to insurance coverage, the business model has been a source of tension between Blinkit and its workers. Employees have complained about poor working conditions, long working hours, and low pay. The recent withdrawal of petrol allowance due to the financial instability of the company has also led to several accidents, some of which have resulted in serious injuries and even death. The participants, as the CHRO of

the company were expected to address the concerns of the employees who organized a protest against the company's management.

### **Round 4: DETHRONED**

The Nord Stream pipeline is an underwater natural gas pipeline system that runs from Russia to Germany under the Baltic Sea. It was established in 2005 in partnership with Gazprom, a publicly traded Russian company producing enormous profits for shareholders. After the success of Nord Stream 1, Gazprom and five other European firms announced plans to build Nord Stream 2 in 2015, but the project was scrapped in 2022 after Germany's energy regulators suspended their approval for the project. Russia has lost its position as a prominent energy supplier, and Nord Stream AG is under pressure to meet the Russian government's

expectations and retain its former partners. As the CEO of Nord Stream AG, the participants were supposed to come up with a detailed plan to initiate the repair of the pipeline. Strategies to strengthen security measures to ensure that such an incident never occurs in the future. The deliverables include a PPT, necessary financials along with an appropriate Press Release Statement.

### **Round 5: FIGHT OR FLIGHT**

This round is based on The Anglophone Crisis, a conflict that began in 2016 in the country's English-speaking regions, also known as the Southern Cameroons region. The round was designed to test the participants' quick thinking, decision-making skills and knowledge. Cameroon has declared Ambazonia to be a separate, independent nation. As Samuel Ikome Sako, the current president of the internationally unrecognized proto-state of the Federal Republic of Ambazonia, addressed the United Nations Security Council and the Ambazonian public, the participants were required to justify their position as the President of the country and address the international community, on the grounds of the allegations and opposition of Ayuk Tabe and also come up with strategies to reduce and subsequently erase the internal turmoil within the region. The deliverables included a PPT, an Excel file containing all the necessary financials and a map of the new nation.

### **Round 6: HITTING "ROCK BOTTOM"**

This round revolved around Joshimath, a city in Uttarakhand that was formed due to a landslide, but rampant construction has caused the city to sink, with over 700 buildings now having dangerous cracks. The Tapovan-Vishnugad Hydro Electric Project

initiated by NTPC has hallowed the area near Joshimath, and the vibrations and weight of military vehicles and tourists' and pilgrims' vehicles have posed a challenge to the city's carrying capacity. The State and Central governments are trying their best to protect NTPC, but the plan of action to deal with the crisis and to regain public confidence is unclear. As NTPC Officials, the participants were supposed to address the media regarding this issue.

### **Round 7: HOWZZAT!**

This round revolved around the Afghanistan national cricket team which made its international debut in 2009 and was granted full member status by the International Cricket Council (ICC) in 2013. Cricket in war-torn Afghanistan became a source of national pride, but due to Taliban interventions, the ACB was unable to access funds due to trade restrictions and the Afghan cricket team went into exile due to oppressive Taliban rule and lack of funding from the ICC. As Mirwais Ashraf, the chairman of ACB, the participants were asked to come up with strategies to prevent any future conflicts in conducting matches and to restore the cricketing culture in Afghanistan. The deliverables included a PPT, a press release statement along with necessary financials.

### **Round 8: IMPOSTER INGREDIENT**

Refresco is a multinational conglomerate that produces beverages, food items, snacks, and juices, with a focus on sustainability and ethical business practices. However, a shocking allegation of using fetal tissue was found as its chief ingredient. A research article,

"Flesh and Food", published by Dr Bernard Thacher, revealed the use of HEK-293, a fetus cell, as a flavor enhancer. This led to widespread public concern and negative media coverage, and the company was involved in the commercial trade of fetuses with an illegal cartel. As the senior executive of Refresco, the participants were supposed to come up with steps to deal with the FDA regarding these allegations, along with a contingency plan. The deliverables included a video advertisement, PPT along with necessary financials.

### **Round 9: NIKOLA'S DILEMMA**

The round was based on the Nikola Corporation, an American electric vehicle (EV) and hydrogen fuel cell company valued at over \$20 billion in 2020. In September 2020, a report by the short-seller Hindenburg Research accused Nikola of making false claims about its technology, products, and partnerships. The scandal also led to an 85% drop in Nikola's stock price and the resignation of Milton as chairman. The Nikola scandal raised questions about the broader trend of "greenwashing" in the EV industry. The participants were expected to convince the SEC to allow Nikola to reorganize itself instead of liquidation and winding up and come up with strategies to regain the trust of the public.

### **Round 10: THE RATE RACE**

The last round focused on LIBOR, which is calculated for 5 currencies and is available for seven periods. The apprehension with LIBOR stems from the fact that a select few banks have a significant influence on the reference rate which forms the base for all other financial instruments and contracts. To transition from LIBOR to another reference rate, the Federal Reserve formed the Alternative Reference Rate Committee (SOFR). SOFR is based on

transactions in the treasury repurchase markets and is not an estimated rate. Financial institutions were asked to phase out LIBOR-based contracts by 2021. As an advisor to the Reserve Bank of India (RBI), the participants were called upon to elucidate on the transition of the Indian financial system from LIBOR to SOFR. The deliverables included a PPT along with the required financials.

### **PRASHNOTTARI (Business Quiz Event):**

Prashnottari is a business quiz event hosted by the Department of Commerce and is a part of PRAYAS. Prashnotarri has active participation from students throughout the country. Mr. Vinay Mudaliar was the quiz master and also judged the event. The quiz required participants' competitiveness and active participation.

### **PRELIMS (DAY 1)**

On Day 1 of PRAYAS, there were 14 teams. All the teams went through 4 rounds of prelims without any elimination on day 1. All were pen and paper rounds. The business quiz organizing committee would show the question on slides and the teams would note down their answers on a sheet of paper and later submit it to the event heads.

### **ROUND 1: DRY ROUND**

In this round, participants were given 20 seconds to answer each question. There were 30 questions in this round. Participants had to write their answers down on paper. Which would be later collected by the Subheads of the Business Quiz. 10 points would be rewarded for each correct answer. There was no negative marking for wrong answers. On participants' request, hints will be provided to them. Other participants can also object to the same.

If the organizers receive more than 2 objections, the subheads shall not share the hint with the participants.

### **ROUND 2: DRY ROUND WITH NEGATIVES**

In this round, there were a total of 25 questions, and the rules remained the same as in round 1. But the twist was this round included a negative marking of 5 points for every wrong answer. It removed the idea of luck for participants.

### **ROUND 3: STREAKS**

In this round, there were 20 questions. Participants had to answer 3 questions right to form a streak, Every streak would earn them 10 points. 10 points will be awarded for every right answer besides base points. There were no negative markings in this round.

### **ROUND 4: WAGER ROUND**

In this round, the participants had to assign weights of +5 or +10 points. They will get the points added based on the weights they have allocated for their answers. For wrong answers, their points would be deducted by the same number of weights assigned by the teams. This round tests the participants' knowledge as well as risk analysis. There were a total of 20 questions and participants had to answer at least 10 questions. Otherwise, the team would be penalized.

After counting all the points, 10 teams were shortlisted for DAY 2  
- Semi Finals

### **SEMI FINALS (DAY 2)**

#### **Round 1 - DRY ROUND WITH NEGATIVES**

This round consisted of 20 questions. For every correct answer, the teams were awarded +10 points and - 5 for every wrong answer. If the team had partially answered the question right they were awarded +5 points.

### **ROUND 2: FINITE BOUNCE & POUNCE**

This round consisted of 20 questions. For every correct answer, the team was awarded +20 points and + 10 points for every bounced question answered correctly. +20 for every correct pounce while - 10 for every incorrect pounce. No part points for pounce were awarded. Pounce is a questioning sequence that is more suited to elicit deep thinking. The participants were filled with enthusiasm as the semi-final was fiercely competitive.

### **ROUND 3: OPEN POUNCE**

This round consisted of 20 questions, each similar to round 2. For every correct answer, the team would be awarded + 10 points and - 5 for every incorrect pounce. No part points were awarded.

### **ROUND 4: AUCTION**

This round had 20 questions. Each team would be given a budget – of 4000. Each question would be assigned a base price. 50, 100 & 200 (prices according to the difficulty). The base price is only for bidding purposes.

Each question would be worth 10, 20 & 30 points which would be fixed and would be awarded if answered correctly.

A straight negative (-) 5 for an incorrect answer. The team would lose the bid amount irrespective of their answer being correct or wrong. Once a team wins a bid, they would lose the bid value from the budget and have to attempt the question.



There were two sub-rounds, namely -

The 1st set of 10 questions would be a normal auction round and the 2nd set of 10 questions would be a secret bidding round. Teams were asked to submit secret bids to the auctioneer. The team with the highest unique bid got the chance to answer.

### **FINALS**

The Finals round was designed by the Quizmaster - Mr Vinay Mudaliar from MINDCOGS. Vinay Mudaliar is known for his high energy, high-quality content and his connection with students. The finals were fun-filled and gave a tough competition to all the participants. Mr Vinay Mudaliar also engaged the audience. It was the most interactive round of PRAYAS 2023. The live rounds were intensive and had all the participant's as well as the viewer's attention. After an intensive final round, first place was secured by (Team Trafalgar) Dhruv H Jain and Shreyas Satyajit from the Department of Professional Studies and Second place was secured by (Team Euston) Rahul Preman and Srikanth Rajkumar.

### **VALEDICTORY CEREMONY:**

The valedictory ceremony took place on Thursday, March 2, 2023, and was held in person during the second and third-year students' CUCA activity hour. The occasion was kicked off with a refreshing greeting from the student emcees – Mr. Sohail Sanjay and Ms. Shreya Prem. Then, the following dignitaries took their places on the stage.

Following some moving speeches by Dr. Karthigai Prakasam C and Dr. Fr Abraham Vettiyankal Mani, the chief guest delivered her address. Mrs. Meenakshi Iyer, Managing Director of Standard Chartered, highlighted the importance of exploring different avenues in college - be it, fests, clubs, or positions of responsibility. She was reminiscent of her student experience and spoke about how the greatest challenges in her academic life were the best growth and learning moments of her illustrious career. The students were thoroughly impressed by her motivating anecdotes, zeal, and corporate success.

This was followed by a scintillating dance performance by Team Taal and the audience was thoroughly engaged! Then, on a closing note, members of the CUCA Core Committee delivered their final words of appreciation for the event. Subsequently, an insightful video engulfing 'PRAYAS 2023' highlights (made by the DOC media works for the team) was played.

Finally, the winners of Pareekshana, Prashnottari, and Pravritti were declared by the student emcees and the awards were distributed to the winners by the dignitaries.

**Pareekshana:**

- **Winner:** Team Wine Street from the School of Business and Management Association, (Christ University, Bangalore Central Campus).
- **Runner Up:** Team Fleet Street from Loyola College, Chennai.

**Pravritti:**

	<p>➤ <b>Winner:</b> Team Hotel Hustlers from Christ University, Lavasa Campus.</p> <p><b>Prashnottari:</b></p> <p>➤ <b>Winner:</b> Team Trafalgar from the Department of Professional Studies (Christ University, Bangalore Central Campus).</p> <p>➤ <b>Runner Up:</b> Team Euston from the Economics, Mathematics, and Statistics Department (Christ University, Bangalore Central Campus).</p> <p>The session concluded with a vote of thanks conveyed by Dr. Kavitha R to the dignitaries and the chief guest for sparing their precious time and wise words for the students. The Christ anthem was sung in unison to leave the audience on an optimistic note</p>
Follow-up Plan, if any	

### Rapporteur

Name of the Rapporteur	CUCA Audit Committee
Email and Contact No	ashlin.tony@commerce.christuniversity.in (+91 89217 93775) kabir.mehta@commerce.christuniversity.in (+91 88266 12021)

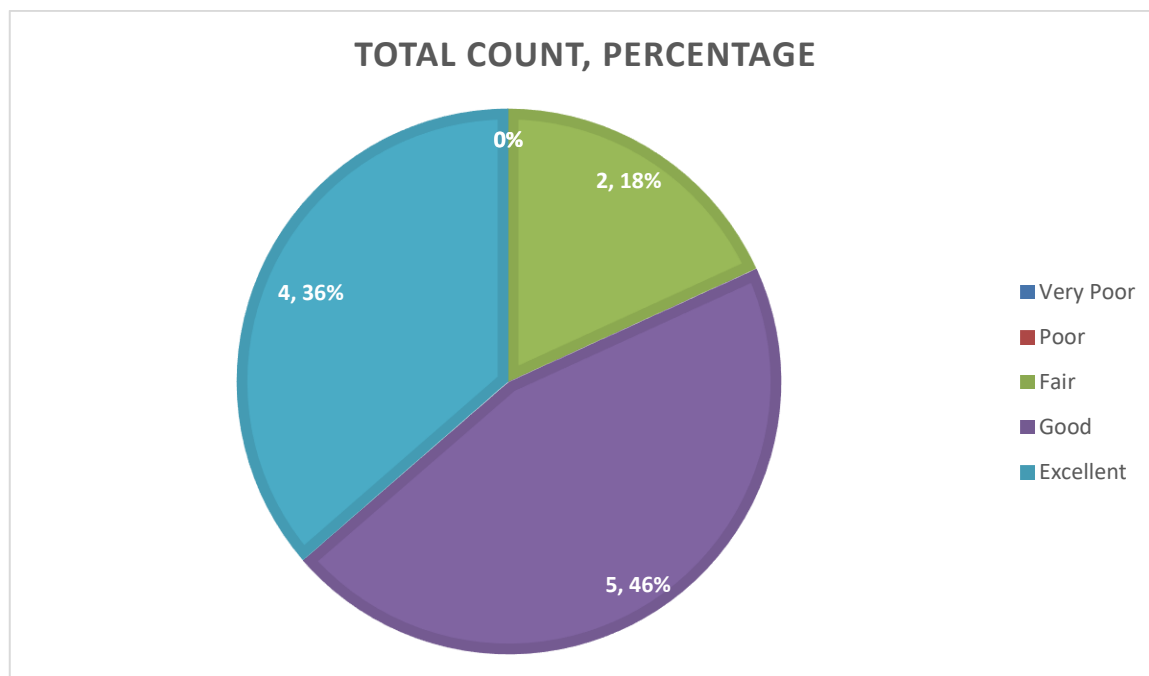
### Brief Summary:

PRAYAS inaugural ceremony and the entire 3-day event were organized by Christ University-Commerce Association (CUCA) from 28th February to 2nd March 2023. The inauguration gave insightful life lessons to various dignitaries and witnessed various dance and song performances. The introductory video by CUCA Media Works and PRAYAS' introduction by core committee members portrayed the hard work and struggle put forth by various committees to make the event successful. The ultimate essence of the event was to serve as a platform for students to think out of the box and come up with creative strategies and solutions rather than keeping themselves confined to measures in the textbook. The participants had the opportunity to learn key elements like critical thinking, money management, and problem-solving skills which are essential to survive in this modern corporate world. Three days with Three parts-

Pareekshana, the contingent event, Pravritti, the B- plan event, and Prashnottari, the Business quiz. Participants and winners showcased their talent and experienced the true spirit of PRAYAS. The event concluded with the valedictory ceremony attended by Chief Guest, Mrs Meenakshi Iyer, Managing Director of Standard Chartered. The contingent event, Pareekshana, was won by Team Wine Street from the School of Business and Management Association, (Christ University, Bangalore Central Campus) and the runners-up were Team Fleet Street from Loyola College, Chennai. Additionally, Pravritti was won by Team Hotel Hustlers from Christ University, Lavasa Campus. In the case of the Business Quiz event, Prashnottari, Team Trafalgar from the Department of Professional Studies secured the first position followed by Team Euston from the Economics, Mathematics, and Statistics Department (Christ University, Bangalore Central Campus).

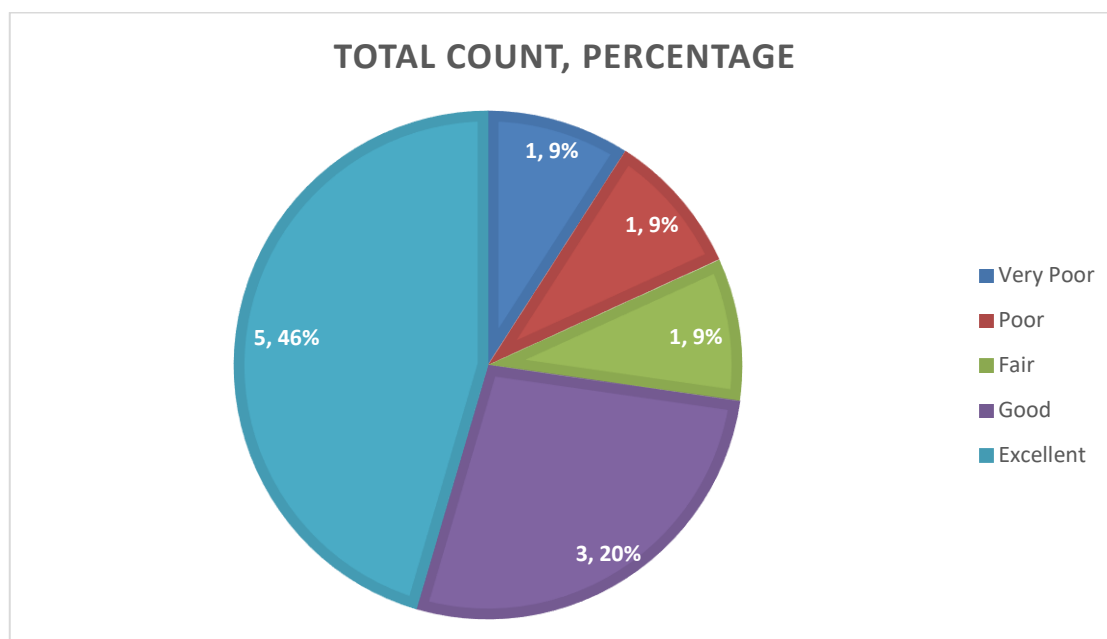
## Feedback Data and Analysis

### Q) How well do you rate the ease of registration?



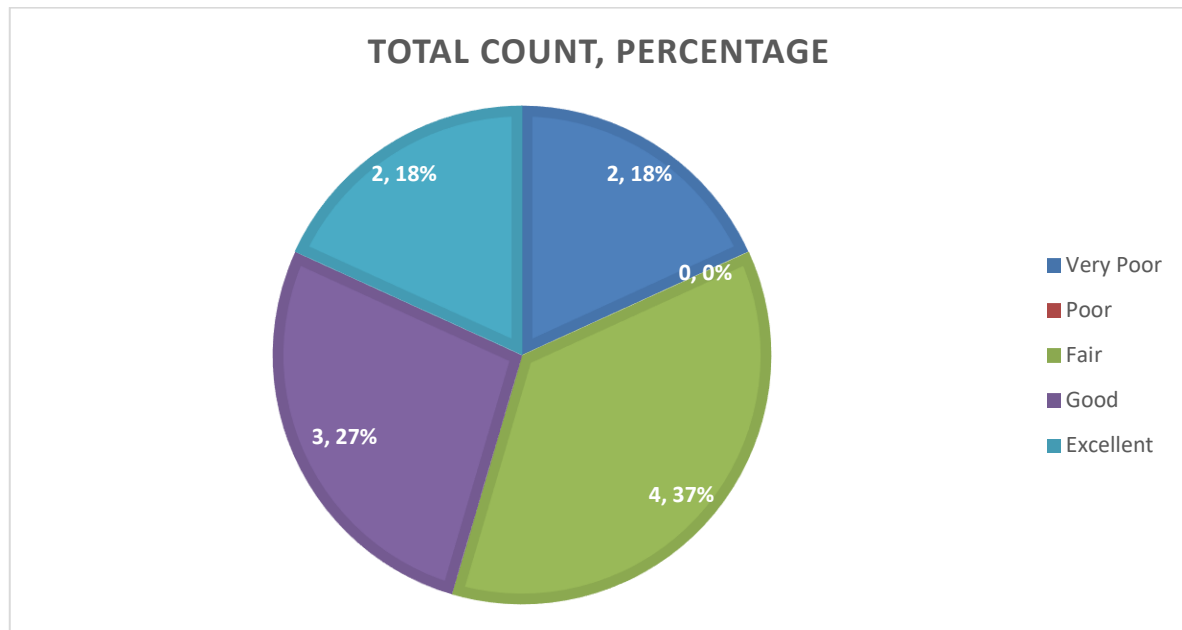
The ease of registration for Prayas 2023 was viewed as good and excellent by most of the participants. 46% of the participants responded to the level of easiness as “*Good*” whereas 33% chose the level of easiness as “*Excellent*”.

### Q) How well do you rate the mode of communication?



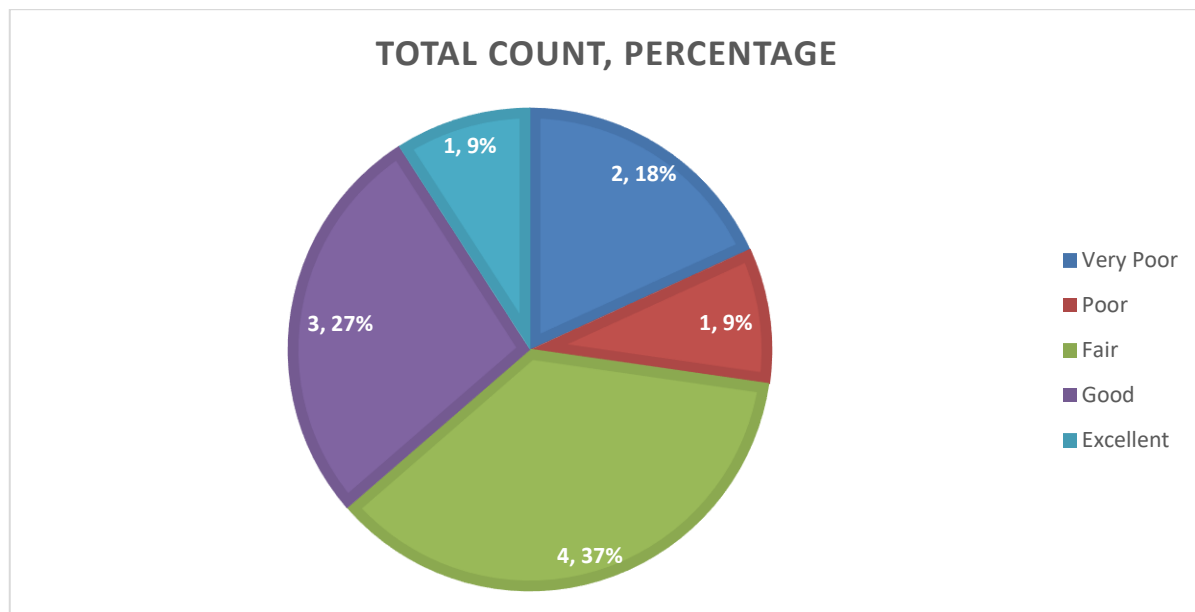
The quality of mode of communication was viewed positively by majority of the participants. 50 % of the participants rated the mode of communication as “*Excellent*” whereas 20% rated is as “*Good*”.

**Q) How well do you rate the efficiency of the team in releasing the rounds?**



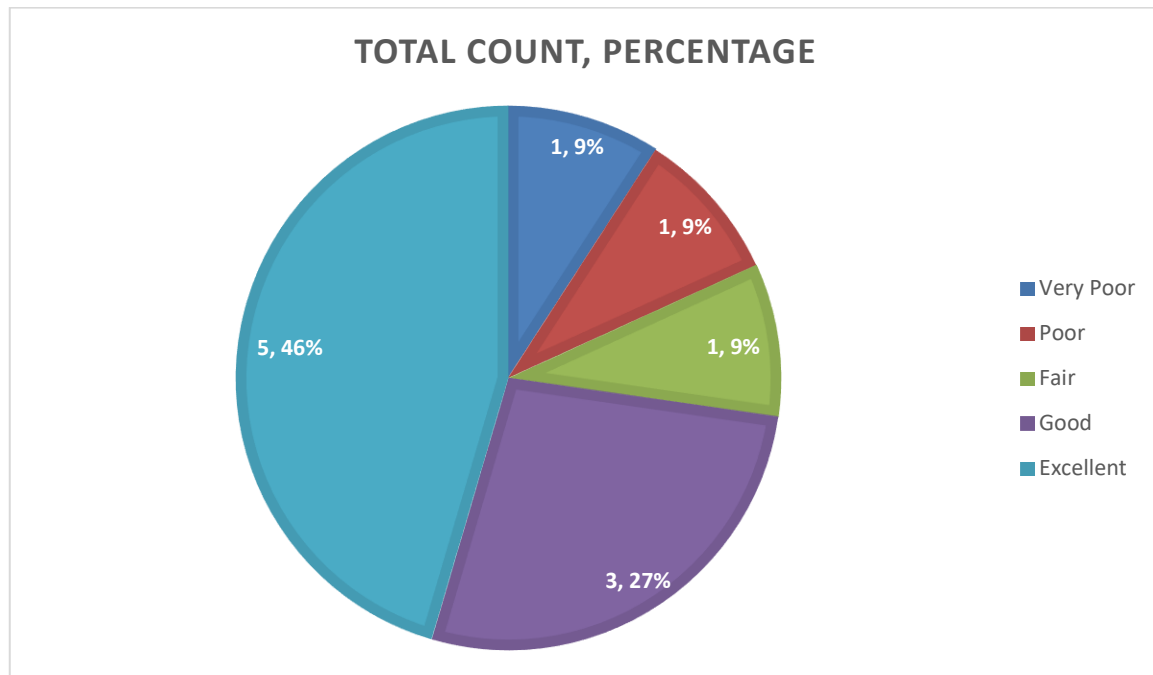
The efficiency of team in releasing the rounds was viewed moderately by most of the participants. 37 % of the participants rated the efficiency as “*Fair*” whereas 27% rated the efficiency as “*Good*”.

**Q) How well do you rate the time management during the entire duration of the fest?**



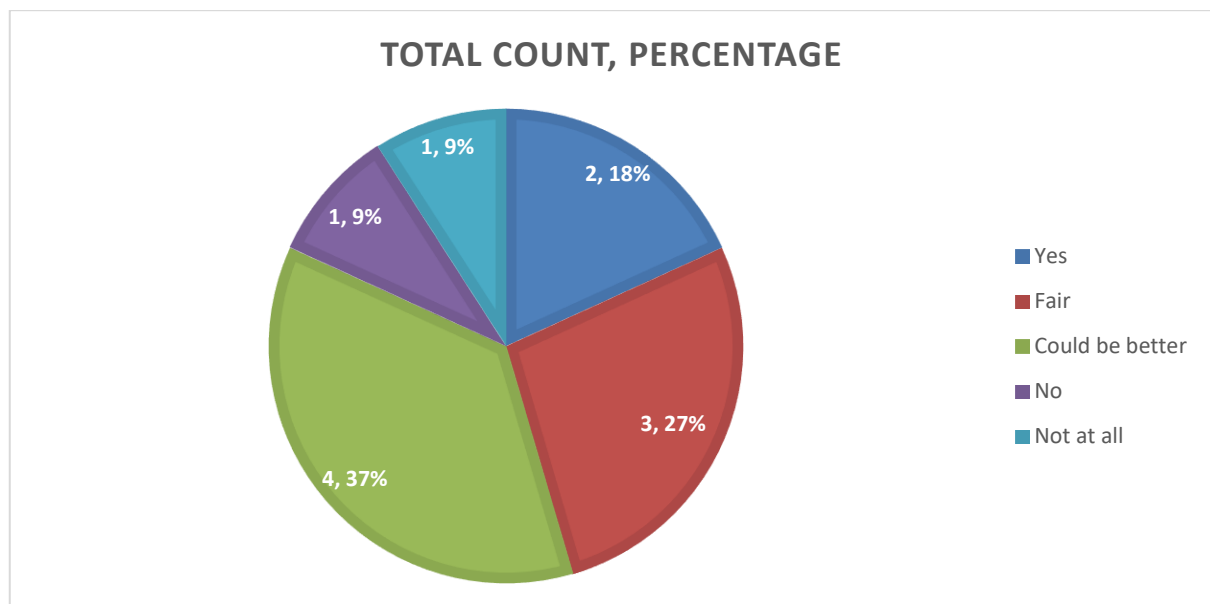
The time management efficiency was viewed moderately by the majority of the participants. 37% of the participants rated the time management as ‘*Fair*’ whereas 27% of the participants rated it as “*Good*”.

**Q) How well do you rate the professionalism of organizing committee?**



The professionalism of the organizing committee was viewed positively by the majority of the participants. 46% of the participants rated the professionalism as “Excellent” whereas 27% of the participants rated it as “Good”.

**Q) Was the workload manageable?**



The workload was found manageable by the majority of the participants who attended the event. However, some responded that the workload management could have been better. 37% of the participants responded to the question as “*Could be better*” whereas 27% responded to the question as “*Fair*”.

## **Written feedback and Suggestions:**

The participants in general found the fest to be informative and value-adding in nature. The participants were satisfied with the rounds presented to them and was happy about the fact that the rounds were associated with real world problems which provided them with better exposure. The participants also appreciated the organizing committee for making sure that the technical difficulties were sorted quickly and effectively. They were also appreciated for the efficiency and time management of the entire organizing committee.

However, some of the participants had complaints regarding the repetitive and monotonous nature of the rounds. They raised the concern that most of the rounds were based on elaborate presentations with strict deadlines. They suggested that the fest would have been better if it had quality rounds that challenged the participants on multiple grounds.

Some of the participants also raised complaints regarding the non-availability of proper itinerary and information regarding the structure of events. Participants also suggested the conduct of event offline as it would provide them better opportunities to communicate with their peers from colleges around the country. One of the responses that was received is given below:

*“It would have really helpful if you could have let us know the structure of the rounds before hand, like there would be 3 chapters with 5-6 rounds each. Also, I believe the experience would have more intense and realistic if the event was held offline (that to considering that it's the flagship event). Other than these things our experience was completely worth the while. Thank you all so much!!”*

## **Response to feedback:**

As a response to the feedback, the events in the future would be conducted in such a way that the participants are well informed about the structure of events so that they can prepare effectively. The organizing committee will also look into the quality of rounds to make sure that the fest would be much better in the coming year.



## PICTURES AND RECORDINGS



