



PRARAMBH 2018 CUCA (DEPARTMENT OF COMMERCE)

Every year, Department of Commerce organizes 'PRARAMBH' - a business fest exclusively for first year students. The fest aims at creating a platform for the brightest minds to showcase their skills through a variety of challenging events.

PRARAMBH aims to give young minds of today a chance to be exposed to the world of business and see how they deal with practical problems. Students can take part in a variety of business events such as Marketing, HR, Finance, Mock Stock, Entrepreneurship Development, Business Quiz, Corporate Strategy, Public Relations and Best Manager. Being the first fest to be conducted in the academic year, PRARAMBH gives student an idea about festing and also gives, a flavor of the different events, so that students can discover their interests.

PRARAMBH commenced on first week of July with Corporate Strategy event headed by Lakshya Sangtani 3BComH-B, Samarth Padakai 3BCom-A, Ameya Batra 3 BCOMH-A and Ritika Sharma 3 BComB.

In the first round, participants were required to identify the firm which specializes in building cost effective accommodations using 3D printing and were required to convince the government of India to allow their firm to be the part of PMAY scheme, to prepare the plan of action of how the firm can scale up the implementation of PMAY and brief about the cost structure of undertaking. Second round was more challenging in which participants were required to solve the case study and do PESTLE analysis of a small enterprise, analyse the demography of the target market, analyse the competitors, give the marketing strategies, describe the sources of funds and allocation of resources to develop the enterprise and mention expansion strategies for the business enterprise.

Final round of Corporate Strategy was conducted on July 16, 2018 wherein, finalist were given sensitive and controversial task

controversial task of 'Same- sex relationships'. The case was, Same-sex relationships are considered taboo in our country. Enforcing this stigma, is the draconian section 377, which criminalizes sexual activity between consenting adults of the same sex. However, the Supreme Court is currently reviewing section 377 and exposure to the western ideals are changing attitudes towards same-sex relationships. Also, the law is conspicuously silent about marriage. Keeping this in mind, the participants were asked to choose an existing matchmaking organization and help match same-sex couples in India. Participants were required to include four year expansion strategies and have to pitch the same to the judges.

Judges were, Mr. Mansoor Masood, who just graduated from the BCom Honors program. Second judge was Mr. Anubhav Banerjee, a post-modernist and professional wordsmith, is currently pursuing Law at Christ (Deemed to be University). The third judge was Faiz Sait, who is currently a third-year law student at school of law, Christ. The finalists were judged based on their presentation skills, feasibility of their ideas, creativity and how well they could handle the rebuttals.

The event started at around 1:15 PM in the Sky View, Central Block. Each team was given 10 minutes which included 5 minutes of presentation and 5 minutes of rebuttal and questions from the judges. After the formal presentation and before the questioning, a news update was given to see how well they could think on their feet. The event concluded at around 1:55 PM.

Judge Faiz Sail

CS	Name	Roll No	IBcom	Marks				Rank
				Presentation /10	Feasibility /10	Creativity /10	Rebuttal /10	
	Janavi C							
	Hitesh Bhansali	1810314	IBcom C	8	7	6	6	1st place
		1811016	IBcom H A	8	7	6	7	3rd place
	Priyansha Patel							
	Vedant Bhasin	1810113	IBcom A	8	7	7	6	
		1811043	IBcom H A	7	7	7	6	2nd place
	Jayanth D							
	Nishit Singhal	1810421	IBcom D	7	6	8	6	
		1811223	IBcom H C	8	6	7	5	

Entrepreneurship development was headed by Raghav Agarwal 3BComH-A, Kunal Sharma 3BCom-C and Yash Loya 3BComH-B. In the initial rounds followed by the presentation, participants were required to come up with a business idea that can start in India targeting the college students. The round was conducted to assess the originality, viability and creativity of the business idea. Entrepreneurship Development final round was held in the Seminar Hall, Block 2. The round was named as 'The Second Chance.

On March 3, 2016 the "King of Good Times", Vijay Vittal Mallya an Indian businessman and former politician who is the subject of an extradition effort to try to force his return from the UK to India to face charges of financial crimes. The non-repayment of loans as well as the relocation to London, has conferred Mallya with the title of a fugitive and an absconder. The empire of "Good Times" has collapsed and the reputation and goodwill tarnished. Several agencies including the Income Tax Department and the Central Bureau of Investigation are investigating Mallya for charges including financial fraud and money laundering. Several notifications and charges have been raised against Mallya and his re-visit to India at this point in time is clearly a threat to his life. All said and done, Vijay Vittal Mallya was once celebrated as the "King of Good Times". He now wants a second chance to rebuild his empire in India. The government of India has agreed upon the same provided he is able to regain the trust of the people and the government and settle the losses he caused for India. The task given to the participants to play (as Vijay Mallya) have got a chance to rectify mistakes. They were to come up with an idea to establish a business which would help Vijay Mallya to improve image and gain the trust of the people as well as government. Participants were required to prepare report which would include executive summary, reasons for the idea, why would the banks agree upon it?

Implementation plan, financial plan, marketing strategies and how this plan will help Mallya to settle the losses he caused for India. All of these rounds ended in a smooth manner with utmost coordination. The participants had a worthy experience and a sneak peek into the real world.

ED PRARAMBH 2018 FINAL

Judge Name:

Team	Idea/ Creativity	Feasibility	Presentation	Rebutting	Total (40)
1.	05	03	03	04	15
2.	06	02	03	06	17
3.	04	01	03	03	11

SARANYA KV

[Signature]

ED PRARAMBH 2018 FINAL

Judge Name: Shubhanshu Arora

	10	10	10	10	
Team	Idea/ Creativity	Feasibility	Presentation	Rebutting	Total
Wellness Green	5	6	5	5	21
Newsgang	2	2	3	4	11
Solo-mates	1	2	2	2	7

Shubhanshu Arora
16/7/18

ED PRARAMBH 2018 FINAL

Judge Name: Chandana . N

Team	Idea/ Creativity	Feasibility	Presentation	Rebutting	Total
Wellness green	6	5	5	5	21
Nautang	7	6	6	5	24
Sole makes	3	4	4	03	14

Chandana

Marketing was headed by Aerin Bhat, Nikitha Shaji, Mohammed Daniel and Karthik Tewar. Round one given to the participants was 'Can you hear me?'. Participants were given the task of being the marketing head of Mr. Hysum to set the latest trend of AciTea in the market. Acitea is a beverage to drink as a substitute for normal tea. Acitea contains herbal ingredients assured to give instant relief. Participants were required to come up with five or more creative marketing strategies to promote the product in India. Participants were given instruction that their marketing strategies must contain two guerrilla marketing strategies. Participants were required to target customers and give reason why customers should buy the product and participants had to make a print Ad/poster for the promotions the product. In the second round, participants were required to pick up a product which already exists in the market and give a solution to increase sales without the customer making aware that they are targeted. The instruction given to participants was that the cost of the project must be low and the product should be legal. Participants were required to make a report containing details of the product and stealth marketing incorporation.

Marketing event was held in Sky View, Central Block. The final round was called 'Do We Dolly It?' Four decades later, a sheep named Dolly brought his prediction a step closer to becoming a reality. Over the past decade or so, genetic research has advanced to where it is not impossible anymore to artificially produce human. The technology that aided at creating Dolly was just inefficient and insufficient from the perspective of cloning humans. Despite the status, the monarchs, and The Royal Family hold in today's world, they really do not hold much say in the world politics or any major decisions taking place. Having developed the technology to clone human beings and want to pitch this invention to the British Royal Family.

The invention and its execution are top secret confidential information. The participants were asked to prepare a powerpoint presentation regarding their technology and its development. The PPT was to contain details consisting marketing strategies, why the royal family requires clones, SWOT analysis and a secret society invite. The Price/King/Queen are to be requested for a meeting through a secret invite. This invite had to be understood by the Royal Family only. The judges for this event were Mr. Karthik, Mr. Aakash Athawasya and Mr. Sai Krishna. The candidates were awarded with scores based on the creativity, ideation, convincing capabilities and team compatibility.



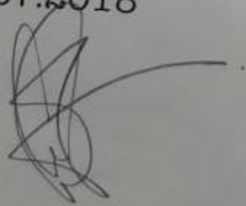
MARKETING PRARAMBH 2108

28	Creativity/Ideation	Convincing Capabilities	Team Compatibility	
Team 1 Sneha &	3	1	3	7
21				
Team 2 2 Guys	2	0	1	3
32.5				
Team 3 2 Guys	3.5	3	3	9.5

Judge: Mr Aakash Athawasya

Date: 16.07.2018

Signature:



MARKETING PRARAMBH 2108

	Creativity/Ideation	Convincing Capabilities	Team Compatibility	
Team 1	4	3	3	10
Team 2	3	2	3	8
Team 3	4	4	4	12

Judge: Mr Sai Krishna

Date: 16.07.2018

Signature:

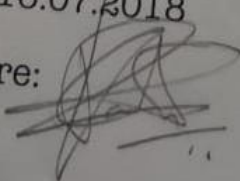
Sai

MARKETING PRARAMBH 2108

	Creativity/Ideation	Convincing Capabilities	Team Compatibility	
Team 1	4	3	4	⇒ 11
Team 2	4	3	3	⇒ 10
Team 3	4	3	4	⇒ 11

Judge: Mr Karthik

Date: 16.07.2018

Signature: 

Mock stock was headed by Soham Chatterjee 3bcomH-D, Munish Rajesh 3BCom H B, Daman M Bhandari 3BCom C and Harikrishnan J 3bcom D. Participants were given real time stock market experiences during the rounds. In the first round, participants were given a basic quiz with the purpose to test the basic knowledge about the stock market.

Second round given to the participants was 'Get your facts straight' wherein, participants were given information of major scams happened in the world history. Such as Rajat Gupta Insider scam. Rajat Kumar Gupta is an Indian-American businessman. He was the first foreign-born Managing Director (chief executive) of management consultancy firm McKinsey & Company from 1994 to 2003. He was also a board member of corporations including Goldman Sachs, Procter & Gamble, and American Airlines, as well as an advisor to non-profits such as the Bill & Melinda Gates Foundation and the Global Fund to Fight AIDS, Tuberculosis and Malaria. Additionally, he is the co-founder of the Indian School of Business, American India Foundation, New Silk Route and Scandent Solutions. Rajat Gupta's fall from grace began in April 2010, as part of the investigation into Raj Rajaratnam, a Sri Lankan hedge fund manager accused of insider trading. The government accused Mr Gupta of tipping off Mr Rajaratnam of Warren Buffet's decision to invest \$5 billion in Goldman Sachs. Mr. Gupta allegedly learned this information on September 23 in 2008 at a board meeting. His tip allegedly allowed Mr Rajaratnam to buy the stock before the news was made public the next day. Mr Rajaratnam made a profit of \$800,000 in just 24 hours.

Second case given to the participants was about 'Enron Scandal'. Enron Scandal was an American energy, services and

1985 as a merger between Houston Natural Gas and InterNorth, both relatively small regional companies. Before its bankruptcy on December 2, 2001, Enron employed approximately 20,000 staff and was a major electricity, natural gas, communications and pulp and paper company, with claimed revenues of nearly \$101 billion during 2000. By the fall of 2000, Enron was starting to crumble under its own weight. CEO Jeffrey Skilling had a way of hiding the financial losses of the trading business and other operations of the company; it was called mark-to-market accounting. This is a technique used where you measure the value of a security based on its current market value, instead of its book value. This can work well when trading securities, but it can be disastrous for actual businesses.

Participants were stock market and company analysis of the Indian Media house. They were required to prepare a report containing Case summary and to find out the ways in which they could save themselves from being caught in the cases.

Mock Stock Final took place in the Block 4, room number 105, 1st Floor. There was an outcry session. Participants were told that there would be 5 trading days of 10 minutes each. Any transaction noted after the stipulated time would not be taken into account. News would be given at the beginning of each day.

Securities were to be bought and sold in multiples of 100. Negotiation of prices should be as per the circuit breakers which was 10% Fixed for all rounds. The designated accountant was to be solely responsible for maintaining all accounts and must be present at the table at all times. Transactions once registered could not be cancelled or modified. Each team had to complete at least 25 transactions over the

5 trading sessions. Transacting beyond the available cash balance or security balance on any day would result in immediate disqualification. Candidates were required to submit all the accounting sheets at the end of the round.

Each team was given 15 minutes to make their Initial portfolio. After each trading session, in the 5 minutes break, the accountant of each team was to approach the cash counter to tally their cash Balance. The candidates were told that the difference in cash balances of the teams and the cash counter would result in negative marking.



Finance was headed by Akash Gupta 3BComH-B, Anshuman Narula, 3BComH-A, Sahil Shah, 3BCpm D and Pooja sisodia, 3BCom A. Finance event started on 30 June 2018 with quiz, and an online quiz on 1 July 2018, for people who missed out on the physical quiz. There was a great turn up of 109 students. But, after the consequent round based on FIFA, due to less participation the event heads decided not to eliminate people, and got in new entrants later on.

The event went on with a flow of several basic grounds, so that the participants get a taste of Finance as a whole with different perspectives. From having a small session to teach them how to do it all, to a stress round, everything was conducted in the presence of the 3rd year event heads to guide them through it.

Finance final round was held in the Assembly Hall, Block 2 during 2:10 to 3:15 pm. The event was based on the disruptive innovator, Elon Musk's automobile company, Tesla. The case was a hypothetical one which demanded the participants were given a case in which Tesla company is planning to expand its operations all over the country. Participants were required to come up with all the necessary financials required in setting up and working of the Tesla company in India. Participants were asked to include city where they are planning to set up the factory and reasons for choosing that city, strategies to motivate people to buy electric cars, set-up of factory costs and initial costs break up, competitive strategies to gain market share in India and other necessary financials such as sources of funds, initial investment, cost model, revenue model and projected income statement.

Participants took different approaches, from making an export oriented company to

changing Tesla's operational design to suit India. The judges for the round were Ms. Shranaya K V and Mr. Navneet Gabriel. Feasibility and the ideology of the plan was rubric to mark the participants. The way participants delivered the presentation also fetched them marks.

Finally, the rebuttal session was the most important one. The whole fest was scored on equal cumulative basis. For the new entrants they had decided to score the fest again with giving the old participants a few brownie points. But, just after the first round of the new entrants, they did not continue on their own will, so event continued with the old scoring itself.

The participants, after the finale, were given a feedback session by the third years' event heads. Even though they were doing it all their own way through the fest, the participants needed to be motivated for future participation.



FINANCE PRARAMBH 2018

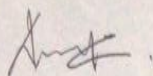
PARTICIPANT	FINANCIALS /10	FEASIBILITY /10	PRESENTATION /10	REBUTTAL /10	TOTAL
¹ POLKITH -	4	3	5	5	17 (3)
² MANAV R POAL	3+1	3	5+1	5+1	18 19 (1)
³ TAASHI	3	4	4+2	5	18 (2)
⁴ NISHANT SAID	3	2	6+1 4	6+1	16

JUDGE: NAVNEET. GABRIEL. FOLLINFAW

DATE: 7/8/2018

SIGNATURE: Navneet. G. Follinfaaw

SARANYA KV



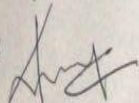
FINANCE PRARAMBH 2018

PARTICIPANT	FINANCIALS	FEASIBILITY	PRESENTATION	REBUTTAL	TOTAL
1 PULKIT	043	03.	03.	04	
2 MANAV	02.	02	02.	03.	
3 TANISHA	04.	05.	06.	06.	
4 NISHANTH	02.	02.	01.	01	

JUDGE: SARANYA KV.

DATE: 16/07/2018.

SIGNATURE:



Best Manager was leaded by Sahib Singh Ahluwalia- 3BComH-B, Ansh Chhabra-3BComH-D, Nihans K, 3BCom-C and Shashwath Ravidran-3BCom-E. Participants were Senior Strategic Consultant and Advisor and were given three HNIs (High Net worth Individuals). Participants were given the case in which, Mr. Modi has showered upon the “Operation Mitroooooon”. The task of the participants were to choose to accept – need to racially profile the currency and get them to be as white as Taylor Swift and send in only 3 strategies which will help participants successfully complete those transactions.

The most awaited round, Best Manager was conducted in the Main Auditorium between 2:45 to 3:20 pm. The final round was a classic stress interview round where the participant had to tell the judges why they should be the Best Manager. They were told five days ago to record and submit videos of why they should not win Best Manager. Videos were played on stage and then defended by the participants themselves. Event was judged by Mr. Sai Krishna, Ms. Vishaka Raj, 5th Year Law Student and Mr. Karthik Bansal, 5th year Law Student. Scoring criteria was content, confidence, rebuttal and video.



Business Quiz was headed by Kartikay Anand- 3BCOM(H)B, Vidhya Harihar 3BCOM B, Anirudh Iyer 3BCOM(H)C and S C Vaishnavi 3BCOM B and participants were given challenging rounds comprising of business affairs.

The Business Quiz final for Prarambh 2018 was hosted by Mr. Anirudh Gangavaram, an alumnus of Christ Department of Management Studies who has a quizzing start-up named Qriosity Knowledge Solutions, at Main Auditorium. There were 3 rounds that were given: first round was dries, with 10 points per correct answer, second round was pounce, with 10 for a correct answer and -5 for a wrong one and the third was a quot; 3 hints and quot; round with +15/-10 on clue 1, +10/-5 on clue 2, +5/-0 on clue 3 points.



Human resource was headed by Shivanshu 3bcomC, Rahul Jr, 3bcom H B, Arjun 3BCom C and Garima Jian 3BCom H-D. In the first round, participants were Directorate of Human Resources for one of the most top notch Blue Chip Companies in India and their company wanted to carry out a recruitment drive at Christ (Deemed to be University) for the passing out batch of 2018-19. Participants were required to draft a detailed email to the Placement Co-ordinator stating a brief description about the company, job role and the job description aim to look for amongst the students, salary offered and pre-requisites essential to sit for in the selection procedure.

In the second round, participants were the HR Managers of Goal Football Club which is one of the most successful football clubs in the history of the sport. The team is currently in the finals of the Champions Cup, the most prestigious football tournament in the world. However, just before the finals, the team manager Jose has left for a family emergency. His assistant Jhon is appointed as the acting manager. During the finals, Jhon makes some shocking changes. He gives revered goalkeeper Lee Grant a debut goalkeeping start, substitutes the top goal scorer for the team at half time and changes the key tactics of the team. Their opponents Manchester United thrash them by 8-0 and they end up losing a major trophy.

This loss has also eliminated Goal FC from the league. During the after-party, Raiola, a famous sports agent who is drunk confesses to acting as a middleman in a deal which involved Jhon and a rich bookie. He has made allegations about Jhon accepting a big sum of money to lose the finals. The players had never shared a good rapport with the assistant manager to begin with, but this action of his tipped them over the edge. The players are now outrageous. They want Jose to sack the assistant manager. Jose and Jhon are personally related and Jose is not ready to sack Jhon without concrete evidence. The

The players are unhappy about this and want to leave the club. This will cause huge losses and may bring an end to the club. Participants were required to work in pairs representing Jose, the Manager of Goal FC. Participants had to convince their team players to stay in the club. Also, explain to them how the issue would be resolved. Human Resource final was conducted on 16 July 2018 during 12:55 to 2:10 PM. The finals were divided into two parts, first physical task and second presentation round. The round was named 'FLY HIGH. The release of the recent Bollywood blockbuster "Sanju" gave rise to a lot of critical appreciation across the nation, primarily based on the fact regarding how Sanjay Dutt's image has been whitewashed in front of the outside world. The movie has depicted brilliantly on how Mr. Sanjay Dutt transformed himself from being a drug addict to a fitness icon for the youth during the late 90's. Participants were given a case wherein, recently, Mr Sanjay Dutt had to travel to Indore from Mumbai in order to be the chief guest for a "Prevention of Drug Abuse" campaign held by a reputed NGO at Indore. Due to his busy schedule and other commitments, he reached the airport late subsequently missing his flight. Mr Dutt's manager requested Indigo Airlines and the airport authority to arrange for the very next flight to Indore but Indigo subtly refused and scheduled a flight on the next day. Mr Dutt had to miss his appointment and decided to fix a meeting with the HR Manager at Indigo the very next moment in order to fix the situation. The participants were the HR Manager at Indigo Airlines. Mr Dutt and his team is furious at them and their company for the mishap which just happened. The participants had to address the issue well. The round was conducted in 1 BCom Honors C. The judge for the event was Mr. Balu, Professor of Human Resource Management, Department of Management Studies. The candidates were judged on stress management, persuasion and presentation.

Sl. no	Teams	Stress handling (10)	Presentation (10)	Justification (10)	Total (30)
1	Parv	08	08	08	18
	Tanmay	04	04	04	12
2	Amrith	09	09	03	11
	Pruthvi	06	06	03	11
3	Hayan	05	05	05	15
	Sapriya	05	05	05	15

Dr. Bala L.

Date
2/8/17

Public relations was headed by Rishwanth Ramesh- 3BComH-B, Sidhi Jain 3BComH-B, Shambhavi Dived, 3Bcom D and Bilaal Ruknuddin-3Bcom D. This year the event pushed the envelope to not only limit their participants to company crisis but to focus on a more global spectacle and include the complexities of international relations

In the Public Relations event, participants were given a case in which, Karni Sena has committed violent protests across the country following the release of Padmaavat. Participants had to defend or shift the blame as the spokespeople and leader of Karni Sena. The round was given to each team 10 minutes before presentation. It was held in the Main Auditorium. The judges were Mr Utkarsh Choraria, the Director of Operations at Sterling Sign Systems and Mr. Kartik Bansal, Law student in the School of Law, CHRIST (Deemed to be University), active member of literary and debating society. Both the judges were asked to score the participants keeping in context the defence strategies of the team. The candidates were judged in terms of fluency and flair.



All the events were a true test of time and sought to assess the contestants based on their decision making, global mindedness, political and corporate lobbying skills with respect to their actions. Their effectiveness to diagnose the problem and their ability to come up with the best strategy was judged. With the scoring pattern, all teams were given a real time view of their standings. PRARAMBH fest concluded on a healthy note and the deserving and best of the best were chosen to be the winners. The event also left behind an atmosphere of competition, desire to work more and as a motivation to the rest to come out and unleash their talents.