



Date- 8 June 2018

Venue- II Block, CHRIST

### **SUB-EVENT HEAD SELECTION**

Throughout the year, sub event head selection is most important for CUCA. Every year, Heads of the various events conducts rounds to select sub-event heads to assist them in PRARAMBH and PRAYAS. Heads of the events conducted various competitive rounds for second year students to select the best candidate for the sub event head position. Sharin D'Souza 5BComH-B, Nidhin Dilip 5BComH-D, Navy S Rao 5Bcom-D and Monica Jordy 5Bcom-A, event heads of Marketing conducted the preliminary round wherein participants were marketing managers of Appy Pampers and were required to prepare a report of two pages devising marketing strategies and create two posters for the campaign. For the second round, participants were required to prepare a round of their own, assuming that they are the Sub-Event Head.

Further, selection was based on the performance of candidates on round 1 and round 2. The participants qualified for the position of Sub event head were- Mohammed Daniyal 3BComD, Aerin Bhat 3BcomH-B, Nikitha Shaji 3BComH-A and Karthik Tewar 3Bcom-C. Business quiz selection always has two aspects attached to it: one is the ability to answer questions and other is the ability to frame questions. Both the aspects were incorporated in to the selection procedure for sub event heads for Business Quiz. Shriyam Srivastava 5BComH-D, Prमित Ganguly 5BComH-C, A V Aditya 4BCom-A and Humera 4Bcom-B,

event heads of Business quiz received a total of 12 applications for this post (including the first and second preferences). The first round was a written quiz round containing 20 questions (with differential scoring) which was conducted on 11th June in Block 2 Room no. 725 between 4:30 to 5:30 pm and was attended by 6 students. The second round was an online submission round where the participants had to make a quiz based on the question specifications provided (which included 4 paragraph questions, 3 picture based questions, 3 connect questions and 1 creative question). The round went live on 11th June 10:00 pm and the submission deadline was on 12th June 10:00 pm. Out of 6 participants, 5 qualified for the next round.

The third round was an interview round with the event heads where their abilities regarding making questions, conducting a quiz, level of confidence, sincerity and dedication towards quiz were tested. The interview was conducted on 14th June in Block 2 Room no. 505 between 4:00 to 5:30 pm. There was another session of interview conducted on 15th June due to one of the participant's unavailability on 14th of June. After 3 rounds of testing all 4 Event Heads came to a unanimous decision to select 4 sub event heads for Prarambh and 2 sub-event heads for Prayas. The participants qualified for the position of Sub event head were- Kathikay Anand 3BComH-B, Vidhya Hariharan 3BCom-B, Anirudh Iyer

3BComH-C and S C Vaishanvi 3BCom-B. Corporate Strategy round was conducted on 15 June 2018. Sub-event selection was based on two online rounds, whereby, in the first round, candidates were asked to come up with a hypothetical situation in which a particular goal had to be achieved through diplomatic strategies with the situation described and the strategies formulated which were accordingly analyzed by the event heads.

In the second round, participants were given a task to set up electronic infrastructure required for the success of the EV market in India. The candidates had to prepare a PPT with the deliverables consisting of start-up selected with an appropriate justification, an Indian company selected to set up a Joint-Venture along with reasons, their JV terms and conditions, action plan and a print Ad for promoting the use of EVs in India. After a day the final round was conducted whereby the candidates were asked to present their task. The time-limit was two minutes for presentation and three minutes for re-battling.

The sequence in which the candidate had to present was based on their online rounds. Creativity, logicity and innovative strategies were the key areas of focus for selecting the candidate. Post their presentation, the respective candidates were tested on the basis of knowledge they possessed with respect to the round. A Few basic questions were asked, for example, what is the difference between joint-venture and merger, the company's status (independent or a different entity) the revenue sharing and their smartness in justifying the same was analysed and were scored accordingly. Print AD designing was given to assess their innovative skills and creativity skills.

To a few candidates who presented well few technical questions were been asked to test their firmness and conceptual clarity in the task. Few directions were given to the

Candidates for improving their presentation were also been intimated on the spot. For few of the candidates it was knowledge imbibing session as well because conceptual clarity was given by us at the time of re-battling. Aggregate scores of all the rounds were taken to consideration in selecting the sub-event head. Accordingly, four sub-event heads were selected- Ameya Batra 3BComH-B, Lakshya Sangtani 3BComH-B, Samarth Sunil Padaki 3BCom-A and Ritika Sharma 3BCom B.

Human Resources started their application process on the 6th of June 2018. 36 Applicants applied for the role of sub event head for Human Resources. The selection procedure was carried out in two phases: The initial stage consisted of preparation of an HR round keeping in mind the standards of a National Level Business Fest and the second stage of the selection procedure included a detailed interview where participants were expected to provide a solution for their respective rounds along with a few generic questions asked regarding their previous achievements and current commitments. The selected students were Rahul J, Garima Jain, Shivanshu Agrawal and Arjun Devadhar.



**Date- 8 June 2018**

**Time- 12:00 PM**

**Venue- II Block and IV Block, CHRIST**

### **ORIENTATION PROGRAMME**

Christ University Commerce Association (CUCA) started with the orientation programme for the first years on 8 June 2018 with the objective to make the first years aware of the concept of CUCA. The orientation program was conducted by the CUCA representatives for one hour, during 12 PM-1PM. The program started with representatives giving their introduction to the first years and then they were acquainted with the opportunities they will be receiving under CUCA and all the support and guidance they will be getting from the CUCA team.

During orientation, representatives introduced the concept of Christ University Commerce Association (CUCA) which is a platform provided to the students by the department of commerce, to excel at real world situations. Representatives explained students about the nine events under CUCA, that are Marketing, Human Resources, Public relations, Corporate Strategy, Business Quiz, Finance, Mock Stock, Entrepreneurship Development and Best Manager. First years were explained, what went on each of the events so that they could get a better idea of the whole concept.

They were oriented about, how and when CUCA hours will be conducted, how the rounds will be conducted, how teams will be formed, how the scoring will be managed and the hierarchy of CUCA. They were told

about the houses, which is the new concept in CUCA. Apart from the nine events, first years were also introduced with the media, creative, tech and documentation teams. They were told that, CUCA is compulsory for all the students and by participating in the same, their skills would get better and better.

With the purpose to motivate the newcomers, representatives shared their experiences, telling them how important this opportunity is for them. They were also introduced about Christ University Festing Association (CUFA), Parambh and the Prayas, a national fest organized by department of Commerce. At the end, first years were given an opportunity to clear their doubts or ask questions regarding CUCA or academics. Orientation was successful and first years seemed keen for the CUCA year ahead and excited for the rounds to begin.



**Date- 13 June 2018**

**Time- 12:00 PM**

**Venue- Audi Block, CHRIST**

### **INAUGURAL FUNCTION**

CUCA, the Christ University Commerce Association, kicked-off for academic year 2018-19 in grand style. The inauguration was held at Main Auditorium, CHRIST (Deemed to be University) on 13th June, 2018. The event began with a warm welcome to the audience by the emcees. In unison we all stood up as the dignitaries arrived, who were soon introduced to the gathering.

Dr. Tomy K Kallarakal, Associate Dean, Department of Commerce; Dr. Theresa Nithila Vincent, HOD Department of Commerce; Mr. Girish S., Assistant Professor; Mr Natchimuthu N, Assistant Professor, Dr. Kavitha Jayakumar, Associate Professor; all graced the occasion with their presence. Soon as our tradition at CHRIST has it, the lamp was lit up by the dignitaries to start the proceedings. This was followed by an enlightening speech by honorable chief guest, Mr. Badri, Chairman, KPMG.

His inspiring talk consisted of mainly three subtopics: Artificial Intelligence, Data Analysis and Crypto currencies. He put forth on his ideas about how it is crucial for the current generation to be up to speed with the ever developing technology. A section of his speech was about how a commerce degree is no less than any other. He quoted the person who advised him to pursue Bcom, “BCoM(Be Calm) and choose BCOM”, a humorous

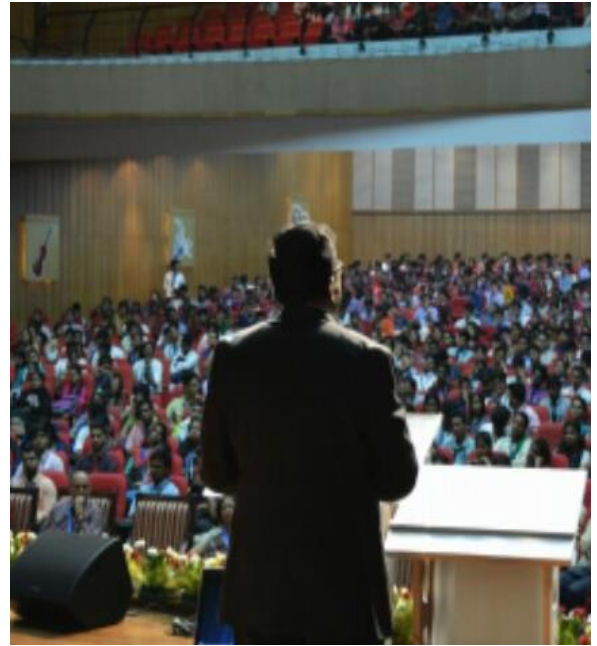
phrase and more importantly an assuring validation by an expert having walked the path us commerce students aspire to tread! The students were then shown short videos telling them about the different cells and groups which come under CUCA. There were videos about Enactus, Udaan (Entrepreneurship club), DOC MUN, Arthaprabandha (Finance Club), Suyukti(Oratory Club), LMP (Theatre Group) and Mercurius (Marketing Club).

A surprise was to follow. Students were told about the new concept of four houses in all CUCA events this year. Each student will be a part of one of 4 houses; Ninjas, Crusaders, Gladiators or Samurais and compete with other houses for supremacy. Each house would contain students of all batches and participate in CUCA competitions together with their seniors and juniors.



Following this was a speech by CUCA co-ordinator Ms. Lakshmi B. Ma'am talked about how Department students had fared last year, also revealing her hopes for the upcoming year, which is also the 50th year of CHRIST. She expressed her gratitude for all the dignitaries for their constant support and guidance.

The event ended with a soulful performance by a band consisting of third years; after which. The crowd dispersed with smiling faces humming voices. But above all, the students left with excitement and thrill in anticipation of what is to follow as they wait for CUCA events eagerly!





**Date- 22 June 2018**

**Time- 12-1 PM**

**Venue- II Block and IV Block**

### **ENTREPRENEURSHIP DEVELOPMENT ROUND 1**

For the first round, students were given a task of 'Walt Disney'. The Walt Disney Company is one of the largest media and entertainment corporations in the world. It has an established business in many parts of the world and its goods and services majorly comprise its Media networks and Studio Entertainment including the ABC broadcast television, Disney Channel, ESPN, A+E networks, Freeform and other television and theatrical distribution houses, audio products and music publishing, Parks and Resorts such as the Disneyland, a cruise line and concept resorts around the world and Consumer Products such as books, magazines, clothing, games, character merchandise and publications licensing.

Disney has already been spending heavily on its media and entertainment endeavours and has recently planned heavy expenditure on the expansion of Hong Kong Disneyland adventure park and plans to spend over \$1.4 Billion on it. In such a scenario, spending a considerable amount on any other venture is tricky.

As one of the board of directors, participants were required to prepare a diversification plan to pitch to the board, convincing them to expand into other business opportunities; mentioning their plan of action to expand into sectors apart from the entertainment and media industry.

While preparing the diversification plan

Participants were required to take into consideration the type of product/service that their company would offer while entering into the new industry and make sure that the product is marketable and appealing to a new target audience.

Participants were required to describe their product/services, demographics of the market they want to target and reason for the choice of target market and marketing strategies for the new product or service in the new business territory. Participants were expected to expand their market through Conglomerate Diversification. The product/service should not only cater to their existing target market but also aim at tapping a new section of the population.

After evaluation participants were given feedback on their performance. The scoring criteria for the round was creativity and strategies. Participants performed really well in the round. Many creative solutions were submitted and one of them was the idea of interior designing, 'Disney's interior designing company'. Reasons given were- 1. Creativity- always designing cartoons 2. Has a variety of designers working as cartoonists and set designers 3. Can become a successful venture due to the expansion of target market. The target market chosen: Children, Parents who would love to give their child a room of his/her dreams and any organization that wants to have themed infrastructure. Marketing strategies were: Promotion on Disney cartoon

Channels and Disney movies, promotion at Disney land, set up pop-up showrooms for displaying the work, tying up with shows like 'extreme makeovers'- home edition where Disney can work on various aspects of interior designing and partnering with make a wish foundation to recreate the rooms that meet the desires of the children. Financials presented was-\$100 million and sources were- reserves of the company and term loans and funds to be discharged in the marketing was \$70 million and on website management \$30 million.



**Date- 29 June 2018**

**Time- 12-1 PM**

**Venue- II Block and IV Block**

## **ENTREPRENEURSHIP DEVELOPMENT ROUND 2**

Entrepreneurship development round 2 was conducted after filtering out the teams in round 1 among the selected teams from the houses. The task given to the participants was 'Iron Man to the Rescue'. Iron Man, the character Tony Stark plays in Avengers is based on this man. He is the founder, CEO, and lead designer of SpaceX; co-founder, CEO, and product architect of Tesla, Inc.; and co-founder and CEO of Neuralink. In December 2016, he was ranked 21st on the Forbes list of The World's Most Powerful People. As of February 2018, he has a net worth of \$20.8 billion and is listed by Forbes as the 53rd-richest person in the world.

In 1995, he and his brother, Kimbal, started Zip2, a web software company, with money raised from a small group of angel investors. The company developed and marketed an Internet "city guide" for the newspaper publishing industry. In 2001, he conceptualized "Mars Oasis", a project to land a miniature experimental greenhouse on Mars, containing food crops growing on Martian regolith, in an attempt to regain public interest in space exploration. This project is familiar to laymen as Space X. On August 12, 2013, he unveiled the Hyperloop, a concept for a high-speed transportation system incorporating reduced-pressure tubes in which pressurized capsules ride on an air cushion-driven by linear induction motors and air compressors.

The mechanism for releasing the concept

was an alpha-design document that, in addition to scoping out the technology, outlined a notional route where such a transport system might be built: between the Greater Los Angeles Area and the San Francisco Bay Area. In December 2015, He announced the creation of Open-AI, a not-for-profit artificial intelligence (AI) research company. OpenAI aims to develop artificial general intelligence in a way that is safe and beneficial to humanity.

The iron man of the world of entrepreneurship, the epitome of creativity, he is none other than Elon Reeve Musk. Musk always said that he wanted to tap into the Indian Market but is backing out from the same due to legal hindrances. But these legal hindrances hold well no more, as the Government of India has given him a chance to prove that his inventions will suit India and its people. Musk has given word to the Indian Government that he will solve one of the two of India's biggest problems, sanitation or water scarcity through his next invention. Failing this, the government of India will debar Musk from entering the Indian market. Participants were Elon Musk and they were required to come up with a solution to sanitation and water scarcity problems in India, including, a detailed description of their invention/product, working of invention/product, marketing strategies to convince the Indian Government and reasons why the Indian government should accept their solution.





**Date- 11 July 2018**

**Time- 12-1 PM**

**Venue- Audi Block**

### **ENTREPRENEURSHIP DEVELOPMENT FINAL**

After vanishing out hundreds of participants, only four teams made their way to the finals. Finalists were required to present the solution of the case study given to them a day prior to the finale. The case given to them was 'SOMEONE TO LEAN ON'.

Refugees of the Syrian Civil War or Syrian refugees are citizens and permanent residents of Syrian Arab Republic, who have fled from their country since the onset of the Syrian Civil War in 2011 and have sought asylum in other parts of the world. The Syria crisis has become the biggest humanitarian emergency of the era, yet the world is failing to meet the needs of refugees and the countries hosting them. The UN High Commissioner for Refugees António Guterres said in 2014. The UNHCR reported that the total number of refugees worldwide exceeds 50 million for the first time since World War II, largely due to the Syrian civil war.

Earning opportunities for refugees are predominantly informal, principally due to governments issuing few working permits. Barriers include quotas, fees, long and cumbersome paperwork and discrimination by employers. In Turkey, even after reforms opening the labour market in January 2016, the number of refugees in a single workplace cannot exceed 10%; employers pay work permit fees of 600 TL (\$180) every year; while there is an

exemption for seasonal work, it requires a separate application and still requires being registered for at least 6 months. By late 2015 at most several thousand permits have been issued, refugees are thus overwhelmingly employed informally. Jobs are often seasonal and employment rates differ widely between winter and summer. The vast majority of refugees live below the poverty line (e.g. in 2016 in Lebanon most households are below \$85 monthly per capita; in south east Turkey, 90% are below \$100 and 70% below \$50 monthly per capita). Average monthly per capita expenditures are estimated in 2015-2016 at \$104 in Lebanon and \$55 in south-east Turkey. Underemployment and low wages are widespread. Many rely on less sustainable sources, food vouchers, taking credits or borrowing money mostly from friends and relatives, less frequently from shops and rarely from landlords (e.g., in Lebanon 90% households are in debt, \$850 in average; ] in south-east Turkey more than half are in debt, a few hundred dollars on average). Because of this, refugees face difficulties accessing services and providing food, housing, healthcare and other basic needs for their families.

Finalists were the entrepreneur currently in the year 2016 and were required to devise a business plan/idea aiming at a twofold impact: The business has to help the refugees to gain access to the basic necessities. It can be either the final products

or the resources to gain access to the final products and the business has to help generate income for the refugees; thereby increasing the per capita income.

Participants were required to submit a report which must include the business idea that will help generate employment and in turn income for the refugees, a break up of the financials stating source and allocation of funds and state how business idea will help in achieving the two fold impact.

