

# CENTRAL UNIVERSITY OF KARNATAKA

(Established by an Act of the Parliament in 2009)

Kadaganchi, Aland Road, Kalaburagi District- 585367



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## DEPARTMENT OF BUSINESS STUDIES


Presents

The National Level Management Fest

# AKYUTHA 2020

The journey of knowledge

March 4<sup>th</sup>, 5<sup>th</sup> & 6<sup>th</sup> 2020



*"Creativity is not a competition,  
It is a passion"*

*We the students of Department of  
Business Studies, Central University  
of Karnataka cordially invite you to the  
bonanza of intelligence- a complete package  
of Education with Entertainment*

*The Management Fest*

***"AKYUTHA 2020"***

*The journey of knowledge*

*Freeze the dates-4<sup>th</sup>, 5<sup>th</sup> & 6<sup>th</sup> March 2020*

*Venue:- Department of Business  
Studies, Central University of  
Karnataka*

DATES: 4<sup>th</sup>, 5<sup>th</sup> & 6<sup>th</sup> March 2020

VENUE: Department of Business Studies

Central University of Karnataka, Kadaganchi, Kalaburagi

### EVENT SCHEDULE

SADHIKA – The Management Events

[March – 4<sup>th</sup> & 5<sup>th</sup>]

1. SAADHIL – Best Manager
2. SAMBHAVA – START UP
3. SAHASRAT – Business Quiz
4. SARAMAY – Best out of waste
5. SAMEEKSHA – HR event
6. SHEVAN – Finance event
7. SOUJAS – Marketing event
8. SANNIDH – Treasure Hunt
9. SABRANG – Photography



## SHAKTI – The Cultural Events

[March-6th]

1. SAAZ – Singing solo & group
2. SAMPOORNA – Dancing solo & group
3. SAJILI – Ramp walk
4. SOUNDARYA – Facial Arts

### Contact details:

E-mail: [cukakyutha2020@gmail.com](mailto:cukakyutha2020@gmail.com)

Mobile: 9030507435

For registrations follow the link: <https://forms.gle/EyP635PMVjRCD6URg>

Or Scan QR code given below



Or visit [www.cuk.ac.in](http://www.cuk.ac.in)

## CENTRAL UNIVERSITY OF KARNATAKA (CUK)

Central University of Karnataka (CUK): a mini India in itself with more than 2000 students from nearly 18 states of India is playing a role of educational reformer in Kalyan- Karnataka region (former H-K region). Spread on the vast area of 654 acres in Kadaganchi village of Kalaburagi district, it lays emphasis on providing education and employment to the nearby villagers for whom sending children to far off places was a nightmare, CUK came in as a ray of hope and is striving hard to spread educational excellence globally.

## DEPARTMENT OF BUSINESS STUDIES

The Department of Business Studies under the School of Business Studies has been established with a vision to strive and achieve excellence in the field of business through multi-disciplinary approach and foster entrepreneurial and managerial talent among students who with their core competence can carve their own niche in the highly competitive world.

The mission of the department is to nurture and shape positive attitude, competencies and capabilities among the students who can apply entrepreneurial skills, management concepts, tools and techniques, and ethical principles in sustaining/ creating socially responsive organizations, institutions and enterprises that are vital for the growth and development of the region, nation and the world at large

### THE MANAGEMENT FEST- AKYUTHA

AKYUTHA brand has been synonym for the management fest which Department of Business Studies, CUK, organizes every year. Continuing the pioneering concept of “Edutainment” for the 5<sup>th</sup> time, Akyutha 2020 sets a benchmark to explore the knowledge, skills and abilities along with cultural ecstasies. This management fest will be reaching out to all the students in and around Karnataka in particular and other parts of the country in general. Hosting 9 competitions in different area of management for the first 2 days, the 3<sup>rd</sup> day celebrations are called “SHAKTI- The cultural zone of Akyutha” where the participants will be competing in cultural events.



## HIGHLIGHTS OF THE EVENTS

### SADHIKA – THE MANAGEMENT EVENTS

#### 1. SAADHIL (BEST MANAGER)

The right move, the right answer, the right moment and its check mate. Prove your skills, communicate what you think, dream and dare to share. It is time to show your talents and use the opportunity to be called as “THE BEST MANAGER.”



#### RULES:-

- Individual participation.
- The one who is participating in BEST MANAGER are not supposed to participate in any other event except cultural.
- There are 7 rounds & each round is a surprise to the participants (as this is the exclusive event).
- No usage of electronic gadgets during the rounds. (until we allow you to access)
- Dress Code for the 2<sup>nd</sup> day: Formals (mandatory).
- Judges decision will be final.
- Registration fees:- Rs.200/- per head
- Event coordinators- Ramya (8977436312)

Rishab (8792136894)

## 2. SAMBHAVA (START UP EVENT)

The best start-ups generally come from somebody needing to scratch an itch. "Don't worry about failure; you only have to be right once."



### RULES :-

- Team of 2 members
- Consists of 4 rounds
  - ✓ Round 1: One minute elevator pitch
  - ✓ Round 2: Creativity
  - ✓ Round 3: Presentation
  - ✓ Round 4: Mentoring Session
- No usage of electronic gadgets.
- Judges decision will be final.
- Registration fees: Rs.150/- per team
- Event coordinators :- Supriya (8105909221)  
Sidharth (809563821)



### 3. SAHASRAT (BUSINESS QUIZ)



SAHASRAT.....

*The ultimate business quizarnival.....*

*Unlocking knowledge at the speed of thought*

#### **RULES:-**

- Team of 2 members.
- Consist of 6 rounds:-
  - ✓ Round 1: Screening test- survival of the fittest
  - ✓ Round 2: General round- build your foundation
  - ✓ Round 3: Choose your field
  - ✓ Round 4: Think out of the box
  - ✓ Round 5: Logical mania
  - ✓ Round 6: Rapid fire
- Electronic gadgets not allowed
- Quiz master's decision will be final.
- Registration fees:-Rs.150/- per team.
- Event Coordinator:- Nikita {7975923919}

Archana {8197563839}

#### 4. SARAMAY (BEST OUT OF WASTE)

“Creativity is contagious”



#### RULES:-

- Team of 4 members
- Consists of 4 rounds:-
  - ✓ Round 1: Budget balance
  - ✓ Round 2: Innovation and you
  - ✓ Round 3: Move to market
  - ✓ Round 4: Make it or break it
- Judges decision will be final.
- Registration fees: Rs.300/- per team.
- Event coordinators: Reena (7829594824)  
Ashfaq (9747617297)

## 5. SAMEEKSHA (HR EVENT)

“Nothing we do is more important than hiring people. At the end of the day, you bet on people, not strategies.”

“Hiring the right people for the role is the most important job of a manager. After all, you need to bet on great people if you want to accomplish great things.”



### RULES:-

- Team of 4 members
- Consists of 6 rounds
  - ✓ Round 1: HR test
  - ✓ Round 2: Induction
  - ✓ Round 3: HR study
  - ✓ Round 4: HR ads
  - ✓ Round 5: Self theory
  - ✓ Round 6: Hire & Fire
- No usage of electronic gadgets during the rounds.
- Judges decision will be final
- Registration fees: Rs.300/- per team
- Event coordinators contact : Shilpa (9740123089)

Vicky (8147724199)



## 6. SHEVAN (FINANCE EVENT)

First rule of life : Never loose money. Second rule: Don't forget the first rule.

We study finance, but how it is going to be in real life .....?? Through this event we are providing a platform where you can learn to earn. The opportunity where you can bring the best of finance in you.



### RULES:-

- Team:- 4 members
- Consists of 3 rounds
  - ✓ Round 1: Fin test
  - ✓ Round 2: Financial Analysis
  - ✓ Round 3: Mock trading
- Electronic gadgets not allowed
- Calculator should be brought by the participant only (we will not provide)
- Judges decision will be final
- Registration fees: Rs.300/- per team
- Event coordinators: Gayatri (9739042751)

Azhar (9902881172)

## 7. SOUJAS (MARKETING EVENT)

The event where you create new ideas, work on it and get immediate results too. You will learn satisfying needs and wants through an exchange process which you can carry throughout your life.

“Creativity is intelligence having fun” we will help you to identify your creativity and bring the best marketers in you.

*“Marketing is not the art of finding clever ways to dispose of what you make. It is the art of creating genuine customer value”*

### RULES:-

- Team of 4 members
- Consists of 5 rounds
  - ✓ Round 1: Marketing test
  - ✓ Round 2: Unadvertised product
  - ✓ Round 3: New product development
  - ✓ Round 4: Promotion strategy
  - ✓ Round 5: Case study
- Products shall be provided
- Judges decision will be final
- Registration fees: Rs.300/- per team
- Event coordinators contact : Malashree (7349153744)

Reshav (8271310972)

## 8. SANNIDH (TREASURE HUNT)



Your heart is where your treasure is,  
and you must find your treasure in  
order to make sense of everything.

-Paulo Coelho

Go on a treasure hunt and find your hidden treasures of patience, team work, imagination, self-confidence and creativity.

### RULES:-

- Team of 4 members.
- The participants who are participating in TREASURE HUNT are not allowed to participate in any other competition except cultural.
- Consists of 3 rounds
  - ✓ Round 1: Mystify
  - ✓ Round 2: Zonal Hunt
  - ✓ Round 3: Hunt around the world
- No teaming up of different teams during the rounds.
- No electronic gadgets and vehicles can be used during the event.
- Registration fees: Rs.300/- per team
- Event coordinators contact: Dharma (7842571943)

Shradha (9430182609)



## 9. SABRANG (PHOTOGRAPHY)

Photography helps to capture the moments of happiness, fun, friendship etc.. They connect us to our past, they remind of our people, places, feelings and stories. The most beautiful moments of the life are meant to be captured. Capture the moment. Let the world see....



### RULES:-

- Individual participation
- Theme: "Best moment of Akyutha 2020"
- Each participant can submit a maximum of 2 photos which should be relevant to the theme
- Participants can use either cameras or mobile phones
- Photos should be submitted without any edits.
- Photos should be mailed to [bennetsby@gmail.com](mailto:bennetsby@gmail.com) or as a document to the whatsapp no: 9567462567 before the deadline.
- Judges decision will be final
- Registration fees: Rs.100/- per head
- Event coordinators contact : Bennet (9567462567)

Joby Joseph (7598435512)

## SHAKTI – THE CULTURAL EVENTS

### 1. SAAZ (SINGING)

*A song can be more than words and music..... when sung with soul a song carries you to another world. Singing evokes the temple of the soul.*

– Clay Aliken



#### RULES (SOLO):

- No theme
- No usage of musical instruments and background music
- Time limit : 3 mins
- Judges decision will be final
- Registration fees: Rs.150/- per head
- Event coordinators contact: Diksha (8431864283)

#### RULES (GROUP):

- Team limit: 4 to 8 members
- No theme
- Participants can use musical instruments while singing (no background music is allowed)
- Time limit : (4+1)mins
- Judges decision will be final
- Registration fees: Rs.500/- per team
- Event coordinators contact: Rasheeq- 8157052414

## 2. SAMPOORNA (DANCING)

*"Dance is the hidden language of the soul"*

*Nobody cares if you cannot dance well. Just get up and dance. Great dancers are great because of their passion.*

*- Martha Graham*



### RULES (SOLO):

- Theme: Retro fusion
- Time limit: 5 mins
- Judges decision will be final
- Registration fees: Rs.200/- per head
- Event coordinators contact: Sumitra(7619325368)

### RULES (GROUP):

- Theme: Indo-Western (Message oriented performance)
- Team limit: 6 to 8 members
- Time limit: 7 mins
- Judges decision will be final
- Registration fees: Rs.500/- per team
- Event coordinators contact: Shivran (7261071901)



### 3. SAJILI (RAMP WALK)

People will stare. Make it worth their while.

“Fashion has always been a repetition of ideas, but what makes it new is the way you put it together.”  
- Carolina Herrera



#### RULES:-

- Theme: Open theme (participants can come up with your own theme)
- Team limit: 5 to 10 members
- Time limit: 6 mins
- No nudity in dressing
- No dressing above knee length (knee length compulsion)
- No profanity and vulgarity in the free ramp walk will be allowed
- No representation of any religious followings and icons.
- Participants should bring their own music and song
- Violation of the rules will lead to disqualification.
- Judges decision will be final
- Registration fees: Rs.1200/- per team
- Event coordinators contact: Rakshanda (8792912024)

Apoorva (7259642561)

#### 4. SOUNDARYA (FACIAL ART)

God has given you one face, and you make yourself another. There's no art to find the minds construction in the face.

– William Shakespeare



#### RULES:-

- Team of 2 members
- Theme: Wildlife
- Time for purchasing the colours: 1 hour
- Activity time: 1 hour
- Presentation time: 1 hour
- Only face should be painted
- No extra time will be given. Should complete within the given time.
- One participant should paint and other participant should get his/her face painted.
- Judges decision will be final
- Registration fees: Rs.100/- per team
- Event coordinators contact: Swati (9741142501)

Venkatesh (9553669373)