

**SCHOOL OF COMMERCE & MANAGEMENT****Department of Management****NOTICE**Ref No: AJU/SCoM/DoM/2025/975

Date: 10.03.2025

School of Commerce and Management is organizing "YUVA - 4.0, 2K25", A flagship project initiated and organized by BBA & B.COM (H).

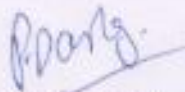
The events of Yuva aims to **Promote Local Talents & Tribal Culture of Jharkhand.**

Date: 28 & 29 March 2025

Day: Friday & Saturday

Venue: Multipurpose Ground, ARKA JAIN University.

Classes for all the semesters of BBA & B.COM (H) will remain suspended on the mentioned dates in order to enable all concerned to actively participate in the Youth Festival, YUVA 4.0.

**Dr. Pompi Das Sengupta**

Asst. Dean (UG)

School of Commerce & Management

Assistant Dean (UG)

School of Commerce and Management

Arka Jain University, Jharkhand

Copy for the information:

1. PS to the Vice-Chancellor
2. PS to the Director
3. PS to the Registrar
4. Controller of Examinations
5. In charge of Web services for Website Updation
6. Notice Board
7. Guard File

BRANDING QUIZ UNDER YUVA 4.0

Date of Event	29.03.2025
Name of the Event	Branding Quiz
Type of the Event	Competitive Event
Conducted by	School of Commerce and Management
No. Of Participants	38

OBJECTIVE:

The objective of the event was to provide a competitive yet engaging platform for students to showcase their awareness about brands, brand elements, and the strategic tools companies use for positioning in the market. It aimed at encouraging students to think critically and creatively, while also building their interest in branding, advertising, and business communication.

DETAILS:

The Branding Quiz, organized under YUVA 4.0, the flagship event of the School of Commerce & Management (UG) at ARKA JAIN University, was held on 28th March 2025 at the university campus in Jamshedpur. YUVA 4.0 is a unique initiative dedicated to promoting local talent and celebrating the tribal culture of Jharkhand, and the Branding Quiz was designed to test and enhance the students' knowledge and understanding of branding elements in the world of business and marketing.

The event was successfully conducted under the convenorship of **Dr. Pompi Das Sengupta**, Assistant Dean, SCOM (UG), and coordinated by **Ms. Seema Das**, Assistant Professor. A total of **19 enthusiastic student groups** participated in the quiz. The competition was divided into **three exciting rounds**. The **first round** tested participants' knowledge of **brand logos**, where they had to identify logos from a wide array of industries. The **second round** was based on **brand taglines**, challenging participants to match famous taglines to their respective brands. The **final round** saw a thrilling contest between the top-performing teams in a rapid-fire format that tested both their speed and accuracy.

The event culminated with the team of **Komal Kumari (B.COM Hons.) and Shyama Kumari (BBA)** emerging as the **Winners**, showcasing remarkable branding insight and presence of mind. The **Runner-up** position was secured by **Ritika Singh and Harshpreet Singh Bhatia**, both from **B.COM (Hons.)**, who also delivered an impressive performance throughout the quiz.

TAKEAWAY (OUTCOMES):

The outcome of the event was highly positive, as it not only promoted academic enrichment in the field of marketing and branding but also strengthened team spirit, critical thinking, and

quick decision-making among students. It fostered a spirit of healthy competition and contributed to the overarching goal of YUVA 4.0 — to encourage young minds and local talents while embedding cultural pride and educational excellence.

POSTER OF THE EVENT

JGI **ARKA JAIN** **NAAC** **Outlook** **RANKED 3rd** **ISO**

University Jharkhand GRADE A ICARE RANKING 2023 IN "TOP-15 EMERGING PRIVATE UNIVERSITIES IN INDIA" CATEGORY

SCHOOL OF COMMERCE & MANAGEMENT (UG)
WELCOMES YOU TO

YUVA 4.0

28th & 29th MARCH 2025

BRANDING QUIZ

CASH PRIZE
Duet Rs.1500/-

REGISTER NOW!!!

**VENUE: MULTIPURPOSE GROUND ,
ARKA JAIN UNIVERSITY, JHARKHAND**

PHOTOS OF THE EVENT



Fig 1: During Competition



Fig 2: Group Photo



Fig 3: Winner & Runner-up of the Event



Fig 4: Winner & Runner-up of the Event

LIST OF PARTICIPANTS

Duet

BRANDING QUIZ

SERIAL NO	NAME	ENROLLMENT NO.	DEPARTMENT	CONTACT NO
1	Ritika Singh	AJU/231871	B.Com (H)	9007088698
2	Harshita Bhatia	AJU/231556	B.Com (H)	9835111340
3	Nishita Kumari	AJU/230714	BBA	1320074741
4	Astami	AJU/230765	BBA	8260955394
5	Ashish Chandra	AJU/241512	BBA	8299224016
6	Krish Kant	AJU/241814	BBA	7294943675
7	Shruti Jena	AJU/241629	BBA	8292212623
8	Samiya Attaf	AJU/241665	BBA	8252991878
9	Akshita Bhattacharya	AJU/241305	BBA	8709089059
10	Natasha Sharma	AJU/241463	BBA	7461002917
11	Ankita Verma	AJU/241882	BBA	6204727041
12	Madhubala Kumari	AJU/2418055	BBA	7033539738
13	Ritu Kumari	AJU/241986	B.Com	7488579427
14	Vinit Kumari	AJU/241406	B.Com	7488847557
15	Komal Kumari	AJU/242107	B.Com	8987971426
16	Harshit Kaur	AJU/242077	B.Com	7349974704
17	Devi M. Ancho	242057	B.Com	9835510815
18	Ashwini Kumari	241987	BBA	9153977467
19	Sorav Mahato	240983	BBA	9979044843
20	Dilpreet Singh	241485	BBA	9279086496
21	Tushar Sachdev	241661	BBA	7488260921
22	Biswadeep Chatterjee	240640	BBA	8797929789
23	Jaskarn Singh	240535	BBA	9546004910
24	Anshu K. Jha	241281	BBA	7991168456
25	Sonali Dey	240885	BBA	8207519951
26	Bhumi Kumari	240586	BBA	9608758417
27	Sheetal Shah	240671	BBA	7061286454
28	Amit Kaur	240825	BBA	9798028060
29	Krish Mishra	241140	BBA	7542023466
30	Yash Mahato	240811	BBA	9693777243
31	Prateek Kumar	240772	BBA	9234790715
32	Manoj Singh Laya	240481	BBA	6205059982
33	Akhilasha Singh	240616	BBA	9978456821
34	Arushi	241658	BBA	9204027915
35				

36	Abhayan Pandey	241922	BBA	6201256279] 18
37	Utkash Kumar	240898	BBA	7856928181	
38	Shaily Kashyap	241890	BBA	9798013925] 19
39	Naisha Chakraborty	241461	BBA	7328055202	
40	Sharmistha Shafi	241855	BBA	9263421792	
41	Abdul Nasir	241854	Diploma M.E	9122718535	
42	Mansi Agarwal	241408	B.Com	8292996475	
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CERTIFICATES

ARKA JAIN
University
Jharkhand

CERTIFICATE OF ACHIEVEMENT

is awarded to

Shyama Kumari

From SCOM (BBA) for securing 1st position in Branding Quiz
Event of YUVA 4.0, THE FLAGSHIP EVENT of SCOM (UG),

ARKA JAIN UNIVERSITY

Date: 28th & 29th March, 2025

P. Dasg.

Dr. POMPI DAS SENGUPTA
ASSISTANT DEAN, BBA & BCOM(H)
ARKA JAIN UNIVERSITY

ARKA JAIN
University
Jharkhand

CERTIFICATE OF ACHIEVEMENT

is awarded to

Komal Kumari

From SCOM (B-com) for securing 1st position in Branding Quiz
Event of YUVA 4.0, THE FLAGSHIP EVENT of SCOM (UG),

ARKA JAIN UNIVERSITY

Date: 28th & 29th March, 2025

P. Dasg.

Dr. POMPI DAS SENGUPTA
ASSISTANT DEAN, BBA & BCOM(H)
ARKA JAIN UNIVERSITY



ARKA JAIN
University
Jharkhand

CERTIFICATE OF PARTICIPATION

is awarded to

Palakpreet Kaur

From SCOM (BBA), for successfully participating in YUVA 4.0, THE
FLAGSHIP EVENT of SCOM (UG), ARKA JAIN UNIVERSITY

Date: 28th & 29th March, 2025

P. Dasg

Dr. POMPI DAS SENGUPTA
ASSISTANT DEAN, BBA & BCOM(H)
ARKA JAIN UNIVERSITY

ARKA JAIN
University
Jharkhand

CERTIFICATE OF PARTICIPATION

is awarded to

Ritike Kumari

From SCOM (BBA), for successfully participating in YUVA 4.0, THE
FLAGSHIP EVENT of SCOM (UG), ARKA JAIN UNIVERSITY

Date: 28th & 29th March, 2025

P. Dasg

Dr. POMPI DAS SENGUPTA
ASSISTANT DEAN, BBA & BCOM(H)
ARKA JAIN UNIVERSITY