



CIRCULAR



SCHOOL OF COMMERCE & MANAGEMENT

Department of Management NOTICE

Ref No: AJU/SCoM/DoM/2025/900

Date: 04.01.2025

This is to inform all the students and staff of ARKA JAIN University, that the Department of Management (MBA) is organising its "Annual Management Fest — CREST" on 20th & 21st February 2025 in the university campus.

The scheduled for the event will be shared shortly.

Dr. Urvashi Thakur
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Copy for the information:

1. PS to the Vice-Chancellor
2. PS to the Director
3. PS to the Registrar
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ANNUAL MANAGEMENT FEST- CREST

Date of Event	20-02-2025 & 21-02-2025
Name of the Event	Annual Management Fest- Crest
Type of the Event	Management Fest
Conducted by	MBA, Department of Management
No. of Participants	50

OBJECTIVES:

The main objective was to provide students with a platform to apply theoretical knowledge in real-world, competitive scenarios through events and simulations. To nurture critical management competencies such as leadership, decision-making, problem-solving, and strategic thinking among students. To foster a spirit of teamwork, communication, and collaboration among participants from diverse backgrounds. To connect students with industry experts, alumni, and professionals, offering insights into contemporary trends and practices. To offer a stage for students to exhibit their creativity, innovation, and entrepreneurial abilities in various domains of management. To give student organizers hands-on experience in planning, budgeting, coordinating, and executing large-scale events.

DETAILS:

CREST, the flagship management fest of the MBA Department, is a vibrant celebration of creativity, strategy, and talent. This annual event brings together students from diverse backgrounds to showcase their managerial, cultural, and artistic skills through a series of engaging and competitive activities.

The fest featured a dynamic mix of events, including:

- **Poster Making** – A platform for students to creatively express social or business themes through impactful visuals.
- **Cooking Without Fire** – A test of culinary innovation where participants prepared delicious dishes without using flame.
- **Business Quiz** – A battle of minds assessing participants' knowledge of current affairs, business trends, and general awareness.
- **Mock IPL Auction** – A simulation of IPL team bidding, enhancing negotiation and analytical skills among the students.
- **Spardha** – A dual event featuring *Logo Making* and *Idea Pitching*, where creativity met entrepreneurial thinking.

- **Fashion Show** – A dazzling display of confidence and style, celebrating cultural diversity and fashion themes.
- **Reel Making** – A short-format storytelling competition capturing powerful messages and entertaining narratives.
- **Pot Painting & T-shirt Painting** – Creative art competitions showcasing aesthetic imagination and design skills.

The fest concluded with a high-energy **Live Band Performance** and **DJ Night**, marking a perfect finale filled with music, dance, and celebration.

CREST continues to reflect the spirit of innovation, collaboration, and holistic development that the MBA Department nurtures among its students.

TAKEAWAYS (OUTCOME)

- **Platform for Practical Learning**
CREST provides MBA students a dynamic environment to apply classroom knowledge to real-world challenges through competitions, case studies, simulations, and more.
- **Leadership & Teamwork**
Students take up leadership roles in organizing and managing the fest, helping them enhance their project management, coordination, and team-building skills.
- **Exposure to Industry Trends**
With guest speakers, panel discussions, and judges from corporate backgrounds, students gain insights into current industry practices and expectations.
- **Networking Opportunities**
Interaction with peers from different colleges, alumni, and corporate professionals opens up valuable networking and mentorship opportunities.
- **Boost in Confidence & Communication**
Public speaking, presentation, and event management during CREST contribute to personal and professional confidence building.



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POSTER OF THE EVENT



Figure 1: Poster of the Event- Annual Management Fest 2025- CREST

PHOTOS OF THE EVENT



Figure 1:- The chief guest & guest of honour and our dignitaries of AJU present in the lamp lighting ceremony



Figure 2:- Dr. Amit Srivastava felicitating the guest of honour



Figure 3:- The inaugural of the vent by performing Ganesh Vandana by our talented students



Figure 4:- The participants for the event fashion show



Figure 5: The audience & the faculty members enjoying the singing performance during the competition



Figure 6:- The audience enjoying the live DJ performance during the CREST 2nd day show



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DEPARTMENT OF MANAGEMENT (MBA)- CREST 2.0

NAME OF THE EVENT- OPEN MIC

INCLUDES - Rap, Beat boxing, Mono-Acting, Story Telling, Stand-up Comedy, Shayari, Mimicry, Extempore

DATE- 21-02-2025

SL NO.	NAME OF THE STUDENT	INSTITUTE NAME	CONTACT NUMBER	SIGNATURE
1	Aashish Doley	Anka Jain	9234330775	Aashish
2	Rashi Kungu	Jamshedpur W. S. Engineering College	9204442700	Rashi
3	Prigyanth K. Pandey	ASU	8877059930	Prigyanth
4	M. T. Mishra	ASU	8540091711	M. T. Mishra
5	Himachi Shekhar	ASU	9942868013	Himachi
6	Anindam Ray	ASU	7070139888	AR
7	Danish	ASU		



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DEPARTMENT OF MANAGEMENT (MBA)- CREST 2.0
NAME OF THE EVENT- POSTER MAKING COMPETITION
DATE- 20-02-2025

Sl NO.	NAME OF THE STUDENT	INSTITUTE NAME	CONTACT NUMBER	SIGNATURE
1.	Anuradha Kumari	Arka Jain University	9608168451	Anuradha Kumari
2.	Nikita Gope	Arka Jain University	9304423826	Nikita
3.	Riya Mandal	Arka Jain University	7209342760	Riya Mandal
4.	Suraj Baskoy	Cooperative College	9279041234	Suraj
5.	Sneha	Arka Jain University	7292805747	Sneha



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DEPARTMENT OF MANAGEMENT (MBA)- CREST 2.0
NAME OF THE EVENT- MELODICA COMPETITION
DATE- 21-02-2025

SL NO.	NAME OF THE STUDENT	INSTITUTE NAME	CONTACT NUMBER	SIGNATURE
1.	Abhyendendu Singh	Jamshedpur co-operative college		
2.	Riya Jha	AJU		
3.	Adarsh Kumar Dohay	AJU		
4.	Varnika Chel	AJU		
5.	Ragbir Kumar	AJU		
6.	Poojisha Mishra	AJU		

Done

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Answer

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DEPARTMENT OF MANAGEMENT (MBA)- CREST 2.0
NAME OF THE EVENT- SHUTTER UP COMPETITION
DATE- 20-02-2025

SL NO.	NAME OF THE STUDENT	INSTITUTE NAME	CONTACT NUMBER	SIGNATURE
1)	Vinit Kumar	Arka Jain University	7488847557	V. Kumar
2)	Mrinal Kumar Yadav	Arka Jain University	8603532866	Mrinal Kumar
3)	Yash Rathod	Arka Jain University	7093279883	Yash Rathod
4)	Ujjawal Kumar	Arka Jain University	6207673591	Ujjawal Kumar
5)	Gowind Chhosh	Arka Jain University	6206940691	Gowind Chhosh
(N) 6)	Mayank	St. Xavier's Ranchi	9798071608	Mayank
7)	Ashish Kumar	NSU	6205846361	Ashish

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 DEPARTMENT OF MANAGEMENT (MBA)- CREST 2.0
 NAME OF THE EVENT- COOK WITHOUT FIRE COMPETITION
 DATE- 21-02-2025

Sl NO.	NAME OF THE STUDENT	INSTITUTE NAME	CONTACT NUMBER	SIGNATURE
Team 1)	1) Rashi Ringia	Tamshudpur Co-Operative College	9204442700	Rashi
	2) Shreya Tapadia	"	6202377905	
	3) Shreeshruti Gupta	"	7667178132	
	4) Nishtha Gupta	"		
	5) Rahul Ravidas	"	7644904782	
Team 2)	1) Anamika Mandal	XITE	9431304439	Anamika
	2) Shanti Kumari	XITE	6292256172	Shanti Kumari
Team 3)	1) Manisha Sharma	Graduate College	8603423272	Manisha Sharma
	2) Durga Kumari	XITE	7761802506	Durga
	3) Shreya Paul	XITE		Shreya Paul
	4) Dalija Gosai	XITE		Dalija Gosai
Team 4)	1) Aashka Kumari	Arka Jain	9304906148	Aashka
	Sona Pandey	"		
	Tanay Mandal	"		
	Ishika Kumari	"		

Dr. Ravashi Thakur

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DEPARTMENT OF MANAGEMENT (MBA)- CREST 2.0

NAME OF THE EVENT- BATTLE RUSH COMPETITION (FREE FIRE)

DATE- 20-02-2025

Sl. NO.	NAME OF THE STUDENT	INSTITUTE NAME	CONTACT NUMBER	SIGNATURE
01.	Mahit Kh. Sharma	J.C.C	6200977295	Mahit
02.	Shovan Narayan Deb	J.C.C	8578905472	S.N. Deb
03.	Vansh marikpuri	J.C.C	6209965174	Vansh
04.	UJJAWAL KUMAR	ARKA JAIN UNIVERSITY	6207673591	Ujjawal Kumar
05.	Abhishek K. Mehta	ARKA JAIN UNIVERSITY	7091539936	Abhishek
06.	Harnit Pradhan	AJU	6204552708	Harnit
07.	Devanshu Dubey	AJU	8581082855	Devanshu
08.	Aman Das Singh	AJU	9864006827	Aman Das Singh
09.	Krishna Kr. Yadav	AJU	8282855020	Krishna
10.	Shubhankar Das	AJU	9005543451	Shubhankar
11.	Manish Sharma	AJU	9162483954	Manish
12.	Aditya Anshuman	AJU	8210653271	Aditya
13.	Bishnu Mote	AJU	7779832280	Bishnu
14.	Shiva Pradhan	AJU	9304298393	Shiva
15.	Kamishik Varshney	JCC	0304413639	Kamishik

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