

Date: 04.01.2025



CIRCULAR





SCHOOL OF COMMERCE & MANAGEMENT

Department of Management NOTICE

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

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

HoD, MBA

Dept. of Management

School of Commerce & Management

HoD, MBA

School of Commerce and Management

ARKA JAIN University, Jharkhand

Copy for the information:

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

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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.





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

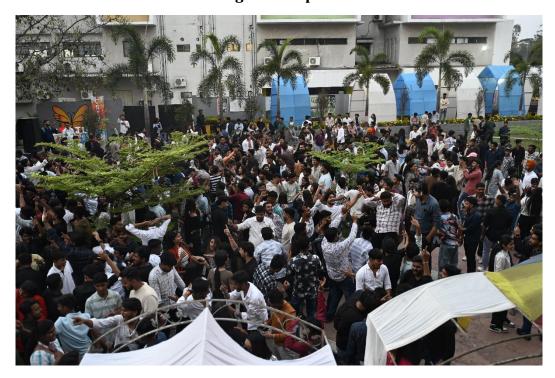


Figure 6:- The audience enjoying the live DJ performance during the CREST 2^{nd} day show





LIST OF PARTICIPANTS

| 1000 | CREST | ARKA JA Univers | | NAAC GRADE |
|-----------|--|-----------------------|-------------------|---------------|
| NAME | TMENT OF MANAGEMENT (MBA)- OF THE EVENT-FASHION SHOW CO 20-02-2025 | | | |
| SL NO. | NAME OF THE STUDENT | INSTITUTE NAME | CONTACT NUMBER | SIGNATURE |
| 1) | Kniti Das | Aleka Sair University | 6203530461 | Souther |
| .2. | Deshikha Malkhani | Tagore Academy | 766792366 | Cohilles |
| 3 | K-Janui | (7) | 5301636108 | Volanse |
| 4 | Unidia Das | wans institude | 6206670945 | aluel . |
| 5 | DHEUB SOREH | KARIM CETY COLLEGE | 62016749 | the same |
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HoD, MBA

Department of Management









ARKA JAIN University



DEPARTMENT OF MANAGEMENT (MBA)- CREST 2.0 NAME OF THE EVENT- OPEN MIC

INCLUDES - Rap, Beat boxing, Mono-Acting, Story Yelling, Stand-up Comedy, Shayari, Mimicry, Extempore DATE-21-02-2025

| SL NO. | NAME OF THE STUDENT | INSTITUTE NAME | CONTACT NUMBER | SIGNATURE |
|-----------|---------------------|---------------------------------------|--------------------------|-----------|
| 7- | Rashe Rengsical | Janua Jain Jamshedpur W. Shuzhineloly | 9284330775 | - 4 |
| 3 | Pringarda Ko Parly | AJU | 01PRC0+ F38 | ^ |
| s, | Himadri Shekhar | ASU | 9540091711 9142868615 | Limach |
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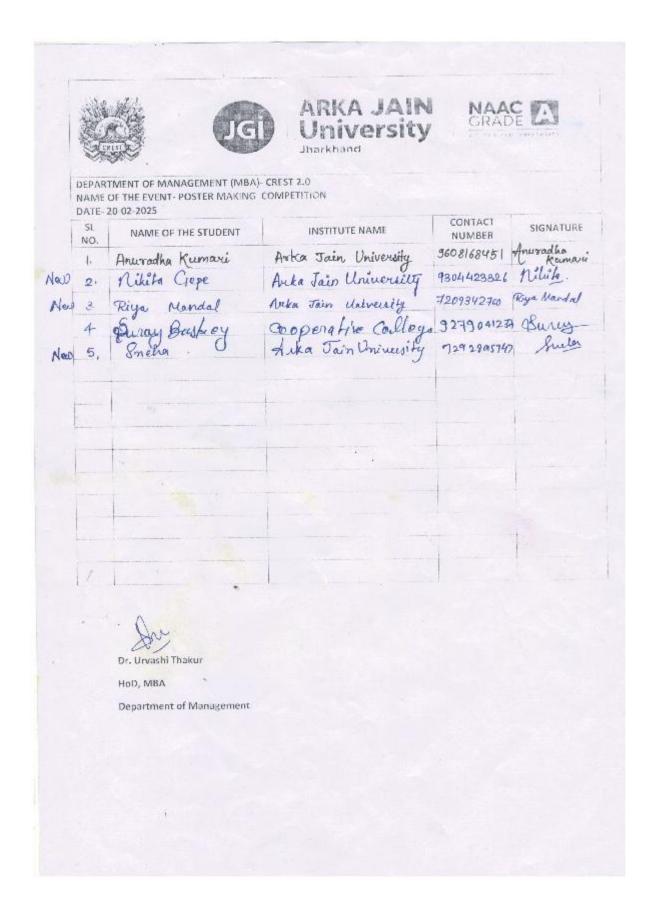
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Department of Management HoD, MBA School of Commerce and Management ARKA JAW University, Jharkhand















ARKA JAIN University



SIGNATURE

CONTACT

NUMBER

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 |
|-----------|---------------------------------|------------------------|
| f- | Dibyendendu Singh | Jonahadpur co-operfice |
| 92. | Riya Tha | AJU |
| 3. | Rige The Adough Kumar Dubay | AJU |
| 4. | Marnika Choel U | AJU |
| 5 | Ragbix Komar Poatiksha Misha | AJU |
| 6. | Padiksha misha | AJU |

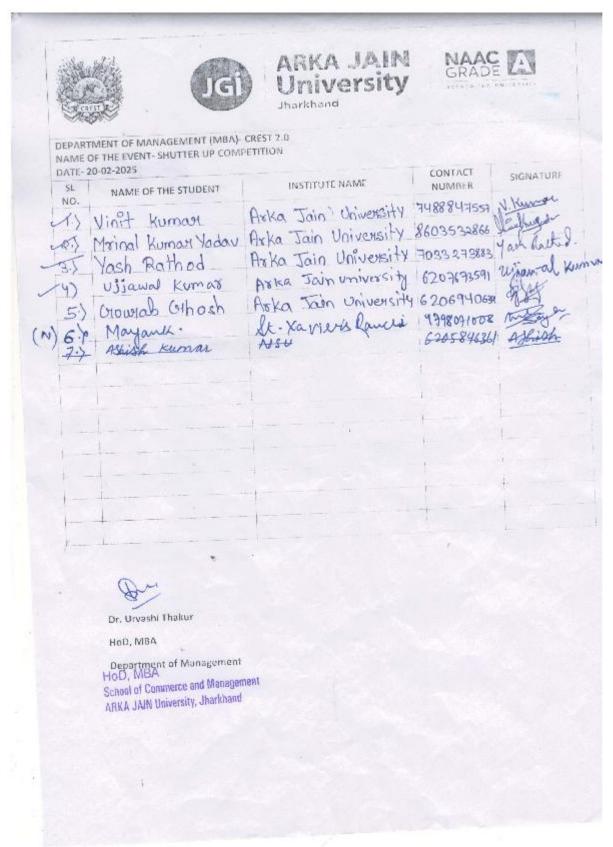
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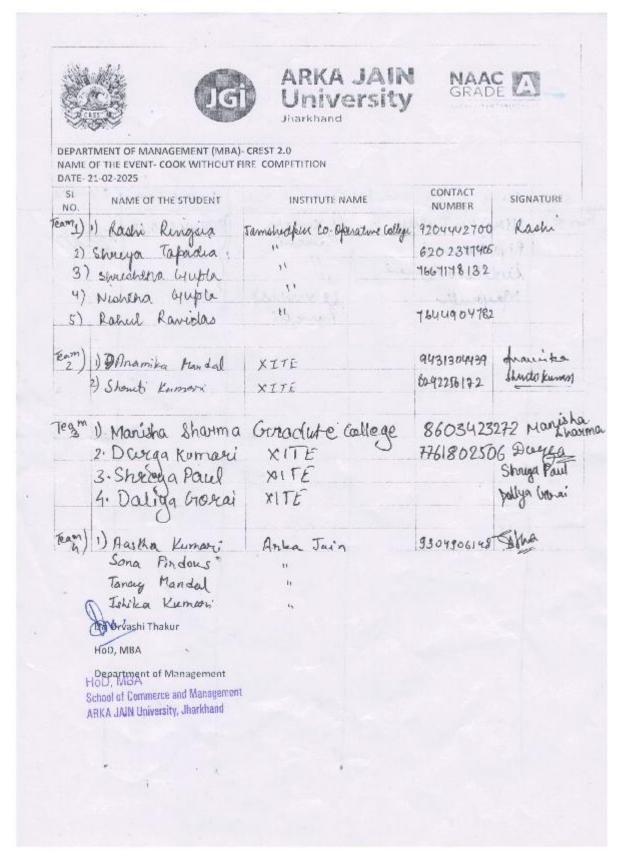






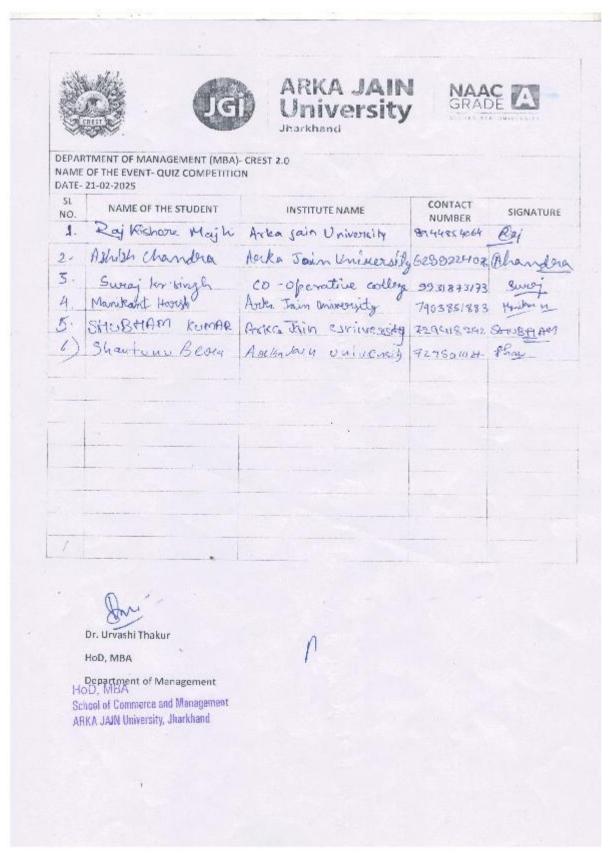




















ARKA JAIN University



DEPARTMENT OF MANAGEMENT (MBA)- CREST 2.0

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

DATE- 20-02-2025

| St. NO. | NAME OF THE STUDENT | INSTITUTE NAME | CONTACT NUMBER | SIGNATURE |
|------------|---------------------|----------------------|-------------------|--------------|
| 01. | Mahit Ku Shorma | JCC | 6200 977295 | nepito |
| 02. | Shown Navayan aleb | J.C.c | 8578905472 | S.N.Deb |
| 03. | Vansh manilepusi | 3.4.6 | 6209965124 | Lbush |
| 04. | NAMON LAWACEUL | ARKA JAIN UNIVERSITY | 6207673591 | Egjawal Kuma |
| 65 | Abhiahel ku Mehlo | ARMA JAIN UNIVERSIN | 7091239936 | A March |
| 06 | Harril Pradhas | AJU | 620 4552708 | flerit ! |
| 84 | Devanshy Dubey | AJU | | Deverthy. |
| 08 | Amantersingh | UCA | 9864006827 | Anciesings |
| 09 | Willma Gr- yadew | ASU | 8282855028 | |
| 10 | Shubhaukau Dio | AJU | 9405543451 | dam_ |
| 11 | Manish Ishanno | Azv | 41 PS 483424 | Blue |
| 12 | Adity Anshmam | Aju | 821065 3471 | Advide- |
| 13 | Bishov mote | Azu | 349 48 355 8F | 186- |
| 14 | Shive Frakhow | V 20 | 93042 98393 | |
| 15 | Kanishk Varshrung | JCC | 0300H13634 | |

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