

AACSB

Business
Education
Alliance
Member

EDM
FACULTY OF
MANAGEMENT

SRM
INSTITUTE OF SCIENCE & TECHNOLOGY
(Deemed to be University Act of UGC, Act, 1956)

FACULTY OF MANAGEMENT

SRM INSTITUTE OF SCIENCE AND TECHNOLOGY, KATTANKULATHUR

PRESENTS



INTERNATIONAL MANAGEMENT FEST

AGAM 8.0

A GAME FOR AGILE MORTALS

"NEXUS OF NOTIONS"

12, 13 & 14 MARCH, 2025



**NAAC A++
ACCREDITED**

**Category 1 with
12B Status**

QS
(2025) World Ranking
One among 46 Indian
Universities

nirf
(2024)
12th Ranked University

**PLATINUM
I-GAUGE**
QS I-Gauge
Platinum Rated

**THE WORLD
UNIVERSITY
RANKINGS**
(2025) World Ranking
One among 107 Indian
Universities

**SHANGHAI
RANKING**
(2024) World Ranking
Ranked 5-7 in Indian
Universities

**nature
index**
(2024) Ranked 20th
in India

ABOUT SRM

SRM Institute is a prestigious educational institution known for its commitment to academic excellence and industry-oriented learning. It holds a NAAC A+ accreditation and is a proud AACSB member, demonstrating its dedication to providing world-class education and continuous improvement. With a strong emphasis on innovation and research, SRM offers diverse programs across various disciplines, shaping students into future leaders in their respective fields.

ABOUT FACULTY OF MANAGEMENT

The Faculty of Management (FOM) at SRM is a premier B-School in India, offering BBA, MBA, and Ph.D. programs with cutting-edge specializations such as Artificial Intelligence & Data Science, Business Analytics, Digital Marketing, Healthcare & Hospital Management, Financial Services, Banking & Financial Services, Logistics & Supply Chain Management, and Sports Management. Ranked No. 1 among the Top 36 Private B-Schools (Times B School Ranking 2025) and 3rd among India's Top BBA Institutes (TimesPro BBA Ranking 2024), FOM stands out for its academic excellence, strong industry connections, and high placement records. With deep industry integration, the institution ensures that students are well-prepared to lead in the global business landscape.

ABOUT AGAM

AGAM (A Game for Agile Mortals) bridges the gap between industries and the next generation of talent, offering a platform for collaboration, innovation, and knowledge exchange. It allows the organization to engage with fresh perspectives, discover potential future leaders, and enhance productivity through dynamic interactions. By participating, companies can explore new business opportunities, challenge conventional strategies, and stay ahead in an evolving market.

WHY AGAM?

SRM Faculty of Management proudly presents AGAM 8.0:

Nexus of Notions', a dynamic programme aimed at bridging the gap between the corporate world and the student community. It fosters collaboration between students and corporations, empowering both parties to showcase creativity, interact lively, and enhance productivity in professional channels. It creates a proactive stance towards exploring new horizons, disrupting existing paradigms, and seizing opportunities in the marketplace, promoting agile practices.

CASH PRIZES



THE NEXUS
Rs.1,00,000/-



1ST RUNNER UP
Rs.75,000/-



2ND RUNNER UP
Rs.50,000/-



BEST IDEAS
Rs.10,000/- Each

REGISTRATION FEE

Rs. 1000/-

*Individual / Team
(Excluding TA & Accommodation)*

*Registration Fees Waived off for SRMIST FOM Students
(KTR, RMP, VDP, TRI, NCR)*



REGISTER NOW

KEY TAKEAWAYS

CASH PRIZE



TROPHY



CERTIFICATES



INTERNSHIPS



MEDALS



PLACEMENT &
PRE-PLACEMENT SUPPORT



TECHNICAL ROUND'S NORMS

GENERAL RULES:

1. Medium of presentation: English
2. Exceeding time results in negative points. Any misconduct leads to disqualification.

ROUND 1: PROBLEM SPOTLIGHT (9:30 AM ONWARDS)

1. Teams must justify their problem selection and outline their approach.
2. Time: 3 minutes per team
3. Format: Oral / PPT / DOCX / PDF
4. Judging Criteria: Research Depth, Problem Understanding, Solution Alignment, Presentation Quality, Initial Concept, Q&A.

ROUND 2: UNVEIL (1:30 PM ONWARDS)

1. Teams present a detailed problem analysis with supporting data, feasibility, and strategic insights.
2. Time: 5 minutes per team
3. Medium: English
4. Format: PowerPoint
5. Judging Criteria: Q&A, Feasibility, Impact, Detailing, Innovativeness, Team Collaboration.

ROUND 3: THE NEXUS (NEXT DAY, 9:30 AM ONWARDS)

1. Teams showcase their optimal solution with a structured framework, prototype, or product.
2. Time: 8 minutes per team
3. Format: Model Diagram, Flowchart, Framework, etc.
4. Judging Criteria: Solution Depth, Scalability, Sustainability, Innovation, Market Viability, Competitive Edge, Social & Environmental Impact.

OUR PRESTIGIOUS PARTNERS

1st Edition



Dr. Santhosh Babu IAS, Chairman
& MD, Tamilnadu Handicrafts
Development Corporation



Mr. Sarath
Babu, CEO,
M/s. Food King



Mr. Abhigyan
CEO, M/s. TNQ
Pvt. Ltd

2nd Edition



Mr. Kumaravel,
CEO, M/s.
Naturals



Dr. Kiran, GM-HR,
M/S Apollo
Hospital



Thiru. P. Ponniah, I.A.S
Collector & District
Magistrate of
Kancheepuram District



Mr. Venkatesh Rajaratnam
COO at Gamesa



Mr. M. K. Chandra
Sekaran Vivadha Kalam
Host



Mr. G. Nagarajan General Manager-
Operations Butterfly Ganthimathi
Appliances Ltd



MR. Bikram K Nayak Head
Talent Acquisition office, CEO
& MD at Larsen & Turbo

4th Edition



Mr. Madhava Priyan M. P., Head HR
& Organizational Development,
FLYJAC Logistics Pvt Ltd



Mr. Zarookshah,
Director, Grand
Square



Mr. Varindar Singh Sahney
Bobby, Consultant – M/s.
METAPLAST ADKRAFTS



Mr. Bala Surya S,
Founder & CEO,
M/s. SandBird



Mr. Sadayandi
Ramesh Managing
Director Pothys,
Chennai



Mr. Ramani Venkat, Founder
of BIZZ Diagnostic and
Mentor of Cool Guru LLP



Mr. M. F. Febin Head
college connect
business L&T EduTech



Mr. Alok Kumar
Practical Listening Director HR,
Atos Computer & IT Company

6th Edition



Mr. Livingston Robotic Process
Automation Lead, Data & Tech –
Ford Business Solutions



Mr. ARUN & MR.
ARAVIND, CASTING
DIRECTORS, VIJAY TV
TWIN HEART
ENTERTAINMENTS



Ms. Janani NM
Associate HR Manager,
AtosComputer & IT
Company



Mr. Madhu Lead - Training and
communication, Asia Pacific Ford
Business Solutions

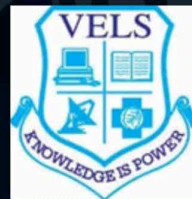


Ms. Hema
Chandrasekaran GM -
College Connect, L&T
EduTech

7th Edition



OUR ESTEEMED PARTICIPANTS



THRUST AREAS

GREEN TECHNOLOGY

- Simple maps and Routes API
- Smart city's mobility
- Combat diesel theft, prevent road accidents, monitor driver fatigue
- Eco-friendly homes challenge

RENEWABLE ENERGY TECHNOLOGIES

- Transportation challenges for giant blades.
- Reducing dependence on solar imports
- Cleaning issues for dusty solar panels.
- Weather-dependent energy generation fluctuations.
- Enhancing renewable energy technology and efficiency.

LOGISTICS

- Energy efficiency and combating climate change
- Environment challenges while promoting social well-being to innovative solutions
- Last mile delivery optimization
- Inventory management in uncertain markets.

AGRICULTURE & FOOD PRODUCTION

- Innovation in the food industry
- Sustainable strategy: role of technology
- Data-driven approaches to promote sustainable agricultural practices
- Food security at a local, regional, or global scale
- Natural resources become depleted how to solve this?

HUMAN CAPITAL MANAGEMENT

- Employee theft of raw materials
- How to reduce employee attrition rate
- Skilled worker performance decline
- Leader-team conflict management
- Stringent quality engineer, frequently rejects goods, causing tension with production also affects the plan performance

ENVIRONMENT

- Energy efficiency and combating climate change
- Environmental challenges while promoting
- Social well-being to innovative solutions.
- Biodiversity conservation and ecosystem preservation
- Biodecity conservation and habited protection
- Pollution control and waste management

INDUSTRY PARTNERS



CHIEF PATRONS

Dr. T. R. PAARIVENDHAR, Founder Chancellor, SRMIST
Dr. RAVI PACHAMUTHU, Pro Chancellor (Administration), SRMIST
Dr. P. SATHYANARAYANAN, Pro Chancellor (Academics), SRMIST
Dr. R. SHIVAKUMAR, Chairman - Trichy & Ramapuram Campus, SRMIST

PATRONS

Dr. C. MUTHAMIZHCHELVAN, Vice-Chancellor, SRMIST
Dr. NITIN M NAGARKAR Pro Vice-Chancellor (MHS), SRMIST
Dr. A. VINAY KUMAR, Pro Vice-Chancellor (SBL), SRMIST
Dr. S. PONNUSAMY, Registrar, SRMIST
Dr. K. GUNASEKARAN, COE, SRMIST

ORGANISING CHAIR

Prof. SHIVGANESH BHARGAVA, Dean - FOM - SRMIST

CONVENOR

Dr. SANTHANA LAKSHMI, MBA Chairperson, FOM - SRMIST

STAFF COORDINATORS

Dr. GANAGA DURGA DEVI R, Assistant Professor, FOM - SRMIST
Dr. NOBLE KENNEDY E, Assistant Professor, FOM - SRMIST

STUDENT CONVENOR

Mr. KARTHIKEYAN S D

STUDENT CO - CONVENORS

Mr. NIKHILESH VASUDEVAN K
Ms. RITU YUVARAJ RATHOD

STUDENT EXECUTIVE TEAM

Ms. VARSHA V
Ms. VASUPRATHA S P
Ms. POOJA R
Mr. MOHANASUNDARAM R
Ms. ASHLEY E K
Mr. SHARAN J
Mr. DERRY DEMARIO
Ms. SANJITHA MOHAN
Ms. HARIPRIYA P

TEAM INSTITUTE CONNECT

Mr. TAWFEEQ AHAMED
Lead- Institute Connect
+91 96006 00796

Mr. SANTHOSH V R
Lead-Marketing
+91 9449073543

Ms. MADIHAH FATHIMA
Lead- Public Relations
+91 7305023267

Mr. RISHIKUMAR
Co - Lead Institute Connect
+91 9361067792

Mr. YATHISHWAAR
Co-Lead-Marketing
+91 9363647456

Ms. MAHIMA
Co - Lead- Public Relations
+91 6379522706

WEBSITE

<https://shorturl.at/wH74n>

MAIL - ID

agam.mgmt.ktr@srmist.edu.in