

Shivatech 2025

Department of management Event

1. **Old Product, New Story:** A creativity-based event where participants are given an existing product and challenged to rebrand it with a fresh marketing story, slogan, or positioning. It tests imagination, marketing skills, and presentation abilities.
2. **Brand Tambola:** An engaging twist on the traditional game of Tambola, where numbers are replaced with brand logos, taglines, or product names. Participants must recognize and connect the brand clues to play, making it both fun and educational.
3. **Negotiation Duels:** A role-play competition where participants engage in simulated business negotiations. Each team is assigned roles such as buyer, seller, or mediator and must use persuasion, communication, and strategy to secure the best deal.

Faculty Coordinators:

1. Namrata Anand
2. Anshika Srivastava

Student coordinators: Damandeep: 988241441, Simran: 8580645088

Registration Link: <https://forms.gle/ZZnm62cVhshKqu5L7>