# SHREE DEVI INSTITUTE OF TECHNOLOGY

**(Affiliated to Visvesvaraya Technological University & Recognised by AICTE)**

## AIRPORT ROAD, KENJAR, MANGALURU - 574142

ACCREDITED BY NACC

## DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

## PRESENTS

**ECHELON'25**

*Rethink Rebuild Revive*

## ASSOCIATION WITH

**MEDHA SHREE DEVI A2K25**

## NATIONAL LEVEL MANAGEMENT AND CULTURAL FEST
## FEBRUARY 28th & MARCH 1st 2025

## ABOUT COLLEGE

Shree Devi Institute of Technology, Kenjar, Mangaluru, affiliated to Visvesvaraya Technological University, Belagavi, recognized by All India Council for Technical Education (AICTE), New Delhi was established by Shree Devi Education Trust Mangaluru in the year 2006. Our institution stands as a beacon of academic brilliance in the field of Engineering, Management and Computer Application. Established with a vision to nurture future innovators and problem solvers, the institute has consistently upheld its commitment to excellence since its inception. The meticulously designed curriculum integrates theoretical learning with hands-on experiences ensure the graduates to apply their knowledge to real world challenges. The institute takes pride in it's modern infrastructure with state-of-the-art laboratories. Shree Devi Institute of Technology is more than an academic institution, it is a dynamic ecosystem where passion meets purpose, and where the young minds are nurtured to lead, innovate and make a lasting impact on the world.

## ABOUT ECHELON

A National Level Management and Cultural Fest organised by Shree Devi Institute of Technology under the banner of Meraki Association will be scheduled on February 28th & March 1st 2025 at Shree Devi Institute of Technology campus, Airport road, Kenjar, Mangaluru. Echelon 25, A National Level Management and Cultural Fest, is a platform dedicated to driving meaningful change and advancing the global agenda set by the Sustainable Development Goals (SDGs). With 17 interconnected goals, from eradicating poverty and achieving gender equality to fostering climate action and promoting peace, Echelon 25 encourages participants to explore, innovate and collaborate towards creating a sustainable future. The fest aims to ignite conversations, inspire creativity, and foster solutions that contribute to a more equitable world. By uniting young minds across the nation, we strive to make a collective impact, working together to achieve the SDGs and leave a legacy of positive transformation for generations to come.

## SPECIAL ATTRACTION

01ST MARCH, 2025

DJ CONCERT RATHAN

# MANAGEMENT EVENTS FOR PG

## DAY 1 & DAY 2

### 01 ECO FINOVATE (FINANCE)

Participants: 2 make a team
Faculty Coordinator: Prof. Kavyashree K. P
Student Coordinators: Suneetha J - 8867648433
                     Ramananda Shetty - 8088896489

### 02 ECO NEXA (HR)

Participants: 2 make a team
Faculty Coordinator: Prof. SUGASINI S
Student Coordinators: Saksha S - 8867341607
                     Meghashree - 9353911520

### 03 ECO ADVENTUREX (MARKETING)

Participants: 2 make a team
Faculty Coordinator: Prof. Mohiyuddeen Hafzal
Student Coordinators: Prajith - 8296750765
                     Sneha Lunkad - 7899549820

### 04 ECO SPARK (SPARK TANK)

Participants: 3 make a team
Faculty Coordinator: Dr. Shilparani K
Student Coordinators: Prathiksha H Shetty - 8496016583
                     Sangeetha P S - 9900687579

# MANAGEMENT EVENTS FOR PG & UG

## 05 ECO ICON (BEST MANAGER)

Participant: Individual
(Both for UG and PG)
Faculty Coordinator: Prof. Rachal Karkada
Student Coordinators: Harsha - 6361574092
Minaz - 9353615484

## 06 ECO QUEST (BUSINESS QUIZ)

Participants: 2 make a team
(Both for UG and PG)
Faculty Coordinator: Prof. Meghana Shet
Student Coordinators: Nandana Ashok- 6235877850
Aswathi T. K - 9567997656

## 07 ECO LEAD (BMT)

Participants: 3 make a team
(Both for UG and PG)
Faculty Coordinator: Prof. Latha B
Student Coordinators: Nidhi Shetty - 6366162401
Renita Dsouza - 9663347984
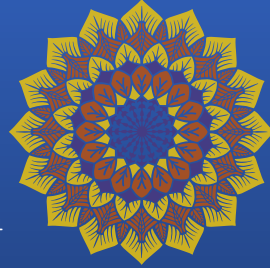
# CULTURAL EVENTS FOR PG & UG

1st March 2025

**01** **SPECTRA (BRAND RANGOLI)**

Participants: 2 make a team
Duration: 1 hour
Student coordinators: Shreevatsa - 8660049762
Sushmitha Amin - 9834063924

**02** **ZENBLAZE (CORPORATE WALK)**

Participants: 4-8 make a team
Duration: 10 Minutes
Student coordinators: Prajna Kundar - 9110464528
Raksha T - 9945138003

**03** **AURA (SPOT DANCE)**

Participant: Individual
Duration: 3+1 Minutes
Student coordinator: Prakruthiji - 8277091324

**04** **HIDDEN TRAIL (TREASURE HUNT)**

Participants: 2 make a team
Student coordinators: Akhilesh - 8105456871
Puneeth G Mallya - 8792009632

**05** **AD-VENGERS (MAD AD)**

Participants: 5 make a team
Student coordinators: Nishmitha - 7619531629
Shruthi - 8431742695

## 06 IRIS (PHOTOGRAPHY)

Participants: 2 make a team
Student coordinators: Vishnu Ashok- 7034069185
Naijin Johny- 9380727878

## 07 CINEQUEST(MOVIE QUIZ)

Participants: 2 make a team
Student coordinators: Hisham Hussain- 7338549200
Abbin- 9731445371

# RULES & REGULATIONS

## Management Events

- Any number of participants from a college can participate for the event.
- The event is open to UG - (BMT, BM, Business Quiz) & PG - (BMT, BM, Business Quiz, HR, Marketing, Finance, Spark Tank)
- The registration fee for the event is **Rs. 150** per participant.
- Participants should carry laptop, calculator, net setters, pen drives etc., for their use. The organisers shall not be responsible for  providing any of these items.
- Judges and the organisers decision will be final and binding.
- Any team found using unfair means shall be immediately disqualified.
- To keep your identity confidential, participants are supposed to use the college code allotted by Echelon team.

## Cultural Events

- Any number of participants from a college can participate for the events.
- The event is open to both UG & PG students.
- The registration fee for cultural events is Rs.100 per participant.
- Judges and the organisers decision will be final and binding.
- Any team found using unfair means shall be immediately disqualified.
- To keep your identity confidential, participants are supposed to use the college code allotted by Echelon team.

# ORGANISING COMMITTEE

**CHIEF CONVENORS:** Dr. K. E. Prakash, Principal & Director
Dr. Nethravathi P. S, Vice Principal

**CONVENOR ECHELON (MBA):** Dr. Gayathri B. J, HOD (9342124333)

**CO-CONVENOR ECHELON (MBA):** Prof. Rachal Karkada (9663625195)

**CONVENOR MEDHA (MCA):** Prof. Vidyarani, HOD (8747821517)

**STUDENT COORDINATORS (MBA):** Mr. Manvith Kumar (6364748160)
Mr. Blany DSouza (8277294986)

**STUDENT COORDINATOR (MCA):** Mr. Bharathesh (6360724901)

**REGISTRATION COORDINATORS** : Brinoth Shawn Dsouza - 7349708234
Kavya N L - 9449930542

**ACCOMMODATION COORDINATORS** : Thushar B Kuckian– 7676839300
Jithin Raj – 9645283346

**CERTIFICATE COORDINATORS** : Kavishma V Shetty – 6362078406
Gagan – 7411185530

**SOCIAL MEDIA COORDINATORS** : Sheik Suhail – 7337895568
Shresht Raj - 9895106234

**PHOTOGRAPHY COORDINATORS** : Naijin Johny – 9380727878
Nidheesh - 9847783345

**TELECOMUNICATION COORDINATORS :** Priyanka P Vaz – 7411106244
Christon Noel Fernandes - 9611327013

## STUDENT CORE COMMITTEE:

Babitha Reema Thoras - 9148528083
Sangeetha S - 7338021496
Shreeraksha - 8904096116
Sushanth - 6363572710
Brinoth Shawn Dsouza - 7349708234
Priyanka P Vaz - 7411106244
Shrest Raj - 9895106234
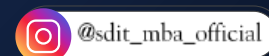Sarthak - 8088151934
Prajna Kundar – 9110464528
Manhal Sayed- 7795108699
Manoj - 8296405067
Swathi - 7349581544
Prajwal - 99450 40269

**Connect With Us**

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echelon2k25@gmail.com

**Scan For Registration**

# SHREE DEVI EDUCATION TRUST (R.)

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**website: www.sdc.ac.in**

**SHREE DEVI INSTITUTE OF TECHNOLOGY.**
(BE, MBA, MCA, M.Tech & Ph.D)

**SHREE DEVI COLLEGE OF PHARMACY**
(B.Pharm, M. Pharm & Pharm D)

**SHREE DEVI COLLEGE OF PHYSIOTHERAPY**
(BPT & MPT)

**SHREE DEVI COLLEGE OF NURSING**
(B.Sc. & M.Sc Nursing)

**SHREE DEVI SCHOOL OF NURSING**
(G.N.M)

**SHREE DEVI COLLEGE OF ALLIED HEALTH SCIENCES**
(B.Sc Medical Laboratory Technology, Medical Imaging Technology, Anesthesia & Operation Theater Technology, Renal Dialysis Technology, Respiratory Care Technology)

**SHREE DEVI COLLEGE OF HOTEL MANAGEMENT**
(BHS,B.Sc.Food Technology, B.Sc.Food Nutrition Dietetics, BHS + Aviation)

**SHREE DEVI COLLEGE OF FASHION DESIGN**
(B.Sc. Fashion Design)

**SHREE DEVI COLLEGE OF INTERIOR DESIGN**
(B.Sc.Interior Design & Decoration)

**SHREE DEVI COLLEGE OF INFORMATION SCIENCE**
(BCA, Aviation & Hospitality Management, Artificial Intelligence, Data Analytics & Cyber Security)

**SHREE DEVI INSTITUTE OF SOCIAL WORK**
(B.S. W & M.S. W)

**SHREE DEVI COLLEGE**
(BBA, B.Com, Aviation & Hospitality Management, Logistics & Supply Chain Management, Artificial Intelligence, Data Analytics & Cyber Security)

SDIT
MEraki
MBA

To Mangaluru
To Kulur
To Mangaluru
3 km → Kenjar
To Kateel
To Airport