



SHREE DEVI INSTITUTE OF TECHNOLOGY

(A UNIT OF SHREE DEVI EDUCATION TRUST(R))

AIRPORT ROAD, KENJAR, MANGALURU- 574142

Department of MBA

Presents



In association with

SHREE DEVI
SAMBHRAM'25
SYMPHONY OF CELEBRATIONS

(Engg. Department)

MEDHA.25
(MCA Department)

A National Level Management & Cultural Fest

Date: 3rd & 4th December 2025

OUR INSTITUTE

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 aims to provide students with a rich and prosperous learning environment so that they acquire the knowledge and skills needed for succeeding in their professional as well as personal lives. This institute offers students the opportunity to pursue engineering, management and computer studies in the ambience of natural beauty. A team of dedicated faculties, A brilliant student community, excellent technical and supporting staff and an effective administration have all contributed to the pre-eminent status of Shree Devi Institute of Technology.

ABOUT ECHELON 25

Echelon 2K25 is the flagship management fest of the Department of Master of Business Administration, bringing together aspiring managers, thinkers, and innovators from various institutions to showcase their managerial brilliance. The fest embodies creativity, competition and collaboration - offering a dynamic platform where intellect meets innovation. Every edition of Echelon celebrates a new dimension of management. This year, we explore the rapidly evolving concept of Quick Commerce, a phenomenon that is redefining the global business landscape. As technology accelerates and customer expectations evolve, the future belongs to those who can speed, spark, and surge faster than ever before. In an age where time is the new currency, this model has transformed logistics, marketing, finance and human resource strategies making "*Speed with Precision*" the new mantra of success.

DAY-1

3rd DEC - 06:30PM

SPECIAL ATTRACTION

THAIKKUDAM BAND



DAY-2
4th DEC - 7PM

SPECIAL ATTRACTION



DJ
SOONAI

MANAGEMENT EVENTS FOR UG & PG

FINZO (FINANCE)

Quick Trades, Big Gains

Participants: 2 make a team

Faculty Coordinator: Prof. Kavyashree K P

Student Coordinators: Sadhvi - 8296614411

Gaurav Kotian - 8050798759



HireKart (HR)

Enrich, Engage, Empower

Participants: 2 make a team

Faculty Coordinator: Prof. Rachel Karkada

Student Coordinators: Bhimambika - 9606661682

Prajna K P - 9611020196

MARK-IT (MARKETING EVENT)

Where Speed Meets Success

Participants: 2 make a team

Faculty Coordinator: Prof. Mohiyuddeen Hafzal

Student Coordinators: John Sebastian Miranda - 9380675622

Shalmali - 9880364735



RapidOPS (BMT)

Optimize, Organise, Outstand

Participants: 3 make a team

Faculty Coordinator: Prof. Navyashree

Student Coordinators: Dhananjaya - 8722802212

Nishana - 9353264949

ZEPBOSS (BEST MANAGER)

One Blink, One Bold Decision

Participant: Individual event

Faculty Coordinator: Dr. Shilparani K

Student Coordinators: Shiny S Devadiga - 9901442039

Deevika B R - 7019347069



BizzBasket (BUSINESS QUIZ)

Strategy in Every Pick

Participants: 2 make a team

Faculty Coordinator: Prof. Meghana Shet

Student Coordinators: Awab Shaikh - 7022173912

Ananya G - 8310243369

InstaPitch (SPARK TANK)

Think. Pitch. Win.

Participants: 2 make a team

Faculty Coordinator: Prof. Padmashree Patil

Student Coordinators: Shahil Shetty - 7619631140

Navya Alva - 9740944317



DAY - 1

SPECIAL EVENTS

1. YAKSHA KALARAM (YAKSHAGANA)

Rules:

- Individual participation.
- Time limit: 8+2 mins for natya and arthagarike.
- Himmela should be recorded.
- Judgement is based on the costume, natya and arthagarike.

Faculty Coordinator: Prof. Ananya J (9845790058)

Student Coordinator: S H Adithya (8073256702)



2. SHRINGAR VISMAY (FASHION WALK)

Rules:

- 4 to 6 members in a team
- Time limit: 4+1 mins
- Any theme is welcomed, so bring your creativity to the runway

Faculty Coordinator: Prof. Suraksha (7994318923)

Student Coordinator: Sowparnika Shetty (9113810849)

3. RUN-BHUMI (GULLY CRICKET)

Rules:

- 6+1 players in a team (from the same college)
- 3 over, Different bowler
- Six will be considered as out
- Pitch-catch is considered not out
- Overarm bowling only

Faculty Coordinator: Prof. Suryakanth (9980811082)

Student Coordinator: Chirag Shetty (8792876922)



4. LUDO SAMRAT (LUDO)

Rules:

- No team-up
- Pre install Ludo King app in your mobile

Faculty Coordinator: Prof. Diana D'Souza (7795604890)

Student Coordinator: Charan Reddy (9731596319)



5. DRISHYA MAHIMA (REEL MAKING)

Rules:

- Two in a team
- Topic will be given at the venue.

Faculty Coordinator: Prof. Pooja (7022474281)

Student Coordinator: Jefin (7510593275)



DAY-2

1. KHOJ KSHETRA (TREASURE HUNT)

Rules:

- 3 make a team
- Clues can be puzzles, riddles or links

Faculty Coordinator: Prof. Vignesh Rao (7204273146)

Student Coordinator: Ananya Rao (8147158229)



2. AGNI CHAKRAVYUHA (FREE FIRE)

Rules:

- 4 players per team (squad), one team per player
- Mobile only; no triggers, iPads, or emulators
- Players may bring thumb grips, earphones, etc
- Map: Bermuda, Level : 30 above , elimination decided on spot.
- Use your own internet; lag won't count

Faculty Coordinator: Prof. Mohammed Hashim (9061293705)

Student Coordinator: Ganesh (7483896493)

3. SHAKTHI SANGRAM (TUG OF WAR)

Rules:

- 7 players +1 substitute player (from the same college).
- Any number of team from one college can participate.
- The combined team weight must not exceed 570kg (7 players).
- The 8th player (substitute player) must weigh at least 1 kg less than the lightest player among the 7 main team members.
- Official team weighing (scaling) will be conducted on 28-11-2025 and must be completed before 10:00 AM.

Faculty Coordinator: Prof. Suryakanth (9980811082)

Student Coordinator: Kishan Kumar (7558892264)

4. TAAL YUDHA (FACE-OFF DANCE)

Rules:

- The dancers will be challenged to dance to the beats of a live DJ
- Music genre : rap, pop, breakbeats, funk, etc
- Judges will choose 1dancer from each battle to advance to the next round until the battle progresses to 2 final dancers

Faculty Coordinator: Prof. Kyathi (8296849083)

Student Coordinator: Siri V S (6362184296)

5. BHAVA SPHRUTHI (SOLO DANCE)

Rules:

- Time limit: 3+1 mins
- Music should be submitted one day prior to the event
- Only classical and semi-classical dances are allowed
- Any number of participants from each college are allowed
- Use of fire, color and smoke are restricted

Faculty Coordinator: Prof. Spoorthi B Shetty (9482906943)

Student Coordinator: Akshitha (7975059513)

6. NRITHYA PARVA (GROUP DANCE)

Rules:

- 6 to 10 in a team
- Time limit: 4+1 mins
- Any form of dance is allowed
- Multiple teams from each college are allowed to participate
- Use of fire, color and smoke are restricted
- Music should be submitted one day prior to the event

Faculty Coordinator: Prof. Shwetha Rai (7349013217)

Student Coordinator: Sushmitha S K (9353249945)

7. ANIME VICHAR (ANIME QUIZ)

Rules:

- Individual participation
- No electronic devices are allowed during the competition.

Faculty Coordinator: Prof. Thejash (8075773051)

Student Coordinator: Chandan Ponnappa (6360162184)



8. SANGEETH SPARSH (SOLO SINGING)

Rules:

- Time limit: 3+1mins
- Singers can perform with or without karaoke
- Multiple participants from a college are welcome to join
- Each participant is allowed to use at most one instrument during their performance
- Singing can be in any language of choice
- Karaoke tracks should be submitted at least 2 days prior to the event

Faculty Coordinator: Prof. Ashwini (9743079974)

Student Coordinator: Ananya R (9148136288)



9. RANG MUKHAM (FACE PAINTING)

Rules:

- Two in a team
- Time limit : 2 hrs
- All necessary materials for face painting should be brought by the participants
- Topic will be given on the spot
- Only water color paints are allowed

Faculty Coordinator: Prof. Prafulla Shetty (7204549248)

Student Coordinator: Harshitha Banjan (7559457095)



10. CHAVI-CHITHRA (PHOTOGRAPHY)

Rules:

- Individual Participation
- Picture must be captured within the campus bounds
- Images/photo must be captured only using the digital camera
- Editing and manipulation of image is not allowed

Faculty Coordinator: Prof. Deepa (9886518868)

Student Coordinator: Joyston (8296839379)



11. RANG DHARA (BRAND RANGOLI)

Rules:

- Two make a team
- Time limit: 1hr
- Multiple teams from the college can participate

Faculty Coordinator: Prof. Roshal Lynshal Nazaret (7899506648)

Student Coordinator: Smruthi Sudhakaran (8139885955)

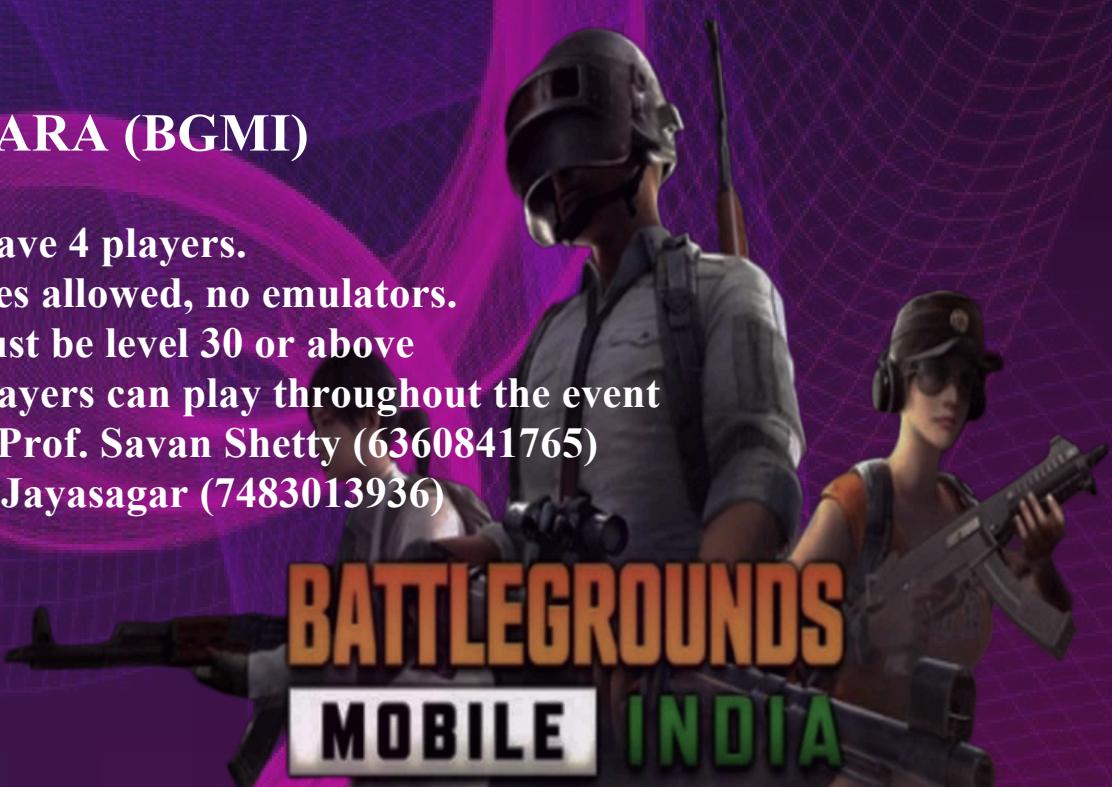
12. VEERA SAMARA (BGMI)

Rules:

- Each team must have 4 players.
- Only mobile phones allowed, no emulators.
- Player account must be level 30 or above
- Only registered players can play throughout the event

Faculty Coordinator: Prof. Savan Shetty (6360841765)

Student Coordinator: Jayasagar (7483013936)



MANAGEMENT EVENT - RULES AND REGULATIONS

- Any number of participants from a college can participate for the event.
- The event is open to both UG and PG students.
- The registration fee for the event is Rs. 180/- per participant. (Register before 30th November to get the early bird offer of Rs. 150/- per participant)
- Participants should carry their own laptop, calculator, net setter, pen drive etc. for their use.
- Judges and the organizer's 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 the Echelon team.

CULTURAL EVENT - RULES AND REGULATIONS

- Any number of participants from a college can participate in the events.
- The event is open to both UG and PG students.
- Registration Fees:
 - 1 Event → Rs. 150/- per participant.
 - 2 Events → Rs. 200/- per participant.
 - 3 Events → Rs. 250/- per participant.
 - 4 Events → Rs. 300/- per participant.
- Event Venue: Shree Devi Institute of Technology Campus, Kenjar, Mangaluru.
- Spot registration will begin at 9:00 AM on the day of the event at the venue.
- You can reach the college by taking City Bus Route No. 47 or service buses heading to Kateel via Kavoor.
- Lunch will be provided to all registered participants on the day of the event.
- Participants must report at the venue at least 30 minutes before the commencement of the event.
- Free accommodation will be available for outstation teams, provided a prior request is made.

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 (MBA)	: Prof. Rachel Karkada (9663625195)
Convenor Sambhram(BE)	: Prof. Rashma Jain HOD(9686346565)
Convenor Medha (MCA)	: Prof. Vidyarani, HOD (8747821517)
Student Coordinators (MBA)	: Mr. Krithik Salian (8138064946) Mr. N S Raghavendra (8088813770)

STUDENT CORE COMMITTEE

Jithesh - 7795394146
Kalyana Yogi A V - 9900344529
Hrithik M Poojary - 8618597940
Deekshith - 7676751098
Kiran Kumar - 9019897207
Sandhyalakshmi N - 9148716318
Chelsiya An George - 8848634642
Chismitha G S - 7204709910
Navyashree - 8431114272

Registration Coordinators
Manish P Poojary - 7338334870
Spoorthi S Poojary - 6363279237

Accommodation Coordinator
Sudeep - 8971526805

Certificate Coordinators
Kavya M D - 9483048331
Sourab Prasad P - 8073235962

Cultural Coordinators
Suchitra - 7259143995
Poornima M - 6364852191

Use coupon code ECHELON25 to avail the Early Bird Offer- valid until November 30th

Social Media Coordinators
Akshay N S - 8861493422
Sanath - 9731491638

Photography Coordinators
Anurag CR - 9400321160
Nikitha R - 7736088714

Telecommunication
Varsha - 8151852657
Kishor M - 9353638914



Instagram: [sdit_mba_echelon25](https://www.instagram.com/sdit_mba_echelon25/)



Instagram: [@sdit_mba_official](https://www.instagram.com/@sdit_mba_official)

LinkedIn: <https://www.linkedin.com/company/shree-devi-institute-of-technology-mba-department/>

Website : <https://sdit.ac.in/>

Scan For Registration

