

Chameli Devi Group of Institutions, Indore

CITRONICS 2K25: 27 to 29 March 2025

Event Name: Ad Mad Show (Funky Sailing Ideas)

Event Date: 29 March 2025

Event Time: 10 AM to 1 PM

About the Event:

FUNKY SAILING IDEAS 2K25 is a dynamic marketing activity under CITRONICS, exclusively designed for MBA students. This event aims to enhance practical marketing skills through a real-world simulation, encouraging creativity and strategic thinking.

Participants will have the opportunity to interact with students from various institutions, gaining valuable market insights and exposure. Additionally, engagement with industry professionals will provide meaningful perspectives on management functions and emerging business trends.

This experiential learning activity challenges students to design, construct, and test miniature sailboats, integrating principles of buoyancy, wind dynamics, and creative engineering while promoting teamwork and problem-solving skills.

Registration Fees: Rs. 500/-

Team Size: 5 Members per team

Venue: CDIPS Auditorium

Event Head (Faculty): Prof. Pooja Dubey (9826232213)

Prof. Chaitali Pande (9826465605)

Event Head (Student): Mr. Jai Daswani (7974140214)

Event Coordinator (Student): Ms. Palak Bhati (8959292907)

Ms. Himani Sulekhiya (9755930354)

Total Prize Money (Reel Making): 7000/-

(First) 4500/-

(Second) 2500/-

Total Prize Money (Photography): 3000/-

(First) 2000/-

(Second) 1000/-