



**VIT-AP**  
**UNIVERSITY**  
Apply Knowledge. Improve Life!®



**VSB**  
•VIT-AP SCHOOL OF BUSINESS•

# InnoVITA

## 2K25



**DATE: 11<sup>th</sup> & 12<sup>th</sup> AUGUST, 2025**  
**ORGANIZED BY: VIT-AP SCHOOL OF BUSINESS**



# ABOUT VIT GROUP

Founded in 1984 by the esteemed chancellor, Dr. G. Viswanathan, VIT has evolved under his visionary leadership, attaining University status in 2001. Today, VIT proudly stands with five campuses in India located in Vellore, Chennai, Amaravati (AP), Bhopal, and Bangalore, and one international campus in Mauritius.

We offer an expansive suite of over 148 Undergraduate, Postgraduate, Integrated, and Research Programs, welcoming a vibrant community of more than 95,000 students from 28 Indian states and over 50 countries. Our programs are renowned for attracting a plethora of applications from across the nation and abroad, showcasing the university's prestigious standing.

VIT is renowned as the FIRST Indian institution to receive a 4 STAR Diamond rating and is distinguished among the top 550 in the QS World University Rankings by Subject in five disciplines. Furthermore, it is honored in the Top 250 universities in Asia and the Young University Rankings, alongside being ranked among the top 9 institutions in India by the prestigious Shanghai World University Rankings.

In 2019, VIT was recognized as the No.1 private institution for innovation, receiving the ARIIA award from the President of India, a testament to our commitment to excellence in research and innovation. The Academic Ranking of World Universities (ARWU) Shanghai Ranking, 2021, acknowledged VIT amongst the top 10 universities in India.

VIT has been conferred the title of Institute of Eminence by the Government of India in recognition of our overarching excellence in research and innovation. Our programs have earned accreditation from esteemed bodies such as ABET and the IET, affirming our commitment to global education standards. Consistently ranked among the TOP 20 Best Engineering Institutions in India from 2016-2024 by the National Institutional Ranking Framework (NIRF), VIT continues to set benchmarks in higher education.



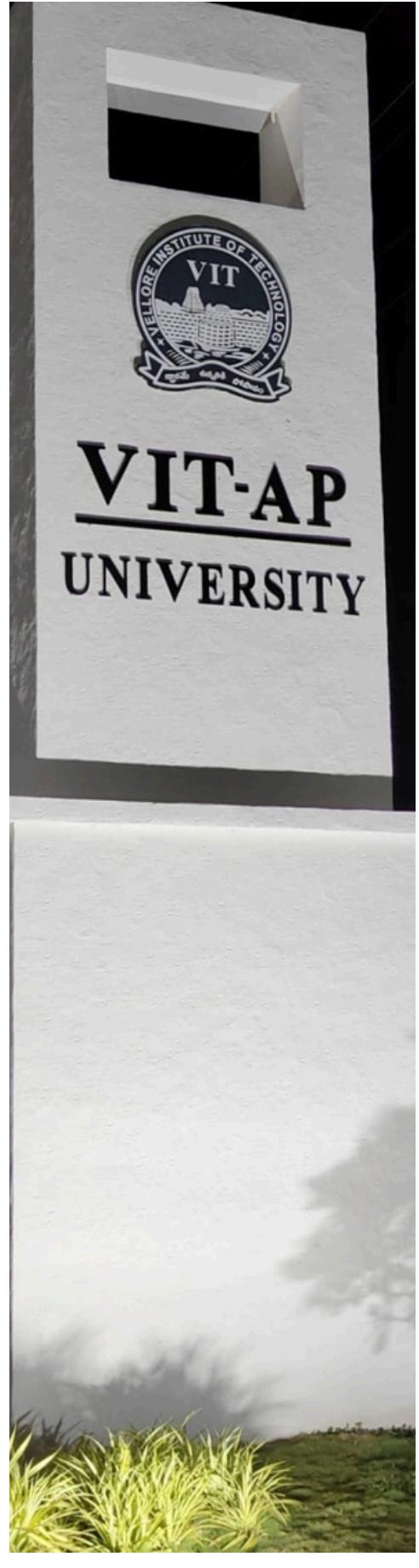
# ABOUT VIT-AP UNIVERSITY



**VIT-AP**  
**UNIVERSITY**  
Apply Knowledge. Improve Life!®

Initiating its journey in 2017 in Amaravati, Andhra Pradesh, **VIT-AP University** has quickly established itself as a burgeoning center of higher education in India. Spanning 100 acres, the University encompasses seven schools that offer 24 Undergraduate, Postgraduate, and Ph.D program in Engineering, Sciences, Arts, Languages, Business, Commerce and Law. Our campus is a melting pot of culture, hosting over 17000 students and 400+ research scholars from 26 Indian states and six countries, fostering a rich, cosmopolitan campus life. VIT-AP is on an ambitious path towards NAAC accreditation and inclusion in the NIRF. The University places a strong emphasis on internationalization and is keen on marking its presence in QS and other global rankings. Research is a cornerstone of our academic philosophy, evidenced by over 3384 publications in prestigious journals and a remarkable h-index of 42 and i10 index of 340, within just seven years of establishment. Our commitment to innovation is further highlighted by the establishment of Centers of Excellence in cutting-edge fields such as Artificial Intelligence & Robotics, Internet of Things, Cyber Security, Renewable Energy and MeitY-sponsored VLSI 'Chip to Startup. In November, 2024 VIT-AP University hosted the International Higher Education Fair with 50 global universities (from US, UK, Australia and Europe) and organized VIKAS in collaboration with FAPSIA and NRDC to promote entrepreneurship and start-ups aligned with the vision of Viksit Bharat 2047, resulting in 17 MOUs with industries. In our pursuit of excellence, VIT-AP University has achieved significant recognition by being awarded three prestigious ISO certifications. These include ISO 21001:2018 for Educational Quality Management System, ISO 50001:2018 for Energy Management System, and ISO 14001:2015 for Environmental Management System. These certifications underscore our commitment to maintaining the highest standards in educational quality, energy management, and environmental sustainability. Our dedication to creating a sustainable campus has been further recognized with a certificate of excellence for our efforts in establishing green zones, implementing rainwater harvesting, and conducting pollution control activities. This commendation is a testament to our commitment to environmental stewardship and our continuous efforts to enhance our campus's green footprint.

Additionally, the ISO 21001:2018 certification has been specifically awarded to our rankings, accreditation, and quality assurance department, highlighting our adherence to best practices in educational management and quality assurance. This recognition is a reflection of our unwavering commitment to providing a world class education and fostering an environment of continuous improvement. For more details about VIT-AP University and our commitment to excellence in education and sustainability, we invite you to visit our official website: <https://vitap.ac.in/>



# ABOUT VIT-AP SCHOOL OF BUSINESS



**Empowering Future Leaders:** The VIT-AP School of Business (VSB) stands at the forefront of educational excellence, with a visionary mission to nurture the leaders of tomorrow, capable of addressing the complex challenges and seizing the opportunities of the future. Our commitment is to develop not just business acumen but to foster an environment where leadership, ethical considerations, and a deep understanding of the socio ecological fabric of our society are cultivated. At VSB, we recognize the indispensable role of technology in shaping the future of business. Our curriculum is meticulously crafted to integrate technological advancements, ensuring our students are well-equipped to make strategic decisions in an ever-evolving techno-socioeconomic landscape. This forward-thinking approach prepares our graduates to be influential decision-makers, capable of leading with insight and integrity. In addition to a robust business education, VSB places a significant emphasis on the liberal arts, believing in the power of a well-rounded academic foundation. This unique blend empowers our students with critical thinking, effective communication skills, and an ethical compass, preparing them for diverse career paths including immediate employment, entrepreneurial ventures, and advanced studies. Our holistic educational philosophy is designed to ignite creativity, foster adaptability, and instill a global perspective in our students. Discover more about our mission to shape the leaders of tomorrow at our website: <https://vitap.ac.in/allschools/VSB>

## PROGRAMS OFFERED BY VSB



### B. Com (Finance) Honours

The B. Com (Finance)- Honours is a 4 years undergraduate program (with an exit option at the end of the third year) designed as per NEP guidelines of the Ministry of Higher Education, Govt. of India. The curriculum is mapped with ACCA professional certification, and therefore, students can simultaneously register for ACCA with subject exemptions. It also provides a foundation to undertake CA, CS, CFA, CPA, and higher education degrees in India and Abroad.

### BBA Honours (With specialization in Fintech, Digital Marketing, Business Analytics and General Management)

The BBA Honours is a 4 years undergraduate program (with an exit option at the end of the third year) that provides a platform to impart contemporary knowledge and insights on business practices. The program is designed as per NEP guidelines of the Ministry of Higher Education, Govt. of India. The program has incorporated inter-disciplinary STEM curriculum with liberal arts foundation and provides elective baskets in the disciplines of Marketing, Finance, HR, and Analytics. The mandatory internship provides the students with real-time industry experience.

Link : <https://vitap.ac.in/allschools/VSB>

### Doctor of Philosophy (Ph.D)

At VIT-AP, we aim to apply knowledge and conduct pioneering research to contribute to society in the fields of science, technology, and humanities. The institute supports students in getting involved in research at all levels of the educational programs and offers full-time Ph.D. in the area of management with a stipend. The aim is to enable the active translation of research towards social sustainability and growth. The scholars at VIT-AP have a unique opportunity to work with highly qualified faculty members.

Link: <https://vitap.ac.in/academic-research>

# ABOUT INNOVITA 2025



**Date: 11<sup>th</sup> & 12<sup>th</sup> August 2025**

**Venue: VIT-AP, Amaravati.**

The INNOVITA 2025, hosted by the VIT-AP School of Business (VSB), is more than just a student fest; it is a dynamic convergence of innovation, intellect, and inspiration. Conceived as a national-level platform, this two-day celebration of business brilliance invites the brightest students from Higher Secondary, undergraduate, and postgraduate levels across India to immerse themselves in the real-world pulse of the corporate world.

This event brings 12 high-impact, competitive events that span across the pillars of management: Finance, Marketing, HR, Strategy, and Entrepreneurship, each crafted to challenge the analytical minds and creative spirits of aspiring business leaders. From business simulations and marketing showdowns to PR battles and corporate games, each event is a doorway to experiential learning.

INNOVITA 2025 also fosters industry-academia collaboration, featuring insightful guest talks and interactive sessions that provide participants with an insider's view of evolving business trends.

It is not just a competition, but a learning ecosystem where theory meets application, and innovation meets opportunity. With a cumulative prize pool of over **₹1,00,000**, this fest not only rewards excellence but also celebrates participation, creativity, and ambition. It's a stage where young leaders build networks, test their mettle, and prepare to lead in the world of tomorrow.

INNOVITA stands as a testament to VSB's commitment to holistic, hands-on business education. It inspires collaboration, encourages breakthrough thinking, and cultivates the next generation of entrepreneurs and professionals. Whether you aim to pitch, present, or perform, INNOVITA 2025 offers a transformative experience for every participant ready to rise.

## MAIN THEMES

- Leadership & Strategic Thinking
- Innovation & Creativity in Business
- Marketing, Branding & PR
- Financial Acumen & Wealth Creation
- Human Capital & Organizational Culture
- Business Communication & Soft Skills
- Analytical Thinking & Problem Solving
- Entrepreneurship & Sustainability



# OUR FLAGSHIP EVENT



## YOUNG MANAGER

This is a business competition designed to identify and celebrate future leaders. The event unfolds over three impactful rounds: a Business Aptitude Quiz to assess foundational knowledge, a Case Study round to evaluate real-world problem-solving, and a final Stress Round with interviews to assess leadership under pressure. Participants will be challenged in their decision-making, crisis management, and communication skills.

The event aims to mirror the fast-paced demands of managerial roles and provide a realistic glimpse into corporate challenges. Each round is designed not only to test ability, but also to build confidence and strategic thinking. Participants will need to stay composed, think critically, and communicate effectively under time-bound pressure. It also promotes adaptability, analytical insight, and leadership presence key traits of tomorrow's business leaders.

This 2-hour event promises recognition, growth, and a taste of the corporate grind. It's not just a contest, it's a launchpad for aspiring young managers.





# EVENT OVERVIEW

## FORMAL EVENTS

### 1. BLITZ SIXTY:60

The Business Quiz is a fun and knowledge-based event covering business, finance, and marketing. It has four rounds: MCQ Trivia, Logo/Picture Identification, Tagline/Audio Clues, and a Rapid Fire Finale. The quiz is fast-paced, engaging, and designed to test both knowledge and reflexes.

### 2. HUSTLE HUB

This is a dynamic branding and pitch competition where participants are given a specific industry and theme. They must identify a real-world problem, develop an innovative solution, and design a brand logo. The event culminates in a powerful pitch that brings their entire concept to life.

### 3. RRR – RECRUIT. RETAIN. RULE

A dynamic 3-round event that explores key aspects of Human Resource Management. Participants will test their knowledge through quizzes, tackle real-world HR simulations, and craft strategic HR policies. The event is designed to challenge decision-making, communication, and organizational insight.

### 4. NIDHI 360°

This is a competitive event that tests core financial skills through investment planning, scenario management, quizzes, and rapid-fire rounds. Teams aim to grow their funds through smart decisions. The event combines precision, pressure, and performance in a high-stakes financial setting.

### 5. BRANDING BAZAAR

This is a two-part branding challenge where participants pitch bizarre products using unconventional guerrilla marketing tactics and debunk popular myths with sharp wit and real-world logic. The event focuses on originality, clarity, and effective communication in branding.

### 6. The Spin Room: A Strategic PR Gauntlet

Three dynamic Public Relations (PR) challenges packed into 2 electrifying hours- scenario analysis, video jamming, and on-the-spot strategy with mystery objects- this is a true test of wit, wordplay, and crisis control.



# EVENT OVERVIEW

## FORMAL EVENTS

### 1. BLITZ SIXTY:60

The Business Quiz is a fun and knowledge-based event covering business, finance, and marketing. It has four rounds: MCQ Trivia, Logo/Picture Identification, Tagline/Audio Clues, and a Rapid Fire Finale. The quiz is fast-paced, engaging, and designed to test both knowledge and reflexes.

### 2. HUSTLE HUB

This is a dynamic branding and pitch competition where participants are given a specific industry and theme. They must identify a real-world problem, develop an innovative solution, and design a brand logo. The event culminates in a powerful pitch that brings their entire concept to life.

### 3. RRR – RECRUIT. RETAIN. RULE

A dynamic 3-round event that explores key aspects of Human Resource Management. Participants will test their knowledge through quizzes, tackle real-world HR simulations, and craft strategic HR policies. The event is designed to challenge decision-making, communication, and organizational insight.

### 4. NIDHI 360°

This is a competitive event that tests core financial skills through investment planning, scenario management, quizzes, and rapid-fire rounds. Teams aim to grow their funds through smart decisions. The event combines precision, pressure, and performance in a high-stakes financial setting.

### 5. BRANDING BAZAAR

This is a two-part branding challenge where participants pitch bizarre products using unconventional guerrilla marketing tactics and debunk popular myths with sharp wit and real-world logic. The event focuses on originality, clarity, and effective communication in branding.

### 6. The Spin Room: A Strategic PR Gauntlet

Three dynamic Public Relations (PR) challenges packed into 2 electrifying hours- scenario analysis, video jamming, and on-the-spot strategy with mystery objects- this is a true test of wit, wordplay, and crisis control.

# EVENT OVERVIEW



## INFORMAL EVENTS

### 1. REELOCITY

A digital storytelling event that challenges participants to market a traditional product to Gen Z using contemporary trends and strategies by creating a compelling and creative reel. The event blends creativity, trend awareness, and strategic thinking to craft content that resonates with a modern audience.

### 2. D&D - DECODE & DOMINATE

It is a mystery-themed escape challenge where teams battle through three escalating rounds of riddles, hidden clues, and cryptic messages. Each stage tests logic, perception, and teamwork in unexpected ways. The deeper they go, the harder it gets.

### 3. POISE TO STRIDE

A vibrant four-round fashion event that celebrates creativity, confidence, and personal style. Participants take part in outfit design, themed photo submissions, pose recreations, and culminate their journey with a final ramp walk that reflects poise and individuality.

### 4. MIC DROP MANIA

Participants turn corporate chaos into clean comedy gold, performing hilarious 3-minute stand-up sets based on business themes like MBA life, LinkedIn culture, and Zoom fails. The event encourages sharp wit, originality, and comic timing, all while keeping the content professional and lighthearted.

### 5. V-SHOOT

V-Shoot is a three-round photography contest that challenges participants to capture and convey powerful stories through visuals. From submitting themed entries to live black-and-white clicks and storytelling, it's a test of creativity, emotional depth, and perspective.

# Slots & Events



**Day 1 – 11<sup>th</sup> August, 2025**

## **Slot 1 | 11:00 AM – 1:00 PM**

- Blitz Sixty:60 – Business Quiz
- RRR – Recruit. Retain. Rule. - HR Strategy
- The Spin Room- Public Relations

## **Slot 2 | 2:00 PM – 3:45 PM**

- Young Manager – Flagship Event- Best Manager
- Hustle Hub - Entrepreneurship Development

## **Slot 3 | 4:00 PM – 5:45 PM**

- NIDHI 360° – Wealth Management
- Branding Bazaar – Marketing Innovation

**Day 2 – 12<sup>th</sup> August, 2025**

## **Slot 1 | 10:00 AM – 12:30 PM**

- Reelocity – Business Reels
- DnD – Decode & Dominate - Corporate Treasure Hunt
- Mic Drop Mania – Corporate Comedy

## **Slot 2 | 2:00 PM – 3:45 PM**

- V-Shoot - Visual Storytelling
- Poise to Stride – Ramp Walk Showcase



# REGISTRATION

**Eligibility:** Open to undergraduate, postgraduate, and higher secondary (Class 11 & 12) students from any recognized institution across India.

## Registration Process:

1. Visit the Events Page (<https://events.vitap.ac.in/e/management-meet-2025-vsbs-8f7f1687-ecla-4514-99af-e9a71b00419d>)
2. Choose Your Registration Type (You may register for only one event per slot in a day to avoid clashes.)
3. Make the Payment
4. Fill the Registration Form (<https://forms.gle/hPTsRbFQjusS2F6h8>)

## Registration Fees:

| REGISTRTION TYPE  | EARLY SAVER DEAL | STANDARD PRICE |
|-------------------|------------------|----------------|
| INDIVIDUAL EVENT  | RS. 149          | RS. 249        |
| Combo of 3 Events | RS. 349          | RS. 459        |
| Combo of 5 Events | RS. 499          | RS. 749        |

## NOTE:

- \*Team participation is allowed for select events.
- \***Registration fee is applicable per person, not per team.**
- \*Early Saver Deal valid from **1st to 5th August 2025 ONLY.**

# PRIZES

**PRIZE POOL  
OF ₹1  
LAKH+**

- With a prize pool of over **₹1,00,000**, participants stand a chance to win exciting cash prizes and gain well-deserved recognition.
- Winners and runners-up of each event will receive cash prizes along with Certificates of Appreciation to honour their performance.
- All participants, regardless of the outcome, will be awarded Certificates of Participation as a mark of their effort and involvement.
- Prizes are awarded on a per-event basis, and are applicable for both individual and team entries, as per event-specific guidelines.

# CHIEF PATRONS



**Dr. G. Viswanathan**  
Founder & Chancellor, VIT



**Shri. Sankar Viswanathan**  
Vice President, VIT



**Dr. Sekar Viswanathan**  
Vice President, VIT



**Dr. G. V. Selvam**  
Vice President, VIT



**Ms. Kadhambari S. Viswanathan**  
Assistant Vice President, VIT



**Dr. Sandhya Pentareddy**  
Executive Director, VIT

# PATRONS



**Dr. S.V. Kota Reddy**  
Vice Chancellor, VIT-AP University



**Dr. Jagadish Chandra Mudiganti**  
Registrar, VIT-AP University

# **ORGANIZING CHAIRS**

Dr. Arunkumar Sivakumar, Dean In-Charge, VIT-AP School of Business

Dr. Raghavendra, Associate Dean, VIT-AP School of Business

## **CONVENOR**

Dr. Mohd. Abdul Muqeet Maaz, VIT-AP School of Business

## **ORGANIZING COMMITTEE**

Dr. Usha Seshadri, VIT-AP School of Business

Dr. K.A. Asraar Ahmed, VIT-AP School of Business

Dr. U.M. Gopala Krishna, VIT-AP School of Business

Dr. Madhusmita Mohanty, VIT-AP School of Business

Dr. Kashif Beg, VIT-AP School of Business

Dr. Shaiku Shahida Saheb, VIT-AP School of Business

Dr. Navaneethakrishnan. K, VIT-AP School of Business

Dr. Senthamizhselvi A, VIT-AP School of Business

Dr. Umer Mushtaq Lone, VIT-AP School of Business

Dr. G. Somasekhar, VIT- AP School of Business

Dr. N. Prabhakar, VIT-AP School of Business

Dr. M. Naresh Babu, VIT-AP School of Business

Dr. Ishfaq Ahmad Thaku, VIT-AP School of Business

Dr. Ansu Malini Panda, VIT-AP School of Business

## **STUDENT ORGANIZING COMMITTEE**

Mr. Amar Singh Rathore, Student Core Member

Mr. Nikesh Polisetty, Student Core Member

Ms. Keerthi Majety, Student Core Member

Mr. Keshav Khemka, Student Core Member

Ms. Neha Sreedhar, Student Core Member

Ms. Shaik Varisha, Student Core Member

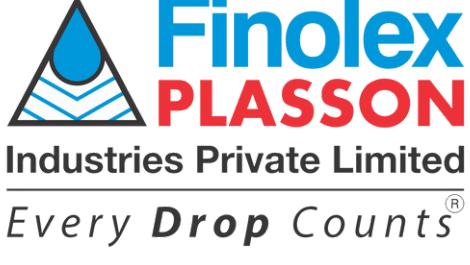
Mr. Sathwik Singam, Student Core Member

**PRESENTED BY**



**SREE CITY**

**CO- SPONSORS**

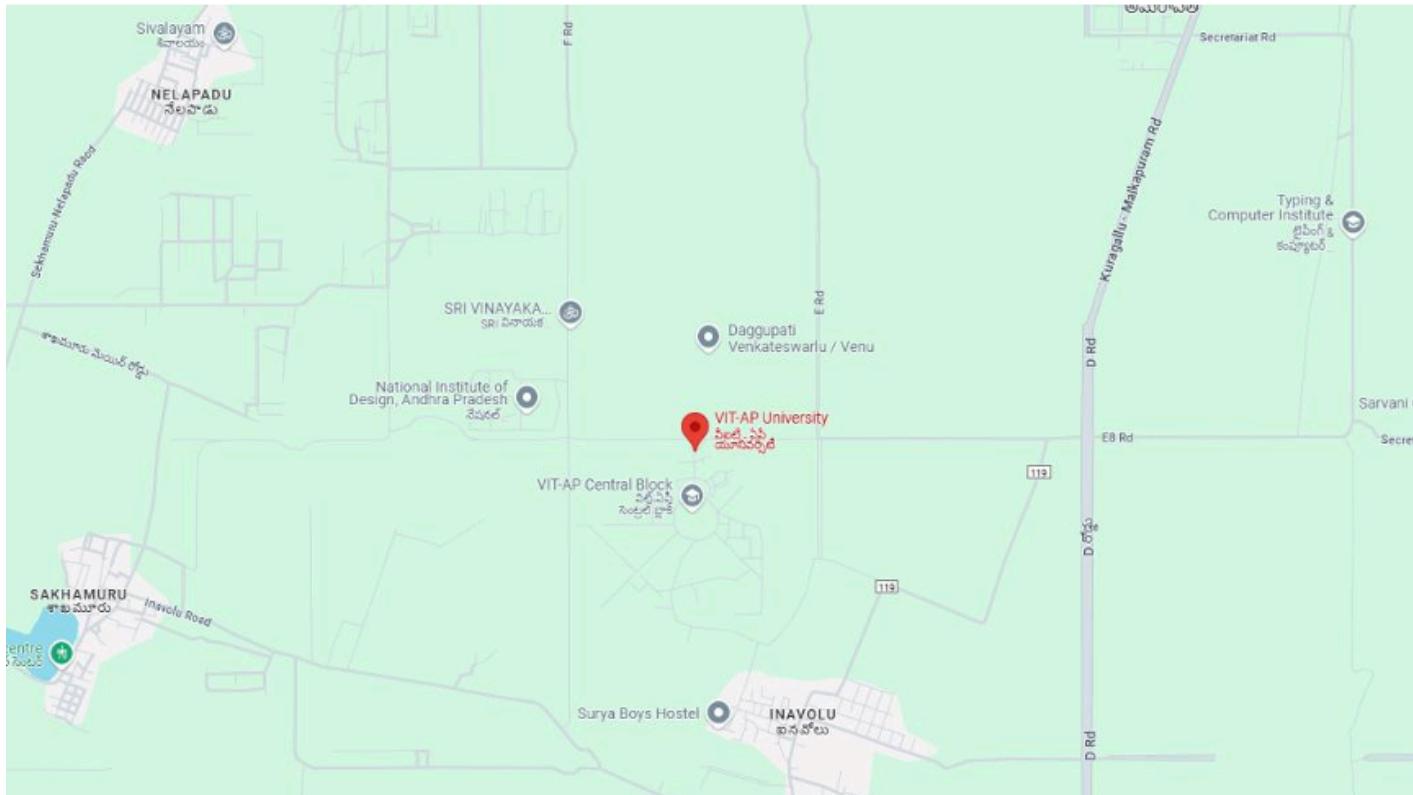


# CONTACT US

**Mr. Amar Singh Rathore**, Ph. No: 9381728332  
**Mr. Nikesh Polisetty**, Ph. No: 8106582613

**Google Map Location Link:** <https://maps.app.goo.gl/BHgdtiBaFZRyHNp59>

## LOCATION



## THE WORLD OF VIT-AP W E L C O M E S Y O U

Knowledge; Compassion; Accountability; Empowerment.... These are not just words but beliefs on which VIT-AP University, the institution, is built on, we constantly Strive to create an environment, that allows our students to not just study, but learn; because we believe that learning is a continuous process; it happens outside a classroom as much as it does inside. Our students are exposed to a kind of campus environment that helps them identify and realise what their strengths are; and are guided to hone those skills to build a brighter tomorrow, not just for themselves but for the world in general.



**VIT-AP**  
**UNIVERSITY**  
Apply Knowledge. Improve Life!®

VIT-AP University, Beside AP Secretariat, Near Vijayawada, Andhra Pradesh 522 237

# InnoVITA 2K25

