



**DAYANANDA SAGAR ACADEMY OF TECHNOLOGY & MANAGEMENT**  
**UDAYAPURA, KANAKAPURA ROAD, BANGALORE-82**  
**DEPARTMENT OF MANAGEMENT STUDIES**



**WHIRL AND WIN**

The National Level Management Fest



The Department of Management Studies, DSATM organized a Two – Day National Level Management Fest “Aavartan’18” on 19<sup>th</sup> and 20<sup>th</sup> of April 2018. Aavartan – a Sanskrit word which means to churn, whirl and bring out something new – was the name selected after a careful thought process which truly reflected the event in total.

All the efforts were initiated before a month and a half which included a huge brainstorming from various stake holders. Several rounds of meetings were conducted to formulate the various committees and their corresponding roles and responsibilities, event schedules with regulations

and conduct details and the people in-charge for the same, budget related details for all the activities and so on.

The fest promotions activities were taken up by the students with wholesome enthusiasm and the communications were spread to various institutions for participations and organizations for sponsorships. A massive and intensified drive, which ran for nearly a month, resulted in whooping response of close to 300 registrations and large sponsorships.



The Fest witnessed five technical rounds – marketing, human resources, finance, business quiz and best manager events, several experience based activities rounds – photography, social media contest, treasure hunt, food panda, and dubsmash, and a scintillating range of cultural events like solo singing, solo dance and group dance. Most events had 4-5 rounds spread over two days and the cultural events were held on the evening of first day.





The fest inauguration was graced by the chief guest Sri. Acharya Ajit Kumar, Founder Chairman, VDM-India on the Move who gave an exemplary key note address motivating students which created an indelible impact on the minds of the participants and also which reflected his four decades of managerial and entrepreneurial experience. The inauguration was presided over by Sri. Galiswamy, Secretary – DSI and Dr. B R Lakshmikantha, Principal, DSATM, Dr. C Nandini, Vice-Principal & HOD – CSE, DSATM, Dr. Sumithradevi K A, Dean – Academics & HOD – ISE, Dr. Geetha R, Professor and Head, MBA Department, DSATM shared the dias.

The events started after the inaugural observance and the event coordinators took over the charge to guide the participants to the various pre-decided venues and a very smooth conduct of the events were observed with eminent personalities both from academia and industry were the judges.

The fest valedictory ceremony on the second day was graced by the chief guest Sri. Karthikeyan P,CMS , Cisco India Systems(P) Ltd. who made a short but highly impactful speech addressing the key performance issues related to the participants. The valediction witnessed Principal, Vice Principal, Dean Academics and HOD-MBA on the stage. Trophies, cash prizes, certificates and the championship trophies were distributed to the winners and participants.

Kristu Jayanthi Institute of Management won the grand championship by winning in majority of the events.





Both the days the participants and the hosts were provided with pleasant food and all the participants were provided with fest registration kits. It was observed the students had taken enormous amount of pains to decorate the event venues to create the necessary ambience for the conduct.

All these would not have happened without the support of the Honorable Management of DSI – Respected Members of Mahatma Gandhi Vidya Peetha Trust, Prinicipal – Dr. B R Lakshmikantha, Vice Principal, Dean Academics, Various Faculty who shouldered the responsibilities of various committees like Registration, Events coordination, food, stage, cultural, fest promotions, sponsorships, technical and so on, various student coordinators and volunteers from both the classes.

Another worth mentioning record related to the fest is regarding sponsorships – the back bone of the entire extravaganza. The gala event of this magnitude was unimaginable without the involvement and support of sponsors for the fest. United Precision Plastics, Yume Tools, CNC-India Ltd, Salvin Infotech, Shri Ram Properties, Bal Pharma, Fun World and Resorts India Pvt. Ltd, Travels World Pvt. Ltd, Café Coffee Day, Talent Avenues were the major sponsors for the events.

Digvijaya News Channel and Vijayavani – Kannada Daily were the Media partners for the event.

The entire range of activities were conceptualized, organized and conducted by Dr. Geetha, Professor and Head, MBA Department, DSATM, ably supported by all the faculty and non teaching staff of the Department.