

Sambhram School of Management

Management Fest 'ZEST' (April 16-17, 2015)

THE REPORT

Sambhram School of Management has organized its first Management Fest "**ZEST-2015**" on April 16-17, 2015. The name "ZEST" as it portrays mean ZEAL / enthusiasm was aimed at discovering the hidden talents of MBA students. The media partner for the fest was '**THE HINDU**' and the program was attended by fourteen institutions across Bangalore City. An initiative on behalf of the Director, students and faculty fraternity proved to be a boon for the students. The fest had given a chance for management students to exhibit their extracurricular activities in terms of both management and cultural activities. Such events help in overall development of students in various dimensions.

The two-day high-spirited fest had activities ranging from HR Round 'Synergy' to Photography. In most of the activities, an over – whelming response from students was received. There were sixty external students who have participated with full enthusiasm and exhibited their talent and won prizes for their talents. Reputed Business Schools like: IMBS, Acharya, MSIRT, Koshys, Seshadripuram and Brindavan Colleges participated in ZEST with full passion.

There were 12 events in total in two days: Business Plan, Management Quiz, Marketing events – Re-incarnation, Best Manager, Karya- Chinthaka and Stock Trading. The second day was more vibrant with cultural events which were Solo Dance, Fashion Show, Western Dance, Group Dance, Solo Song, Classical Dance and Native Music . The response of various participants has been encouraging for all the events.

The fest started off with inauguration by Shri Shankarlinge Gowda, IAS (Rtd) , Former Principal Secretary to Karnataka Government, Smt.Pushpha Bharadwaj, Operations Manager-Genpact and Director, Sambhram School of Management, Dr.K.C.Mishra.

The valedictory function was graced by Mr. Rajesh Sarkar, Director, HR, Bangalore International Exhibition Center who congratulated the organizing team

for the initiative and success of the fest which will be a history in the Sambhram School of Management records. The Advertising executive of 'THE HINDU' Mr.Raghunandan P was the other dignitary who had appreciated the institution and students for the program's success. There were 16 winners for various events in ZEST. Certificates and trophies were handed over to all the prize winners of various events by the respected dignitaries.

The Chief Guest of the day: Smt.Pushpha Bharadwaj being an alumnus of ours gave an inspiring speech of her journey in the corporate ladder she climbed in course of time to reach to this senior level of management. She recalled her days in the campus of her active participation in this kind of programs as a student of Batch 2002-2004 which had helped her to gain confidence.

She emphasized on the certification courses such as PMP, SAP etc management graduates should acquire during the MBA Program along with the academics which will ease their entry to the corporate world as the competition is high these days. Ms.Puspha mentioned that the Management concepts such as Pareto chart : 80/20, Maslow's Need Hierarchy and Gantt Control chart still have wide use in the organizations.

The Presidential address by Shri Shankar Linga Gowda drew attention of the students on the "skill sets" they should attain while being qualified in academics to make them more employable. He motivated the students with the career success of the chief guest as an example to consider for their future. The fest was concluded with Music Delight by D J by Esha with a vibrant evening to cherish forever. In most of the activities, an over – whelming response from students was received. The fest has been a platform for students from various reputed Business Schools who had exhibited their potential and expertise in many activities for two days and grabbed prizes. All the participants and guests have appreciated the event with full **zeal.**