

**Shree H. N. Shukla College Of Management Studies, Rajkot added one more feature in the cap of M.B.A teaching with Mega Event named “Corporate Combat”...war of talent...**

**Shree H. N. Shukla College of Management Studies, Rajkot** , by keeping in mind the motto of giving quality education and to expand the horizons of professional education events for students, by the students are quite commonly found. And thy it has created its unique position in the entire gamut of Saurashtra Region. Having similar objective, in order to enable the students to learn the lessons of planning and management one mega inter-M.B.A. Colleges management event named **“CORPORATE COMBAT...war of talent”** has been organized on 30<sup>th</sup> of September 2010 wherein almost all M.B.A colleges of the Saurashtra Region have been invited for the participation. The main aim of this event was to provide a grand platform to all the M.B.A students so that they can bring their hidden talent out. Here the first prize winner was to be given with cash prize of Rs. 1500, second Rs. 500 and consolation prizes have also been kept to motivate the students. This event has achieved a great response from all over Saurashtra and there were more than 15 colleges to participate in the event.

In the whole event of **“CORPORATE COMBAT...war of talent”** on 30<sup>th</sup> September-2010 a planning was done to start the program at 9 o'clock in the morning to late night wherein different events to allow the participants to learn and prove their talent were to be given. After the inaugural ceremony the first event named **“Bheja Fry-Management Quiz”** was organized and expert guests for the event were Shri. Pinakin Simariya - Asst.Vice President H.D.F.C. Securities, Shri Punit Patel- Branch Manager, HDFC Rajkot and Shri Mohit Bhanvadiya- Asst. Branch Manager, City Financial Consumer Fianance India Ltd (Mortgadge Loan & Home Loan) Rajkot have been invited.

In this event there were different rounds and very interesting questions covering overall corporate world affairs have been covered and at the end three teams were declared winners in which **First was Shree H. N.Shukla College of Management Studies(M.B.A) Rajkot** for second rank it was R.D. Gardi College of Management Studies,Rajkot and for third rank it was Atmiya Institute of Business Management Rajkot was there.

Then after it was a **Debate** wherein participants teams were to have critical discussion on the topics which have been given to them in advance. Here Atal Sharma- Tranmission Officer, All India Radio was there to judge the event as an expert At the end of the event first winner was Atmiya Institute of Business Management Rajkot and on second rank it was T.N.Rao Institute of Business Management was there.

In order to enable the students from different M.B.A colleges to share their views on being successful manager and an entrepreneur, arrangement for the lunch was made and they exchanged their thoughts on it. **In this event “CORPORATE COMBAT..war of talent” as a chief guest of honor Hon. Vice Chancellor of Gujarat Technological University Ahmedabad Hon. Dr. Akshai Aggrawal and Mrs. Akshai Aggrawal remained present and has encouraged the students and college to**

**continue with such an event wherein the education can be enhanced and enriched.**

In his speech on the event he stressed on practical learning and said that this kind of event plays vital role in the overall development of the student as a real professional. In between he had an exclusive interaction session with the students of Shree H. N. Shukla College of Management Studies, Rajkot which has really energized the students a lot. There were no boundaries of joy when he appreciated the efforts made by the H.N.S. students.

After that the next event was **Marketing Mania**, wherein the expert judge was Shri. Tigmanshu Parmar, National Ambassador for HIV AIDS and mentor at SPIPA. Here 10 different participants' teams have given on the spot product or services on which they have to make presentation for 10 minutes including talk of segmentation, targeting and positioning strategies and for the preparation 20 minutes have been given to them. There were very very interesting products and services like: School On Wheel, Gujarat Tourism, Baby Sitting Services, Gym, Matrimonial Website, Boutique Wear, Canned Vegetables and fruits & Educational CD for children. In order to make the session more interesting and exciting one surprise marketing puzzle was given to the audience and audience members having maximum number of correct keys have been given surprise gifts. At the end of the event after evaluating the participant teams on the criterion of the event **first** rank was given to **Shree H. N. Shukla College Of Management Studies, Rajkot** and on second rank it came Atmiya Institute of Management Studies, Rajkot and on third rank it was Shri Aurobindo Institute of Management Studies was there.

After TEA-BREAK again very very exciting event was organized named "**Business Plan**" wherein it has been claimed that if any proposal has been found very effective from overall viability then it will be financed by the college up-to Rs. 10 Crores which was unique offer of it's kind in the gamut of M.B.A teaching and which was to be judged by **the visionary and young -President MR. Nehalbhai C. Shukla, Shree H. N. Shukla College of Management Studies, Rajkot**. He observed the young and budding entrepreneurs of different participating teams and after evaluation he declared **Shree H. N. Shukla College of Management Studies, Rajkot** and Atmiya Institute of Business Management, Rajkot having tie for the first rank.

In the Award Distribution Ceremony dignitaries like **Mr. Nehalbhai C. Shukla-President, Shree H. N. Shukla College of Management Studies, Rajkot, Mr. Sanjaybhai Vadhar-Trustee** , the winners have been given with the prizes and certificates.

Without entertainment corporate world even can't move ahead. So in order to enjoy the Gala time , cultural event was organized in which there were programs like "One Minute Show" and "Talent Hunt". Wherein the participants have to prove their uniqueness just in one minute and exclusive talent in the talent hunt. In this event for One Minute Show first rank and second rank both were won by **Shree H. N. Shukla College of Management Studies, Rajkot**.

While in Talent Show Kapasi Maria from Shri Aurobindo Institute of Management Studies made an image of Lord Ganesha on Banyan Leave and Firoz Bavani from Marwadi College of Management Studies who read in the opposite direction & Pandhi Hiren who played guitar declared winners.

After enjoying that all of them had enjoyed the Dinner with DJ.

By “**CORPORATE COMBAT..war of talent**”, Shri H. N. Shukla College of Management Studies has added one more feature in the quality education of M.B.A.

**For this event Faculty Co-ordinators were Mr. Devang Vaghela and Ms. Parmita Mehta.** Apart from them faculty members Mr. Alpesh Shah, Ms. Namrata Mehta, Ms. Priyanka Bhatti, Mrs. Raksha Poriya, Ms. Hetal Upadhyaya & Ms. Manali Thakar were there.

For wonderful support in Administrative Work Mr. Shaileshbhai Patel , Mr. Sagarbhai Vagad and for technological support there were Brignesh sir and Rohit sir and all the M.B.A students have shown a great concern.





