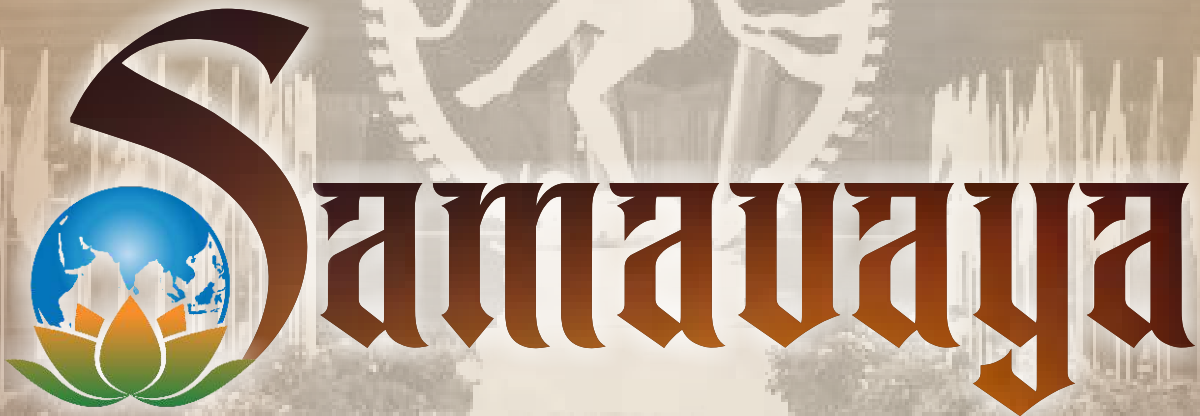


**SHRI DHARMASTHALA MANJUNATHESHWARA COLLEGE  
OF BUSINESS MANAGEMENT, MANGALORE 575003**

**NAAC Re -Accredited with 'A' Grade**

**SYNERGY 2024**

Presents



**NATIONAL LEVEL MANAGEMENT FEST**

**ON THE 2 ND & 3RD MARCH 2024**

# **SYNERGY 2024**

## **INTRODUCTION**

**Shri Dharmasthala Manjunatheshwara College of Business Management located in the heart of the city of Kodialbail, Mangalore is a unique dynamic and professional institution established in 1978. It is a pioneer institution in the field of management studies at the undergraduate level. It is sponsored and managed by SDME society, Ujire of which our great Padmavibhusan Dr. D. Veerendra Heggade, Dharmadhikari, Shri Kshetra Dharmasthala is the President. The institution is run under the able guidance of our Principal Prof. Aruna P. Kamath.**

## **VISION**

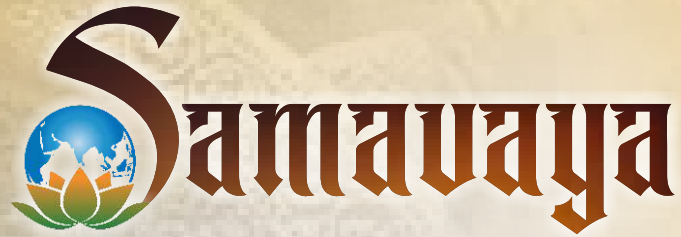
**To inspire and equip students attending Samavaya with the vision to lead, the courage to innovate, and the skills to excel in the ever-evolving landscape of management, creating a lasting impact on their academic and professional journey.**

## **MISSION**

**Empowering student leaders through Samavaya, fostering a dynamic environment for honing management skills, encouraging teamwork, and nurturing a passion for innovation and excellence**



# THEME



## Samavaya

At Samavaya 2024, we delve into the world of management through the lens of the G20, uniting diverse perspectives and global strategies. Samavaya invites participants to explore the following aspects:

**Leadership in a Global Context:** Engage in discussions highlighting leadership styles employed by G20 nations.

Learn how effective leadership contributes to global economic stability. Competitions challenging participants to propose sustainable solutions for contemporary challenges.

**Economic Resilience and Crisis Management:** Understand how G20 nations navigate economic challenges and crisis situations. Case study competitions simulating real-world crisis management scenarios.

Join us at Samavaya as we fuse the essence of the G20 into an enriching experience, propelling you towards a future of informed global management.

### EVENTS

### PARTICIPANTS

BEST MANAGER	1
FINANCE	2
MARKETING	2
HUMAN RESOURCE & PUBLIC RELATIONS	2
QUIZ	2
EVENT COVERAGE	1
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FOLK DANCE	6-11

## **UTKRISHTA (BEST MANAGER)**

**"The art of management is knowing when to lead  
and when to empower."**

**Step into the Managerial Arena, a battleground inspired by G20, where leadership titans clash amidst the corporate landscape. Here, strategic brilliance and innovation collide like mighty forces, creating a war for managerial supremacy. Navigate through challenges like strategic skirmishes, envisioning yourself as the triumphant general leading your team to victory. This isn't merely a battle, it is a quest for managerial excellence. Rally your strategies, command your troops of innovation, and enter the Managerial Arena where the roar of success echoes loudest for the ultimate conqueror! Are you ready to claim the title of the BEST MANAGER?**

**EVENT HEADS : KHUSHI BHANSALI - 7483019010**

**SOOPI HAIF A K - 9746048421**

## **DHANAKSHAY (FINANCE)**

**Immerse yourself in the world of financial discourse at the "Dhanakshay G20 Summit", where experts and enthusiasts converge to explore the intricacies of global finance. Delve into discussions, workshops, and networking opportunities, shaping the future of economic landscapes through the lens of the G20 theme. Join us for an enlightening experience that transcends borders and fosters collaboration in the realm of finance.**

**EVENT HEADS : M DHEERAJ PRABHU - 8618916781**

**AYUSH N RAO - 7022433658**



## **VIKRAYA (MARKETING)**

Step into a dynamic space where marketing strategies unfold amid creativity, cutting-edge trends, and strategic insights. This immersive event connects businesses with evolving technology, consumer behavior, and market trends. Experience a captivating dance of persuasion, orchestrating desires and painting dreams with strategic allure. Ready for a marketing odyssey? Join us to test your skills and reach the summit in this thrilling journey through the dynamic currents of the marketing landscape.

**EVENT HEADS : MANVISH SHETTY - 8879328924**

**ZAHIRA - 7349462014**

## **VAISHVIK SAHAYOG (HUMAN RESOURCE & PUBLIC RELATIONS)**

When the collaborative spirit of HR intertwines with the communicative fineness of PR, here the participants will navigate delicate balance of overseeing the company's public image while adeptly managing internal talent. Step boldly into this arena of professional prowess, where every campaign is a triumphant battle cry. Join us as HR x PR unite to create an experience that leaves an indelible mark on your memories!" Are you equipped with the skills and patience required to excel in both domains?

**EVENT HEADS : RITVIK SHETTY - 9148258670**

**ARPITHA HEGDE - 8108659446**

**NIKITHA KINI - 9741425914**

## **VIDYALILAS (QUIZ)**

**Step into the global arena with VIDYALILAS :  
A Quiz Royale, a thrilling competition inspired by the  
world's most influential economic forum, involving a series  
of thought-provoking questions, often covering diverse  
areas of expertise, aiming to test one's depth of  
understanding and quick thinking abilities. Both a quiz,  
and the G20 involve the gathering and assessment of  
knowledge, albeit on different scales. Join us  
for an exhilarating journey of knowledge and fun!  
Challenge your wits with a diverse array of questions  
spanning various subjects. Are you ready for it ?**

**EVENT HEADS : CHIRAG SHARMA - 9108818530**

**JAYESH BANGERA - 6361169289**

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## **ADRISHTA (SURPRISE EVENT)**

**Step into the realm of the unexpected with 'Adrishta,' an  
enchanted surprise event designed to ignite curiosity  
and delight. Immerse yourself in an atmosphere of  
anticipation as each round unfolds, promising a unique  
blend of mystery and excitement. Adrishta is a celebration  
of the unexpected, where every moment is a surprise  
waiting to captivate and entertain. Get ready  
for an unforgettable experience, where the only  
certainty is the thrill of the unknown!**

**EVENT HEADS :       ASHISH - 9449937061**

**AASHISH V SHETTY - 7204785309**

**MOHAMMED NABIL - 8660324291**

**NANDAN PADALIYA - 7019661565**



## **THAKSHAYA (FOLK DANCE)**

**Step into the enchanting world of "Thakshaya," where the rhythmic beats of tradition and the lively spirit of folk dance converge. This mesmerizing event invites you to embrace the rich tapestry of cultural expressions as performers weave tales through intricate footwork, vibrant costumes, and the infectious energy of diverse folk dance forms. Join us for an immersive experience that transcends boundaries and celebrates the timeless beauty of folk dance**

**EVENT HEADS : SUSHMITHA JOGI - 9353918712**

**ANKITHA - 7899846621**

**CHANDANA NAMBIAR - 8078892248**

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## **DRISHYA YATRA (FILM MAKING)**

**Unleash your creativity, storytelling prowess, and technical skills as you capture moments that transcend the ordinary. This competition invites aspiring students to showcase their unique vision through the lens, pushing the boundaries of storytelling through compelling visuals. From concept to execution, let your imagination run wild and craft a visual masterpiece that leaves a lasting impression on the audience and judges alike.**

**EVENT HEADS : ANISH SHETTY - 7483318975**

**MOHAMMED NIHAL - 9567044413**

**VASUKINANDAN - 9778704822**

# **RULES AND REGULATIONS**

1. Maximum two teams allowed from each college.
2. Participants are requested to be in formal attire on both the days.
3. Punctuality and discipline are of primary concern
4. The decision of judges will be final and binding by all regards.
5. Participants are requested to be technically equipped with laptop, pen drives and dongles
6. Registration fee shall be Rs. 300 (per head) for In-station teams and Rs. 700 (per head) for out-station teams (inclusive of 1-day accommodation)
7. The registration counter shall be open from 8:00AM to 8:30AM, 6 March ,2024 and all the participants are requested to report at the registration desk on time.
8. Participants are requested to produce their Bonafide certificate at the time of registration
9. Engaging in any form of misconduct or misbehavior will result in the disqualification of the team.

**Principal**  
**PROF. ARUNA P KAMATH**

**Faculty Coordinators:**  
**DR. PRASANNA KUMAR - 9945528731**  
**VEENA -**

**Student Coordinators:**  
**HARSH SINGALA - 9483615587**  
**RAJVI R VYAS - 9740620095**