



# THE ANNUAL B-SCHOOL MEET



**SATURDAY,  
7 JANUARY 2023**

**Dear Sir/Madam**

**Greetings!!**

**GRG School of Management Studies is organizing the annual inter collegiate management meet Urjith on Saturday, the 7 of January 2023 for the students of Management (PG) and final year Under Graduation (UG). Last year, over 900 students from top B schools across India participated in various management games and contests of Urjith that tested their knowledge, competence and business acumen. Urjith provides an unique opportunity to these young aspiring managers and future business leaders to showcase their talent, creativity knowledge and skills.**

**URJITH 2023 will feature the prestigious Chandrakanthi Memorial Young Business Leader Award, GRG Best Management Team, Business Quiz, Think HR and Digi Peddle for the PG students of Management.**

**The Creative Crew, Photography, The Social Innovators and Stock War is open for both PG and final year UG students.**

**We request you to encourage your students to participate in Urjith 2023. Poster, registration forms and other details have been enclosed for your reference.**

**Click the link for online registration:  
<https://forms.gle/BVfZ5jTuikNqMvaC8>**

**For any clarifications or queries, please contact:**

**Ms R Sreeprabha, Faculty Coordinator, on 94479 46190**

**Ms A Yogitha Mumti, Student Coordinator, on 75581 07800 or**

**E-mail to [urjith@grgsms.ac.in](mailto:urjith@grgsms.ac.in)**

**Sincerely,**



**Dr P Sadhasivam  
Director**



## CHANDRAKANTHI MEMORIAL YOUNG BUSINESS LEADER (CMYBL) AWARD

**1 Participant**

**PG Event**

This award aims to identify the leadership skills of the participants and tests their spirit in strategic decision making. The contest will have four rounds.

### **Guidelines:**

- The institution shall nominate not more than two students, who will be contesting individually.
- A student nominated for this contest will not be permitted to participate in any other contest.
- Participants shall present themselves in formal attire.
- Participants will be shortlisted in each round and selected participants will move to the next round.



**Scan and Register Now!!!**



**3 per team**

**PG Event**

## **GRG BEST MANAGEMENT TEAM**

**The contest aims to test the critical thinking, problem solving and decision making skills of the management graduates. There will be three rounds.**

### **Guidelines :**

- The institution shall nominate a maximum of 3 teams to participate in the contest.**
- A student nominated for this contest will not be permitted to participate in any other contest.**



**Scan and Register Now!!!**



**3 per team**

**PG Event**

## **THINK HR**

**This contest will have four rounds and aims to assess HR knowledge of the participants and test their expertise in matters of people management.**

### **Guidelines:**

- **The institution shall nominate a maximum of 3 teams to participate in the contest.**
- **The decision of the judges will be final and binding.**
- **A student nominated for this contest will not be permitted to participate in any other contest.**



**Scan and Register Now!!!**



**3 per team**

**PG Event**

## **DIGI PEDDLE**

**The objective of this contest is to test the participant's digital marketing knowledge and their ability in creating an effective digital marketing plan.**

### **Guidelines:**

- The institution shall nominate a maximum of 3 teams to participate in the contest.**
- There will be two rounds:**
  - Round 1: Quiz**
  - Round 2: The shortlisted teams will present a Digital Marketing Plan for the allotted product/ service/ business idea as per the guidelines.**
- A student nominated for this contest will not be permitted to participate in any other contest.**



**Scan and Register Now!!!**





**3 per team**

**PG Event**

## **THE SOCIAL INNOVATORS**

**We invite young minds to engage with one or more of the United Nation's 17 Sustainable Development Goals (SDGs). Students, in teams, can address any social or environmental problem of their choice by offering innovative business solutions that are financially viable and scalable, yet socially impactful.**

### **Guidelines :**

- The institution shall nominate a maximum of 3 teams to participate in the contest.**
- Round 1: Preliminary Round**  
**Round 2: Idea Pitch with PowerPoint presentation (preferably, bring your own laptop).**
- A student nominated for this contest will not be permitted to participate in any other contest.**



**Scan and Register Now!!!**



**3 per team**

**UG & PG Event**

## **THE CREATIVE CREW**

**This contest will test the resourcefulness, creativity and problem solving skills of the participants.**

### **Guidelines:**

- **The institution shall nominate a maximum of 3 teams to participate in the contest.**
- **The contest will have two rounds, preliminary round and final round.**
- **The selected teams will move to the final round. A problem will be given and students should come out with creative solution and present using PowerPoint Presentation (preferably, bring your own laptop).**
- **A student nominated for this contest will not be permitted to participate in any of the other contest.**



**Scan and Register Now!!!**





**1 Participant**

**UG & PG Event**

## **PHOTOGRAPHY**

### **Round 1:**

**Theme: Gratifying Dimensions.**

**Sub Themes: Human Emotions, Reaction of pets and movement of objects.**

- Photograph should be an original work of the participant, and he/she must be the sole owner.
- The photograph should be of 5 - 7 MB of HD quality and in JPEG format.
- A link will be shared with the registered participants for uploading the photo before the contest. A caption should also be mentioned.
- Participants have to give a brief explanation about the photo on the day of the contest.
- Shortlisted candidates will move to the final round.

### **Round 2:**

- On the spot topic will be given to the shortlisted participants and they should take the photographs using creative ideas within an hour.
- DSLR Camera (preferable).



**Scan and Register Now!!!**



**1 Participant**

**PG Event**

## **BUSINESS QUIZ (ONLINE)**

The Quiz will be conducted online by well known Quiz Master, Dr M Rangarajan Ravi.

### **Guidelines:**

- The contest will be held online using Zoom Video Conferencing. The Link will be shared one day prior to the event with the registered participant.
- It is an Individual event.
- Maximum of three participants are allowed from an institution.
- Business Quiz has two rounds.
- A student participating in this contest will not be permitted to participate in any other contests.

**For any further information and clarification please contact:**

**Ms D Sowmiya**

**Email Id : 21mba111sowmiyad@grgsms.ac.in**



**Scan and Register Now!!!**



**1 Participant**  
**UG & PG Event**

# **STOCK WAR (ONLINE)**

**"The biggest risk of all is not taking one." - Mellody Hobson.**

**This contest is to test the participant's fundamental knowledge about financial planning and their ability to make use of investment strategies that shall increase the value of their portfolio through virtual stock trading.**

## **Guidelines:**

- The contest will be held online using Zoom Video Conferencing. The link will be shared one day prior to the event.**
- It is an Individual event.**
- Maximum of three participants are allowed from an institution.**
- The contest shall consist of 3 rounds.**
- Round 1 and 2: A quiz from the sphere of stock markets.**
- Round 3: Virtual Stock Trading.**
- The Winner will be awarded based on the value of highest portfolio.**
- Area to concentrate - Financial markets, stock analysis and investment decisions.**

**For any further information and clarification please contact:**

**Ms. Prashitha G,  
Email Id: 21mba096prashithag@grgsms.ac.in**



**Scan and Register Now!!!**

### **General Instruction for Physical Events**

- Registration fee is Rs.250/- per participant.
- Participants must be students doing their regular Post Graduation in Business Management/Final year UG.
- Participants must bring their Institutional Identity card/ Bonafide Certificate.
- Lunch will be provided to the participants at the campus.
- Students are expected to maintain discipline and decorum while on the campus.
- Judges decision will be final for all the event.
- Participants who not present at the time of registration will not be allowed to participate in the events.
- All participants will be awarded with Certificate of Participation.
- Participants should report at the Registration Desk by 8:00 AM.

### **General Instruction for Online Events**

- Business Quiz and Stock War contest will be conducted online.
- There is no registration fee for online contest.
- The participants shall join the virtual meeting through the meeting link shared by the event coordinators to the registered email ID of the registered participants.
- Participants must be students pursuing their regular PG in Business Management (MBA)/UG (final year)
- All participants will be awarded with e-Certificate of Participation.
- Participants must have their institutional Identity Cards at the time of event.
- Participants must login 10 minutes before the event begins and ensure stable internet connectivity for the smooth conduct of the event.
- Participants must follow strict virtual meeting etiquette.
- Judges decision will be final for all the contests.

**Registration to be done on or before 5 January 2023**

**For clarification please call the coordinators or mail to [urjith@grgsms.ac.in](mailto:urjith@grgsms.ac.in)**

Join us on  
January 7, 2023



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### Student Coordinators

Ms A Yogitha Mumti - 75581 07800

Ms V Priyadharshini - 89409 07782

### Faculty Coordinator

Ms R Sreeprabha - 94479 46190

### Link for Registration:

<https://forms.gle/BVfZ5jTuikNqMvaC8>

Register Now !!!



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