



THE ANNUAL B-SCHOOL MEET

Wednesday, 24 January 2024



Dear Sir/Madam,

Greetings!

GRG School of Management Studies is organizing 'Urjith' - The annual intercollegiate management meet on Wednesday, the 24th of January 2024, for the students of Management (PG) and final year Under Graduation (UG). Last year, over 600 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 2024 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 Duo, Frame Fusion, The Social Innovators and Stock War events are open for both PG and final year UG students.

We request you to encourage your students to participate in Urjith 2024. The Poster, registration forms and other details have been enclosed for your reference.

Click the link for online registration:

<https://forms.gle/FepECqaKoDSPetNZ6>

For any clarifications or queries, please contact:

Ms M Subhasri, Student Coordinator, on +9163843 22490

Dr T Jayashree, Faculty Coordinator, on +9199442 82301

E-mail to urjith@grgsms.ac.in

Sincerely,



Dr P Sadhasivam
Director

EVENT DETAILS AND PARTICIPATION GUIDELINES



CHANDRAKANTHI MEMORIAL YOUNG BUSINESS LEADER AWARD (CMYBL)

**1 PARTICIPANT
PG EVENT**

This award aims to identify the leadership skills of the participants and test 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 participant 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.



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EVENT DETAILS AND PARTICIPATION GUIDELINES



GRG BEST MANAGEMENT TEAM

**3 PER TEAM
PG EVENT**

This contest is designed to assess critical thinking, problem-solving, strategic thinking, decision-making, and adaptability in a dynamic business environment.

GUIDELINES

- An institution can nominate a maximum of two teams to participate in the contest.
- This competition consists of two rounds.
- The participants for this event will not be permitted to participate in any other contest.



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EVENT DETAILS AND PARTICIPATION GUIDELINES



**3 PER TEAM
PG EVENT**

THINK HR

The objective of this contest is to evaluate the HR knowledge of participants and their expertise in the realm of people management. This event also aims to test their ability to take effective decisions and think critically in matters of managing human resources.

GUIDELINES

- The institution shall nominate not more than three teams to participate in the contest.
- Participants will be shortlisted in each round and selected participants will move to next round.
- The participants nominated for this contest will not be permitted to participate in any contest.



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EVENT DETAILS AND PARTICIPATION GUIDELINES



**3 PER TEAM
PG EVENT**

DIGI PEDDLE

The purpose of this competition is to assess participants expertise in marketing and their proficiency in developing a successful digital marketing strategy.

GUIDELINES

- An institution shall nominate a maximum of three teams to participate in the contest.
- There will be 2 rounds:
Round 1: Marketing Bingo Relay
Round 2: Digital Marketing Plan presentation (preferably, bring your own laptop).
- The participants nominated for this contest will not be permitted to participate in any other contest.



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EVENT DETAILS AND PARTICIPATION GUIDELINES



3 PER TEAM
UG & PG EVENT

THE SOCIAL INNOVATOR

We invite young minds to engage with one or more of the United Nation's 17 Sustainable Development Goals (SDGs). During the course of the contest, students in teams are expected to provide innovative business solutions that are financially viable, scalable, yet socially impactful for the given social or environmental problem.

GUIDELINES

- Every institution shall nominate a maximum of three teams to participate in the contest.
- The contest will have two rounds.
Round 1: Preliminary Round
Round 2: Idea Pitch and Presentation (preferably, bring your own laptop).
- The participants nominated for this contest will not be permitted to participate in any other contest.



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EVENT DETAILS AND PARTICIPATION GUIDELINES



**1 PARTICIPANT
UG & PG EVENT**

FRAME FUSION

Preliminary Round:

Themes: Hometown Pride, Unseen / Unspoken Stories and Vanishing Worlds

- A link will be shared with the registered participants for uploading the photo before the contest.
- The participant should submit any one photograph under any one given themes, strictly with 5 - 7 MB HD quality and in JPEG format.
- Photograph submitted should be the original work of the participant. If not the participant will be disqualified.
- The participants have to bring the hard copy of the photograph and also give a brief explanation about the same on the day of the contest.
- Shortlisted candidates will be selected for final round.

Final Round:

- Themes and time limit will be announced on the spot.



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EVENT DETAILS AND PARTICIPATION GUIDELINES



**2 PER TEAM
UG & PG EVENT**

THE CREATIVE DUO (ONLINE)

This competition empowers participants to demonstrate their creative abilities and collaboratively shape visual identities in a virtual setting, fostering teamwork and innovation.

GUIDELINES

- The contest will be held online using video conferencing.
- The contest will have two rounds.
 - Round 1: Preliminary Round
 - Round 2: Creating logo, tagline and poster.
- A student nominated for this contest will not be permitted to participate in any other contest



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EVENT DETAILS AND PARTICIPATION GUIDELINES



**1 PARTICIPANT
UG & PG EVENT**

BUSINESS QUIZ (ONLINE)

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

GUIDELINES

- An institution shall nominate a maximum of three students to participate in the contest.
- The contest will be held online using Zoom Video Conferencing.
- The Link will be shared one day prior to the event with the registered participants.
- This contest has two rounds.
- The participants nominated for this contest will not be permitted to participate in any other contest.

Time: 10:00 am - 1.00 pm

For any further information contact:

Ms K M Monika Shri - 22mba088monikashrikm@grgsms.ac.in



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EVENT DETAILS AND PARTICIPATION GUIDELINES



**1 PARTICIPANT
UG & PG EVENT**

STOCK WAR (ONLINE)

"The biggest risk of all is not taking one". The event aims to test participants' ability to foresee their financial planning and investment strategies, aiming to increase the portfolio value through virtual stock trading.

GUIDELINES

- An institution shall nominate a maximum of two students to participate in the contest.
- The contest consists of Prelims & Final round.
- Prelims - There will be a short quiz on the sphere of stock markets.
- Final round - The winner will be recognized based on the creation of the highest portfolio value with a smart investment strategy.

For any further information contact:

Ms R Alagumeena – 22mba067alagumeenarm@grgsms.ac.in

Ms B Nidharsana – 22mba090nidharsanab@grgsms.ac.in



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GENERAL INSTRUCTIONS 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 inside the campus.
- Participants should report at the Registration Desk by 8:00 AM.
- Participants who not present at the time of registration will not be allowed to participate in the events.
- Judges decision will be final for all the events.
- All participants will be awarded with Certificate of Participation.

GENERAL INSTRUCTIONS FOR ONLINE EVENTS

- Business Quiz , Stock War and The Creative Duo contest will be conducted online. Registration fee is Rs.100/- per participant.
- 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 22 January 2024

For clarification please call the coordinators or mail to urjith@grgsms.ac.in

JOIN US ON JANUARY 24, 2024



Student Coordinators

Ms M Subhasri - +91 63843 22490

Ms J K Renuliza - +91 63817 43068

Faculty Coordinator

Dr T Jayashree - +91 99442 82301



Register Now!

Link for Registration:

<https://forms.gle/FepECqaKoDSPetNZ6>

Silver Sponsor



Event Sponsors

