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Global Haida Trading Pvt Ltd

Pasumai Pharmacy

Dear Sir/Madam,

Greetings!

GRG School of Management Studies is organizing 'URJITH 2025' - The annual intercollegiate management meet on Tuesday, the 28th of January 2025, for the students of Management (PG) and final year Under Graduation (UG) programme. URJITH provides a unique opportunity to these young aspiring managers and future business leaders to showcase their talent, creativity, knowledge and skills. URJITH 2025 features the prestigious 'Chandrakanthi Memorial Young Business Leader Award', 'Best Management Team', 'Think HR', and 'Brand Bytes' for the PG students of management. The contests 'The Creative Crew', 'Frame Fusion', 'Social Innovators', 'Business Quiz'(Online) and 'Stock War'(Online) are open for both PG and Final year UG students. We request you to encourage your students to participate in URJITH 2025. The registration form and other details have been enclosed for your reference.

Click the below link for Online Registration.

<https://docs.google.com/forms/d/e/1FAIpQLSddIJuw1jmyps1eFuW3H-Olj5VKvvdw-437GtOQ66Pr29qixFw/viewform?pli=1&pli=1>



Dr. P Sadhasivam
Director
GRGSMS



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EVENT DETAILS & PARTICIPATION GUIDELINES

CHANDRAKANTHI MEMORIAL YOUNG BUSINESS LEADER (CMYBL)

CMYBL provides a platform to showcase leadership potential and decision-making process of the participant through a dynamic four-round contest designed to challenge and inspire participants.

GUIDELINES

- Each institution may nominate up to two students to compete individually.
- Professional formal attire is mandatory.
- The competition consists of multiple rounds, with top performers advancing at each stage.
- Round 1: Group Discussion
- Round 2: Mock Press
- Round 3: Personal Branding Challenge (Laptop Required)
- Round 4: Case Study Analysis

1 Participant
MBA/PGDM



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BEST MANAGEMENT TEAM

The “Best Management Team” competition is designed to assess participants’ skills in critical thinking, problem-solving, strategic planning, decision-making, and adaptability in a dynamic business environment.

GUIDELINES

- Each institution may nominate up to two teams of 3 students each for the competition.
- The competition comprises three rounds designed to test various aspects of management skills.
- Students are required to bring their own laptops for the competition.

3 Per Team
MBA/PGDM



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THINK HR

The primary goal of 'Think HR' is to assess participants' knowledge on Human Resource Management and their expertise in the dynamic field of people management. This event is designed to challenge their decision making abilities and critical thinking skills in handling complex HR scenarios.

GUIDELINES

- Each participating institute may nominate upto two teams of 3 students each, for the contest.
- The contest comprises of four rounds.
- Round 1: Quiz
- Round 2 : Case Connect
- Round 3 : Role Play
- Round 4 : Debate

3 Per Team
MBA/PGDM



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SUBEE FINANCIERS

Presents

BRAND BYTES

The objective of the contest 'Brand Bytes' is to assess participants' expertise in marketing and their ability in developing a innovative and impactful digital marketing strategy.

GUIDELINES

- An institute may nominate upto two teams of 3 students each to participate in this contest.
- The contest comprises of two rounds
- Round 1: Quiz on Digital Marketing
- Round 2: Digital Marketing Plan Presentation
- Participants are required to carry their own laptops for this contest.

3 Per Team

MBA/PGDM



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Presents

FRAME FUSION

The objective of the contest 'Frame Fusion' is to provide a platform for students to showcase their creative photography skills.

GUIDELINES

- An institute may nominate 3 students to participate in this contest.
- Round 1: Theme : Silhouette - Blue Hour - Vintage
- Participants must submit one photograph using one of the given themes, which was taken in January 2025.
- Round 2: A theme will be announced for the person selected on the spot.
- Format: JPEG/ PNG/ JPG. Quality: High Resolution 5-10MB (Photographs exceeding 10 MB will be disqualified)
- Originality is mandatory, another copy of the same photograph must be submitted with geotagging (compulsory).
- Both hard copy and soft copy are mandatory (Upload via Google form Link will be shared with registered participants).

1 Participant
Any UG/PG



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SOCIAL INNOVATORS

This event is to inspire students to develop creative solutions for taxing social, environmental, or economic challenges.

GUIDELINES

- Each institute may nominate upto three teams of 3 students each to participate in this contest.
- The contest comprises of two rounds.
- Round 1: Quiz - This round will feature approximately 50 questions.
- Round 2: Idea Pitch and Presentation - The teams selected will receive topics addressing current issues.
- Participants have to make a 15 minute presentation which will be followed by 5-minute Q&A session.
- Each team must carry their laptop with personal internet connection.

3 Per Team
Final UG / PG



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CORPORATE WALK

The purpose of Corporate Walk is to showcase professional style, creativity, and teamwork through a formal presentation. Participants will display their business attire and poise, embodying the spirit of corporate culture and innovation.

GUIDELINES

- Each institute may nominate upto two teams, 6 students per team are allowed to participate in this contest.
- The dress code for the event is formal.
- Background music must not include any dialogues.
- The contest will comprise two rounds.
- Round 1: Quiz (30 questions - 30 mins)
- Only 2 participants should attend the quiz from each team
- Round 2: Gesture walk
- 4 minutes walk and 2 minutes questions based on the theme.

6 Per Team

MBA/PGDM



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Presents

THE CREATIVE CREW

This contest provides a platform for students to showcase their brilliance, creativity and innovation.

GUIDELINES

- An institute may nominate upto three teams of 3 students each to participate in the contest.
- The contest comprises of three rounds.
- Round 1: Quiz
- Round 2: Product Development challenge for creating unique products
- Round 3: Mad Ads - Create and Present interesting advertisements.

3 Per Team
Final UG / PG



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Presents

STOCK WAR (Online)

The objective of this event is to showcase financial planning and investment strategies. Participants will compete to build and grow virtual portfolios by making calculated decisions in a simulated stock market environment.

GUIDELINES

- An institute may nominate maximum of 2 students to participate in this contest.
- The contest comprises of two rounds.
- Round 1: Quiz focussed on stock market knowledge.
- Round 2: Creation of highest portfolio value through smart investment strategies.

1 Participant
Final UG / PG



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BUSINESS QUIZ (Online)

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

GUIDELINES

- An institute may nominate upto 3 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 eligible registered participants.

1 Participant
Final UG/ PG

GENERAL INSTRUCTIONS FOR PHYSICAL EVENTS

- Registration fee is Rs.300/- per participant, In case of team events, only one team member should register and pay a sum of Rs.900/- each for 'Best Management Team', 'Think HR', 'Social Innovators', 'The Creative Crew', 'Brand Bytes' & a Sum of Rs.1800/- for 'Corporate Walk'.
- Participants must be students doing their regular Post Graduation in Business Management/ UG.
- Participants are permitted to take part in only one event.
- 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' and 'Stock War' will be conducted online, registration fee is Rs.200/- per participant.
- Participants are permitted to take part in only one event.
- 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/Commerce/Relevant Discipline/ UG.
- 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 26th January 2025. For clarification please call the coordinators or mail to urjith@grgsms.ac.in



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**Join us on
Tuesday, 28th January 2025**

Last Date for Registration: 26th January

Code for Registration



STUDENT COORDINATORS

Ms A Sri Ranjani : 98946-62389
Ms Farah M : 75300-90106

FACULTY COORDINATOR

Dr Divya Lakshmi J : 98422-75189