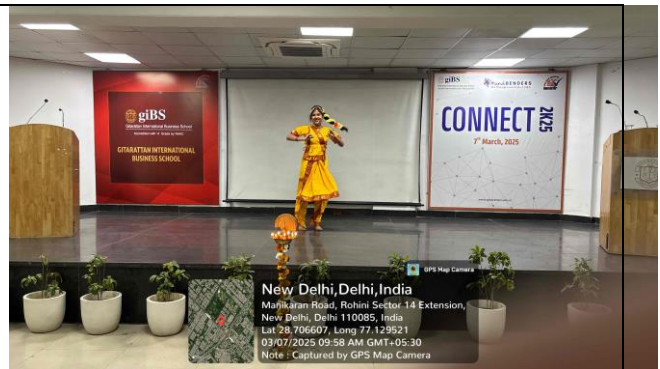


CONNECT 2K25”**7TH & 8TH MARCH 2025 (FRIDAY & SATURDAY)**

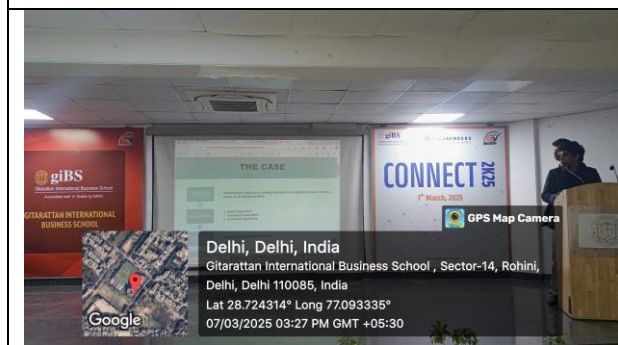
On March 7th & 8th, 2025, GIBS organized its 5th Management Fest - CONNECT 2K25 for management students of different colleges across Delhi and NCR. The Business Plan Competition, 19th National Case Folio Competition, Admatuzz (Advertising Making Competition), The Bull and Bear Battle (The Stock Trading Competition), Turn Coat (The Debate Competition) & The Business Brainiac (Business Quiz) were the six competitions that took place throughout the festival. In the six competitions, 65 teams totaling 123 students were registered. Students got the chance to demonstrate their managerial abilities by participating in numerous events designed to highlight their abilities, allow them to communicate their opinions, and engage in other activities.

Inauguration Ceremony



The Inauguration of the Management Fest "Connect 2K25" was a grand affair, marking the beginning of an exciting journey. The event commenced with the auspicious Saraswati Vandana, setting a serene and spiritual tone for the day. The Chief Guest, Prof. Anju Srivastava, Principal of Hindu College, University of Delhi in her address, emphasized the importance of innovation and leadership in the ever-evolving world of management. The Guest of Honor, Mr. Shubham Jain, AGM at Max India, an esteemed alumnus of GIBS, shared valuable insights from his personal journey, inspiring the students to strive for excellence. The highlight of the ceremony was the release of the case study, a key component of the fest, which brought forth thought-provoking challenges for the participants. The event set the stage for an intellectually stimulating and engaging fest ahead.

19th Case Folio Competition

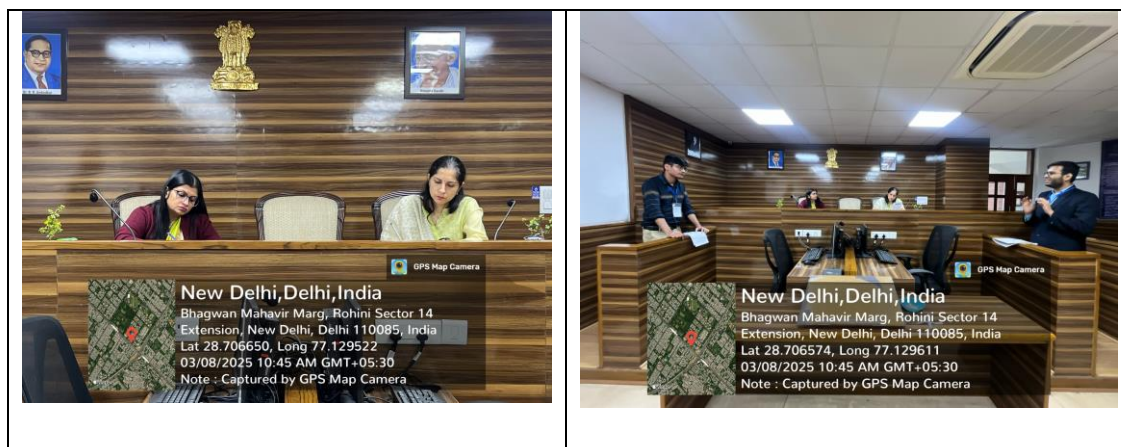


The first event 19th National Case Folio Competition was in a hybrid format. In Connect prelims 19th National Case Folio, 5 teams participated in the event. Prof. (Dr.) Abhijit Das & Dr.

Manisha Kaushal Arora judged the event. The event was conducted in 2 phases. In 1st Phase, participants analyzed the case and prepared presentation. In 2nd Phase, they presented their findings and observation before the judges. The winning Team of Case Folio presented the college in the Connect 2K25.

On 7th March, the case study was titled “Too Good to GO: Bridging the gap between Sustainability Objectives and Business Goals in the Global Food Industry” authored by Michael W. Hansen, Peter D. Orberg Jensen, Sophie Minkmar, Torben Pedersen and Bent Petersen of Copenhagen Business School and was published at Harvard. The event attracted a remarkable response, with 15 teams from various colleges across India participating. The competition was held in two phases. In the first phase, participants were tasked with analyzing the case. In the second phase, the teams had to present their findings to an external panel of esteemed judge Prof. S. K. Garg, Director of East Delhi Campus. Hiten Chadha, Saksham Sharma & Sanya Sehgal from Amity University was the winning Team and the runner up was Garv Gupta & Aryan Rahul Sethi from NDIM. The Best Presenter was received by Priyanka Aggarwal from Christ University.

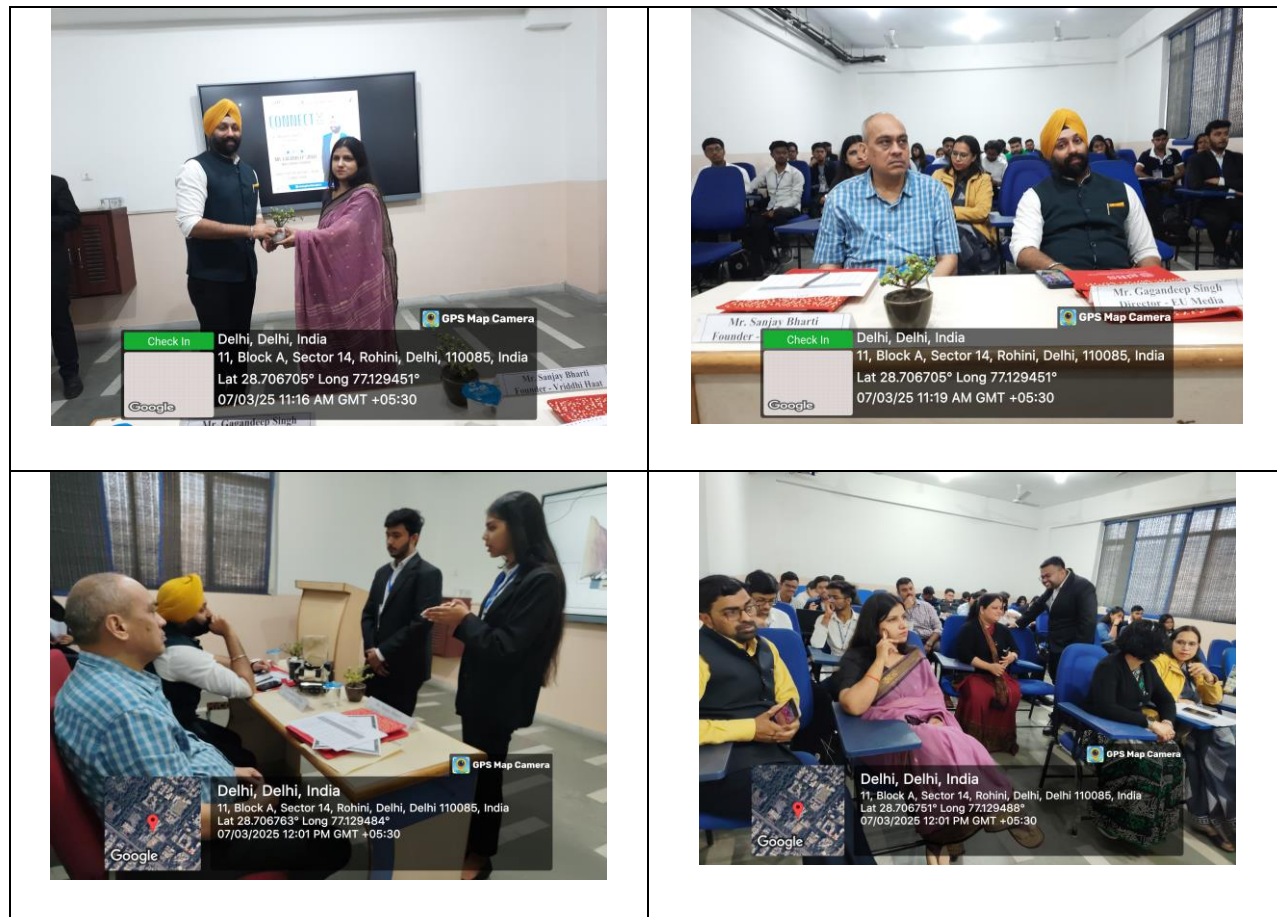
Debate Competition



The Second event was a Debate Competition, which was held on the subject of "The Rise of AI in Business: A Boon for Innovation or a Threat to Employment in 2025?" In total 15 teams participated in the competition. The purpose of this event is to cultivate in students a positive debating culture and encourage them to stand up for what they believe in. Harshit Dubey & Aditya Mani Tripathi from Lloyd Law College were the winning team members in the debate competition. Harsh Vardhan Arora & Aryan Kohli from GiBS received the runners-up. The judge for the event for Debate competition was Dr. Shikha Bhatia, Associate Professor, International Management Institute, New Delhi.

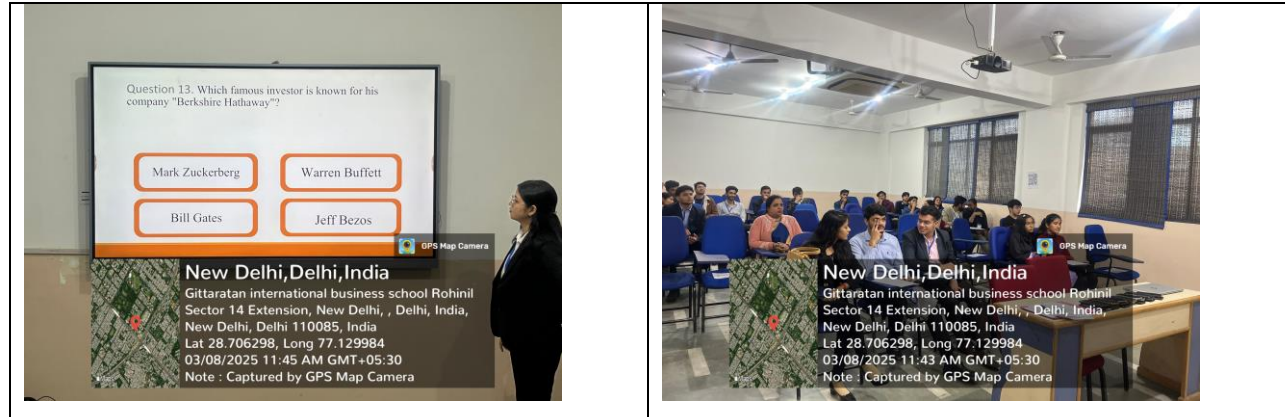
Business Plan Competition

The Business Plan which was judged by Mr. Gagandeep Singh, Director of EU Media & Mr. Sanjay Bharti, Founder of Vriddhi Haat. The challenge attracted 15 teams. The purpose of the event was to encourage student entrepreneurship. The teams had to come up with fresh services or product ideas before putting together a business plan. To win the event, the competitors used their presentation and negotiating abilities. In the competition, Rupam Kumar & Ishan Gupta from from Bhagwan Parshuram Institute of Technology was the winner and Kartik Chauhan, Harsh Choubey & Vedansh Batra from ABS College were the runner up. The Best Presenter was received by Hitench Chadha of Amity University.



Business Quiz

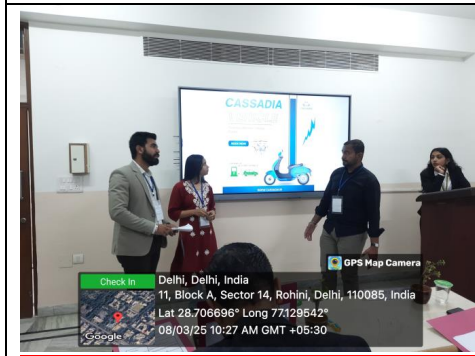
The fourth event was a **Business Quiz** in which 15 teams participated. The primary purpose of this event was to test the students' knowledge of current events and the business world. The competition consists of an elimination round and three stage rounds. Teams must be from the same institute. The elimination round includes 25 MCQs, with the top 10 teams qualifying. Stage round 1 feature General Quiz with no negative marking, where as in Round 2 Audio-Visual Round was conducted with negative marking and in Round 3 Rapid-Fire formats, with scoring variations. Bhaskaracharya College of Applied Science was the winner. The Runner up was Asian School of Business.



Admattazz

A creative advertising producing competition, was the fifth contest. This event had 10 teams. Mr. Saahil Hsan Khan, Lead - Trade marketing and advertising head for Trident Group – myTrident judged the competition. The purpose of the Ad-Mattaz competition was to assess the creative abilities involved in producing print advertisements as well as in performing the advertising. The competition includes 2 Rounds, Print Media was Round 1, where teams design a logo, tagline, and print ad, and an Act Round 2, where they perform a live advertisement based on their design. Judging is based on creativity, relevance, and presentation quality. The top-scoring team wins, promoting innovation and teamwork in marketing.

Tisha Bassi, Vaibhav, Akash Kumar Gupta & Shubhra Tyagi from JIMS Rohini won first place in Admattaz, and Himanshi Singh, Mudit Jain, Ridhi Arora & Ananya Tanwar from GIBS took second place.

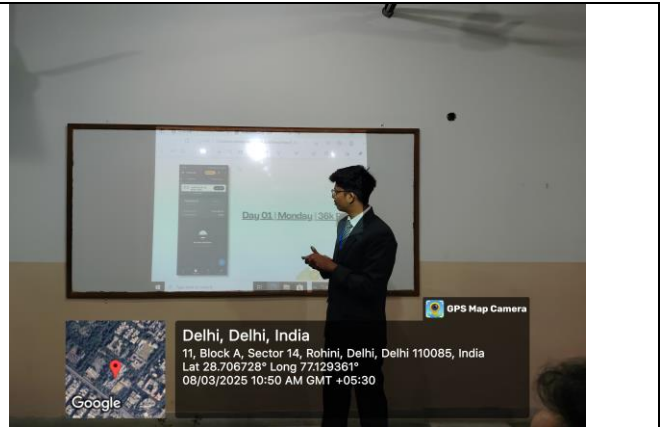


The Bull and Bear Battle (The Stock Trading Competition)

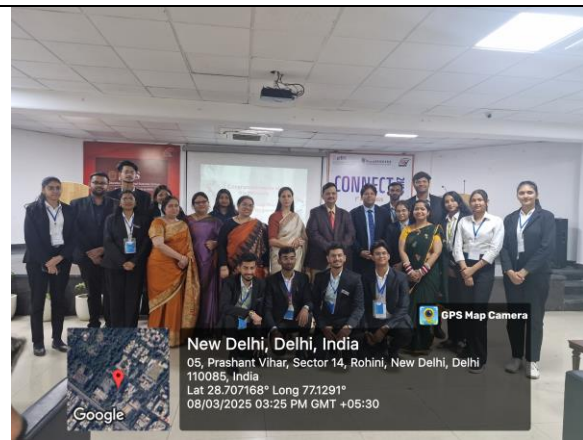
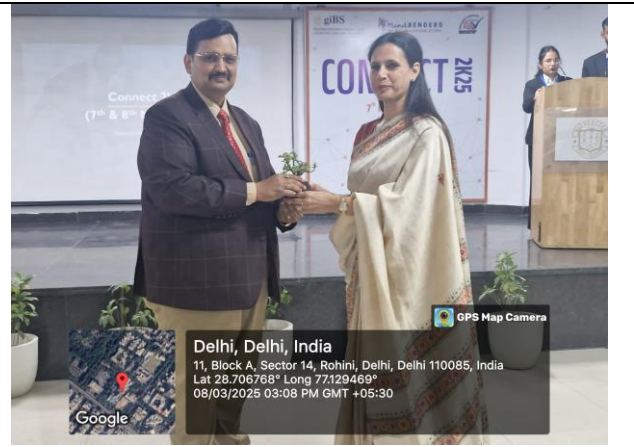
The last but not least game was "The Bull and Bear Battle (The Stock Trading Competition)" which required players to trade on simulated platform in order to increase their riches. participants traded on a simulated platform to maximize their portfolio value.

- Portfolio Allocation: March 1
- Trading Period: March 3 to March 7
- Platform Used: Front Page

Participants engaged in strategic trading over five days, making investment decisions to grow their virtual wealth. On the event day, each participant presented a PPT summarizing their trading strategies, key insights, and portfolio performance. Judge questioned the accuracy of the evaluation. CS Deepak Gulati, Partner in a Lexansh & Co. judged the competition. Udit Sharma from GIBS emerged as the winner and Hritik Gupta from ITS Ghaziabad as a runner up.



Valedictory Ceremony



We concluded the event with a valedictory session where Prof. Dr. Vikas Nath – Director of Gitarattan International Business School, Ms. Jyotsna Fotedar, Founder & CEO of Global Talent Co. India Ltd. & Mr. Vivek Jain, Managing Director at Hire Pundit felicitated the winners and runner up of all the events. Everyone who participated was highly enthused. The winners and runners-up received prizes and certificates of achievement, and everyone else received a certificate of participation. Overall, everyone who participated found it to be a rewarding and enriching experience. The winners and runner up are:

| Event | Name | College | Position |
|--|---|--|-----------------|
| 19 th National Case Folio Competition | Hiten Chadha, Saksham Sharma, Sanya Sehgal | Amity University | Winner |
| | Garv Gupta, Aryan Rahul Sethi | NDIM | Runner Up |
| | Priyanka Aggarwal | Christ University | Best Presenter |
| Business Quiz | Diwij Sahni | Bhaskaracharya College of Applied Sciences | Winner |
| | Md. Aamaan Khan, Muzaffar Mujeeb, Humam Khan | Asian School of Business | Runner Up |
| Business Plan | Rupam Kumar, Ishaan Gupta | BPIT | Winner |
| | Kartik Chauhan, Harsh Choubey, Vedansh Batra | ABS | Runner Up |
| | Hiten Chadha | Amity University | Best Presenter |
| Debate | Harshit Dubey, Aditya Mani Tripathi | Lloyd Law College | Winner |
| | Harshvardhan Arora, Aryan Kohli | GIBS | Runner Up |
| Admattaz | Tisha Bassi, Vaibhav, Akash Kumar Gupta, Shubhra Tyagi | JIMS Rohini | Winner |
| | Mudit Jain, Ananya Tanwar, Riddhi Arora, Himanshi Singh | GIBS | Runner Up |
| Stock Trading | Udit Sharma | GIBS | Winner |
| | Hritik Gupta | ITS Ghaziabad | Runner Up |

FLYER OF THE EVENT



| | |
|--------------------------------|--|
| TYPE OF EVENT | Annual Event |
| VENUE | GIBS |
| TIME & DURATION | 9:00 AM onwards |
| CONDUCTED BY | CMS-GIBS |
| ORGANISED FOR | Management Students of GIBS and other colleges |
| NAME OF THE COORDINATOR | Dr. Manisha Kaushal Arora, Dr. Suruchi Satsangi & Ms. Ruchi Malhotra |



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| ATTENDANCE | 150 external participants |
| RESOURCEPERSON | Prof. Anju Srivastava, Principal of Hindu College, University of Delhi Mr. Shubham Jain, AGM at Max India. Ms. Jyotsna Fotedar, Founder & CEO of Global Talent Co. India Ltd. Mr. Vivek Jain, Managing Director at Hire Pundit |
| OBJECTIVES OF THE EVENT | <ol style="list-style-type: none">1. Offer a venue to encourage healthy competition among our nation's aspiring professionals.2. Encourage students' competitive nature and put their business knowledge, abilities, and talents to the test.3. Encourage innovative solutions to contemporary management challenges through strategic thinking and creative approaches.4. Enable participants to learn from diverse viewpoints by interacting with peers from different institutions and backgrounds.5. Promote teamwork and collaboration by engaging participants in group activities, competitions, and discussions. |
| LEARNING OUTCOME | <ol style="list-style-type: none">1. The students demonstrated their managerial abilities, devised business strategies, and determined how to apply their business knowledge, skills, and acumen as a result of the numerous events.2. Enhanced organizational and leadership skills |



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| | <p>through planning, coordinating, and executing an event.</p> <p>3. Improved communication and networking abilities by engaging with participants and stakeholders.</p> <p>4. Developed problem-solving and decision-Making capabilities.</p> |
| SHORTFALL DURING EVENT | NA |
| LINK OF ONLINE VIDEO | https://youtu.be/eUrj0UNmasg |

PREPARED & SUBMITTED BY: MS. RUCHI MALHOTRA & DR. SURUCHI SATSANGI, ASSISTANT PROFESSOR, (CMS)