

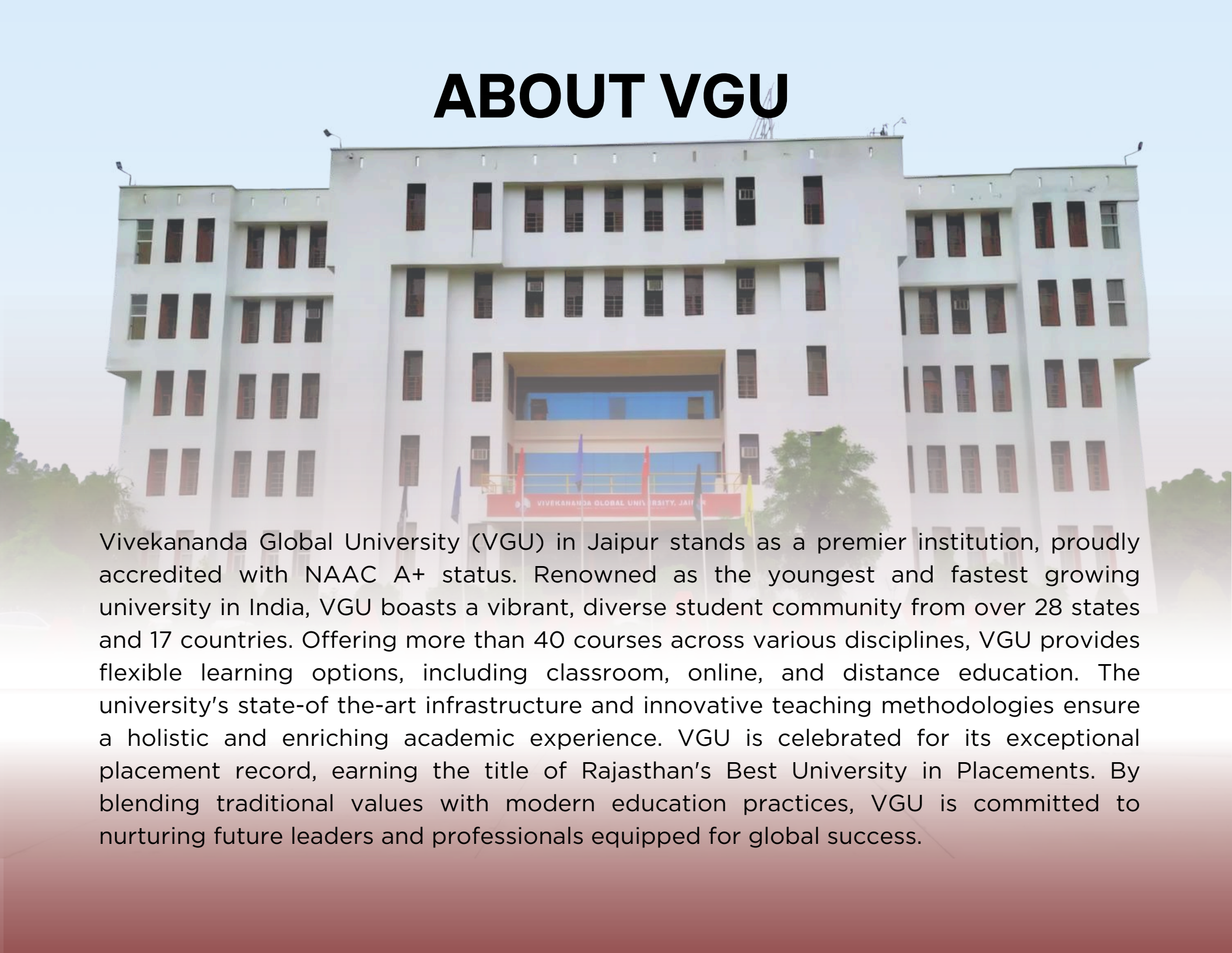
FACULTY OF MANAGEMENT PRESENTS

AAGHAAZ

THE MANAGEMENT SAGA

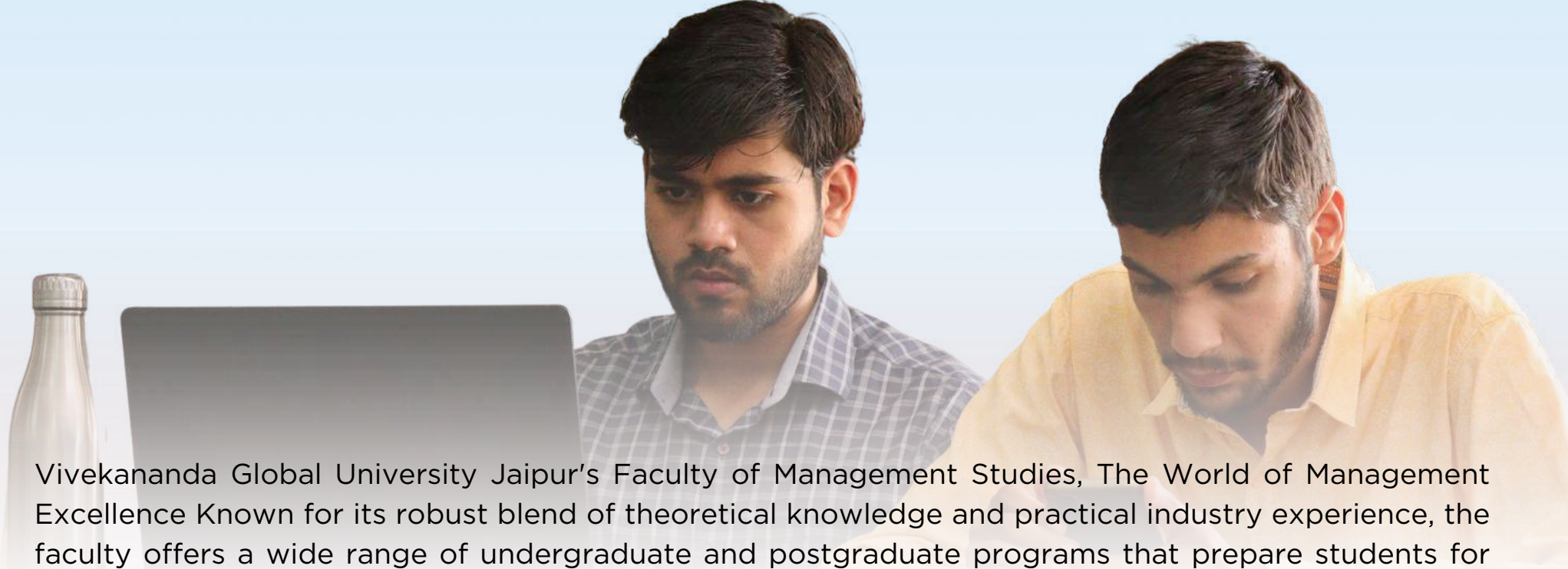
2.0

ABOUT VGU



Vivekananda Global University (VGU) in Jaipur stands as a premier institution, proudly accredited with NAAC A+ status. Renowned as the youngest and fastest growing university in India, VGU boasts a vibrant, diverse student community from over 28 states and 17 countries. Offering more than 40 courses across various disciplines, VGU provides flexible learning options, including classroom, online, and distance education. The university's state-of-the-art infrastructure and innovative teaching methodologies ensure a holistic and enriching academic experience. VGU is celebrated for its exceptional placement record, earning the title of Rajasthan's Best University in Placements. By blending traditional values with modern education practices, VGU is committed to nurturing future leaders and professionals equipped for global success.

ABOUT FACULTY OF MANAGEMENT



Vivekananda Global University Jaipur's Faculty of Management Studies, The World of Management Excellence Known for its robust blend of theoretical knowledge and practical industry experience, the faculty offers a wide range of undergraduate and postgraduate programs that prepare students for successful careers in management. At the heart of its academic philosophy are innovative initiatives such as the Centre of Neuro Management Studies, which explores cutting-edge intersections between neuroscience and management practices. The faculty fosters a dynamic learning environment through international and national conferences, workshops, and seminars that keep students abreast of industry trends and developments. Students benefit from strong industry collaborations that provide invaluable internship opportunities and pave the way for promising placements. Cultural celebrations and extracurricular activities enrich campus life, promoting a vibrant community spirit among students from diverse backgrounds. Guided by experienced faculty members dedicated to student success, the Faculty of Management Studies at VGU Jaipur ensures holistic development and prepares graduates to excel in today's competitive global marketplace.

ABOUT AAGHAAZ 2.0



AAGHAAZ 2.0, Vivekananda Global University Jaipur's distinguished national-level management fest, presents an array of opportunities tailored for both college and school students. College participants can engage in competitive domains including finance, marketing, HR, and entrepreneurship, while school students can showcase their skills in the exclusive Learn-a-Thon category. Additionally, the fest features the Management Mela, where student societies can participate in a carnival-themed showcase of creativity and fun-filled activities. Expert talks by industry leaders provide valuable insights, enriching the learning experience for all participants. AAGHAAZ 2.0 embodies VGU's commitment to fostering talent and innovation across different educational levels.

GENERAL GUIDELINES

- All participants must register for the fest and individual events through the official registration portal.
- Early registration is encouraged, as spots for events may be limited.
- Teams must arrive at the event venue at least 30 minutes prior to the scheduled start time.
- Any form of malpractice or unfair competition will result in immediate disqualification, and participants must maintain decorum and respect towards judges, organizers, and fellow participants.
- The participants must carry their identity cards.
- All the students should be in the proper uniforms of their respective institutions or in the formal attire.
- Each event will have its own set of rules and guidelines.
- The judges' decisions are final and binding for all events.
- Participants must bring their own materials and equipment as specified for each event.
- The fest organizers will not be responsible for any loss or damage to personal belongings.
- Winners of each event will receive awards and certificates of achievement.
- Participation certificates will be provided to all the participants.
- Awards will be distributed during the valedictory ceremony.

ACTIVITIES

MARKETING

01

1. AD MAD SHOW
2. BRAND RACE
3. BLOG VLOG BONANZA
4. SOCIAL MEDIA SAVVY

FINANCE

02

1. THE BIDDING BONANZA (AUCTION)
2. DEALMAKER'S DEN (BARTER IT UP)
3. STOCK SURGE (TRADING)
4. CASE CRUSADERS

ENTREPRENEURSHIP

03

1. BIZ PLAN PITCH (BUSINESS PLAN)
2. IDEATHON
3. BUSINESS BRAINSTORM (QUIZ)
4. DESIGN DYNAMO (POSTER MAKING)
5. BGMI SHOWDOWN

HUMAN RESOURCES

04

1. CARPE DIEM
2. ARGUMENT ARENA (DEBATE)
3. CORPORATE ROADIES

ACTIVITIES DESCRIPTION

MARKETING



AD MAD SHOW

AD MAD SHOW is a creative showdown where students showcase their marketing skills by creating and performing humorous and conceptual advertisements. It's all about unleashing creativity and exploring different sectors through ad scripts and ideas. Get ready to witness some innovative commercial ads and let your creativity shine.



BRAND RACE

Brand Race challenges participants to investigate the history of extinct brands, analyze the elements that contributed to their demise, and propose novel methods that could have prevented their extinction. Participants will be assigned a certain brand and given a set amount of time to conduct research and make recommendations. The goal is to demonstrate the brand's strength, uniqueness, and ability to connect with the target audience effectively.

BLOG VLOG BONANZA



Blogging: In this event participants aim to create original content following specific guidelines. The main focus is on producing interesting writing. It's all about crafting interesting content and showcase participants' writing skills.

Vlogging: While on campus, participants must record and create video clips in a particular format. The goal of this event is to produce visually engaging content that adheres to the specified format.

SOCIAL MEDIA SAVVY



Social Media Savvy event requires participants to create and manage an Instagram page for the Aaghaaz event. Emphasizing creativity, aesthetics, and engagement, participants will post promotional content, behind-the-scenes glimpses, and highlight the event's energy through stories. They are tasked with effectively using Instagram features to boost discoverability and interaction, showcasing their social media management skills.

FINANCE

THE BIDDING BONANZA (AUCTION)



IPL AUCTION24 is a thrilling event. Get ready for some intense bidding action as participants battle it out for top cricket players. It's all about strategy, competition, and team building. Feel the thrill as leaders and fans showcase their skills in predicting, managing finances, and crafting their dream teams. It's like being in the heart of the IPL auction, aiming for that winning squad. Don't miss out on this epic cricket face-off.

DEALMAKER'S DEN (BARTER IT UP)



“Dealmaker’s Den” is a brainstorming, community-driven event where people trade items and services without using money. Participants bring items or services such as clothes, books, household goods, or skills like tutoring or gardening. These goods and services are then exchanged directly with others, creating a cash-free marketplace. The event encourages social interaction and networking as people negotiate trades and discover new resources.



STOCK SURGE (TRADING)

Stock Surge is a brainstorming trading event to provide a platform for traders of all levels to demonstrate their skills, test their strategies in a competitive environment, and enhance their understanding of intraday trading dynamics. The event aims to foster a community of traders who can learn from each other and push their trading abilities to new heights. Traders refine their skills through hands-on experience and real-time decision-making.



CASE CRUSADERS (CASE-STUDY ANALYSIS)

The Case Study revolves around exploring financial data analysis and presenting on globalization themes. It highlights participants' skills in trend interpretation, financial performance comparison, key ratio identification, strategic financial suggestions, and detailed globalization presentations with pertinent data and illustrations. The goal is to enhance participants' financial expertise, presentation capabilities, and comprehension of global issues and trends.

ENTREPRENEURSHIP

BIZ PITCH PLAN (BUSINESS PLAN)

The Business Plan event allows participants to present their creative business ideas to a panel of industry experts. Showcase your creative and strategic vision, get valuable input, and connect with other entrepreneurs. Compete for rewards that will help you achieve your startup aspirations and earn visibility for your business concept.



IDEATHON

Ideathon is a creative challenge where teams work together to find innovative solutions to real-world problems. It's a platform to spark your imagination, collaborate with others, and develop groundbreaking ideas. You'll learn to think critically, communicate effectively, and make quick decisions under pressure.





BUSINESS BRAINSTORM (BUSINESS QUIZ)

The Business Quiz includes several rounds of challenging questions about management, economics, globalization, and current events. Participants will put their knowledge to the test with general questions, logo identification, and rapid-fire rounds, providing an exciting platform for them to demonstrate their business acumen and remain up to date on worldwide trends.



DESIGN DYNAMO (POSTER MAKING)

Poster Making is an event in which participants are invited to create original posters by hand. It's highlighting innovation, creativity, originality, clarity, and association with the chosen topic. The participants should be able to communicate their ideas effectively using visual codes as well as brief explanations about their issues of concern, including impacts and benefits.



BGMI SHOWDOWN

E-sports is a competition where gamers battle it out in popular video games. Teams from different colleges face off in exciting matches. It's like sports, but with video games. Players show off their skills, teamwork, and strategy to win the battle.

HUMAN RESOURCES



CARPE DIEM

Carpe Diem is a simulated job interview process where you'll compete with others in a group discussion to showcase your skills and qualifications. The best performers from the group will advance to a one-on-one interview where you'll have the opportunity to convince the interviewer that you are the ideal candidate for the position.



ARGUMENT ARENA (DEBATE)

Debate is basically a battle of words where two teams or individuals face off to convince judges and the audience of their viewpoint on a given topic. It is a test of your research, logic, speaking skills, and ability to think.



CORPORATE ROADIES


Corporate Roadies is a competition that simulates real-life corporate challenges. Students face tasks that test their leadership, teamwork, and problem-solving skills. In order to show off their managerial savvy and decision-making skills, participants will evaluate pre-given corporate scenarios and offer strategic solutions.

LEARN-A-THON



Learn-a-thon at AAGHAAZ 2.0 is a pioneering initiative tailored for school students (Class 9th to 12th), aiming to ignite their passion for management, leadership, and entrepreneurship. It offers a dynamic platform where young minds can participate in interactive workshops, competitions, and expert sessions, fostering creativity and critical thinking. Learn-a-thon not only equips students with practical skills but also encourages collaboration and innovation. This category stands out as a vibrant opportunity for school participants to showcase their talents, learn from industry experts, and prepare for future challenges in a supportive and engaging environment at Vivekananda Global University Jaipur's national-level management fest.

MANAGEMENT MELA



Step into the lively atmosphere of Management Mela at AAGHAAZ 2.0, where creativity meets collaboration in a carnival-themed showcase. This exciting addition invites student societies and clubs from various institutions across the nation to set up interactive stalls and host engaging games, offering a platform to demonstrate their ingenuity and teamwork. Participants not only immerse themselves in management-themed fun but also gain practical insights into organizational dynamics and strategic thinking. Management Mela enriches the festival experience at Vivekananda Global University Jaipur by celebrating diversity, fostering innovation, and creating memorable interactions that inspire and educate future leaders in management.

GROOVE GALA



Groove Gala at AAGHAAZ 2.0 promises an exhilarating evening of vibrant music and captivating dance performances. This event offers students a platform to showcase their talents, delivering electrifying acts that celebrate cultural vibrancy. Attendees can expect an unforgettable night of rhythm, creativity, and camaraderie, making the Groove Gala a highlight of the prestigious management fest. Join us to revel in the talents and achievements of our vibrant community.

TEAM

PATRONS

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Director, Faculty of Management
VGU, Jaipur

Dr. RITI SRIVASTAVA

HOD, Faculty of Management
VGU, Jaipur

FACULTY CONVENORS

Ms. SNEHAL KAPOOR

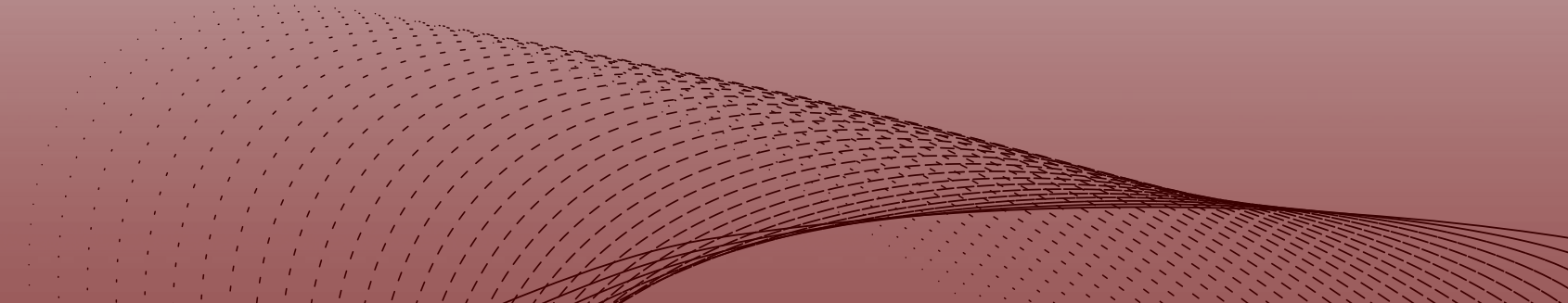
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Assistant Professor
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Sponsors Head

SHUBHAM RAJ

Creative head

PALAK SINGH

Creative Team

HARSH BAKIWALA

Discipline Head

VANDANA KUMARI

Decoration Head

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THE MANAGEMENT SAGA

THANK YOU!