

On 10<sup>th</sup> October, 2018, a fun-filled intra-college event; AFFLUENCE' 18 was organised by the Entrepreneurship Development Cell, Department of Management Studies. The event sought to bring out the inherent entrepreneurial acumen and witnessed participation from students of various courses.

The event received an enthusiastic response from students vying to showcase their entrepreneurial skills by excelling at various competitions that were organised in during the event.

The event comprised three competitions namely -

**The Wolf of the Waffle Street:** This competition was organised mainly with the purpose to test the entrepreneurship and investing skills of the participants. They competed at various levels in order to make their Waffle Store the most profitable and efficient. The competition involved a heated bidding for assets by the participants in order to achieve the best for their venture.

No of participants -24 (12 teams)

Winners -

First Position- Team 11: Sarthak & Akshul (BMS Sem 3)

Second Position- Team 5: Amulya & Snigdha (BMS Sem 1)

**Sell the Bell:** The innovative minds showcased their marketing and negotiation skills, which are a must in the present times for a product or company to be popular and profitable. Giving a twist to the monotonous buying and selling of the products, this competition was made fun for the participants with its little twists and turns.

No of participants -30 (15 teams)

Winners -

First position- Team 10: Khushi and Kritank (BMS Sem 1, BMS Sem 3)

Second position- Team 7: Jagrit and Bhavya (BMS Sem 3)

**Insignia:** A company is always identified through its image i.e. a logo, a tagline and its brand name. Insignia allowed the participants to explore their artistic and creative side alongside their passion for the corporate world. The participants were provided with hints like product and characteristics of a hypothetical company in order to reach their goal.

No of participants -20 (10 teams)

Winners -

First position- Ishani & Aditi (BMS Sem 3)

Second position- Bhawna and Chetan BSc (Hons) Zoology Sem 1

Overall the event helped the participants experience the various stages in a start-up from buying raw materials to making marketing strategies leading to a successful brand. All the participants as well as the organising team really enjoyed a lot, and dispersed with a sincere hope that such motivational events would be organised time and again giving the students a chance to learn and grow.



