



**VIJAYA INSTITUTE OF MANAGEMENT SCIENCES FOR WOMEN  
&  
VIJAYA INSTITUTE OF TECHNOLOGY FOR WOMEN  
ENIKEPADU, VIJAYAWADA-521108  
(ISO 9001-2008 Certified Institute, Approved by AICTE, Affiliated to JNTUK)  
DEPARTMENT OF BUSINESS ADMINISTRATION**

## Vijayotsav-2K16 Event Details

<p><b>FORMAL EVENTS:</b></p> <p><b>1.)Power Point Presentation</b> (Faculty Coordinator – Mr. Ch.Venkateswarlu, Mr.Krishnaiah)</p> <ul style="list-style-type: none"><li>➤ Two members per team</li><li>➤ Soft copy should be sent to vitw<a href="mailto:vishikamba@gmail.com">vishikamba@gmail.com</a> on or before 5<sup>th</sup> March, 2016.</li><li>➤ Hard copy should be submitted at the time of registration</li></ul> <p><b>Topics:</b></p> <ul style="list-style-type: none"><li>➤ Opportunities for women in New Capital</li><li>➤ E-Waste Management</li><li>➤ Green Marketing</li><li>➤ Stress management by women</li></ul>	
<p><b>2.)Business Plan</b> (Faculty Coordinator – Mrs. N.Nirupama, Mrs. P.B Lavanya)</p> <ul style="list-style-type: none"><li>➤ Three members per team</li><li>➤ Business Plan should be a pragmatic one, take innovative Products/ Services</li></ul>	
<p><b>3) MARKET MAKERS</b> (Faculty Coordinator – Mrs.P.Kalpana)</p> <ul style="list-style-type: none"><li>➤ Three members per team</li><li>➤ The participants have to launch the innovative products by designing the marketing mix.</li></ul>	

#### 4) HR EVENT

(Faculty Coordinator – Mrs. N.Nirupama)

- Two members per team
- It's time to put on your thinking caps and test your HR quotient". The participants will be given an opportunity to explore the facets of HR.



#### INFORMAL EVENTS:

SHORT FILM MAKING

(Faculty Coordinator – Mrs.P.Kalpana, Ms.Pranahitha)

- Short film should be submitted in CD & Pen Drive. CDs cannot be returned back. CDs& Pen Drive should be submitted on the day of event at the time of registration.
- Prepare a Short film on **Celebrate Womanhood** for 7min.

#### Themes:

- Artistic Talent of woman
- Perception on various issues of woman
- Awareness on abuses and violence against women
- A platform to prove what, "The Woman can do as A Woman"

Event Coordinator: 9160563757

Student Coordinators: 8977855998, 9642043096, 9700394815, 7097566891