



St. Francis
College for Women
Begumpet, Hyderabad-500016
Autonomous & Affiliated to Osmania University)



THE ANNUAL NEWS LETTER

DEPARTMENT OF MANAGEMENT STUDIES (BMS)

B-HIVE

ACADEMICS
& BEYOND!

VOLUME 14
2024-25

MEMORIES

OF ALL THAT WE
FOREVER HOLD DEAR

A TEAM



FOREVER



CONTENTS

01

**Editorial Team
Message**

02

**Principal's
Message**

03

**Department's
Message**

04

**HOD's
Message**

05

**Arista Executive
Board**

07

**Bootcamps
2024**

14

**Inquization
2024**

16

**Arizone
2024**

17

**Ingenium
2024**

23

**National
Conference 2024**

28

**Epics and
Enterprises**

29

**Yuva Idol
2024**

30

Daan Utsav

31

**Industrial Connect
(BMS 1)**

32

**Industrial Trip
(BMS 2)**

37

**Workshops and
Guest Lectures**

45

**Student
Achievements**

49

Testimonials

EDITORIAL TEAM MESSAGE

Dear Readers,

Welcome to another chapter in the vibrant journey of Arista! This year has been a chronicle of ideas, collaboration, and growth. As we reflect on our achievements, we celebrate the milestones that have shaped our identity as a dynamic and forward-thinking club.

At Arista, we believe in creating opportunities that challenge and inspire. From thought-provoking workshops and seminars to engaging case study competitions, our calendar has been packed with activities that not only sharpen academic skills but also nurture creativity and leadership.

This edition of B-Hive is a testament to the hard work and enthusiasm of our members. It captures the essence of our year—one filled with impactful events, student success stories, and unforgettable moments. The testimonials shared within these pages highlight how Arista has touched lives and empowered individuals to explore their potential.

As we gear up for the launch of this magazine during Crescentia, our eagerly awaited management fest, we're reminded of the incredible teamwork that has brought us here. It's the collective effort of our members, the guidance of our mentors, and the support of the Department of Management Studies that drives us to excel.

We hope this edition resonates with you, offering insights into the spirit of Arista and the passion behind our initiatives. Let's continue to push boundaries, embrace challenges, and strive for excellence together.

Warm regards,
The Editorial Team of Arista



Ms. Gabriella Angelina
Chief Staff Editor



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PRINCIPAL'S MESSAGE



Dr. Uma Joseph
Principal, St. Francis College
for Women

Dear Faculty and Students of BMS,

I am truly delighted to write this message for the latest issue of your newsletter, B-Hive. The theme, "Governance, Gambit - Power, Politics, People," is both relevant and timely, especially in a society that is grappling with an increasingly complex and ever-changing world.

Grasping the factors mentioned above is essential for cultivating strong leadership skills and promoting a collaborative work culture built on accountability, transparency, and ethical responsibility. It is crucial, now more than ever, to equip students with the practical skills necessary to navigate power dynamics, influence decisions, and inspire teams in a responsible and ethical manner.

The various perspectives shared in this edition will undoubtedly inspire us to adopt governance practices that prioritize integrity and put people at the heart of our efforts.

Congratulations to the team behind this newsletter and to all the contributors for sharing your valuable insights and expertise. I look forward to the emergence of our students as future leaders.

Dr. Uma Joseph
Principal

DEPARTMENT'S MESSAGE



Dr. Mahnoor Sahrash
Head of Department, BMS



Ms. Gabriella Angelina
Faculty Member



Ms. A. Suwarna
Faculty Member



Dr. Shalini K. Menon
Faculty Member

It gives us immense pleasure to present to you "BHIVE", the annual magazine of the Department of Management Studies. This publication is a celebration of the collective efforts of the team members and serves as a testament to the vibrant academic and extracurricular activities that have unfolded within our department throughout the year

We are incredibly proud of the accomplishments of our students, who have consistently demonstrated academic excellence, leadership qualities, business acumen and teamwork

The department would also take a moment to congratulate the editorial team for their hard work and dedication in bringing this magazine to fruition.

HOD'S MESSAGE



Dr. Mahnoor Sahrash
Head of Department, BMS

Proud to be holding the 14th edition of our annual Newsletter B Hive. 2024- 2025 has been a remarkable year for our students- competitions, collaborations and new experiences have kept them - and us- quite busy!

My whole-hearted appreciation to the Editorial Team for their professionalism and attention to detail- ensuring we miss out nothing.

Wishing you, dear reader a joyful reading.



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2024-2025

**A TEAM ABOVE ALL,
ABOVE ALL A TEAM!**

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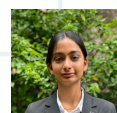
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NETWORKING

SOUND AND TECH

HOSPITALITY



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Activities FOR THE ACADEMIC YEAR 2024-2025

BOOTCAMPS



Arista, the student club of BMS, arranged interactive bootcamps for the first-year students of BMS during the month of July in the Gerosa Hall, 3rd Floor, UG Block. The main intent of the bootcamps were to equip students with practical knowledge and understanding of the areas including - management, finance, entrepreneurship, marketing, human resource and business quiz by conducting engaging and lively icebreaker sessions, collaborative activities and intriguing discussions.

Bootcamps are comprehensive training sessions structured in a way, that aids in enhancing the theoretical and practical knowledge of the students, while assisting in development of skills required for participation in related fests.



BEST MANAGER BOOTCAMP

The Best Manager Bootcamp organized on 25th July, 2024, aimed to familiarize first-year students with the portfolio's functioning.

An engaging icebreaker session was arranged, involving students discussing unpopular opinions. An informative masterclass prepared by the BM team covered myths about Best Manager (BM), standard procedure of rounds of BM in management fests, case study reading tips, and recognizing issues. Then, three students were selected to participate in a stress round, replicating a press conference. The panel consisted of experienced judges, including Aishani Bhangay, Aaishitha, and Dhurti Rampore. The stress round required participants to represent their companies amidst controversial crises and propose spontaneous statements to save their company's reputations. The rebuttal from the panel and audience helped students make quick decisions and enhance their problem-solving skills.

The boot camp provided a comprehensive experience for students, helping them navigate the complexities of the business world.



BUSINESS QUIZ BOOTCAMP

The Business Quiz Portfolio boot camp was held on July 24th, 2024. The event aimed to enhance students' understanding of current events in the business landscape and expand their understanding of distinct businesses and their brand identities.

The boot camp included various rounds, such as 'Tagline Tingle', '2 Truths & a Lie', 'Brand Act Out: Charades Challenge', and 'Business Brilliance'. The progression of the boot camp increased students' enthusiasm and awareness of the corporate sphere. The event provided multiple key takeaways, enhancing their experience both in theory and application.

The event was highly engaging and participation-driven, fostering a high degree of engagement and participation among the students.



ENTREPRENEURSHIP DEVELOPMENT BOOTCAMP

The Entrepreneurship Development Portfolio Bootcamp was organized on 25th July 2024. The event aimed to instill entrepreneurial spirit among students by introducing them to start-up management aspects.

An interactive masterclass was prepared by the ED team, which provided real-life examples of successful entrepreneurs. The team then explored the evolution of entrepreneurship, covering modern ED concepts such as the 4 Stage Growth Model, Ansoff Matrix, and Business Model Canvas. Students were engaged in creating a real-time food prototype with a stipulated budget, drafting a Business Model Canvas, and developing a sales pitch. They were divided into seven teams and had limited time to prepare their product ideas. The students gained insights into the internal operations of business as they navigated through the challenge.

The bootcamp was a great opportunity for students to practice quick decision-making and fast-paced thinking. They demonstrated immense creativity and proactivity throughout the event.



FINANCE BOOTCAMP

The Finance Portfolio boot camp held on 22nd July, 2024, commenced with an engaging icebreaker session and a game of bingo that immersed the participants. The event aimed to foster financial decision-making and analysis among the students.

A masterclass on 'Why Finance?' covered various aspects of finance, including personal and corporate financing, financial instruments, stock market analysis, and fundamental and technical analysis. Key Festing tips were also provided to encourage participation. The primary interactive round divided the students into ten teams, with 5 to 7 participants each. With an initial investment amounting up to Rs. 2,000/-, the teams were required to make trade-offs based on market conditions, and then, the total shares held by each team were evaluated.

The boot camp helped students gain negotiation skills, stock market literacy, and financial knowledge, as they participated in mock stock-trading strategies through real-world scenarios.

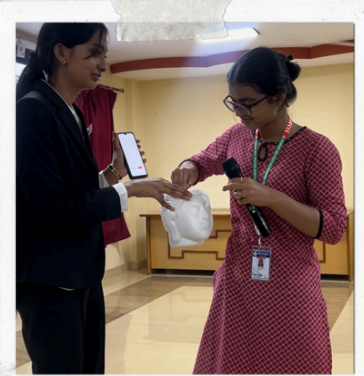


HUMAN RESOURCE BOOTCAMP

The Human Resource Portfolio boot camp held on July 23, 2024, focused on expanding the students' depth of awareness and understanding about various elements in the field of Human Resources.

An ice breaker session, 'Binge Detectives' broke down the tension among the participants and helped in engagement. The Masterclass arranged by the HR Team, covered various topics, including - HR planning, talent acquisition, onboarding, employee retention, and performance management. The team also discussed new trends like remote working, the gig economy, and moonlighting. The primary round of the event, 'The Great Debate,' involved teams forming debates on case studies, and facing rebuttals from the panel judging the discourse.

The event aided in enhancing the student's ability to make quick decisions under demanding situations and was successful in fostering enthusiastic participation and strengthening their HR skills.



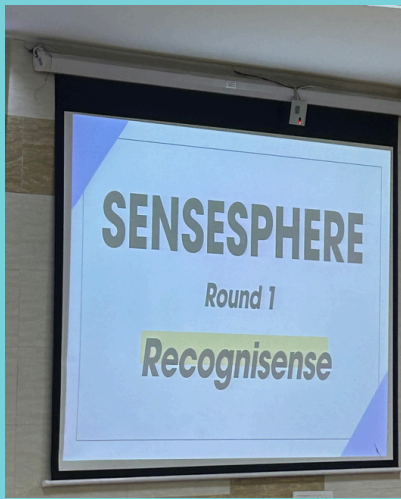
MARKETING BOOTCAMP

The Marketing Portfolio boot camp was organized on July 23, 2024. The event focused on enhancing teamwork, critical thinking, and creativity while providing an introduction to marketing concepts, strategies, and tactics.

The boot camp began with an engaging icebreaker activity, 'Blind Networking,' which helped students break down barriers and promote inclusivity. The masterclass, led by the Marketing team, introduced marketing fundamentals, market research, and analysis, as well as the seven Ps of marketing and STPD. A case study on Netflix and examples from well-known businesses like Tide were included. Following the masterclass, the students were divided into 11 teams of 5 to 6 members each, where they participated in a collaborative activity in which they were assigned a company and industry and were tasked with creating a comprehensive marketing presentation. This hands-on activity aimed to enhance presentation skills and creativity.

The Bootcamp provided the students with essential marketing knowledge and skills, effectively combining theory with practical experience while preparing them for future careers.





INQUIZITION

Arista, the student club from the Department of Management Studies, hosted INQUIZITION, an exciting inter-collegiate Business Quiz competition on August 28, 2024, at Gerosa Hall. With the theme 'Sensephere,' the event gave participants a chance to showcase their knowledge of current affairs and trends in the business world.

The event kicked off with Dr. Mahnoor Sahrash, Head of BMS, and faculty member Ms. Shalini lighting the lamp to mark the start.

The quiz featured four rounds: 'Recognisense' (where participants had to identify prominent individuals), 'Corporate Sense' and 'Industry

Sense' (written rounds with 15 questions each), Business Sense' (a

rapid-fire round covering topics like MAFEA), and a final round that tested participants on brand abbreviations, mascots, and anagrams. Dr. Mahnoor Sahrash, Head of BMS, wrapped up the event with closing remarks, praising the organizing committee and the enthusiastic participation.

The event concluded with a valedictory ceremony, recognizing the winners and runners-up. Overall, it was a thrilling and engaging experience for all involved, with participants sharing positive feedback about the event.



ARIZONE



Arista, the student club of the Department of Management Studies organized “ARIZONE,” the BMS Marketplace on the 28th of August, 2024. The fest was held within campus grounds, near the indoor stadium from 11:00 am to 4:00 pm.

The event, organized and managed by the ED Portfolio of Arista, showcased the entrepreneurial spirit of the BMS studentpreneurs who had the opportunity to exhibit their businesses, highlighting their abilities and skills. The Marketplace extended to have around 16 stalls, who had a bustling audience and numerous customers. The businesses had categories ranging from Gaming, DIYs, Apparel, Jewellery, Books, Resin art, Baked goods and Desserts, Paintings, Hand-crafted goods, Beverages, other snacks and much more.

The objective of Arizone was to reflect the creativity and entrepreneurial zeal of the students.

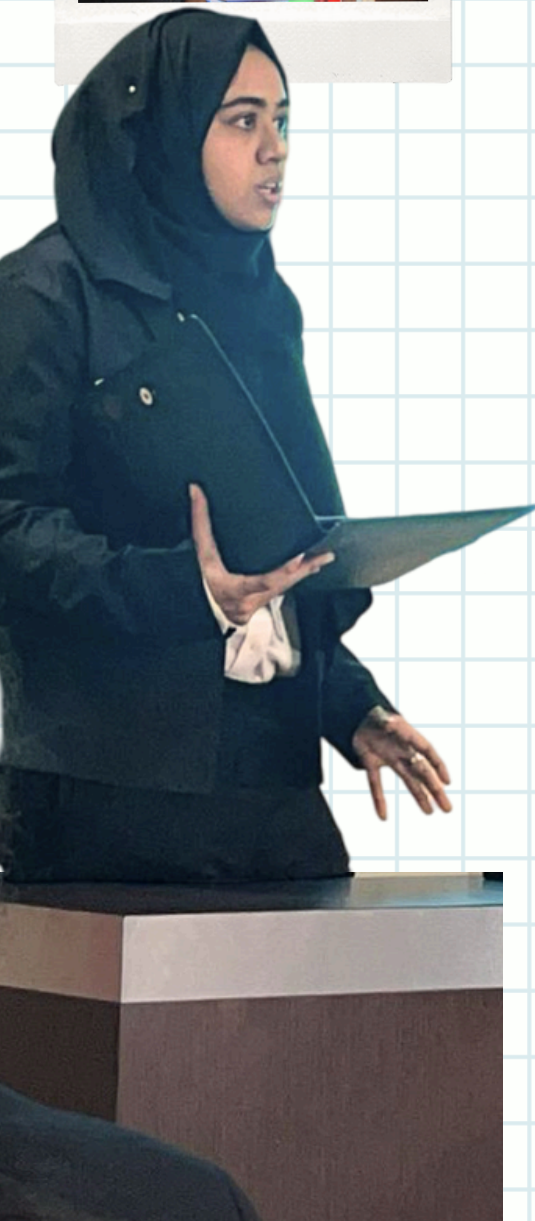
The Marketplace buzzed with activity as students navigated the challenges of operating a business including marketing, sales, customer engagement and financial management. They interacted with real customers, developed promotional strategies, and adapted to market demands in real-time, thus gaining invaluable insights into the complexities of running a business.

INGENIUM



The student club of BMS, Arista conducted its annual intra-college fest "Ingenium"- "Pendulum Paradigm", where business meets time travel. The participants worked their way through various time periods in the world of business by taking part in insightful rounds across the different portfolios on 20th November, 2024 for all the students across various streams within the college in the 3rd Floor, UG Block.





BEST MANAGER PORTFOLIO

Arista, the student club of BMS, organized the Best Manager Portfolio event on 20th November 2024 as part of the Ingenium: The Pendulum Paradigm fest in Room 312 of the UG block.

The event featured four rounds designed to test key managerial skills like adaptability, critical reasoning, and composure under pressure. In Round 1, participants were tasked with creating business plans for two failed companies from 2000-2010 and delivering presentations. They also had to give a speech on a given topic. Round 2 involved strategizing mergers and acquisitions between companies from different industries, negotiating with others, and presenting business plans. Round 3 had participants role-play hospital representatives in a group discussion about healthcare privatization, along with a stress round and a business quiz. The final round tested the top three finalists in a simulated press conference, evaluating their crisis management and strategic articulation.

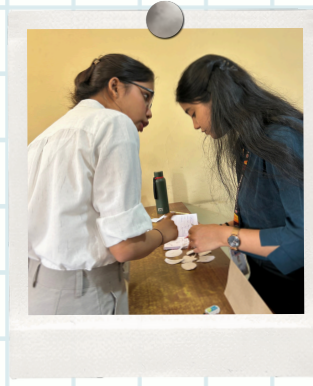
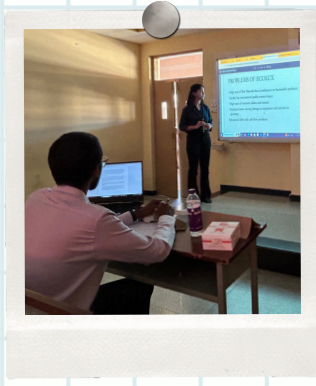
The event emphasized innovation, adaptability, and teamwork, providing a valuable learning platform for all participants.

ENTREPRENEURSHIP DEVELOPMENT PORTFOLIO

The Entrepreneurship Development portfolio took place in Room 313, 3rd floor of the UG block. In Round 1, teams developed business ideas and pitch decks based on industries inspired by the medieval period, each representing a guild. They presented their ideas to the judge, who offered rebuttals. Round 2 tested participants' financial acumen as they pitched their business ideas to individual investors (volunteers) and an angel investor (the judge), adapting their concepts to modern trends and answering investor questions. In the final round, teams negotiated mergers, justifying their decisions and highlighting collaboration benefits amid uncertainties.

The event tested participants' adaptability, creativity, and strategic thinking, exploring business evolution from ancient trade routes to modern digital markets.





FINANCE PORTFOLIO

Arista, the student club of BMS, organized the Finance Portfolio event on 20th November 2024 as part of the college fest Ingenium: The Pendulum Paradigm. The event, held in Room 316 of the UG block, featured three rounds.

In Round 1, teams were assigned a fruit, created items through drawing and cutting, and then engaged in a barter system to trade. The round concluded with a crossword puzzle. Round 2, the “Idealistic Investment Challenge,” gave participants 25 lakhs to create an investment portfolio aimed at maximizing profit and minimizing tax liability. In the final round, teams used their earnings to bid on loss-making public companies, analyzing their financials and creating strategies to help them break even and become profitable.

The event provided valuable learning experiences, allowing participants to enhance their negotiation, financial analysis, and presentation skills.

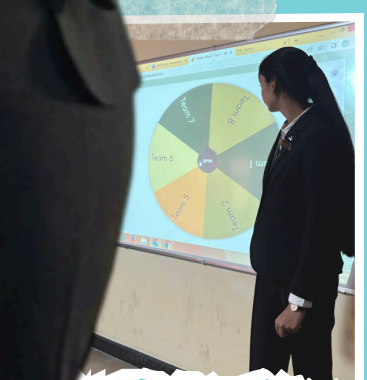


HUMAN RESOURCE PORTFOLIO

Arista, the student club of BMS, organized the Human Resources portfolio event on 20th November 2024 as part of its intra-college fest, Ingenium: The Pendulum Paradigm, in Room 215 of the UG block.

The HR competition featured three innovative rounds designed to test participants' knowledge and analytical skills. In Round 1, HR Jeopardy, participants faced an engaging quiz with games like "2 Lies and 1 Truth," "What Am I," "Guess the Company," and HR Trivia, testing their HR knowledge and decision-making. Round 2, Bridging the Era, challenged participants to create a case study and slides based on a post-World War scenario within 20 minutes, assessing their historical analysis and HR strategy application. The final round explored futuristic scenarios such as Tectopia or a Dystopian Resource Economy, evaluating participants' visionary thinking and strategic foresight.

The event blended knowledge application, creativity, and strategic insight in addressing HR challenges across timelines.



MARKETING PORTFOLIO

Arista, the student club of BMS, organized the Marketing portfolio event on 20th November 2024 as part of its intra-college fest, Ingenium: The Pendulum Paradigm, in Room 314 of the UG block.

The event featured three rounds designed to test participants' marketing skills. In Round 1, "Timeless Marketing," teams developed a marketing strategy for a contemporary product as if they were in the 1800s, considering the cultural, societal, and technological aspects of the era. In Round 2, participants worked through seven stations focusing on different product elements—company name, logo, brand story, target audience, pricing, packaging, and marketing strategy—to create a cohesive final product with an effective marketing approach. The final round tasked teams with redesigning their products with futuristic features, crafting an Instagram post for a 2075 audience, and creating a sales pitch within a Rs. 1,000 budget, highlighting the product's future relevance.

The marketing portfolio's three rounds showed how to apply skills and tactics that are essential for a marketer, like creating eye-catching and captivating product or service promotions in response to different contextual factors. The event demonstrated essential marketing skills, from creative promotion to strategic thinking.



NATIONAL CONFERENCE 2024

THE FUTURE OF BUSINESS IN AN UNCERTAIN
WORLD: AN INTERDISCIPLINARY APPROACH



The Department of Management Studies organized a two-day National Conference on November 26-27, 2024, titled "The Future of Business in an Uncertain World: An Interdisciplinary Approach," held at Gerosa Hall. The Chief Guest, Mr. Rohit Ranjan, Regional Leader of Control Tower Operations at Dell Technologies, kicked off the event. The opening included a warm welcome by Ms. Suwarna, a prayer by BMS students, and an insightful address from Principal Dr. Uma Joseph. Ms. Mahnoor Sahrash, Head of BMS, then introduced Mr. Ranjan, who shared his thoughts on how uncertainty affects businesses, using real-life examples. He also highlighted five essential survival skills for businesses—collaboration, customer focus, skill development, cash management, and brand marketing. The session wrapped up with an interactive Q&A, where the audience engaged in meaningful discussions with Mr. Ranjan.

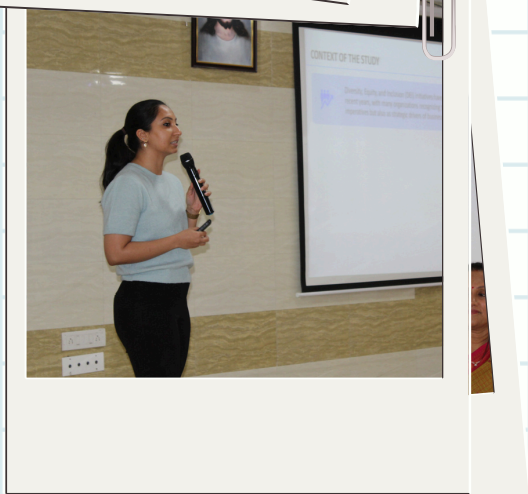
TECHNICAL SESSION 1: SOCIO-CULTURAL CHANGES AND THEIR IMPACT ON BUSINESS



Ms. Sakshi Prashar kicked off the session by highlighting how important DEI is for creating spaces where everyone can thrive, using Sudha Murthy's story to show why more women engineers need to be included.



The talks explored AI's impact on gig work, the growing workforce, and how employees, employers, and customers connect. They also looked at the challenges women face in STEM, like gender bias and balancing work and life, while emphasizing the need for mentorship and maternity leave policies. DEI discussions focused on making sure plans turn into action and holding people accountable.



Dr. Jayashree Veluthakkal wrapped up by talking about the shift to remote work, how DEI is changing, and the importance of making workplaces inclusive and supportive for women, highlighting the positive shifts happening in India's business culture.

TECHNICAL SESSION 2: ECONOMIC CONDITIONS, REGULATORY AND GOVERNMENT POLICIES AND THEIR IMPLICATIONS ON BUSINESSES

Mr. Anirudh Rao, an angel investor and part of the management committee at the Federation of Telangana Chambers of Commerce and Industry, kicked off the session by discussing key topics like government policies, inflation, interest rates, taxation, GST, UPI, and foreign investments.

The presentations delved into how liquidity is managed in response to repo rate changes, the fundamentals of monetary policy, and the role of AI in agriculture and small businesses. They also explored the impact of rural job schemes and startups on the Indian economy, along with a survey on the pros and cons of working from home.

Ms. Mallika Shetty, the Technical Chair, wrapped up by highlighting AI's growing influence in various sectors and engaging with the presenters to share her insights.



TECHNICAL SESSION 3: GEO-POLITICAL FORCES AND THEIR IMPACT ON BUSINESS MODELS AND PRACTICES



The third technical session on November 27th with Mr. Sanjay Pulipaka, discussed the impact of geopolitics on business strategies, emphasizing resilience in today's globalized world.



Five research papers were presented on topics such as US-China trade tensions, Indonesia's economic rise, brand reputation recovery in geopolitical crises, disruptions in global supply chains, and semiconductor industry resilience.



Dr. Afshan concluded by highlighting the evolving role of geopolitics in business, stressing the importance of market capture over territorial acquisition. The session underscored the need for businesses to understand geopolitical dynamics in their strategies.

TECHNICAL SESSION 4: CLIMATE CHANGE AND SUSTAINABILITY



The fourth session kicked off with the felicitation of Dr. Vandana Sambha and Ms. Shaily Maloo, who shared valuable insights on the role of climate change, sustainability, and ESG criteria in shaping business practices. Ms. Maloo stressed how crucial sustainability and carbon trading are for businesses today.



The session featured two interesting presentations: Ms. Divya and Ms. Ummyia from St. Francis College discussed how IoT and blockchain can make supply chains more transparent and efficient, while Ms. Soumya and Ms. Sumayya explored the issue of Greenwashing, showing how brands like Nestle and H&M use digital platforms to make misleading environmental claims.



Overall, the conference helped participants strengthen their research and critical thinking skills while deepening their understanding of how ESG principles are shaping modern business strategies.

EPICS AND ENTERPRISES

Arista, the student club of BMS, in collaboration with LaFiesta, the Literary Arts club, organized an inter-college event, “Epics and Enterprises: Where literature meets Management” as part of the Annual College Fest, Yuvaflare 2024.

The preliminary round of the “Multiverse of Madness” competition focused on evaluating participants' literary knowledge and creativity. Participants were tasked with submitting thought-provoking questions based on a selected character, novel, or literary work, showcasing a deep understanding of the material. These questions explored themes, characters, and key events, highlighting both analytical depth and creative thinking.

During the second round of the competition, each participant was provided with a unique case study based on literature. This phase was specifically designed as a stress round to assess not only the participants' analytical and problem-solving skills but also their ability to think quickly and deliver coherent responses under time constraints. The objective was to evaluate how effectively participants could manage stress while maintaining accuracy and clarity in their responses.

Overall, the event effectively tested participants' ability to collaborate and think critically under pressure. The event provided valuable insight into the participants' teamwork and decision-making skills in a dynamic, literary context.



YUVA IDOL



Arista, the student club of BMS had organized YuvaIdol as a part of the college fest Yuvaflare on 29th November, 2024. The competition invited students from various colleges in Hyderabad to come partake in its celebrations with around 500 people attending the event in the quadrangle.

This year, Arista, the Management Club, hosted the much-awaited YuvaIdol as part of the Yuvaflare college fest. Known for providing a platform to refine and showcase budding musical talent, YuvaIdol took a unique twist this year with its innovative rules. Participants were required to record a 1.5-minute video featuring a mashup of two songs from different eras, such as a blend of tracks from the 1980s and the 2000s. The competition was open to songs in any language, encouraging diversity and creativity in performances. The event saw enthusiastic participation from students across various institutions in Hyderabad, all vying to showcase their talent. The format pushed contestants to think creatively and combine genres and styles in a way that highlighted their vocal abilities. From sweet melodies to energetic mashups, YuvaIdol left audiences thoroughly impressed with its vibrant musical vibe.

This year's competition not only celebrated the art of singing but also encouraged participants to experiment and innovate, making it an incredible event.



DAAN UTSAV



The Department of BMS organized a social outreach program on December 5, 2024. The event was led by mentors Dr. Mahnoor, Dr. Shalini, Ms. Suwarna, and Ms. Angelina, with the participation of 40 students from BMS Classes 1, 2, and 3. The outreach program took place at Thara Orphanage in Bowenpally, which serves as a shelter for children rescued from the streets.

Thara Orphanage was established in 2002 and currently houses 75 boys between the ages of 5 and 16. It provides a safe and nurturing environment for children who have been abandoned or found on the streets, offering them shelter, education, and support to build a better future. During the visit, BMS students organized various games and fun-filled activities for the children, creating a joyful and engaging atmosphere. The students also contributed generously, collecting Rs. 6,200 from BMS I, Rs. 11,450 from BMS II, and Rs. 8,850 from BMS III. Additionally, they donated essential items, including stationery, groceries, and fruits, to support the orphanage.

The program positively impacted 75 children providing them with not only material support but also a sense of joy and connection. For the students, the experience was humbling and transformative. The social outreach program was an enriching experience for everyone involved, fostering empathy and a sense of responsibility while bringing smiles to the faces of the children.



INDUSTRIAL CONNECT

BMS-1

The Department of Management Studies organized the Industry Connect Program in collaboration with Acumen Connect on August 8, 2024, for first-year students. The visit was held at FineCab Wires and Cables Pvt. Ltd. in Patancheruvu, with Mr. Satyanarayana and Mr. Shyam, Operations Managers, as resource persons.

The goal was to provide students with practical insights into the company's operations and bridge the gap between theoretical and practical knowledge. A pre-visit session included company introductions, safety instructions, and worksheets focusing on five key areas: Industry Layout, Manpower and Automation, Labor Division, Raw Material and Waste Management, and Quality Control.

Students observed the production process of cable wires made from Aluminium and Copper. After the tour, the group had lunch at a local restaurant and returned to the college by 4:20 pm. The visit provided valuable learning, enhancing academic knowledge with practical experience in the industry.



INDUSTRIAL TRIP

BMS-2

DAY 1

The Department of Management Studies organized an Industrial Trip (Edu-venture) for second-year BMS students from November 8th to November 14th, 2024, in collaboration with Acumen Connect, an Ed-tech platform. The trip, aimed at providing practical knowledge of business and industry, involved 50 students and was led by Ms. Mahnoor Sahrash, Department Head of BMS.

The journey began on November 8th at 6:30 pm with a train ride to Chennai, arriving at 8:00 am on November 9th. After breakfast and freshening up, the group traveled to Mahabalipuram for sightseeing. Their first stop was the St. Thomas Church in Chennai, known for its Gothic revival architecture. Following this, they visited the Shore Temple in Mahabalipuram, an iconic 7th-century temple with scenic views. The Pancha Rathas, a group of monolithic rock-cut buildings, was the next attraction. Students also explored local sculptures, the lighthouse, and enjoyed shopping in Mahabalipuram. The day concluded with travel to Pondicherry for dinner and overnight stay.



DAY 2

The Department of Management Studies organized an Industrial Trip (Edu-venture) for second-year BMS students from November 8th to November 14th, 2024, in collaboration with Acumen Connect. The trip, involving 50 students, was led by Ms. Mahnoor Sahrash, Department Head of BMS.

On the second day, the group began with a hearty breakfast before heading to Auroville, an experimental township focused on community living and sustainability. Students explored landmarks like the Matrimandir, a golden spherical meditation space, and the Banyan Tree, symbolizing unity and peace. After a peaceful visit, the students enjoyed a traditional lunch, followed by a visit to the Swaram Musical Garden, where nature's sounds blend with musical instruments.

The afternoon continued with shopping at Auroville's artisan stores, offering handmade products and organic goods. The group then traveled to White Town, known for its colonial architecture, where students enjoyed exploring cafes and the cultural atmosphere. The day ended with a fun DJ night at the resort, creating memorable moments from the day's adventures.



DAY 3

The Department of Management Studies organized an Industrial Trip (Edu-venture) for second-year BMS students from November 8th to November 14th, 2024, in collaboration with Acumen Connect. The trip, which included 50 students, was led by Ms. Mahnoor Sahrash, Department Head of BMS. On the third day, the students began with a hearty breakfast before embarking on a scenic cycling ride to the French Colony, where they explored the picturesque surroundings and unique architecture of Pondicherry. After a delicious lunch, the group visited the Chunnambar Boat House for an exciting afternoon on the water, followed by relaxation at Paradise Beach. The students enjoyed some sun and unwinding by the beach.

As evening approached, the group headed to a lively pool party, where they enjoyed music, splashes, and a fun atmosphere. The day concluded with a delicious dinner, providing a chance to reflect on the exciting experiences and anticipate the adventures yet to come.



DAY 4

The Department of Management Studies organized an Industrial Trip (Edu-venture) for second-year BMS students from November 8th to November 14th, 2024, in collaboration with Acumen Connect. The trip, which included 50 students, was led by Ms. Mahnoor Sahrash, Department Head of BMS. On the third day, the students began with a hearty breakfast before embarking on a scenic cycling ride to the French Colony, where they explored the picturesque surroundings and unique architecture of Pondicherry. After a delicious lunch, the group visited the Chunnambar Boat House for an exciting afternoon on the water, followed by relaxation at Paradise Beach. The students enjoyed some sun and unwinding by the beach.

As evening approached, the group headed to a lively pool party, where they enjoyed music, splashes, and a fun atmosphere. The day concluded with a delicious dinner, providing a chance to reflect on the exciting experiences and anticipate the adventures yet to come.



DAY 5

The Department of Management Studies organized an Industrial Trip (Edu-venture) for second-year BMS students from November 8th to November 14th, 2024, in collaboration with Acumen Connect. The trip, involving 50 students, was led by Ms. Mahnoor Sahrash, Department Head of BMS.

On the fifth and final day, students checked out of their accommodations in Chennai and headed to Adani Kattupalli Port, a modern multiterminal port located north of the city. After an induction on safety protocols, including fire safety and CPR procedures, students enjoyed a hearty breakfast at the port. They then visited various areas within the port, including the warehouses, granite yard, container area, and loading stations. The guide explained the port's layout, operations, and the commodities it handles, emphasizing its environmental focus and use of renewable energy.

After a fulfilling lunch, the group returned to Chennai and headed to the railway station. The journey home was filled with reflections and heartfelt "sugarcubes," as students cherished the memories and experiences of their Eduventure.





WORKSHOPS AND GUEST LECTURES

2024-2025

WORKSHOP ON DATA ANALYSIS USING PLS- SEM SOFTWARE

The Department of BMS organized a workshop on Data Analysis Using PLS-SEM Software on 6th January 2025. The resource person for the session was Ms. Neha Venkateswaran, a distinguished alumna from the BMS Batch of 2021–2024, who is currently working as a Transaction Risk Investigator at Amazon.

The workshop was coordinated by Dr. Mahnoor, who ensured its smooth execution. The workshop was attended by 40 students from BMS III, who actively participated throughout the session. Ms. Neha effectively explained how the PLS-SEM software functions for data analysis in a simple and engaging manner. The session was highly interactive, with students posing numerous queries about the finer details of the software, all of which were addressed comprehensively.



WORKSHOP ON EMOTIONAL WELL-BEING THROUGH SELF-AWARENESS



The Department of Business Management Studies organized a workshop on "Emotional Well-Being Through Self-Awareness" on 11th July 2024. The session was led by Ms. Geeta S. Kumar, Assistant Professor and Consultant Psychologist from the Department of Psychology. Held in the Gerosa Hall of the UG Block, the workshop was designed for BMS-1 students.

The workshop included various activities aimed at helping students connect with their emotions and manage life's ups and downs. Ms. Kumar emphasized sustainable methods for navigating teenage challenges, balancing work and personal life, and developing mental resilience. This session provided students with a deeper understanding of mental health, taught them how to identify and process their emotions, and guided them on how to express them effectively.

60 BMS-1 students attended the workshop, which proved to be an engaging and practical session, fostering emotional awareness and highlighting the importance of mental well-being.

WORKSHOP ON LEADING YOURSELF FIRST

The Department of Management Studies organized a workshop on 20th August 2024 for BMS III students in the Auditorium, 3rd floor, PG Block. The session was conducted by Ms. Rohini Raju, Managing Director and Trainer at Rave Institutes.



The workshop began with an introduction to the importance of leadership and communication for management students. Through the "Picture Perfect" activity, participants learned the difference between one-way and two-way communication. Ms. Raju then explained effective communication, focusing on its key elements, the four pillars, and the seven C's. She emphasized the value of assertive communication, helping students express opinions confidently. This was reinforced through a role-play activity highlighting assertive, passive, and aggressive communication.



The session also explored essential leadership qualities, with key concepts like "Leading Yourself First" and "Lead by Example." The workshop concluded with a creative group activity, where students used limited resources to design outfits, promoting creativity, resource management, and leadership. This workshop helped students enhance their leadership and communication skills, preparing them for future professional challenges.

LIFE AFTER BMS: ALUMNI LECTURE SERIES



The Department of Business Management Studies organized an Alumni Lecture Series on 15th July 2024, focusing on Life After BMS. The session featured Ms. Ramya Bairy, Key Accounts Manager at Zomato, and Ms. Shagun Thota, Sales Development Representative at Secureworks (Dell Technologies). Held in Room No. 316, UG Block, the two-hour lecture aimed to provide valuable insights into career paths after BMS.



Ms. Bairy and Ms. Thota shared their experiences as successful alumni, bridging the gap between current BMS students and the corporate world. They discussed the importance of a holistic college experience, networking, resilience, and the lessons learned from failure. The duo also offered an insider's view into the corporate world, stressing the significance of authenticity and staying true to oneself.

The session concluded with a discussion on internship opportunities, online self-learning programs, and student exchange programs, along with the alumni's personal experiences with these initiatives.

60 students from BMS-1 attended the session, which proved to be both informative and inspiring. The interactive Q&A further enhanced the learning experience, making the lecture a significant success in providing crucial real-world career insights.

LIFE AFTER BMS

ALUMNA LECTURE SERIES SESSION II



The Department of Management Studies arranged a guest lecture as a part of its Alumni Lecture Series on 19th July, 2024. The resource person for the session was Ms. Manogna Rajagopal, Batch of BMS 2011-14, former recruiter at Teach for India and The Nudge Institute. The session was organised for the students of BMS I and II in the Gerosa Hall, 3rd floor of the UG block.

She began her 'Journey of Listening to Myself' by discussing her early experience as a professional singer. As she progressed in life, her needs shifted towards a broad canvas prompting her to pursue BMS, a course that met all of her requirements. She emphasised her involvement in BMS, stating that the course shaped her professionally and restored her positive sense of self. The speaker expressed her passion for education and purposeful work, outlining her commitment to Teach for India and The/Nudge's mission. She outlined her future plans, which include returning to her love of music by pursuing music therapy at Berklee College of Music, as well as establishing Inner Child Speaks and Life Support for Anuraaga, which aligns with the Teach for India mission.

The insightful session left the students motivated to take ownership of their learning, develop a sense of individuality and follow their passion.

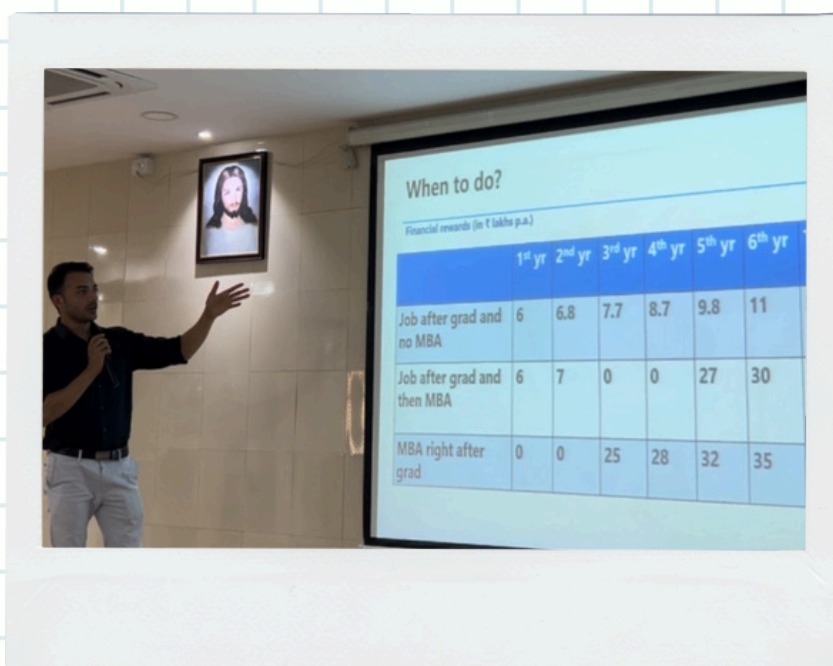
GUEST LECTURE ON MASTERING MARKETS: TRADING AND TECHNICAL ANALYSIS



The Department of Management Studies arranged a session on “Mastering Markets: Trading and Technical Analysis on 19th November 2024. The resource persons for the session were Mr. Parth. P. Gajakosh, NISM Certified Market Trainer, TIC, The Investor Co, former International Markets analyst and trader, and Ms. Sweta, Strategy Consultant specializing in Operations who is driven by her passion for financial literacy and strives to empower women to achieve financial independence, committed to turning her vision into reality through TIC, The Investor Co. The session was organized for the 2nd year students of BMS in Room 314, UG Block, 3rd floor.

Mr. Parth began the session by outlining the need for investment. The speaker went on to discuss the functioning and operations within a stock market. Demonstrating the computation of SIP using a website, the resource person explained to the students the benefits of passive investment. By graphically depicting and assisting students in interpreting a stock chart, its essential components, further exploring trading and technical analysis of the stock market. The session came to an end with the resource persons briefing the students regarding TIC, The Investor Co, underlining the purpose of its establishment. It was an informative, engaging, and insightful session allowing the students to venture into the area of financial literacy.

GUEST LECTURE ON THE ULTIMATE GUIDE TO MBA AFTER GRADUATION



The Department of BMS organized a Guest lecture on The Ultimate Guide to MBA after Graduation on June 21, 2024. The resource person, Mr. Puneet Sharma, the Chief Mentor at IMS Hyderabad with experience of over 12 years in mentoring students graced the session. The event was organized for the second and third-year students of BMS in the Capitanio Hall of the UG block during the Zero hour.

The department organized a one-hour session to educate students about the various types of MBA programs available, the application process, and the top colleges to consider. Mr. Puneeth provided valuable insights into why pursuing an MBA from a reputed institution significantly enhances a student's resume. He presented compelling facts about the potential increase in job opportunities, higher salaries, and accelerated career growth associated with obtaining an MBA from a reputable institute.

The students posed their questions to Mr Puneeth who answered all their queries promptly. The session was attended by 100 students of BMS II and III who found the session useful and engaging. The session provided valuable insights and guidance to the students. It was an enriching experience that will help the students to make better decisions about their future career path.

WORKSHOP ON CAREER GUIDANCE



The Department of Management Studies at St. Francis College for Women, Hyderabad, organized a workshop on December 13, 2024, led by Mr. Sudhanshu Bhaskar, Founder of InsightBlend Analytics LLP. Conducted for BMS students, the session focused on bridging the gap between academic qualifications and career readiness.

Mr. Bhaskar encouraged participants to introspect on their career goals, dream jobs, and the adequacy of their degrees to meet these aspirations. Key highlights included the importance of practical skills like communication, problem-solving, and adaptability, which complement academic achievements.

Interactive group activities covered real-world topics such as social media's role, evaluating college courses, and Spotify's personalization strategies, connecting theoretical concepts to practical applications. The session introduced the Pareto Principle, emphasizing prioritization of high-impact tasks, and provided an introduction to data analysis, including data storage, cleaning, and visualization.

By combining strategic thinking and actionable insights, the workshop equipped students with tools to align their education with industry demands, leaving them better prepared to achieve their career aspirations.

STUDENT ACHIEVEMENTS

BMS 1

- **Suhani Bali**- 1st place - Epics and Enterprises-
Organised by the departments of English and BMS
at Yuvaflare '24 – 29 November 2024
- **Yashika Thaker**- 1st place - Literary League – Cofee
Club - 2nd September 2024
- **Aanchal Mundhada** – 2nd place – Talaash - Shastr
club - 29th November 2024
- **Samhita T**- Silver (elite)- Swayam NPTEL
accounting certification course- Swayam NPTEL –
22 October 2024

STUDENT ACHIEVEMENTS

BMS 2

- **Ananya Gummaraju** - 3rd place - Golmaal - Ehsaas - 11th January 2024; 1st place - Connect 7.6 - Department of Computer Science - 23rd August 2024; 1st place - Who's the Imposter? - E-sports Club - 13th September 2024
- **Ananya C** - 3rd place - Golmaal - Ehsaas Club - 11th January 2024
- **Tanisha Khivasara** - 1st place - Shark Tank - Fire Club - 9th January 2024; 3rd place - Shabdo Ki Hera Pheri - Ehsaas Club - 10th January 2024; 3rd place - Intercollegiate Basketball Tournament - Hyderabad District Basketball Association - 27th February 2024 to 5th March 2024; 2nd place - Arthashastra - Cofee Club - 24th February 2024; 2nd place - Question Crushers - Eureka Club - 21st November 2024
- **Stuti Doshi** - 1st place - Shark Tank - Fire Club - 9th January 2024
- **Rishika Agarwal** - 1st place - Shark Tank - Fire Club - 9th January 2024; Special Mention:1 - SFC MUN - 29th August to 31st August 2024; 1st place - Golmaal - Ehsaas Club - 7th January 2025
- **Archana Agarwal** - 3rd place - Shabdo Ki Hera Pheri - Ehsaas Club - 10th January 2024; 1st place - Golmaal - Ehsaas Club - 7th January 2025; 1st place - Bhool Bhulaiya - Yuva Flare 2024 - 29th November 2024
- **Sajda Sultana** - 3rd place - Golmaal - Ehsaas Club - 11th January 2024; 1st place - Connect 7.6 - Department of Computer Science - 23rd August 2024; 2nd place - Connect 7.6 - Department of Computer Science - 22nd August 2024; 1st place - Yuva Idol - Yuva Flare 2024 - 29th November 2024; 2nd place - Francis Got Talent - Cofee Club (B.Com) - 12th December 2024
- **Nishtha Agarwal** - 1st place - Arena'24 - BITS Pilani, Hyderabad - 1st February 2024 to 4th February 2024; 1st place - Intercollegiate Basketball Competition - Little Flower Degree and PG College - 12th February 2024 & 13th February 2024; 1st place - Dance for a Cause - Cofee Club - 3rd September 2024
- **Kamatham Deiksha** - 1st place - Arthashastra - Cofee B.Com - 24th February 2024
- **Nidhi Lahoti** - 2nd place - Arthashastra - Cofee B.Com - 24th February 2024
- **Diya Shah** - 1st place - Connect 7.6 - Department of Computer Science - 23rd August 2024

STUDENT ACHIEVEMENTS

BMS 2

- **Lavisha Babani** - 3rd place - Golmaal - Ehsaas Club - 11th January 2024; 1st place - Connect 7.6 - Department of Computer Science - 23rd August 2024; 2nd place - Connect 7.6 - Department of Computer Science - 22nd August 2024; 1st place - Who's the Imposter? - E-sports Club - 13th September 2024
- **Tanvi Agrawal** - 3rd place - Golmaal - Ehsaas Club - 11th January 2024
- **Sreeya P** - 3rd place - Golmaal - Ehsaas Club - 11th January 2024
- **Disha Nahata** - Best Delegate - Glinze Model United Nations - Glinze Model United Nations - 6th February 2024; 2nd place - Yuva Flare - Cofee Club - 29th November 2024
- **Khushi Saraiwala** - 1st place - Dance for a Cause - Cofee Club - 3rd September 2024
- **Sadvi Gumalla** - 1st place - Dance for a Cause - Cofee Club - 3rd September 2024
- **Trisha Boorugu** - 1st place - Dance for a Cause - Cofee Club - 3rd September 2024
- **Chehak Agarwal** - 1st place - Dance for a Cause - Cofee Club - 3rd September 2024
- **V N S K L Gayathri Harshini** - 1st place - Recroi - Voctalent Club - 19th September 2024
- **Neharika Shankar** - 1st place - Recroi - Voctalent Club - 19th September 2024
- **Shuchi Doshi** - 15th place (All Over India) - Public Speaking - Junior Chamber International - 18th September 2023
- **Latika Garg** - 1st place - Bhool Bhulaiya - Yuva Flare 2024 - 29th November 2024; 1st place - Golmaal - Ehsaas Club - 7th January 2025
- **Rishika Neeli** - 2nd place - Connect 7.6 - Department of Computer Science - 22nd August 2024
- **K V Harika** - 2nd place - Connect 7.6 - Department of Computer Science - 22nd August 2024
- **Raksha H Pai** - 2nd place - Recroi - Voctalent Club - 19th September 2024
- **M. Greeshma** - 2nd place - Recroi - Voctalent Club - 19th September 2024
- **Kanak Agarwal** - 1st place - Golmaal - Ehsaas Club - 7th January 2025
- **Khushi Kankani** - 1st place - Golmaal - Ehsaas Club - 7th January 2025

STUDENT ACHIEVEMENTS

BMS 3

- **G Rithika**- 1st Place-Anuncio- finance-St. Mary's College-20th September 2024
- **Anam Aamer**- 1st Place-Anuncio- finance-St. Mary's College-20th September 2024; 1st Place-Dialogue Forum - Xpressions-St. Francis College for women-28th August 2024; 1st Place- History debate-St. Francis College for women-20th August 24
- **Rashmi S**- 1st place-Recroi-St. Francis College for women-19th September 2024; Primiscerius - HR-Bhavans Vivekananda College-6/12/24 - 7th December 24
- **Neha Kartik**- 1st place-Recroi-St. Francis College for women-19th September 2024; Primiscerius - HR-Bhavans Vivekananda College-6/12/24 - 7th December 24
- **Kanishka Thaker**- 1st place- Marketwiz- St. Francis College for women-09th January 25
- **Richisha Gupta**- 1st place- Marketwiz- St. Francis College for women-09th January 25
- **Hamsa Abburi**- Best paper-National Conference 2024-St. Francis College for Women-26-27th November 2024; 3rd Place- Yuvaflare - Market disruptors- St. Francis College for women-29 th November 24
- **Shreya Akkinepally**-Best Presenter-National Conference 2024-St. Francis College for Women-26-27th November 2024
- **Soumya Nedunuri**-Best paper-National Conference 2024-St. Francis College for Women-26-27th November 2024
- **Sumayya Fatima**-Best paper-National Conference 2024-St. Francis College for Women-26-27th November 2024
- **Prakriti Agarwal**- 2nd Place-Badminton Tournament-Agarwal Community- 29th September 2024

TESTIMONIALS



Vritika Radia

TREASURER, CLUB ARISTA, BMS 3

Being a Treasurer in Arista and part of the core committee was more than a role—it was a journey. Festing taught me chaos and calm, meeting new people sparked connections, and challenges turned into lessons. I unskilled and reskilled myself, embracing the bittersweet art of growth. With an amazing team beside me and constant guidance of our mentors, I realized life's beauty lies in learning, evolving, and thriving

Shakti Harini

ENTREPRENEURSHIP DEVELOPMENT HEAD, CLUB ARISTA, BMS 3

Being the Entrepreneurship Development head has been a true honour. It's been a rollercoaster of learning, teamwork, and delivering results to keep the legacy going. From bootcamps to the successful comeback of Arizone where we hosted student entrepreneurs of BMS and gave them a platform to network and sell their products/services. Ingenium going so smoothly is testament to the cohesion that the entire team has built over our time in BMS. Arista is and has been the pinnacle of excellence and I hope the glory is only furthered by future cohorts.



Neela Dhanushya

SOUND AND TECH HEAD, CLUB ARISTA, BMS 3

Through my experience with Arista, I learned the importance and collaboration in achieving common goals. Organizing a large-scale fest taught me how to manage time effectively, solve problems creatively, and communicate efficiently. I also gained insights into the technical aspects of events, managing sound and tech logistics to ensure everything went off without a hitch. It was an enriching, hands-on learning experience that helped me grow personally and professionally.

Vachi Sanghi

VOLUNTEER, CLUB ARISTA, BMS 3

Being a part of Arista has been an amazing journey of learning and growth during the college years. As part of the Sponsorship team I've gained valuable skills like teamwork, communication and problem-solving through the events and activities we worked on together. It's been very resourceful as it gave me an opportunity to network with businesses. Apart from being a part of the EB, I have been volunteering for various portfolio specific events that have helped me in professional growth but have also helped me form joyful memories with my fellow Arista members.



Shreya Akkinpally

VOLUNTEER, CLUB ARISTA, BMS 3

Volunteering for Arista has been an unforgettable experience. Watching my peers on the executive board plan and execute events so seamlessly was truly inspiring. As a volunteer, I assisted in executing various events and observed how the club replicates professional workspace dynamics. Effective preparation, communication, and teamwork made everything possible. It was also very fun and exciting to see participants compete enthusiastically and make the most of every round.

TESTIMONIALS



Hari Keerthana

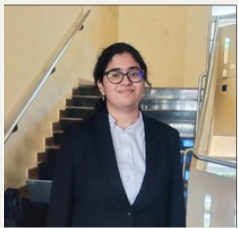
BUSINESS QUIZ COORDINATOR, CLUB ARISTA, BMS 2

Being a part of Arista this year has been an incredibly educational journey for me. I observed the difference between Arista and other clubs from different colleges and what I observed was that precision and structural clarity act as the foundation stones for Arista, ensuring seamless functionality of the club setting it apart from the rest. I look forward to what the club does in the future especially with Arizona being back in the game and hope to see the learnings that it would impart in myriad other members just like it did in me.

Madhumallika Ganugula

LOGISTICS COORDINATOR, CLUB ARISTA, BMS 2

Being the Logistics Coordinator of Arista has been an incredible learning experience. The club's vibrant environment and supportive culture helped hone my organizational and problem-solving skills while collaborating with all the portfolios and teams. Arista's commitment to excellence inspired me to push my limits, boosted my confidence and taught me the value of teamwork. I'm excited to explore future opportunities with Arista and contribute meaningfully.



Manasa Yesantarao

VOLUNTEER, CLUB ARISTA, BMS 2

This year, Arista has helped me develop essential skills, like communication and management. By volunteering at events like Ingenium, I had the chance to sharpen my organizational skills and networking abilities. The club has given me valuable hands-on experience, and memorable moments that I cherish. I look forward to building up my professional skills and connect with business leaders through the club's future initiatives.

Nishika Chaturvedi

BEST MANAGER REPRESENTATIVE, CLUB ARISTA, BMS 1

One of the most exciting experiences of this college year for me was to be a member of the Executive Board of Arista - The Management Club. This was not something that I had expected to be a part of when I joined college and I came in thinking whether or not I was capable of doing well in a professional environment. However, the learning I received about taking charge, conducting programs and being able to execute something to fruition was meaningful and the friendships I made were invaluable and I hope to continue to be a part of the team.
ONE FOR ALL, ALL FOR ONE!!



Bhavana Nomula

DESIGN AND DECOR REPRESENTATIVE, CLUB ARISTA, BMS 1

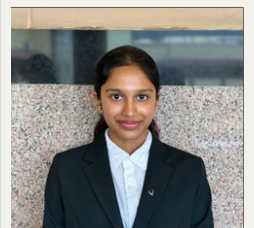
I have joined Arista as a design rep and it has been a well rounded experience overall. I got to enhance my skills whilst volunteering for different portfolios when in need and that has taught me a lot of things. I got to understand the importance of professionalism, punctuality, team spirit and working together. Having great role models in tier-1&2 made me look up to them and their work ethic which I will carry here onwards. I think Arista has played a crucial role in cementing a solid foundation for the rest of my professional life and will forever be grateful



Hansini Reddy

VOLUNTEER, CLUB ARISTA, BMS 1

Team Arista supported me by providing resources, insightful workshops, and numerous opportunities to grow. Their initiatives helped me enhance my skills, gain fresh perspectives, and build confidence in my abilities. The welcoming and collaborative community they created was a constant source of encouragement and inspiration. They motivated me to push my limits, explore my potential, and make significant strides in both my personal growth and aspirations. I learnt how to act in a professional environment but also had a lot of fun while participating in Arista's events.



DESIGN & DECOR TEAM



Sumayya Fatima
Head



Nishtha Agarwal
Coordinator



Kanak Agarwal
Coordinator



Bhavana Nomula
Representative



Sahithi Maduri
Representative

CO-SPONSOR

TITLE SPONSOR



FATEH
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