



**CHRIST**  
**UNIVERSITY**  
BANGALORE, INDIA

Declared as Deemed to be University under Section 3 of UGC Act 1956



# arthayudh 2012

30-31 August 2012

# Christ University

Christ University was established as college in 1969 to provide quality education to young generation. This institution was born out of the educational vision of Blessed Kuriakose Elias Chavara, the founder of Carmelites of Mary Immaculate (CMI) congregation. Blessed Chavara was a great educationalist and a social reformer of nineteenth century. Over the years this institution has established itself as one of the best educational institutions in India, through its motto Excellence and Service.

The institution was amongst the first few colleges which volunteered for assessment and was accredited by NAAC, a UGC funded body, in the year 1998 and reaccredited in the year 2005. It has the distinction of being the first institution in the state of Karnataka to be accredited by the National Assessment and Accreditation Council (NAAC), for quality education.

July 2008 will forever be cherished by all Christites, as the period in which our esteemed Christ College was conferred with Deemed University status. Under section 3 of the UGC Act 1956, vide notification No.F.9-34/2007-U.3(A), of Government of India, Christ University has been instituted in 2008.

# About Us

***Department of Management Studies:*** Department of Management Studies, is a premier wing of Christ university, since 1991 with a clearly defined approach for creating quality managers and entrepreneurs required to face the challenges of the corporate sector. The department offers undergraduate programmes in Business Management and Administration and Masters Programme in Management and Finance that are challenging and specifically designed to develop and enhance career opportunities and to contribute in the dissemination of academic and applied knowledge in business management.

***Masters of Financial Management:*** The Department of Management Studies offers a specialized two-year full time programme in finance to prepare young aspirants who are inclined to build a career in finance, accounts and capital markets. Masters of Financial Management (MFM) programme provides an advanced knowledge and understanding of the main theoretical and applied concepts in finance, delivered from an Indian and international perspective, and with the “current issues” approach to learning. The programme has various student-centric activities to give practical exposure and to enable them to face the challenges of corporate world.

***Christ University Management Association (CUMA):*** This is a students’ managed association, guided by esteemed faculty members which provides plethora of opportunities to students to showcase their talents. Through different co-curricular and extra curricular activities CUMA focuses on developing overall personality of individual. CUMA enables to go beyond the conventional teaching methodologies and focuses on key areas like team work and group tasks which are much needed in today dynamic world.

# arthayudh race to the Olympus

Race to the Olympus A competition amongst the best, and all it would take is all you've got!

A platform which encourages you to never bother to be just better than your contemporaries or predecessors, but to try and be better than yourself!

As they say you can fight without ever winning, but never ever win without a fight.

This year's fest promises to be a culmination of 7 grand events, which would require extensive union and concurrence, making the entire run very exhausting, but a rewarding one in the end.

During the course, do not be afraid to give up the good to go for the great! You would be tested on your Ability- Of what you are capable of doing, your Motivation- To determine what you do, and your Attitude- To assess how well you do it.

Arthayudh 2012- An avenue which urges you to shoot for the Moon; and even if you miss it, will land you amongst the Stars!



# the Venn Chakravyuh

Chakravyuh represents an unbreakable maze, which only the chosen one can break. If you don't go after what you want, you will never have it. The answer is always NO until you question.

Chakravyuh aims at identifying India's next genius in the arenas of corporate world such as Marketing, Human Resource, Public Relation, Banking and Insurance by subjecting teams to an action packed, scintillating and nerve wrecking time of strategically engaging and inspiring activities. All this with a PROMISE of an undisclosed X FACTOR!!!!

Maximum Number of Participant(s) : Two (2)

## Event Managers:

Ms Alisha Kabra - +91 99167 66975

Ms Kokila N.- +91 96869 78115

Mr Devin Thomas - +91 81233 10336

Ms Shriya M - +91 97431 51667

# risk management Apadh Dharma

The first step that every business setup needs to take is to acknowledge the reality of Risk.

Denial is a common tactic that substitutes deliberate ignorance for thoughtful planning.

This event vouches the idea that we have no future because the present is too volatile. There is only Risk Management. Highlighting Risk Assessment, Risk Communication, Hedging on one hand, and the various kinds of risks that exist in the entirety of any business setup on the other. This event is going to cater to the fact of doing as little as needed, and not as much as possible.

Be warned!! Playing it safe is the riskiest choice one can ever make.

Maximum Number of Participant(s) : Two (2)

## Event Managers:

Mr Zubin Sheriff - +91 80955 07089

Mr Kishan M - +91 99642 55863

Mr Mrinmoy Chakraborty - +91 93790 72110

Ms Shuchismita Chandra - +91 81471 81994

# The Cfo Chanakya

" If you don't see yourself as a winner , then you cannot perform as a winner."

Life never gives you a second chance, you have only one chance to prove yourself. The best come and travel this journey through various hurdles , challenges and obstacles. You can survive by being dependent on no one but your lone self with the talents and skills you have. It's the penultimate test of your intellect and competencies where you have the chance to fight all odds stacked against you and redefine the boundaries that bind you. Pitting all that you have against the best to adapt, out shine and outcast others to reach the top.

Maximum Number of Participant : One (1)

Event Managers:

Ms Tasneem M. Lohani - +91 96867 94789

Mr Arpit Shrivastav - +91 98867 23714

Ms Komal L. - +91 99864 98211

Ms Nandhini K. - +91 80566 65035

# Financial Planning vitteyaneyojana

This event is based on the phase/technique of Financial Planning which consists of effectively analysing, identifying, implementing and monitoring the finances of an individual or a company so as to be able to reach the aspired goals and objectives in financial terms. It consists of planning in context of insurance, investments, taxation, estate, retirement as well as the overall portfolio of an individual as per his/her financial goals.

It uses various techniques in order to be able to reach the objectives and keep an individual safe from various challenging factors that he/she faces in their life which harm the financial portfolio to a great extent. This event has therefore been designed to test the participants on their concepts, skills and knowledge regarding 'Financial Planning' and how effectively they can keep a portfolio safe from the threats and un-predictable events.

Maximum Number of Participant(s) : Two (2)

## Event Managers:

Mr Kartikeya Singh - +91 72594 76106

Ms Nandita Chakroborty - +91 81471 81656

Ms Kriti Singhanian - +91 99163 67740

Ms Namratha N. H. - +91 99725 95932

# quiz prashnamanch

The Earth is no longer young, and Bill Gates no longer tops the list of billionaires. The times are changing, but few things remain. Of them, none can be more exciting than the event Prashnamanch.

That's right, as a ode to the season 3 of Arthayudh the department is back with event Prashnamanch, a perfect platform to showcase your skills through which you can pledge your knowledge with the magic of logic to scale new highs. We are eagerly anticipating some high voltage quizzing action. Prashnamanch promises to be bigger and better this time, in the end we assure you that the " GREY DOES MATTER".

Maximum Number of Participant(s) : Two (2)

Event Managers:

Mr Aditya Padi - +91 98869 79227

Mr Prayag Machani - +91 99452 05025

Ms Yashodhara Jain - + 91 96203 52852

Ms Shruti Bhardwaj - +91 97316 92017

# corporate governance Neetishastram

Business is the economic engine of our culture, and if it could be transformed to truly serve nature as well as ourselves, it could become essential to our own rescue.

This event is about such transformation of business adhering to the current need for compliance with Corporate Governance, Business Ethics and Corporate Social Responsibility.

It would not be just about filtering smokestacks or water this time. Instead, it will require the teams to put a filter in their own heads and design the problem out of existence.

DARE TO BE NAIVE! Ethics is the new competitive environment.

Maximum Number of Participant(s) : Two (2)

## Event Managers:

Ms Aditi V. Davidson - +91 97434 31155

Ms Nandita S. Varma - +91 72049 15154

Ms Taneesha S. Thomas - +91 98864 42085

Mr William George - +91 97418 92231

# mergers and acquisitions milaap

"It is clear that you cannot stay in the top league if you only grow internally. You cannot catch up just by internal growth. If you want to stay in the top league, you must combine." Daniel Vasella.

Does finance speak the language of poison pills and lobster traps??? Yes, these words are not alien in the dictionary of mergers and acquisitions that has become the most important strategic element driving business growth and excellence. Arthayudh 2012 unveils to you yet another exciting event- "Milaap" that provides you the perfect opportunity to showcase your creativity and ability to work in a team and as a team. So compete to enter new territories and expand boundaries to gain dominance and reap the benefits of M&A.

In the end it is a combination of patient approach, an attractive target, a sensible intermediary and proper due diligence that will help you close a lucrative deal.

Maximum Number of Participant(s) : Two (2)

## Event Managers:

Mr Chinmay Ranjan - +91 97382 12303

Mr Nitish Sharma - +91 98736 37118

Mr Pranoy Samuel - +91 97312 69445

Ms Abhilasha Kakal - +91 97317 79244

# Rules and Regulations

- Registration Fee for in station (Bangalore) institutes Rs 2,500/- per team
- Registration Fee for out station (Outside Bangalore) institutes Rs 3,500/- per team
- Number of Participants in each team is 13
- Participation in all the events is mandatory
- One colour passport size photograph for all participant(s)
- Last date for registering for outstation institutes is 25 August 2012
- On Spot registration facility available for in station institutes
- All participating institutes are requested to be in Christ University Campus by 7:45 AM to complete their registration process on 30 August 2012
- Accommodation is available for out station institutes only
- All participants have to carry their college ID Cards, laptops, internet connection and required electronic gadgets
- Decision of judges is final and binding to all
- The Organizing Committee reserves certain rights for the fest

# Registration Details

## *Payment Details*

### Through Draft

Payment should be made through crossed demand draft drawn in the favour of "CHRIST UNIVERSITY" payable at South Indian Bank, Christ University, Bangalore and sent to the organizing committee.

### Electronic Fund Transfer (EFT)

Payments can also be made through EFT, the details are:

- Account Name : Christ University
- Account Number : 039 605 300 001 5000
- Swift Code : SOININ55
- Branch Code : 0396
- IFSC Code : SIBL0000396
- Bank Address : Christ University Branch, Dharmaram Post, Hosur Road, Bangalore

Please send the Demand Draft to the following address and email the transaction receipt of EFT to:

Prof Mahesh V Haridas, Department of Management Studies, Christ University, Bangalore - 560 029,  
Karnataka, India, Ph: +91 99728 66150

Email id: [cuma@mfm.christuniversity.in](mailto:cuma@mfm.christuniversity.in)

# Registration Form

Name of the Institute: \_\_\_\_\_

Address of the Institute: \_\_\_\_\_

Team Leader Mr / Ms \_\_\_\_\_

Contact number / email id: \_\_\_\_\_

List of Participant(s)

The Venn - Chakravyuh : (1) \_\_\_\_\_  
(2) \_\_\_\_\_

Risk Management-Apadh Dharma: (1) \_\_\_\_\_  
(2) \_\_\_\_\_

The CFO - Chanakya: (1) \_\_\_\_\_

Financial Planning – Vitteyaneyojana: (1) \_\_\_\_\_  
(2) \_\_\_\_\_

Quiz – Prashnamanch: (1) \_\_\_\_\_  
(2) \_\_\_\_\_

Corporate Governance – Neetishastram: (1) \_\_\_\_\_  
(2) \_\_\_\_\_

Mergers and Acquisition – Milaap: (1) \_\_\_\_\_  
(2) \_\_\_\_\_

\*Note: Please furnish contact numbers of all participant(s) along with their names.

All the registration forms to be mailed to [cuma@mfm.christuniversity.in](mailto:cuma@mfm.christuniversity.in)

# Contact Us



## Faculty Co-ordinator

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## Address for Communication

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## Student Co-ordinator

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# Team Arthayudh

Dr Jain Mathew  
Head of the Department,  
Management Studies

Prof Suresha B.  
Academic Co-ordinator (MFM)

Prof Mahesh V Haridas  
Faculty Co-ordinator (CUMA)

Prof Roy Mathew  
Faculty Co-ordinator (CUMA)

Prof Lakshmi Karthikeyan  
Faculty Co-ordinator (CUMA)

Mr Arun Kalarickal  
Faculty Co-ordinator (CUMA)

Mr Deepak Poddar  
Student Co-ordinator

Ms Shruthi S.  
Student Co-ordinator

Ms Avantika Sharma  
Core Committee

Mr Nirvigna Kadambi  
Core Committee

Ms Madhuri R.S.  
Core Committee

Mr Prateek Mathlani  
Core Committee

Mr Vinamra Garg  
Core Committee

Mr Aniruddha Ramachandran  
Core Committee

Mr Varun Aiyengar  
Core Committee

Ms Panjika Madhuram  
Head - Public Relations

Mr Koushik Modi  
Core Committee

Ms Shreyaram Mohan  
Core Committee

Ms Meera Alexander  
Head - Public Relations

Mr Manu  
Core Committee

Mr Sunil Antony  
Head - Sponsorship

Ms Priyanka M  
Head - Sponsorship

Mr Radhaya S.M  
Head - Hospitality

Mr Bidyut Mukherjee  
Head - Hospitality

Ms Merine George  
Head - Hospitality

Ms Manasa  
Head - Discipline

Mr Louie Alexander  
Head - Discipline

Mr Mahesh Reddy  
Head - Logistics

Mr Ranjith K Rajan  
Head - Logistics

Mr Mahesh Reddy  
Head - Sponsorship

Ms Komal L.  
Head - Sponsorship

All Students & Faculty members of the Department of Management Studies, Christ University