

INAUGURATION OF AIMS CLUB

Date: 20/12/2020.

Venue: MBA Block, Room No.208

Club Coordinator : Dr.J.V.R.Geetanjali

Audit Committee: Mrs. L.V. Kamala Devi, Dr. T. Sudha Singh, Mr. Aditya Pillutla.

The Department of Commerce has conducted inauguration of **AIMS - The M.Com Club** on 20th December, 2019 at 3:30PM.

- Kadambari Dadhich and Vandita Jain have formally welcomed the dignitaries on to the dais.
- The programme started by lighting the lamp by the dignitaries to inaugurate the occasion which was followed by the invocation by M.Com 1st year student N.S. Prathyusha. The dignitaries for the evening are Principal Prof.Y. Ashok , Dr.K. Sreelatha Reddy, Head of Department of Commerce.
- Kadambari Dadhich and Vandita Jain have formally welcomed the dignitaries on to the dais.
- B.S. Sai Leena, Vice President of the club has elucidated about our Vision, Mission and Plan of action through a PowerPoint presentation.
- Principal has addressed the gathering with a motivational speech saying that Post Graduate students will have a matured and clear vision about the activities they need to take up for the success of their future endeavors. Further, he exemplified that success or failure depends upon the student's individual talent and their will power. He expressed that the club will strongly help in refining the student's skill. He also shared his college days experience at Andhra University while pursuing his M.Com.

- Dr.K.Sreelatha Reddy has expressed how strategic planning is important for anyone to be successful. She has emphasized the role of strategies like Leadership, Differentiation and Focus to achieve the goals of an individual.
- Investiture Ceremony was conducted to award role takers with Badges.
- Avinash Pittala, President of club has proposed the vote of thanks.



IPSUM MANIA

DAY-1

Date: 06/02/2020.

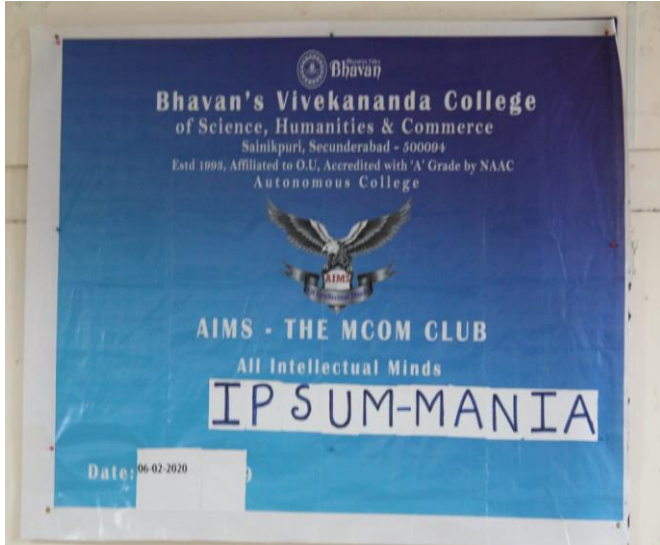
Venue: Bio-Chemistry Block, Room No.71.

No.of Participants: 38

Girls: 27 **Boys:** 11

AIMS-The M.Com Club conducted its first event called “**IPSUM MANIA**” a marketing contest on 6th February, 2020 at 2:30 PM

- P.Rohini Satya Mallika(Head of Logistics Department), welcomed the judges for the event Mrs. P.V.Ajitha and Ms.Swathi Rajiv, faculty members from Department of Commerce.
- The first round began where 14 teams comprising of 2-3 members from different departments of college
- The first round was about STP (Segmenting, Targeting, Positioning) where a random product was given to the team.
- B.S.Sai Leena, Vice president of the club briefed about Round 1, where each team is named with an alphabet letter, based on that product was given. Each team has to give name, tagline and describe about Segmentation, Targeting and Positioning of the product within ten minutes span of time where they came up with their innovative ideas and 3 minutes were given for launching the Product.
- Judges shared their experience and gave their valuable suggestions.
- Sastry Vandana (Head of Report writing department), proposed vote of thanks.





IPSUM MANIA

DAY-2

Date: 07/02/2020.

Venue: MBA Block, Room No.208

No.of Participants: 30

Girls : 24 **Boys :** 06

AIMS-The M.Com Club conducted its first event called “**IPSUM MANIA**” a marketing contest on 7th February, 2020 at 2:30 PM.

- The 2nd day of the event began with welcoming judges & participants by Farha Rahman(Head of Fine Arts Department). The Judges for the event were Dr.S.Lalitha, Faculty member, from Department of Management and Mr. Guruprasad, Faculty member from Department of Commerce.
- 11 teams were shortlisted for the second round .
- The second round is about advertising two different products with a tagline called “**Mix It and Fix It**”.
- Sai Leena, Vice President of “AIMS the M.Com Club” explained about the rules for Round 2. The teams are supposed to come up with an unique idea of mixing two different products and enacted a role-play in order to promote the product as one product and they need to advertise those two different products in an innovative way.
- The theme of 2nd round was cited with a performance from Vijaya Sree and Sai Harsha the sub heads of “AIMS the M.Com Club”.
- The participants came up with a funny illustrious and novel ideas in mixing two products given.
- The Judges overwhelmed with the performances and congratulated all the participants for their innovative ideas.
- Farha Rahman (Head of Fine Arts department), proposed vote of thanks.

- **Winners List**

First prize: Bhuvan & Srikar – B.Com (Computers) 1A1

Second prize: Kartal Reshma, Riya & Vennela – B.Com(Hons) 1H1

Third prize: D.P.Sravya & Kumari Priya – B.Com (Computers) 3A2

Special Appreciation: Prabjhot, Rakshitha & Monika –
B.Com(Hons) 3H1





QUNIT ESSENTIALS

Venue: IT Block, Room No: 35

Date: 03.03.2020

Judge for the event : Dr.J.V.R.Geetanjali

- AIMS - The M.Com Club conducted an exciting inter-college QUIZ competition for the students of M.Com 1st year and 2nd year where 11 teams actively participated.
- Participants in each group gave tough battle to their competitors.
- Rules and regulations of the quiz were explained by B S Sai Leena. The Quiz was divided into two rounds. The first round was about identifying the Company's CEO, Tagline and their Logos.
- Out of 11 teams, only 5 teams qualified for Round 2-Business Quiz.
- The participants showcased their brilliance by rapidly answering the questions.
- **Winners List**

First prize: O.Samhith and K.Praveen Kumar – M.Com II year

Second prize: B.Ramakrishna and P.Sai Ram – M.Com II year



COMMERCE WORD BUILD

Venue: IT Block, Room No.35

Date: 03-03-2020

Faculty Incharge: Dr.J.V.R.Geetanjali

AIMS – The M.Com Club conducted an event “Commerce Word Build” for the students of M.com 1st and 2nd year where 15 teams were participated.

Winners List

First prize: K.Praveen Kumar and B.Ramakrishna – M.Com II year

Second prize: C. Aman and Sai Harsha – M.Com I year



FLIP A COIN

Venue: IT Block, Room No.35

Date: 04-03-2020

Judge for the Event: Mrs. G. Kalyani

AIMS – The M.Com Club conducted an event “Flip a Coin” for the students of M.com 1st and 2nd year where 17 individuals participated. The event was about expressing their views on General topic related to commerce. 2 minutes of time has been allotted i.e; one minute for the topic and another minute against the topic.

Winners List

First prize: B S Sai Leena – M.Com II year

Second prize: Vandita Jain – M.Com I year

