



Chetana's

RK Institute of Management & Research

**Chetana's Ramprasad Khandelwal
Institute of Management & Research**

REPORT ON ELIXIR - 2024

Date : Saturday, February 28th, 2024

VENUE: CHETANA'S COLLEGE GROUND

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Introduction

Elixir, is a Chetana's Heritage Event which is being conducted in the Institute since more than 10 years. It is conducted every year for the first year students of both Chetana's Ramprasad Khandelwal Institute of Management and Research (CRKIMR) and Chetana's Institute of Management and Research (CIMR). This event is one of the initiatives by the institute to encourage and promote application based business learning for the students.

“Elixir,” the flagship event of our college, embodies the spirit of competition and collaboration among students from various academic backgrounds. In order to achieve this, the event comes up with new themes every year which relate to the current brainers issues and practices, making the students to think, research and learn.

This event imbibes among the student's high degree of knowledge and understanding pertaining to the theme and students are encouraged for self-learning.

Structure

Elixir is structured around the concept of industry divisions, where each division represents a specific sector of the economy, such as Food Processing, Textile, Agriculture, Manufacturing, Food Processing and IT etc. Within each division, teams compete in a series of challenges and tasks designed to test their problem-solving abilities, strategic thinking, and teamwork. These challenges often simulate real-world scenarios and require participants to analyse data, make decisions, and present their solutions to a panel of judges.

Following is the stages that shows structure of the Elixir:

The institute is constituted of 7 divisions, divided in teams competing to give their best and reach the final stage leading to high level of competitive spirit among the students.

- **1st Stage :- Wallet Games**

Where within each divisions students compete each other by playing various games and at the end the winning order decide the balance each is going to received.

- **2nd Stages :- Auctions**

Each Team with their budget enters into the Auction Round where everyone gets a choice to select the desire industry by bidding on to it.

- **3rd Stages :- Policy Selection and Shortlisting**

After the sectors allocated, Now Each Team within a Division, fill up the tender for their desired policy and gets prepared for the PPT round on the same.

- **4th Stage :- Semi-finals**

In Semi-final, Each Team within a division gets split into two categories, “role-play” & “BIZWIZ”, this stages forms a competitive battle among the Teams for performing the D-Day.

- **Elixir 2024 :-**

The day where all the selected Teams awaits, to perform on the stage show case their talent, share their energy and get a lots of Experience from the event.

Money Wallet

The event started with Teachers along with Seniors introducing the juniors with the structure of the Elixir. The confound yet curious faces started understanding the core of the event, the takeaways and the efforts that they are going to give and the learnings and diverse experiences that they are going to take during the event. The event kicked off with Juniors competing among each other by engaging in games and team-building activities within each division and also with other Division. Games such as Ping Pong, Guess the Missing Word and Hang the Man, these activities are carefully curated to test participants' problem-solving abilities, communication skills, and ability to work effectively in a team so that the end result could decide the Cash each Team is going to receive within each division and also for the individual division as the wallet for the upcoming event.

Auctions

After the completion of the games and activities, teams were provided with a hypothetical budget or "money" allocated to them based on their performance and success in the initial stage. This money represents the resources available to teams for the subsequent stages of the event. Armed with their allocated budgets, teams entered the decision-making phase where they strategize and plan how to utilize their resources effectively to tackle challenges presented in the subsequent stages of the event. This phase encouraged participants to prioritize, innovate, and think critically about resource allocation and investment opportunities within their respective industries.

The next stage was Bidding basically bidding for the industry each Division wants to Bid accordingly. On one hand, there's a sense of excitement as you strategize and compete against others to acquire what you desire. On the other hand, there's pressure to make informed decisions quickly, considering factors such as budget constraints, market demand, and competitor actions.

Policy Selection & Shortlisting

The event was conducted on 16th December'2023 where each team bid for their Policy they wanted the most by a way of a Tender where they needed to spend the money they earned in the earlier stage of the Event. A tender that would decide what kind of policy they would get by sealing their fate with a letter handing into the hand of the Seniors. The result was everyone got the policy according to the Tender they filled for the Scheme they Desired.

After Allocation of the Sector and the Scheme, the event proceeded further where every group needed to create their own Instagram Profile by the team name and do online Marketing for the policy that had been allocated to them. There were points allocated to the type of Marketing you do online and offline followed by Presentation on the Policy allotted dated on 23rd January where the performance of the Team will decide their future.

Teams are divided into two categories viz. "Role-play" and "Bizz Wizz". In Role-play, each Team within a Division will perform a Theatrical role-play on the Scheme allocated to them. In BIZWIZ, each Team would come up with a Thought Provoking Idea which is still new and doesn't have much backing in their allocated Industry with their own creative Twist and the best among the 3 will perform on the D-day.

Semi-finals

The third and last stage is the Semi-final Round, here takes place the selection of one of the Best team among each category so that it could perform in the final round in front of various industry experts and professional. The semi-final was held on 10 of Feb 2024 for the role-play Team, the results were declared on 12 Feb 2024, by our CEO Mam Dr. Madhumita Patil of CIMR & CRKIMR in the class. And the Semi-finale for the BIZWIZ Team was on 17 Feb and the results were declared on the same day.

Elixir - 2024

The culmination of months of preparation and anticipation, the flagship event of our college has finally arrived date on 28 February, 2024. With divisions pitted against each other in fierce competition, students battled through rounds of auditions and rehearsals to earn their place on the grand stage of the final D-day. From electrifying ideas to soul-stirring role-play performances, the campus is abuzz with excitement as the countdown to the ultimate showdown begins.

As the Diya illuminates the stage, Our CEO - Dr. Madhumita Patil Mam, takes the podium, with words that ignite inspiration and motivation, she sets the tone for the evening, emphasizing the Importance of unity, resilience, and creativity followed by PGDM Director, Dr. Nandita Mishra and MMS I/c. Director, CA Suhas Gharat. We also had many Distinguish guests as our Panellist and the Important person of the Event Our Chief Guest.

Following the CEO's inspiring address,

MMS students kick-started the day with their captivating role-play, seamlessly blending humor and insight to engage the audience. Following suit, BIZWIZ, with their dynamic presentation, left everyone spellbound with their innovative approach. As each division of PGDM took the stage in succession, the energy soared higher with each performance. From thought-provoking Business Ideas to exhilarating skits, every presentation showcased the immense talent and dedication of the students. Their passion and creativity ignited a fire that spread throughout the event, setting the stage for an unforgettable evening of celebration and camaraderie.

Division Name	Roleplay	BIZWIZ
Agastya	Karna	Pralaya
Bhrigu	Takshila	Eklavya
Atri	Navya	Samartha
Bharadwaj	Kshatriya	Agniasthra
Charak	Nirvana	Arjun
Durwasa	Atulya	Vidyut
Markendey	Veda	Malhar

Learnings

Elixir is a 72 days' event having varying levels where teams are selected through each level. Marketing your team's topic, getting sponsorships and making presentation. This year each division had various sectors such as agriculture, food processing, manufacturing, textile etc. Students learned a lot about these sectors and policies included in these sectors. Performing electrifying Role play with a humour pack performance simultaneously our BIZWIZ team ready to bring Innovation with their thought provoking ideas with their hard work and the learnings makes its worth competing while giving you a plethora of memories and experience.

1. Students will develop the ability to effectively market their team's topic, showcasing their understanding and communication skills to potential sponsors and judges.
2. Through the process of securing sponsorships and preparing presentations, students will learn to create comprehensive strategies and execute them efficiently, considering various factors such as target audience, competition, and resources available.
3. Participants will gain valuable insights into different sectors such as agriculture, food processing, manufacturing, and textile, including understanding industry-specific policies and regulations, thereby broadening their understanding of real-world business environments.
4. Through role-plays and presentations, students will hone their public speaking abilities and learn to effectively convey complex ideas and proposals to diverse audiences, gaining confidence in their communication skills.
5. Throughout the event, students will encounter unexpected challenges and setbacks, requiring them to adapt quickly, think creatively, and demonstrate resilience in the face of adversity, valuable traits for success in both academic and professional settings.