



# Kristu Jayanti College

Bengaluru

Reaccredited A++ Grade by NAAC | Affiliated to Bengaluru North University

## Department of Management

Presents

AN INTERCOLLEGIATE MANAGEMENT FEST

**predigy**™  
THE ICONIC  
2025

FOSTER RESILIENCE, INSPIRE BRILLIANCE

17 JANUARY 2025



# PRODIGY

Prodigy, a national-level management fest held annually since its inception in 2003, is designed to challenge students in the areas of innovation, creativity, and problem-solving. Rooted in the principles of Light and Prosperity, the event aspires to illuminate and empower participants, enriching their knowledge and skills through dynamic management events.



**FOSTER RESILIENCE,  
INSPIRE BRILLIANCE**



## ABOUT THE THEME

The theme for Prodigy 2025 - The Iconic transforms the event into a corporate entity, where each competition mirrors key departments of a company. Participants will engage in dynamic challenges representing HR, Marketing, Finance, EDP, Best Manager, and more, simulating the real-world intricacies of corporate operations. This year, Prodigy fosters resilience and inspires brilliance, pushing participants to rise above challenges and emerge as future leaders in a high-stakes business environment, making Prodigy 2025 truly ICONIC.

## **CORPORATE VISION, MISSION AND VALUES**

### **V**ISION

To inspire and cultivate the next generation of visionary leaders by creating an environment that fosters innovation, strategic thinking, and excellence in every aspect of corporate management. Prodigy aims to set the benchmark for leadership development and corporate competence across diverse industries.

### **M**ISSION

- To design, organize, and execute immersive events that simulate real-world corporate challenges, empowering participants to develop practical skills in leadership, strategy, and decision-making.
- To provide a platform where future leaders can collaborate, compete, and grow through experiential learning, fostering a dynamic ecosystem of innovation and excellence.

### **C**ORE VALUES

<b>P</b>	<b>PERSISTENCE</b>	We encourage determination and resilience, ensuring that challenges are met with unwavering focus and resolve.
<b>R</b>	<b>RESILIENCE</b>	We embrace challenges and adapt swiftly to change, emerging stronger every time.
<b>O</b>	<b>OPTIMISM</b>	We approach every task with a positive mindset and belief in the potential for success
<b>D</b>	<b>DRIVEN</b>	We are committed to achieving and maintaining the highest standards in all aspects of leadership and event management.
<b>I</b>	<b>INNOVATION</b>	Prodigy embraces creativity and forward-thinking, pushing the boundaries of traditional approaches to business challenges.
<b>G</b>	<b>GROWTH</b>	We promote continuous personal and professional development, empowering participants to evolve into visionary leaders.
<b>Y</b>	<b>YIELDING SUCCESS</b>	Through collaborative efforts and strategic decision-making, Prodigy aims to cultivate success in every participant and initiative.

**THE DIVISIONS**

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**CORE EVENTS**



# C SUITE DIVISION

Step into the boardroom and face the ultimate test of vision, strategy, and leadership. The C-Suite Division is the pinnacle of leadership within Prodigy 2025 – The Iconic, now transformed into a corporate entity. As a participant, you'll step into the role of a top executive, tasked with making critical decisions that shape the future of the company. Only those with sharp business acumen and a visionary mindset will rise to the top, proving they have what it takes to lead at the highest level of corporate governance. We are searching for Prodigy's next CEO—are you ready to take charge and lead this company to new heights?

## SOLO EVENT

### BOARD MEMBERS

EKLAVYA DOGRA	<u>9880689021</u>
EUDORA FERNANDAS	<u>9108298404</u>
NEHA N	<u>9901387599</u>



## BEST MANAGER

EMAIL  
[prodigy25bm@gmail.com](mailto:prodigy25bm@gmail.com)

# B BUSINESS DEVELOPMENT CELL

## TEAM EVENT



ENTREPRENEURSHIP DEVELOPMENT PROGRAMME

**W**here Vision Meets Opportunity for Unstoppable Growth. Join the Business Development Cell under the Entrepreneurship Development Programme (EDP), where you'll support Prodigy's C-Suite executives by identifying growth opportunities, developing strategic plans, and driving key initiatives. As part of this elite team, you'll play a crucial role in shaping the company's future by ensuring operational excellence and innovation at every step. Are you ready to collaborate with top executives and contribute to the core of business development? Apply now and prove your strategic thinking and leadership potential.

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[prodigy25edp@gmail.com](mailto:prodigy25edp@gmail.com)

### BOARD MEMBERS

HARGUN KAUR	<u>9304481975</u>
THRISHYA MANOJ	<u>8248354558</u>
AISHWARYA LALU	<u>6363831944</u>

# T TALENT ACQUISITION CELL



**D**elve into the role of Chief Talent Officer (CTO) within The Talent Nexus, Prodigy 2025's Talent Acquisition Cell. With a focus on continuous learning and development, you'll create robust programs that not only enhance employee skills but also align with organizational goals. Your innovative approach will inspire a new generation of HR professionals, equipping them with the tools and mindset needed to succeed in an ever-evolving landscape. As CTO, you'll lead Prodigy's talent strategy, drive innovation, and develop future leaders. This is your chance to tackle real-world HR challenges, collaborate with peers, and shape the future of human capital management in a dynamic, creative environment. Are you ready to unlock your potential and take HR leadership to the next level?

## TEAM EVENT

### HUMAN RESOURCE

### BOARD MEMBERS

#### EMAIL

[prodigy25hr@gmail.com](mailto:prodigy25hr@gmail.com)

**RAKSHITHA V R**

**6364556970**

**ANAKHA BIJU**

**9886532732**

**DEEKSHITHA AMAR**

**8328112466**

**TEAM EVENT**

**S**tep into the Finance Scrutiny Division of Prodigy 2025 and take on the challenge of navigating high-stakes financial decisions. As part of this division, you'll be tasked with analyzing budgets, managing investments, and solving complex financial dilemmas that impact the entire event. This is your opportunity to showcase your strategic thinking, precision, and leadership in a real-world corporate setting. Ready to take control of the financial future of Prodigy? Apply now and see if you have what it takes to be the next CFO of Prodigy The Iconic!

**F**INANCE  
SCRUTINY  
DIVISION



**FINANCE**

**BOARD MEMBERS**

<b>PRATHVI SHETTY</b>	<b><u>9022473736</u></b>
<b>BHARATH LAL</b>	<b><u>9353071526</u></b>
<b>SHRUTI BADHOLIYA</b>	<b><u>8839800943</u></b>

**EMAIL**

**[prodigy25finance@gmail.com](mailto:prodigy25finance@gmail.com)**

# **M**ARKET INNOVATION BUREAU

## **TEAM EVENT**



## **MARKETING**

**W**elcome to the Market Innovation Bureau, where "Marketing magic meets corporate might!" Think you have what it takes to be the next Chief Marketing Officer? This isn't just a competition; it's an audition for the top seat in our marketing empire! Prodigy's marketing department is searching for sharp strategists, creative thinkers, and digital dynamos to lead brand building, campaign crafting, and customer engagement. Join us at Mercury Mediaworks and showcase your marketing savvy. Only the brightest will rise through the ranks. Will it be you? Compete and claim your seat as the CMO of Prodigy!

### **EMAIL**

[prodigy25marketing@gmail.com](mailto:prodigy25marketing@gmail.com)

### **BOARD MEMBERS**

<b>ANUPMA RANI</b>	<b><u>6287559351</u></b>
<b>FINIX TOMY</b>	<b><u>8310949746</u></b>
<b>MAITRI ROY</b>	<b><u>9264414151</u></b>

**THE SUB DIVISIONS**

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**ADDITIONAL EVENTS**



# PITCH IGNITE

## TEAM EVENT



## PRESSURE PITCH

**S**tep into Pressure Pitch, a high-stakes arena where split-second decisions shape your fate. This competition tests your ability to think quickly and adapt to unexpected challenges. Just when you feel in control, a surprise element will disrupt your strategy, pushing your improvisation skills to the limit. By the final round, only the most adaptable remain, having proven their mettle through sheer ingenuity and resilience. The audience holds its breath as the last challenge is revealed, a true test of wit and determination. With everything on the line, the stage is set for an epic showdown that will be remembered long after the lights dim and the applause fades. Can you rise to the occasion and outsmart the unknown, or will you falter under pressure? Embrace the thrill and prove your skills against fierce competitors!

**EMAIL**  
[prodigy25pitch@gmail.com](mailto:prodigy25pitch@gmail.com)

## BOARD MEMBERS

AMAN AGARWAL	<u>7892302516</u>
RICHA B JOGIA	<u>9157596128</u>

# AUCTION HOUSE

**TEAM EVENT**



**AUCTION**

**H**osted by Prodigy's Internal Auction Division, The Auction House is an exhilarating event where participants vie for exclusive leadership tools, premium mentorship sessions, and essential business resources through high-stakes bidding. This unique platform not only grants access to Prodigy's top-tier services but also connects like-minded professionals eager to excel. The Auction House embodies Prodigy's mission to foster leadership and drive growth, blending competition and strategy in a dynamic corporate setting. Will you rise above the competition and secure the tools to lead?

**EMAIL**  
[prodigy25auction@gmail.com](mailto:prodigy25auction@gmail.com)

## BOARD MEMBERS

SHREYA DIXIT	<u>9653007209</u>
MAHEK	<u>7999809766</u>

# ICONIC WALK

Join us for a unique corporate walk experience where participants will embark on a journey through time, showcasing the theme of the event: **“The Evolution of Corporate Fashion Over the Years.”** From the 1950s to the present day, each team of 6-10 members will have 4+2 minutes (including setup and any speech) to highlight the changing face of corporate attire, while promoting team building, wellness, and camaraderie. Teams are required to bring their own audio, including a backup. Don't miss this chance to celebrate fashion's journey with the tagline: “Walk into the future, inspired by the past.”

TEAM EVENT

EMAIL  
[prodigy25cw@gmail.com](mailto:prodigy25cw@gmail.com)



CORPORATE WALK

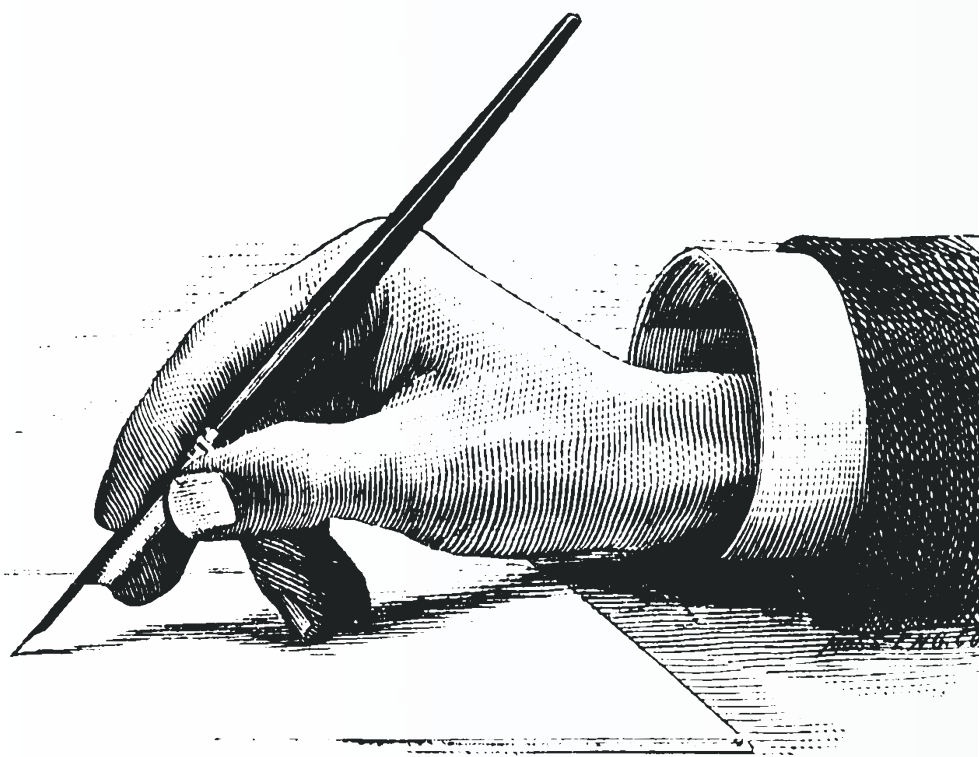
## BOARD MEMBERS

KHUSHI PRAKHAR	<u>9142807817</u>
ALAN MATHEW	<u>9074449549</u>

**MEMORANDAM OF ASSOCIATION**

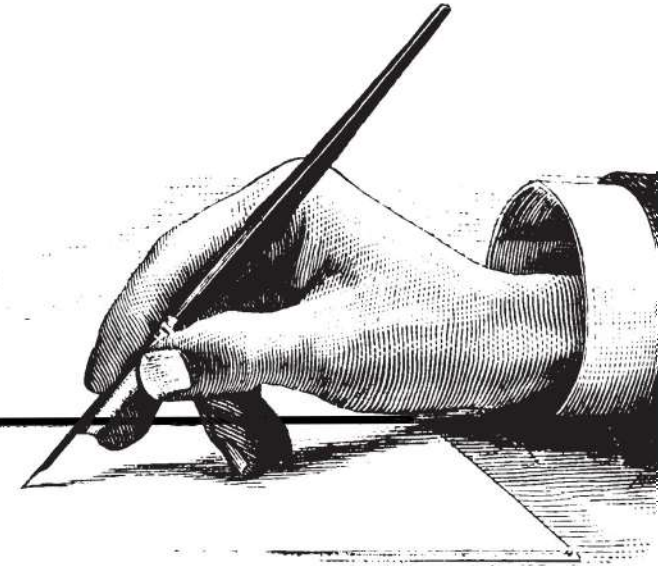
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**RULES AND GUIDELINES**





## RULES AND GUIDELINES

### Article I: Scope of Participation

- Participation is open only to undergraduate students.
- Registration will close on January 12, 2025, at 6:00 PM, and only registered participants will be allowed to attend the fest on January 17, 2025.
- All participants must always carry their college ID cards or a letter of authorization from their college.

### Article II: Event Guidelines

- All participants must report to the reception desk by 08:30 AM on the day of the event.
- Each event has a fixed time limit, and participants will be informed before each round. No additional time will be provided under any circumstances.
- All participants are required to be present in formal attire.
- Any use of profanity or obscenity in any form will lead to immediate disqualification.
- Each student is allowed to participate in only one event, as all events will be held simultaneously.

### Article III: Overall Championship Eligibility

- Colleges participating in a minimum of five out of the eight events will qualify for consideration in the overall championship.

### Article IV: Equipment

- Participants must carry their own equipment, including laptops, Wi-Fi devices, and other necessary materials for their respective events.

### Article V: Accommodation

- Accommodation will be arranged upon request for participants travelling from outstation locations.

### Article VI: Rights and Responsibilities

- Prodigy event coordinators reserve the right to reschedule or change the venue of any event if required by circumstances.
- The decision of the judges will be final and binding in all respects.



FINANCIAL OUTLAY

A large version of the 'predigy' logo, where the 'e' is the golden-yellow hand-and-arrow graphic.

REGISTRATION FEE



# REGISTRATION

## FINANCIAL OUTLAY OF PRODIGY FOR THE MONTH ENDED 17 JANUARY 2025

Particulars	No. of Participants		Amount (₹)
Best Manager	Minimum	1	100
	Maximum		
EDP	Minimum	2	200
	Maximum	3	
Finance	Minimum	2	200
	Maximum	3	
Marketing	Minimum	2	200
	Maximum	3	
Human Resource	Minimum	2	200
	Maximum	3	
Pressure Pitch	Minimum	2	200
	Maximum	3	
Auction	Minimum	2	200
	Maximum	3	
Corporate Walk	Minimum	6	500
	Maximum	10	



**COLLEGES REGISTERING AS OVERALLS FOR ALL EIGHT EVENTS WILL BE ELIGIBLE FOR A CONCESSIONAL REGISTRATION FEE OF RS. 1500.**

# REGISTRATION DESK



SCAN TO REGISTER



Registration Link:  
<https://portal.kristujayanti.edu.in/event-prodigy-2025>



[bba\\_kristujayanti](https://www.instagram.com/bba_kristujayanti)



<https://kristujayanti.edu.in>



[prodigy25@gmail.com](mailto:prodigy25@gmail.com)



K.Narayanapura, Kothanur, Bengaluru-560077



# predigy<sup>TM</sup>

THE ICONIC  
2025

17 JANUARY 2025

## Faculty Coordinators

Mr. Bijin Philip: 9526614180

Dr. Geethu Anna Mathew: 9544360146

## Student Coordinators

Dhanush Kumar N: 9606849296

Sneha Babu: 9845286349

Registration

