

ICAR-NAARM organized Annual B-Fest of PGDM-ABM 'Sankalp 7.0'

Date: Sep 17, 2022

The PGDM-ABM students of ICAR-NAARM organizes Sankalp, an annual business fest every year inviting students from different colleges across India. This year the seventh edition of Sankalp was organized during Sep 16-17, 2022 with the support of NAARM PG Alumni Association. The event received an overwhelming response as reflected by more than 9,100 registrations from more than 1,000 institutions which included all IIMs and IITs, several other leading B-schools and agricultural colleges. The B-fest comprised of 3 flagship events (*Samadhaan*- The Case study competition, *Advitiya* -The B plan competition, *Adhistatha*-The best manager competition) and 4 sprint events (*Analytica*- The data analysis, *Flashgun* – The photography competition, *Darpan* – The business quiz competition and *Ad-junction*- the ad creation event). The registered participants for different events underwent several rounds of competition which were held online during last 1 month before getting shortlisted as finalists. In all, around 60 finalists were selected and invited for final round in the campus during these 2 days. Total prize money worth ₹1.3 lakhs were given to the winners.

The event was sponsored by Fasal, a-IDEA, Bayer crop science, Rallis India, WayCool Foods, Synergy Technofin, Indofil Industries, Vegrow, Greenin Homes, NAAS- Hyderabad Chapter, and Kynetec.

The inaugural and valedictory sessions were graced by representatives from Fasal, Bayer, and Rallis. Dr Ranjit Kumar, Head, ABM Division and Chairman of the organizing committee briefed about the event and told how the event is attracting a greater number of participants each year. Dr G Venkateshwarlu, Joint Director, NAARM shared that events like Sankalp provides excellent platform for the students to showcase their talent. Speaking on the occasion, Dr Ch Srinivasa Rao, Director NAARM congratulated the winners of various events and suggested to bring good farming solutions for agriculture in the country.

