

Sankalp Concluded at ICAR-NAARM

26-10-24

The PGDM-ABM students of ICAR-NAARM organized the ninth edition of Sankalp, an annual business fest inviting students from different colleges across India. This is a two-month long competitive event in online/offline mode, with finale round held at the Academy on Oct 25-26, 2024.

The event received an overwhelming response with 10,500+ registrations and 5.27 lakhs online impressions on Unstop platform, from more than 1,700+ institutions including IIMs, IITs, several other leading B-schools and agricultural colleges. The B-fest comprised of 4 flagship competitive events: *Adhithatha*- The best manager competition, *Samadhaan*- The Case analysis competition, *Advitiya*- The business plan competition, and *Analytica*- The data analytics competition. There were other 4 sprint (online) events: *Flashgun* – The photography competition, *Darpan* – The business quiz competition, *Ad-junction*- the ad creation event, and *Sahithya*- The creative writing competition. The registered participants for different events underwent several rounds of screening, which were held online over the last 1.5 months before getting shortlisted as finalists. In all, around 60 finalists were selected and invited for the final round at NAARM campus to present before the jury members during these 2 days. Total prize money for all the events worth ₹1.5 lakhs were given to the winners.

The event was sponsored by Advanta Enterprises, Vegrow, Seedworks International, a-IDEA, Godfrey Phillips India, Indian Overseas Bank, Adama India, BharatRohan, and Dodla Dairy Ltd.

The inaugural and valedictory sessions were graced by representatives from Advanta Enterprises and Vegrow Ltd. Dr Ranjit Kumar, Chairman of the organizing committee briefed about the event and informed the audience about its importance in mutual learning through knowledge sharing. Dr V Ramasubramanian, JD (Acting), NAARM shared that event like Sankalp provide 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 bringing good farming solutions for agriculture to increase the farmer's income in the country.

