

## Event Report on Ascendance

The Department of Management at St Joseph's University organized its inaugural Intra-Departmental Business Fest, "Ascendance," on October 31, 2023. The fest commenced with a grand inauguration ceremony held in the main auditorium at 9:00 AM, setting the vibrant tone for the day-long event. The ceremony was attended by enthusiastic students and dedicated teachers from the Department of Management. Mr. Mahesh Narayan, a distinguished expert in the field of Artificial Intelligence, graced the occasion as the Chief Guest, delivering profound insights.

Highlights of the ceremony included the traditional "Lighting of the Lamp" by dignitaries, with Mr. Mahesh Narayan being honored as the Chief Guest. Mr. Narayan, an experienced AI and Advanced Analytics Professional with 18 years of expertise, addressed the gathering, providing a brief introduction to his journey in the AI field and delivering a compelling presentation on the impact of AI in the corporate world and its role in nurturing young corporate leaders. A lively dance performance by Mrutunjaya entertained the audience and dignitaries.

The climax of the ceremony was the launch of the official poster and teaser of "ASCENDANCE" towards the end. Dignitaries untied the ribbon together, unveiling the teaser on screen, eliciting cheers and applause from the crowd.

Post-inauguration, Ascendance served as a platform for students to showcase their skills and talents across various specializations. The fest featured diverse rounds, including a challenging Treasure Hunt, case studies, and group discussions designed to assess participants' in-depth knowledge.

### **Ascendance comprised three rounds:**

**Treasure Hunt:** Participants followed clues leading to different locations on campus, completing tasks and answering questions. The first task involved shooting a 1-minute video justifying why they should be crowned Ascendance winners. Participants then reported back to the venue, solving a case study and answering questions within the given timeframe, creating an intellectually stimulating environment.

**Marketing Round:** Participants creatively and strategically developed marketing pitches for new products or services using Sherlock Holmes-themed products. The round assessed their understanding of marketing principles, including target market analysis, competitive analysis, unique value proposition, and marketing budget allocation, with judges seeking original, innovative, and persuasive pitches.

**Group Discussion:** The final round involved participants engaging in thought-provoking group discussions on carefully chosen controversial topics. This round aimed to assess critical thinking, effective communication, and collaboration in a high-pressure environment. Judges acted as moderators, questioning teams for clarity based on their responses.

For the Images of the Ascendance, kindly refer to the Photo Gallery:  
<https://www.sju.edu.in/gallery/49>