

SVKM's NMIMS Anil Surendra Modi School of Commerce

Annual Report 2023-24

Sr. No	Event Name	Brief Description	Learning Outcome and achievement (Low, Medium, High)
1.	Data Analysis Workshop (Additional Event)	The Data Analysis Workshop will help students to learn how to discover these hidden patterns in your data, to analyze them, and leverage the results to help transform in business.	Statistical Literacy: Students will learn to interpret data using statistical concepts, enabling informed decision-making and critical evaluation of evidence. Exploratory Data Analysis (EDA): Learners will develop skills in uncovering patterns and trends within data through visualization, fostering effective communication and problem-solving in data-driven contexts.
2.	Techfuel: Igniting Startups (Under Speaker Session)	Igniting Startups was a speaker session by Mr. Ankit Shukla, Founder of a product Management company, HelloPM. The speaker spoke about his experience as an entrepreneur and gave insights on topics like startups, Product Management and how technology has taken them on a higher level.	Entrepreneurial Insight and Strategy: Attendees will gain valuable insights into entrepreneurship and startup management. Understanding Technology's Role in Innovation: Participants will deepen their understanding of technology's impact on product management and startup development.

3.	Tech Fest	<p>a. Marketing mania is an event where participants were to use various AI tools to generate a marketing advertisement for a product. Tools like Playground ai, veed ai, eleven ai, etc were used.</p> <p>b. Imitation Hunt - The Tech Club's flagship event that involves participants in teams of two to solve clues, complete tasks and race to the final prize before the time runs out. It is an event where participants have to complete a series of tasks and complete the challenges to get to the final "treasure". The team that completes the tasks first, wins.</p> <p>c. Speaker Session - The Speaker Miss Drizzle, from the team of Mr. Sachin Dedhia was an expert in fields of Cyber security, data forensics and IP concepts which she elaborated over a span of the speaker session.</p> <p>d. Byte Blitz - This event spanned for two days during which participants had to make a ppt and present.</p> <p>e. 'Are you ready to put your strategic thinking to the test? Do you have what it takes to innovate at the intersection of technology and business? Welcome to the 'x' Case Challenge, where teams compete to present the most ingenious solutions to real-</p>	<ul style="list-style-type: none"> • Participants in Marketing Mania will hone their marketing skills through the use of AI tools like Playground AI and Veed AI. • Imitation Hunt challenges teams to collaborate, solve puzzles, and race to the final prize, fostering teamwork and problem-solving abilities. • Speaker Session with Miss Drizzle provides insights into cybersecurity, data forensics, and IP concepts, enriching participants' knowledge in these fields.
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		world tech and business challenges.	
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Photos of all the events:

1. Data analysis workshop



Figure 1 Data analysis workshop by peer student

2. Igniting Startups



Figure 2 Speaker session by Mr. Ankit Shukla, Founder of a product Management Company, HelloPM

- 3. Tech fest
 - a. Marketing Mania



Figure 3 Participants using AI tools for designing a marketing advertisement

- b. Imitation Hunt



Figure 4 Imitation Hunt - Students extracting the clue

c. Speaker Session – Cyber Security



Figure 5 Faculty with the guest speakers

d. Byte Blitz



Figure 6 Participants pitching their idea.



Figure 7 Faculty and core team members with winners