



VINOD GUPTA SCHOOL OF MANAGEMENT  
IIT KHARAGPUR



presents

# Purvodaya '20

THINK THE UNTHINKABLE 31st JAN - 2nd FEB



# ABOUT US

Vinod Gupta School of Management, IIT Kharagpur is the first B-School in the IIT system. Established in the year 1993, modelled in terms of the Sloan School of Management at MIT, it is named after Mr. Vinod Gupta, a noted alumnus of IIT Kharagpur. At VGSoM, IIT Kharagpur we eagerly explore to associate with big corporates and organizations taking an initiative to inculcate change in the society. VGSoM has been ranked 6th best B-School in NIRF 2019 Management Ranking.

Purvodaya is the annual B-School fest of IIT Kharagpur, the next edition of which shall be held on campus in the first week of February 2020. Purvodaya provides a platform for all active clubs of Vinod Gupta School of Management to showcase their events and create a competitive environment for the best minds from B-Schools across the country to induce the brainstorming ideas and test their business acumen. Ever since its inception, being organized by one of the leading B-schools in the country, Purvodaya has seen a huge gathering of business moguls, industry experts, technocrats and students from all over India, who express a keen interest in management and business.

Exclusive Fest Partner  
Invitation for Panel Discussion

Exclusive Flagship Event  
Special Promotional Events

TITLE  
SPONSOR

5L+



Primary Fest Partner  
Conduct an Event

Complimentary Stall Space  
Print Media

PLATINUM  
SPONSOR

3L+



Associated with Four Events  
Merchandise

Company Fact Sheets/Brochures  
Social Media Promotion

GOLD  
SPONSOR

2L+



Associated with Two Events  
Invitation to College

On Campus Company Banners  
Teasers, Promos and Fest Videos

SILVER  
SPONSOR

1L+



Banners, Posters & Flex  
Exclusive Event Partner

Featuring on Next Year Brochure  
Logo on Event Certificate

EVENT  
SPONSOR

50k+





## CONSULTING

Analytics

Live Case Study | 24 Hours

SUMANTRAN

Data Analytics Case Study

VISHLESHAN

## Jack Of All Trades

Flagship Event

**24 Rounds  
1 Winner**

The Ultimate Challenge

## Entrepreneurship

Business Simulation

B Plan Challenge with VCs

SRIJAN

Business Simulation Game

VICHAAR

## Marketing

Advertisement

Marketing Case Study

LEADER'S  
CHALLENGE

Innovation & Marketing

THINK VENT

## Supply Chain

Operations

Operations Case Study

MODUS  
OPERANDI

Supply Chain Case Study

TACTICA

## Finance

Stock Market

Virtual Stock Trading

BULL'S  
EYE

Financial Strategic Planning

SYNERGY

In-Depth Financial Analysis

MULYANKAN

## Social Responsibility

Guesstimate

CSR Case Study

PARISHRAM

Online Guesstimate Challenge

GUESSTIMATE

## Quiz

And Many More...

Business Quiz

QUIZZARD

AND MANY  
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