



VINOD GUPTA SCHOOL OF MANAGEMENT  
INDIAN INSTITUTE OF TECHNOLOGY KHARAGPUR

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# Purvodaya '23

THE PRISM OF POSSIBILITIES





## The theme of Purvodaya 2023: The Prism of Possibilities

Sweet are the uses of adversity! In this post pandemic era, our theme, "The Prism of Possibilities" seeks to help the emerging managers restructure their perspective when exposed to the VUCA World and urges them to view the World through a lens of untapped potential and possibilities for innovation and advancement.

Few of the offline activities that are planned are mentioned below

### Marathon

To promote cancer awareness



### Reminiscence Alumni Meet of VGSoM



### Leadership Summit A Discussion by Top Corporates (CXO Level)



## Purvodaya'23

Purvodaya'23 - the Annual B-School Fest conducted by the VGSoM, will be held at IIT Kharagpur, an Institute of Eminence and the oldest IIT. We are the largest institute in the IIT ecosystem in terms of strength (12000+ students)

*Purvodaya*  
*Core Committee*



# PURVODAYA

Annual B-School Fest

BELIEVE . RISE . ACHIEVE

6-7 February 2016

CASE CHALLENGE

STOCK TRADE



## *Why Purvodaya?*

**As a part of the mission of VGSOM to create outstanding management professionals and technology-driven leaders in the service of the nation and community, we host our B school fest Purvodaya to foster an environment of idea exchange and learning. The Fest provides a platform for discussions on pertinent new-age topics. The business competitions are meticulously designed to draw out the participants' creativity, knowledge and critical thinking. The event attracts CXOs, strategists, technology evangelists, thought leaders, entrepreneurs and professionals pioneering change, to come together to analyse real-world business scenarios and bring to life theoretical concepts in a practical framework. It is a platform for the industry and academia to come together to engage in discourse and for the students to nurture their business aptitude.**

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# KEYNOTE SPEAKERS OVER THE YEARS



**Dr. Randeep Guleria**  
Director, AIIMS

VGSOM IIT Kharagpur was delighted to welcome Dr. Randeep Guleria the Director of AIIMS, New Delhi as the Guest of Honour for the inaugural ceremony of Purvodaya '22. Dr. Guleria highlighted how the last few years had challenged existing societal norms and pushed the world to focus on 'One Health'.

VGSOM IIT Kharagpur was elated to welcome Mr. Sanjiv Bajaj, Joint Chairman & Managing Director at Bajaj Capital as the Chief Guest for the inaugural ceremony of Purvodaya '22. His words were insightful and enriched the students, stepping into the challenging corporate world.



**Mr. Sanjiv Bajaj**  
Jt. Chairman & MD,  
Bajaj Capital



**Dr. Meeran Borwankar**  
Retired IPS Officer,  
Advocate

Dr. Meeran Borwankar, retired IPS officer, Author, Speaker and an Advocate, flagged off Samvaad, the guest lecture series of Purvodaya by driving the discussion on Breaking the Paradigms and Moving on with eyes open.

Mr. Kaushik Mitra, Vice President, and CFO, PepsiCo India, enlightened the audience on the importance of developing oneself. Mr. Mitra underlined the value of learning how to straddle both strategic thinking and execution for professional success.



**Mr. Kaushik Mitra**  
Vice President & CFO,  
PepsiCo India



**Mr. Pravir Kumar**  
CEO, Reliance Jio

The final speaker for Samvaad, as part of Purvodaya '22, Mr. Pravir Kumar, CEO of Reliance Jio, illuminated the audience about the importance of challenging existing paradigms and shattering them to obtain radically different results.

## **FLAGSHIP EVENTS**



### **SRIJAN**

Srijan provides an unique opportunity for budding entrepreneurs to pitch their business ideas and get the mentoring and support to take it to the next level

### **MULYANKAN**

The Financial Analysis Competition- Mulyankan provides an unique platform for students to showcase their financial acumen and crack brain racking problems



### **SUMANTRAN**

Sumantran - Hunt for the star consultant challenges the students with a comprehensive case that tests their ability to dive deep into the problem

### **GUESSTIMATES**

Guesstimates requires students to do number crunching like an adept consultant and solve innovative business cases



### **MODUS OPERANDI**

It provides an excellent opportunity for students to experience real business issues related to operations management and supply chain

### **LEADER'S CHALLENGE**

This event requires students to get into the shoes of a CXO and present a ground-breaking solution to a business problem

# FLAGSHIP EVENTS



## PARISHRAM

A unique platform for students to showcase their analytical skills by solving a real-life CSR problem. "Parishram" is a live Social Empowerment Case Study Challenge

## SYNERGY

Presented by our student-run investment club- Drishtee Capital, Synergy is a unique platform where students showcase their passion for the stock market by solving real-time investment cases.

## SUMANTRAN

Put on your consultant's hats and make your way through quizzes, cases, presentations and challenging questions to emerge as the star consultant. comprehensive case

## QUIZZARD

We, a group of knowledge enthusiasts bitten by curiosity bug, a.k.a, the Quiz Club proudly present our flagship event of Purvodaya Festival – Quizzard

## MARATHON

With the intent of staying active and giving back to the community, the IIT Kharagpur students and faculty members get together to run for a cause: raising awareness about lowering cancer risk

## REMINISCENCE

The sixth edition of Reminiscence lets our distinguished alumni take us on a trip down memory lane, sharing countless happy moments that they shared on campus.

# EVENT SCHEDULE



FRIDAY  
**Feb 3rd**

## INAUGURATION

Inauguration ceremony marks the glorious beginning of the three day extravaganza of Purvodaya. It is graced by the Chief Guest of Purvodaya it set's the stage for the events to soaring.



## SAMVAAD

Samvaad in Purvodaya is the leadership talk series where eminent personalities share their words of wisdom and interact with the students.



SATURDAY

**Feb 4th**

SATURDAY  
**Feb 4th**

## REMINISCENCE

Distinguished guests from the rich alumni base of VGSOM embark on a journey down memory lane to their alma mater and relive their experiences.



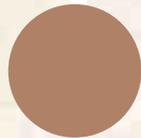
## LEADERSHIP SUMMIT

A discussion by top corporates from diverse industries on what it takes to be a leader and also shed light on various guiding principles for the aspiring managers of VGSOM IIT Kharagpur.



SUNDAY

**Feb 5th**



# PHOTO GALLERY



# SPONSORSHIP SLABS

<b>Title Sponsor</b>	<p>Consolidated social media Title package with reach to more than 12K followers worth</p> <p>Grand banners and posters all over IIT KGP campus with over 20K footfall across Blood Donation Camp, Marathon, Nukkad Natak and other events</p> <p>Invitation for a guest lecture from the company (Online/Offline) with more than 10K students</p> <p>Dedicated kiosk for 3 days during the fest</p> <p>Exclusive Case Study competition for solving the business problems of the company</p> <p>Exclusive Mentioning about the company as "Title Sponsor" in all Teasers, Promos, Fest Videos, and social media posts</p> <p>Exclusive Flagship event to promote Company Products/Services (On Campus and on Unstop), with the engagement of over 10K students</p> <p>Mention on brochures distributed to the guests and participants over 3 days of the fest</p> <p>Print Sponsors logo on the merchandise</p> <p>Association with all the events conducted during Purvodaya'23</p>
<b>Platinum Sponsor</b>	<p>Consolidated social media Title package with reach to more than 12K followers worth</p> <p>Grand banners and posters all over IIT KGP campus with over 20K footfall across Blood Donation Camp, Marathon, Nukkad Natak and other events</p> <p>Dedicated kiosk for 2 days during the fest</p> <p>Exclusive Mentioning about the company as "Platinum Sponsor" in all Teasers, Promos, Fest Videos, and social media posts</p> <p>Event to promote Company Products/Services (On Campus and on Unstop), with the engagement of over 10K students</p> <p>Exclusive Case Study competition for solving the business problems of the company</p> <p>Mention on brochures distributed to the guests and participants over 3 days of the fest</p> <p>Print Sponsors logo on the merchandise</p> <p>Association with all the events conducted during Purvodaya'23.</p>
<b>Gold Sponsor</b>	<p>Consolidated social media Title package with reach to more than 12K followers worth</p> <p>Dedicated kiosk for 1 day during the fest</p> <p>Exclusive Mentioning about the company as a "Gold Sponsor" in all Teasers, Promos, Fest Videos, and social media posts</p> <p>Mention on brochures distributed to the guests and participants over 3 days of the fest</p> <p>Event to promote Company Products/Services On Campus</p> <p>Associated with 8 events conducted during Purvodaya'23</p>
<b>Silver Sponsor</b>	<p>Consolidated social media Title package with reach to more than 12K followers worth</p> <p>Exclusive Mentioning about the company as "Event Sponsor" in all Teasers, Promos, Fest Videos, and social media posts of a particular event(s)</p> <p>Mention on brochures distributed to the guests and participants over 3 days of the fest</p> <p>Associated with 4 events conducted during Purvodaya'23</p> <p>Logo on event certificates from college</p>



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*Purvodaya '23*

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