



ANIL NEERUKONDA INSTITUTE OF TECHNOLOGY & SCIENCES


(Affiliated to AU, Approved by AICTE & Accredited by NBA)
Sangivalasa-531162, Bheemunipatnam Mandal, Visakhapatnam Dt.
Phone: 08933- 225084,226395

DEPARTMENT OF ELECTRONICS AND COMMUNICATION ENGINEERING

CIRCULAR

Date:05-02-2019

This is to inform all the III/IV and IV/IV ECE students that an event “**Business Combat**” is scheduled on 10-02-2019 and 23-02-2019. All the III/IV and IV/IV ECE students should utilize this opportunity to gain some business skills. So, interested students can give their names to the faculty co-ordinator Mr.J.Bhaskara Rao.


Head of the Department
Department of ECE
Anil Neerukonda Institute of Technology & Sciences
Sangivalasa-531 162



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Knowledge Hunt 2020 on 25-02-2020



Students writing their Screening test


Head of the Department
Department of ECE
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Sangivalasa-531 162

ECE-93

Business combat

Faculty Co-ordinator: Dr.Praveen Babu Choppala

Student Co-ordinators: Yogita Buddukuri

PVK Gowtham

Aparanjini



A total of 58 teams have registered for the even. The size of the team varies from 2-4. The total details of the registered teams are as below:

S.No	Team Members	Branch and Year	email
1	1. T.Venkata Sai 2.E.Vinay 3.B.Hemanth 4.S.Revanth	IT - 1 - B	saitangudu3@gmail.com
2	Meghana Ande B.Sahiti Ch.Aneesha P.Kameswari	IT - 3 - B	meghana.ande@gmail.com
3	Hanimi Reddy Srinivas Hemanth Sonu Naveen	IT - 1 - A	hreddvjulakanti@gmail.com
4	S.Satya Krishna Mohan S.L.Sai Kiran N.Udaya Sree D.Saki Sowmya	IT - 1 - A	mohansingamsetti@gmail.com
5	K.Sowmya A.Sraddha Ananya Jahnavi Nikhila	IT - 1 - A	atyamsraddhaananya2000@gmail.com
6	Ch.Nalini Ratha Sai J.Noothana G.Bharathi Hari Rachit	IT - 1 - A	nalinisaranayareddy@gmail.com

- | | | | |
|----|---|-------------|--|
| 7 | G.Sai Kiran
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V.Pavan Kumar | IT - 1 - A | vvsdineshchinna@gmail.com |
| 8 | K.Saketh
D.Koushik Yadav
K.Sai Sunil
K.Anirudh | IT - 1 - A | anirudhkotha1234@gmail.com |
| 9 | K.Bindu Priya
Ch.Venkata Lakshmi | ECE - 2 - A | bindupriya023@gmail.com |
| 10 | B.S.P.Sumanth
G.Sai Ganesh
K.Merlin
Grace | ECE - 2 - A | bspsumanth@gmail.com |
| 11 | A.Pratyusha
K.Anisha Keerthi | ECE - 2 - A | k.a.keerthi37@gmail.com |
| 12 | K.Keerthi Pratyusha
T.Pooja | ECE - 2 - A | keerthipratyusha942@gmail.com |
| 13 | Ch.Su. Ss. Upendra
B.Chandra Manikanta
N.Arshith | ECE - 2 - A | saich817@gmail.com |
| 14 | E.Yaswanth Reddy
Suhruith
Bavitha
D.Keerthi | ECE - 2 - A | eyaswanthraj123@gmail.com |
| 15 | S.S.Raviteja
G.Chaitanya Prasad
S.Hruthika
T.Abhigna | ECE - 2 - B | sosriravitejaa@gmail.com |
| 16 | T.Vijay Tej
Y.Avinash Kumar
K.S.R.Praveer
K.Amrutha | ECE - 2 - B | avi.yalamanchilli@gmail.com |

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17	K. Sneha ✓ M. Pujitha ✓ M. Himaja ✓	ECE - 2 - B	gudithamummidharagu26@gmail.com
18	P. Subhavi ✓ S. Sai Ujwala ✓ S. Samanya ✓ Peter Francis ✓	ECE - 2 - B	ubwalaenkar29@gmail.com
19	A. Raghu ✓ S. Tanisha ✓ B. Partho ✓ P. Srihast Teja ✓	ECE - 2 - B	ayratamurva@gmail.com
20	L. Sumanth ✓ Surya Pavan ✓ Pavan Kagesh ✓ Arjun Rao ✓	ECE - 2 - C	kunchamsuryapavan@gmail.com
21	P. Pramod ✓ Md. Taj Nawaz ✓ John Kumar ✓ Kalyan Ram ✓	ECE - 2 - C	johnkumar7702@gmail.com
22	S.V.V. Sai Pradeep ✓ P. Haritha ✓ B. Sai Abhilesh ✓ P. Praveen ✓	ECE - 2 - C	saipradeepsamireddy90@gmail.com
23	Gopal ✓ Yeswanth ✓ Sathwick ✓	CSE - 1 - A	visasatvik123@gmail.com
24	I. Somasekhar ✓ N. Chaitanya Sai Reddy ✓ V. Vivek ✓ Riaz Md ✓	CSE - 1 - B	ibasomsethar4118@gmail.com
25	M. Diveshwar ✓ I. Abhiram ✓ Rohith Vannu ✓	CSE - 1 - B	diveshwarv1@gmail.com
26	M. Manoj Kumar ✓	CSE - 1 - B	manoj11991199@gmail.com

	G.Abhiram P.Hariprasad Lingeshwar		
27	N.Sumanth D.Venkata Koushik J.Sai Vinay	CSE - 2 - A	koushikdanda1101999@gmail.com
28	Gowtham Sai Kumar Praneeth	MECH - 2 - C	gowtham.chintala16@gmail.com
29	G.Jyostna ✓ P.Joy Grace ✓ K.Bhavana ✓	ECE - 1 - C	goppumukkalajyothsnajyothsna@gmail.com
30	A.Dinesh ✓ Ch.Lokesh ✓ G.Santosh ✓	ECE - 3 - B	athmakuridineshkumar@gmail.com
31	Hadasa Preethi ✓ Abdul Irfan ✓	ECE - 3 - B	hadasapreethi@gmail.com
32	Vinay ✓ Vamsi ✓ Praneeth ✓ Kranthi(Mech)	ECE - 3 - B	praneethrocks123@gmail.com
33	Rohitha ✓ Jyostna ✓ Samyuktha ✓	ECE - 3 - B	dantulurisamyuktha@gmail.com
34	Sindhu Gorle Lalitha Buragapu Sravani Gembali Y.Vineela	CSE - 2 - A	sindhu.gorle@gmail.com
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M.V.Sai Ram
D.Sai Prasanth

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50	Mohammed Payez T.Harshita Reddy V.Jayashree J.Dheeraj	EEE - 3 - E	md.payez8@gmail.com
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53	Sayed Kaleem G.Shreya	MECH - 3 - E	shreya2021999@gmail.com
54	Ch Mounika ✓ K.V.Ratnayathi ✓	EEE - 3 - A	chidagam.mounika@gmail.com
55	G.Lalitha ✓ C.Nelanda ✓ D.Jagadish ✓ Bhargav Kasa ✓	EEE - 3 - A	lalitha.gorthi99@gmail.com
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②

The first round was conducted on 10th February 2019. The first round is an online round where all the participating teams are given two cases to which they have to give their best possible solution.

The cases are as below:

Case 1:

BEAT HARMONY — BEAT HARMONY Television is a satellite and cable television channel operating in the international market. The firm is owned by an American company and was launched in 1981 in the American market. Initially, the main content aired by the firm was light popular HARMONY suited to people aged between 18 and 35 years. The firm gradually added more content suited to people of different ages, including children and elders. In 1987, the company started expanding into the global market, starting with Europe. After achieving significant market growth in the European market, the company expanded its operations into the Middle East in 2007. The Arab culture is the biggest challenge that BEAT HARMONY faced when expanding into the Middle East. The Arabic Culture and the Challenges it poses to BEAT HARMONY — The Arabic culture is unique since it is strongly attached to religion. Although there are a few other religions in the Arabic world, most Arabs follow the Islamic religion. Consequently, most Arabs hold onto strict moral values and norms. People in most of the countries that make up the Arabic world embrace a conservative culture. The components of the Arabic culture, therefore, have significant variations from the components of the western culture. Exposure of most parts of the woman's body is tolerated in the Western culture, but not in the Arabic culture. As such, the Arabic culture is conservative while the Western culture is explicit. Just like in other cultures, the Arabic culture is made up of numerous sub-cultures. For instance, the culture of the people of Saudi Arabia has some differences from the culture of the citizens of the United Arab Emirates and Qatar. Due to the conservative culture that is prevalent in the Arabic nations, most Arabs are likely to perceive such content as being offensive. Further, BEAT HARMONY is faced with the challenge of coping with the different subcultures existing in the Arab world.

Case 2:

EMPLOYEE OVER TIME ----- Neon Tech is an IT based service company whose turn-over is 120 crores. It was initially established in Bangalore. The company deals with small establishments which require software that help them to maintain their Web Development, Customer data, keeping record of their Financial Transactions, Infrastructure Establishment, Network Securities and Local Communication Services. Neon Tech has already signed a contract with Surya Engineering Solutions for Web Development Service. The contract was made for 4 crores with the condition to deliver the product by 31st December 2018. The contract was signed on 1st July 2018. The working hours of the employees were 9 hours a day starting from 9am in the morning to 6pm in the evening. Half way through the completion of the project Neon Tech was offered with another much awaiting project in the Government Sector. Getting projects in the Government Sector is one of the major accomplishments for any regional company. But the schedule of the workers may turn cumbersome as the project period for both is alike and the employees need to work overtime in order to meet the deadlines. The latter one cannot be neglected as once a project in the Government is successfully delivered, then the value of the company will be drastically changing, and market may increase. The company is not in position to pay overtime to the employees while the employees are also not ready to work without any incentives. The first contract should not be broken and the latter one should not be denied while the existing employees should work overtime. Neon Tech is facing challenge in coping up with the situation and keep their employees in tact while boosting them to deliver their project in stipulated time. Device a strategy keeping in mind the reputation of the company after the delivery of the Government project.

By the 11th February morning submissions were closed and by 13th february evening all the responses were studied and a total of 23 teams were shortlisted for the second phase of BCOMBAT.

The details of the shortlisted teams are as follows:

<u>Team Member 1</u>	<u>Team Member 2</u>	<u>Team Member 3</u>	<u>Team Member 4</u>	<u>e-mail id</u>
Keerthi Prathyusha	T.pooja			keerthiprathyusha942@gmail.com
Prathyusha	P.N.M.Mrudu	N.Anusha		pnm.mrudu@gmail.com
Prathyusha	Koushik	Sai Vinay		sumanthns24@gmail.com
Raj	K.Alekhya	M.Sajid Basha	S.Pradeep	najayraj.16.cse@anits.edu.in
Prathyusha	Sahithi Barla	Ch. Aneesha	P.kameswari	meghana.ande@gmail.com
Prathyusha	g gopal krishna reddy	a yeswanth sai kumar		vijaysatvik123@gmail.com
Prathyusha	Abdul irfan	Swapnika		hadasapreethi@gmail.com
Prathyusha	G.Chaitanya prasad	S.Hruthika	T.Abhigna	sosriraviteja@gmail.com
Prathyusha	G.Anusha	M.Himaja		pujithamummadivarapu26@gmail.c
Sai Sandeep	Basa Ashok Kumar	Bodda Sri Vidya	Vukkem Sai Mahidar	sandeepvendra1404@gmail.com
Prathyusha	Koushik	Sai vinay	Sai Pavan	sumanthns24@gmail.com
Prathyusha	r.k.chowdhary	k.tejeswara rao	b.santhosh	rahulbabu123456@gmail.com
Prathyusha	v mohan sai vamsi	s vinay kumar	b dharma praneeth	praneethrocks123@gmail.com
Prathyusha	G.Sai Nikhitha	K.Raja	B.T.V Madan	yeshwanth.g123@gmail.com

st	L. Tanun	Y. Gayathri	P. Kishore	sravya23yelle@gmail.com
ssari	Shreya Gokavantu	Syed Kaleem	-	shreya2021999@gmail.com
gkala	P.Sahasini	S.L.N.Sameera	Peter Frances	sameeraadd2099@gmail.com
sta sai	S reavanth	E vinay	B Heemanth	saitangudu3@gmail.com
st	M.Supreethi			dadranya2000@gmail.com
	John kumar	kalyan ram	pramod	johnkumar7702@gmail.com
stanya	Somsekhar	Riyaz Mohammed	Vivek	iliasomsekhar4118@gmail.com
gorthi	C.Nalanda	D.Jagadish	Bhargav Kasa	lalitha.gorth09@gmail.com
MOHAN	D. SAI SOWMYA	S. L. SAI KIRAN	N. UDAYA SREE	mohansingamsetti11@gmail.com
3.17127E+11	3.17127E+11			k.a.keerth07@gmail.com

Second phase:

Initially the second phase was to be held on 16th February, but due to certain issues the date the date was preponed to 15th February.

All the necessary instructions about the second phase were shared to the shortlisted students through mails. The seminar hall was booked for 15th morning, all the necessary permission were taken in due time.

Expected iterative:

8:40-9:00	-	HOD, Bhaskar sir and Praveen sir addressing the students.
9:00-9:20	-	1 st discussion
9:20-9:25	-	Buffer
9:25-9:45	-	2 nd discussion
9:45-9:50	-	Buffer
9:50-10:10	-	3 rd discussion

Jobs assigned:

Scripting	-	Yogitha
Video and photo-		Vinay
Time keeper	-	Sindhuja
Judgement & score-		Anirudh, Vamsi & Aparanjini

On the day of the event:

- Event started at 09:00 AM
- First group picked case 2 at 09:00 AM
- Discussion time was given for the first group
- Group discussion started at 09:04 AM
- 1 minute time for each team to present their idea
- Contradiction and Negotiation – 09:10 AM
- Team 6 started – 1 – 2 – 3 – 2 – 7 – 2 – 3.
- End of discussion 1 – 09:20 AM

- Second group picked case 2 – 09:29 AM
- Discussion time was given for the second group
- Group 2 started discussion at 09:31 AM
- 1 minute time for each group to present their ideas
- Contradiction and Negotiation – 09:38 AM
- 1 – 4 – 1 – 3 – 5 – 6 – 1 – 5 – 4 – 1 – 3 – 4 – 3 – 5 – 1 – 5 – 2 – 7 – 1 – 3 – 5 – 1 – 3 – 5.
- End of discussion 2 – 09:51 AM

- Third group picked case 1
- Discussion time was given
- Group 3 started discussion at 10:01 AM
- 1 minute time for each group to present their ideas
- Contradiction and Negotiation – 10:09 AM
- 7 – 3 – 2 – 1 – 3 – 8 – 2 – 5 – 6 – 1 – 3 – 8 – 3 – 1 – 4 – 1 – 7.
- End of discussion 3 – 10:21 AM
- HOD ma'am addressed the students – 10:25 AM
- Rajesh Sir from Department of Mechanical Engineering came to introduce the MOU signed with i2E to the students APSSDC – entrepreneurship development cell - 10:37 AM

Finalists:

	Team Members	Branch and Year	email
1	Meghana Ande B.Sahiti Ch.Aneesha P.Kameswari	IT - 3 - B	meghana.ande@gmail.com
2	Gopal	CSE - 1 - A	vijaysatvik123@gmail.com

	Yeswanth Sathwick		
3	Hadasa Preethi Abdul Irfan Swapnika	ECE - 3 - B	hadasapreethi@gmail.com
4	S.S.Raviteja G.Chaitanya Prasad S.Hruthika T.Abhigna	ECE - 2 - B	sosriravitejaa@gmail.com
5	K.Sneha M.Pujitha M.Himaja	ECE - 2 - B	pujithamummidivarapu26@gmail.com
6	Vinay Vamsi Praneeth Kranthi(Mech)	ECE - 3 - B	praneethrocks123@gmail.com
7	Gayatri Sravya Tarun Kishore	ECE - 3 - C	sravya23yelleti@gmail.com
8	Sayed Kaleem G.Shreya Aquib Ansari	MECH - 2 - C	shreya2021999@gmail.com
9	P.Suhasini S.Sai Ujwala S.Sameera Peter Francie	ECE - 2 - B	sameeraadd399@gmail.com
10	G.Lalitha C.Nalanda D.Jagadish Bhargav Kasa	ECE - 3 - A	lalitha.gorthi99@gmail.com
11	S.Satya Krishna Mohan S.L.Sai Kiran N.Udaya Sree	IT - 1 - A	mohansingamsetti@gmail.com

D Saki Soomys

12 ANH Anusha
PNA Mrudh
V.Vasavi Pragya

AU

prithi.mrudu@gmail.com

Third phase

Final Event Successful contestants of the discussion round who will be able to negotiate and convince the terms to their solution will be shortlisted to the Final Event.

The Final Event consists of various teams challenging each other with their skills and bringing up a firm assigned to them all from a scratch, which involves **Business Planning, Financial Planning, Marketing Strategy and Canvassing**. Presentations will be made by the contestants before the Judges of the industry in order to evaluate their performances.

Best teams hereby will be awarded the stated prize money and the contestants will be provided with the participation certificates.

Guests as well as judges of the day were Mr. Madhav Reddy and Mr. Sudhakar Pantula.

Madhav Reddy

"Bharat Shiromani Awardee 2018" (For excellence in Entrepreneurship) Leadership Coach,
Motivational Speaker

& Corporate Trainer Startup Mentor & Curator Certified Lean Six Sigma Black Belt.

Madhav Reddy is in the field of training & development for past 18 years. He has been conducting training programs & talks at MNC's, Public sector firms, Colleges, Universities across India. He has also conducted programs for nationals of Muscat, Nigeria & England.

Sudhakar Pantula (CEO)

Prospecta technologies.

Armed with a degree in Industrial Engineering and 25 years of experience in IT across a number of industries, he has great experience with start-ups, being responsible for many successful start-ups. He has over a decade of experience in designing and building enterprise solutions while also designing customized software to meet specific needs of the industry.

20-02-19:

By morning 8am, the banners for the event were put at the main entrance as well as in the crt hall. The chief guest arrived at the college at 9am.

- 09:00 AM : Arrival of the Chief Guest at CRT Hall
- 09:10 to 10:00 AM : Interview'
- 10:00 to 10:45 AM : Presentation by the Guest
- 10:45 to 10:50 : Introduction of the Second Guest, Sudhakar Sir
- 10:50 to 10:55 AM : Brief explanation about the rounds
- 10:55 to 11:05 AM : Break
- 11:05 AM : 1A started (1st batch) (Pet care Franchise)
- 11:14 AM : Presentation completed
- 11:14 AM : Questions started from opposite team
- 11:17 AM : Questions started from judges
- 11:26 AM : 1A batch completed their presentation
- 11:37 AM : 1B batch started their presentation (PAKVAAN)
- 11:37 AM : Questions started from opposite team
- 11:40 AM : Questions from judges
- 12:00 PM : 1B batch completed their presentation
- Lunch break till 12:45 PM
- 12:45 PM : Students assembled in the Hall
- 12:55 PM : 2A batch started their presentation (House Renting)
- 12:58 PM : Presentation completed
- 12:58 PM : Questions started from opposite team
- 01:04 PM : Questions from Judges
- 01:05 PM : 2A Batch completed their presentation
- 01:00 PM : 2B Batch started (Mobile App Service)
- 01:12 PM : Presentation completed
- 01:12 PM : Questions from opposite team
- 01:14 PM : Questions from Judges
- 01:19 PM : 2B Batch completed their presentation
- 01:19 PM : 3A Batch started (WIT)
- 01: 28 PM : Presentation completed
- 01:28 PM : Questions from opposite team
- 01:31 PM : Questions from judges
- 01:38 PM : 3B Batch started (Total Home Care)
- 01:49 PM : Presentation completed
- 01:50 PM : Questions from opposite team
- 01:58 PM : Questions from judges
- 01:59 PM : 3B Batch completed their questions
- 01:59 PM : 4A batch started (Bonfit)
- 02:09 PM : Presentation completed
- 02:11 PM : Questions from opposite team
- 02:13 PM : Questions from judges
- 02:17 PM : 4A Batch completed their presentation

- 02:17 PM: 4B Batch started (Hospitality BNB)
- 02:28 PM : Presentation completed
- 02:28 PM : Questions from opposite team
- 02:29 PM : Questions from judges
- 02:35 PM : 4B Batch completed their presentation
- 02:35 PM : 5A Batch started (ALOHOMORA)
- 02:47 PM : Presentation completed
- 02:47 PM : Questions from opposite team
- 02:49 PM : Questions from judges
- 03:00 PM : 5A Batch completed their presentation

Both the judges were given two scoresheets on which they gave individual scores for against certain fields. The job of selecting the top[three was given to the judges only. As both of them had different score sheets, their individual top three teams didn't coincide, hence both the judges discussed and came to a common top three, and the prizes were given accordingly.

The winners of the final round were:

MECH - 2 - C	shreya2021999@gmail.com	1 st 9676089263	Employee meal service
IT - 3 - B	meghana.ande@gmail.com	2 nd 9177185777	House rental service
ECE - 3 - C	sravva23yelleti@gmail.com	3 rd 8247745215	Home-based senior care


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