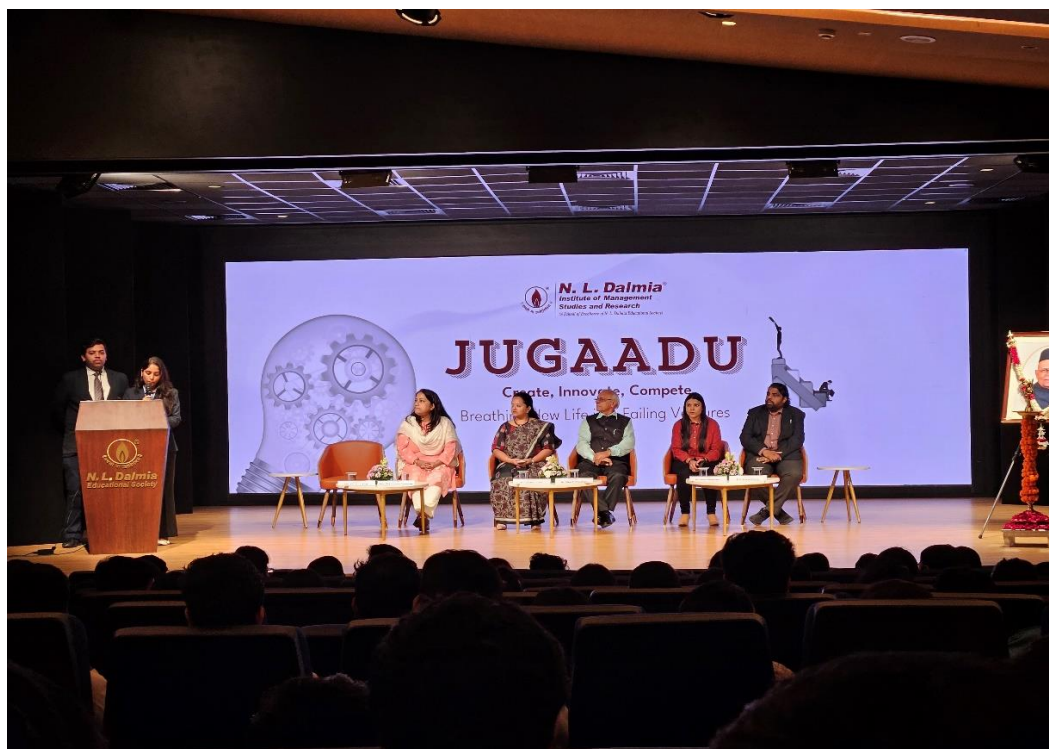


JUGAADU- 2024

A flagship event by NURTUR-E



Name of the Event- Jugaadu – 2024 ‘CEO Challenge’

Date of the Event- September 20, 2024, 2.PM.-5PM.

Location of the Event- Auditorium, N.L. Dalmia Institute of anagement Studies and Research

Organizer- NURTUR – E Committee of N.L. Dalmia

Guided by- Prof. Anand Dhutraj , Committee Head, Nurtur -E

No. of Attendees- 350 Students

Guest of Honour- Mr. Nilkanth V. Chaudhari- Director, Sunstar Engineering Pvt. Ltd.

Mrs. Vandana Joshil- Founder, Ardhya Akshar

Ms. Ishani Maheshwari- Ass. Manager, Flipkart

Event Summery

On 20th September, Nurtur-E organized the flagship event ‘JUGAADU-2024’. The event was a competition among six teams on the topic ‘CEO-Challenge’, where participants were given each company from various sectors and they had to understand the reasons behind downfall of each allotted company. Teams also had to design the comeback strategies for the respective companies. Each team comprised of 3 members and were given 10 minutes to present their ideas.

The guest of honour for the event Mr. Nilkanth, Mrs. Vandana and Ms. Ishani were welcomed by Dean of Academics, Prof. Dr. Joyeeta Chatterjee and Mr. Anand Dhutraj. Chirag Bhutada and Chaitali Chavan introduced guests to the faculty and students. Presentations started immediately after the introduction.

The participant teams were-

1. Team Unitech- Apoorv Suman, Yutika Pandit & Vinayak Pandey

Company assigned : Unotech

The team presented the downfall of renowned company Unotech and shared comeback strategies. Examples- Asset restructure, Damage control and Company revamp.

2. Team Learning Titan - Nisha Rao, Jeffrey Michael, Vedant Sonar

Company assigned : Byju's

The comeback strategy for Byju by this team were reduce marketing & sales expenses reduce employee cost. The team also mentioned they would negotiate debt terms and sell non-essential assets.

3. Team Financial Mavericks- Nishant Patil, Rishav Roy, Jash Shah

Company assigned : Yes Bank

The team explained about Yes bank which was once the 4th largest bank faced major downfall due to liquidity crunch. To support them during downfall RBI initiated various supportive measures to protect interest of banks and it's consumers.

4. Team Turbulence Tamers- Rutuja Teli, Aniket Pareek, Juhi Shah

Company assigned : Jet Airways

To revive the Jet airline, strategies such as building a strong management team, securing strategic investors, and improving financial resilience could have helped Jet regain stability and avoid insolvency.

5. Team ConquerCon- Dishant Jain, Krishita Kothari, Sanjana Dhakan

Company assigned : Videocon

The team presented a strategic analysis on Videocon, exploring its decline into a loss-making entity and proposing actionable strategies for its financial turnaround.

6. Team Coffee Revivalists- Abhineet Srivastava, Andrew James, Yashvi Gosalia

Company assigned : Café Coffee Day

The team addressed its downfall due to over-expansion, financial struggles, and slow tech adoption. Revival plans include financial restructuring, rebranding, operational streamlining, digital transformation, and customer-centric innovations.

Question and Answer session was held after each presentation, where dignitaries were impressed by the innovative ideas of the young minds of participants. From Videocon to Yes Bank, participants showed their versatility and creative approach. After all the presentations, an interactive session called 'Guess the Logo-Company' was held by Nurtur – E committee members for the audience. The winners of this activity were given attractive rewards.

At the end of the event, winners were announced. The winners are as follows:

1. **Winner team-** Team ConquerCon (Videocon)
2. **1st Runner-up team-** Coffee Revivalists (Café Coffee Day)
3. **2nd Runner-up-** Financial Mavericks (Yes Bank)

The invited guests and dignitaries along with Prof. Dr. M.A. Khan, Director at N.L. Dalmia, felicitated and congratulated all the winners and participants. The guest shared their valuable insights with all the present students and wished all the best for innovation and future.

Winner of Jugaadu 2024- Team ConquerCon (Videocon)





1st Runner up team- - Coffee Revivalists (Café Coffee Day)

2nd Runner up team- Financial Mavericks (Yes Bank)

