



ANIL NEERUKONDA INSTITUTE OF TECHNOLOGY AND SCIENCES (ANITS)
ANITS COMMUNICATION ENGINEERS SOCIETY [ACES]



DEPARTMENT OF ECE PRESENTS

A TWO DAY NATIONAL LEVEL TECH FEST



BUSINESS COMBAT

UNLEASH YOURSELF



CASE
STUDY



GROUP
DISCUSSION



VIRTUAL
START-UP

WIN
Exciting
CASH
PRIZES!

Convenor

Dr. V. Rajya Lakshmi
Head of the Dept., ECE

Co-Convenor

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Faculty Co-ordinator

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Student Co-ordinators



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REGISTRATION
FEE

₹ 50/- per head



CANDIDATES
PER TEAM

TWO - FOUR

10TH FEB
2019

CONTACT US :



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www.fb.com/anitstachyon2.0



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Tachyon 2.0

Business combat

Faculty co-ordinator: Dr.Praveen Babu Choppala

Student co-ordinators: Yogita buddukuri IV/IVECE

PVK Gowtham IV/IVECE

Aparanjini IV/IVECE

A total of 58 teams have registered for the even. The size of the team varies from 2-4.

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:

Case1:

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.

A total of 58 teams have registered for the event. 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	Contact
1	1. T.Venkata Sai	IT - 1 - B	saitangudu3@gmail.com	7995741274
	2.E.Vinay			
	3.B.Hemanth			
	4.S.Revanth			
2	MeghanaAnde	IT - 3 - B	meghana.ande@gmail.com	9177185777
	B.Sahiti			
	Ch.Aneesha			
	P.Kameswari			
3	Hanimi Reddy	IT - 1 - A	hreddyjulakanti@gmail.com	9955147207 4
	Srinivas			
	Hemanth			
	Sonu Naveen			
4	S.Satya Krishna Mohan	IT - 1 - A	mohansingamsetti@gmail.com	9959402434
	S.L.Sai Kiran			
	N.UdayaSree			
	D.SakiSowmya			
5	K.Sowmya	IT - 1 - A	atyamsraddhaananya2000@gmail.com	8186918918
	A.SraddhaAnanya			8106535809
	Jahnvi			
	Nikhila			
6	Ch.NaliniRatha Sai	IT - 1 - A	nalinisarananyareddy@gmail.com	9381309645
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	G.Bharathi			
	Hari Rachit			
7	G.Sai Kiran	IT - 1 - A	vvsdineshchinna@gmail.com	9014642230
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	V.Pavan Kumar			
8	K.Saketh	IT - 1 - A	anirudhkotha1234@gmail.com	6303540574
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	K.Sai Sunil			
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9	K.BinduPriya	ECE - 2 A	bindupriya023@gmail.com	9866265641
	Ch.Venkata Lakshmi			
10	B.S.P.Sumanth	ECE - 2 A	bspsumanth@gmail.com	9676826544
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13	Ch.Su. Ss. Upendra	ECE - 2 A	saich817@gmail.com	
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14	E.Yaswanth Reddy	ECE - 2 A	eyaswanthraj123@gmail.com	
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	D.Keerthi			7306203499
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	John Kumar			
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23	B.SaiAkhilesh			
	P.Praveen			7337005663
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	Yeswanth			
	Sathwick			
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	V.Vivek			
25	Riaz Md.			
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26	Rohith Varma			
	M.Manoj Kumar	CSE - 1 -B	manoj11991199@gmail.com	9440032255
	G.Abhiram			
27	P.Hariprasad			
	Lingeshwar			
	N.Sumanth	CSE - 2A	koushikdanda1101999@gmail.com	7569021067
28	D. VenkataKoushik			
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	A.Dinesh	ECE - 3-B	athmakuridineshkumar@gmail.com	8688164882
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33	Praneeth			
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35	LalithaBuragapu			
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	K.KarthikPreetham			
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42	Avinash			
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	Ch.Vinay			
44	A.M.SivaRamaraja			
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45	Darshan			
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	Tarun			
46	Kishore			
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	K.Raja			
47	B.T.V.Madan			
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	Madhuri			
48	Shalini			

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	V.Jayashree			
	J.Dheeraj			
51	D.SaiCharan	EEE - 3 C	cherry14009@gmail.com	8500519859
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	B.Srinu			
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	Y.Joshna			
	P.Manogna			
	T.Dhakshayani			
53	Sayed Kaleem	MECH 2C	shreya2021999@gmail.com	9676089263
	G.Shreya			
54	ChMounika	ECE - 3 A	chidagam.mounika@gmail.com	7993531144
	K.V.Ratnavathi			
55	G.Lalitha	ECE - 3A	lalitha.gorthi99@gmail.com	8019252053
	C.Nalanda			
	D.Jagadish			
	BhargavKasa			
56	S.Anesh	MECH 3C	salapuaneshambani@gmail.com	8987892169 5
	P.Manikanta			
	P.Abhishek Kumar			
57	N.Ajay Raj	CSE - 3 A	najayraj.16.cse@anits.edu.in	
	K.Alekhya			
	M.SajidBhasha			
	S.Pradeep			
58	D.Ramya	ECE - 2 A	dadiramya2000@gmail.com	9398431291
	M.Supreethi			

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

The details of the shortlisted teams are as follows:

Team Member 1	Team Member 2	Team Member 3	Team Member 4	e-mail id
K.Keerthiprathyusha	T.pooja			keerthiprathyusha942@gmail.com
V.VasaviPragya	P.N.M.Mrudu	N.Anusha		pnm.mrudu@gmail.com
SumanthNidamanuri	Koushik	Sai Vinay		sumanthns24@gmail.com
N.Ajay Raj	K.Alekhya	M.SajidBasha	S.Pradeep	najayraj.16.cse@anits.edu.in
MeghanaAnde	SahithiBarla	Ch. Aneesha	P.kameswari	meghana.ande@gmail.com
g vijaysatvik	g gopalkrishnareddy	a yeswanthsaikumar		vijaysatvik123@gmail.com
Hadasapreethi	Abdul irfan	Swapnika		hadasapreethi@gmail.com
S.S.Raviteja	G.Chaitanyaprasad	S.Hruthika	T.Abhigna	sosriraviteja@gmail.com
M.Pujitha	G.Anusha	M.Himaja		pujithamummadivarapu26@gmail.com
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SumanthNidamanuri	Koushik	Sai vinay	Sai Pavan	sumanthns24@gmail.com
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g krantikiran	v mohansaivamsi	s vinaykumar	b dharma praneeth	praneethrocks123@gmail.com
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Y. Sravya	L. Tarun	Y. Gayathri	P. Kishore	sravya23yelleti@gmail.com
Aquib Ansari	Shreya Gokavarapu	Syed Kaleem	-	shreya2021999@gmail.com
S.SaiUjawala	P.Suhasini	S.L.N.Sameera	Peter Frances	sameeraadd399@gmail.com
T Venkatasai	S reavanth	E vinay	B Heamanth	saitangudu3@gmail.com
D.Ramya	M.Supreethi			dadiramya2000@gmail.com
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A.Pratyusha	K.AnishaKeerthi			k.a.keerthi37@gmail.com

Second phase:

The second phase was held on 15th February 2019 in seminar hall. All the necessary instructions about the second phase were shared to the shortlisted students through mails. In the beginning of the event HOD madam, Bhaskar sir and Praveen sir addressing the students. Each team presented their product with demo advertisement. At the end of the event Dr. Rajesh Ghosh from Department of Mechanical Engineering, ANITS came to introduce the MOU signed with i2E to the students APSSDC – entrepreneurship development cell.

12 Teams were selected for the final round

Finalists:

S.no	Team Members	Branch and Year	email		Field of Industry
1	MeghanaAnde	IT - 3 - B	meghana.ande@gmail.com	9177185777	House rental service
	B.Sahiti				
	Ch.Aneesha				
	P.Kameswari				
2	Gopal	CSE - 1 - A	vijaysatvik123@gmail.com	7337005663	E-Learning tool
	Yeswanth				
	Sathwick				
3	HadasaPreethi	ECE - 3 - B	hadasapreethi@gmail.com	9515042808	Hospitality
	Abdul Irfan				
	Swapnika				
4	S.S.Raviteja	ECE - 2 - B	sosriravitejaa@gmail.com	7306203499	Fitness services
	G.Chaitanya Prasad				
	S.Hruthika				
	T.Abhigna				
5	K.Sneha	ECE - 2 - B	pujithamummidivarapu26@gmail.com	9121759827	Mobile app service
	M.Pujitha				
	M.Himaja				
6	Vinay	ECE - 3 - B	praneethrocks123@gmail.com	7675955314	Toys for children
	Vamsi				
	Praneeth				
	Kranthi(Mech)				
7	Gayatri	ECE - 3 - C	sravya23yelleti@gmail.com	8247745215	Home-based senior care
	Sravya				
	Tarun				
	Kishore				

8	Sayed Kaleem	MECH -2 C	shreya2021999@gmail.com	9676089263	Employee meal service
	G.Shreya				
	Aquib Ansari				
9	P.Suhasini	ECE - 2 - B	sameeraadd399@gmail.com	9642694904	Shared workspace
	S.SaiUjwala				
	S.Sameera				
	Peter Francie				
10	G.Lalitha	ECE - 3 - A	lalitha.gorthi99@gmail.com	8019252053	Pet care franchise
	C.Nalanda				
	D.Jagadish				
	BhargavKasa				
11	S.Satya Krishna Mohan	IT - 1 - A	mohansingamsetti@gmail.com	9959402434	Bike rental service
	S.L.Sai Kiran				
	N.UdayaSree				
	D.SakiSowmya				
12	NHL Anusha	AU	pnm.mrudu@gmail.com		Online job search portal
	PNM Mrudu				
	V.VasaviPragya				

Third phase(Finals)

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.

Third phase

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 event 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.

Both the judges were given score and declared top three, and the prizes were given accordingly.

The winners of the final round were:

Employee meal service	Sayed Kaleem	MECH - 2 - C	shreya2021999@gmail.com	1 st Prize
	G.Shreya			
	Aquib Ansari			
House rental service	MeghanaAnde	IT - 3 - B	meghana.ande@gmail.com	2 nd 9177185777
	B.Sahiti			
	Ch.Aneesha			
	P.Kameswari			
Home-based senior care	Gayatri	ECE - 3 - C	sravva23yelleti@gmail.com	3 rd 8247745215
	Sravva			
	Tarun			
	Kishore			