

## About GSB

GITAM School of Business (GSB), Visakhapatnam, is a premier management institution in India, renowned for its rigorous academic programs and unwavering commitment to developing future business leaders.

GSB is an internal part of GITAM (Gandhi Institute of Technology and Management) and upholds the institution's legacy of academic excellence and innovation. It offers a diverse range of undergraduate, postgraduate, and doctoral programs designed to equip students with the knowledge and skills required to address contemporary and sustainable business challenges.

We are committed to preparing students for the future, making GSB one of the most competitive management schools in India. Our programs not only build a strong foundation in core business disciplines but also offer distinct specializations, giving our graduates a competitive edge in the professional world.

GSB offers world-class facilities such as the Bloomberg Terminal, NSE Paathsala, CESIM Simulations, and the Venture Development Centre, providing students with hands-on experience in financial markets, business decision-making, and entrepreneurship. These resources, along with regular interactions with industry leaders and opportunities for experiential learning, help foster leadership, innovation, and entrepreneurial skills.

Nestled within a sprawling 100-acre campus in Visakhapatnam, GSB provides state-of-the-art infrastructure and a vibrant learning environment that inspires academic and professional excellence.

*Dil Se Gem!*



# GITAM Excellence Meet

## SAAMARTHYA EMPOWERING FUTURE LEADERS

### CONVENOR

Dr. B. Krishna Kumari - 9490263234

### GPL REGISTRATIONS

Rohit - 8143696927  
Yashwanth - 9573636205

### HOSPITALITY & ACCOMMODATION

Mahitha - 8501020304

### INTERNATIONAL COMMUNICATIONS

Ali Ghali - 8977986135

### CEO

Shyam Sundar Mishra - 9701865862

### EVENTS REGISTRATIONS

Syamala - 9676125784 (General events)  
Likhith - 9848726604  
(Management events)

### OPERATIONS & LOGISTICS

Meghana - 6305178943  
Amar - 7780527560

### SPONSORSHIPS & STALLS

Rishitha - 9908313629  
Ekta - 9550228060

### ENTRY PASSES & MARKETING

Chandini - 7032762622  
Nitin - 9390009060

### CULTURAL REGISTRATIONS

Gowtham - 7989740974

### PR & MEDIA

Chatla Renuka - 7330866134

January

29<sup>th</sup> to 31<sup>st</sup>  
2025

Join us for the  
Oldest and  
Most exciting  
FEST on  
campus!





## About GEM

GEM (GITAM Excellence Meet) is the flagship fest of GITAM, proudly organized by the GITAM School of Business. As the oldest and most celebrated event on campus, GEM is an annual platform that inspires innovation, creativity, and leadership.

Focused on fostering business acumen and management skills, the fest is entirely student-driven. Participants engage in dynamic activities spanning marketing, finance, operations, and other key areas of business management.

What sets GEM apart is its unique blend of professionalism and enjoyment. While the fest emphasizes academic and entrepreneurial excellence, it also incorporates cultural events, performances, and fun activities, creating an energetic and inclusive environment that celebrates the multifaceted talents of students.

GEM is not just a fest; it is a movement to empower future leaders and bring out the best in every participant.

*Did Se Open!*

## GEM PREMIER LEAGUE

Get ready for **GEM PREMIER LEAGUE 2025**, A 5-day extravaganza of talent, teamwork, and triumph! With 8 thrilling Games



Cricket



Basketball



Football



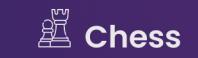
Volleyball



Throwball



Badminton



Chess



BGMI & Freefire

This event promises electrifying competition for both men and women. With a prize pool worth ₹2.5 lakhs, alongside trophies and medals, participants will battle it out for glory and recognition.

SPORTS FIESTA is more than just a sports event—it's a celebration of passion, camaraderie, and the unstoppable spirit of competition. Join us at GITAM University Sports Grounds and witness champions being made. Are you ready to unleash the champion within?



## CHRO Conclave – 29th Jan 2025

GSB proudly presents the HR Conclave 2025, an exclusive gathering where CHROs from top companies come together to redefine the future of work. This power-packed event will explore cutting-edge trends, innovative strategies, and actionable insights to tackle today's HR challenges. From leadership transformation to talent management in a dynamic world, this summit is your chance to learn directly from the best in the industry. Don't miss this opportunity to connect, network, and gain invaluable perspectives from the top HR leaders shaping tomorrow.

## EVENTS 30<sup>th</sup> and 31<sup>st</sup> Jan 2025

### GENERAL EVENTS



#### JENGA ATTACK

A wild twist on Jenga with surprise moves! Stay sharp or watch the tower tumble.



#### ESCAPE ROOM

Solve puzzles, find clues, and escape before the clock runs out. Tick-tock!



#### SNAPOLI 2.0

Monopoly with a twist! Snap up properties, make deals, and outsmart rivals.



#### SCRAMBLE AND ASSEMBLE

Solve clues, hunt treasures, and race to finish first. Ready for the chase?



#### SWOT-A-THON

Analyze, strategize, and conquer real-world scenarios using SWOT analysis. Think fast, act faster!



#### PLAN-O-MANIA

Manage projects, allocate resources, and deliver on time—can you master the challenge?



#### CESIM – ROLEPLAY RUB RIOT

Dive into a high-energy management simulation—solve challenges, make bold decisions, and showcase your leadership skills!



#### BULL VS BEAR BRAWL – NSE Challenge

Take on the market's highs and lows! Trade smart, move fast—who will reign supreme on the trading floor?



#### IDEA IGNITERS – Venture Development Center

Pitch ideas, spark innovation, and transform concepts into impact with mentorship and game-changing opportunities.



#### BLOOMBERG'S GOT TALENT

Dominate the financial arena! Compete, strategize, and prove you're the ultimate market star.



#### CASE CRACKERS-BUSINESS STANDARD

Crack complex business cases, unleash your strategy skills, and outsmart the competition to rise to the top.



#### FAST AND CURIOUS

Speed meets trivia! Answer fast, think faster, and win the ultimate quiz battle.

### CULTURAL EVENTS



#### SINGING

Showcase your vocal talent, solo or as a group, and let your voice shine.



#### DANCE

Express yourself through captivating solo or group dance performances.



#### SHORT FILM

Participate in the short film contest and share your creative storytelling.



#### BAND NIGHT

Unleash the vibe : Live Music, loud energy