**SRM Institute of Science & Technology**

**Faculty of Management - MBA**

**A Report on Jagriti 2024 –** **Management Golu**

**Exhibition of Socio Economic Challenges**

**Held on 9th Oct, 2024**

Navaratri is a time when many homes in India—feast on colors, light, music, and food. Golu is the glorious occasion for families to display their creativity and in a way is the celebration of Navaratri. Faculty of Management, SRM Institute of Science and Technology, Vadapalani has organized Jagriti 2024 – Management Golu, Exhibition of Socio Economic Challenges on 9th October 2024. The first year MBA students formed into 50 teams consisting of five members in each team and showcased the economic and social challenges in India as a five step Golu model. The process began with choosing a sector, identification of socio and economic challenges in the sector and a management model was created to describe the causes, effects, Government interventions, policies and management solutions for the same. The entire process involved the students practically using their knowledge gained in various classes ranging from economics, finance, production, operations and marketing. The students were motivated to make the model as practical, realistic and working solution. These creative models displayed gave an extraordinary visual experience / treat for one’s eyes with the economic models taking different forms - a first of its kind. It goes without saying that each of our cultural celebrations has a purpose to serve and this is evident by using Navaratri/Golu to showcase our socio-economic models. Initially, 50 teams exhibited their models and after a rigorous scrutiny by the peer review team – 17 teams got shortlisted for the finals.

The Socio-Economic Challenges were based on following themes:

1. Employment & Poverty
2. Guarding the digital frontier
3. Mental well-being
4. Empowering communities through accessible healthcare & health infrastructure
5. Fostering Resilience in Farming communities
6. Reality of Gig workers
7. Battery technology and Sustainability
8. From Supply chains to Success models
9. Reduce, Reuse and Recycle
10. Hydroponics

Dr. V. Sasirekha, Dean - FOM welcomed four esteemed dignitaries - Mr. Vaidyanathan Chandramouli [Advisor, Consultant and Trainer, Enterprise Resilience & Sustainability], Ms. Mythili Parthasarathy [Tamil Nadu Chapter Head, Swadeshi Shodh Sansthan(SSS)], Ms. R. Agnesh Roshini [Faculty and Program Officer, Innovation voucher program, EDII, TN] and Mr. Vignesh Thanaselvan [Associate Business Facilitation Officer, FaMe-TN] for scrutinizing the teams and validating the student models. Students from the Engineering Departments and Arts & Science visited the Golu and the JAGIRITI team members explained the economic Model Presentations. The Jury Panel chose seven teams out of seventeen and awarded them with cash prizes and certificates. The vote of thanks was delivered by Dr. M.N. Prabadevi, Program Coordinator-MBA who expressed her hearty gratitude to Student Coordinators, Faculty coordinators - Dr. N. Bargavi and Dr. V. Kiruthiga. She appreciated the enormous efforts implied by the first year students in exhibiting their creative models in making this event a grand success.