

MAVERICKS: BUSINESS CLUB

The events conducted by the Mavericks club were:

Air Crash

Date: October 3 and 5, 2020

Objective: To allow students to demonstrate their creativity, spontaneity, and ability to think on their feet.

Write up: This was the first event organized by the Mavericks club for the first year PG students. Air crash is an event where three celebrities are in an airplane which is about to crash, and there is only one life jacket or parachute available, so only one person can be saved.

Three teams participated and competed in this event, one team from each class. The participants of each team were given three infamous celebrities on spot, and they have to convince the judges as to why he/she should be given the only parachute left when the aircraft is about to crash. The judges interjected, questioned, and rebutted in the second round. The participants were judged on spontaneity, humor, wit, and their ability to think on their feet.

Product launch

Date: October 13 and 15, 2020

Objective: To encourage creativity and innovation among students by providing them with a platform to create, launch and market new products

Write up: The Mavericks association organized the event – Product Launch, for the 1st year PG students. All the teams were required to come up with a unique innovative product, create PowerPoint presentation to present their idea, and market their products to a panel of judges. Further, they were also asked questions regarding their respective products. The teams were scored based on how innovative the product is, how well they marketed it and how feasible the plan was at a whole. The students participated in the event with enthusiasm, and came up with some great ideas. This event gave the students a glimpse of how product launch takes places in the real world.