



LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING (AUTONOMOUS)

Accredited by NAAC with 'A' Grade, ISO 9001:2015 Certified Institution

Approved by AICTE, New Delhi and Affiliated to JNTUK, Kakinada

L.B.Reddy Nagar, Mylavaram-521230, Krishna Dist, Andhra Pradesh, India

Master of Business Administration Report on LAKSHYA – NATIONAL LEVEL TECHNICAL AND CULTURAL FEST-2022

Event Name	LAKSHYA
Event type/Name	ONE DAY NATIONAL LEVEL TECHNICAL AND CULTURAL FEST
Date/duration	28-12-2022,09.00AM TO 05.00PM
Resource person/Organiser	1. Dr. V.V. Narsi Reddy, Associate professor 2. B. kalyan Kumar, Assistant Professor. Student Co-Ordinators: 1. Ch. Lakshmi Narayana, 2 nd MBA 2. G. Jyothi, 2 nd MBA
Event wise Organisers	1. Paper Presentation Dr. L. Srinivas and Dr. K. Deepika 2. B-Plan Dr.D. Venkateswarlu and Dr. V.V. Narsi Reddy 3. B- Quiz Mr. K. Ravi Kiran and Dr. Jeya Lakshmi 4. Young Manager Dr. A. Adi Sesha Reddy and Dr. T. Rajashekhar 5. Master of Brilliant Activity (MBA) Mr. B. Kalyan Kumar 6. Champion Mr. B. Kalyan Kumar 7. Bulls vs. Bears Dr. O. Naresh and Mr. U. Rambabu
Name of Convener	Dr. A. Adishesha Reddy
Target audience	220
Total No. of participants	210

Participants In Events	<ol style="list-style-type: none"> 1. B-Quiz – 25 2. B-Plan – 8 3. Paper Presentation – 11 4. Young Manager – 11 5. Master of Brilliant Activity (MBA) - 10 6. Bulls vs. Bears – 10 7. Champion – 16 <p>Total - 91</p>
Objective the event	To invite the students from different Institutions to show case their talents in formal and informal events.
Description about the event	Students from different institutions participated here in LAKSHYA Event to showcase their talents in four formal events like Paper Presentation, B-plan, B-Quiz and Young Manager and three informal events like Master of Brilliant Activity (MBA), Champions and Bulls vs. Bears.
Food Stalls	<ol style="list-style-type: none"> 1. Modern Tiffin's – Stall No-1 2. Tea and Coffee – Stall No-2 3. Fruity Fuel(Juices and Milkshakes) – Stall No – 14 4. Chocolate Heaven – Stall No- 16 5. Biryani – Stall No-23

LAKSHYA2K22-Event wise Winners List

1.SRUJANA (Paper Presentation)

S.No	Name of the Student (in Capital letters)	College Name & Address	Prize
1	M. NAGA RANI	SAI DEGREE COLLEGE (TIRUVURU)	I prize
	S. MAHITHA		
2	M. GANGADHAR	VR SIDDHARTHA INSTITUTE OF TECHNOLOGY , VIJAYAWADA	II prize
3	M.TEJASWI	LBRCE , MYLAVARAM	III prize
	U.CHANDRIKA		

2.PRAGNA (Young Manager)

S.No	Name of the Student (in Capital letters)	College Name& Address	Prize
1	G. SRI LAKSHMI	LBRCE,MYLAVARAM	I prize

2	P.SAJIDA PARVEEN	LBRCE,MYLAVARAM	II prize
3	P.SAI VARUN	VR SIDDHARTHA INSTITUTE OF TECHNOLOGY , VIJAYAWADA	III prize

3.MEDHA (Business Quiz)

S.No	Name of the Student (in Capital letters)	College Name &Address	Prize
1	N. SANDEEP KUMAR	VR SIDDHARTHA INSTITUTE OF TECHNOLOGY , VIJAYAWADA	I prize
	Y. YOCHITHA		
2	E.D.N.S.PRAKASH KUMAR	KBN COLLEGE , VIJAYAWADA	II prize
	P.MOHAN		
3	G.SAI	VR SIDDHARTHA INSTITUTE OF TECHNOLOGY , VIJAYAWADA	III prize
	P.BHANU PRAKASH		

4. NIPUNA (Business Plan)

S.No	Name of the Student (in Capital letters)	College Name & Address	Prize
1	V.SURRENDRA REDDY	LBRCE,MYLAVARAM	I prize
	G.SRI LAKSHMI		
2	M.SAI VAMSI	VR SIDDHARTHA INSTITUTE OF TECHNOLOGY , VIJAYAWADA	II prize
	FAHEEM BAIG		
3	G.SANDEEP PANDU RANGAYYA	LBRCE,MYLAVARAM	III prize
	KONDA AJAY		

5. Bulls Vs Bears (Central Event)

S.No	Name of the Student (in Capital letters)	College Name &Address	Prize
1	G.RESHMA	VR SIDDHARTHA INSTITUTE OF TECHNOLOGY , VIJAYAWADA	I prize
	BH.AKHILA		
2	HARSH.J.SHAH	LBRCE,MYLAVARAM	II prize
	SYAM SAI		

3	K.LALITHA AMBIKA	LBRCE,MYLAVARAM	III prize
	K.BARNABAS RAJU		

6. Master in Brilliant Activity (Spot Event)

S.No	Name of the Student (in Capital letters)	College Name &Address	Prize
1	L.HIMAJA	LBRCE	I prize
	R.SUSHMA		
2	L.APARNA	SRI SARADHI COLLEGE OF ENGINEERING, NUZVID	II prize
	S.SUBHRAMANYAM		
3	T.JASWANTH	LBRCE	III prize
	CH.SRI KANYA		

7. CHAMPION (Spot Event)

S.No	Name of the Student (in Capital letters)	College Name & Address	Prize
1	K.PHANI PRIYA	LBRCE , MYLAVARAM	I prize
	M.VENKATA LAKSHMI		
2	SK.KARIMULLA	LBRCE , MYLAVARAM	II prize
	SYED JABBAR		
3	S.LAVANYA	NRIIT, AGIRIPALLI	III prize
	CH.RAHUL RAVI TEJA		

LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING

(AUTONOMOUS SINCE 2010)

Approved by AICTE, NVA, DRDA, Permanently Affiliated to JNTU, Kakinada. Accredited by NAAC with A Grade and NBA, CSE, IT, EEE & PDS under Tier I. (MBA/MS/ME/IT/EEE/ITP/CE/CP/PGD). Tel: 08845-220031/34, 220034/35/220031. E-mail: lakshya@lbrce.ac.in

Lakshya-2k22

16th NATIONAL LEVEL TECHNICAL & CULTURAL FEST

An Invocation to True warriors

28th December 2022

Registration Fee - 300/- (per Event)

Prizes 3 Lakh+

STUDENT CO-ORDINATORS

BRANCH	NAME	PHONE
AECSE	Amey Sreeni	8348262415
AECSE	Abhishek	9679465750
AECSE	Chaitanya	9121377890
AECSE	Chaitanya	7810044411
CE	Chaitanya	8177990312
CE	Chaitanya	9899144411
CE	Chaitanya	9021202311
CE	Chaitanya	9899144411
IT	Chaitanya	9917484841
IT	Chaitanya	7810044411
ME	Chaitanya	9021202311
ME	Chaitanya	9899144411
MBA	Chaitanya	8188801238

FACULTY CO-ORDINATORS

BRANCH	NAME	PHONE
AECSE	Amey Sreeni	9497041519
AECSE	Abhishek	8986423158
AECSE	Chaitanya	9337744891
CE	Chaitanya	7810044411
CE	Chaitanya	9121377890
CE	Chaitanya	9021202311
IT	Chaitanya	9917484841
IT	Chaitanya	7810044411
ME	Chaitanya	9021202311
ME	Chaitanya	9899144411
MBA	Chaitanya	8188801238

CONVENERS
Dr. S. Pooi Reddy, Professor & HOD, MBA
Dr. J. Siva Vara Prasad, Professor & HOD, CE

For more details: www.lbrce.ac.in/lakshya2k22.php

Master in Business Administration
Organizing Events

1. **Neelam: Paper Presentation**
2. **Neelam: Business Plan**
3. **Pragna: Young Manager**
4. **Bulls Vs Bears**
5. **Master in Brilliant Activity**

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College Brochure and Department Brochure



pragna
Young Managers

- Written Test
- Group Discussion
- Just-A-Minute
- stress Interview



NIPUNA-BUSINESS PLAN

The team should come with a New Business Plan or existing with new development of the business according to the market situation and trends



Bulls Vs Bears

ROUND-1 FINANCIAL IQ
ROUND-2 FINANCIAL IQ
ROUND-3 FINANCIAL IQ

Brochures of Different Events



Modern Tiffins



TEA COFFEE



CHOCOLATE HEAVEN

Chocolate Fountain Rs 50/-
French Fries Rs 50/-



BIRYANI

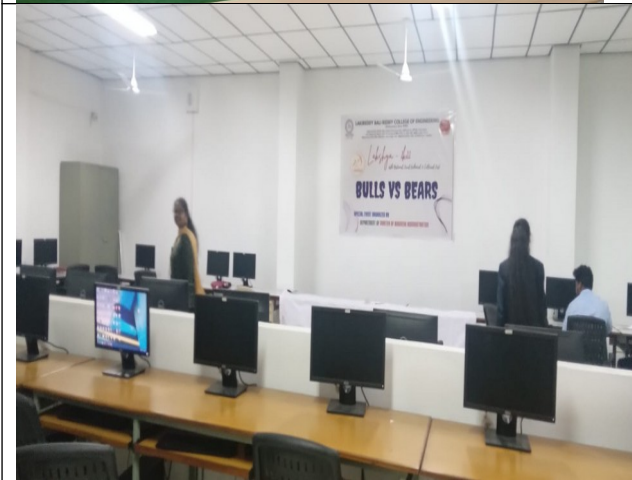
139/-



Fruity Fuel

1Juice + 1Milkshake = 99rs
2 Combo Juices = 89rs
1Milk Shake = 59rs
1Juice = 49rs

Brochures of Food Stalls By the Students of MBA Department



Inaugural Meeting and Students in different events.

A handwritten signature in green ink on a white background.

**Dr.A.Adishesha Reddy
Head of the Department**