



## **KRISTU JAYANTI SCHOOL OF MANAGEMENT, BENGALURU - SYNECTICS 2024 – NATIONAL LEVEL MANAGEMENT FEST**

The School of Management, Kristu Jayanti College, Autonomous organised the 17th edition of the National Level Intercollegiate Management Fest, Synectics 2024 with the theme, "Desmatriz- Liberation from the Matrix" which encouraged participants to break free from conventional confines and embrace a transformative journey towards innovation and creativity.

The event witnessed a turnout with 190 teams from various B-schools across the nation competing to showcase their managerial prowess. 80 days of meticulous planning and arduous preparation culminated in the three-day fest, a hybrid fest, featuring 11 dynamic events spanning across diverse management domains. A total of 112 rounds were conducted, testing the participants' acumen, strategic thinking, and collaborative skills.

The inaugural ceremony set the tone for the fest, with esteemed guests Mr Mahesh

Srivastav, Chief Technology Officer at Louisa AI, and Rev Fr Dr Augustine George inaugurating the fest, inspiring the participants with their insightful words and invaluable experiences. The valedictory and awards ceremony was held in the presence of Mr Rahul Bhatia, Vice President Sales and Marketing, and Board Member of Alucor Ltd., UAE.

Synectics 2024 witnessed remarkable collaborations and sponsorships, with Alucor Ltd., UAE, powering the Best Management Team event, Midas School of Entrepreneurship sponsored the Business Quiz and Samosa Theory as snacking partners, keeping the participants energised throughout the event.

The fest not only provided a platform for the talents to showcase their skills but also facilitated networking opportunities, knowledge sharing, and camaraderie among participants from diverse backgrounds. It served as a melting pot of ideas, fostering innovation and excellence in the field of management.

**-Ms Risha Samuel**