



# INSTITUTE OF MANAGEMENT STUDIES

Devi Ahilya Vishwavidyalaya, Indore

Hello Friends

In line with tradition of celebrating excellence over the past years, we bring to you **Hyurisko-2018** from 24<sup>th</sup>-27<sup>th</sup> January.

**Hyurisko**, a Japanese word for 'we create' is the annual management fest of **Institute of Management Studies, DAVV, Indore**. **Hyurisko-2018** brings to you a host of management as well as cultural events in which participants discover a platform to compete with the best of the minds and explore their creative and managerial talents. Providing the opportunity to be one of those very minds is our whole endeavour.

It's an avenue to be comforted from the daily routine and embrace the fun and the frolic embedded with tantalizing performances. We have a perfect blend of awe-inspiring events and exciting prizes.

The spectacle that we call **Hyurisko-2018**, will be attended by members of various academic institutions, business persons, industrialists, media person and also the alumni of IMS.

## About IMS

The Institute of Management Studies, DAVV, is a premier frontline institution of management education in the country. The five-decade history of IMS has been that of firm commitment to the development of professional managers.

Established in 1969, under the aegis of the Devi Ahilya University, Institute of Management Studies(IMS), the university acts as the management education wing of DAVV and shares responsibility to provide leadership in fulfilling the joint mission of education, research and training.

We enjoy distinct and challenging programs, the most technologically advanced educational facilities and access to world class faculty. We not only have the opportunity to pursue our interests and passion, we have those facilities as well. This reflects a philosophy of going beyond the world of academics and to foster all-round development. All of us are fully involved in the educational process comprising interactive teaching sessions and academic teamwork with the opportunity of working with faculty and administration in shaping programs and course offerings. That is why we are at the forefront of the management education and our graduates will add value to our community.

We welcome your interest in us and invite you to visit our campus during **Hyurisko-2018** and be a part of our celebration.

## **ABOUT HYURISKO-2018**

**Hyurisko-2018** is devoted to creating an unforgettable experience by bringing forth a fresh amalgamation of management and culture simultaneously providing opportunities to the youth for showcasing their creativity.

**Hyurisko-2018** has a soul to it, a soul that is vibrant, contagious and exuberant. It's the acid test of managerial skills of these promising managers and their flexibility in decision making and their ability to work in teams. It not only tests and sharpens our management acumen but also delivers great fun to give a sense of togetherness. **Hyurisko-2018**, being the biggest annual fest of IMS encompasses massive participation of the students.

*So have a safari in the Kenyan woods, a drive in Australian Great Barrier Reef and a Diwali in a traditional Indian home or to say come...join us...at **Hyurisko-2018**.*

**Hyurisko 2018** commences on **24<sup>th</sup>** January with an opening ceremony at **11am**. The event moves ahead with a host of formal and informal games from **24<sup>th</sup> -27<sup>th</sup>** January, 2018.

The event closes on the evening of 27th January with lots of learnings and fun filled memories to cherish.

## Events

### **Chalchitra Baazigar**

Form a team of two, brush up your movie knowledge, tighten your shoes and get ready to be grilled on the movies and have feel of what it takes to be a Chalchitra Baazigar.

### **Chakravyuh**

Wake up the entrepreneur in you- a team of four will design a complete business plan, considering everything a new business requires, spread over all areas of management. The team will make a PowerPoint presentation of the same.

### **Brand Mantra**

It is a unique quiz which focuses exclusively on brands. A team of two would answer question relating to brands across the globe.

### **Messiah with a Mission**

Form a team of two and lead, follow or get out of the way. Be a trend setter- a chance to test your leadership and motivational skills to solve real life HR problems! It's a mix of HR quiz, role-plays, extempore and much more.

### **Brandezvous**

Form a team of four members and explore the given product on day one. Teams are supposed to conduct a rigorous ad campaign on day two in the campus and present their jingles. The commercials and the print ads, on day three place ablaze with all frenzy. Entice the audience and make your brands saleable.

### **Shoot and Brag**

Shout out to all the actors and cinematographers out there. Here's a chance to show your shooting skills by putting your imagination on the screen. Be a part of this documentary film making competition on the given theme in a group of two to four.

### **Bulls and Bears**

Get back to old days of open outcry system. Trade in shares with virtual cash for a day and maximize your wealth.

### **Flameless Cooking**

To all the cooking enthusiasts out there, team up and witness the culinary adventure where you got to prepare a delectable non flame dish and get applauded with prizes.

## **Treasure Hunt**

Racing against the clock to find directions to treasure from cryptic clues. So grab your mates and form teams, explore the campus and seize the treasure.

## **Make It Over**

Hey guys want to turn things around at your campus? Here's your chance, yes we are going to allocate you any area of the campus so that you can showcase your artistic skills and give a new face to it. So team up and paint it red.

## **Art-de-Visage**

Let your imagination soar high. Weird, funny, serious, abstract- it could be just anything, just follow the theme and paint the face of your partner. So brush your skills and let your imagination fly.

## **Guru vs Shishya**

An event which will bring students and their faculties together on a single platform for a healthy competition with all the fun field competition on the chosen areas.

## **Rhythm a Reason**

Tap your foot for a purpose in a team of 4 – 6 with a message to send across. In round 1 present a dance with a theme of your choice which conveys a message, followed by a couple of surprise rounds.

## **Melting Melodies**

Merriment is incomplete without music!! Sing a song of your choice in round 1, pick a singer by draw in round 2 and sing that singer's song, and round 3 will be the judge's choice. So, clear your throat, exercise your vocal cords, gear up and sing in the harmony of hyurisko-2018.

## **Twiddle do-Twiddle dum**

A one minute game for couples where you will have to do a bit of crazy, weird, funny things. Get high on adrenaline!

## **Gully Cricket**

The cricket game is all set in the streets of the IMS. Get down and dirty with this gully cricket game.

## **Stress Busters**

A stimulated interview where a team of 2 will be bombarded with questions based on management cases. So control your pulses, work in your grey matter, set your nerves in the action, for its time to stress them up.

## Philately Exhibition cum Contest

It is basically a contest for stamp collectors. It will also showcase the precious collection of philatelists.

For more queries and information in this regard:-

Mail us at [hyurisko2018@gmail.com](mailto:hyurisko2018@gmail.com)

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Warm Regards

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