

REPORT – 2023-2024

The Gesto Club – the department club of the Department of Business Management organized various activities during the academic year 2023-2024:

- **Onam** celebrations: Onam Festival was celebrated on 29th Aug, '23. The highlight of the event was the colourful pookalams made by the students.
- **Investiture ceremony:** an impressive investiture ceremony was organized on September 12th, '23. and the office bearers were invested by the Secretary Ms. Chinnamma
- **Villa Conclave 2.0 - Capture the Collective Intelligence:** The Villa Conclave 2.0 - Capture the Collective Intelligence was organized on the 22nd, 23rd & 24th September, 2023 in which the Gesto Club organized “*NOVUS – Unleashing the Innovator in you*” - A Business Plan Presentation Competition where students exhibited and presented a business model or plan.
- **Panel Discussion:** On the 1st of March, '24, the Gesto Club organized a Panel Discussion for the BBA Students on a variety of contemporary issues both national & international. The event was judged by Ms. Jhanavi Vantaram, a proud alumnus of the department.
- **Retro Day:** On 5th March, '24, the club organized the Retro Day for all the students of Villa Marie Degree College for Women, the response was tremendous.
- **Strategia – The Power of Mind:** Strategia – The Power of Mind, the signature event of the department was conducted on 7th March, '24. This year's Strategia was titled “The Villa Marketing Avant Soiree”. The focus of this year's Startegia was marketing in which events such as “The Villa Marie Brand Biz Blitz” – a Brand Building Competition, “The Villa Marie Mixtape Showcase” – a Reel Making Competition, “The Villa Quest Fest” – a Brand Quiz, “The Villa Marie Beyond Logos: Walking Billboards in style”, a Brand Fashion Show were organized. All the competitions were a resounding success.



Onam Celebrations



Investiture Ceremony



NOVUS – Unleashing the Innovator in you



Retro Day



Panel Discussion



The Villa Marketing Avant Soiree