



## Koneru Lakshmaiah Education Foundation

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1<sup>st</sup> April 2023

**Ref: EXPATICA 4.O**, A National Level Techno Management Fest organized by BBA Department

### **CIRCULAR**

**Sub:** Organizing the Event **EXPATICA 4.O**, a National Level Techno Management Fest organized by BBA Department 31<sup>st</sup> March 2023 and 1<sup>st</sup> April 2023-reg.

Ref: Letter dat. 1<sup>st</sup> April 2023, Dr. Venkateswara Rao Podile, HOD, BBA Department.

This is to inform that **EXPATICA 4.O**, A National Level Techno Management Fest organized by BBA Department on 1<sup>st</sup> April 2023 in our university as per the details given below.

**Inaugural date and time:** 31<sup>st</sup> March 2023 10 am

**Venue:** KL University OAT

All the Staff, all the BBA Students are invited to the event

Enclose: Poster

To

All students (by mail)

All faculty (by mail)

**Objective:** Students were invited from all over the country from different institutions to participate in various technical and Non-Technical Events including Business Quiz, Team Manager, Ad making, Brand Building, Financial Modelling, Devil Follows, Simulation Modelling, Hang Man, Lemon Twister, Hand Painting, Mock CID, Blind chair, One Minute Saree, Free Fire and Reels. This Fest had provided a platform to the participants as well as Organizing students to exhibit, explore and hone up their managerial skills, experiential learning, Problem solving, Decision-Making, Creative thinking, planning & organising skills, Teamwork and Networking. All these competencies enable the students to prepare themselves as future Managers and Entrepreneurs.

Fest has received a great response from outside colleges and universities. Around 1280 students have participated enthusiastically and made the event a grand success.

**Outcome:** At the outset the USP of the event is the involvement of the students committee right from planning, organising, implementing and controlling of various activities. Students committee consists of 21 Chief's, 85 Cores and 135 Co-ordinators for executing various functions of the event including Registrations, Sponsorship, Stage Management, Cultural, Technical, Non-Technical, Public Relations, Logistics, Protocol, Finance, Creative Arts, Drafting, Broad casting and Stalls Management.

As an ice breaker from routine, students have showcased their extraordinary and exceptional talents in dancing, singing, fashion show including Retro, Ethnic and western themes. The students are also encouraged to organise stalls which equip them with the contemporary marketing practices.

Flash mobs have been conducted in and out of the campus to escalate the glory of the event. Marathon was a focal point conducted with in the campus with an appealing attire to intensity the spirit of **“Unity in Diversity”**.

EXPATICA Carnival was conducted with a great “Pomp and Joy” to instil the feel of Management Pride and true spirit of “Gender Equality” with Girls driven Bullets and cars.

On the day of the event the programme was started in a devotional manner by offering pooja to Vinayaka to spread the positive vibes for a good beginning.

Whole campus was embellished by the creative works of our students and it was just like an “Eye Feast” to the spectators.

EXPATICA 4.0 was concluded by the cheerful and rejuvenating ‘DJ’ night – was really got the vibe of the occasion.

**A Boss says Go**

**A Leader says “Lets Go”**

The guiding force behind the student team is Dr. Venkateswara Rao Podile, Head of the BBA Department and His Team.

We can say EXPATICA 4.0 is an epitome of success with a blend of traditional, devotional, cultural & academic events which has showcased the holistic approach of “**Learning by Doing**”.

Photos: Links

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