



RBU

RAMDEOBABA UNIVERSITY, NAGPUR
Formerly Shri Ramdeobaba College of Engineering & Management (RCOEM) Est. 1984
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Report On:

NUREKA 2025 – BUSINESS WITH A TWIST OF FUN

Event Name: NUREKA

Organized by:IMBARC (SOM)

Date & Time: 1 November 2025 (8.00 AM TO 7.30 PM)

Venue: MBA Auditorium

Participants- Intercollege/ Campus Student /MBA/ IMBA& BBA Students

Name of Faculty Incharge:Dr. Kanak Wadhvani, Prof. Leena Kapse, Dr.SampadaWasade

Resource Person / Chief Guest: (If Any): ---

Event Outline:

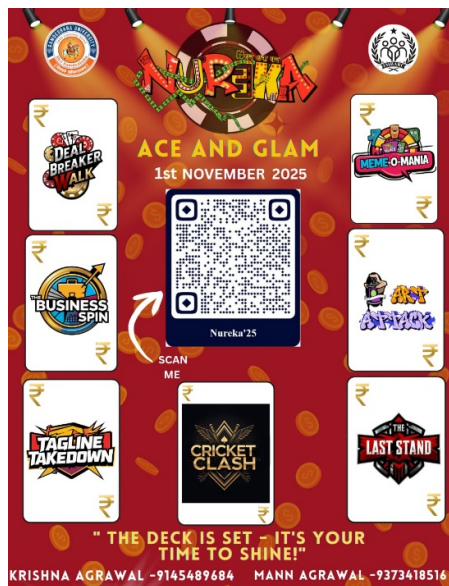
- 1. Deal Breaker Walk** – A challenge where teams use luck, logic, and negotiation skills to find coins, make deals, and earn their way to victory.
- 2. Tagline Takedown** – A fun marketing game testing your knowledge of brands, logos, and taglines through creative and fast-paced rounds.
- 3. Business Spin Cycle** – A creative business challenge where participants spin a wheel to get a random product, redesign it, and pitch it like entrepreneurs.
- 4. Meme O Mania** – A digital creativity contest where teams make humorous and relatable memes based on given themes or trends.
- 5. Art Attack** – An art-based competition where participants create unique artwork with a twist — using random objects to add creativity and innovation.
- 6. The Last Stand** – An individual survival game that tests your luck, logic, and presence of mind through multiple fun and challenging rounds.

7. Cricket Clash – A mini-cricket tournament combining teamwork, strategy, and excitement in a fast 4-over knockout format.

Objective- The main objective of Nureka 2025 is to motivate and engage students through interactive business games and activities that promote innovative business ideas. The event aims to provide a platform for participants to explore their creativity, strategic thinking, and entrepreneurial skills.

Additionally, Nureka 2025 seeks to attract students from various junior colleges by showcasing the vibrant culture, modern infrastructure, and academic excellence of Ramdeobaba University. The purpose is to create awareness about the college and encourage future admissions through an engaging and experiential event.

Poster of the Event: (Used for Promotion):



Event Overview- (Process of Conduction of Activity, Number of Rounds of Activity)

Participants

Category	Number
Tagline take down	26 (group 14)
Deal breaker walk	29 (group 7)
Last stand	13

Business spin cycle	9 (group 3)
Art attack	2
Meme o mania	8 (group 2)
Cricket Clash	78 (group 13)

Winners:

Deal breaker walk	1. Sanketpadole 2. Lakshmohata 3. Atharva agrawal
Tagline takedown	1. Varadagrawal 2. Tushar gulhane 3. Krishna dube
Memo mania	1. Khushi agrawal 2. Hamza raheman
The last stand	1. Vishwamchapple 2. Architagrawal 3. Vatsalgupta
Business spin cycle	1. Aryan singh 2. Hamza raheman 3. Lakshmohata
Art attack	1. Pari jain 2. Piyush jain
Cricket clash	1. Rohan pande

Learning Outcomes-Students gained practical exposure to business concepts through fun and competitive games.

Enhanced teamwork, leadership, and communication skills by working collaboratively during events.

Developed creative thinking and problem-solving abilities through real-time business challenges.

Learned the importance of strategic planning, decision-making, and time management.

Built confidence and presentation skills while promoting and pitching business ideas.

Understood how entrepreneurial thinking can be applied in real-world situations.

Strengthened connections between students from different colleges, fostering networking and collaboration.

Feedback & Reflections-The overall feedback for Nureka 2025 was highly positive. Participants appreciated the well-organized events, engaging activities, and the creative approach to learning business concepts through games. The event successfully created an energetic and competitive environment that encouraged teamwork, innovation, and enthusiasm among students.

Visitors from junior colleges praised the college's infrastructure, management, and warm hospitality. Many expressed interest in future collaborations and participation. Overall, Nureka 2025 was a great success, achieving its goal of learning with fun and promoting the spirit of entrepreneurship.

Photographs







Report Prepared By

Name: IMBARC Committee, School Of Management.