



SIDDHARTHA

ACADEMY OF HIGHER EDUCATION

An Institution DEEMED TO BE UNIVERSITY

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(Sponsored by Siddhartha Academy of General & Technical Education), Vijayawada, A.P.

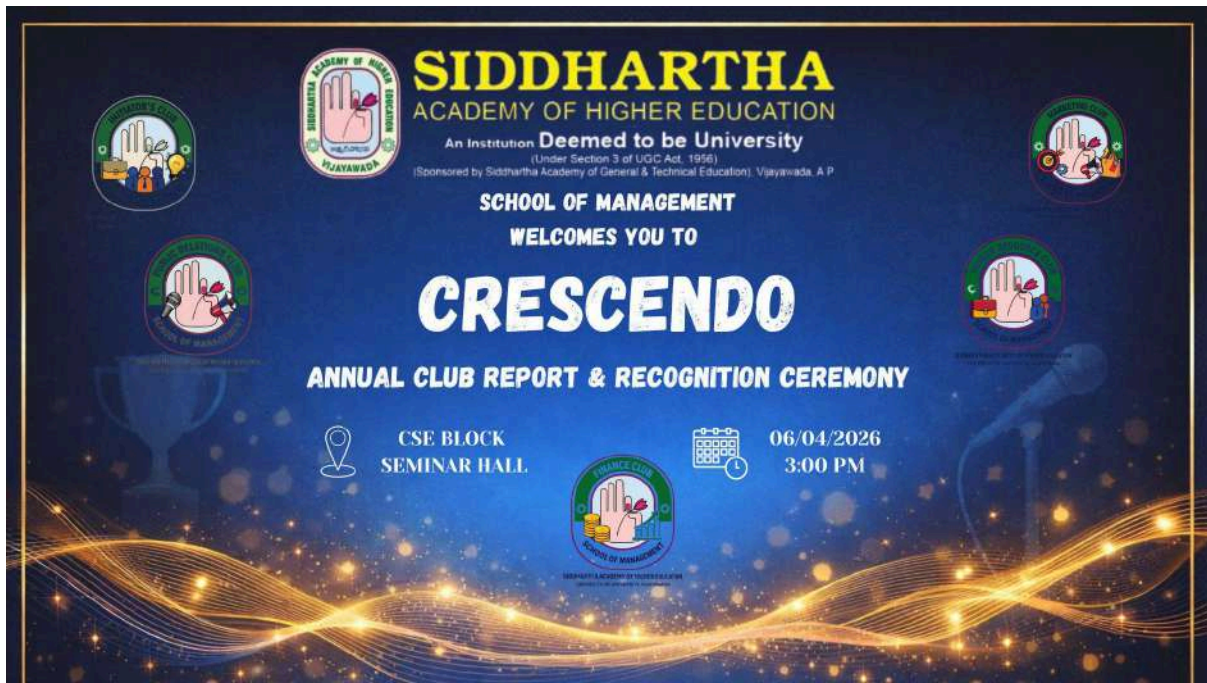
SCHOOL OF MANAGEMENT

CRESCENDO

Conducted on 6th of April, 2026

Timings: 3:00 Pm – 4:30 Pm

Venue: CSE Seminar Hall, VL DUTT block



CRESCENDO

Annual Club Report & Recognition Ceremony Report



Welcome Address:

The event commenced with a warm welcome to all dignitaries, faculty members, and students present. The gathering highlighted the importance of celebrating student achievements and

fostering a culture of collaboration and excellence within the MBA department. The ceremony began on an auspicious note with a soulful prayer song, invoking positivity, wisdom, and success for the entire program.

Introduction

Crescendo – Annual Club Report & Recognition Ceremony was organized to celebrate the collective achievements of MBA students through various club activities and academic excellence. The event served as a comprehensive platform to reflect upon the efforts, creativity, and leadership demonstrated by students throughout the academic year. It emphasized experiential learning beyond classrooms and highlighted the importance of active participation in co-curricular initiatives.



The Guest of Honour, **Dr. M. Ravichand**, Registrar, was formally welcomed. His presence added significance and inspiration to the event.

The Guest of Honor shared valuable thoughts on student development, innovation, and the importance of practical exposure through club activities and competitions.



The Head of the Department, **Prof. A. Sree ram**, delivered an insightful speech, encouraging students to actively participate in such initiatives and highlighting the importance of innovation, teamwork, and leadership in academic and professional growth.

Overview of Activities Conducted

Throughout the academic year, multiple events were organized focusing on skill development, innovation, communication, and professional growth. These events included knowledge-sharing sessions, competitions, interactive activities, and awareness programs. Each activity was designed to enhance students' practical exposure, analytical thinking, and teamwork abilities.

The events also ensured active digital engagement, as they were shared through platforms such as Instagram, LinkedIn, and YouTube, thereby increasing visibility and encouraging wider participation.

Major Project Report & Presentation



The Best Major Project Report and Presentation was announced by Dr. D. Suman. The Best Major Project Report and Presentation segment recognized students who demonstrated exceptional academic rigor, research capability, and presentation skills. The winners stood out for their clarity of thought, innovative approach, and practical relevance of their projects. Their work reflected a deep understanding of real-world business problems and effective solution strategies. The winners and runner-up were recognized for their exceptional research, presentation skills, and innovative approach. The Registrar and HOD honoured them with awards, appreciating their academic excellence.

The Winner: Saeed Ruheena



The Runner-Up: Sowjanya



Presented to **Dr. N. Sailaja** on behalf of the Runner- Up

Vision Pitch 2K26 Participation

The institution proudly acknowledged the participation of MBA students in Vision Pitch 2K26. The event showcased entrepreneurial thinking, creativity, and problem-solving abilities among students. Participants presented innovative business ideas, contributing to a competitive and intellectually stimulating environment.

“We take this moment to proudly acknowledge and appreciate the enthusiastic participation of our MBA department students in Vision Pitch 2026. We extend our heartfelt recognition to [Meghana & Sashank], [Rahimunnisa & Afreen], [Kushwanth, Tej & Tarun], and [Gita Sri,

Suguna & Lalitha], whose dedication, creativity, and innovative thinking truly represented the spirit of our institution.”

Club-wise Activity:

a) Initiators Club: (Presented By Club President Gayatri Desu)



The Initiators Club focused on fostering creativity and innovation among students. The activities conducted under this club encouraged idea generation, problem-solving, and entrepreneurial thinking. Events organized by the club provided students with opportunities to conceptualize and present unique ideas, thereby nurturing a startup mindset.

b) Public Relations (PR) Club: (Presented By Club President Ruheena)



The PR Club played a crucial role in managing communication and outreach. Their activities revolved around enhancing interpersonal skills, branding, and public engagement. The club effectively handled event promotions and ensured strong visibility through social media platforms, helping students understand real-world communication strategies.

c) Finance Club: (Presented By Club Secretary V.Harini)

The Finance Club organized activities aimed at strengthening financial knowledge and analytical skills. Events included discussions, case-based learning, and awareness programs related to financial management and markets. These initiatives helped students gain practical insights into financial decision-making and economic concepts.



d) Marketing Club: (Presented By Club President A. Rajeswari)

The Marketing Club emphasized creativity, strategic thinking, and market understanding. Through various activities, students explored branding techniques, consumer behavior, and promotional strategies. The events conducted under this club enhanced students' ability to think innovatively and apply marketing concepts in real-life scenarios.



e) Human Resource (HR) Club: (Presented By club President)

The HR Club focused on developing people management and leadership skills. Activities conducted included sessions on teamwork, communication, and organizational behavior. These events helped students understand the importance of employee engagement, leadership qualities, and workplace dynamics.



All events conducted throughout the year were actively promoted and documented through digital platforms such as LinkedIn, Instagram, and YouTube. This not only increased outreach but also helped students understand the importance of professional networking and digital branding in today's world.

Conclusion:

Crescendo successfully brought together academic excellence, creativity, and teamwork under one platform. The event highlighted the importance of student-driven initiatives and their role in shaping future professionals. It served as a reminder that learning extends beyond classrooms and that such platforms are essential for overall development.

Vote of Thanks: (Presented By P.Shanmuki)

I would like to express my sincere gratitude to our esteemed Guest of Honour, respected Head of the Department, faculty members, and all dignitaries for their valuable presence and encouragement. I extend my appreciation to all the club coordinators, student leaders, and organizing team members for their dedicated efforts in making this event a grand success. Special thanks to all participants for their enthusiasm and active involvement. Your contributions have truly made this event meaningful and memorable. Thank you all.

