



**Anil Neerukonda Institute of Technology & Sciences (Autonomous)**

(Permanent Affiliation by Andhra University & Approved by AICTE  
Accredited by NBA (ECE, EEE, CSE, IT, Mech. Civil & Chemical) & NAAC)  
Sangivalasa-531 162, Bheemunipatnam Mandal, Visakhapatnam District  
Phone: 08933-225083/84/87 Fax: 226395  
Website: www.anits.edu.in email: prindepal@anits.edu.in

**DEPARTMENT OF INFORMATION TECHNOLOGY**

Ref: ANITS/IT Department Letters to Principal/2022-23

Date: 07-02-2023

To  
The Principal,  
ANITS,  
Sangivalasa.

**SUB:** Approval for conducting an event - "The Recuperation Bringing a brand back in business."

-Reg.,

Respected Sir,

The Entrepreneurship club from the Department of information technology proposes to conduct an event titled "The Recuperation " on 03-03-2023 under the banner of tech fest of "Radian 2K23" to encourage restructuring aptness in students. The event details are below for your kind perusal for conducting the program.

**NAME OF THE EVENT:** The Recuperation

**THEME:** Bringing a brand back into the business.

**DATE:** 03-03-2023

**TIMINGS:** 11:00 AM onwards

**VENUE:** Networks Lab(LAB-4), IT Department

**REGISTRATION FEE:** Rs. 50

**NUMBER OF MEMBERS IN A GROUP:** 1-2

**CONDUCTED BY:** Entrepreneurship club, Department of IT.

**MODE OF EVENT:** OFFLINE

Expected budget plan of The Recuperation event from Entrepreneurship club, IT department:

Equipment	Amount
Prize Money Winner, Runner	Winner: 2,000 Runner: 1,000
Poster(Banner)	500
Certificates	(est: 30 members) 1,500
Miscellaneous	500
<b>TOTAL</b>	<b>5,500</b>

This is the estimated budget plan of The Recuperation event, the original bills will be submitted after the event and all the expenditures will be reimbursed from the Department Development budget.

So, I request permission to conduct this event on Friday, i.e 03-03-2023.

**EVENT OBJECTIVES:**

1. The event enhances the marketing abilities of the student.
2. The event helps build the confidence to share their own ideas in a creative way.
3. The event helps increase the ability to work in a team.
4. The event can grow the student's research ability.
5. The event can brush up on the restructuring aptness of a student.

Thank you.

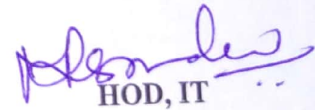
**STUDENT COORDINATORS**

Aditi Sanyal (4/4)  
K.Likith Abiram (4/4)  
K.Dileep Kumar (4/4)  
P. Himaja (3/4)  
D.Greeshma Venu (3/4)



**FACULTY COORDINATOR**

Mrs. A. Bhanu Sri

  
HOD, IT

Dr. M. Rekha Sundari  
**HEAD OF THE DEPARTMENT**  
Department of Information Technology  
Anil Neerukonda Institute of Technology  
& Sciences (Autonomous)  
Sangivalasa, Visakhapatnam-531 162





# ANIL NEERUKONDA INSTITUTE OF TECHNOLOGY AND SCIENCES

(PERMANENTLY AFFILIATED TO ANDHRA UNIVERSITY, AICTE, ACCREDITED BY NBA & NAAC)  
SANGIVALASA\_531162. BHEEMUNIPATNAM MANDAL, VISAKHAPATNAM

DEPARTMENT OF INFORMATION TECHNOLOGY

## RADIAN<sub>2K23</sub>



## ENTREPRENEURSHIP CLUB

*Presents*

# THE RECUPERATION

### BRING A BRAND BACK IN BUSINESS

The participants are assigned a failed brand and it is up to the student to make the brand famous again with their ideas as an individual or a team of 2.

**REGISTRATION FEE**

**50/-**



3rd March, 2023.

Lab-4(NS LAB), 4th floor, IT Department.

[eclub.it@anits.edu.in](mailto:eclub.it@anits.edu.in)

+91 8790951649

<https://forms.gle/YHppF4xxptpD7Gzs6>

Principal:  
Prof.K.Sri Rama Krishna

FACULTY CO-ORDINATOR:  
Mrs.A.BHANU SRI

HOD:  
Dr.M.Rekha Sundari

STUDENT CO-ORDINATORS:  
ADITI SANYAL(4/4)  
K.Likith Abhiram(4/4)  
P.HIMAJA(3/4)  
D.GREESHMA VENU(3/4)





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### DEPARTMENT OF INFORMATION TECHNOLOGY

## SUMMARY REPORT

**EVENT NAME:** The Recuperation

**EVENT DATE:** 03-03-2023

**EVENT TIME:** 10:00 AM- 12:00 PM

**MODE OF EVENT:** OFFLINE (LAB 4: NETWORKS LAB, IT DEPARTMENT)

**NUMBER OF PARTICIPANTS:** 12 members actively participated in the event as individuals and teams. The participants shared their ideas and strategies on how to bring a brand back into the business.

**Winner:** N. Gunesh

**Runner1:** K. Bhargavi & team

**Runner2:** K. Praneet & team, Sahith Raj

**DESCRIPTION:** The participants will be assigned a failed brand and they have to give out their ideas and strategies to bring the brand back into the business. They were provided with paper and a pen and were given 5 minutes to prepare before they can recite their ideas. This has led the students to think and use the resource within a particular time limit and share their ideas eloquently. The participants were able to rocket their thinking ability as they heard other participants sharing their ideas.

### **SUMMARY:**

We conducted an event called 'The Recuperation' under the technical fest of Radian 2k23 where students from the IT department and other departments joined to share their ideas on how to bring a brand back into the business. The Event started with an introduction from the club president describing the event details. At the beginning of the event, the participants are assigned a brand each and were given 5 minutes to think and use their mobile to get familiar with the brand and look up equitable ideas. We have taken brands like Nokia, Yahoo, Blackberry, TataNano, Xerox etc. as the failed brands and assigned them to the participants. The participants started off by giving an introduction about the product and then began to share their ideas on how to bring the brand back into the business. Since we assigned different types of products to different participants, we got to listen to a vast pool of ideas and no repeated ideas as well.

The winners of the first, second, and third places mainly focused on explaining how the product can be brought back into the business using the strategies used by different companies as examples.

(Mrs. A. Bhanusri)

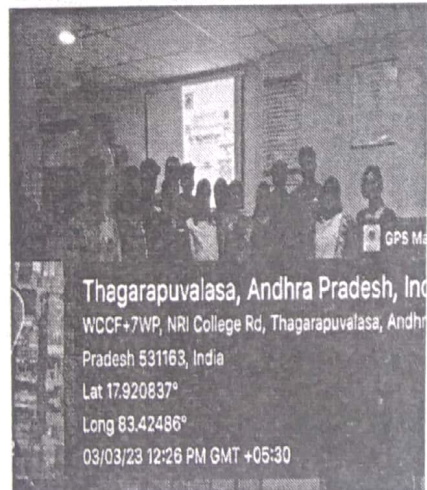
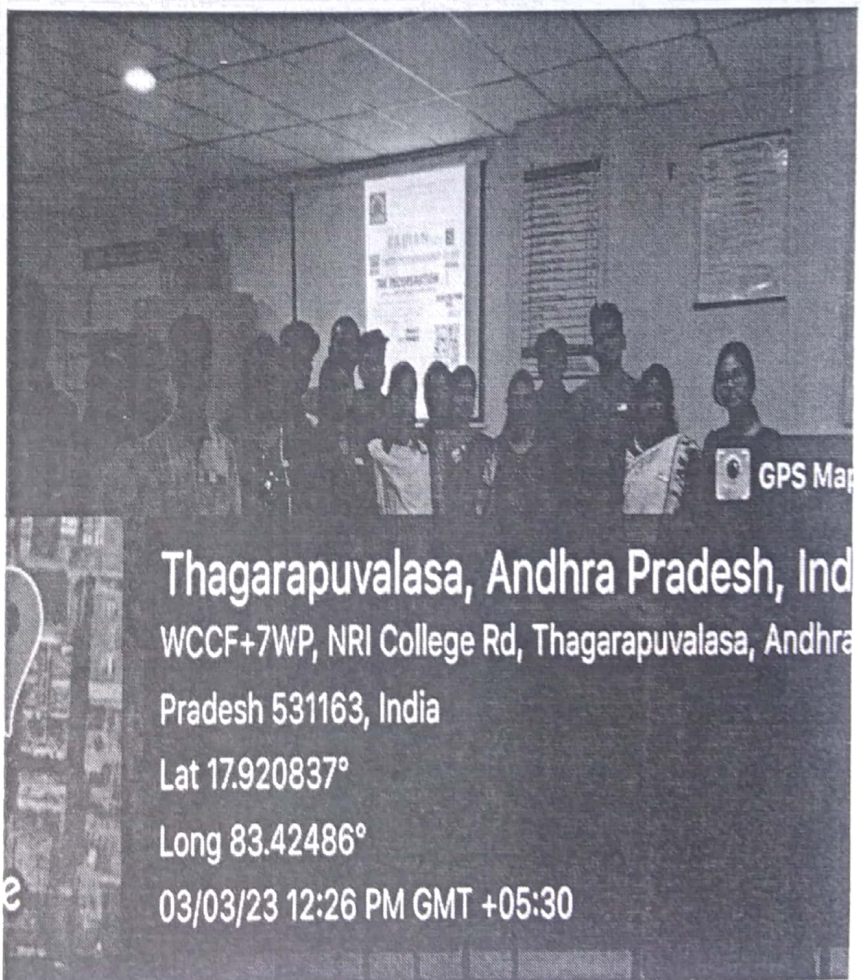
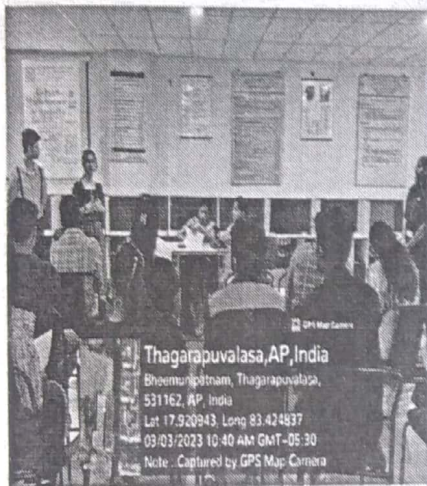
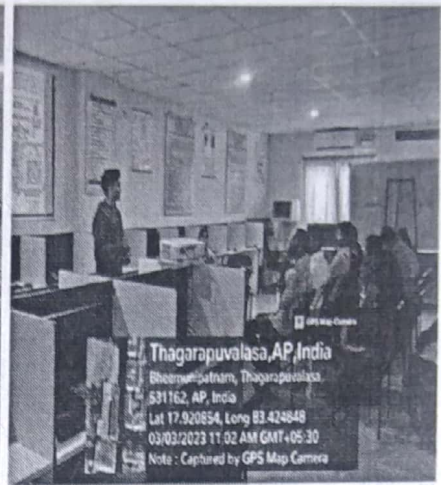
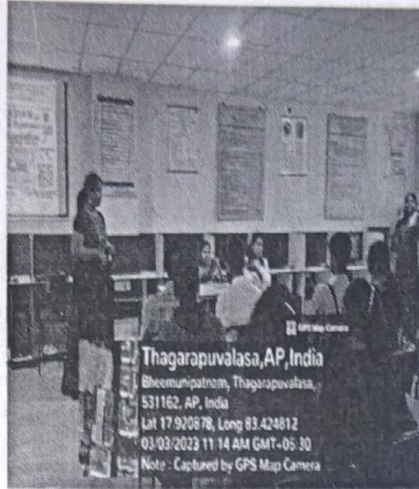
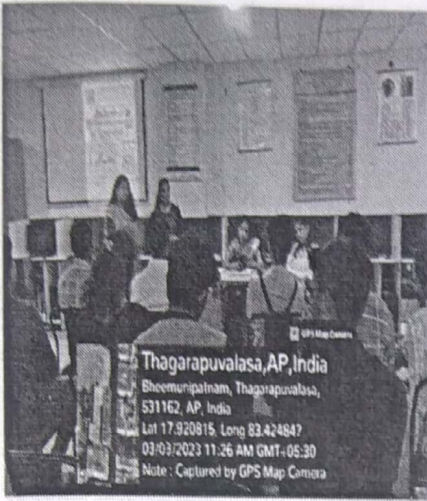
FACULTY COORDINATOR

(Dr. M. Rekha Sundari)

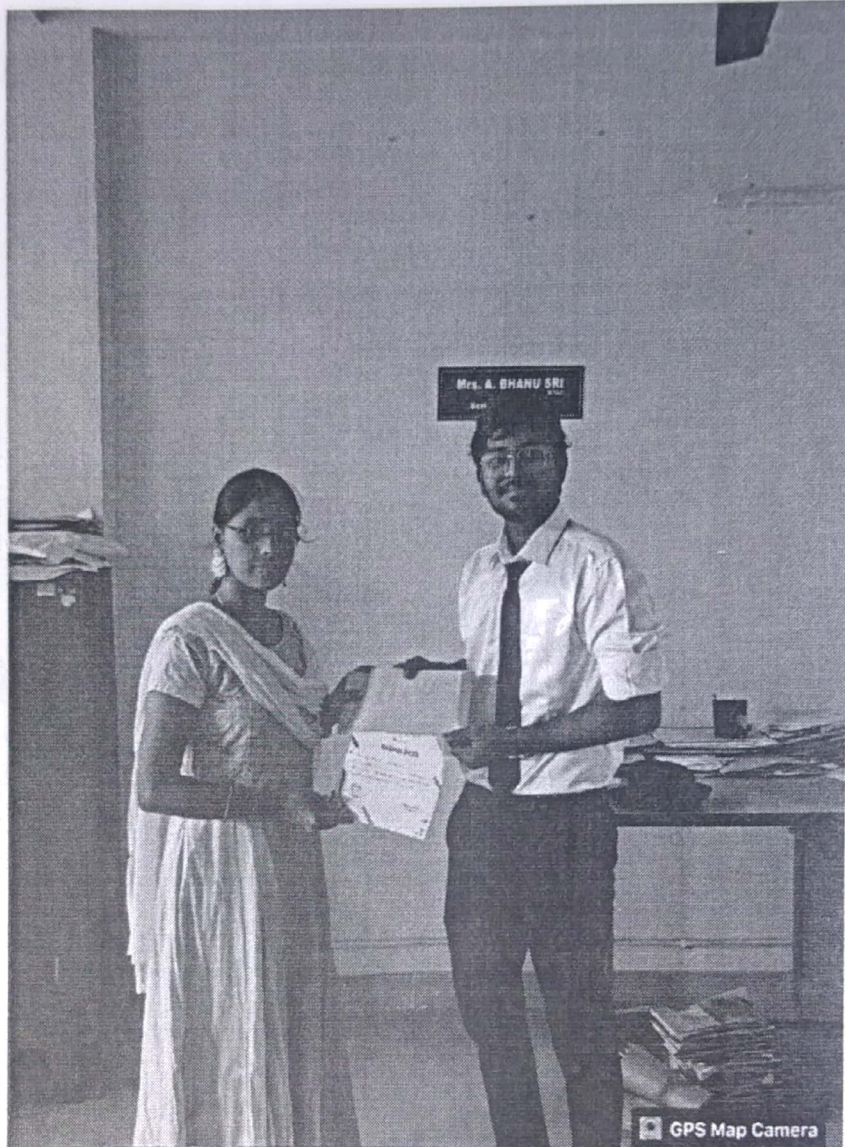
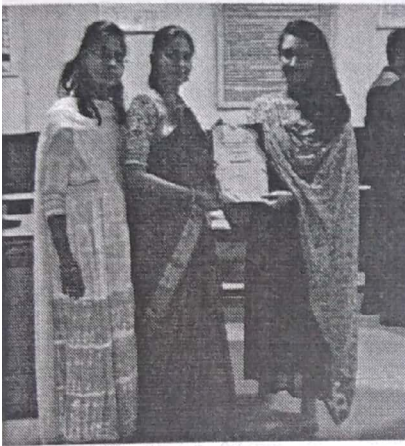
I/c HOD, IT

**HEAD OF THE DEPARTMENT**  
Department of Information Technology  
Anil Neerukonda Institute of Technology  
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Sangivalasa, Visakhapatnam-531162









GPS Map Camera



Thagarapuvalasa, Andhra Pradesh, India  
WCCF+7WP, NRI College Rd, Thagarapuvalasa,  
Andhra Pradesh 531163, India  
Lat 17.920662°  
Long 83.424889°





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## RADIAN 2K23 PRESENTS RECUPERATION EVENT UNDER ENTREPRENEURSHIP CLUB

Date : 03-03-2023

Time: 10-12 PM

S.no	Student Name	Class	College	Mobile	Bill No	Signature
1.	P. Raj Paul	III/IV <sup>CE</sup> B	ANITS	7416991940		<i>Raj Paul</i>
2.	M. Joyce Christina	3/4 <sup>CEE-B</sup>	ANITS	7032375618		<i>Joyce</i>
3.	K. Chandrika	III/IV <sup>(CSE)</sup>	ANITS	8309314418		<i>K Chandrika</i>
4.	K. Bhargavi	III/IV <sup>ITA</sup>	ANITS	8374632273		<i>K Bhargavi</i>
5.	K. Likhitha	III/IV <sup>ITA</sup>	ANITS	7569423867		<i>K Likhitha</i>
6.	N. Gunesh	III/IV <sup>ITA</sup>	ANITS	9292558565		<i>N Gunesh</i>
7.	K. Praneth	III/IV <sup>IT-C</sup>	ANITS	7672050039		<i>Praneth</i>
8.	G. Harsha Vardhan	III/IV <sup>IT-C</sup>	ANITS	7830350511		<i>G Harsha</i>
9.	P. Harsha Vardhan	III/IV <sup>IT-B</sup>	ANITS	9666499317		<i>P Harsha</i>
10.	A. Sahithi Raja	III/IV <sup>ITA</sup>	ANITS	9133344911		<i>Sahithi Raja</i>
11.	S. Mohith Sai	III/IV <sup>CSE</sup>	ANITS	6281802005		<i>Mohith Sai</i>
12.	Y. N. Pravalika	III/IV <sup>CSE</sup>	ANITS	8304044657		<i>Pravalika</i>

*[Signature]*  
 Faculty Coordinator



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email: [principal@anits.edu.in](mailto:principal@anits.edu.in)

### DEPARTMENT OF INFORMATION TECHNOLOGY

#### IMPACT ANALYSIS

**EVENT NAME:** The Recuperation

**CONDUCTED ON:** 03-03-2023

The event 'The Recuperation' is mainly conducted to make the rational thinking in the student shimmer and also enhance the student's ability to think out of the box. Participants gathered in a group of 1-2 members and particularized different ideas on how to bring a brand back into the business. We assigned them each with a failed brand and they delineated to share their preposition on reclaiming a business. The participants have come up with a manifold of ideas where none of the ideas that they have shared are repeated. The participants have had the capacity to generate many different kinds of ideas, manipulate ideas in unusual ways, and also to make unconventional connections in order to outline novel possibilities that have the potential to elegantly meet a given purpose.

The main intent of the event is to fine-tune the student's reasonable and rational thinking competency by giving out their ingenious ideas. Participants diligently engaged in the event as they divulge their opinions when spoken by other participants.

**OUTCOME:** The participants have had exposure to different prepositions to reclaim a brand back into the business, along with boosting their speaking and thinking propensity.

**FACULTY COORDINATOR**

(Mrs. A. Bhanusri)

**I/c HOD, IT**

(Dr. M. Rekha Sundari)

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