

## **REPORT ON CHANAKYA 2018-19**

GMA, in association with AKGIM organized a 2 day Management Simulation Game 'CHANAKYA' on 11th & 12th February 2019. The venue was Ajay Kumar Garg Institute of Management, Ghaziabad.

The Game was conducted by ALL INDIA MANAGEMENT ASSOCIATION. Hypothetical case scenario is presented to the participants. They have to take decisions to maximize the winning criteria. Every round newer development is intimated to them like strike by labor, increase in cost price etc. Case was on a particular industry that has been developed taking into view the real world conditions. For Example we have Steel Industry case where there are 4 different finished products of different selling price and two raw materials are required to produce these finished products.

Eight teams from seven organizations participated in the game. The event is spread over two days and is played on data divided in five quarters.

The teams compete among themselves in the virtual market created, by deciding on the pricing of the product, advertising of the product, taking bank loan to maintain the cash flow, buy plant & machinery etc. All team members are required to take decision to out-perform their competitors by appropriately procuring Raw material, pricing their goods and selling in the market to maximize their After Tax Profit.

The team from NTPC Dadri was the winner, team from AKG Institute of Management was the First Runner up and team from International Tobacco Co. Ltd was the Second Runner-up.



Participants in Chanakya 2018-19