



Sri Shridevi Charitable Trust (R.)

# SHRIDEVI INSTITUTE OF ENGINEERING AND TECHNOLOGY

(Recognised by Govt. of Karnataka, Affiliated to VTU, Belagavi and Approved by AICTE, New Delhi)

Sira Road, Tumakuru - 572106, Karnataka.

Phone: 0816-2212629 | Fax: 0816-2212628 | Email: info@shrideviengineering.org | Web: http://www.shrideviengineering.org



## DEPARTMENT OF MBA

### Colours Week

### Festival of Colours

**Organized by:** Department of MBA, Shridevi Institute of Engineering and Technology

The Colors Week was organized to promote unity, creativity, and cultural diversity within the department. Each day was themed with a specific color, symbolizing various values and emotions. The students actively participated, making the event a grand success.

#### Day – 1: Green Day

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Green symbolizes nature, growth, and renewal. It is the color of life, harmony, and freshness, representing environmental awareness and sustainability. In the context of Colors Week, Green Day emphasized the importance of eco-friendly practices and the need to protect our planet. Green is known to have a calming and refreshing effect on the mind. It is often associated with balance and emotional stability. It is predominantly the color of the environment, symbolizing health, rejuvenation, and sustainability.

**Objective:** To promote environmental awareness and sustainability.

**Activities:** Skit

Dress Code: All participants wore green attire..

#### **Outcome:**

- Enhanced awareness of environmental sustainability.
- Encouraged teamwork through collaborative activities.

**Student Coordinators:** Namitha M N, Anjum Zehra M, Bindushree T D , Bhumika B R, Chandraiah R , Manoj Patel T M , Balaraju D G , Munaf Malik, Sameer, Dilip, Ram, Tanuja, Harshitha G S.





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## **Day – 2: Red Day**

Red represents passion, energy, and love. It is associated with strong emotions and vitality, symbolizing courage and enthusiasm. Red Day in Colors Week brought attention to health and social responsibility, with activities like a blood donation camp and cultural performances. The vibrant energy of the color inspired participants to approach challenges with determination and a positive mindset. Red can stimulate excitement, energy, and passion. It is also linked to increased heart rate and adrenaline flow. Red is considered auspicious in many cultures, symbolizing celebration, love, and even warnings.

**Objective:** To symbolize love, energy, and passion.

**Activities:** Team Building

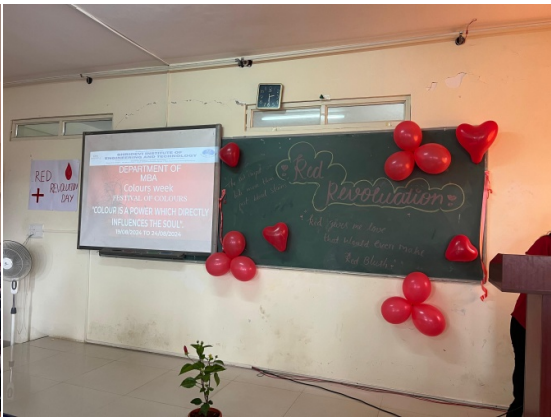
**Dress Code:** Participants wore red attire.

**Outcome:**

- Increased awareness about health-related causes.
- Strengthened bonds among participants through collaborative efforts.

**Student Coordinators:** Chinmay Patil, Bhuvanraj, Teju S B, Divya C S, Madhushree, Lakshmi, Bhoomika K, DIsha SHetty, Yogesh, Suchitra, Punith Kumar, Sonakshi, Pavan.







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## **Day - 3: White**

White stands for peace, purity, and simplicity. It is the color of new beginnings, symbolizing harmony and calmness. On White Day, the focus was on promoting inner peace and the importance of maintaining harmony in relationships and society. The peace rally and origami workshop encouraged participants to embrace purity of thought and action, fostering a peaceful environment. White creates a sense of space and mental clarity, offering a clean and organized feeling. White is neutral, reflecting all colors of light, symbolizing inclusivity and equality.

**Objective:** To represent peace and purity.

**Activities:** Monoacting

**Dress Code:** Participants wore white attire.

**Outcome:**

- Inspired students to embrace peace in their lives.
- Fostered creativity and mindfulness through hands-on activities.

**Student Coordinators:** Arun, Dharshan, Sharath, Maruthi, Abhilash, Hemanth, Kusuma, Vijayalakshmi, Tejashwini T M, Shruthi, Sushmitha, Priya, Thejaswini N







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## **Day – 4: Blue**

Blue reflects trust, loyalty, and wisdom. It is associated with calmness, stability, and depth. Blue Day activities highlighted the importance of conserving resources like water and building trustworthy relationships. Creative endeavors such as painting competitions and skits brought out the color's essence, encouraging participants to reflect on values like loyalty and wisdom in their personal and professional lives. Blue has a calming and soothing effect, promoting focus and productivity. It is often used in corporate settings to instill trust. Blue is seen as a color of divinity in many religions and is often associated with the sky and sea, representing infinity and depth. It is linked to logic, reasoning, and intellectual pursuits, making it a preferred choice in education and technology.

**Objective:** To reflect trust, loyalty, and wisdom.

**Blue Day Activities:** Treasure hunt and Quiz

**Dress Code:** Participants wore blue attire.

**Outcome:**

- Increased understanding of water conservation.
- Highlighted the importance of trust and wisdom in daily life.

**Student Coordinators:** Swapna, Pankaja, Chandana, Fiza, Hema, Nagashree, Kavya N U, Manju, Punith N A, Purshothama, Sachin, Shashank, Nagesh and Theerthakumar.







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## **Day 5: Orange Day**

Orange is a color of enthusiasm, creativity, and determination. It blends the energy of red with the happiness of yellow, inspiring ambition and innovation. Orange Day encouraged participants to embrace their creative side through workshops and group activities. Leadership sessions and creative writing tasks brought out the vibrant, uplifting qualities of orange, fostering motivation and positivity. Orange is stimulating and energizing. It combines the warmth of red with the cheerfulness of yellow, promoting creativity and enthusiasm. In several cultures, orange is linked to spirituality and sacred rituals. It is also associated with autumn and harvest in Western cultures. Orange is often used to encourage risk-taking, optimism, and resilience in individuals.

**Objective:** To symbolize enthusiasm, creativity, and determination.

**Activities:** Logo

**Dress Code:** Participants wore orange attire.

**Group Games:** Fun activities encouraging teamwork.

**Outcome:**

- Boosted leadership and teamwork skills.
- Enhanced creative expression among students.

**Student Coordinators:** Divya P K, Kaushal Kishor Das, Vanitha M L, Deepa, Yashoda, Chiranjeevi, Kavya D C, Shwetha K N, Lavanya, Vivek, Arun, Ashwin, Niteesh K B, Govindaraju.





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## **Day 6: Yellow Day**

Yellow is the color of happiness, positivity, and optimism. It symbolizes sunshine, joy, and energy, inspiring cheerfulness and hope. Yellow Day was all about spreading smiles and acknowledging the good in life. Fun activities and gratitude sessions celebrated the brightness and warmth that yellow represents, leaving everyone with a sense of fulfillment and optimism. Yellow boosts happiness and energy levels, stimulating creativity and positivity. However, excessive yellow can lead to restlessness. Yellow is associated with royalty and glory in some Asian cultures, while in others, it signifies friendship and warmth. Yellow is often linked to enlightenment and intellectual pursuits, representing the brightness of the mind and spirit.

**Objective:** To represent happiness, positivity, and optimism.

**Dress Code:** Participants wore yellow attire.

**Outcome:**

- Spread joy and positivity within the department.
- Strengthened bonds through acknowledgment and appreciation.







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#### Overall Outcomes:

1. Improved teamwork, coordination, and creativity among students.
2. Strengthened relationships between juniors and seniors.
3. Enhanced understanding of cultural diversity and the significance of colors.
4. Promoted social responsibility and personal growth.

Colors Week was a memorable celebration of values, emotions, and togetherness. It not only added vibrancy to the department but also left a lasting impact on everyone involved.

Each Color during Colors Week was a celebration of its unique significance, bringing vibrancy, meaning, and unity to the department.

**HOD Sign**