



**SANDIP INSTITUTE OF TECHNOLOGY & RESEARCH CENTRE, Nasik**  
**Department of Management Studies**

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**Name of the Program: - Battle Field 2013**

**Day & Date:- 06<sup>th</sup> & 07<sup>th</sup> September 2013**

- Objective: -**
1. To make students learn Management Concept Practically
  2. To make students aware about real life business situations
  3. To motivate students to choose Entrepreneurship as a Career

**About The Program:** Students of Sandip Foundation from Department of Management Studies completed one its own kind of Activity Named Battle Field Successfully . Battle field is an Activity done by MBA-I year, 2 to 3 days before the Ganesh Festival begins. So this year also keeping the tradition alive this activity was carried between 06<sup>th</sup> September & 7<sup>th</sup> September 2013. Students were Divided into 9 different groups with 6 to 7 members in each group & every group was headed by a group leader. The concept goes like this that students have to sell various products in the Market it could Eatables, Ganapati Decoration Stuff , Clothes or any other innovative products. Students identified various location in Nashik where they could fetch more an more public towards their stall. College Road, Mahatma Nagar, Gangapur Road, Golf Club, Ashok Sthamb, Bytco Point were some the areas wherein the students had their stall.

Motive behind this Activity was to teach students some Management Concept practically & to motivate students to choose entrepreneurship as a career . As some concepts could easily be learnt by doing practical rather than learning them in class such as leadership, planning , Decision Making, Coordination, Market Analysis & Financial Management etc. They got overwhelming response for this activity& this was all possible due to their complete dedication & hard work. Students also enjoyed doing this battlefield activity very much. The profits which the students earned from this activity would be utilized for the social cause & betterment of underprivileged people of the society as part of Corporate Social Responsibility (CSR) . Profits would be donated to Adhar Ashram, ZP Schools & Old Age Homes

- Outcome: -**
1. Students learnt various management concepts such as planning, organizing, decision making, leadership etc.
  2. Students were also motivated to choose entrepreneurship as a career
  3. they also got a rough idea about the skills , knowledge, required to start the business

**Photograph-**

