



Sandip Foundation's
Sandip Institute of Technology & Research Centre, Nashik
Department of Management Studies
Academic Year 2018-19
Report on Battle Field Activity

Event Title: - “Battlefield-2018-19”

Date: - 11th & 12th September 2018

Conduction Duration: Two Days

Coordinator: Prof Jeevan Ahire

Objective:

- 1. To make students Learn Entrepreneurial Lessons Practically through Battle Field Activity.**
- 2. To Teach management concept such as planning, Organizing, Coordination, Market Analysis, Marketing & Financial Management practically.**

About The Program:

Students of Sandip Foundation from Department of Management Studies completed one its own kind Activity named Battle Field successfully, which is being conducted from past 8 years. Battle field is an activity done by the MBA-I year, 2 or 3 days prior to Ganesh Festival. So this year also keeping the tradition alive this activity was conducted on 11th & 12th September 2018. Students were divided in 7 different groups with 8 to 9 members in each group & every group was headed by a group leader. Tastism, Apla Katta, Khadad Culture, Hotspot, Tummy Ticklers, Foodicted & Hunger Killers were the name of the group. The concepts goes like this that students have to sell various products into the market it could be eatables, decorative stuff, Cloths or any other innovative products. Students identified various locations in Nashik where they could fetch more and more public towards their stall. College Road, Mahatma

Nagar, Gangapur Road, Thakkar Dome, Bytco Nashik road were some of the areas wherein the students had put their stalls.

The very essence of this activity was to bring out the hidden Entrepreneurial qualities of the students such as risk taking ability, decision making & leadership. Also various Management concepts such as Planning, Organizing, Coordination, Market Analysis, Marketing & Financial Management and etc. can be learned & understood more easily by doing them practically rather than teaching them theoretically in class room. Students received overwhelming response for this activity & this was all possible due to their complete dedication & hard work. One thing that was observed was that this activity was conducted with full enthusiasm & enjoyment. The profit which the students earned from battlefield 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 Aadhar Ashram, ZP Schools & Old Age Homes.

Outcome:

- 1. Students learn the entrepreneurial skills such as Risk Taking Ability, Decision Making & Leadership.***
- 2. Students also learn management concepts such as planning, organizing, coordination, market analysis, marketing & financial management practically.***

Photograph:









