



SANDIP INSTITUTE OF TECHNOLOGY AND RESEARCH CENTRE

An Autonomous Institute Permanently Affiliated to Savitribai Phule Pune University,
Pune, Approved by AICTE, New Delhi and Govt. of Maharashtra

At & Po – Mahirawani, Trimbak Road, Tal & Dist – Nashik

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website : www.sandipfoundation.org, e-mail : principal@sitrc.org

Accredited with "A" grade by NAAC With CGPA Score of 3.11

NBA Accredited for Computer & Mechanical Engineering(UG Course) w.e.f. 2023-24 to 2025-26



Department of Management Studies (MBA)

Academic Year 2024-25

Report on "Battlefield -2024"

- **Event Title:** "Battlefield Activity-2024"
- **Date:** 27th December To 29th December 2024
- **Conduction Duration:** 3 Day
- **Venue:** Department of Management Studies (E- Building) And Nashik Corporation
- **Event Coordinator:** Prof. Sachin Choudhary

Objective:

1. To develop managerial competencies: The event aimed to enhance leadership, teamwork, and strategic thinking capabilities in MBA students.
2. To provide practical exposure: By simulating real-world business challenges, students gained hands-on experience in decision-making, financial management, and marketing.
3. To encourage innovation and collaboration: The event promoted innovative thinking and effective collaboration among students with diverse perspectives.
4. To develop entrepreneurial mind-sets: Encourage innovation, creativity, and critical thinking by enabling students to design and execute business plans while considering financial and marketing dynamics.

About the Program:

The Department of Management Studies at SITRC (Sandip Institute of Technology and Research Centre) organized its flagship event, "Battlefield 2024," from 27th December to 29th December 2024. The event was aimed at providing first-year MBA students with a platform to showcase their management skills through various business ventures. It emphasized critical managerial competencies, including leadership, teamwork, communication, strategic thinking, and problem-solving.

Inauguration Ceremony:

The grand inauguration ceremony of "Battlefield 2024" took place on **27th December 2024 at 12:00 noon** in the **E-Building, SITRC-Department of Management Studies**. The event was inaugurated by the honourable Chief Guest, **Principal Dr. Amol Potgantwar**, alongside the esteemed presence of **Dr. Jitendra Shaha**, Head of the Department (BE-First Year), **CMA CS Rajendra Shirsat**, and all faculty members. **Prof. Sachin Choudhary** served as the Event Coordinator, ensuring the smooth execution of the program. The inauguration ceremony was infused with energy and creativity, featuring engaging fun activities to kick-start the event. Students and faculty members came together to leave vibrant handprints on

the **Battlefield 2024 inauguration banner** using a variety of colours, symbolizing unity, creativity, and collaboration. A group photo-shoot with both students and faculty was conducted to capture these cherished moments. To further enhance the celebratory spirit, **colourful crackers** were burst during the inauguration, creating a festive and joyful atmosphere that set the perfect tone for the event.

Event Activities:

Participants engaged in a series of challenging activities designed to test their decision-making, leadership, and collaboration skills. Activities focused on fostering teamwork, conflict resolution, and practical understanding of business dynamics.

Total 15 Groups:

- 1) The Sales Sharks
- 2) Next-Gen Venture
- 3) Team Achiever's
- 4) Team Warriors
- 5) Battle Brokers
- 6) Marketing Masters
- 7) Chatpati Bites
- 8) Unbreakable Squad
- 9) Synergy Squad
- 10) Start-up Spark
- 11) Battle Squad
- 12) Battle Warrior
- 13) Crunch crew
- 14) Aromatic
- 15) Team weekend Foodies

Final Presentations:

The grand finale presentations were scheduled for **4th January 2024**, where students showcased their entrepreneurial skills through PPTs, including Balance Sheets, Profit & Loss Accounts, and Marketing Strategies.

The Battlefield Presentation 2024 will be graced by an esteemed jury panel, including **Dr. Nandkishor Sawai**, a distinguished faculty member from the Mechanical Department, known for his expertise and contributions to engineering education and innovation. Joining him is **Prof. Sumit Deshmukh**, the Central Training Head at Sandip Foundation and Sandip University, recognized for his visionary leadership and impactful training programs that have empowered countless students. Their presence and guidance will undoubtedly elevate the event by fostering an environment of excellence and insightful evaluation.

CSR Activity:

Moreover, as a noble gesture, the groups that earned profits during the Battlefield 2024 activities pledged to donate a portion of their earnings for a CSR activity, further instilling the values of social responsibility among the participants.



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Battlefield 2024 successfully combined theoretical knowledge with practical experience, fostering growth and development among MBA students. The initiative highlighted the importance of management skills such as teamwork, conflict resolution, and critical thinking, making it a significant milestone in their academic journey.

Outcome:

1. Enhanced Practical Knowledge: Students gained a deeper understanding of business operations, financial planning, and marketing strategies by creating balance sheets, profit and loss accounts, and detailed marketing plans.
2. Improved Teamwork and Leadership: Participants demonstrated their ability to work collaboratively in teams, exhibiting effective leadership and communication skills to achieve shared goals.
3. Real-world Experience: The event provided students with insights into business challenges, preparing them to handle complex managerial situations and enhancing their employability.

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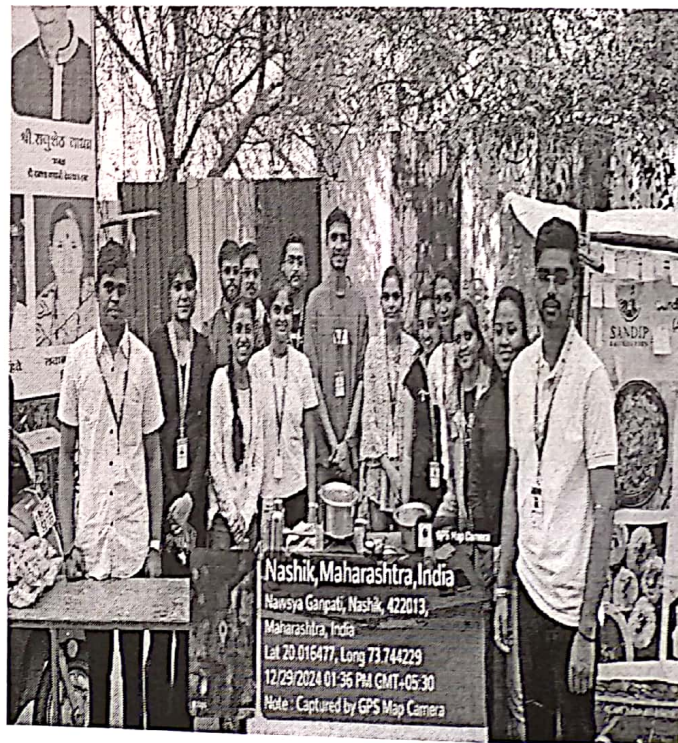
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Glimpse of the Day



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Sachin Choudhary

Prof. Sachin Choudhary
Event Coordinator

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Dr. Amol Potgantwar
Principal, SITRC