



Krantiveer Vasantao Narayanrao Naik Shikshan Prasarak Sanstha

LOKNETE GOPINATHJI MUNDE

INSTITUTE OF ENGINEERING EDUCATION & RESEARCH

Canada Corner, Sharanpur Road, Nashik 422 002

Approved by AICTE, Accredited 'B' Grade by NAAC



The Department of Management Studies(MBA)

A report of “Diwali Bazaar”

Event Title: - “**Diwali Haat Bazaar-2024-25**”

Date: - 25th and 26th October 2024

Conduction Duration: Two Days

Coordinator: Dr.Samruddhi M.Shete

Objective:

1. To inculcate the spirit of Entrepreneurship in the students Lessons
2. Apply the various theoretical concepts to the real business world.
3. Develop Leadership skills
4. Develop Team work
5. To Teach management concept such as planning, Organizing, Coordination
Market Analysis, Marketing & Financial Management practically.

About The Program:

The Department of Management Studies,K.V.N.Naik,LoGMIEER,had organized the “Diwali Haat Bazaar” on the 25th and the26th October 2024, the battlefield helps in inculcating the spirit of entrepreneurship among students and provides them an opportunity to execute their theoretical knowledge in the real world, It helps in developing a leadership Skills, team skills, soft skills, and decision-making skills overall it helps in developing the overall personality of the students preparing them for the corporate world.

The actively was divided into various phases the first phase was

Phase I: Preparation for the battle began in 15 days prior to actual execution, with the identification of leaders. Students were given a stage to come up with a speech to appeal to students to join their respective teams. Leaders and teams were formed in this stage to add to the challenge a precondition was laid under which each team could comprise of 5 three female members and 2 male members

Further, the teams were assigned the task of coming up with a Logo, Tag line and a promotional video for their teams. This phase posed a lot of challenges for the students as they went through



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the storming forming and norming phases and creating brands logos and promotions the students loved the experience and came up with some of the most inspiring videos and creative videos.

Phase II: Selection of ideas and prepare for the battlefield It was the brainstorming phase of the the activity. Each team had to come up with innovative ideas for their stalls. Planning and analyzing all the ideas and alternatives plans. Students raised capital by investing money and by taking sponsorships from a successful business in the market. This phase ended with presenting the developing plan in front of the faculty members based on the feedback of the faculty the students redesigned their business plan and we now getting ready for the big day On 25th, October the stalls were inaugurated by honorable Principal Dr. Kailas Chandratre and Dr. Sarika Patil, Hod Department of Management studies Stall was set up in the various parts of the city and the student gave everything they had striving had to convince the customers selling their products preparing the product Organizing the stock-keeping accounts The overall activity was very successful with students staying up on the stalls till 8pm and 10 pm respectively. The activity closed with a grand presentation made by the students.

Outcome:

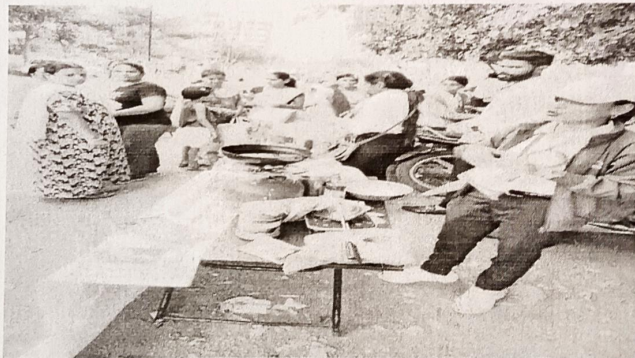
1. Students got and firsthand experiences of entrepreneurship, they understood some Very valuable lessons beyond the classroom as Risk Taking Ability, Decision Making & Selling products, Leadership.
2. Students also learn management concepts such as planning, organizing, Coordination, market analysis, marketing & financial management practically
3. The students applied the 7 ps of marketing to the real world and got and Understanding of the power theory has and how it can be applied successful in the Real world for our advantage
4. Team building coordination, communication, crisis management.



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Some Glimpses of the Diwali Haat bazar





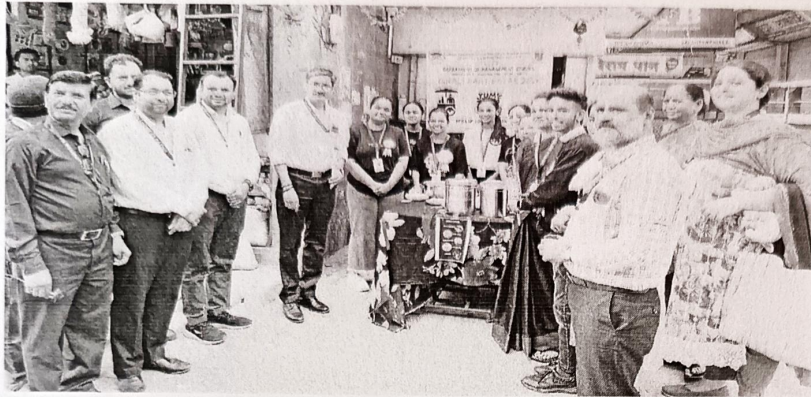
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HOD

Principal