



Harikisan Jajoo Education Sanstha Yavatmal.

COLLEGE OF MANAGEMENT AND CMCS COMPUTER SCIENCE, YAVATMAL.



(Affiliated to Santa Gadge Baba Amravati University, Amravati) College Code - 457 / MBA Code -1106

Address :- 13/4 (A), Behind Naringe Nagar, Dhamangaon Road, Yavatmal - 445001 (M.S.)



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UDAAN – MANAGEMENT FEST

Event Report 2024-25

About Management Fest:

In today's educational landscape, colleges frequently host fests as a means to actively involve students and equip them with practical skills for the real world. These events serve as platforms for students to display their hidden talents, foster creativity, and enhance teamwork. By participating in such fests, students not only gain valuable experience but also contribute to making the events vibrant and enjoyable. Their enthusiasm and dedication play a key role in ensuring that these college festivals are both engaging and memorable.

The Management Fest "Udaan – Explore Your Wings" was organized by the Department of Management Studies and Internal Quality Assurance Cell (IQAC) of CMCS, Yavatmal from March 18 to March 20, 2024. It aimed to provide students with a platform to showcase their talents, develop essential skills, and gain knowledge beyond academics.

Schedule of Management Fest:

Sr. No.	Date	Event
Day 1	07 th March 2025	Brand War Competition
Day 2	08 th March 2025	1. Investomania 2. Social Media Showdown
Day 3	10 th March 2025	The Shark Tank Competition
Day 4	11 th March 2025	Market Yoddha
Day 5	12 th March 2025	On the Hot Seat



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Details of Events

Day 1

Date: 07th March 2025, Friday

Event: "Brand War"

A **Brand War** competition is an exciting and dynamic event where participants take on the role of brand managers, competing against rival teams to promote, defend, and establish the dominance of their assigned or chosen brands. Teams are required to craft compelling advertisements, slogans, digital marketing campaigns, and persuasive arguments to highlight their brand's unique selling points while strategically countering competitors' claims. The competition not only tests creativity and innovation but also sharpens participants' strategic thinking, persuasive communication, and problem-solving skills. Judges evaluate teams based on criteria such as brand awareness, creativity, presentation skills, and the effectiveness of their marketing strategies.

Faculty Coordinator: Ms. Prachi Thakare

Ms. Pooja Bende

Total No. of Students Participants: 25

Winner : Mr. Pranay Jakhanewar (BBA 1st Year)





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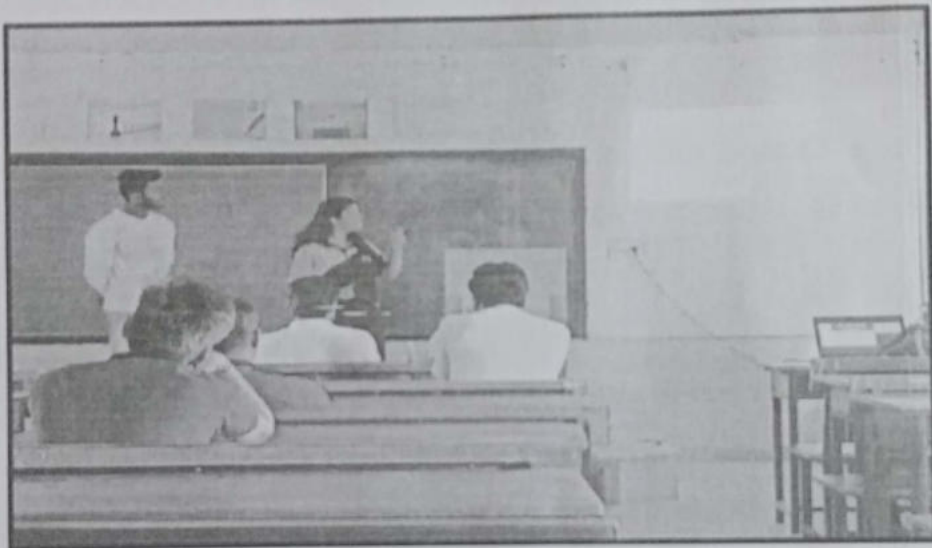


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Details of Events

Day 2

Date: 08th March 2025, Saturday

1. Event: "Investomania"

Investomania is a finance and investment-based competition designed to test participants' knowledge, analytical skills, and decision-making abilities in the world of stock markets, financial planning, and wealth management. It provides a simulated platform where participants engage in activities like portfolio management, trading strategies, risk assessment, and financial analysis, mimicking real-world investment scenarios. College has provided dummy 10,00,000 to students and top 30 companies of different sectors in which they had to invest. Judgement was done on the best plan of investment done by the student exploring their knowledge.

Faculty Coordinator: Mr. Ritesh Chandak

Mr. Mohsin Sheikh

Total No. of Students Participant: 14

Winner : Mr. Pranay Jakhnewar (BBA 1st Year)





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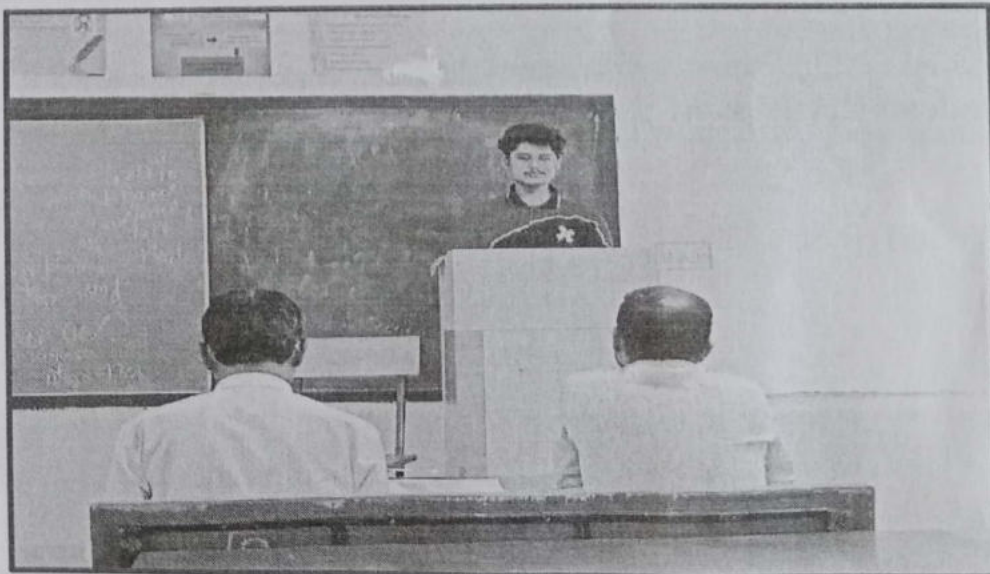


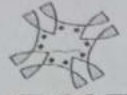
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2. Event: "Social Media Showdown"

The **Social Media Showdown** is an exciting and fast-paced competition that challenges participants to harness the power of digital platforms to create engaging, impactful, and viral content. Designed to test creativity, marketing strategy, and audience engagement, this event requires contestants to craft compelling posts, reels, or short videos centered around a college life. By simulating real-world digital marketing scenarios, the **Social Media Showdown** helps students develop essential skills in influencing and online communication. It also fosters an understanding of engagement metrics, digital trends, and content optimization, making it a valuable experience for aspiring marketers, content creators, and social media enthusiasts.

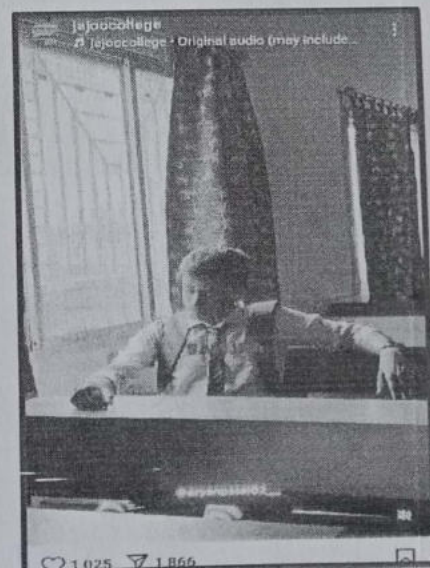
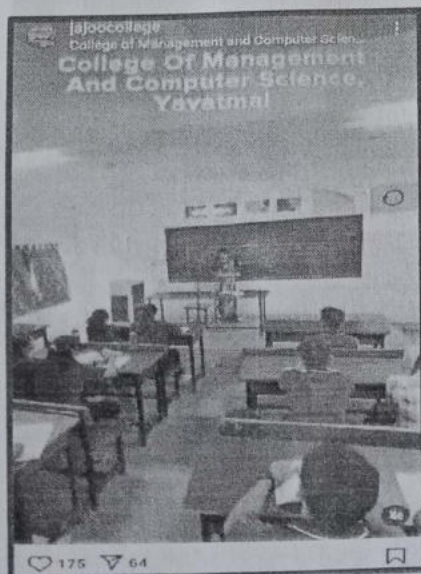
Faculty Coordinator: Mr. Rahul Rathod

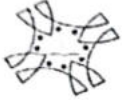
Ms. Shraddha Rathi

Total No. of Students Participant: 21 Teams

Winner : Dev Bansod (B.Sc 1st Year)

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Details of Events

Day 3

Date:10th March 2025, Monday**Event: "The Shark Tank Competition"**

The *Shark Tank* competition is a business pitch contest where aspiring entrepreneurs had presented their ideas to a panel of investors, often referred to as "sharks." Contestants aim to secure funding and mentorship by showcasing their business models, financial projections, and growth potential. The competition is known for its high-stakes negotiations, as investors critique the viability of each pitch and decide whether to invest in exchange for equity. Originating from the popular TV show, *Shark Tank*, similar competitions was held in college. Participants answered tough questions, defend their valuations, and also modified their proposals on the spot to attract investment.

Faculty Coordinator: Mr. Ritesh Chandak

Ms. Kalyani Chandore

Ms. Namrata Gupta

Total No. of Students Participant: 13 Teams**Winner :** Mr. Dinesh Chaudhary (BBA 1st Year)



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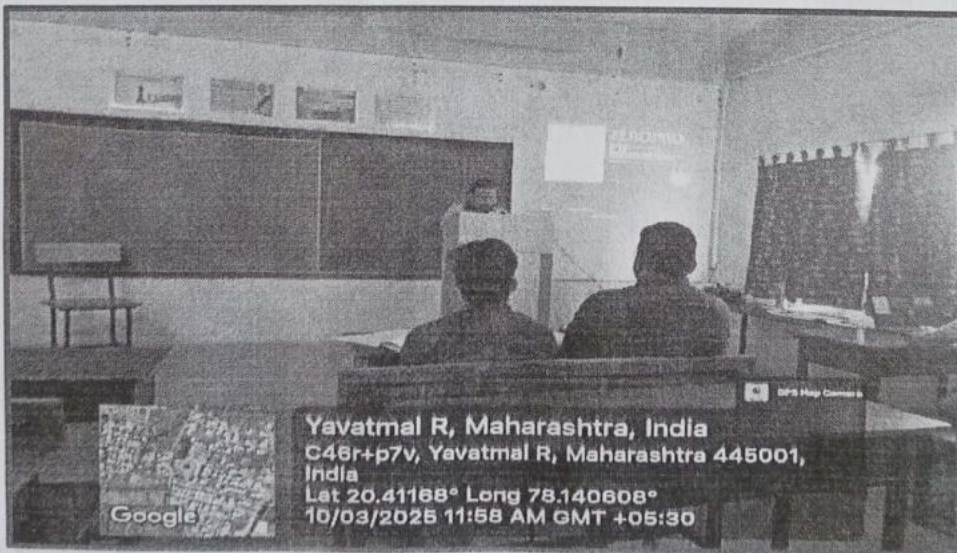


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Details of Events

Day 4

Date: 11th March 2025, Tuesday

Event: "Market Yoddha"

A **Market Yoddha** competition is a contest designed to test participants ability to strategize, promote, and sell products or services effectively. It was a real-world scenarios where contestants developed innovative marketing, create compelling sales pitches, and demonstrate their persuasion skills to judges or potential buyers. Participants were given a specific product, a target audience, and a limited timeframe to craft and execute their sales strategies. Evaluation criteria typically include creativity, communication skills, product knowledge, and the ability to close deals.

Faculty Coordinator: Ms. Tanvi Papalkar

Mr. Rahul Rathod

Mr. Sujit Selsurkar

Total No. of Students Participant: 9

Winner : Mr. Mohit Chawardol (BBA 2nd Year)

Mr. Hemank Shukla (BBA 3rd Year)





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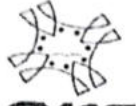
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Details of Events

Day 5

Date: 12th March 2025, Wednesday

Event: "On the Hot Seat"

On the hot seat competition is a high-pressure contest where participants are put on the spot to answer challenging questions, defend their viewpoints, or make quick decisions under intense scrutiny. Participants were given different companies on which they had to conduct interview. They were given a time of 3 mins. Every individual got an opportunity as a interviewer & interviewee. This competition was a interview-based event where individuals think on their feet and respond confidently to a panel of judges. The *Hot Seat* competition was designed to enhance critical thinking, public speaking, and decision-making abilities, making it a valuable experience for students and aspiring leaders.

Faculty Coordinator: Mr. Gunvant Jadhav

Mr. Om Tigharkar

Ms. Pooja Bende

Total No. of Students Participant: 10

Winner : Ms. Avanti Pal (BBA 3rd Year)



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Prize Distribution Program of Udaan- Management Fest:

The prize distribution program of Udaan Management fest was organized on 22nd March Open air auditorium at CMCS. The function began with the welcome address. The chief guests for prize distribution was Mrs. Shilpa Jajoo. She congratulated all the winners and participants as well. Mr. Ritesh Chandak, Principal, CMCS shared his inspiring insights with students which would help them to do better in life. Mr. Yogesh Patil (SKJM Principal & HoD B.Sc Dept.), Mr. Sudhir Velukar (JJC Principal) ,Dr. Atul Shingarwade (IQAC Coordinator, Amol Payghan (HoD BCA Dept.), Ms. Pooja Bende, Tanvi Papalkar (HoD BBA Dept), Mr. Mohsin Sheikh (HoD B.Com Dept.) were also present for the programme. They congratulated the students who participated in the competition and motivated them towards self-reliance.

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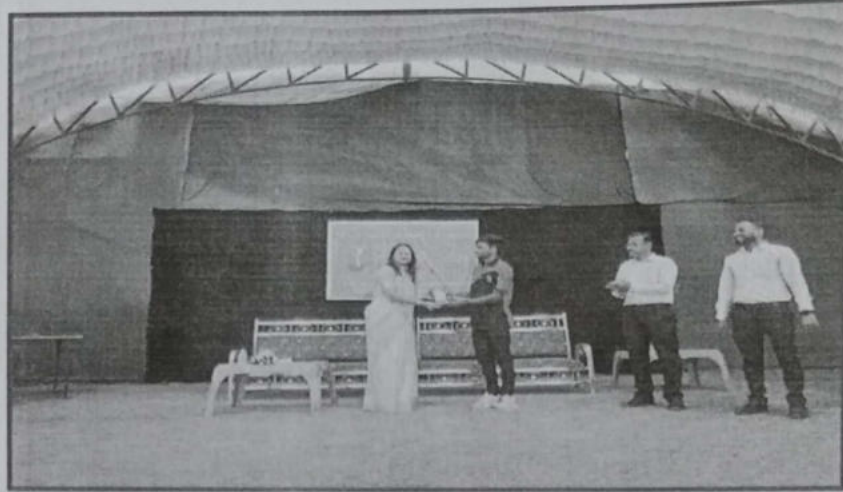
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पुण्य नगरी

City Pulse

'सीएमसीएस' येथे व्यावसायिक स्पर्धांचे बक्षीस वितरण

यवतमाल : हरीकिशन जाजू एज्युकेशन संस्था संस्थालील कॉलेज ऑफ मॅनेजमेंट आणि कॉम्प्युटर सायन्स येथे विद्यार्थ्यांच्या सार्वभौम विकाससाठी संपूर्ण वर्षामध्ये विविध व्यावसायिक स्पर्धांचे आयोजन करण्यात आले. यातमध्ये विद्यार्थ्यांना क्षेत्र, उद्योग विद्यार्थ्यांना मेल्टा, बजेट रोल मेकिंग अशा स्पर्धांचा समावेश होता. या स्पर्धांमध्ये महाविद्यालयातील बीबीए, बीबीए, एमबीए, एमएस्सी, बीबीएम, बीएस्सीच्या विद्यार्थ्यांनी उत्कृष्ट प्रदर्शन दिले. यातमध्ये उद्योग क्रासगिरी स्पर्धांमध्ये विद्यार्थ्यांचे २२ मार्च रोजी स्मृतिरिन्स देऊन सत्कार करण्यात आला. यापैकी प्रमुख अतिथी म्हणून संस्थेच्या कोषाध्यक्ष शिल्पा जाजू, महाविद्यालयाचे प्राचार्य दिनेश चाडक, जाजू उद्योगिक कॉलेजचे प्राचार्य सुधीर वेळुकर, बीमटी कमलाबाई जाजू महाविद्यालयाचे प्राचार्य योगेश पाटील यांनी उपस्थित होती. यातील विद्यार्थ्यांना क्षेत्र या स्पर्धेमध्ये बीबीए प्रथम वर्षातील प्रणय जखनेवारने गोल्ड मेडल, सुलेमान अलीने सिल्वर मेडल, बीबीए द्वितीय वर्षातील अक्षय चव्हाण, शेरस कदम आणि बीबीए द्वितीय वर्षातील हरिका राठी, पलक भागिक यांनी विभागीय ब्राँझ मेडल मिळविले. यासोबत उद्योग विद्यार्थ्यांना मेल्टामध्ये मुलामधून प्रथम आलेल्या बीबीए द्वितीय वर्षातील अक्षय मुसा आणि मुलींमध्ये बीबीए द्वितीय वर्षातील हावरा अक्षय चव्हाण बजेट रोल मेकिंग स्पर्धेत विजयी झालेल्या बीएस्सी प्रथम वर्षातील देव वनसरेड या विद्यार्थ्यांनी बक्षीस मिळविले. संस्थाला बीबीए विभागप्रमुख पूजा बेडे यांनी केले. कार्यक्रमाच्या यशस्वीतेसाठी महाविद्यालयाचे प्राचार्य लक्ष्मण शिर्का आणि शिक्षक कर्मचाऱ्यांनी परिश्रम घेतले. कार्यक्रमाच्या यशस्वीतेसाठी संस्थेच्या अध्याक्षानी आशीर्वाकाने म्हणून केले.

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Outcome of the Management Fest:

- Hands-on experience through business simulations, role-plays, and real-world challenges to students.
- Development of creative problem-solving approaches in high-pressure situations.
- Development of leadership, decision-making, and strategic thinking abilities.
- Improved problem-solving and critical thinking skills through case studies and simulations.


Dr. Aful Shingarwade

IQAC Head

CMCS Coordinator
College of Management And
Computer Science, Yavatmal


Mr. Ritesh Chandak

Principal

PRINCIPAL
CMCS, Yavatmal
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Computer Science, Yavatmal

