

7.3.1

Describe/Explain the performance of the institution in one area distinctive to its vision, priority and thrust

Self-Supporting Events: Self-supporting event (SSE) is one of the distinctive areas of our institute. As Management institute we are of belief that Professional education cannot be imparted only in classroom. We blend our syllabus along with Events which are self-financed. Management education is combination of theoretical understanding and pragmatic approach. SSEs are developed by considering the SWOT analysis of the batch and the market conditions.

Features of SSE:

- 1) Events are planned and organized by MBA-II year students.
- 2) The idea is connived with the help of event coordinator
- 3) Committees are formed as per the expertise of students. These committees usually include of Marketing, Finance, Supply Chain, Printing, PR etc.
- 4) Every event has its own objectives.
- 5) Each SSE is like a brand.
- 6) Every SSE goes through the rigorous process.
- 7) Marketing material is developed by students which include attractive brand name, tag line, logo, poster, jingles and online material.
- 8) **Crux of the SSE is Students raise the funds on their own by selling concept to sponsors and participants.**
- 9) Budget is prepared and implemented by students themselves.
- 10) Role of faculty (coordinator) is to monitor whole process.

Following are some of the SSEs organized during last two decades:

- 1) **‘MANZEAL’ Trade fair:** First of its kind SSE was organized in-1997-98 and it went up to 2003- 04. In the metros Trade- Fair was common concept but in the Western Maharashtra it was not so known concept. Trade Fair event was organized for 8 consecutive years. Every fair had a unique theme.

Students used to sell this concept among different stall holders by visiting their shops and business through which funds were raised. To attract visitors student used to conduct road shows, competition in schools, promotion using newspaper insertion, posters at back of the autos etc. promotional activities were done. Following are some of the themes of Man-Zeal Trade- Fair:

Sr.no	Year	Themes	No of Stalls participated
1	1997	Addiction-free Society	22
2	1998	Decision-making ability in children	30

3	1999	Agriculture & <i>Krishi-Udyog</i>	42
4	2000	Swadeshi	44
5	2001	Health Awareness Social Awareness	47
6	2002	Automobile Industry	16
7	2003	Nil	42
8	2004	Environment Protection Consumer Protection	39

2) **“NEUERANG”- Intercollegiate marketing event:**

Neuerang concept was developed and introduced in 2006-07 as an intercollege Marketing event. In this event sub themes were Best Finance Manager, Sales Guru, Say it with advertisement, Manav, Creation etc.

Neuerang was humble start with the budget of Rs 30000. Funds were raised by students from the market and reached to the peak with Rs. 300000 in 2007. Initially there was individual participation by students from Sangli district. From second year onwards students from Sangli, Satara and Kolhapur participated in this event. In the year 2010 students from Pune University and Rani Chinnamma University participated in this event. Due to popularity of this type of event, many management colleges around replicated this type of event. Event coordinator took decision to discontinue it due to repetition of same events in the nearby colleges ceasing the distinctiveness in idea.

Following table shows number of participating students/ team for the event:

Sr.no	Year	No of Participant's
1	2007	30
2	2008	35
3	2009	38
4	2010	30
5	2011	22

3) **“Entice” JOB FAIR 2013:** CIMDR started this activity in 2013-14. It is evident that placement activity is conducted by institutions individually limited for their students. This was first time under Shivaji University that placement activity was taken to the wider

level where in all the students under the university were able to participate at free of cost. This event was also a self-supporting event where students planned for the budget and raised it through sponsorship. Students as well as recruiters were provided all the required facilities through the funds raised by students. Additional distinctiveness of this event is that it is our institute's act of social responsiveness where placement opportunities are provided not only to our students, but also to students in and around Sangli District. Following chart shows the number of companies participated and students registered.

Sr.no	Year	No of Companies	Students Registered
1	2012-13	12+10 LOCAL	3000
2	2014-15	10	2000
3	2015-16	10	2000
4	2015-16	12	2000
5	2016-17	14	1000

- 4) **'TRACK THE TALENT'**: It was an intercollegiate HR event started in 2014-15. This event provided platform to U.G and P.G students to participate in professional event. Along with regular HR events themes on social issues were included in this event. Students were expected to prepare a documentary film based on certain social issue. This event was organized for two years.

Sr.no	Year	No of Teams	Students Registered
1	2013-14	25	100
2	2014-15	12	60

- 5) **JAYATRI Trade fair for Start Ups**: Idea behind this trade fair was to promote and provide platform to innovative businesses and startups in Sangli and surrounding areas. This event was organized from 1st Oct to 3rd Oct 2016. CIMDR has been constantly working towards innovative eco-system. This exhibition was for three days where 17 businesses participated. Each stall was charged Rs.5000-Rs.25000 based on

size and services provided. This was a crowd pulling event where 3-D printer was a center of attraction. Excel City App. was launched during this exhibition for Sangli city.

6) PAHAL Business Plan competition and incubation facility: 2017

PAHAL was introduced as initiative towards Innovative ecosystem. Idea of PAHAL was to motivate professional graduates for innovation and start up. MBA 2nd year students marketed this event in professional institutes.

30 Teams were registered and 12 ideas were presented. Mr. Bhagwan Chandanani, GM-SIDBI was guest judge for the event. He gave open invitation to student to represent their ideas in Mumbai for further assistance.

P combinator from Pune was our incubation partner. The winning ideas for this event were:

1. Gadget for driverless car
2. On-line bookshop along with additional personalize services
3. App for on-line Advertisement

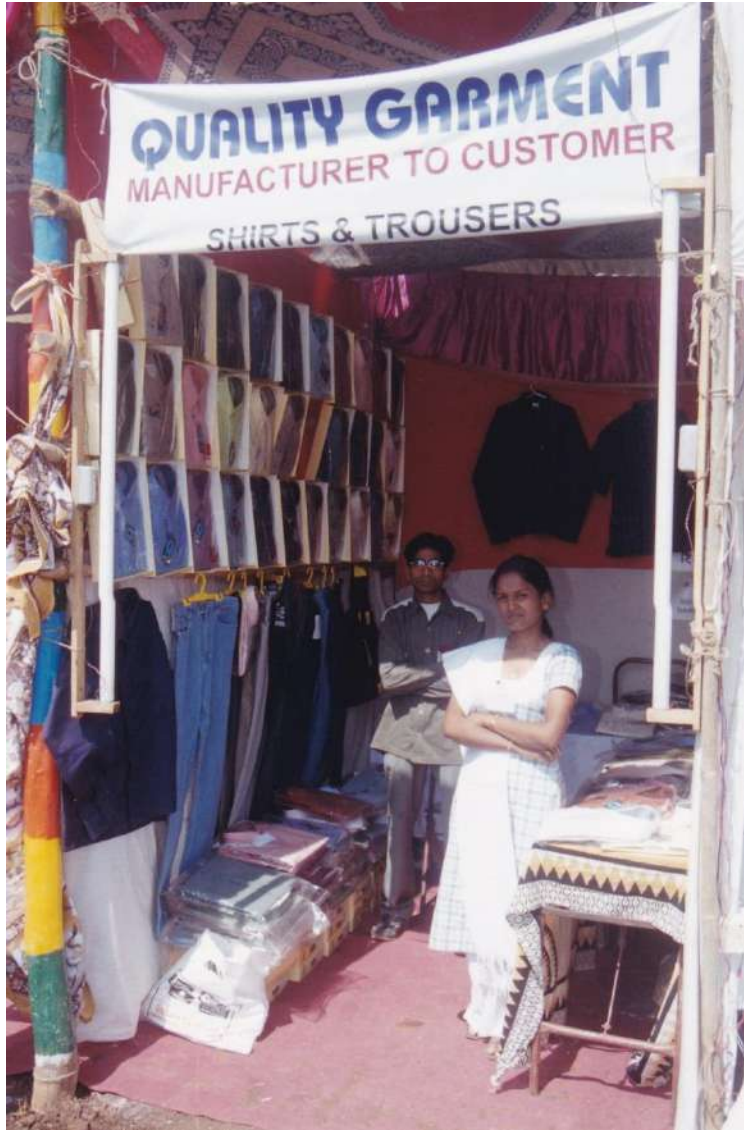
Winners were given cash prize of Rs. 10,000, 7000& 4000 respectively.

From the above narration we assume that organizing unique innovative events (SSE) is a distinctive performance fulfill our mission of imparting modern and innovative education affordably to the underprivileged students in the region.

Manzeal 1996-2004







Jayatri exhibition for start ups



Job Far 2013-till date





Track The talent: Intercollegiate event



Nurang : Intercollegiate advertisement event



