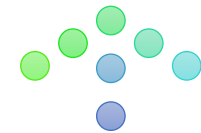


BEST PRACTICES

@ MET



1

Task Force
(Abhivyakti)

2

EPOCH-
The Urban Hatt

BEST PRACTICE - 01

1. Title: Task Force (Abhivyakti) A Flagship Best Practice Initiative for Enhancing Entrepreneurial Skills [15 Day's Program Conducted from 4TH September, 2023

2. Objectives of the Practice

The MET MBA Mantra initiative is designed with the following core objectives:

1. To instill entrepreneurial spirit and innovative thinking among MBA students by creating an experiential learning platform.
2. To provide practical exposure to business model development, refining ideas, and presenting them to a jury of professionals.
3. To enhance the students' ability to analyze and solve real-world business challenges through critical thinking and strategic decision-making.
4. To bridge the gap between theoretical academic concepts and their practical applications in contemporary business scenarios.
5. To foster collaboration between academia and industry by inviting expert mentors, resource persons, and evaluators from diverse professional backgrounds.
6. To create networking opportunities for students with industry leaders, enabling mentorship and potential career opportunities

3. The Context

The dynamic global business environment requires MBA graduates to be equipped with more than theoretical knowledge. The demand for industry-ready professionals necessitates skills such as problem-solving, innovation, and strategic thinking. Recognizing this need, the MET MBA Mantra program was introduced to bridge the gap between academic learning and real-world application.

This initiative is particularly relevant in the current context of rapid technological advancements and shifting market dynamics. By focusing on entrepreneurial competencies,

MET MBA Mantra seeks to empower students to identify opportunities, address challenges, and deliver sustainable solutions. The competition not only provides a platform for practical learning but also aligns with the institution's vision of holistic development and academic excellence.

4. Practice

The MET MBA Mantra follows a structured and multi-faceted approach to achieve its objectives. Key elements of the program include:

1. **Workshops and Training Sessions:**
 - Preparatory sessions were conducted to equip students with the necessary skills in ideation, market analysis, financial modeling, and pitching techniques.
 - Expert-led workshops focused on real-world problem-solving, ensuring students were prepared for all phases of the competition.
2. **Mentorship:**
 - Participants were assigned mentors, including industry professionals and experienced faculty members, to provide guidance in refining their ideas.
 - Regular feedback sessions ensured the continuous improvement of business models.
3. **Competition Rounds:**
 - **Preliminary Round:** Teams presented their initial concepts, emphasizing the identification of market gaps and proposing innovative solutions.
 - **Semifinal Round:** Shortlisted teams worked on detailed business plans, incorporating aspects like revenue models, operational strategies, and risk management.
 - **Final Round:** Finalists pitched their comprehensive business models to a distinguished panel of judges, showcasing their solutions with clarity and confidence.
4. **Feedback and Evaluation:**
 - Constructive feedback was provided at every stage, enabling participants to refine their ideas and presentations.

- The evaluation process focused on the feasibility, scalability, and sustainability of the business models.



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5. Evidence of Success

The MET MBA Mantra program has achieved remarkable success, as evidenced by the following:

1. High Participation Rates:

- The program attracted significant interest, with diverse student teams showcasing their innovative ideas.

2. Quality of Business Models:

- Projects addressed contemporary challenges across sectors such as fintech, healthcare, sustainability, and e-commerce.
- The winning team proposed an AI-driven solution for sustainable agriculture, demonstrating exceptional creativity and relevance.

3. Skill Development:

- Participants reported substantial improvements in critical thinking, strategic planning, and public speaking skills.

4. Networking Opportunities:

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- The event served as a platform for students to interact with mentors, industry experts, and potential investors, paving the way for future collaborations.

5. **Positive Feedback:**

- The initiative received commendations from students, faculty, and judges for its robust structure and impact on learning outcomes.

6. **Benchmark Setting:**

- The program has established itself as a benchmark for best practices in management education, inspiring similar initiatives within the institution and beyond.

6. **Problems Encountered and Resources Required**

1. **Challenges Faced:**

- **Engaging Resource Persons:** Coordinating schedules with high-caliber mentors and industry experts proved challenging.
- **Participation Levels:** Encouraging less confident students to step out of their comfort zones and actively participate required additional motivation.
- **Technological Barriers:** Some participants faced challenges in leveraging advanced tools for presentations and modeling.

2. **Resources Required:**

- **Human Resources:** Experienced mentors, trainers, and evaluators from industry and academia.
- **Financial Support:** Adequate funding to cover workshop materials, logistical arrangements, and prize distribution.
- **Technological Tools:** Access to advanced software for business modeling, presentation design, and market analysis.
- **Infrastructure:** Well-equipped venues for conducting workshops, presentations, and final events.

7. **Conclusion**

The MET MBA Mantra program has emerged as a transformative initiative that bridges the gap between theoretical knowledge and practical application. By providing a platform for

students to engage in hands-on learning, it has successfully cultivated an entrepreneurial mindset and enhanced critical competencies essential for success in the modern business world. The initiative's success lies in its comprehensive approach, blending workshops, mentorship, and competitive spirit. Through its focus on innovation and sustainability, the program not only aligns with institutional goals but also addresses broader societal needs. Moving forward, the MET MBA Mantra promises to continue inspiring and preparing the next generation of business leaders. With ongoing support and periodic refinements, this flagship initiative will remain a cornerstone of excellence in management education, setting new standards for academic best practices.

BEST PRACTICE - 02

Title of the Practice: EPOCH- The urban Hatt : - A 15 day program started from 1 19th Octoberr,2023

Conducted on 4th November 2023

1. Introduction

EPOCH – The Urban HATT, organized by MET’s Institute of Management, Bhujbal Knowledge City, Nashik, is an innovative and experiential learning activity aimed at developing entrepreneurial and managerial skills among MBA students. Held at the Nashik City Centre Mall, this event provided a platform for students to conceptualize, develop, and market products to the local public of Nashik. By integrating theoretical knowledge with practical application, the event offered hands-on insights into various business functions such as marketing, finance, operations, and human resources.

Objectives of the practice:

The primary objective of EPOCH – The Urban HATT is to foster entrepreneurial and managerial capabilities among MBA-I students by enabling them to:

1. Understand the nuances of business creation and operations.
2. Develop innovative and market-ready products.
3. Gain practical insights into management principles through real-world applications.
4. Enhance teamwork, leadership, and decision-making skills.

3. The context:

The event was structured into the following stages to ensure holistic learning:

1. Formation of Organizations:

- MBA-I students were divided into groups of 10 to 12, each functioning as an independent organization.

- Responsibilities included ideating and developing a product, creating a business plan, and strategizing marketing campaigns.

2. Product Development:

- Each group conceptualized and created innovative products, emphasizing creativity, resource management, and problem-solving.

3. Sales and Marketing:

- Products were marketed and sold to the local public at the Nashik City Centre Mall, allowing students to interact with real customers, understand consumer behavior, and implement pricing and promotional strategies.

4. Practical Insights Across Domains:

- **Marketing:** Branding, advertising, and sales promotion strategies were designed and executed.
- **Finance:** Cost analysis, budgeting, and profit calculations were managed effectively.
- **Operations:** Students worked on inventory management, production efficiency, and process optimization.
- **Human Resources:** Leadership roles, team coordination, and conflict management were practiced extensively.

4. The practice:

The structured approach of EPOCH enabled students to experience the entire business lifecycle, from ideation to sales. This practical engagement bridged the gap between theoretical learning and real-world application, making the event a robust pedagogical tool.



5. Evidence of Success:

The activity demonstrated the following outcomes:

1. Skill Development:

- **Entrepreneurial Skills:** Students identified market needs, innovated, and executed business ideas.
- **Managerial Skills:** Exposure to real-time scenarios enhanced strategic thinking and operational efficiency.
- **Interpersonal Skills:** Interactions with customers improved communication and negotiation abilities.

2. Practical Insights:

- Students linked classroom theories with real-world applications, gaining deeper insights into integrated management concepts.

3. Team Dynamics:

- Collaboration, leadership, and conflict resolution within teams were fostered, preparing students for future organizational roles.

4. Market Exposure:

- Engaging with the local public provided customer-centric insights and direct feedback on their products.

लक्ष महाराष्ट्र

नाशिक

भुजबळ नॉलेज सिटीच्या विद्यार्थ्यांचे 'इपॉक २०२३' चे उद्या सिटी सेंटर मॉलला उद्घाटन

नाशिक । प्रतिनिधी

१०४.२ एफएम चॅनल तसेच द्वारकामाई बिल्डर्स प्रायोजित 'इपॉक २०२३' या इन्स्टिट्यूट ऑफ मॅनेजमेंटच्या एमईटी भुजबळ नॉलेज सिटीच्या विद्यार्थी आयोजित 'इपॉक २०२३' या विद्यार्थ्यांनी स्वतः बनविलेल्या प्रॉडक्ट प्रदर्शनाचे व विक्रीचे उद्घाटन उद्या दि ४ नोव्हेंबर रोजी सिटी सेंटर मॉलच्या दुसऱ्या मजल्यावर सकाळी दहा वाजता होत आहे.

साधारणपणे २० हून जास्त विद्यार्थ्यांचे ग्रुप असलेले स्टॉल्स या 'इपॉक २०२३' कार्यक्रमासाठी तयार केले असून या सर्व स्टॉलवर होणाऱ्या विक्रीच्या प्रॉडक्टमध्ये त्याची निर्मिती विद्यार्थ्यांनी स्वतः केली आहे. प्रामुख्याने या मार्केटिंग एंक्टिव्हिटीमध्ये विद्यार्थ्यांना सर्व शिकता यावे तसेच कस्टमर रिलेशन, सर्व हिशेब आणि व्यवसायाची जाणीव पूर्णपणे विद्यार्थ्यांना व्हावी आणि ब्रँडिंग व ओव्हरऑल सर्व त्यांना शिकता यावे या

उद्देशाने हा कार्यक्रम घेतला जात आहे. राईट फ्रॉम स्क्रॅच म्हणजे अगदी सुरुवातीपासून ते शेवटपर्यंत सर्व काम विद्यार्थी करत आहेत. या विक्रीतून झालेल्या किंवा मिळालेल्या पैशाचा वापर सामाजिक कार्यासाठी होणार आहे. एमईटी भुजबळ नॉलेज सिटी, इन्स्टिट्यूट ऑफ मॅनेजमेंटच्या सर्व स्टाफ व विद्यार्थ्यांनी या अतिशय नोबल कॉज असलेल्या इपॉक २०२३'ला सर्वांनी भेट द्यावी, अशी अपेक्षा व्यक्त केली आहे.

देशदूत

एमईटीचे 'इपॉक २०२३' प्रदर्शन

नाशिक । दि. २ प्रतिनिधी

इन्स्टिट्यूट ऑफ मॅनेजमेंट एमईटी भुजबळ नॉलेज सिटी आयोजित इपॉक २०२३ हे प्रदर्शन सिटी सेंटर मॉल येथे आयोजित करण्यात आले आहे. शनिवारी (दि.४) प्रदर्शनाला सुरुवात होणार असून, २०हून जास्त विद्यार्थ्यांचे गट असलेले स्टॉल्स यात असतील. यातील सर्व उत्पादने विद्यार्थ्यांनी स्वतः तयार केली आहेत. राईट फ्रॉम स्क्रॅच म्हणजे अगदी सुरुवातीपासून ते शेवटपर्यंत सर्व काम विद्यार्थी करत आहेत या विक्रीतून मिळालेल्या पैशाचा वापर सामाजिक कार्यासाठी होणार आहे. नाशिककरांनी स्टॉल्सला अवश्य भेट द्यावी, असे आवाहन आयोजकांनी केले आहे.

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6. Problems Encountered & Resources Required:

Challenges:

- Managing logistics and ensuring smooth coordination among teams.
- Limited resources for product development and marketing campaigns.
- Balancing academic schedules with event preparation.

Resources Required:

- Financial support for raw materials and promotional activities.
- Venue access and logistical arrangements.
- Mentorship and guidance from faculty to oversee the activity.



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