



SASMIRA'S BUSINESS SCHOOL

Sasmira Marg, Worli, Mumbai – 400 030

Report on Samiksha, 2019

Title/ Theme of Event: Case study competition on “Exploring Social Issues and Social Challenges Prevailing in India”

Duration & Date: 6hrs & 27/03/2019

Time: 11.00 a.m. to 05.00p.m

Venue: Sasmira Auditorium

Introduction:

India is currently going through a phase of transition as it embarks on a great journey towards development. This is a very interesting and probably the most important phase which the country is witnessing. There are hundreds of achievements to cite that has made us proud of our country. Science, technology, space, sports, transport, communication, literature, entertainment, medicines - in every field, Indians are making a remarkable name at the global level. India is no doubt one of the fastest developing countries of the world. But, these achievements are not enough to give us a true picture of our country, even after so many years of Independence, India has to confront many social issues are obstructing the development of the country and are facing certain challenges which need to be dealt effectively for the successful journey.

However, it is not possible to get rid of these social issues affecting our country so easily. Solutions to them require efforts of all concerned. Not only the government but we, as citizens of our country, are equally responsible for the growth and development of our country.

Thus, a case study competition “Samiksha, 2019” was organized with an aim to explore the various social issues and social challenges prevailing in India so as to increase the awareness level among the students about these issues and challenges.

Objectives:

- To improve problem solving and decision-making skills
- To develop core management skills, including communication skills, leadership, presentation skills and time management
- To enable proactive students to demonstrate their knowledge and ideas and reach out to the solution to such emerging and prevailing issues and challenges

Programme Schedule:

Programme Schedule of Case Study Competition

Venue: Sasmira's, Third Floor Auditorium, Worli, Mumbai, 400030.

Day: Wednesday

Date: March 27, 2019

Time: 11: 00 am to 05:00 pm

Time	Details of the Programme
10:30am to 11:00am	Registrations
11:00am to 11:15am	Inauguration Ceremony
	Introduction about Sasmira, SASMIRA's Institute of Management Studies and Research (SIMSR) and SASMIRA's Business School (SBS) and SAMIKSHA, 2019
	SaraswatiVandana and Lighting of Lamp
	Introduction and Felicitation of Dignitaries on the Dias
	Address by Dr. Tandon Kamal , Director- Education, SASMIRA
	Address by Dr. U. K. Gangopadhyay , Executive Director, SASMIRA
	Address by Shri. Mihir Mehta , Vice-President, SASMIRA
	Address by Shri. Maganlal Doshi , President, SASMIRA
11:15am to 11:45am	Address by Chief Guest & Key Note Speaker Dr.Madhav Sathe, Social Entrepreneur & Jt. Hon. Secretary, The Bombay Mother's and Children Welfare Society
11:45am to 12:00 Noon	Networking Break
12:00Noon to 1:30pm	Technical Session- I
	Introduction of Panel Members- Ms. JyotsnaDatar Dr. Divya Jain Prof. Fatima C.
	Presentation by Participants
1:30pm to 2:00pm	Lunch Break
2:00pm to 4:30pm	Technical Session- II
	Presentation by Participants
4:30pm to 5:00pm	Valedictory Session
	Address by Guest of Honour Shri. C. Sadadekar , Vice-President, Maharashtra Economic Development Council
	Certificate Distribution to Participants
	Winners / Awards Declaration
	Vote of Thanks followed by National Anthem

Guest Speakers:

- Dr.Madhav Sathe, Social Entrepreneur & Jt. Hon. Secretary, The Bombay Mother's and Children Welfare Society
- Shri. C. Sadadekar, Vice-President, Maharashtra Economic Development Council

Brief Programme Details:

SBS and SIMSR organized Intra-Collegiate Case Study Competition “SAMIKSHA 2019” on 27th March, 2019 in the auditorium, Sasmira’s Campus. The theme for the competition was “Exploring Social Issues and Social Challenges Prevailing in India”.

The participants were from MMS 1st year Div A, B and PGDM 1st year in a team of two. The Competition Structure was as follow:

The Student Case Competition consists of three rounds:

- **Round 1 (Preliminary Screening):** Participants must submit a 2-4 page brief on the selected case study. Each team will be given 5mins to present the case and 2mins for question and answer session. Only 8 teams from each class will qualify for the next round.
- **Round 2:** After the screening, Shortlisted and Registered participants will be eligible to qualify for the next round wherein they will make a power point presentation on the selected case study. After this, 4 teams from each class will qualify for the final round
- **Round 3:** Finalists will continue building on their case analysis. Each team will deliver a 10 to 12-minutes presentation to a panel of judges. Competition winners will be announced during the closing plenary. There were total 12 teams who qualified to the final round

The event commenced with invoking the blessings of the divine power by reciting the Saraswati Vandana amidst the traditional and auspicious ceremony of lighting the lamp.

The event continued with felicitation of the esteemed dignitaries whereby the Honorable **Director education, Dr. Tandon Kamal** addressed the gathering through his opening and welcome remarks. **Chief Guest and Key note speaker** gave an informative overview on the social issues and challenges prevailing in India and the ways how can they be curb down.

The event was broken down into two technical sessions. Each team was called upon through chit system to express their views. The event was full of enthusiasm and participative spirit bringing forward the various social issues and challenges prevailing in India along with their suggestions to overcome such issues.

After the presentations of 5 teams, there was a lunch break.

The second technical session started after the lunch break, wherein the remaining teams made their presentations.

The two technical sessions came to an end with an interactive question and answer session after each presentation, with **Ms. Jyotsna Datar, Dr. Divya Jain and Prof. Fatima Cochinwala** being the panel members followed by the valedictory session.

The valedictory began with Dr. Pashmeen Kaur Anand announcing the winners and distribution of certificates to the winners of various events conducted under the Assessment Centre of SBS, like Management Quiz, Group discussion, Case study analysis and Management Game”Ad Mania”. Then the certificates were given to all the participants of Samiksha, 2019.

By this time the curiosity among the participants and the audience had increased to know the name of the winning team.

To keep the spirit of enthusiasm and curiosity still high Dr. Sanskruti Kadam came forward to render a vote of thanks further requesting the panel members to announce the winners of Samiksha, 2019 – Case study Competition.

The winners of the competition are as follows:

1st Prize – Vilakshan and Suman

2nd Prize – Flossie and Juliana

3rd Prize – Arifali and Ankitkumar

Each team was awarded a certificate, trophy and a cash prize of Rs. 3000/-, Rs. 2000/- and Rs. 1000/- respectively.

Conclusion:

The Case study competition was very informative and provided the participants with enormous knowledge on various social issues and social challenges prevailing in India. The program concluded with National Anthem.

Quote:

"Without the spur of competition we'd loaf out our life."

— Arnold Glasow

Photographs



