

Institutional Distinctiveness:

“MANAGEMENT FEST“National Level Management Event”

Introduction of Distinctiveness:

The institute has its unique initiative i.e. MANAGEMENT FEST– a National Level Management Event to bring all the students from various parts of India on one platform to provide them the exposure and enriching experience. The institute every year organizes a national level management event called Utsavam. The response for this event is experienced at a huge level from the students. The grand finale of this event is marked by the presence of an actress who graces the grand finale of the event by distributing prizes, trophies and cash awards.

The Goals of Event are as below;

1. To organize the events on the basis of learning of Henry Fayols’s fourteen principles
2. To provide the learning, practical exposure and experience of various specializations such as Finance, HR, Marketing etc and various functions of management.
3. To provide students hands on experience on a multi disciplinary approach.
4. To provide a platform to interact with eminent personalities from the various disciplines of academics and various industry and to share their wisdom, wide and varied enriching experience with students.
5. To enable students with overall development.

The Context:

MANAGEMENT FEST–National Level Management Event: JSIMR plans and organizes Utsavam, for all the graduate and post graduate colleges across India. The event is organized in the month of February (tentative Second week) every year.

The entire event is based on Henry Fayol's 14 principles and 5 principles of management which are as below:

14 Principles of Henry Fayol

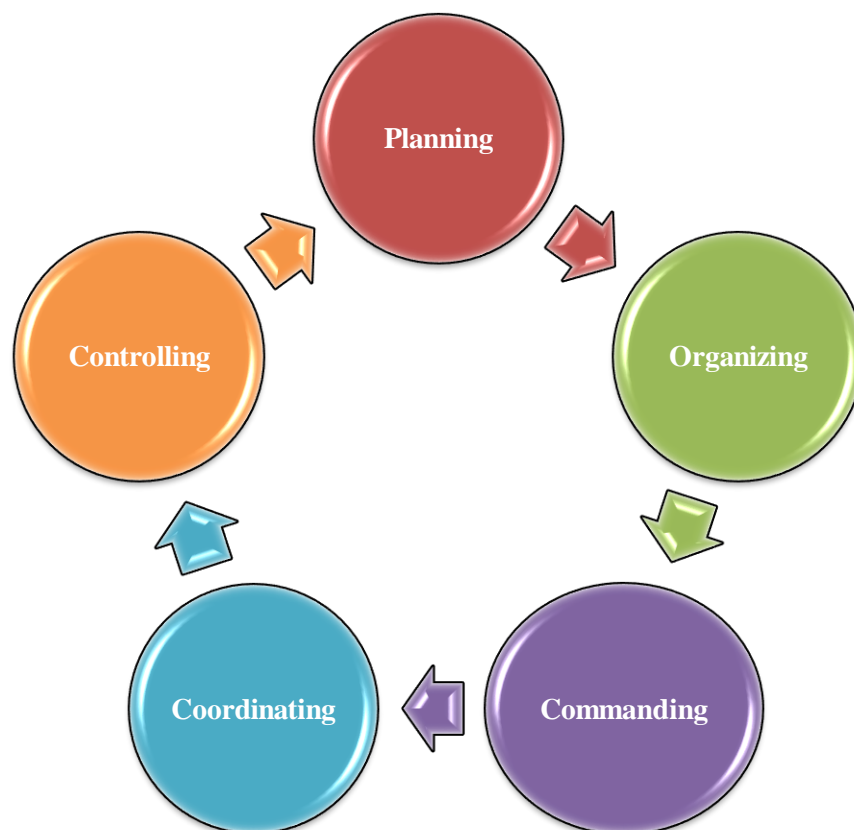


A. Students Participation through A to Z approach: (Application to Zenith: Successful Completion of task) The students are taught A to Z approach through practical application in MANAGEMENT FESTEevent. 14 principles of Henry Fayol are practiced in practical life at JSIMR through the MANAGEMENT FESTEevent

- **Division of Work:** In practice, students are specialized in different areas and they have different skills. Different levels of expertise can be distinguished within the knowledge areas (from generalist to specialist) during the whole event.
- **Authority and Responsibility:** In order to get things done during Fiesta, student team is made and the heads have the authority to give orders to the employees. Of course with this authority comes responsibility.
- **Discipline:** This third principle of the 14 principles of management is about obedience. It is often a part of the core values of a JSIMR in the form of good conduct and respectful interactions all throughout the event.
- **Unity of Command:** The management principle 'Unity of command' means that an individual student should receive orders from one head and that the group of students is answerable to that group head.
- **Unity of Direction:** This management principle of the 14 principles of management is all about focus and unity. All students deliver the same activities that can be linked to the same objectives that is success of Utsavamevent each year. All activities must be carried out by one group that forms a team. These activities must be described in a plan of action.
- **Subordination of Individual Interest:** In order to have an event function well, Henri Fayol indicated that personal interests are subordinate to the interests of the organization (ethics). The primary focus is on the event objectives and not on those of the individual.
- **Remuneration in terms of prizes and certificates:** Motivation and productivity are close to one another as far as the smooth running of any organization or event is concerned. There are two types of remuneration namely non-monetary (a compliment, more responsibilities, credits) and monetary (Awards, certificates, prizes in cash). Ultimately, it is about rewarding the efforts that have been made throughout the Utsavamevent.
- **The Degree of Centralization:** Management and authority for decision-making process must be properly balanced in any organization or event. This depends on the volume and size of event organizers. This is followed from the beginning to the end of event.
- **Scalar Chain:** Throughout Utsavamthe Scalar chain of hierarchy is followed. This can be seen as a type of management structure of students during Fiesta. Each student can contact a faculty or director in an emergency situation without challenging the hierarchy.
- **Order:** According to this principle of the 14 principles of management, event organizers must have the right resources at their disposal so that they can function properly in throughout the event.
- **Equity:** All the students are treated kindly and equally all throughout the event. Students are on right place for working during the event as per their capability. Faculty members supervises and monitor the whole process of Utsavamand they treat students fairly and impartially.

- **Stability of Tenure:** Students are given chance for the whole one year for preparations etc. Management strives to have the right staff in the right place. Focus areas such as frequent change of position and sufficient development must be managed well.
- **Initiative:** Students are allowed to express new ideas. This encourages interest and involvement and creates added value for the whole event. Students initiatives are a source of strength for the Utsavamevent. This encourages the students to be involved and interested.
- **Esprit de Corps:** The management principle ‘esprit de corps’ of the 14 principles of management stands for striving for the involvement and unity. Students are responsible for the development of morale throughout Fiesta; individually and in the area of communication. Esprit de corps contributes to the development of the culture and creates an atmosphere of mutual trust and understanding.

Functions of Management



1. Planning

Planning is looking ahead. According to Henri Fayol, drawing up a good plan of action is the hardest of the five functions of management. Accordingly planning initially takes place by

the students committee in coordination with the faculty members. The committee takes into account the available resources, budget consideration and manpower before executing the event.

2. Organizing

Based on the effective planning alternate plans for execution is prepared in case of any deviations. The student committee accordingly organizes its resources to execute the event.

3. Commanding

The division of work takes place by issuing working instruction so that the student committee member know exactly what is required of them. Results optimize when concrete instructions with respect to the activities is carried out by them. The faculty members motivate the team and encourage the students to take initiative.

4. Coordinating

Coordination aims at stimulating motivation and discipline within the students. For this the faculty members in coordination with the student committee members exhibit clear communication and good leadership so that the objective of the event is met.

5. Controlling

By verifying whether everything is going according to plan, the committee knows exactly whether the activities are carried out in accordance with the plan.

Control takes place in a four-step process:

1. Establish performance standards based on event objectives
2. Measure and report on actual performance
3. Compare results with performance and standards
4. Take corrective or preventive measures as needed

B. To provide the learning, practical exposure and experience of various specializations such as Finance, HR & Marketing etc and various fundamentals of management.

Utsavamevent which is scheduled each year in the month of February teaches the student the practical application of Finance, HR, Marketing etc.

C. Hands on experience on multi disciplinary approach of management throughout MANAGEMENT FEST event. Utsavamevent helps the students to experience hands on experience for multidiscipline like logistics, hospitality, management games etc.

D. Persons from varied field for overall discussion: Each year during Utsavamspeakers are invited from varied field so as to uplift the overall development of students not only from JSIMR but also the participants from all over Maharashtra being MANAGEMENT FESTstate level event.

For Example:

- Dr. Anjali Kharat renowned doctor & Social worker were invited for the event who guided the students on “Benefits of Women Health, Diet and Fitness” .
- Dr. Jacob Benson, shared his views on Critical Thinking, in his speech he focused on “Taking deep & Slow breaths”.
- Miss Aishwarya Ajay Mate, Certified Data Science Trainer from Pune region. He focused on “Application of Artificial Intelligence & its effective importance in all sectors” .
- Mr. Rajendra Pardeshi International certified Trainer in Pune, focused in his talk on “Stress Management”. Mr. Rajendra shared tools and techniques to remain stress free & emotionally stable under all circumstances.
- Celebrity from Film fraternity: As today’s youth has made his or her icon from film industry and try to follow we invite one of the celebrity from the film industry who also tries to motivate the students.

E. Overall development: JSIMR is conducting these best practices since 2016, the effect of these best practices comes to a fruitful conclusion by Development of students in the form of “Confidence Building”, “Skill Enhancement”, “Quality improvements” and overall changes in the student’s attitude due to overall function coordination. students are groomed in his or her overall personality.



JAYAWANT SHIKSHAN PRASARAK MANDAL'S
**JAYAWANTRAO SAWANT INSTITUTE
OF MANAGEMENT & RESEARCH, PUNE**

(Approved by A.1.C.T.E. New Delhi, Govt. of Maha. Affiliated to SPPU University of Pune.)
S.No. 58, Indrayani Nagar, Handewadi Road, Hadapsar Pune-28.
Ph.: 020-26970882 TeleFax: 020-26970913
Email: director.jsimr@jspm.edu.in | Website: www.jspmjsimr.edu.in



Prof. Dr. Tanaji Sawant
B.E.(Elect.), PGDM,Ph.D
FOUNDER SECRETARY

Dr. Manohar Karade
Ph.D., UGC-SET, MBA-HRM
M.A.-ENG,B.Ed, DIT
Incharge Director



MANAGEMENT FEST



Karade
Dr. Manohar Karade
DIRECTOR
J.S.P.M.'S
Jayawantrao Sawant Institute
Of Management & Research
Hadapsar, Pune - 411 028





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Activities to boost Confidence & Remove stage fear



Karade
 Dr. Manohar Karade
DIRECTOR
 J.S.P.M.'S
 Jayawantrao Sawant Institute
 Of Management & Research
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