

DEPARTMENT OF MANAGEMENT STUDIES

MASA REPORT Academic Year 2024 – 25

Introduction:

The Management Student Association (MASA) is an organization typically established within an Institute/college that caters to students pursuing studies in management or business-related fields. While the specific features, activities, and goals of MASAs can vary widely depending on the institution and geographical location, they generally share a common mission to enhance the educational experience, career prospects, and professional network of their members.

Key Objectives of a Management Student Association (MASA):

1. **Professional Development:** MASAs often organize workshops, seminars, and guest lectures by seasoned professionals and alumni to provide members with insights into the business world and enhance their understanding of various management concepts.
2. **Networking Opportunities:** By facilitating interactions with professionals, alumni, and peers, MASAs help students build valuable networks that can be beneficial for mentoring, internships, and job placements.
3. **Academic Support:** They may offer study groups, tutoring sessions, and resources for academic projects and research, aiming to support members' academic success in management studies.
4. **Career Services:** Career fairs, resume-building workshops, mock interviews, and internships are typical activities aimed at boosting members' employability and helping them navigate their career paths.
5. **Community Engagement:** MASAs often encourage community service and social responsibility among their members through volunteering opportunities and sustainability projects.
6. **Social Events:** To foster a sense of community and well-being, MASAs organize social gatherings, cultural events, and team-building activities that allow members to unwind and connect with their peers on a personal level.



- **Aim:**

The institute aims to provide as many opportunities as possible for students to practice an ample series of extra-curricular activities that will enhance their lives in and out of the institute. The institute recognises the need to provide alternative paths to learning, skill development for students, and activities for students. The Association of Management Studies (MASA) at Rajarambapu Institute of Technology is a committee formed by the students of management studies. MASA encourages students to participate in various activities. The Student Management Association endeavors to build leaders of today to become managers of tomorrow by giving students valuable opportunities to expand their social network and enhance his/her soft skills.

One Day Workshop Guest Lecture on Theme “Scope of Growth in EV Business and Career Opportunities for Management Graduates” under CTL

29/08/2024

Brief: One-day Workshop was organized by MBA Department Marketing Club under Rajarambapu Institute of Technology - Center for Teaching Learning (CTL) on the on Theme “**Scope of Growth in EV Business and Career Opportunities for Management Graduates**”

Venue - MBA Conference Hall.

Resource Person: **Prof. Wolf Burger**, Duale Hochschule Baden-Wurttemberg (Cooperative State University) Germany.

Day, Date & Time: Thursday, 29th August 2024 Time: 11.00 a.m. to 3.00 p.m.

Beneficiaries: 200 Students (All MBA – Regular & IEV and Open Elective - Marketing for Engineers Students)

Objective:

The objective of the talk is to sensitize the students to the diverse issues and Scope of Growth in EV Business and Career Opportunities for Management Graduates and help them understand the rapidly growing EV industry and the high-paying career opportunities available.

Outcome:

At the end of Lecture, students were able to analyze plenty of job opportunities for those who have the right skill sets in the booming EV industry.

The themes covered in the talk are: -

- ☐ How can Management students get started in the Electric Vehicle industry?
- ☐ How do you get ready for a good career in the EV industry?
- ☐ Opportunities in the Leading EV Companies.

□ Job Options in EV Industry.



The flyer is for an expert talk organized by the DMS-Marketing Club at Rajarambapu Institute of Technology. It features the institute's logo, the ISTD logo, and a portrait of Prof. Wolf Burger. The text includes the title of the talk, the resource person's name and affiliation, and the date.

K. E. Society's
Rajarambapu Institute of Technology
Department of Management Studies
Expert Talk
Organized by DMS-Marketing Club

In association with
Center for Teaching Learning (RIT-CTL) &
Indian Society for Training & Development
(ISTD, Islampur Chapter)

On Theme:

Scope Of Growth In EV Business & Career Opportunities For Management Graduates

Resource Person:- Prof. Wolf Burger, Duale Hochschule Baden-Wurttemberg (Cooperative State University) Germany

Flyer: Expert Talk: Prof. Wolf Burger, Duale Hochschule Baden-Wurttemberg, Germany

Acharya Chanakya Kaushalya Vikas Kendra Scheme Inauguration Program

Date:20/09/2024

The inauguration of the 'Acharya Chanakya Kaushalya Vikas Kendra Scheme' program at our Department of Management Studies Rajarambapu Institute of Technology, as part of the state-wide launch of this remarkable initiative on September 20, 2024 (online) at 10 am by the Honorable Prime Minister Shri Narendra Modi. Among the esteemed colleges chosen to host this launch, we are privileged to be among sixty colleges across the state, reflecting the government's unwavering commitment to fostering skill development and entrepreneurial spirit. This program is initiated by the MBA Dept. HOD Dr. Krishnaji S. Patil, CEO of NEtraRIT Mr. Harahal R. Patil, Incubation Manager Mr. Sachindra Kamble, Representative from Govt. ITI College Sangli, and Program Coordinator Dr. Umakant M. Padwal. For this program, 212 students were present from the MBA department.

The Prime Minister, Shri. Narendra Modi launched the 'Acharya Chanakya Skill Development' scheme in India today. The program was broadcast via video conferencing in MBA Conference Hall. RIT, Islampur has taken part in this program through online mode. During the financial year 2024-25, MSSDS invited applications to set up **Acharya Chanakya Kaushalya Vikas Kendra (ACKVK)** under the Pramod Mahajan Kaushalya Uddyojagta Vikas Abhiyan to equip the youth and relevant stakeholders in agriculture, industry and service sectors to gain skills for employment, business and enterprise moves

The training provided through the ACKVK will help to build a more skilled workforce within the cooperative sector, fostering collaboration and knowledge sharing among members. This, in turn, will lead to stronger, more resilient cooperatives capable of addressing the needs of their communities.



Felicitations by Dr. Krishnaji S. Patil (HoD-DMS) to Mr. Pawar Govt. Official Sangli Collector Office)



Online mode program: Addressed by Hon. Narendra Modi (Prime-Minister)



In this program 212 students have been participated

National Skill Development Corporation (NSDC) Awareness Program

Date: 03/10/2024

The Department of Management Studies, Rajarambapu Institute of Technology has organized the awareness program on Skill Development Courses Offered by the National Skill Development Corporation. For this program Dr. Amit Yalgi Sir from BAJAJ FINSERV CPBFI (Certificate Program in Banking, Finance, and Insurance), Dr. Krishnaji S. Patil Sir HOD-DMS, and Coordinator of Bajaj Finserv Certification Course Dr. Umakant M. Padwal were present. In this program, 26 students have participated actively. In this program, Dr. Amit Yalgi has explored the opportunities after the completion of Bajaj Finserv Certification course in the corporate World. Also, he has offered some internship programs for students who are pursuing SY MBA and SY MBA IEV (SEM-III). In this program, some students have shared their experiences from the online certification course where already they enrolled.



Felicitations of Dr. Amit Yalgi (Head Optimistic Community Bajaj Finserv Course) and Mr. Sumit by Dr. Krishnaji S. Patil HoD DMS.



Dr. Amit Yalgi Sir addressed to students gathered

Faculty Interaction program by Mr. Sumedh Gupte (Head Business Standard -B-Smart Mobile App)

Date: 15/11/2024

The faculty interaction program was held in department by **Mr. Sumedh Gupte (Head Business Standard -B-Smart Mobile App)**. He explored the detail dimensions on BSmart mobile application for bridging the gap between industry expectations from management students and academic curriculums. Also, he focused on BSmart mobile application utilization with different aspects like-Business Quiz, Case Study, Polls, Business News etc. which helpful for the all-management students to have awareness about the latest trends in business worlds and navigate to the issues to solve it. At the first, Dr. Krishnaji S. Patil (HoD-Department of Management Studies, RIT) felicitated to Mr. Sumedh Gupte.



The felicitation done by Dr. Krishnaji S. Patil (HoD-Department of Management Studies, RIT) to Mr. Sumedh Gupte.



Mr. Sumedh Gupte addressed and interacted with DMS faculties

B-Smart Mobile App Awareness Program for Management Students

Date: 15/11/2024

The student awareness regarding B-Smart Mobile Application was held in Video Conference Hall by **Mr. Sumedh Gupte (Head Business Standard -B-Smart Mobile App)**. He explored the detail dimensions on B-Smart mobile application for bridging the gap between industry expectations from management students and academic curriculums. He interacted with students and tried to get their views regarding expectations from the business world. He explained requirements and expectations from the

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students in industries. Also, he focused on B-Smart mobile application utilization with different aspects like-Business Quiz, Case Study, Polls, Business News etc. which helpful for the all-management students to have awareness about the latest trends in business worlds and navigate to the issues to solve it. At the first, Dr. Krishnaji S. Patil (HoD-Department of Management Studies, RIT) felicitated to Mr. Sumedh Gupte.



Student Interaction by Mr. Sumedh Gupte



Students participated in Awareness Program

InnovateX Program- Case Study Competition

Date:15/11/2025

The ED Cell and MASA (MBA Student Association) Rajaramabapu Institute of Technology jointly organised an exclusive national case study competition hosted by the Entrepreneurship Cell, IIT Bombay, in collaboration with Somany Impresa Group, encompassing AGI Greenpac, Hindware Ltd., and Hindware Home Innovations Ltd. Competition Theme was Logistics and Supply Chain. The InnovateX offers a platform to showcase your analytical and strategic skills by tackling real-world challenges in logistics and supply chain management. Compete for a grand prize of INR 1 Lakh and the chance to engage with leaders at Somany Impresa Group for unparalleled industry exposure.



Student participation in competition



Student participation and interaction in competition and got valuable insights from experts in competition.

**Guest Lecture of Mr. Chandrashekar Dolli, Chairman of Mayura Steels Pvt. Ltd., Shirol on Theme “How to Create a Competitive Positioning Strategy” Under Marketing Club
Date:30/11/2024**

One-day Guest Lecture was organized by MBA Department Marketing Club under Rajarambapu Institute of Technology - Center for Teaching Learning (CTL) on the Topic: “How to Create a Competitive Positioning Strategy”

Venue - MBA Conference Hall.

Resource Person: Mr. Chandrashekar Dolli, Chairman of Mayura Steels Pvt. Ltd., Shirol.

Day, Date & Time: Saturday, 30th November 2024 Time: 10.00 a.m. to 12.00 Noon

Beneficiaries: 200 Students (All MBA – Regular & IEV and Open Elective - Marketing For Engineers Students)

Objectives:

Objective of the Session is to provide insights to MBA Students based on the future of Competitive Positioning Strategy. Positioning is one of those foundational marketing activities that you need to get right. The consequences, positive or negative, flow downstream and impact everything from your sales reps' win rates to your development roadmap. So, the discussion in this lecture focuses on how do you go about getting it right?



Mr. Chandrashekar Dolli, Chairman of Mayura Steels Pvt. Ltd., Shirolī addressed to all students



Mr. Chandrashekar Dolli visited to AICTE sponsored Idea Lab

Session on “Achieving Problem-Solution Fit and Product-Market Fit” Organized by Marketing Club (DMS, RIT)

Date: 27/02/2025

Session Details:

- **Topic:** Achieving Problem-Solution Fit and Product-Market Fit
- **Speaker:** Mr. Amit Dhawalikar, Entrepreneur
- **Date:** 27th February 2025
- **Audience:** First-Year MBA (FYMBA) Students
- **Organized by:** Marketing Club, Department of Management Studies-MBA



Session addressed by Mr. Amit Dhawalikar Entrepreneur

The session on 'Achieving Problem-Solution Fit and Product-Market Fit' was an enriching learning experience for the FYMBA students. The Marketing Club remains dedicated to hosting such insightful sessions to cultivate future marketers.

Guest Lecture of Dr. Prof. C. S. Kale, Professor at CSIBER, Kolhapur on Theme – “Determine How to Use Customer Lifetime Value”

Date: 28/12/2024

One-day Guest Lecture of Dr. Prof. C. S. Kale, Professor at CSIBER, Kolhapur was organized by MBA Department Marketing Club under Rajarambapu Institute of Technology - Center for Teaching Learning (CTL) on the Theme – “Determine How to Use Customer Lifetime Value”

Venue - MBA Conference Hall.

Resource Person: Dr. Prof. C. S. Kale, Professor at CSIBER, Kolhapur

Day, Date & Time: Saturday, 28th December 2024 Time: 11.00 a.m. to 12.00 Noon

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Beneficiaries: 200 Students (All MBA – Regular & IEV and Open Elective - Marketing for Engineers Students)

Objectives:

Objective of the Session is to provide insights to MBA Students based on the future of effectively utilization of customer lifetime value (CLV), why you need to calculate it, understand its components, and use the insights to improve business strategies.

Outcomes: After successful completion of workshop students will be able to:

- Analyze CLV metric that quantifies the total revenue a business can expect from a customer throughout their relationship.
- Determine how CLV typically calculated by adding all the revenue generated by a customer (or the average customer) throughout their relationship with the business.



Felicitations done by Mr. Sarika D. Patil -Registrar RIT to : Dr. Prof. C. S. Kale, Professor at CSIBER, Kolhapur



Online Expert session on Burnout and Stress Employee Productivity Killers under Marketing Club

Date: 19/07/2025

Speaker: Mr. Chetan Bhojani, Director at Add Value Group of Companies, Rajkot, Gujrat

In a compelling session organized by the Marketing Club, Mr. Chetan Bhojani, a seasoned management consultant with over 26 years of expertise, illuminated the silent saboteurs of workplace productivity: **burnout** and **stress**.

Drawing from real-world insights, he defined **burnout** as chronic exhaustion leading to cynicism and inefficacy, while **stress** manifests as acute overload from excessive workloads, poor work-life balance, and lack of support. These "productivity killers" result in 50% drops in output, heightened absenteeism, and 2x turnover rates.

Indian Society For Training And Development, Anand

Mr. Chetan Bhojani
Director at Add Value Group Of Companies
Chairman- ISTD Rajkot Chapter

Online Session On Burnout & Stress- Employee Productivity Killers.

In Collaboration with: ISTD Islampur Chapter

19/07/2024
Friday
6:00 PM

Dr. P. V. Kadole
Chairman

Dr. K. S. Patil
Vice Chairman

Dr. Mrs. Seema Desai
Faculty Coordinator

Flyer : Online Session on “Burnout and Stress- Employee Productivity Killers”

**Finance Club Activity- Presentation on “Basic Concepts and Fundamentals of Accounting”
Date: 08/08/2025**

To improve students' comprehension of the fundamentals of accounting and personal finance, the Finance Club organized an educational exercise. Raising awareness of the value of financial literacy and giving students the foundational knowledge, they need to manage their money well were the objectives. The members of the Finance Club conducted the exercise through an interactive presentation. Important subjects like accounting fundamentals, budgeting, value for money, income versus expenses, interest rates, assets and liabilities, and the importance of financial literacy were all covered in the presentation. The session was made interesting and simple to understand by using real-world examples and illustrations.



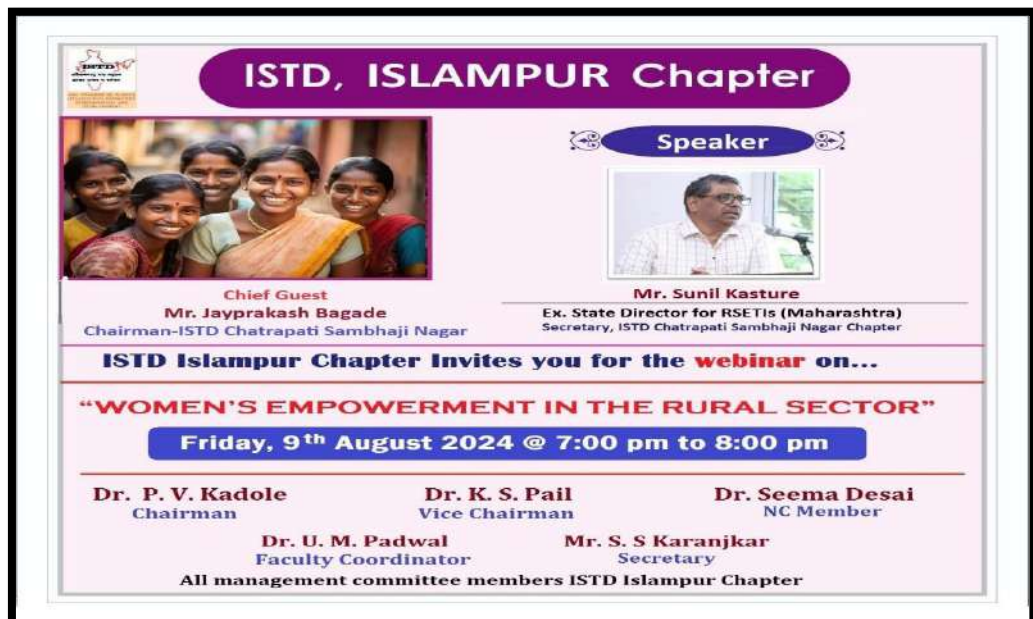
Presentation by Students in club activity



Students Participation in club activity

Conducted Webinar (Online Mode) - Webinar on "Women Empowerment in the Rural Sector"
Date: 09/08/2025

Speaker: Mr. Sunil Kasture, Ex. State Director for RSETI (Maharashtra), Secretary of ISTD Chatrapati Sambhaji Nagar Chapter, Sambhaji Nagar



ISTD, ISLAMPUR Chapter

Chief Guest
Mr. Jayprakash Bagade
Chairman-ISTD Chatrapati Sambhaji Nagar

Speaker
Mr. Sunil Kasture
Ex. State Director for RSETIs (Maharashtra)
Secretary, ISTD Chatrapati Sambhaji Nagar Chapter

ISTD Islampur Chapter Invites you for the webinar on...

"WOMEN'S EMPOWERMENT IN THE RURAL SECTOR"
Friday, 9th August 2024 @ 7:00 pm to 8:00 pm

Dr. P. V. Kadole
Chairman

Dr. K. S. Pail
Vice Chairman

Dr. Seema Desai
NC Member

Dr. U. M. Padwal
Faculty Coordinator

Mr. S. S. Karanjkar
Secretary

All management committee members ISTD Islampur Chapter

Flyer: Online Session on "Women's empowerment in the Rural Sector"

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**K.E. Society's
Rajarambapu Institute of Technology, Rajaramnagar,
Department of Management Studies
MASA Report 2024-25**



In an enlightening session organized by the ISTD Chapter treasurer Dr. Umakant Mahadev Padwal, and hosted by Mr. Sunil Kasture, with over 28 years in banking and rural development, shared transformative insights on empowering rural women through RSETI (Rural Self Employment Training Institutes).

Highlighting RSETI's free vocational training in tailoring, agribusiness, and handicrafts, he noted training over 13 lakh rural youth annually, with 70% achieving self-employment via bank credit linkage. This fosters economic independence, better decision-making, and family upliftment amid challenges like skill gaps and limited access.



Impact of all activities on student development:

The activities and support systems provided by MASAs play a crucial role in the personal and professional development of management students. They offer a practical complement to academic learning, prepare students for the workforce, and can significantly influence their career trajectories. Additionally, the experiences gained through participation in MASAs can instill leadership qualities, teamwork, and a sense of responsibility towards the community and the environment.

In essence, Management Student Associations embody a bridge between academic learning and real-world business challenges, fostering a generation of well-rounded, socially conscious, and professionally equipped individuals ready to contribute to the global business landscape.

**Prepared by :
Dr. Umakant Mahadev Padwal
MASA Faculty Coordinator**