

“PERCEPT COMPETITION 2023”

Date: 9th November 2023

Time: 10.30 a.m. to 5.00 p.m.

Venue: ASM's IBMR Campus Auditorium first floor

Dignitaries: Dr. Sandeep Pachpande (chairman, ASM Group), Dr. Asha Pachpande (Director, ASM Group), Prof. JA Kulkarni

Jury: Dr. Anuja Johri, Prof. JA Kulkarni, Dr. Roopa Parveen,

Faculty members: Dr. Arun Pardhi, Dr. Pradnya Meshram, Dr. Nitin Ranjan, Dr. Mayadevi Jadhav, Prof. C Agarawal, Dr. Rita Kakade

Host of the event: Mr. Safdar Ali, Ms. Afreen Shiekh

Chief Coordinator: Dr. Rakesh Bhati

Rules of the competition: CAIR Methodology should be used. Alloted time only 15 minutes for each team.

Case study topics:

- 1) Case Study On Act Of Unfair Labor Practise
- 2) Spot The 'Winner'
- 3) The Two Horse Race
- 4) Maruti's-Lanka
- 5) The Power Of Three
- 6) Motivating Through- 'Uncertainty'

Total team registered: 24 teams

Report: The Percept Competition held in 29th November 2023 provided a dynamic platform for students and professionals to showcase their problem-solving skills and analytical acumen. The competition structure involved the analysis of a real- world business scenario, requiring participants to identify key issues, propose viable solutions, and present their findings persuasively. Notable submissions included innovative strategies for market entry, effective crisis management, and sustainable business practices. The judging panel, comprised of industry experts and academics, evaluated participants based on the depth of their analysis, creativity in problem-solving, and the clarity

of their presentations. The competition not only fostered critical thinking and collaboration. Moving forward, the success of the Case Study Competition is expected to inspire future editions, continuing to serve as a platform for fostering strategic thinking and business acumen among emerging professionals. The case studies used in the competition were developed by our very own ASM faculty & is published by Oxford University Press.

Winner:

Topic: Case study on act of labor practice Unique part was they played a role play **Team members:**

- 1) Sayli Desale
- 2) Safdar Ali
- 3) Sumit Kumar
- 4) Sakshi Jaiswal
- 5) Vaisnavi Harlikar

Runner up 1 Topic: Two horse Race

- Team Members:
- 1) Shubham Pardeshi
 - 2) Shubham Warangule
 - 3) Sourav Tak
 - 4) Manish Wagh
 - 5) Viraj Sutar
 - 6) Kanhaiya Chaudhari

Runner up 2

{ tie between two teams } First team Topic: Power of three Team Members:

- 1) Aniket Nandurkar
- 2) Avishek Bhattacharya
- 3) Krishna Patil
- 4) Riya Thakare
- 5) Priti Paithane

Second team

Topic: The two horse race

- Team Members:-
- 1) Akshaya Ramawat
 - 2) Samiksha Patil
 - 3) Nishita Paturdi
 - 4) Ajay Kharche

Photos:



