

**Udisha Club at  
Shri H. D. Gardi MBA College Rajkot pioneered in series of activities in making  
its students creative and innovation Sankul a vibrant innovation ecosystem**

We run various innovative activities to excel the skills and quality of the students according their specialized area. Following are the activities performed during the year.

## **A. Marketing**

### ➤ **Product designing competition**

Our college conducts a competition for designing a new product which should be feasible and based on the need of the society and market. All marketing aspirants are divided in groups of equal member and send into the market to identify the various needs of the market. Institute provides five days to analyze all corner of the market. Four days are provided to them for finish all the paper work and there estimation and feasibility test. Ones students are confident that their plan is feasible and if business man put some investment in it then they can exploit return out of it, and then they go for final presentation in front of the class and faculty member. We award First, Runner Up and Second Runner Up out of all the presentation aspirants.

### ➤ **Price detection competition**

College organizes a competition of price detection of various FMCG, Consumer Durable, and Auto Sector products. In this competition student has to prepare and scan the prices of the various products of respective category and sector. In college we make a group of four students and play power point slides of various products and ask the prices of those products. Group having maximum right answers going to be winner. After completion of competition we invite winner group to present their strategy and way of preparation for quoting prices.

### ➤ **Distribution channel designing competition**

Distribution channel is one of the very important elements of marketing. Establishing skills to manage distribution channel, first of all we visit various retailer, distributor, and manufacturer in the market and industry, in small groups of 8-10 students. Students have to observe, and note down all aspects, how the distribution channel is working. Ones they come back in to the college they have to prepare systematic report and SWOT analysis of respective unit and present in front of the class. Best performer is awarded with certificate and gifts.

- **Visual advertising competition**  
Marketing students are allotted to prepare visual advertisement on any of the product of their own choice and represent it in front of all the college students.
- **Print advertising competition**  
Print advertisement and Bill-boards are now very famous and effective medium to communicate with customers. Adding the skills to exploit this medium for the health of our business we arrange print advertising competition in presence of experts.
- **Research and consulting for local industries and SMEs**  
To hone the skills of research we conduct a small and practical research on the problem of small industries and consulting them to sort out their problem.
- **Business plan competition**  
How to establish new business? What are the parameter and factors we have to consider when we are going to establish new business? To excel such skills of students we organize Business plan competition at our institute.

## **B. Finance**

- **Portfolio management competition**  
We allot assignments to prepare fake portfolio on various available websites like money control.com, moneybhai.com which helps to excel, skill like how to trade in security market and how to invest in systematic a manner.
- **Seminar on financial statement analysis**  
We divide finance students in groups and allot them to analyses financial reports and statement of various multinationals and nationals.
- **Visit of security market and commodity market**  
Security market and commodity markets is engine of our economy. Future finance manager must have a proper idea regarding operations of this market. Therefore our visit at such places helps to hone their trading and investment skills.

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- **Live project on Banking, Insurance, Mutual Funds, Share broking**  
To provide the idea regarding banking, insurance and trading we offer various live projects to our students. Therefore we have tie up with various broking companies, insurance companies and mutual fund institutes.
- **Conducting workshop on preparation of NCFM modules**  
We call experts to help our students for the preparation of NCFM modules of derivative market and capital market.
- **Presentation on financial cases**  
Some of the major financial issue likes Satyam Computers, Enron and 2G spectrum is discussed in the classes with the help of PowerPoint presentation.
- **Budget analysis competition**  
We show live Union and Railway budget to our students and provide platform where they can discuss their issues and clarify their doubts regarding day to day use and application of budget.

## **C. Human Resource Management**

- **Presentations on topic likes compensation packages in multinationals, fringe benefits**  
As a part of the curriculum we apply more practical application towards the subjects as it requires more implied knowledge, To gap up the difference between and classroom learning and field work, we allot students presentation on current topics related to subject, For example- case study on Tata on completing 100 years, corporate governance strategy followed by Microsoft etc..
- **Analyzing and evaluating pay structures at different sector**  
Pay being the most sensitive issue of human resource management. We enforce students to critically scrutinize the pay structures followed by various sectors such as retailing, hospitality, SMEs and aviation.
- **Live projects on topic likes balance score card and 360 degree performance appraisal**  
To give a insight of the subject to the student on the various aspects on human resource management we provide them with research work on current HR strategy such human resource accounting, balance score card HR perspective. More ever we assign our students to go for 360 degree performance appraisal of small units and industry.

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- **Guiding and motivating students for personal interview**  
We call professional from corporate to guide and motivate students for the personal interviews and help them make marketable product.
  
- **Conducting mock interviews**  
We replicate atmosphere similar to an official interview and assist students to deal with the same.

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