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HEARTBEAT 2019

CREATIVITY, CANVAS, COLOURS ...U!

REPORT ON MANAGEMENT POSTER COMPETITION – MARCH, 2019.

“A picture is worth a thousand words.” – By Napoleon Bonaparte

Introduction:

A management poster correlates and motivates professionals continuously the key management concepts for achieving success in the business world. They have the ability to convey complex management concepts in simpler way through pictures.

Management posters, has come to be recognized as a vital art form, attracting artists at every level, from the theatrical and commercial designers. As a medium, they are profound in their accessibility, directness and simplicity. From an objective point of view, management posters symbolize a corporate culture that is dynamic, revolutionary, creative, and sometimes even deviant. But from another perspective, management posters also reflect something deeper: the creativity, entrepreneurship, passion and management ideals of communities. They are available medium and component of business world. It is also not unrealistic to suggest that a city without street posters would be a much less interesting place not only to look at, but to live in as well.

Management Poster Competition is organized on **5th Oct, 2019** for providing professional values and management principles to the students.

Objective of the Exercise:

1. To establish a common platform where students from different competencies perform a collaborative act under the guidance of Corporate and a faculty.
2. To augment creativity, imagination and innovativeness in the minds of aspiring manager.
3. To make the students more resourceful and ingenious by giving them an opportunity to think beyond their books.

Key Learning's:

- a) Clarity of thought
- b) Importance of Teamwork
- c) Respecting time Lines
- d) Certain principles of Management can be discussed
- e) Creativity & Brain Storming
- f) Effective Communication

Process:

A) Team consists of –

- One Representative from Industry (Leader of the team)
- One member from Teaching or Non- Teaching staff (Coach)
- 5 Second Year MBA students
- 1 Arts Student

S.No	Team	Role
1.	Representative from Industry	Generating & creating Ideas, motivating discussing the

	(Leader of the team)	ideas with the team members
2	One member from Teaching or Non-Teaching staff (Coach)	Communicator ,Mediator and Controller
3	5 MBA students	Initiating and Executing the activity
4	1 Fine Arts Student	Providing guidance to the team

- The Coach (faculty/Non teaching staff) discussed the concept and theme with its team members.
- The students along with their coach and the team leader (Industry Representative) went into a huddle to discuss and finalize the theme for the poster.
- MBA students painted the posters with the help of Fine Arts student, staff and Industry representative.
- This activity was supervised by the coordinators.
- The coordinators will organize the exhibition of all the management posters at the fixed venue.
- The team presented the poster and explained the idea behind their work to the panel of experts.

20 corporate from different sectors graced the occasion. They continuously mentored the students which are associated with their group. It was a great learning experience for all the students to understand the concept of management.

In every team one art student worked as a team member. It was great platform for them to understand the requirements of the management and how to create a poster on the same concept.

Prof. Rupali Borhade (D.Y.Patil college of Architect, Akurdi and Prof. Amit Jagdale(Suryadatta Institute of interior designing) worked as a evaluators for all the posters . All the MBA students along with Fine art students with their respective Coach and team leader explained the posters to the evaluators.

All the posters were evaluated on the following parameters.

Team Name	Theme 20 (Marks)	Introduction/ background/ color combination (20 Marks)	Presentation (20 Marks)	Creativity (20 Marks)	Originality of message (10 Marks)	Total (100 Marks)

The average of total score was considered for the final rating. On the basis of the above parameters **Ninja's won the first prize**. They created poster on the **“Beware – connect with care”** and Growing stars scored second with **“Vision” as their topic, the team believer on third prize**. They created poster on **“Stress Management”**.

The organizing team is grateful to the Professors, **Prof. Rupali Borhade (D.Y.Patil college of Architect, Akurdi and Prof. Amit Jagdale(Suryadatta Institute of interior designing)** for their unvarying support to this programme.

To conclude, it was a great event appreciated by everybody. The learning outcomes of this programme were achieved and loved by all the participants.

Organizing team

Dr. Nandini Desai

Dr. Priyanka Mishra

Dr Ashutosh Misal

Director



A group photo with the evaluators of Management poster competition



A strategic time for team members



Welcome of Corporate Guest for the programme



Poster completed