

**PIMPRI CHINCHWAD EDUCATION TRUST'S**  
**S. B. PATIL INSTITUTE OF MANAGEMENT**  
**“DIWALI MANDI”**

**Report on: Eco Friendly Diwali Mandi**

**Faculty Coordinators:** Dr. Kajal Maheshwari, Dr. Swapnali Kulkarni,

Mr. Rishikesh Kumar

**Student Coordinators:** Khachane Vaishnavi Anil, Surve Tushar Ramesh

**Activity:** Eco Friendly Diwali Mandi (The idea is to spread awareness among students to celebrate Diwali in creative ways in an eco-friendly manner without downing festive spirits)

**Venue:** SBPIM

**Date:** October 23, 2019

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S. B. Patil Institute of Management always put efforts towards improvement and development of society in some or other way. We at SBPIM always impart moral values among students with these objective students of SBPIM raised campaign to celebrate this Dwiali as ecofriendly, where students have put the stalls of ecofriendly products in Diwali Mandi at SBPIM campus. Students have purchased raw material from the local market and added value to make a finished product, packaged it set the pricing, promotion and distribution strategy with this they sensitize society about environmental pollution and health hazard. These groups were mentored by the faculty members and also guided by senior students.





A Diwali Mandi was organized on October 23, 2019 to spread awareness among students to celebrate Diwali in creative ways in an eco-friendly manner without downing festive spirits. Students of MBA-I have put the stalls of ecofriendly products to showcase some ways on how to celebrate an eco-friendly Diwali. Students have come out with very innovative ideas like use natural colors for rangoli decoration where they spread the message these colours may be less attractive but they doesn't harm the environment like chemical colours.





**DIWALI MANDI at SBPIM on 23<sup>rd</sup> October 2019**





Another idea was stop using poly bags for Diwali shopping people should stop using poly bags. Instead of poly bags, they can use jute bags which are not harmful for the environment.





Students presented stalls of decorative items like earthen lamps; wall hanging, designed unique lamps etc and stressed on use Oil Diyas instead of candles. Stalls were decorated with bright and colourful duppattas and sarees instead of plastic ribbon they urged same way people should decorate their homes.





Students also raised the slogan to go natural and organic they were discouraging for synthetic room freshners. Try using organic incense sticks as well as fresh flowers, ubtan all these items were kept for sale.



Another group of students volunteered with an NGO Kamayani School in PCMC area to raise the fund and celebrate with those who cannot afford anything.



Eco-Friendly Decorations use organic colours and real flowers and leaves for Rangoli instead of plastic flowers.



Students' prepared sweets at home and conveyed message try to avoid buying sweets from the market; they are loaded with sugar and artificial colours. They have made Karanji popular name is Gujiya.



Posters were also presented with slogan "Celebrate a cracker less Diwali". Bursting crackers during Diwali is one of the biggest reasons of pollution. Not only pollution, bursting crackers also causes a lot of distress for elderly people, young children and stray animals.

All the faculty members and other students overwhelmed with the efforts taken by students and which reflected through innovative and creative ideas in Diwali Mandi. Students and faculty member have done Diwali shopping from these decorative stalls of colorful earthen lamps, stuffs for worship, organic rangoli colours, and sweets etc.

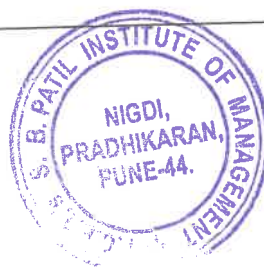


Students were awarded on the basis of presentation of their stalls in front of judges. Evaluation of groups was done on Sales attributes of group: Enthusiasm, Confidence, Intelligence, Knowledge- product. Sales Pitch -Communication skills, Persuasive skills, Handling of Sales Objection- Analyzing the Reasons for Objections, Turning Objections into Selling Opportunities, Innovative Product- Highly differentiable product (Apply Marketing Mix). Awards were given during Annual Prize distribution 2020.



**Winners' Details- Diwali Mandi**

<i>CATEGORY</i>	<i>AWARD</i>	<i>GROUP NAME</i>
BEST SELLER	WINNER	8 & 7
BEST SELLER	RUNNER UP	9



BEST NEGOTIATOR	WINNER	4
BEST NEGOTIATOR	RUNNER UP	10 & 11
INNOVATIVE PRODUCT	WINNER	2
<b>TOTAL</b>		<b>7</b>



*[Signature]*  
 Dr. Kajal Maheshwari



*[Signature]*  
 Dr. Daniel Pentkar  
 Director, SBPIA

PIMPRI CHINCHWAD EDUCATION TRUST'S  
S. B. PATIL INSTITUTE OF MANAGEMENT  
SANCTION NOTE

Date – 23/10/ 2019

To,  
The Director,  
PCET's S B Patil Institute of Management,  
Nigdi, Pune

**Subject:** Proposal for sanction of funds for conducting "Diwali Market" under Selling & Negotiation skills MBA I year students.

Respected Sir,

We wish to request your permission and approval to organize "Diwali Market" under the subject of Selling and Negotiation Lab for the MBA I year students. This program is designed in order to develop the selling & negotiation skills in students which will help them to convince customers and better placements opportunities.

The estimated budget for this session is Rs 2,500/- (Two Thousand five hundred only) which includes a token of appreciation to the students. We request you to kindly sanction the same to proceed.

Thanking you.

Your's sincerely,

Dr Swapnali Kulkarni  
Mr. Rishikesh Kumar  
Dr. Kajal Maheshwari  
Subject Co-ordinators'

*Shubhami*  
*Rishi*  
*Kajal*



*Approved*  
*Shubhami*  
*23/10/19.*

P.C.E.T's  
S. B. Patil Institute of Management

115 - Selling & Negotiations Skills Lab

Comprehensive Concurrent Evaluation – 1

**Title: Live exercise on Selling & Negotiation Skills "DIWALI MANDI"**

**Learning Outcomes:**

1. Ability to demonstrate attributes of a Good Salesperson - Personality & physical characteristics, Enthusiasm, Confidence, Intelligence, Self-worth, Knowledge
2. Understand how to convince customers
3. Analyse the reason of objection and how to handle it.

**How to do?**

1. Group will be as per mentorship program.
2. Where students will sell ecofriendly products in Diwali Mandi . Students can buy raw material and add value. Design & define product, packaging, pricing, promotion and distribution strategy.
3. Maximum investment should be Rs.500 (Submit all the bills for the raw material purchased).
4. Product should be Eco Friendly.
5. All the groups will be provided with one stall in the reading hall for selling & display of the product on 23/10/2019 at 3.00 to 5.00 pm after that group can sell the products outside.
6. Report of this activity has to submit to subject faculty on 25/10/2019 by 10.00am in the given format.
7. Five Groups will be given prizes on the basis of the stall presentation on 23/10/2019.
8. Judges decision will be final.

**Category for Prizes**

**1. BEST SELLER - WINNER & RUNNER UP**

**Evaluation criteria for Prizes:**

1. Sales attributes of group: Enthusiasm, Confidence, Intelligence, Knowledge- product
2. Sales Pitch -Communication skills, Persuasive skills

**2. BEST NEGOTIATOR- WINNER & RUNNER UP**



**Evaluation criteria for Prizes:**

- a. Sales Pitch -Communication skills, Persuasive skills
- b. Handling of Sales Objection- Analyzing the Reasons for Objections, Seeing What We Can Do, Turning Objections into Selling Opportunities

**3. INNOVATIVE PRODUCT**

**Evaluation criteria for Prizes:**

Innovative Product- Highly differentiable product (Apply Marketing Mix)

**ALL Evaluation criteria for Prizes:**

1. Sales attributes of group: Enthusiasm, Confidence, Intelligence, Knowledge- product
2. Sales Pitch -Communication skills, Persuasive skills
3. Handling of Sales Objection- Analyzing the Reasons for Objections, Seeing What We Can Do, Turning Objections into Selling Opportunities
4. Innovative Product- Highly differentiable product (Apply Marketing Mix)
5. Profit Generated: Return on investment

**Evaluation Criterion for the Activity:**

1. Total evaluation for 25 marks
2. Judges Evaluation 15 Marks
3. Report Submission in hard copy 10 Marks

**Linkages with Cos:**

CO115.1, CO115.2, CO115.3, CO115.4, CO115.5, CO 115.6

**Faculty Coordinators':**

Dr. Swapnali Kulkarni

Mr. Rishikesh Kumar

Dr. Kajal Maheshwari





Kajal Maheshwari <kajalmaheshwari@sapatilmba.com>

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## **SNSL- Details of Group Activity "Diwali Mandi"**

1 message

Sat, Oct 19, 2019 at 5:29 PM

Kajal Maheshwari <KajalMaheshwari@sapatilmba.com>  
To: 2019-21a@sapatilmba.com, 2019-21c@sapatilmba.com, 2019-21b@sapatilmba.com  
Cc: swapnali Kulkarni <swapnalik.2003@gmail.com>, Rishikesh Kumar <rishi131984@gmail.com>

Dear Students,


Please find the details of concurrent evaluation of 115 - Selling & Negotiations Skills Lab & report format for submission purposes.

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With Regards  
Dr. Kajal Maheshwari  
Asst. Professor,  
S.B. Patil Institute of Management, Pune  
www.sapatilmba.com

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### **2 attachments**

 **SNSL Concurrent Evaluation -115 Diwali Mandi.pdf**  
139K

 **Report Format SNSL DIWALI MANDI.pdf**  
139K



Kajal Maheshwari <kajalmaheshwari@sapatilmba.com>

## SNSL- Concurrent Evaluation-2

2 messages

Tue, Nov 5, 2019 at 5:49 PM

Kajal Maheshwari <KajalMaheshwari@sapatilmba.com>  
To: 2019-21a@sapatilmba.com  
Bcc: swapnali Kulkarni <swapnalik.2003@gmail.com>

Dear Students,

Please take the printout of the concurrent evaluation 2 of SNSL. Submit it before November 22,2019.

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With Regards  
Dr. Kajal Maheshwari  
Asst. Professor,  
S.B. Patil Institute of Management, Pune  
www.sapatilmba.com

 CCE2\_SNSL\_2019-20.pdf  
145K

Tue, Nov 12, 2019 at 11:22 AM

Kajal Maheshwari <KajalMaheshwari@sapatilmba.com>  
To: Rishikesh Kumar <rishikesh131984@gmail.com>

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With Regards  
Dr. Kajal Maheshwari  
Asst. Professor,  
S.B. Patil Institute of Management, Pune  
www.sapatilmba.com

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