

Sinhgad Technical Education Society,  
**RMD SINHGAD SCHOOL OF MANAGEMENT STUDIES, WARJE, PUNE**

Report of “Spectrum 2024- Trail Blazers (New Product Development Activity)”

### Summary

<b>Date:</b> 16/02/2024	<b>Time:</b> 9.30am onwards
<b>Venue:</b> NBN Sinhgad school of Management Studies, Ambegoan, Pune	<b>Dignitaries:</b> Dr. Shivprasad Patil Director, NBNSMOM
<b>No. of registered participants:</b> 62	<b>No. of Attsendees:</b> 128
<b>Event Coordinator:</b> Dr. Meeta Meshram	<b>Team Member:</b> Mrs, Kirti Joshi Mrs. Dhanshree Borawake
<b>Student Committee:</b> NA	<b>Student Coordinator:</b> Mr. Kunal Minde
<b>Registration Desk:</b> , Ms. Shivani Patil, Mr.Yogesh Savarkar	<b>Anchor:</b> Ms. Pratiksha Koli
<b>Technical:</b> Mr. AvinashGadage	<b>Photography:</b> Mr. Vishal Shrivastav
<b>Logistics:</b> Mr. Vikas Bhapkar,Mr. Kunal Chavan	<b>Hospitality:</b> Ms. Sheetal Waghmare, Ms. Prajakta Shid
<b>Support:</b> Non-teaching staff : NA	<b>Publicity:</b> Facebook, Instagram
<b>Expenses Required:</b> 3500/-	<b>Vote of Thanks:</b> Mrs. Kirti Joshi
<b>Report Prepared by:</b> Mrs. Dhanshree Borawake	

- **Title of the Event:** Trail Blazers (New Product Development Activity)
- **Objectives:**
  1. To Foster creativity and innovation and encourage students to think outside the box and develop innovative product ideas.
  2. To enhance problem-solving skills, Provide students with real-world challenges to solve, helping them develop critical thinking and problem-solving abilities.
  3. Promoting teamwork and collaboration: Require students to work in teams, fostering collaboration and communication skills essential for success in the workplace.
  4. Developing project management abilities: Allow students to experience the entire product development lifecycle, from idea generation to execution, improving their project management skills.
- **Context:**As a part of syllabus and to promote the students to start their own New Start-Ups as well as to generate employment among the society, which also helps to develop national economy and solve unemployment problems.
- **Execution/Practice:**
  - The New Product Development Competition was organized with the aim of fostering innovation and entrepreneurship among management students. This report outlines the process, outcomes, and insights gained from the competition. The competition was open to management students from universities and colleges. Participants were required to form teams and develop new product ideas within a specified timeframe. Presentations were evaluated based on Idea Generation, Idea Screening, Product Prototyping and Testing, Marketing Strategy Development and Commercialization.

- The event started with registrations of participants followed by an inauguration of the event by the judges at 10.00am. Total 62 groups were registered for this event. After inauguration event started with felicitation of guests, Mr. Naman Jagtap and Mr. Shubham Wankhade with token of appreciation by Dr. Meeta Meshram Ma'am.
- We invited students for presentations of new product development. Students were evaluated according to the predefined criteria. After all the presentations by students judges addressed the participants and motivated them to participate in such events and also suggested that all management colleges should arrange this types of event for students.
- Later on certificates were distributed to all the participants and volunteers and lastly judges announced the winner and runner-up. Finally at the end judges distributed the prizes and certificates to winner and runner-up team.
- **Evidence of Success:** 62 students actively participated in the event. 10 staff members and approximately 68 students were present for event.
- **Resources Required:** Decoration Material, Stationery Material, Colored Printouts and Xeroxes.
- **Problems Encountered/ Challenges Faced:** Due the large number of registrations, it was difficult task to conclude the event within specific timeframe.
- **Photos of the Event:**



Inauguration of the event by Director NBNSTIC Dr. Shivprasad Patil Sir



Event Coordinator and team Members with Director NBNSTIC Dr. Shivprasad Patil Sir and HOD NBNSDOMS Dr. Prakash Pise Sir



Felicitation of the guest by HOD NBNSSOMS Dr. Prakash Pise Sir and Asso. Prof. NBNSSOMS Dr. Meeta Meshram Ma'am



Student Coordinators with Event Coordinator Dr. Meeta Meshram Ma'am and Team Members-Mrs. Kirti Jadhav and Mrs. Dhanshree Borawake



Winner of Trail Blazers



Runner- Up of Trail Blazers

Mrs. Dhanshree Borawake  
Event Co-coordinator

Dr. Swati Vijay  
Dean, RMDSSOMS