

Department of MBA

TECHNOBASH 2025

(3rd & 4th February, 2025)

- **About EVENTS:** Digital Poster Competition on Innovative Business Ideas. This competition focuses on creativity and innovation in presenting unique business ideas through digital posters. Participants will be required to design visually appealing and impactful posters and present their ideas effectively. Students will design a digital poster related to their business ideas and elaborate the concept to jury members in 2-3 minutes.
- **Organized by:** Department of MBA, GSMCOE, Balewadi
- **Topic name:** Digital Poster Competition on Innovative Business Ideas
- **Objectives of competition-**
 - To encourage students to think creatively and come up with unique, visually appealing posters.
 - To promote innovative ideas in terms of design, color schemes, and messaging to communicate a concept effectively.
 - To allow students to showcase and enhance their proficiency with AI graphic design tools and digital platforms (e.g., Photoshop, Canva, Illustrator),
 - To encourage students to incorporate key marketing principles into their designs, such as targeting specific audiences, creating a visual identity, and understanding brand guidelines.
 - Practical Application of Business Concepts.

- **Mode of Competition-Offline**
- **Registration fees -100/- per student**

Fill the registration link below -

<https://forms.gle/6kKnUmmhwVvz856x6>

Link for payment : <upi://pay?pa=apurvakeskar1-2@okhdfcbank&pn=Apurva%20Kesar&aid=uGICAgICNkrrEKg>

Winner & Runner-up student shall receive a trophy & certificate, All participants shall receive a participation certificate,

- **Faculty coordinator** :Prof. Apurva Kesar (Assistant Professor, Department of MBA): 9834952050
- **Student coordinators** :Ms. Kashmira Pawar (Department of MBA): 8669229719

Mr. Vasudev Rathod (Department of MBA): 9769100468