



MAEER'S
MAHARASHTRA INSTITUTE OF TECHNOLOGY
DEPARTMENT OF MANAGEMENT SCIENCES & RESEARCH
(DMSR), PUNE.



m-cura'12
THE SOCIAL (NET) WORK

6th & 7th FEBRUARY 2012

MIT-DMSR, North Block
N2-Building, S.No. 124,
Ex-Servicemen Colony
MIT Campus,
Paud Rd, Kothrud
Pune - 411038

“To harness the knowledge of science and technology
for the welfare of the society”



Prof. (Dr.) Vishwanath Karad

Founder, Executive President and Managing Trustee,
MAEER's M.I.T, Pune, India

About MAEER's MIT

The Maharashtra Academy of Engineering & Educational Research (MAEER), was established as a

society and trust with the sole aim of creating and developing professional education facilities to train the aspiring young generation and thus to provide dedicated, ambitious and skilled professionals to serve the society and the nation at large.

MAEER believes that “the Union of Science and Spirituality alone will bring Harmony and Peace to the Mankind” as said by Swami Vivekananda. The vision of the founders of MAEER is to create a “Centre of Excellence in the field of Education and Research”.

Since its inception, MAEER has been striving for the betterment of the society through value-based education system. With over 60,000 students across varied disciplines under its umbrella, it has achieved tremendous success in a short span of time and reflects excellence in the fields of Engineering, Medical, Research, Management, Primary & Secondary Education, Peace Studies, Environment & Pollution Control and also towards promoting Human Values and attaining the value of world peace.



MIT DEPARTMENT OF MANAGEMENT SCIENCES & RESEARCH (DMSR), PUNE.

'Get around the right people. Associate with positive, goal-oriented individuals who encourage and inspire you.'

MIT DMSR is an integral part of MAEER's MIT, PUNE. It was established in 2007, to impart value-based education in the field of management science with an aim of creating global leaders and entrepreneurs for the nation.

MIT DMSR conducts two-year fulltime post graduate course affiliated to the University of Pune, namely MBA, which is recognized by AICTE, New Delhi and Govt. of Maharashtra, with intake capacity of 60 students.

The main purpose of the institute is to provide quality education, and where the real eminence of the institution can be judged. This is what the students are here for and this is what **MIT DMSR**, aims to provide.

MIT DMSR believes in creating vibrant and stronger India through education-enriched youth. It persuades the students to chart a future filled with achievement, opportunities and satisfaction.

Participation in sports, cultural and management activities, and environmental and social drives, is encouraged to develop a high level of emotional quotient and a team spirit in the students. We feel that such quality and skills over and above the professional inputs are essential for development of leadership capabilities and long prospective career in the rapidly changing global scenario.

IQuizz

NO. OF CONTESTANTS: 2 PARTICIPANTS/TEAM

A quiz competition that will test the general and business knowledge of the contestants. IQuizz will be a test of intelligence and knowledge of the contestants. Are you the next 'Dexter'?

BIZZ' PLAN

NO. OF CONTESTANTS: MIN 2 - MAX 4 /TEAM

Bizz' Plan is competition of business plan presentation in which the participants have to prepare and present their own B-plans and CSR activities of their Business Plan as well.

AD.O.MANIA

NO. OF CONTESTANTS: MIN 2 - MAX 4 /TEAM

Ad-o-mania is an interesting, challenging and creative competition of advertisement-making but with a special touch! Topics would test the creative skills of the contestants to the hilt!

QUICK GAMES

NO. OF CONTESTANTS: 4 PARTICIPANTS/TEAM

Gone are the days of "Slow and steady wins the race!" A competition consisting of brain teasers and active games, where the only key to success is to be 'Quick'. Your managerial abilities, Team work & Smart work will surely lead you to win the race!

GREEN MANTRA

NO. OF CONTESTANTS: MIN 2- MAX 4/TEAM

The name itself says, give your 'Mantra' to keep the Planet Earth 'Green'. A remedy plan presentation for environmental problems such as Global warming, pollution, Deforestation etc. Participants can present their plans using any media such as PPT, Posters, Role play, AVs, etc. Your opportunity to be 'Captain Planet'.

CLIXHIBIT

NO. OF CONTESTANTS: MIN 1 - MAX 2/TEAM

Photography...passion, profession or hobby; whatever it would be, Clixhibit is the platform to 'Exhibit' your talent in front of creative and professional people.

m-cura'12

THE SOCIAL (NET) WORK

m-cura is an inter-college management event organised by MIT DMSR, which provides a plethora of innovative and competitive events and competitions.

"M" in "m-cura" stands for MIT and "cura", a Latin word means *Management and administration*. It is the testing ground to exhibit the managerial knowledge and skills so far developed by the students in the form of various facets of their personality expression like communication skills, leadership quality, execution expertise and team building.

'm-cura' was started in the year 2011 and in its year of inception itself it received an overwhelming response with more than 300 participants from more than 50 colleges.

This year **m-cura** is once again back with a noble cause on a larger scale with "m-cura'12".

This is a state-level management extravaganza where the future managers can focalize to explore the depths of knowledge and creativity. Encompassing a number of events, **m-cura'12** is the perfect remedy to quench the thirst of excellence for those who think the pinnacle is theirs!!!

The central theme of this event is "social issues related to the children of India". The issues like child abuse, child education, child labour, AIDS , female foeticide etc pose a huge challenge for the dream of a developed and shining India, which makes it the need of the hour to pay due attention to such problems and work towards their elimination.

m-cura'12 is not just an event but an initiative which aims at creating awareness about this very crucial problem and exploring the possible solutions of the same by stimulating the best brains to think on the lines of child welfare while keeping the demands of the future India in mind.

DAY ONE: 6th FEBRUARY 2012

INAUGURATION CEREMONY

9.00 am to 11.30 am

SR. NO.	COMPETITION/GAME	TIME
1.	Clixhibit (Photography Contest)	11.45 am to 3.00 pm
2.	Bizz' Plan (B'Plan + CSR)	11.45 am to 3.00 pm
3.	IQuizz (Quiz competition)	03.30 pm to 5.30 pm

DAY TWO: 7th FEBRUARY 2012

SR. NO.	COMPETITION/ GAME	TIME
4.	Green Mantra	9.30 am to 1.00 pm
5.	Quick Games (Management Games)	9.30 am to 1.30 pm
6.	Ad-o-Mania (Ad making)	1.00 pm to 3.30 pm

VALEDICTORY CEREMONY

4.00 pm to 5.00 pm

RULES & IMPORTANT INSTRUCTIONS:

- PARTICIPATION FEES- **RS. 100 per team** for each competition.
- Last Date of Registration is **2nd February 2012.**
- **Dates & other important instructions** regarding abstract submission of the Competitions - **Bizz' Plan, Green Mantra & Ad-O-Mania**; will be circulated through e-mails at the earliest.
- College/Institute winning maximum prizes will be awarded a **Special Trophy.**
- For all games, the Decisions of The Judges will be Final and binding.
- Organizing committee reserves all the rights related to event rules, timings, schedule and registrations.
- For Registrations or further queries you can also mail us at **mcura2012@gmail.com**

CHIEF PATRON

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Prof. Shwetambari Patil

ORGANIZING COMMITTEE

Aarti Kenjale

Swara Rane

Richa Mathur

Nikita Agarwal

Pankaj Kothawade

Gaurav Patwardhan

"AN APPEAL"

m-cura'12 wants to bring about awareness which would culminate into action. We send out an appeal to each and everyone to **donate books, articles and other stationary** etc. We have tied up with NGOs and social organizations who would identify and help the needy.

"Come and contribute to a noble cause."



"Let's make them smile...!!!"

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