



Percept 2026

Date: 16th March 2026

Time: 09:00 am to 03:00 pm

Venue: IPS Auditorium

Introduction:

The PERCEPT Competition 2026 – 14th Edition, organized by ASM Group of Institutes at the IPS Auditorium, Pimpri, Pune, is one of the institute's most prestigious academic initiatives aimed at nurturing managerial excellence among students. The event brought together students, faculty members, academicians, and industry-oriented thinkers from ASM's IPS, IIBR, and CSIT campuses, creating a dynamic platform for knowledge exchange and intellectual growth. PERCEPT is a flagship 360-degree case study competition that emphasizes experiential learning by allowing students to apply theoretical management concepts to real-world business scenarios. In today's rapidly evolving and competitive business environment, it is essential for management students to go beyond classroom learning and develop practical problem-solving skills. PERCEPT serves as a bridge between academic knowledge and its practical implementation, enabling students to analyze complex business situations, identify challenges, and propose innovative solutions. The competition reflects ASM's strong commitment to outcome-based education and industry-relevant learning. It provides students with an opportunity to enhance their analytical thinking, creativity, decision-making ability, and presentation skills. By engaging in such competitions, students gain confidence and develop a strategic mindset required for future managerial roles. PERCEPT 2026 witnessed enthusiastic participation from multiple student teams who presented well-researched case studies developed by faculty members. The competition not only tested the intellectual capabilities of the participants but also encouraged

teamwork, leadership, and effective communication. Overall, the PERCEPT Competition 2026 stands as a significant academic event that promotes innovation, critical thinking, and holistic development of students, preparing them to face real-world business challenges with confidence and competence.

Objective:

- To develop analytical and critical thinking skills among students
- To encourage practical application of management concepts
- To enhance decision-making and problem-solving abilities
- To provide a platform for students to showcase their presentation and communication skills
- To promote teamwork and collaborative learning
- To create a spirit of healthy competition among students

Speaker: Dr. Sudhakar Bokehode Director IPS, Dr. Daniel Penkar Dean ASM Group, Dr. Vikas Barbate Dean IPS

Report:

The PERCEPT Competition 2026 began with a warm and enthusiastic welcome by the host, who greeted all the dignitaries, faculty members, jury members, and participants. The host introduced the significance of the event and highlighted PERCEPT as a prestigious platform that encourages students to apply their classroom learning to real-world business challenges.

Inauguration Ceremony The program formally started with the traditional lamp lighting ceremony, symbolizing the removal of darkness and the spread of knowledge. The ceremony was accompanied by Saraswati Vandana, creating a positive and auspicious beginning to the event.

Esteemed dignitaries including Dr. Sudhakar Bokephode, Dr. Daniel J. Penkar, and Dr. Lalit Kanore were invited on stage for the inauguration. Following this, Dr. Sudhakar Bokephode sir officially declared the event open. In his inaugural address, he emphasized the importance of such academic competitions in enhancing students' practical knowledge, analytical abilities, and confidence. He encouraged students to actively participate and make the most of this learning opportunity. Address by Guest Speakers After the inauguration, Dr. Daniel J. Penkar was invited to address the gathering. With his vast academic and research experience, he provided valuable insights into the importance of case study methodology in management education. He highlighted how case study analysis helps students develop critical thinking, decision-making, and problem-solving skills, which are essential in the corporate world. His speech motivated the participants to approach each case with a strategic mindset and to focus on innovative and practical solutions. Explanation of Competition Guidelines Next, Dr. Vikas Barbate addressed the participants and explained the competition guidelines in detail. He elaborated on the structure of the competition, the evaluation criteria, and the expectations from each team. The participants were informed that they would be evaluated based on:

- Depth of analysis and understanding of the case
- Creativity and originality of solutions
- Clarity and effectiveness of presentation
- Team coordination and communication skills

This clear briefing helped participants understand the judging parameters and prepare accordingly. Introduction of Jury Members The host then introduced the respected jury members, including Prof. Bhagyashree Kunte, Prof. Sarita Goyal, and Prof. S. D. Sonavane. Their academic expertise and professional experience added credibility and value to the evaluation process. The jury members were welcomed with appreciation for their presence and contribution. Case Study Presentation Session The core segment of the event was the **case** study



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presentation session, where multiple teams from ASM's IPS, IIBR, and CSIT campuses participated. A total of around 14–15 teams presented their case studies. Each team was given a specific time slot to present their analysis and solutions. The participants demonstrated strong analytical thinking, creativity, and confidence while presenting their ideas. They used various presentation techniques, including PowerPoint slides and structured explanations, to effectively communicate their solutions. After each presentation, the jury members interacted with the teams by asking questions and providing constructive feedback. This interactive session helped students gain deeper insights and improve their understanding of the subject. Transition between Presentations the event was conducted in a well-organized manner with smooth transitions between team presentations. The host ensured continuity by appreciating each team's efforts and inviting the next team to present. This maintained the energy and engagement of the audience throughout the session. Jury Evaluation and Feedback the jury members carefully evaluated each team based on predefined criteria. They observed not only the content of the presentation but also the confidence, clarity, teamwork, and practical applicability of the solutions.

After the completion of all presentations, the jury members shared their valuable feedback. They appreciated the participants' efforts and highlighted areas of improvement, guiding students on how to enhance their analytical and presentation skills in the future. Awards Ceremony Once the evaluation process was completed, the event moved to the Awards Ceremony. The winners were announced based on their overall performance. The winning teams were felicitated in the presence of dignitaries, faculty members, and fellow participants. The awards recognized the hard work, creativity, and analytical excellence demonstrated by the students.

Photos:







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Outcomes:

The PERCEPT Competition 2026 was a grand success and achieved its intended objectives. The outcomes of the event were:

- Students enhanced their analytical and problem-solving skills
- Improved confidence and presentation abilities
- Gained exposure to real-world business scenarios
- Learned the importance of teamwork and coordination
- Received valuable feedback from experienced jury members
- Encouraged participation in future academic and professional competitions

Overall, the event provided a meaningful learning experience and contributed significantly to the academic and professional development of students.