

Mentoring Event - Demo Day of (PMPL) PTVA's Institute of Managements Premier League, Sports Management business concept "Innov-Events"

Objectives:

- To run the prototyping test of "Innov-Events" Sports Management Business Concept
- Facilitation of Internal college Cricket Event for PTVA's Institute of Management Students
- Promotion of Innov-Events Sports Management Business Concept
- Community Engagement and Support.

Benefits:


- "PMPL PTVA's Institute of Managements Premier League" serves as a platform to showcase Hitesh Jain's entrepreneurial venture the "Innov-Events" Sports Management business concept.
- The event fosters an inclusive community by bringing together students.

Report on Mentoring Event - Demo Day of (PMPL) PTVA's Institute of Managements Premier League, Sports Management business concept "Innov-Events"

On November 29, 2023, Sathye College's turf ground hosted the PMPL event, organized by Mr. Hitesh Jain, a second-year MBA student specializing in Innovation Entrepreneurship and Venture Development. This event aimed to promote Jain's business concept, "Innov-Events," which focuses on managing turf fields in schools and colleges, organizing sports events, and enhancing sports facilities.

Preparations for the event began on April 1, 2024, involving extensive marketing efforts, one-to-one mentoring, logistical arrangements, and securing sponsorships. The event successfully engaged 200 students and served as a live prototype to test "Innov-Events." Under the guidance of PTVAIM's Center of Entrepreneurship and Innovation (COEI), the PMPL provided an opportunity to evaluate the business concept's feasibility in managing and executing a college cricket tournament.




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The event demonstrated "Innov-Events" capabilities in handling various aspects of sports management, from coordinating matches and logistics to ensuring participant engagement. This practical test offered valuable insights into the operational dynamics, challenges, and opportunities associated with the concept.

Additionally, the PMPL aimed to promote "Innov-Events" among students, faculty, and the broader community. Promotional activities included player auctions, presentations, discussions, and interactive sessions, which highlighted the vision and goals of "Innov-Events." The event concluded with a prize distribution ceremony at 9:30 PM, recognizing top performers with medals and trophies. This well-organized event not only showcased the potential of "Innov-Events" but also successfully raised its visibility and credibility in the sports management industry.




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