

REPORT

On

“ROAD TO RECOVERY”

An Inter-College Event

Organized by the E-Cell Club of MAIT



**उद्यमेन हि सिध्यन्ति
कार्याणि न मनोरथैः**



MAHARAJA AGRASEN INSTITUTE OF TECHNOLOGY

(Approved by AICTE and Affiliated to GGSIP University)
Sector-22, Rohini, Delhi – 110086



DEPARTMENT OF MANAGEMENT (MBA)



ROAD TO RECOVERY

Discover Strategies to Bounce and
Thrive in your Entrepreneurial Journey

FEBRUARY 25, 2025

Time : 2:00 PM

VENUE :
ROOM NO. 741,
BLOCK 7, MAIT



Scan to Register

For More Information



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Organizer: Department of Management, Maharaja Agrasen Institute of Technology

Date: 25th February 2025

Timings: 2:00 Pm

Venue: Room no. 741

Faculty Coordinators: Dr. Rajiv Jain, Dr. Anju Bharti & Dr. Kiran Garg

Student Coordinators: Ms. Mansi Garg, Ms. Raakhi Chaudhary Ms. Mehak Taneja Mr. Murari, Mr. Sahil Singhal

The Entrepreneurship Club (E-Cell) of the Department of Management (MBA) at Maharaja Agrasen Institute of Technology successfully hosted the Road to Recovery event on February 25, 2025. The event aimed to inspire participants to assess real-world business challenges and devise innovative recovery strategies for struggling companies.

A total of 10 teams participated in the competition, each analyzing and proposing solutions for companies facing difficulties. Among the case studies featured in the event were well-known companies such as **Paytm, BYJU'S, Meesho, SpiceJet, and Koo**. One team participated online from Himachal, adding a diverse perspective to the competition.

Through this event, the E Cell Club of MAIT aimed to:

1. **Enhance Problem-Solving Skills** – Help students think critically and develop strategic solutions for businesses facing financial or operational difficulties.
2. **Encourage Innovation & Creativity** – Motivate participants to brainstorm unique and effective business turnaround strategies.
3. **Improve Decision-Making Abilities** – Provide a platform to evaluate business scenarios, assess risks, and make informed recommendations.
4. **Promote Teamwork & Collaboration** – Allow teams to work together, share ideas, and refine their business acumen.
5. **Bridge Academia & Industry** – Give students exposure to real-world corporate challenges, preparing them for future managerial roles.

Event Highlights

1. Keynote Speech by Judges

- Industry insights and expert advice on business recovery strategies.
- Importance of innovation and adaptability in challenging times.

2. Team Presentations

- Each team presented their assigned company's crisis analysis and proposed recovery strategies.

- Engaging in discussions on business failures and turnaround solutions.

3. Interactive Q&A Sessions

- Judges questioning teams on their solutions, feasibility, and implementation.
- Audience participation for additional insights.

4. Announcement of Winners

- Recognition of the top three teams based on creativity, feasibility, and presentation skills.
- Certificates of appreciation.

Outcome and Impact

1. Enhanced Problem-Solving Skills

- Participants will develop analytical and strategic thinking abilities by working on real-world business recovery scenarios.

2. Improved Decision-Making & Business Acumen

- Teams will gain hands-on experience in assessing business challenges and proposing feasible solutions, enhancing their managerial skills.

3. Increased Creativity & Innovation

- The event will inspire students to think outside the box and come up with unique strategies for business turnarounds.

4. Confidence & Public Speaking Skills

- Presenting in front of an expert panel will boost participants' communication, presentation, and persuasion skills.

5. Recognition & Motivation

- Winning teams will gain recognition and appreciation, motivating them for future case competitions and entrepreneurial ventures.

6. Encouragement for Entrepreneurial Mindset

- Students will be encouraged to think like business leaders and entrepreneurs, preparing them for future managerial roles or startup ventures.

Top Three Teams as winners are

1. **BMS Titans** (1st Place)
2. **Visionary Ventures** (2nd Place)
3. **Corporate Champions** (3rd Place)

Conclusion

Road to Recovery" has been an inspiring journey of strategic thinking, innovation, and problem solving. Through insightful presentations and expert feedback, we have witnessed how challenges can be turned into opportunities with the right mindset and approach. We hope this event has empowered participants with valuable skills to tackle real-world business

crises. Congratulations to all teams for their efforts, and a big thank you to our esteemed judges and audience for making this event a success!



