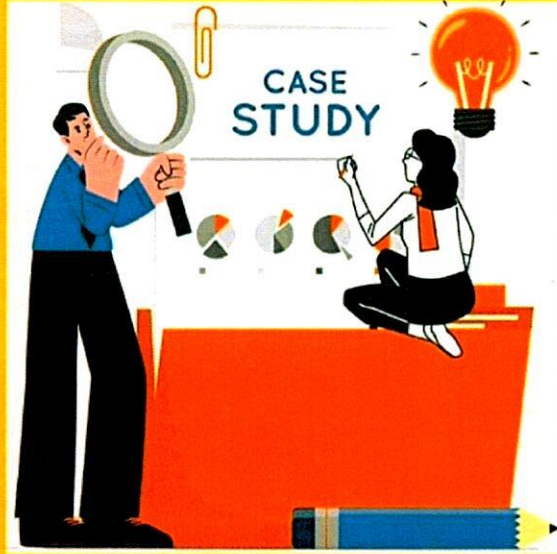


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BCOM (MS) DEPARTMENT ORGANIZES

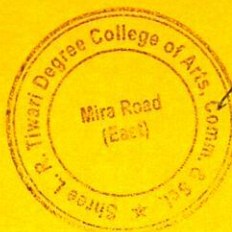


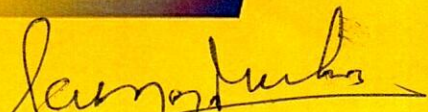
“CHANAKYA NIT” A CASE STUDY- COMPETITION

09, FEBRUARY, 2026

**Venue -201 New Building
Time-10.30 am onwards**


Dr. Nusrat Choudhary
Bcom (MS) Co-ordinator




Dr. Sanjay Mishra
I/C Principal



*** Education For All ***

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Ref no: SLRTDC/2025-26/BCom (MS)/

Date: 04.02.2026

NOTICE Department of BCom (MS)

Name of the Event- Chanakya Niti

Date- 9th February, 2026

Day- Monday

Venue: Room No. 201 New Building

Time: 10.30 am

All the students of **B. Com (Management Studies)** are hereby informed that the **Department** is organizing a **Case Study-Based Competition on "Chanakya Niti."** The competition aims to enhance analytical thinking, ethical decision-making, and managerial skills through the practical application of **Chanakya Niti**.

Objectives

- To develop analytical and problem-solving skills through case study-based learning.
- To enhance students' ethical reasoning and leadership thinking using ancient Indian wisdom.
- To promote experiential learning by applying theoretical concepts to real-life managerial situations.

Expected Outcome

- Students will be able to analyse managerial situations using principles of Chanakya Niti.
- Students will demonstrate improved decision-making and strategic thinking skills.
- Students will develop presentation, teamwork, and communication skills.

Dr. Nusrat Choudhary
Coordinator BCOM(MS)

Dr. Sanjay Mishra
I/C Principal
Shree L. R. Tiwari Degree College of Arts, Comm. & Sci.
Kanakia Park, Mira Road (East),
Dist. Thane - 401107, Maharashtra





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Date: 9th February 2026

Activity Report: Chanakya NITI- The Case-Study Challenge

Department: B.Com (Management Studies)

Event Name: Chanakya NITI: The Case-Study Challenge

Timings: 10.30 to 11.30 am

Venue: Room 201, New Building (NB)

Faculty Incharges: Asst Prof Swati Bhatt, Dr Roma Ahuja, Asst Prof Rahul Jha

Participants: 10 Teams (Representing FY, SY, and TYBMS)

Total Students: 40 | Male: 19 | Female: 21

1. Introduction

On February 9th, 2026, the Department of B.Com (Management Studies) organized "**Chanakya NITI: The Case-Study Challenge**". This academic initiative focused on bridging ancient Indian statecraft with modern corporate strategy. The challenge was specifically designed to evaluate students' critical thinking, strategic proficiency, and managerial grit through the analysis of complex scenarios.

Participants were provided with physical case studies to solve and submit, providing a unique platform to test their ability to apply theoretical concepts to practical, strategic decision-making.

2. Objectives

- To develop analytical and problem-solving skills through case study-based learning.
- To enhance students' ethical reasoning and leadership thinking using ancient Indian wisdom.
- To promote experiential learning by applying theoretical concepts to real-life managerial situations.

3. Event Highlights & Themes

A total of **10 teams** from across the FY, SY, and TYBMS batches participated. The teams were tasked with resolving complex corporate scenarios (case-study) using traditional Chanakyan principles. The core themes of the case studies included:

- **Saptanga Theory:** Analyzing the seven elements of an organization to ensure internal harmony and structural strength.
- **Atma-Sampad & Dharma:** Evaluating the ethical foundation and character required for sustainable leadership.





- **SAM-DANA-DANDA-BHED:** Applying the four-pronged approach to strategic conflict resolution and negotiation in business.
- **Amatya-Sampad:** Discussing the balance of meritocracy, competency, and loyalty in modern Human Resource Management.
- **Pratibha & Yatna:** Formulating "crisis pivots" to manage sudden policy shifts through raw intelligence and persistent effort.

4. Observations & Outcomes

Out of the 10 competing teams, the top 3 best solutions were selected for their exceptional analytical ability. These winning teams were awarded e-certificates to recognize their outstanding performance. The event ended with a closing note that praised all students for their quick thinking and their ability to explain complex strategies using the traditional Chanakyan principles.

5. Conclusion

The "**Chanakya NITI**" Challenge reached its goal of helping students think more deeply and act like professional managers. The event showed how well students learn by doing and proved the department's commitment to teaching both business strategy and strong core values.

The winners of the challenge and their evaluation Details:

➤ **1st Place: Team 5 (Case 4 - Crisis Management)**

This team provided the most comprehensive and structured workflow.

Strengths: They didn't just name the Niti; they built a logical step-by-step execution plan (Research - Deadline -Strategy -Delegation).

Innovation: Their focus on assigning roles based on *skill and preference* to avoid forcing team members is a sophisticated modern application of *Yatna* (effort) and *Mantrashakti*.

➤ **2nd Place: Team Thakur Anik Singh (Case 2 - Strategic Resource Management)**

A very strong grasp of Chanakya's preference for loyalty over mercenary talent.

Strengths: They correctly identified that external experts should control *knowledge* but internal staff should hold *power*.

Reasoning: Their "Final Decision" section was clear and directly answered the challenge of long-term stability.





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➤ 3rd Place: Team 2 (Case 3 - Market Competition)

Good understanding of the *Upayas*, though the execution was slightly more theoretical.

Strengths: They chose *Sama* (collaboration), which is a high-level strategic move to avoid a "race to the bottom" price war.

Area for improvement: Could have detailed *how* the collaboration would look (e.g., a joint venture or shared supply chain).

Dr Nusrat Choudhary
B. Com (MS) - Coordinator



Dr Sanjay Mishra
I/C Principal
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Kanakia Park, Mira Road (East),
Dist. Thane - 401107, Maharashtra

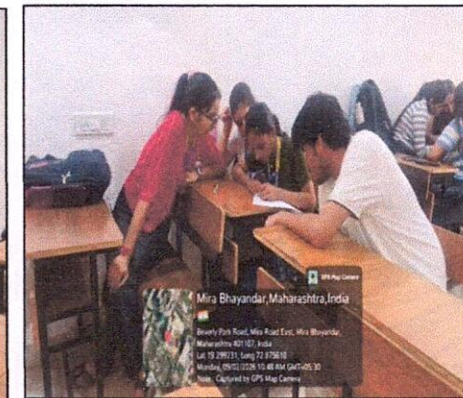
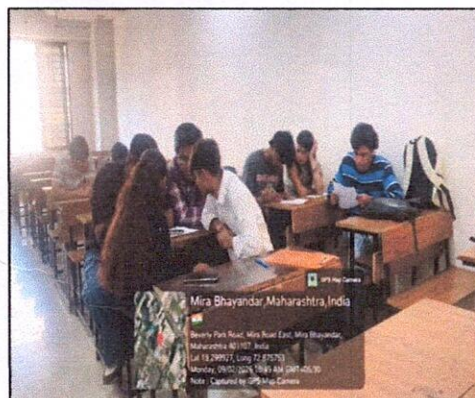
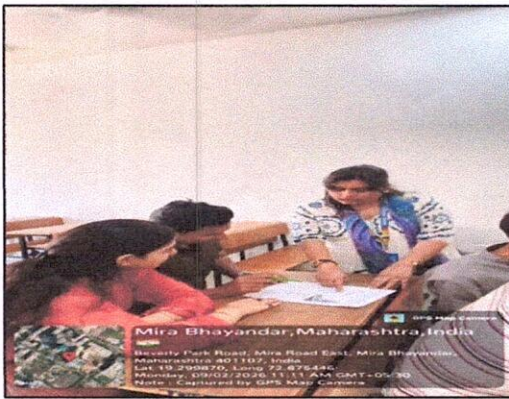
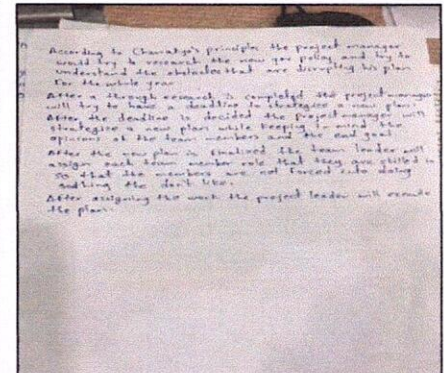
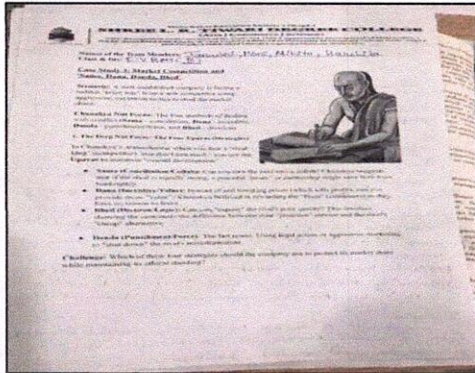


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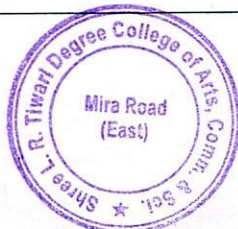
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Glimpses of the session



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Affiliated to University of Mumbai | College Code - 1084 | ISO Certified 9001:2015 | Hindi Linguistic Minority Institution**Attendance Sheet**Name of the Event: Chanakya Niti : Case Study CompetitionName of the Department/Committee/Cell/Club: BMS Dept.Name of the Speaker: BMS faculties Date: 09-02-2026

Sr. No.	Name of the Student	Class	Gender M/F	Signature
1	Shrawya Madavathi	FYBMS	M	Shrawya
2	Sundar Mishra	FYBMS	F	Sunday
3	Payal choudhary	FYBMS	F	Payal
4	Juhi Balani	FYBMS	F	Juhi
5	Tanushee Rathod	FYBMS	F	Tanushee
6	Moni Yadav	FYBMS	F	Moni
7	Nikita Yadav	FYBMS	F	Nikita
8	Hareshita Purohit	FYBMS	F	Hareshita
9	Ujjwal Dubey	FYBMS	M	Ujjwal
10	Laksh Jain	FYBMS	M	Laksh
11	Poonam Thakkar	FYBMS	M	Poonam
12	Aena Khanna	FYBMS	F	Aena
13	Oobada Kazi	SYBMS	M	Oobada
14	Chaturresh Anvekar	SYBMS	M	Chaturresh
15	Vibhendu S. Seh	FYBMS	M	Vibhendu
16	Shrijal Tiwari	FYBMS	F	Shrijal
17	Joel Fernandes	SYBMS	M	Joel
18	Anushka Pandey	SYBMS	F	Anushka
19	Yuvica Khurana	SYBMS	F	Yuvica
20	Deepak Koli	SYBMS	M	Deepak
21	Jatin Rikame	SYBMS	M	Jatin
22	Yahye sayed	SYBMS	M	Yahye
23	Fatima zahra	SYBMS	F	Fatima
24	Armaan Shaikh	SYBM	M	Armaan
25				





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Attendance Sheet

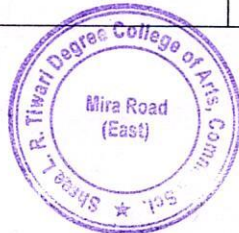
Name of the Event: Chanakya nili / Case Study Competition

Name of the Department/Committee/Cell/Club: BMS Dept.

Name of the Speaker: BMS faculties Date: 09-02-2026

G/P
7

Sr. No.	Name of the Student	Class	Gender M/F	Signature
1.	Ronak Rathore	TYBMS/B	M	
2.	ANIK THAKUR	TYBMS/B	M	
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①

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Names of the Team Members: Joel, Yurica, Deepak, Anushka.

Class & Div: SYBMS (A) (Team-5)

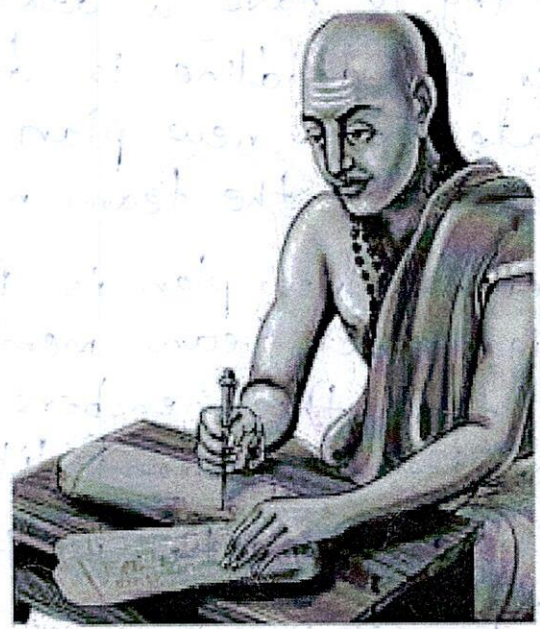
Case Study 4: Crisis Management and Decision Making

Scenario: Due to a sudden change in government policy (similar to the academic updates discussed in college notices), a project manager finds their entire strategic plan for the year is now obsolete.

1. The Deep Niti Focus: "Pratibha" (Intuition) & "Yatna" (Effort)

Chanakya's wisdom in the *Arthashastra* focuses on the **Swami** (Leader) being the "soul" of the project.

Goal Clarity: Chanakya famously said, "A person who cannot decide his goal cannot win." Even if the path changes, the *vision* (the end goal) must remain "unshakeable like a mountain."



Adaptability (Kalavid): A true leader is a *Kalavid*—one who understands the "time" (Kala) and knows when to change tactics. Chanakya taught that resisting a change in the "environment" is a fast way to lose your "kingdom."

Mantrashakti (Power of Counsel): During a crisis, Chanakya suggests gathering your "Amatyas" (team) to brainstorm. Transparency in decision-making keeps morale high because the team feels like "Main Characters" in the new plan, not just "NPCs" following orders.

Challenge: Demonstrate **strategic thinking** to pivot the project quickly while keeping the team's morale high, using Chanakya's principles on adaptability.



According to Chanakya's principles the project manager would try to research the new gov policy and try to understand the obstacles that are disrupting his plan for the whole year.

After a through research is completed the project manager will try to have a deadline to strategize a new plan.

After the deadline is decided the project manager will strategize a new plan while keeping in mind the opinions of the team members and the end goal.

After the new plan is finalized the team leader will assign each team member role that they are skilled in so that the members are not forced into doing something they don't like.

After assigning the work the project leader will execute the plan.



Thakur Anil Singh - TYBMS

2



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Names of the Team Members: _____

Class & Div: _____

Case Study 2: Strategic Resource Management

Scenario: A startup is expanding rapidly and has two options: hire experienced, high-cost external experts or promote loyal, internal junior staff who lack the current skillset but understand the company culture.

The Deep Niti Focus: "Amatya-Sampad" (Qualities of a Minister)

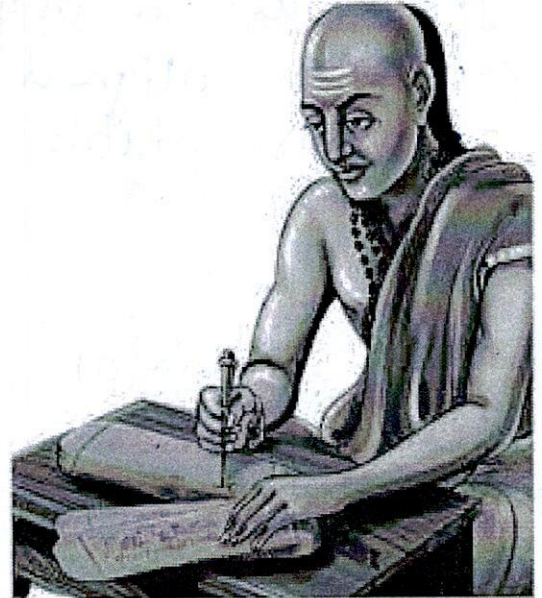
In Chanakya's *Arthashastra*, the selection of the **Amatya** (Ministers/Team Leads) is the foundation of the state.

Loyalty as a Foundation: Chanakya famously stated, "*An army of faithful followers is better than an army of mercenaries (greedy, clever).*". He believed that while skill can be taught, **loyalty** is a character trait that is tested only during a crisis.

The Risk of the Expert: Chanakya warned against those who are "too clever" but have no roots in the "Janapada" (the organization's soil). A skilled person without loyalty is a potential "Bhed" (internal threat) who can be "bought" by rivals.

Testing and Upskilling: Chanakya didn't say to ignore skill; he advocated for **Swayam** (self-improvement) and training. He believed in promoting those who have shown "Anuraga" (affection/devotion) to the leader.

Challenge: Apply Chanakya's views on **loyalty versus expertise** to decide the best hiring strategy for long-term stability.



Chanakya core logic apply to

1) Loyalty is foundational & Chanakya preferred trust over highly skill but uncommitted outsiders.
Loyal people are &-

- Harder to buy competitors
- More aligned with long-term goal
- More stable during crisis.

Final Decision :-

For long term stability

- Promote loyal internal staff & invest in upscaling.
- Use external expert ~~only~~ control only knowledge.

This matches Chanakya principle.

A trained loyal team build a durable state organisation a clever but rootless expert can become a risk



Team 2

③



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Names of the Team Members: Tanushri, Moni, Nikita, Harshita
Class & Div: F.Y B.M.S.C B7

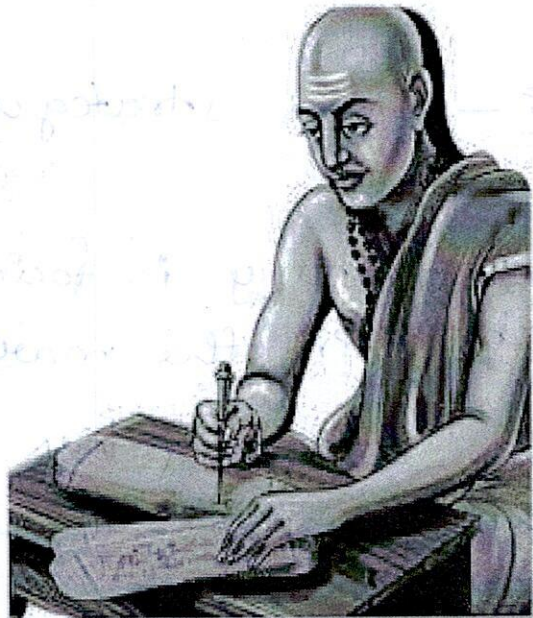
Case Study 3: Market Competition and 'Sama, Dana, Danda, Bhed'

Scenario: A well-established company is facing a sudden "price war" from a new competitor using aggressive, cut-throat tactics to steal the market share.

Chanakya Niti Focus: The four methods of dealing with conflict (**Sama** - conciliation, **Dana** - incentive, **Danda** - punishment/force, and **Bhed** - division).

1. The Deep Niti Focus: The Four Upayas (Strategies)

In Chanakya's *Arthashastra*, when you face a "rival king" (competitor), you don't just react—you use the **Upayas** to maintain "overall development".



- **Sama (Conciliation/Collab):** Can you turn the beef into a collab? Chanakya suggests that if the rival is equally strong, a peaceful "treaty" or partnership might save both from bankruptcy.
- **Dana (Incentive/Value):** Instead of just lowering prices (which kills profit), can you provide more "value"? Chanakya believed in rewarding the "Prajā" (customers) so they have no reason to leave.
- **Bhed (Division/Logic):** Can you "expose" the rival's poor quality? This involves showing the customers the difference between your "premium" service and the rival's "cheap" alternative.
- **Danda (Punishment/Force):** The last resort. Using legal action or aggressive marketing to "shut down" the rival's misinformation.

Challenge: Which of these four strategies should the company use to protect its market share while maintaining its ethical standing?



Market Competition and Sama, Dana, Danda, Bhed.

Chanakya Niti is the most famous philosopher in the world as Chanakya was not only a guide but also a teacher, economist the one who established the Maurya Empire.

Niti - means strategy

⇒ The company is facing a "price war" from a new competitor in the market

So the company has decided to accept the Chanakya Niti to come out from this business challenge.

The company will be using Sama from the four deep Niti focus: The four upayas (strategies)

Rather than the companies fighting with each other they can collab with each other without pulling down the competitor's business this company can work together to improve the company product when they collab they can use their marketing power this will create a massive impact on ~~the~~ the customers of both country.

Conclusion:

Chanakya Niti is always used in the ancient times but today in modern business it can be used very wisely to deal with modern challenges



4



Names of the Team Members: Jatin Yabha Shakti
 Class & Div: SYBms-B (Team 3)

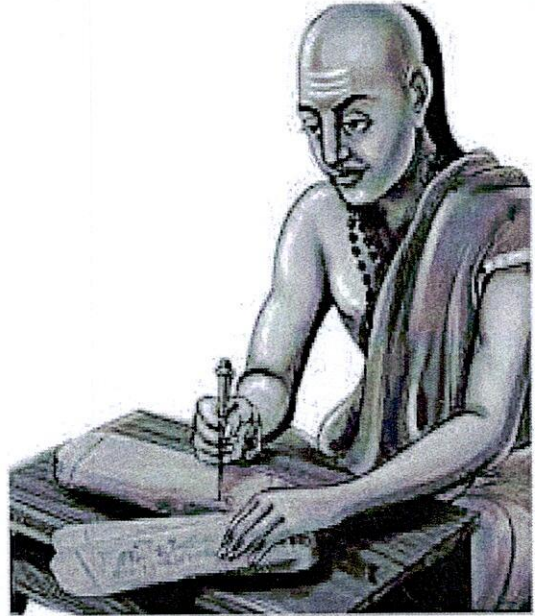
Case Study 5: Financial Ethics and "Arthashastra"

Scenario: A financial officer notices a loophole that could save the company millions in taxes, but it borders on being illegal and could damage the company's reputation if discovered.

1. The Deep Niti Focus: "Artha" vs. "Adharma"

In the *Arthashastra*, Chanakya is often seen as a realist, but he was actually a massive advocate for **Ethical Wealth**.

Righteous Revenue: Chanakya taught that "Wealth (Artha) is the foundation of the state, but it must be rooted in Dharma (Righteousness)."



The 10-Year Rule: He famously warned that "Money earned through unjust means may stay for ten years, but in the eleventh year, it disappears along with the interest." This is the ancient version of "getting caught in 4K."

The King's Reputation: Chanakya believed a leader's greatest asset isn't the gold in the "Kosha" (Treasury), but the **Trust** of the people. If you lose trust to save money, you've actually lost the "game."

Challenge: Evaluate the situation using **ethical reasoning** and determine a course of action that balances financial gain with long-term reputation.

We will use the 'The King's Reputation'. The challenge demands an action that balances out financial gain and long term reputation. As mentioned trust is the greatest asset for a leader or any organization. If the company loses their customer's trust that will harm their reputation and will also suffer financial losses.



Conclusion :- Money is a very essential thing but it benefits only when righteously gained.



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GROUP 4



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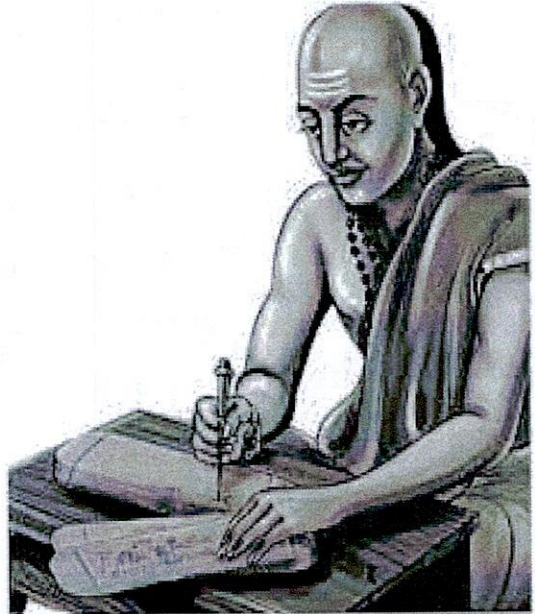
Roll : (26) (6) (139) (138)
Names of the Team Members: Oobada, chaturush, Vibhanshu & Skrijal
Class & Div: Fy-SYBMS(A)

Case Study 6: The "Group Project" Carry (The Saptanga Sync)

The Scenario: Your startup is facing a "main character" conflict. The "Finance" lead and the "Marketing" lead are "beefing" in the group chat, refusing to share data or "attendance review" metrics. This internal friction is causing a total breakdown in the project's overall development.

1. The Deep Niti Focus: The "Saptanga" Theory

Chanakya's **Saptanga Theory** defines an organization as a body with seven vital "limbs." If even one limb is "sus" or fails to perform, the entire "body" (the organization) collapses.



- **The Swami (The Leader/CEO):** The head who must provide the vision and resolve the "beef".
- **The Amatya (Management/Ministers):** The brains who handle "analytical thinking" and day-to-day operations.
- **The Kosha (Treasury/Finance):** The lifeblood of the project. Without "fee payment status" being clear, the project has no "energy" to move.
- **The Durga (Fortress/Marketing):** The protective shell and the brand's "aura" in the market.
- **The Janapada (The Territory/Customers):** The people who support the brand.
- **The Bala (The Army/Team):** The "overall development" and workforce.
- **The Mitra (Allies/Partners):** External support systems, like the **Swayam Free Course** platforms that add extra value.

Challenge: Develop a plan to restore **teamwork and communication** by explaining how each department is a vital "limb" of the organization.



→ To restore teamwork and communication
As an startup owner i will mainly arrange
A Meeting between to main characters ie
"finance" lead and "Marketing" lead. The agenda of
The meeting will be the beef between both
and solving it.

→ ~~In~~ The main focus will be on increase of
communication between both ~~parties~~ ^{parties} i will make
sure to restore communication between both By
letting them know ~~on~~ ^{the} ~~importance~~ ^{importance} and ~~to~~ letting
them know one will not function properly
without the other ~~each~~ ^{each}. By sharing data
the org can function properly and ~~to~~ without
communication It is not possible to run an
organization. By not sharing finance ~~statat~~ ^{statat} details
the organization is ~~unaware~~ ^{unaware} of the resource
available in the firm. The marketing team
is the ~~avg~~ ^{avg} of the company. ~~and the firm is~~





Shree Rahel Education Society's (Regd.)

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Names of the Team Members: Ujjwal, Aena, Laksh, Poonam
Class & Div: FY.BMS/A
(Group - 3)

Case Study 2: Strategic Resource Management

Scenario: A startup is expanding rapidly and has two options: hire experienced, high-cost external experts or promote loyal, internal junior staff who lack the current skillset but understand the company culture.

The Deep Niti Focus: "Amatya-Sampad" (Qualities of a Minister)

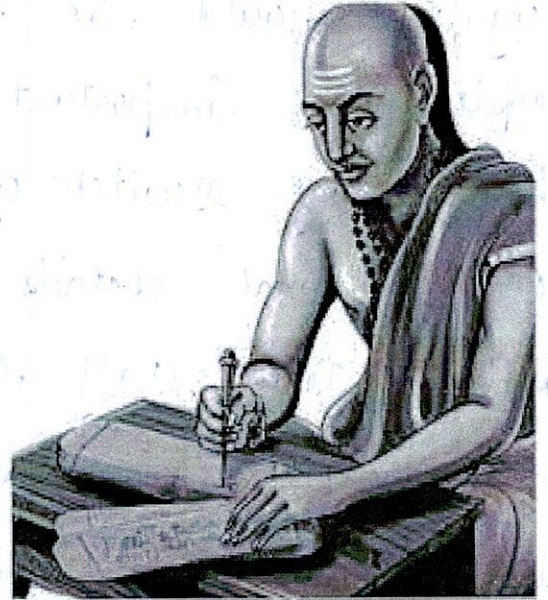
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Loyalty as a Foundation: Chanakya famously stated, "*An army of faithful followers is better than an army of mercenaries (greedy, clever).*". He believed that while skill can be taught, **loyalty** is a character trait that is tested only during a crisis.

The Risk of the Expert: Chanakya warned against those who are "too clever" but have no roots in the "Janapada" (the organization's soil). A skilled person without loyalty is a potential "Bhed" (internal threat) who can be "bought" by rivals.

Testing and Upskilling: Chanakya didn't say to ignore skill; he advocated for **Swayam** (self-improvement) and training. He believed in promoting those who have shown "Anuraga" (affection/devotion) to the leader.

Challenge: Apply Chanakya's views on **loyalty versus expertise** to decide the best hiring strategy for long-term stability.



(Group-3)

According to Chanakya, for long term stability loyalty should be placed ^{above} expertise. Skilled people are important but if they are not loyal they may switch-off to a rival for money

or personal details. So the company should hire skilled intern staff and give them better training and facilities, working environment for ~~their~~ showing their skills. Also the best hiring strategy is find skilled persons and trusted person and take their test to prove their loyalty because according to Chanakya the skilled person is ~~nothing anything~~ without loyalty and trust. For some highly technical and urgent tasks experts can be hired. The main power and trust ~~can be at~~ should always be come from loyal people.





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Names of the Team Members: Armaan Shaikh, Sayyed Fahim
Class & Div: BMS(B)

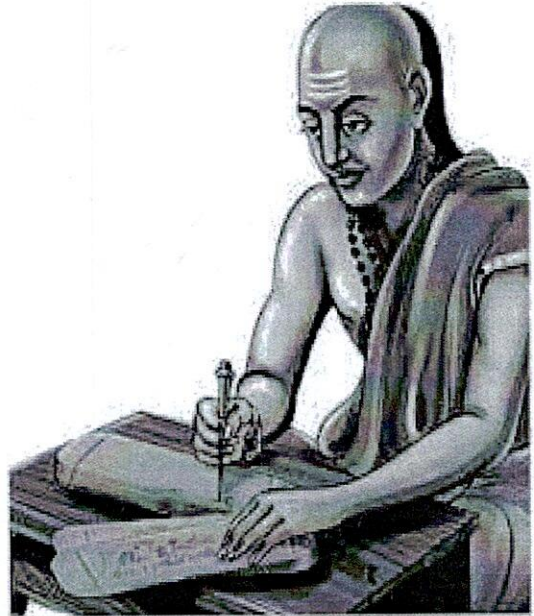
Case Study 5: Financial Ethics and "Arthashastra"

Scenario: A financial officer notices a loophole that could save the company millions in taxes, but it borders on being illegal and could damage the company's reputation if discovered.

1. The Deep Niti Focus: "Artha" vs. "Adharma"

In the *Arthashastra*, Chanakya is often seen as a realist, but he was actually a massive advocate for **Ethical Wealth**.

Righteous Revenue: Chanakya taught that "Wealth (Artha) is the foundation of the state, but it must be rooted in Dharma (Righteousness)."



The 10-Year Rule: He famously warned that "Money earned through unjust means may stay for ten years, but in the eleventh year, it disappears along with the interest." This is the ancient version of "getting caught in 4K."

The King's Reputation: Chanakya believed a leader's greatest asset isn't the gold in the "Kosha" (Treasury), but the **Trust** of the people. If you lose trust to save money, you've actually lost the "game."

Challenge: Evaluate the situation using **ethical reasoning** and determine a course of action that balances financial gain with long-term reputation.

- According to Chanakya Arthashastra we wealth (Artha) should always be earned through ^{dharma (Righteousness)} ~~Artha~~; Although the loophole can may save money in short terms, it is close to illegal and can damage the reputation of the company.
- Chanakya warned that an unethical income does not last long and that public trust is more valuable than money.

Conclusion: long-term reputation and ethical things are more important than course of action that balances financial gain



1941

The first part of the report...
...the second part...
...the third part...
...the fourth part...
...the fifth part...



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Names of the Team Members: Shaurya, Payal, Sundar, Juhi
Class & Div: F.Y.B.M.S [A]

Case Study 1: The Integrity of Leadership

Scenario: A department head discovers that their most productive team member has been forging (faking) expense reports for small amounts. Terminating them would lead to the department failing its quarterly goals, but ignoring it compromises the company's ethics.

The Deep Niti Focus: "Atma-Sampad" & "Dharma"

"The king's (leader's) strength lies in his own character and the integrity of his subordinates."

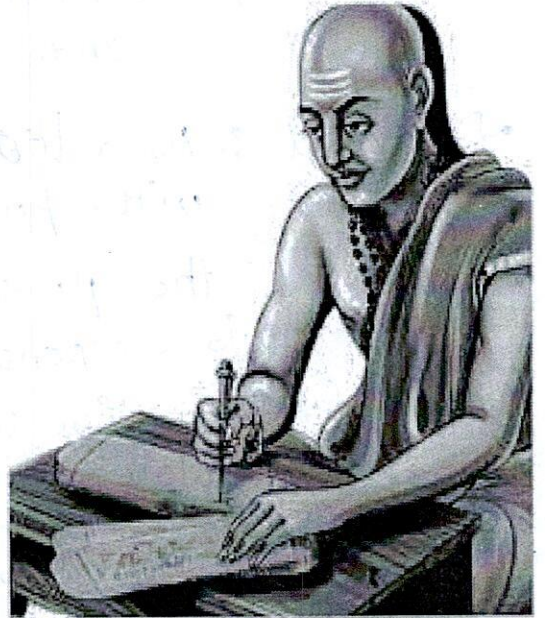
Chanakya's Arthashastra teaches that a leader's power isn't just a "flex"; it's rooted in Atma-Sampad (Self-Excellence).

The King's Character: Chanakya believed that "As the King is, so are the subjects.". If a leader ignores a "small" lie, they signal to the whole "praja" (team) that ethics are optional.

Dharma (The Moral Compass): This isn't just about religion; it's about Duty. The manager's Dharma is to protect the organization's long-term health, not just short-term "clout" or quarterly targets.

Danda (The Power of Discipline): Chanakya taught that Danda must be "neither too harsh nor too lenient.". If it's too harsh (firing immediately), you lose a vital limb of your "Saptanga" (the organization). If it's too lenient, you invite chaos.

Challenge: Based on Chanakya's principles of Dharma (duty) and Danda (discipline), how should the manager address this without losing productivity?



leader should follow discipline

Ans :- According to Chanakya, Discipline is the most important thing in the Organization.

- Integrity of ~~Re~~ leadership :- leaders should be honest, Fair, ethical means writing and understanding good or bad things.
 - Atma-Sampad: Manager should be emotionally balanced and should take fair decision in Organisation.
 - Dharma :- As a leader ~~the~~ his duty is maintain discipline with proper division of work.
 - Danda: If the productive team member is found guilty he is responsible for all the loss, ~~and~~ which an Organisation will suffer and we will take action by following Step 1] group meeting [board Community meeting]
- ② [IF he continues then ~~the~~ he will suffer this consequences for example]
- 2] Salary will be cut
 - 3] warning letter
 - 4] He will be Remove from the Organization.

[conclusion]

- The manager's Dharma is to protect the Organization's for long term success not for short term profit.
- The manager's should be fair and the work should be divided equally. and there should be spread the crops for the benefits of Organization.
- Even ~~a~~ if a productive team member is found guilty we should not ignore because it will effect the goodwill of the company.

