



Audyogik Tantra Shikshan Sanstha's
Institute of Industrial and Computer Management and Research
(Affiliated to SP Pune University, Approved by AICTE New Delhi, Recognized by Govt. of Maharashtra)

MBA @ IICMR

Report

Title of Activity: FDP on Importance of IPR & Patent Filing

Date & Time: 09/04/2021, 10.30-12.30

Venue: Virtual on zoom

Outcomes of activity:

- a) Faculty Members understood the process of patent filing.
- b) Faculty Members and research scholars

Description of activity:

Dr. Manik Rajopadhye, FDP Coordinator welcomed faculty members from all over nation for FDP. She introduced Dr. Abhay Kulkarni, Director IICMR and Resource person Dr. Sanjay Lakade, Professor and Dean R & D PCCO, (Mechanical) - Design Engineering

Summary & conclusion:

Dr. Abhay Kulkarni set the platform of the National Level FDP. He explained about the difference in Copyright, Patent and Patent.

Programme concluded with vote of thanks proposed by Dr. Abhay Kulkarni.

Glimpse of the Event



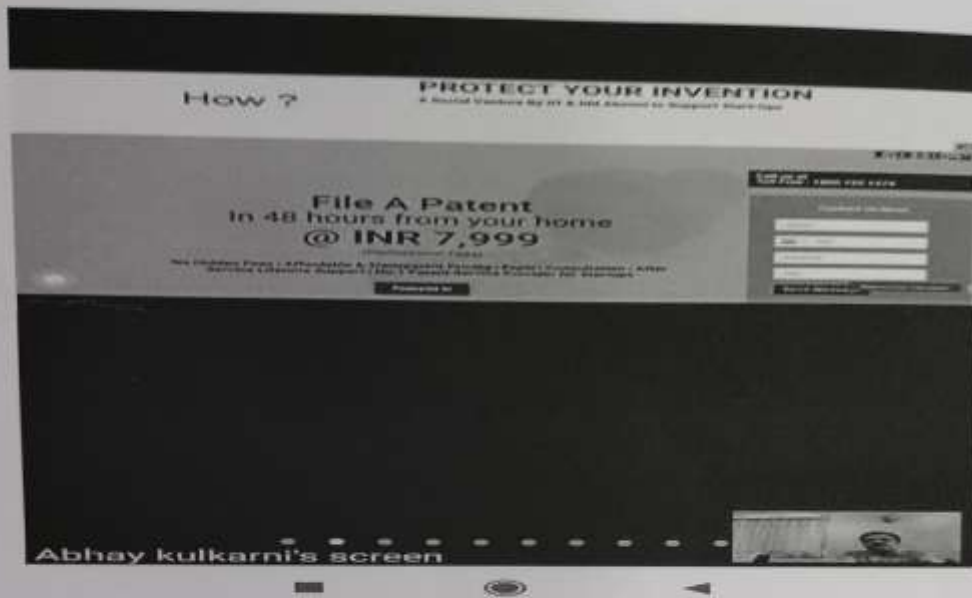


Total government Fee required for 20 years

- Filing fee - 1750/ 4400
- Request for examination- 4400/ 11000
- For renewal of patents:
 - From 3rd - 6th year - 880/2200 per year
 - From 7th - 10th year- 2650/ 6600 per year
 - From 11th - 15th year- 5300/ 13200 per year
 - From 16th - 20th year- 8800/ 22000 per year
- Total fee - 90770/ 224400**
- Early publication fee- 2750/ 6900

IICMR	 COPYRIGHT This is a legal right granted to the author for their original creation in various forms.	 TRADEMARK This is a legal right granted to the owner of a mark for their goods or services.	 PATENT This is a legal right granted to the inventor for their invention.
	<ul style="list-style-type: none"> • Applies to literary, dramatic, musical, artistic, cinematographic, scientific, photographic, drawings, maps, plans, designs, etc. • Applies to original creation or invention in the field of science, art or literature, or in any other field of knowledge, or in any other field of human endeavour or activity. • Applies to original creation or invention in the field of science, art or literature, or in any other field of knowledge, or in any other field of human endeavour or activity. 	<ul style="list-style-type: none"> • Applies to any mark used in commerce to distinguish goods or services. • Applies to any mark used in commerce to distinguish goods or services. • Applies to any mark used in commerce to distinguish goods or services. 	<ul style="list-style-type: none"> • Applies to any invention in the field of technology, science or art. • Applies to any invention in the field of technology, science or art. • Applies to any invention in the field of technology, science or art.

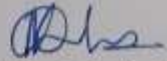




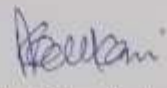
Prepared By


Dr. Manik Rajopadhye
FDP-Coordinator

Submitted to


Adv. Manisha Kulkarni
HOD, MBA@IICMR

Approved By


Dr. Abhay Kulkarni
Director, IICMR





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MBA @ IICMR

Date: 25/08/2020

'Business Analytics & Data Visualization'.

Topic: Webinar on the topic "Business Analytics & Data Visualization".

Resource person: Mr. Sahil Aggarwal.

Date: 24th August, 2020

Time: 11:00am to 12.00pm

Venue: Online on Zoom, Facebook and Youtube live.

Participants –

1. Dr. Abhay Kulkarni (Director, IICMR)
2. Adv. Manisha Kulkarni (HOD, MBA@IICMR)
3. Faculty members (MBA@IICMR) - 10
4. MBA – I & II students - 100

Coordinator –

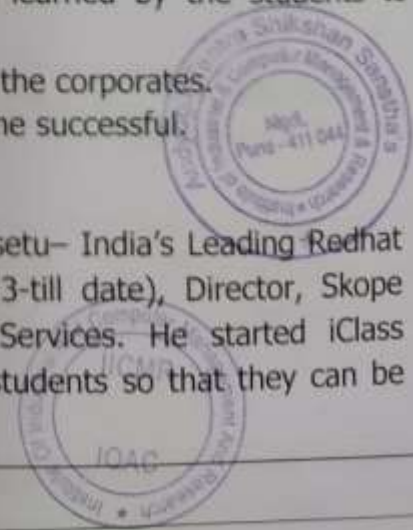
Ms. Kiran Rao.

Objectives:

1. To discuss the various skill sets are to be learned by the students to become employable.
2. To discuss the various career opportunities in the corporates.
3. To explain the leadership techniques to become successful.

Brief Introduction of the Activity:

Mr. Sahil Aggarwal. Founder Director, iClass Gyansetu– India's Leading Redhat Certified Training & Development Company (2013-till date), Director, Skope Business Ventures - Recruitment & Retention Services. He started iClass Gyansetu with a mission to enhance skill of the students so that they can be



employed in the top companies in India or abroad. He explained about "Business Analytics & Data visualization". He talked about the various tools used for Data analytics. He talked about the common tools such as Microsoft Excel, MySQL, Google Sheet, Python, Power BI.

Assessment of the activity:

He listed drawbacks of Microsoft Excel to students such as data capacity, slow with large data i.e. speed, reporting structure. Then he explained about the data visualization. He talked about need to learn about the data. He concluded on the note of asking students to learn the power of data.

Outcome of the activities:

The students came to know about what is that they need to focus to become a successful entrepreneur.

Feedback of the activity:

The audience gave positive feedback about the session.

Prepared by

Kiran Rao

Ms. Kiran Rao
Seminar Coordinator

Verified by

Manisha Kulkarni

Adv. Manisha Kulkarni
HOD, MBA@IICMR

Approved by

Abhay Kulkarni

Dr Abhay Kulkarni
Director, IICMR





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MBA @ IICMR

Date: 20/03/2020

'Digital Tools transforming Entrepreneurship in the Digital Era.'

Topic: Seminar on the topic "Digital Tools transforming Entrepreneurship in the Digital Era".

Resource person: Dr. Pradeep Wagh

Date: 19th March, 2020

Time: 03:45am to 05.30pm

Venue: Auditorium, MBA@IICMR and MS-Teams.

Participants –

1. Dr. Abhay Kulkarni (Director, IICMR)
2. Adv. Manisha Kulkarni (HOD, MBA@IICMR)
3. Faculty members (MBA@IICMR) - 10
4. MBA – II, SEM – III, students - 46

Coordinator –

Dr. Jyoti Bhanage, Ms. Deepti Bajpai, Dr. Madhura Deshpande.

Objectives:

1. To make students aware about digital tools used in business.
2. To encourage students to take entrepreneurial activities.

Brief Introduction of the Activity:

MBA@IICMR follows the continuous learning process. This seminar was part of the same. The effort was taken by MBA@IICMR for providing platform and enhancement of knowledge. MBA@IICMR initiated seminar on 'Digital Tools transforming Entrepreneurship in the Digital Era.'

MBA@IICMR/2020-2021/Seminar / Report



Dr. Pradeep Wagh, Secretary, Development Education International Society, (DEIS), India focussed on digital tools used in business. He in his opening remarks said that in 21st century, no business can remain aloof without use of digital tools being used in day to day activity.

Assessment of the activity:

He enlightened the session with Digital Tools transforming Entrepreneurship in the Digital Era. He urged that Employer has impact on society and should be good for countrymen. He also distributed his small books and videos on Udyogsadhana.

Outcome of the activities:

The students came to know about what is that they should focus on while doing your own income earning activity with clear thought and plan to work upon, doing one thing at a time with passion.

Feedback of the activity:

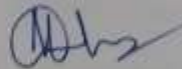
The audience gave positive feedback about the session. They asked about more sessions on same topic.

Prepared by



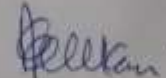
Dr. Jyoti Bhanage
Seminar Coordinator

Verified by



Adv. Manisha Kulkarni
HOD, MBA@IICMR

Approved by



Dr Abhay Kulkarni
Director, IICMR





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MBA @ IICMR

Date: 20/03/2020

'Digital marketing to Digital Sales for Promoting New Ventures.'

Topic: Panel discussion on the topic "Digital marketing to Digital Sales for Promoting New Ventures".

Resource persons: Mr. Makrand Vaidya, Mr. Kapil Bhutkar, Mr. Rahul Jain, Mr. Bhushan Lawande, Mr. Sandeep Raut, and Dr. Pradeep Wagh.

Date: 19th March, 2020

Time: 02:00pm to 03.30pm

Venue: Auditorium, MBA@IICMR and MS-Teams.

Participants –

1. Dr. Abhay Kulkarni (Director, IICMR)
2. Adv. Manisha Kulkarni (HOD, MBA@IICMR)
3. Faculty members (MBA@IICMR) - 10
4. MBA – II, SEM – III, students - 66

Coordinator –

Dr Jyoti Bhanage, Ms. Dipti Bajpai, Dr. Madhura Deshpande.

Objectives:

1. To make students aware about digital tools transforming businesses.
2. To grasp what is important from business perspective in sales.

Brief Introduction of the Activity:

MBA@IICMR follows the continuous learning process. This discussion was part of the same. To enhance the skills and understand the attainment of the students, many institutes came forward with the panel discussion on various subjects. The same effort was taken by MBA@IICMR for providing platform and

MBA@IICMR/2020-2021/Seminar / Report



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enhancement of knowledge. MBA@IICMR initiated panel discussion on 'Digital marketing to Digital Sales for Promoting New Ventures.'

Mr. Jitendra Sharma, moderated the session on the topic with questions that made the discussion a great learning and sharing session.

Assessment of the activity:

Panel Discussion took place on Digital Marketing to Digital Sales. With an act of two stalwarts Mr. Makrand Vaidya Founder CEO, Coreview Systems Pvt. Ltd., Mr. Kapil Bhutkar Coreview Systems Pvt. Ltd. Later another also participated Mr. Rahul Jain, Managing Director InnoServ Group, Mr. Bhushan Lawande Founder & MD E4 Development & Coaching Limited. & Mr. Sandeep Raut Founder CEO Going Digital and Moderator was Dr. Jeetendra Sharma, Associate Faculty, MBA@IICMR.


Outcome of the activities:

Companies have changed the priorities as they are targeting pin codes instead of customers only. Now, Demand Generation Vs. Demand Fulfilment takes place. Technology world changes every 18 months and Sales is the core of human psychology. Dr. Pradeep Wagh, Secretary, Development Education International Society, (DEIS), India, enlighten with Digital Tools transforming Entrepreneurship in the Digital Era. He urged that Employer has impact on society and should be good for countrymen. He also distributed his small books and videos on Udyogsadhana.

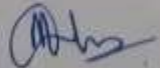
Feedback of the activity:

The audience gave positive feedback about the session. They asked about more sessions on same topic.

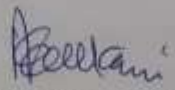
Prepared by


Dr. Jyoti Bhanage
Seminar Coordinator

Verified by


Adv. Manisha Kulkarni
HOD, MBA@IICMR

Approved by


Dr. Abhay Kulkarni
Director, IICMR



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MBA @ IICMR

Date: 20/03/2020

'Success Story of Entrepreneur session- Intrapreneur to Entrepreneur'.

Topic: Seminar on the topic "Success Story of Entrepreneur session- Intrapreneur to Entrepreneur".

Resource person: Mr. Pradeep Rathi

Date: 19th March, 2020

Time: 11:45am to 1.15pm

Venue: Auditorium, MBA@IICMR and MS-Teams.

Participants –

1. Dr. Abhay Kulkarni (Director, IICMR)
2. Adv. Manisha Kulkarni (HOD, MBA@IICMR)
3. Faculty members (MBA@IICMR) - 10
4. MBA – II, SEM – III, students - 56

Coordinator –

Dr Jyoti Bhanage, Ms. Deepti Bajpai, Dr. Madhura Deshpande.

Objectives:

1. To make students aware about concepts Intrapreneur and Entrepreneur.
2. To encourage students to take entrepreneurial activities.

Brief Introduction of the Activity:

MBA@IICMR follows the continuous learning process. This seminar was part of the same. To enhance the skills and understand the attainment of the students, many institutes came forward with the online seminars on various subjects. The same effort was taken by MBA@IICMR for providing platform and enhancement of knowledge. MBA@IICMR initiated introductory seminar on 'Intrapreneur and

Entrepreneur.'

Mr. Pradeep Rathi, Managing Director, QCT Energy Pvt Ltd focussed on Intrapreneur to Entrepreneur. He in his opening remarks said that Mahatma Gandhiji was an Intrapreneur as for that no business is attached for being Intrapreneur.

Assessment of the activity:

The speaker, Mr. Pradeep Rathi, said Start Slow and Win. He said to stick on – (i) Calculate risk and do planning to work (ii) You should be good technology users. Later on, Vote of thanks was proposed by Dr.Sudhir Hasamnis, Associate Faculty, MBA@IICMR.

Outcome of the activities:

The students came to know about what is that they should focus on while doing your own income earning activity with clear thought and plan to work upon, doing one thing at a time with passion.

Feedback of the activity:

The audience gave positive feedback about the session. They asked about more sessions on same topic. The speaker not only started on time but ended the session on time also. The participants appreciated punctuality of the session.

Prepared by

Dr. Jyoti Bhanage
Seminar Coordinator

Verified by

Adv. Manisha Kulkarni
HOD, MBA@IICMR

Approved by

Dr Abhay Kulkarni
Director, IICMR





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MBA @ IICMR

Date: 15/10/2020

Report of webinar on 'Capital Market and Investor Awareness Program'.

Topic: Capital Market and Investor Awareness Program

Resource person: Mr Sudhakar Kulkarni

Time and mode of delivery: 10th October, 2020
At 10am to 11.30am
Through Google meet

Participants –

1. Dr. Abhay Kulkarni (Director, IICMR)
2. Adv. Manisha Kulkarni (HOD, MBA@IICMR)
3. Faculty members (MBA@IICMR)
4. MBA – II, SEM – III, students

Coordinator –

Asst Prof. Maruti Prasad (communication with guest speaker and invitation link sharing),
Asst Prof. Vinod Bhelose (technical support – Youtube sharing),
Asst Prof. Kiran Rao (Scheduling seminar, Feedback form and Ms Dipti Bajpai (certificate), report writing)
Mr Harshal Patil (technical support)

MBA@IICMR/2020-2021/Seminar



Objectives:

1. To make people aware about the capital market and the opportunities of investment in Capital market.
2. To guide the audience about the various methods to enter into the Capital market.
3. To aware audience about the risks associated with the investments.
4. To guide students about career in capital market and courses for learning about capital market.

Brief Introduction of the Activity:

MBA@IICMR follows the continuous learning process. This seminar was part of the same. To enhance the skills and understand the attainment of the students, many institutes came forward with the online seminars on various subjects. The same effort was taken by MBA@IICMR for providing platform and enhancement of knowledge.

Agenda:

Sr. No	Time	Particulars	Resource Person
1	11.30am Starts	Welcome to Guests and participants (anchoring)	Ms Mukti
2	11.30am to 11.35am	Introduction of Guest	Ms Mahima
3	11.35am – 12.15pm	Capital Market and Investor Awareness	Mr Sudhakar Kulkarni
4	12.15pm – 12.25pm	Question and Answer Session	Mr Sudhakar Kulkarni
3	12.25pm – 12.30pm	Vote of Thanks	Mr Maruti Prasad



Assessment of the activity:

This program was conducted in association of the NSE. The audience was of the national level. The speaker talked about the primary market and secondary market. He talked about, "Most of the trading in the Indian stock market takes place on its two stock exchanges: the Bombay Stock Exchange (BSE) and the National Stock Exchange (NSE). The BSE has been in existence since 1875. The NSE, on the other hand, was founded in 1992 and started trading in 1994. It was the first exchange in the country to provide a modern, fully automated screen-based electronic trading system which offered the easy trading facility to the investors spread across the length and breadth of the country."

The speaker said that due to Pandemic there were ample of opportunities to trade into the capital market.

Outcome of the activities:

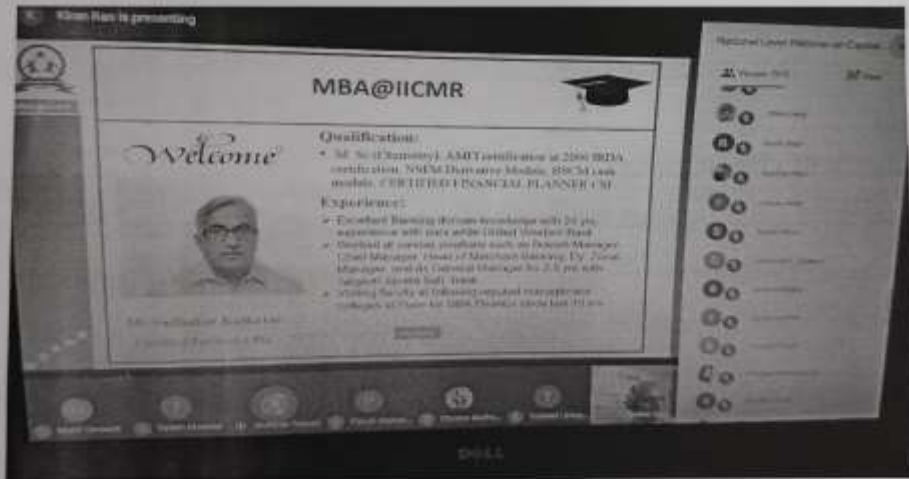
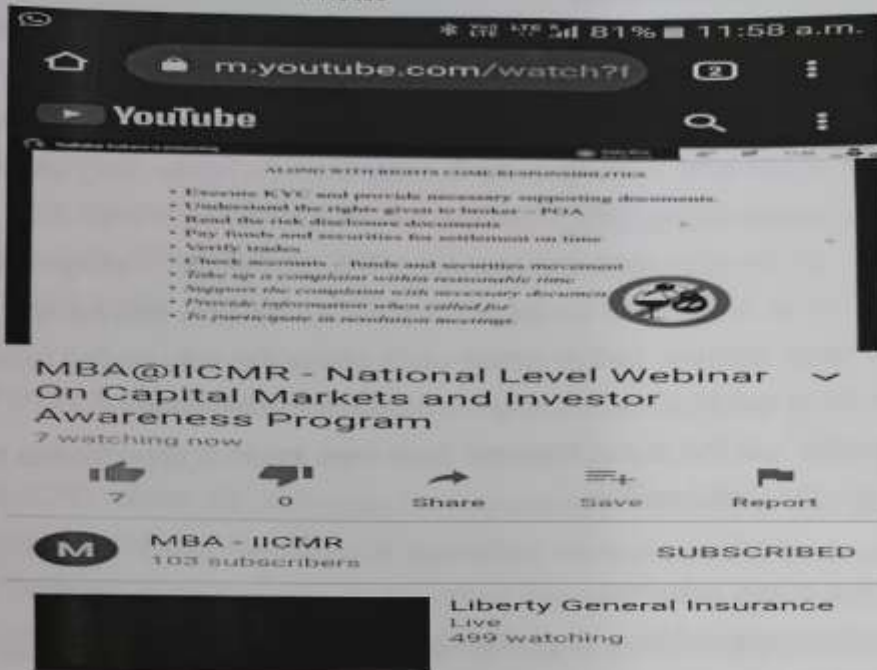
The audience enjoyed the activity. The speaker also suggested few courses for acquiring the knowledge about the capital market. He also suggested to be literate about the finance for independence. The students asked about the career aspects to capital market.

Feedback of the activity:

The audience gave positive feedback about the activity. They asked about more sessions on same topic. The coordinator got feedback to launch certificate course on the capital market through MBA@IICMR.



Photos



Prepared by

Kiran Rao

Ms Kiran Rao
Seminar Coordinator

Verified by

Manisha Kulkarni

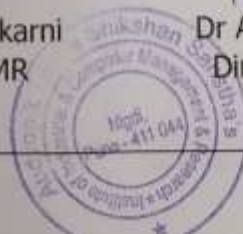
Adv. Manisha Kulkarni
HOD, MBA@IICMR

Approved by

Abhay Kulkarni

Dr Abhay Kulkarni
Director, IICMR

MBA@IICMR/2020-21/ seminar





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MBA @ IICMR

Date: 15/10/2020

Report on 'Understanding Equity and Debt Market'.

Topic: Understanding Equity and Debt Market.

Resource person: CA Sagar Patil

Time and mode of delivery: 26th February, 2021
At 10am to 12.30pm
Auditorium
Through Ms Teams

Participants –

1. Dr. Abhay Kulkarni (Director, IICMR)
2. Adv. Manisha Kulkarni (HOD, MBA@IICMR)
3. Faculty members (MBA@IICMR)
4. Students of MBA – I & MBA – II

Coordinator –

SME Ms Kiran Rao
SME Harshal Patil (technical support)

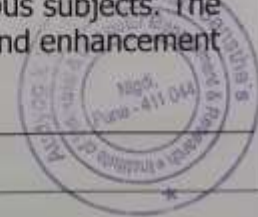
Objectives:

1. To make people aware about the debt & equity market and the opportunities of investment in Capital market.
2. To guide the students about the various methods to enter into the Capital market.
3. To introduce the students about the risks associated with the investments.

Brief Introduction of the Activity:

MBA@IICMR follows the continuous learning process. This seminar was part of the same. To enhance the skills and understand the attainment of the students, many institutes came forward with the online seminars on various subjects. The same effort was taken by MBA@IICMR for providing platform and enhancement of knowledge.

MBA@IICMR/2020-2021/Seminar



Agenda:			Resource Person
Sr. No	Time	Particulars	
1	10.10am Starts	Welcome to Guests and participants (anchoring)	Ms Biya Nikolas
2	10.10am to 10.30am	Introduction of Capital Market to students	Dr Abhay Kulkarni
3	10.30am to 10.35am	Introduction of guest	Ms Vaishali Mapari
4	10.35am to 12pm	Understanding Debt and Equity Market	CA Sagar Patil
5	12pm to 12.25pm	Question and Answer Session	CA Sagar Patil
3	12.25pm – 12.30pm	Vote of Thanks	Ms Kiran Rao

Assessment of the activity:

The seminar commenced with the address of Director Dr Abahy Kulkarni. He insisted students to learn every aspect of the business. Then he spoke about current scenario in India. Then he correlated current scenario with financial angle.

After the address of Director Sir, CA Sagar Patil started the session. He commenced the volatility of the financial market. He explained the demand and income concept. Then he talked about the inflation due to growth in economy is good. While explaining taxes he further added, "Taxes are not tools to control the economy".

Outcome of the activities:

The audience enjoyed the seminar. The students came to know few basic concepts about equity and debt market. He guided that inverse relation between inflation (tenure) and interest rate

Feedback of the activity:

The audience gave positive feedback about the activity. They asked about more sessions on same topic.

Prepared by

Kiran Rao
Ms Kiran Rao
Seminar Coordinator

Verified by

Manisha Kulkarni
Adv. Manisha Kulkarni
HOD, MBA@IICMR

Approved by

Abhay Kulkarni
Dr Abhay Kulkarni
Director, IICMR

MBA@IICMR/2020-21/ seminar



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MBA @ IICMR

Date: 28/09/2020

'Guerrilla Marketing'.

Topic: Seminar on Guerrilla marketing

Resource person: Mr Jeetendra Sharma

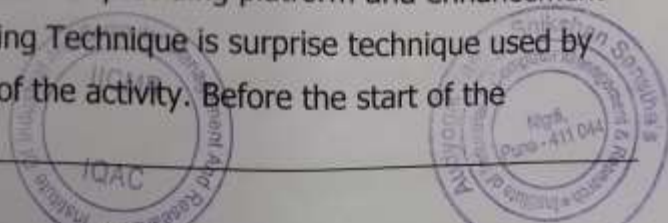
Time and mode of delivery: 26th September, 2020
At 2.40pm to 4.20pm
Through Microsoft Teams

Objectives:

1. To make students aware about Guerrilla marketing techniques.
2. To guide the students about the various types of Guerrilla Marketing and their applications
3. To make aware about the various strategies used by a marketer for the promotion of a product/service.

Brief Introduction of the Activity:

MBA@IICMR follows the continuous learning process. This seminar was part of the same. To enhance the skills and understand the attainment of the students, many institutes came forward with the online seminars on various subjects. The same effort was taken by MBA@IICMR for providing platform and enhancement of knowledge. The Guerrilla Marketing Technique is surprise technique used by the organization for the promotion of the activity. Before the start of the



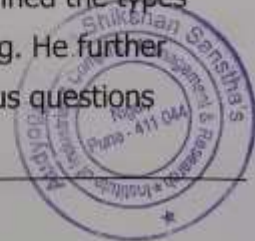
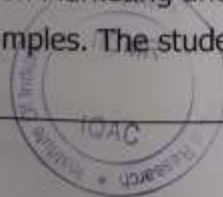
seminar, Dr Abhay Kulkarni, Director of the IICMR addressed the students. He said that every manager should be a marketing manager so promoting himself would be easier to him. He further talked about the significance of the team with example of fingers and how they work together as hand for holding purpose. And then the speaker Mr Jeetenra Sharma guided the students on the topic, "Guerrilla Marketing".

Agenda:

Sr. No	Time	Particulars	Resource Person
1	2.40pm to 2.45pm	Welcome to the participants and the speaker of the seminar (Anchoring)	Ms Mahima
2	2.45pm to 3.20pm	Address from the director	Dr Abhay Kulkarni
3	3.20pm to 3.25pm	Introduction of the Speaker	Ms Mukti
4	3.25pm to 4.15pm	Guerrilla Marketing	Mr Jeetendra Sharma
5	4:15pm to 4.20pm	Vote of Thanks	Ms Manali Landge

Description of the activity:

The speaker Mr. Jeetendra Shrama explained the concept of Guerrilla marketing to the students. He told that marketers tried to make the impact of the product in consumers' mind by doing surprise actions. These techniques were been used in past by many people to surprise the people and very well-known example was Shivaji Maharaj. The speaker further added that techniques were useful in creating, lasting brand image in customers' mind. He then explained the types such as Street Marketing, Ambush Marketing and Viral marketing. He further elaborated these types with examples. The student asked various questions



about the concept.

Outcome of the activities:

The students enjoyed the marketing seminar. The concept of Guerrilla marketing was cleared to them. The students understood the importance of learning various marketing techniques for brand creation.

Feedback of Activity:

Though the speaker started late due to technical glitch, he geared up soon and created a positive impact on the audience. The students learned the marketing concept with enthusiasm and they liked the different topics which are connected with their lives. Overall the satisfying (in terms of learning the concept) results obtained about the seminar

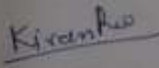
Participants –

1. Dr. Abhay Kulkarni (Director, IICMR)
2. Adv. Manisha Kulkarni (HOD, MBA@IICMR)
3. Faculty members (MBA@IICMR) - 3
4. MBA – II, SEM – III, students - 41

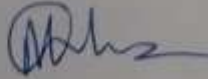
Coordinator –

Asst Prof. Kiran Rao

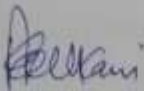
Prepared by


Ms Kiran Rao
Coordinator

Verified by


Adv. Manisha Kulkarni
HOD, MBA@IICMR

Approved by


Dr Abhay Kulkarni
Director, IICMR





Audyogik Tantra Shikshan Sanstha's
Institute of Industrial and Computer Management and Research
(Affiliated to SP Pune University, Approved by ASCTE New Delhi, Recognized by Govt. of Maharashtra)
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MBA @ IICMR

Date: 21/11/2020

'Artificial Intelligence'.

Topic: Seminar on the topic "Artificial Intelligence" in association with London School of Digital Business.

Resource person: Mr. Mark Tindal

Date: 31st October, 2020

Time: 4.30pm to 5.30pm

Venue: Online platform of Zoom

Participants –

1. Dr. Abhay Kulkarni (Director, IICMR)
2. Adv. Manisha Kulkarni (HOD, MBA@IICMR)
3. Faculty members (MBA@IICMR) - 10
4. MBA – II, SEM – III, students - 36
5. International Audience
6. Total 100 (closed loop program on Zoom)

Coordinator –

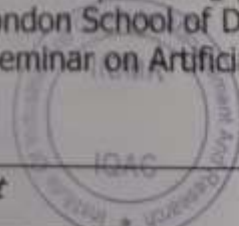
Dr Jayasri Murali, Ms. Neha Inamdar, Ms Kiran Rao

Objectives:

1. To make students aware about the current scenario in the market and career aspect.
2. To give introduction to the students about the artificial Intelligence
3. To aware students about the digital changes.

Brief Introduction of the Activity:

MBA@IICMR follows the continuous learning process. This seminar was part of the same. To enhance the skills and understand the attainment of the students, many institutes came forward with the online seminars on various subjects. The same effort was taken by MBA@IICMR for providing platform and enhancement of knowledge. By patterning with London School of Digital Business, MBA@IICMR initiated introductory seminar on Artificial Intelligence.



Mr Mark Tindal, Speaker started the Artificial Intelligence session by addressing the students about the new career aspects available before them. To continuation of the career aspect, speaker of the Seminar started on the topic. The seminar went on for an hour then students asked doubts regarding same and the session ended on the note of learning the Artificial Intelligence is need of an hour.

Assessment of the activity:

The speaker, Mr Mark Tindal gave brief idea about artificial intelligence. He further added, "**Artificial intelligence (AI)**, is intelligence demonstrated by machines, unlike the **natural intelligence** displayed by humans and animals. Leading AI textbooks define the field as the study of "intelligent agents": any device that perceives its environment and takes actions that maximize its chance of successfully achieving its goals. Colloquially, the term "artificial intelligence" is often used to describe machines (or computers) that mimic "cognitive" functions that humans associate with the human mind, such as "learning" and "problem solving". The students asked many questions related to topic, courses related same. The speaker, Mr. Mark Tindal gave satisfactory answers of every questions asked by the students. The student enjoyed the session.


Outcome of the activities:

The students came to know about what was trending in market, courses for Artificial Intelligence, career aspects. The international audience got the brief idea about AI.

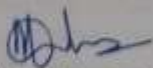
Feedback of the activity:

The audience gave positive feedback about the session. They asked about more sessions on same topic. The coordinator got feedback to give application based certificate course on the Digital marketing through MBA@IICMR. The international speaker not only started on time but ended the session on time also. The participants appreciated punctuality of the session.

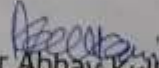
Prepared by


Ms Kiran Rao
Seminar Coordinator

Verified by


Adv. Manisha Kulkarni
HOD, MBA@IICMR

Approved by


Dr Abhay Kulkarni
Director, IICMR



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MBA @ IICMR

Date: 20/08/2020

'Goal Setting session -Discover your Vision.'

Topic: Seminar on the topic "Goal Setting session -Discover your Vision".

Resource person: Mr. Bhupendra Singh Rathore

Date: 19th August, 2020

Time: 10:45am to 11.45am

Venue: Online on Zoom, Facebook and Youtube live.

Participants –

1. Dr. Abhay Kulkarni (Director, IICMR)
2. Adv. Manisha Kulkarni (HOD, MBA@IICMR)
3. Faculty members (MBA@IICMR) - 10
4. MBA – I & II students - 100

Coordinator –

Ms. Kiran Rao.

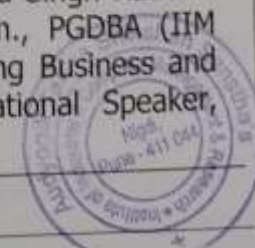
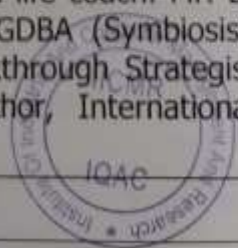
Objectives:

1. To discuss the various skill sets are to be learned by the students to become employable.
2. To discuss the various career opportunities in the corporates.
3. To explain the leadership techniques to become successful.

Brief Introduction of the Activity:

Mr. Bhupendra Singh Rathore's topic was 'Discover your Vision'. The speaker is well known international speaker and life coach. Mr. Bhupendra Singh Rathore known as BSR was from GNIIT, PGDBA (Symbiosis), M.Com., PGDBA (IIM Lucknow). He is India's No. 1 Breakthrough Strategist, Leading Business and Life Coach Leadership trainer, Author, International Motivational Speaker,

MBA@IICMR/2020-2021/Seminar / Report



rewarded by Asia's Greatest Leaders 2017 Award from ASIA One Magazine & URS Media.

He talked about his experience from bankrupt to a millionaire. He said to be a zero competition.

Assessment of the activity:

While elaborating the vision concept he talked about the five important things – core purpose, core values, Big hairy audacious goal, plan to reach goal and key strategies. He also suggested to read the books namely Good to Great, Secrets and Magic.

Outcome of the activities:

The students came to know about what is that they should focus on while doing your own income earning activity with clear thought and plan to work upon.

Feedback of the activity:

The audience gave positive feedback about the session.

Prepared by

Kiran Rao

Ms. Kiran Rao
Seminar Coordinator

Verified by

Manisha Kulkarni

Adv. Manisha Kulkarni
HOD, MBA@IICMR

Approved by

Abhay Kulkarni

Dr Abhay Kulkarni
Director, IICMR





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MBA @ IICMR

Date: 21/08/2020

'How to gain Competency like IIM Students'.

Topic: Seminar on the topic "How to gain Competency like IIM students".

Resource person: Mr. Mukesh Kulothia.

Date: 20th August, 2020

Time: 11:00am to 12.00pm

Venue: Online on Zoom, Facebook and Youtube live.

Participants –

1. Dr. Abhay Kulkarni (Director, IICMR)
2. Adv. Manisha Kulkarni (HOD, MBA@IICMR)
3. Faculty members (MBA@IICMR) - 10
4. MBA – I & II students - 100

Coordinator –

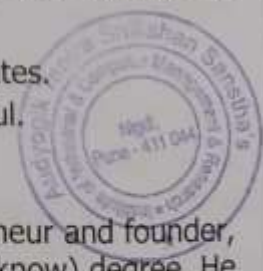
Ms. Kiran Rao.

Objectives:

1. To discuss the various skill sets are to be learned by the students to become employable.
2. To discuss the various career opportunities in the corporates.
3. To explain the leadership techniques to become successful.

Brief Introduction of the Activity:

known speaker named Mr. Mukesh Kulothia. He is an entrepreneur and founder, director of the firm Muskurado. He did B.Tech, M.B.A (IIM Lucknow) degree. He is Founder & Director of muskurado.com. He is recipient of many Rewards & Recognitions. He is rewarded as Imagining & Crafting Marketing Merchandise Honors-Awards, Distinguished Toastmaster (DTM) Eminence & Excellence



Award 2015 Excellence in Education & Training Award, Move Mountains - One Story At A Time.

Assessment of the activity:

He guided students very differently by showing the dashboard of a car. He gave new definitions of Accelerator, Break, Clutch, Gear and steering of a car to Aware about Knowledge, Break from being ordinary, Communication skills, Guru for continuous learning process and stay at it. The participants enjoyed his new definition of ABCGS. He further added that APPLIED knowledge was a power instead of only knowledge otherwise every library would have become powerhouse.

Outcome of the activities:

The students came to know about what is that they do to become successful in life.

Feedback of the activity:

The audience gave positive feedback about the session.

Prepared by

Kiran Rao
Ms. Kiran Rao
Seminar Coordinator

Verified by

Manisha Kulkarni
Adv. Manisha Kulkarni
HOD, MBA@IICMR

Approved by

Abhay Kulkarni
Dr Abhay Kulkarni
Director, IICMR





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MBA @ IICMR

Date: 22/08/2020

'Ignite your thoughts through Ideation'.

Topic: Seminar on the topic "Ignite your thoughts through Ideation".

Resource person: Mr. Sundeep Kishty.

Date: 21st August, 2020

Time: 10:45am to 11.45am

Venue: Online on Zoom, Facebook and Youtube live.

Participants –

1. Dr. Abhay Kulkarni (Director, IICMR)
2. Adv. Manisha Kulkarni (HOD, MBA@IICMR)
3. Faculty members (MBA@IICMR) - 10
4. MBA – I & II students - 100

Coordinator –

Ms. Kiran Rao.

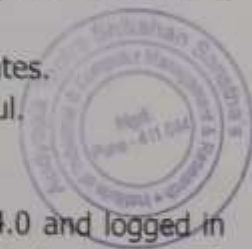
Objectives:

1. To discuss the various skill sets are to be learned by the students to become employable.
2. To discuss the various career opportunities in the corporates.
3. To explain the leadership techniques to become successful.

Brief Introduction of the Activity:

Eminent speaker in the topic of the blockchain and industry 4.0 and logged in from Australia. Sundeep Khisty is Massachusetts Institute of Technology (MIT) certified FinTech Professional, Corda R3 Blockchain technology certified developer and MBA from Adelaide University, Australia. He is Enterprise

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Architect currently working with large State Government in Australia and in the past worked for 20+ years with HP Enterprise Services where he was recognized as the Top Talent. A well-rounded 25 years IT veteran, problem solver with extensive experience in driving corporate vision by leveraging innovative cutting edge Digital technologies for Financial Banking and Government sectors in Australia and India. He is a regular speaker in MIT Blockchain forums, Corporate IT Sustainability conferences in Asia Pacific and Europe and passionate to evangelize use of Blockchain technology that is key driver of Industrial 4.0 revolutions for growing economies.

Assessment of the activity:

While talking about industry 4.0, he talked about 4 types of innovators – hunters, builders, experimenters and explorer. He also guided about core abilities needed for innovators. He further added that block chain would be new industry revolutionary technology. He talked about Einstein's famous quote of "Imagination is only limitation". So, he advised to take Pandemic as opportunity and further explore new sectors which he briefly mentioned in his speech.

Outcome of the activities:

The students came to know about what is that they do to become successful in life.

Feedback of the activity:

The audience gave positive feedback about the session.



Prepared by

Kiran Rao

Ms. Kiran Rao

Verified by

Manisha Kulkarni

Adv. Manisha Kulkarni

Approved by

Dr. Abhay Kulkarni

Dr Abhay Kulkarni



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MBA @ IICMR

Date: 01/09/2020

'Leadership & Positive U'.

Topic: Webinar on the topic "Leadership & Positive U".

Resource person: Mr. Jon Gordon.

Date: 31st August, 2020

Time: 09:30am to 10.15am

Venue: Online on Zoom, Facebook and Youtube live.

Participants –

1. Dr. Abhay Kulkarni (Director, IICMR)
2. Adv. Manisha Kulkarni (HOD, MBA@IICMR)
3. Faculty members (MBA@IICMR) - 10
4. MBA – I & II students - 100

Coordinator –

Ms. Kiran Rao.

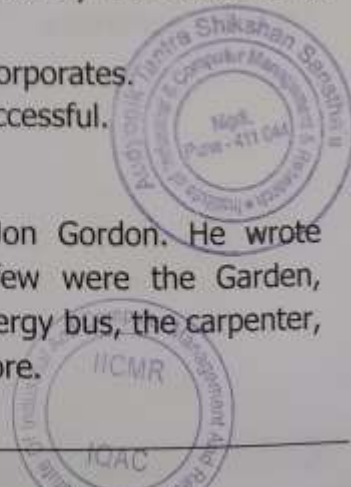
Objectives:

1. To discuss the various skill sets are to be learned by the students to become employable.
2. To discuss the various career opportunities in the corporates.
3. To explain the leadership techniques to become successful.

Brief Introduction of the Activity:

The speaker is a bestseller author from USA, Mr. Jon Gordon. He wrote bestselling books on positive leadership. To name few were the Garden, Relationship grit, Stay Positive, the Coffee beans, the energy bus, the carpenter, soup, the No Complaining rule, the red hat and many more.

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He talked about the importance of positive attitude in life. He suggested the students to read his books.

Assessment of the activity:

He answered the questions poured by the students about relationship, attitude, negativity, human behaviour and much more. The students were enchanted by his charming online presence, delivery of speech, attitude to address the students. This lecture was the feather on the cap of seminar series.

Outcome of the activities:

The students came to know about what is that they need to focus to become a successful leader and importance of positivity.

Feedback of the activity:

The audience gave positive feedback about the session.

Prepared by

Kiran Rao

Ms. Kiran Rao
Seminar Coordinator

Verified by

Adv. Manisha Kulkarni

Adv. Manisha Kulkarni
HOD, MBA@IICMR

Approved by

Dr. Abhay Kulkarni

Dr. Abhay Kulkarni
Director, IICMR





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MBA @ IICMR

Date: 01/09/2020

'Do things Differently'.

Topic: Webinar on the topic "Do things Differently".

Resource person: Mr. Sandesh Shetty.

Date: 31st August, 2020

Time: 12:00pm to 01.00pm

Venue: Online on Zoom, Facebook and Youtube live.

Participants –

1. Dr. Abhay Kulkarni (Director, IICMR)
2. Adv. Manisha Kulkarni (HOD, MBA@IICMR)
3. Faculty members (MBA@IICMR) - 10
4. MBA – I & II students - 100

Coordinator –

Ms. Kiran Rao.

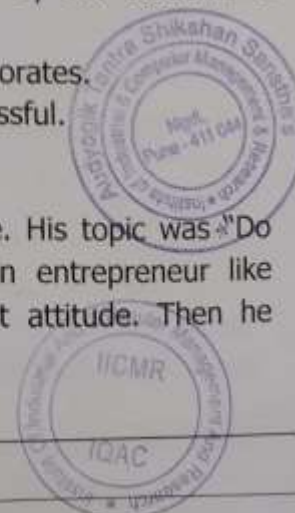
Objectives:

1. To discuss the various skill sets are to be learned by the students to become employable.
2. To discuss the various career opportunities in the corporates.
3. To explain the leadership techniques to become successful.

Brief Introduction of the Activity:

International speaker, Mr. Sandesh Shetty from Singapore. His topic was "Do things differently". He talked about characteristics of an entrepreneur like perseverance, passion, resilience, self-confident and right attitude. Then he talked about finding a mentor for starting a new business.

MBA@IICMR/2020-2021/Seminar / Report



Assessment of the activity:

He further explained start up matrix from idea generation to planning, teamwork, investments, trends, resources, strategy and product. He ended his session on the note of "If you don't build your dream, someone will hire you to help build theirs by Tony Gaskins".

Outcome of the activities:

The students came to know about what is that they need to focus to become a successful entrepreneur.

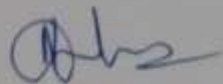
Feedback of the activity:

The audience gave positive feedback about the session.

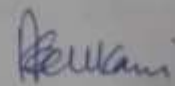
Prepared by


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Approved by


Dr Abhay Kulkarni
Director, IICMR





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Approved by AICTE, Government of India
Recognized by UGC, Government of India
Approved by All India Council of Technical Education (AICTE)
Approved by Department of Science and Technology (DST)



MBA@IICMR

Entrepreneurship Development
Cell

"Prerana"

Organizes

Entrepreneurship & IPR Series

Report on Session 1:

Be an Entrepreneur!!

19 June 2021, Saturday

10.30am to 12.30pm



REF: EDC Entrepreneurship & IPR series 1



Audyogik Tantra Shikshan Sanstha's
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Awarded Best Management Institute for Industry Interface by CEQR



MBA@IICMR

Introduction

MBA@IICMR ED Cell "Prerana" envisages to develop and encourage entrepreneurship within the students. As part of this initiative "Prerana" organized Self Driven activity under Institute Innovation Council, Entrepreneurship & IPR series for the MBA first year students. This series constituted of two sessions

Session1- Be an Entrepreneur!!

Session 2- IPR Process

The two sessions aimed to sensitize students towards developing idea and how to protect their ideas and convert them into successful innovations.

Objective of Session 1

1. To enable students to explore their enterprising skills
2. To explore the business idea generation process

Resource Person: Dr. Pradeep Wagh, Secretary General at Development Education (International) Society Pune

Overview of the Session

The session of **Be an Entrepreneur** was organized on 19th June 2021, Saturday from 10.30am to 12.30pm. The resource person for the session was Dr. Pradeep Wagh, Secretary General at Development Education (International) Society Pune. The participants were the first year MBA students. The session was also attended by the faculty and eminent dignitaries from academics and corporate professionals.

The session was delivered as an interactive workshop to the students. At the onset the speaker briefed the audience about the parts of the brain that enable the thought process and facilitate problem solving and idea generation. A week before the session the students were given a self assessment sheet and to go through the session details to ensure maximum learning's from the session.

The session was activity based and divided into two parts. Part 1 was individual activity and Part 2 was Group Activity.



REF: EDC/Entrepreneurship & IPR series/1



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Part 1

This was an **individual activity** wherein students were guided for self assessment by identifying their **existing enterprising skills** where they had to rate themselves on the parameters of Drive, Perseverance, Risk taking.

Activity 1: EXISTING ENTERPRISE SKILLS ANALYSIS SHEET

Sl. no.	Enterprise Skill	Explanation	Self-rating (range 1 to 10)
1.	Drive	Highly Motivated	
2.	Perseverance	Sticking to the task	
3.	Risk Taking	- Willing to take chances	
4.			
5.			

The score means as under

100 to 80	Congratulations. Excellent Skills.
80 to 60	Keep it up! Very good skills
60 to 40	Keep improving. Good Skills
40 or less	Don't give up.

Part 2

This was a group activity where the students were moved to breakout rooms. Each breakout room had a faculty mentor along with external guest, who were observing the way students were brainstorming Ideas. In this activity students were guided on identifying the gap and generating Ideas. The students also had to select a leader in the group.

After generating the ideas the students presented their initial Ideas to the participants.



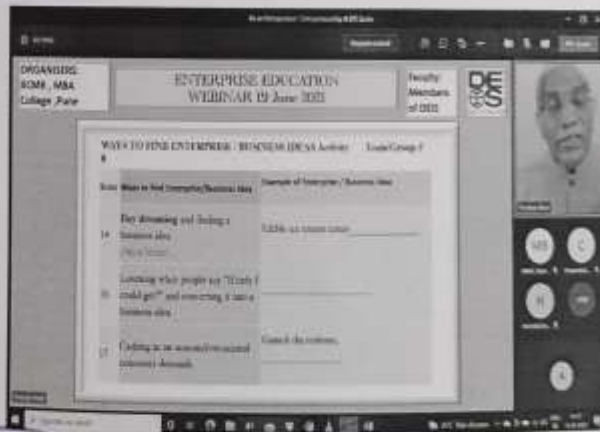


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 Awarded Best Management Institute for Industry Interface by CEGR



MBA@IICMR

Glimpses of the event



Jaysri
 Prepared by
Dr. Jaysri Murali
 EDC Coordinator

Manisha
 Verified by
Adv. Manisha Kulkarni
 HOD MBA@IICMR

Abhay
 Approved by
Dr. Abhay Kulkarni
 Director, IICMR
 Institute of Industrial & Computer
 Management & Research [I.C.M.R.]
 REF: EDC/Entrepreneurship & IPR series/1



ATSS'S
MBA@IICMR's
 ED Cell- PRERNA



INSTITUTE INNOVATION COUNCIL
 under the aegis of
 IQAC Presents

"Entrepreneurship & IPR Series"
Be an Entrepreneur





THE SPEAKER



Dr. Pradeep Wagh

Secretary General at Development Education (International) Society Pune
 Actively does research and development in the field of Enterprise Education

Session Highlights

-  Enterprise Skills
-  Business Ideation
-  Design
-  Business Planning

Key Takeaways

Identify your
 Entrepreneurship skills

Learn Business Ideation

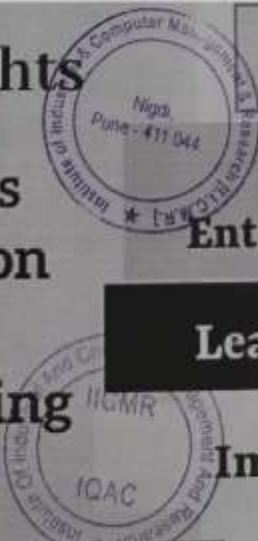
Importance of Design

Date: 19 June 2021 Saturday
Time: Session 1- 10.30 am to 12 pm

Contact:
 Ms. Dipti 9372960229
 mbaiicmrvents.2018@gmail.com
 www.iicmrmba.edu.in

PLATFORM

 Microsoft Teams





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MBA@IICMR

**Entrepreneurship Development
Cell**

"Prerana"

Organizes

Entrepreneurship & IPR Series

Report on Session2:

IPR Process!!

26 June 2021, Saturday

02.00pm to 04.00pm



REF: EDC/Entrepreneurship & IPR series/2



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MBA@IICMR

Introduction

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Session1- Be an Entrepreneur!!

Session 2- IPR Process

The two sessions aimed to sensitize students towards developing idea and how to protect their ideas and convert them into successful innovations.

Objective of Session 1

1. To enable students to demarcate between patent, copyright and trademark
2. To walk through the process of IPR

Resource Person: Dr. Bharati Dole, Academician & Intellectual Property Trainer

Overview of the Session

The session of **IPR Process** was organized on 26th June 2021, Saturday from 2.00pm to 4.00pm. The resource person for the session was Dr. Bharati Dole, Academician & Intellectual Property Trainer. The participants were the first year MBA students. The session was also attended by the faculty members of MBA@IICMR.

The session was delivered as an interactive workshop to the students with a blend of discussion and talk from the speaker. At the onset the speaker opened the session by citing real world examples of products that innovated their existing offerings which resulted in high revenue.



REF: EDC/Entrepreneurship & IPR series/2



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MBA@IICMR

Small bankrupt firm to world leader of technology



- In 2018, Haier Group generated a global turnover of RMB 266.1 billion, (Chinese currency).
- Has been ranked first in world for appliances brand for ten times

The speaker then explained the demarcation of ideas and processes that qualify for patent, trademark and copyright in tabular form. This gave a very clear understanding of the categorization of intellectual property rights.

IPRs

Name of IPR	Protection accorded	Legal Protection(India)
Patent	Inventions - technical advance	Patent Act
Industrial Designs	External Appearance of the product	Design Act
Trademark	Sign (name/picture etc.) distinguishing products from competitor's product	Trademark Act
Copyright	Literary and artistic work, dramatic work	Copyright Act
Geographical Indications	Traditional knowledge and skill and region specific products	Geographical Indications Act
New Plant varieties	Inventions in agriculture, horticulture etc.	Protection of Plant Varieties and Farmers Rights Act
Semiconductor IC Layout Design	IC layout designs of integrated circuits	Semiconductor - Integrated Circuits Layout Design Act
	TRADE SECRETS	

As the session progressed the speaker also emphasized on the importance of IPR and how negligence can lead to losses for an organization.



REF: EDC/Entrepreneurship & IPR series/2



MBA@IICMR



Lack of due diligence costly too

- **Twitter**
- Microsoft had to change from sky drive to one drive (about sky broadcasting had)
- Apple had used clock design in the first which was a direct copy of the Rolex luxury clock
- Flipkart failed to register its domain, losses \$140
- Tata Steel initially did not obtain patents on certain processes under SME's losing huge money due to lack of knowledge of IP
- Common mistake - using names of famous brands
- Sarens (India) - 2000-01 (India) - USA vs India - Case studies and copying designs or inventions without licensing (washing machine)

Microsoft taking action against unauthorized installation of software

During the end of the session the speaker briefed the audience about the process of IPR and how they can work upon protecting their ideas.

Patent databases

Patents which have expired can be freely used by anybody. Such patents can open up opportunities for new business or new products or new processes.

• Paracetamol

Patent databases can be used to

- Avoid unnecessary expenses in researching what is already known
- Identify and evaluate technology for licensing and technology transfer
- Identify alternative technologies
- Keep abreast with the latest technologies in your field of expertise
- Find ready solutions to technical problems
- Get ideas for further innovation

probable business partners and suppliers, prospective markets and competitors too - food scent manufacturer tied up with car perfume manufacturer

Many free databases are available

love ideas which market loves - find out what market loves





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Feedback:

The students were very satisfied with the sessions and demanded more such sessions. They mentioned that the initial roadblock of understanding whether to file for patent, copyright or trademark was mitigated.

Conclusion:

The session was for 2 hours and met the objectives. The question and answer sessions also helped to mitigate certain doubts and inhibitions pertaining to IPR process.

Mode of Session: Online

Platform: MsTeams

Attendance: Approximately 75 (including students & faculty)

Glimpses of the event



Jaysri
**Prepared by
Dr. Jaysri Murali
EDC Coordinator**

Manisha
**Verified by
Adv. Manisha Kulkarni
HOD MBA@IICMR**



Abhay
**Approved by
Dr. Abhay Kulkarni
Director, IICMR**
Institute of Industrial & Computer
Management & Research (IICMR)
REF: EDC/Entrepreneurship & IPR-series/2
Nigdi, Pune - 411 044



ATSS'S
MBA@IICMR's
 ED Cell- PRERNA



INSTITUTE INNOVATION COUNCIL
 under the aegis of
 IQAC Presents

"Entrepreneurship & IPR Series"
IPR Process

THE SPEAKER



Dr. Bharati Dole
 Academician and Intellectual Property Trainer
 Author- "Management Perspectives on Intellectual Property Rights"

Session Highlights

- Patent, Copyright & Trademark
- Patent Process
- Case Study

Key Takeaways

Identify what constitutes patent, copyright & trademark

Patent filing Process

Date: 26 June 2021 Saturday
Time: Session 2- 2.00 pm to 4 pm

Contact:
 Ms. Dipti 9372960229
 nibalcmrevents.2018@gmail.com
 www.iicmrmba.edu.in

PLATFORM

 Microsoft Teams





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Dr. Abhay Jere
Chief Innovation Officer
MoE's Innovation Cell



MoE's
INNOVATION CELL
(GOVERNMENT OF INDIA)



KAPILA: Kalam Program for IP Literacy and Awareness

National Intellectual Property Literacy Week

15-23 October 2020

Central Level Organised by MIC

Importance of IP Literacy Initiative

YouTube LIVE

/mhrdinnovationcell

Friday, 16th October 2020 at 11:30 AM - 12:00 PM

@mhrd_innovation

/mhrdInnovation

/mhrdinnovationcell



REF: EDC/NEP2020/MIC



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20/08/2021

Date:

NOTICE

This is to inform all MBA I & II-year students. MBA@IICMR's Entrepreneurship Cell- Prerna, under the Institute Innovation Council is Celebrating "**World Entrepreneurship Day**" on 23 August 2021, between 10.30am to 12.30pm. As part of the celebration Students can participate in both or either of the competitions.

Details of the Competitions

1. Poster Competition on the theme Entrepreneurship, Innovation or Leadership across the world
2. Case Study Competition on success or failure stories of Entrepreneurs.

Students are instructed to give their nominations to the Class coordinators and submit the cases and Posters by 23rd August 2021.

The presentations will be online on 24th August 2021.

Date: 23 August 2021

Day: Monday

Time: 10.30 am to 12.30pm

Mode: Online

Platform: MsTeams

Sujin
Prepared by
Dr. Jaysri Murali
EDC Coordinator

Manisha
Verified by
Adv. Manisha Kulkarni
HOD MBA@IICMR

Abhay
Approved by
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REF: EDC/IIC driven activity/2020-2021/2



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"Reaching New Heights"



ED Cell PRERNA & IIC Celebrate World Entrepreneurship Day 2021 21st August to 24th August 2021

**Create awareness for
entrepreneurship, innovation
and Leadership throughout the
World**



Tracks to Look out For

- ➔ *Panel Discussion with Faculty/Staff/Students entrepreneurs*
- ➔ *Talk with Start-up Founder/Co-founder*
- ➔ *Debate/Essay writing/Poster making competition*
- ➔ *Cases of Success/Failure Start-up Founders*

For further details contact Ms. Dipti: 9372960229.





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**Entrepreneurship Development
Cell**

"Prerana"

Under the aegis of IIC

Celebrates

**World Entrepreneurship
Day**



REF: EDC/Entrepreneurship & IPR series/1



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Introduction

MBA@IICMR ED Cell "Prerana" envisages to develop and encourage entrepreneurship within the students. As part of this initiative "Prerana" under the aegis of MHRD IIC celebrated World Entrepreneurship Day 2021 on 23rd and 24th August 2021.

Objective of Celebration

To create awareness for entrepreneurship, innovation and leadership throughout the world.

Overview of the Session

MBA@IICMR celebrated World Entrepreneurship Day(WED) 2021 on 23rd and 24th August. Considering the present pandemic situation where Online is prevalent, IICMR decided to celebrate the day by applying participative learning approach. The WED was celebrated by encouraging students to participate in Poster making competition based on the theme or write cases of Success/failure start-up founders. The objective of the celebration is to create awareness for entrepreneurship, innovation and leadership throughout the world.

An online session for the students was conducted to brief them about the intent-content- context of the celebration. The students were given liberty to opt for any one mode of participation in the competition, either poster making or case writing. The students were given 24 hours for preparing the same and they were instructed to submit the same by 24th August 11 am.

Approximately 65 students from the Institute participated in the competition. The posters were created innovatively by the students. Overall, they enjoyed the activity-based learning. The cases helped them gain valuable insights into the life of an entrepreneur and the challenges they encounter.





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Mode



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"Reaching New Heights"



of

ED Cell PRERNA & IIC Celebrates World Entrepreneurship Day 2021 21st August to 24th August 2021

**Create awareness for
 entrepreneurship, innovation
 and Leadership throughout the
 World**



IDEA

Tracks to Look out For

- ➔ *Panel Discussion with Faculty/Staff/Students entrepreneurs*
- ➔ *Talk with Start-up Founder/Co-founder*
- ➔ *Debate/Essay writing/Poster making competition*
- ➔ *Cases of Success/Failure Start-up Founders*

For further details contact Ms. Dipti: 9372960229.

Session: Online
Platform: MsTeams
Attendance: 78

Poster







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Glimpses of the posters and Cases

Sr. No	Posters	Cases
		<p>SUCCESS STARTUP CASE STUDY BEWAKOOE.COM</p> <p>Download</p> <p>Introduction: Bewakoof is the Indian e-commerce startup that stands out from the rest. It offers a trendy collection of apparel based on styling and optimal designs that resonates with the millennials. "PRASHANT KUMAR" and "SHIBHANGI MENET" founded "Bewakoof" in 2012.</p> <p>Problem statement/ Case identified: Bewakoof.com co-founders want more sell but sell doesn't happen as they want. And sell is main factor is business.</p> <p>Solution to the Problem: But they Enter the Digital world and started the Digital marketing, so</p>
	<p>someone will hire you to help build theirs?"</p> <p>Determination & Persistence 5%</p> <p>Passion 2%</p> <p>Believable Skills & Expertise 2%</p> <p>Creativity & Innovation 2%</p> <p>Risk Taker 2%</p> <p>Ideas 2%</p> <p>Vision 2%</p> <p>Plan 2%</p> <p>ENTREPRENEURSHIP</p> <p>Competition 2%</p> <p>Marketing 2%</p> <p>Success 2%</p> <p>KARANDIYAP JYOTHI-KDHL Division 2</p>	



REF: EDC/Entrepreneurship & IPR series/1



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INTRODUCTION

In the American 1930s entrepreneurship is thought of as the... (text partially obscured)

PROBLEM STATEMENT

The business world is a place of... (text partially obscured)

SOLUTION

Start-up business and the... (text partially obscured)



Case of success/failure start-up founders

INTRODUCTION

The business world is a... (text partially obscured)



Zenith Case Study

From its 2010... (text partially obscured)

Zenith is a Bangalore, Karnataka based... (text partially obscured)

Zenith has a predominantly... (text partially obscured)

Among 2015 all... (text partially obscured)

While... (text partially obscured)

Zenith... (text partially obscured)

The... (text partially obscured)



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WANT TO BE AN ENTREPRENEUR?

HERE ARE SOME FACTS YOU MIGHT NEED TO KNOW

FACTS

OBSTACLES

- TIME & EFFORT
- LACK OF CAPITAL
- LACK OF PRIOR EXPERIENCE

TRAITES THAT LEAD TO FAILURE

CHARACTERISTICS OF A SUCCESSFUL ENTREPRENEUR

PROGRESSIVE
 FLEXIBLE
 INVENTIVE
 COMMUNICATIVE
 DETERMINED
 SELF-MOTIVATED

SELECTION OF SELCO

- Introduction**
 Selco stands for the company for disabled. SELCO provides solar products for lighting and power to India's poor. For the work of this company, Selco has received numerous recognitions. It is frequently cited as one of the top social entrepreneurs in India and is amongst the best in the world.
- Problem Statement**
 The need to SELCO's custom. However, we are always faced with these enhanced SELCO from Kerala. India. During its initial years of operation, the company expanded its reach to a great extent and experienced. There is an all-round change in work-up during the early 2000s. SELCO company's financial health improved, although finding the company financially and operating from an increase in July the year. As the company was recovering from the crisis, the price of solar panels spiked and sales declined. Selection of product or likely to be of evidence and conduct the organization.
- Solution**
 With the help of the World Bank, SELCO received a loan of \$10 million in 2008.

YOUR FIRST STEP TOWARDS ENTREPRENEURSHIP BEGINS HERE!

VISION OF AN ENTREPRENEUR

EVERY PRO WAS ONCE AN AMATEUR. EVERY EXPERT WAS ONCE A BEGINNER.

SO DREAM BIG AND START NOW!

Entrepreneur

Business

Idea

9



Entrepreneurship

entrepreneurship



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Date: -26/08/2021

Report of Webinar on Modern Analytical Tools for Marketing Research

Title: - Webinar on Modern Analytical Tools for Marketing Research

Venue: - ATSS's IIMR MBA Department

Mode: - Online/ MS Team

Name of Resource person: - Dr Shailesh Kasande- CEO and Group Director of Suryadata group of institutes, Academic Council member Savitribai Phule Pune University.

Date: -21/08/2021.

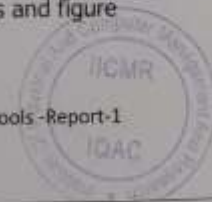
Objectives: -

- To understand the importance of Modern Analytical tools.
- To examine the Various Modern analytical Tools for application in Marketing research.
- To know various Modern analytical tools like **Conjoint Analysis, Factor Analysis, Cluster Analysis, Multi- dimensional Scaling & Perceptual Mapping, Discriminant Analysis (Two Group Case),**

Activity details: -

In today's era the need of analytical mind is essence of serving the organization in innovative ways or to solve the problem and to enrich the understanding of prevailing situation to find the best tools which will help to analyses the data, facts and figure available in large quantity with the organization.

IICMR/MBA/Webinar on Modern analytical tools -Report-1





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1. By taking in to consideration the importance of leaning Modern analytical tools for Marketing Research the Institute had organized the webinar on the same.
2. The resources person for the webinar was one of the wizards in the domain Dr. Shailesh Kasande.
3. During webinar emphasis was given on the use of modern analytical tools in marketing research.
4. In webinar following points were discussed
5. **Conjoint Analysis:** Conceptual basis, procedure, type of data required, key decision, how to interpret output, Applications to study trade off patterns of consumers as related to different levels of marketing mix elements.
6. **Factor Analysis:** Conceptual basis, type of data required, procedure, PCA, Interpreting factor matrix (factor loadings, communalities, Eigen value), determining number of factors using latent root criteria & scree test, interpreting & Naming factors, applications in consumer behavior studies.
7. **Cluster Analysis:** Conceptual basis, type of data required, procedure, clustering methods – single linkage rule, How to interpret output, applications related to psychographic & lifestyle market segmentation.
8. **Multi- dimensional Scaling & Perceptual Mapping:** Conceptual basis, type of data required, key decision, attribute based versus non-attribute-based approaches, procedure, how to interpret output, applications related to target market selection & positioning.
9. **Discriminant Analysis (Two Group Case):** - Conceptual basis, type of data required, determining the coefficients, interpreting discriminant function & classifying subjects using discriminant function, applications in marketing





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10. Dr. Shallesh had explained every tool in details as per the requirements of the MBA Students to understand the Research acumen and its application.
11. Students were very participative during the webinar, and understood the various tools and application of Data analysis.
12. Webinar was started by Ms. Kiran Rao – Faculty- Marketing and Vote of Thanks had given by Mr. Dileep Pawar – Faculty- Marketing Research.

No. of students Participated: -98

No of Faculty Participated: -10

Outcomes: -

1. Students understood the use of Modern analytical tools.
2. Students also understood the Application of Modern analytical tools in industry for providing informed decision on business situation.
3. Students had practiced these tools by creating business situation and provide the solution to the artificial problems.

Prepared By

Mr. Dileep Pawar
SME- Marketing Research.

Guided by

Adv. Manisha Kulkarni
HOD, MBA@IICMR

Approved By

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Director, IICMR Nigdi Pune.

