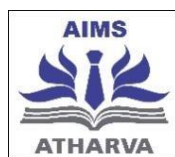




# ATHARVA INSTITUTE OF MANAGEMENT STUDIES

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## ATHARVA INSTITUTE OF MANAGEMENT STUDIES

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<b>PRE – INDUCTION SCHEDULE – MMS – I BATCH 2023- 2025</b>		
<b>17<sup>th</sup> August, 2023</b>  10 AM to 1 PM  2 PM to 4 PM	Basics of accounting  Personality Development	Dr. Sudhir Purohit  Prof. Amrita Mathews
<b>18<sup>th</sup> August, 2023</b>  10 AM to 1 PM  2 PM to 4 PM	Basics of accounting  Personality Development	Dr. Sudhir Purohit  Prof. Amrita Mathews
<b>21<sup>st</sup> August, 2023</b>  10 AM to 1 PM  2 PM to 4 PM	Basics of mathematics & Statistics  Personality Development	Dr. Monika Shrimali  Dr. Urvashi
<b>22<sup>nd</sup> August, 2023</b>  10 AM to 1 PM  2 PM to 4 PM	Basics of mathematics & Statistics  Personality Development	Dr. Monika Shrimali  Prof. Shivaangi Hemdev
<b>23<sup>rd</sup> August, 2023</b>		



10 AM to 1 PM	Glimpse of corporate culture	Prof. Gyaanesh Kulkarni
2 PM to 4 PM	Personality Development	Prof. Shivaangi Hemdev



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<b>25<sup>th</sup> August, 2023</b>	Excel Session	Dr. Shubhi Lall
10 AM to 1 PM	Personality Development	Dr Urvashi
2 PM to 4 PM		
<b>26<sup>th</sup> August ,2023</b>	Visit to We Connect OR Desire A CSR Club activity	Prof. Leena & Prof Kajal with Students team
<b>4:00 PM onwards</b>		

Prepared by: Dr. Reena Poojara

MMS – Program Coordinator

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## **REPORTS OF PRE – INDUCTION SCHEDULE MMS – I BATCH 2023- 2025**

**Date: - 17th August, 2023**

**Session 1: - 10.00 am – 1.00 pm**

**Conducted by: - Dr. Sudhir Purohit**

**Topic: - Basics of Accountings**

Date	17th August 2023
Venue	4 th floor ,Seminar hall 4th floor , Phase 3 Building
Name of the Trainer	Dr. Sudhir Purohit Assistant Professor Atharva Institute of Management ( AIMS ) Department of Finance
Title of the Pre Induction Session	“ Basics of Accounting “

Dr. Sudhir Purohit had conducted Pre Induction session on 19th August 2023 at 10.00 am to 1.00 pm on the topic **Basics of Accounting**”.

The session continued with the revision of all basic concepts of accounting where all the terminologies were discussed along with the interaction with all the students present. Practical problems based on Journal entries and discussion on Primary and Secondary books of accounts were also discussed.

The basic of how to frame a journal entry and narration were also discussed. The concept of depreciation, difference between the word profit, gain, income, expense and loss was also discussed in depth. Types of expenditure, whether to be called as capital, revenue or deferred revenue was also discussed.

The concept of Assets, Liabilities, Cash transactions, credit transaction, how they have an impact on the books of accounts, Accounting Standards and their impact on accounting was also discussed.



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The session ended of full enthusiasm and some lighter moments of laugh and general discussion

The concept of Assets, Liabilities, Cash transactions, credit transaction, how they have an impact on the books of accounts, Accounting Standards and their impact on accounting was also discussed.

The session ended of full enthusiasm and some lighter moments of laugh and general discussion.

### Key outcomes: -

1. The session ended experiencing the intelligent gathering of students and their in
2. The Session was carried out with current topics discussion by all participants.





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**Date: - 17<sup>th</sup> August, 2023**

**Session 2 :- 2.00pm – 4.00pm**

**Conducted by: - Prof. Amrita Mathews**

**Topic :- Personality Development**

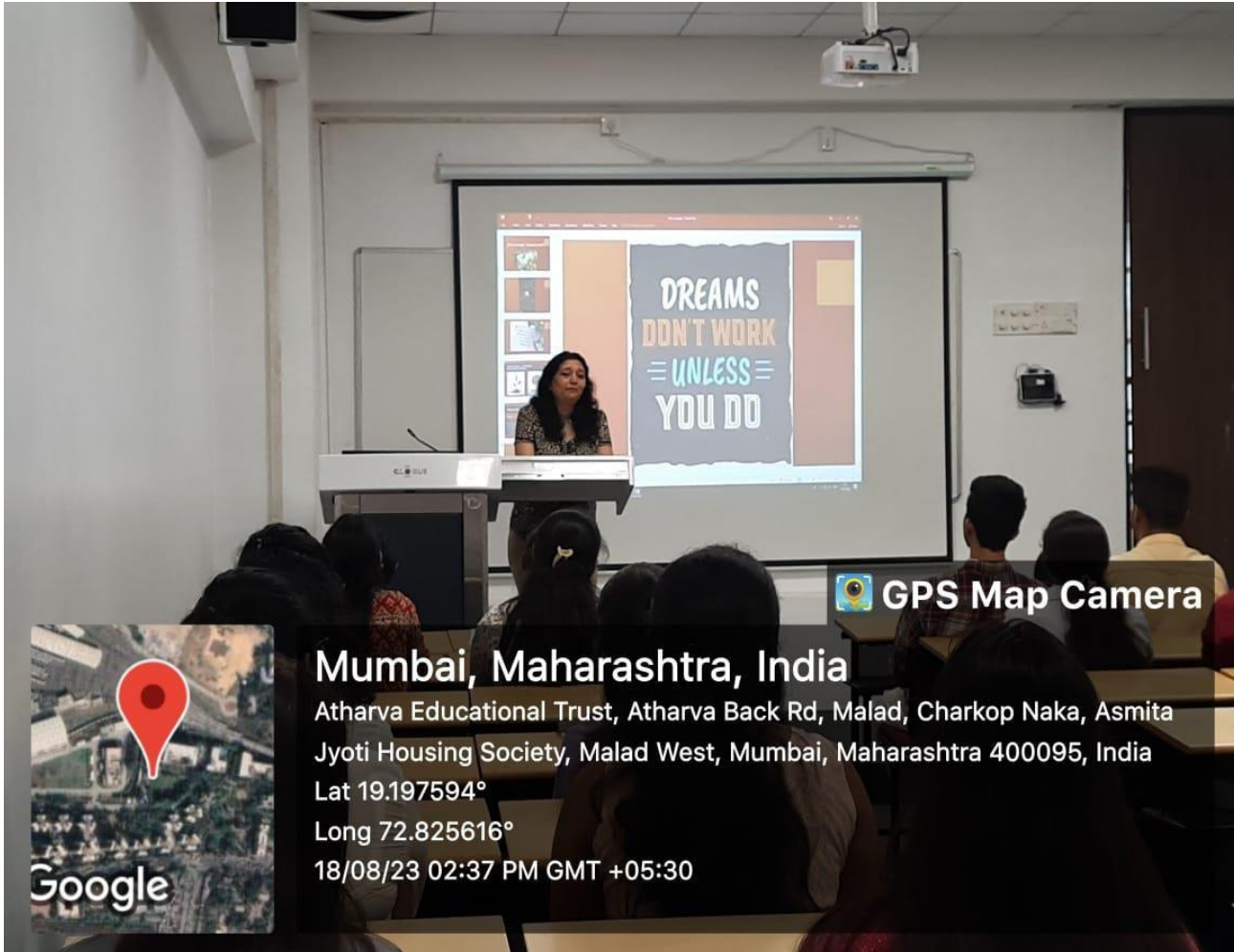
First session was on " **You are smarter than you think**". The transition of identifying and measurement of intelligence from IQ to AI and further to Generative intelligence. The theory of Thomas Armstrong showed transition from IQ to multiple intelligence, which discussed the multiple facets of intelligence namely, word smart, music smart, logic smart, picture smart, Body smart, people smart, nature smart, and life smart. Each person is smart in multiple facets, proving we are smarter than we think. Further discussed the time of AI and Generative AI.





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**Date: - 18<sup>th</sup> August, 2023**

**Session 1 :- 10.00 am – 1.00 pm**

**Conducted by Dr. Sudhir Purohit**

**Topic :- Basics of Accounting**

Date	18 <sup>th</sup> August 2023
Venue	4 <sup>th</sup> floor ,Seminar hall 4 <sup>th</sup> floor , Phase 3 Building
Name of the Trainer	Dr. Sudhir Purohit Assistant Professor Atharva Institute of Management ( AIMS ) Department of Finance
Title of the Pre Induction Session	“ Basics of Accounting “

Dr. Sudhir Purohit had conducted pre induction session on 18<sup>th</sup> August 2023 at 10.00 am to

1.00 pm on the topic Basics of Accounting”.

The session started with introduction, the students introduced them along with their dreams and goals.

In the session, Dr. Sudhir interacted with the students of MMS Sem 1 and oriented them about the basic concepts of accounting.

Dr. Sudhir discussed the fundamental definitions and meanings along with the interaction with students about the **Golden rules of accounting, the concept of Single entry and double entry book keeping system with practice examples.**

The Concept of accounting was introduced with the origin and the need of accounting. The basic meaning of accounting was discussed. The basic meaning and difference between the word expense and cost was also discussed.

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**The concept of Debit and credit was discussed.** The session was further conducted with “the on the spot” topic preparation from the Economic times newspaper and the students presented the topics of the newspaper connecting them with accounting and finance. The session ended with covering basic discussion and terms used in accounting

### Key Outcomes:-

It was a rich experience and learning process for all the participants.

The Session was carried out with current topics discussion by all participants.



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**Date: - 18<sup>th</sup> August, 2023**

**Session 2 :- 2.00pm – 5.00 pm**

**Conducted by: - Prof. Amrita Mathews**

**Topic:- Personality Development**

**The corporate world can often be likened to a jungle .**

**Certainly, the comparison between the corporate world and a jungle holds several parallels:**

- **Competition:** Just as animals compete for resources in a jungle, companies and individuals in the corporate world compete for market share, customers, and opportunities.
- **Hierarchy:** Just as there's a hierarchy of species in a jungle, there's a hierarchy of positions and roles in corporations. The strongest or most skilled often rise to the top.
- **Survival of the Fittest:** In both settings, those who are adaptable, innovative, and able to learn quickly tend to succeed. Similarly, the "weakest links" can struggle to thrive.
- **Strategies and Tactics:** Both environments require the use of strategic thinking and tactics to outmaneuver competitors and achieve goals.
- **Risk and Uncertainty:** Just as the jungle is full of unknown dangers, the business world is fraught with risks, economic fluctuations, and unexpected challenges.
- **Networking and Alliances:** In the jungle, animals form alliances for protection or hunting. Similarly, networking and forming partnerships are essential for success in the corporate world.
- **Niche Specialization:** Just as animals carve out specific niches to avoid direct competition, businesses often specialize to target specific markets and demographics.
- **Leadership Styles:** Different animal species exhibit distinct leadership styles, and similarly, corporate leaders have varied approaches to leading their teams.

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- **Resource Management:** Just as animals need to manage their resources in the jungle, companies need to efficiently allocate budgets, time, and manpower.
- **Adaptation:** Both environments demand adaptation to changing circumstances. In the jungle, animals adapt to weather and predators, while businesses adapt to evolving technologies and market trends.
- **Survival Skills:** Jungle inhabitants develop specific survival skills, and professionals in the corporate world must cultivate skills like negotiation, problem-solving, and decision-making.
- **Conflict and Cooperation:** Conflict and cooperation are prevalent in both settings. In the corporate world, there can be conflicts between employees or companies, but also cooperation within teams or partnerships.

Remember, while the analogy is useful, it's important to recognize that the corporate world has its unique dynamics and ethical considerations that differ from the natural world.



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**Date – 21<sup>st</sup> August 2023**

**Time – 10:00 AM to 1:00 PM**

**Topic – Introduction to Mathematics**

**Name of the Speaker – Dr. Monika Shrimali**

The session conducted for MMS Semester I 2023-25 Batch students. Following topics have been covered in the session:

- A brief Introduction on Mathematics
- Key Symbols used in Mathematics
- Importance and Usage of Mathematics in personal and professional life
- Application of Mathematics in all the specialization like Marketing, Finance, HR, Operations and IT.
- A video to representing the role of Mathematics in Economy
- Few Corporate Examples of famous corporate leaders with good mathematics as a reason of success
- Activity – The Number Game
- Budget Planning – Students prepared their personal budget and explained it to everyone with proper justification of their expenses.

Students understood the nitty-gritties of mathematics and even showcased their understanding through their performance in the activity.

Overall it was a great learning experience for students which will help them to develop their thinking process more logical and systematic in their professional life.

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**Date: - 21<sup>st</sup>  
August,  
2023**

### **Session 1: - 2 PM to 4 PM**

**Conducted by: - Dr Urvashi Ohri (Associate Professor)**

### **Topic:- Personality Development**

Aspiring Management students come with diverse thought process, background and perceptions. Hence it becomes imperative to help them adjust to the new environment and inculcate the ethos of the institution with a sense of larger purpose.

With this perspective in mind an interactive session on **Business Communication** was conducted by Associate Professor Dr. Urvashi Ohri on Monday, 21 August 2023. In this session the students learned about the **importance of communication** process in corporate world.

They learned basics about Business, types of economic activities, different modes of communication, active listening, control, confidence, clarity feedback etc. Concept based knowledge sharing took place with plethora of activities and fun games.

Four activities were concluded namely 'Know yourself', Second activity was based on Verbal communication, after this activity, Non Verbal Communication Concept was taught to the students and post that an activity was conducted. In this activity "Dumb Charades" was played but with the twist, famous personalities name were specified in the piece of paper than one by one volunteers were asked to come on the stage and with the help of the sign language they were supposed to give hints to their class friends; in turn class had to identify the name of the personality that was hinted by a Volunteer?

This was really a Brain Stormer for the students, and they absolutely adored it. Post this a Team Building Activity with the name "Don't Alaap Apna Raag" based on the core values of Atharva Trust i.e., One Goal for all. "One for all, all for One" was conducted by Dr. Urvashi Ohri.

The objective of this fun game was to make them understand the importance of Standardization i.e., "One team One goal". With this team building activity the session came to an end. This session was the amalgamation of practical and theoretical aspects of Business Communication with case study, Ice Breaking session and fun activities, along with the conceptual learning in a very cordial environment where students not only learned new theories on communication but also developed a good rapport with their classmates in team building activities.

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**Date – 22<sup>nd</sup> August 2023 Time – 10:00 AM to 1:00 PM**

**Topic – Introduction to Statistics**

**Name of the Speaker – Dr. Monika Shrimali**

The session conducted for MMS Semester I 2023-25 Batch students. Following topics have been covered in the session:

A brief Introduction on Statistics

- Key Statistical Methods
- Importance and Usage of Statistics in personal and professional life
- Application of Statistics in all the specialization like Marketing, Finance, HR, Operations and IT.
- A video to representing the role of Statistics in Economy
- Few Corporate Examples of famous corporate leaders with good statistics skills as a reason of success
- Activity 1 – Russia – Ukrain War Impact – Statistical Facts
- Activity 2 – BIZMAP – Business Number Game

Students understood the nitty-gritties of statistics and even showcased their understanding through their performance in the activity.

Overall it was a great learning experience for students which will help them to develop their thinking process more logical and systematic in their professional life.

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**Date: - 22<sup>nd</sup> August, 2023 Session 1: - 2.00 pm - 4.00 pm**

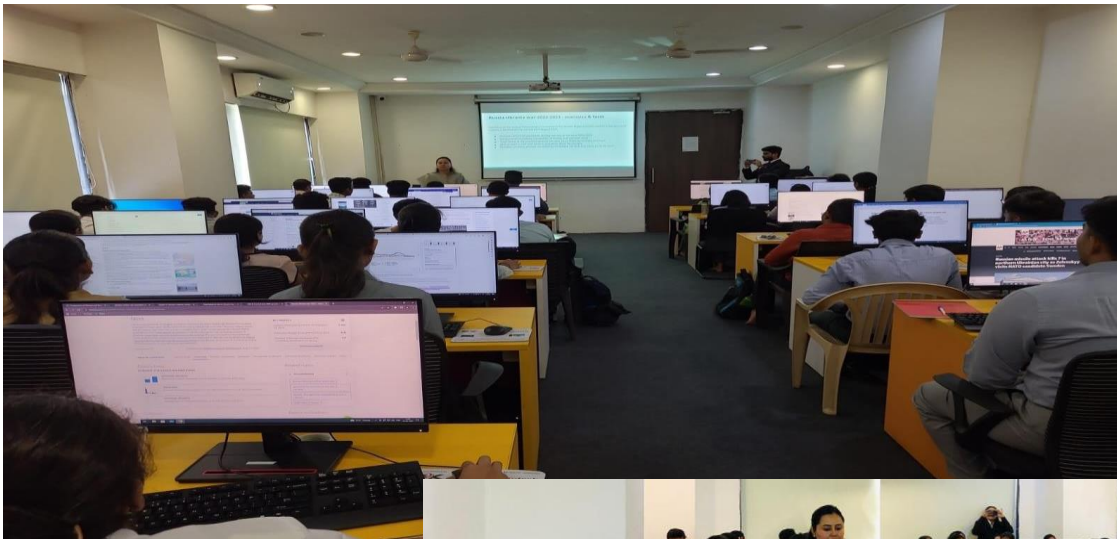
**Conducted by: - Prof. Shivaangi Hemdev**

**Topic: Personality Development - Basics of Leadership**

**Activity : Role Play.**

## **\*Session Details\***

The significant prerequisites of **Effective Leadership** were discussed with real life illustrations. Out of all the prerequisites discussed Assertiveness Quotient was explained in detail. The main focus of the session was how to acquire assertiveness skill in personal and professional life. Role plays were performed demonstrating the real corporate life situations to practice assertiveness as an important heuristics.





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**Date: - 23<sup>rd</sup>  
August,  
2023**

**Session 1: - 10 AM to 1 PM**

**Conducted by: - Prof. Gyaanesh Kulkarni**

**Topic: Glimpse of corporate culture**

**Brief Report - Glimpse of Corporate Culture, Pre-induction, 23.08.2023, AIMS Venue: Room # 6, 3rd Floor, AIMS**

The pre-induction topic presented by the undersigned was “Glimpse of corporate culture” for MMS new batch of 2023-25. Total 48 (approx..) students were present. The session began with a brief introduction of each student, followed by an interactive discussion on the meaning of culture, various cultures in the world, eastern vs. western cultures, diversity of Indian cultures, the cultures in employee-centric corporates vs. the corporates with high attrition cultures. Narrated on identification of cultures based on religious beliefs, geographic locations, education, work backgrounds, income/economic status, etc. Students were briefed on the western vs. eastern philosophies vis-à-vis the commonalities, the causes of retention vs. attrition, followed by C2C (college to corporate), Dos and Don'ts for the fresh MBAs in corporate life. And finally, the skillsets (blend of soft vs. hard skills) that are imperative for the management students when they enter the corporate world. The session was highly interactive, as almost 90% students participated in the discussions.

Prepared by: Prof. Gaanyesh Kulkarni

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**Date: - 23<sup>rd</sup>  
August,  
2023**

**Session 1: - 2 PM to 4 PM**

**Conducted by: Prof. Shivaangi Hemdev**

**Topic: Personality Development - Being an Effective Negotiator.**

**Activity: Formulating and Presenting an effective Sales Pitch with live negotiations**

### **Session Details**

The main focus of the session was to understand the negotiation process and craft strong effective sales pitch through diverse mechanism as chosen by the student followed by live negotiation activity between the fellow students. Students enthusiastically presented an effective sales pitch by winning negotiations.



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**Date: - 24<sup>th</sup> August, 2023 Session 1: - 10 AM to 12 PM**

**Conducted by: Prof. Ganesh Apte**

**Topic: (Programming Mind) For success & Happiness**

Report Description

[MIND PROGRAMING FOR SUCCESS AND HAPPINESS](#)

**Objectives:**

Make students aware about possible hurdles, stress they may face in chasing their dreams/career. Meditation is a good tool to overcome such challenges. Inculcate habit of meditation.

**Topics Discussed**

- What is stress. Impact of stress on physical and mental health.
- Real life examples of students facing depression, addiction to alcohol, drugs, committing suicide.
- How to overcome stress.
- Research done globally on meditation benefits.
- Adoption of meditation in corporate world.
- CEOs who follow meditation
- videos on Meditation
- Meditation process explained.
- Meditation practice by students.
- Sharing of experience by students

This will inspire our students to practice meditation daily.

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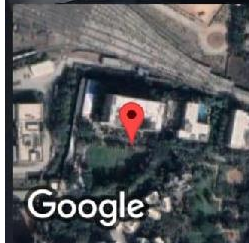






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**Date: - 24<sup>th</sup> August, 2023**

**Session 1: - 1 PM to 4 PM**

**Conducted by: Dr. Shubhi Lall**

**Topic: Excel Session**

Excel session 1: Introduction to Ms Excel was given touching the main functions , formulation of formula, sort , filter and pivoting. Students were asked to do quick response questions on board and screen.

**Date: - 25<sup>th</sup> August, 2023**

**Session 1: - 10 AM to 1 PM**

**Conducted by: Dr. Shubhi Lall**

**Topic: Excel Session**

Excel session 2: the students were taken to laboratory for warm up exercises. They were given online test to crack. After that, they were given a case based on fraud analytics wherein they had to find the insights to various questions. They learnt querying, filter and data analysis through this case based real-time database.

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**2 PM to 4 PM**

**Conducted by: Dr Urvashi Ohri (Associate Professor)**

**Topic: Personality Development**

The objective of the Induction Program for the new batch of MMS was to make the students feel comfortable in their new environment, open them up, set a healthy daily routine, create bonding in the batch as well as between faculty and students, develop awareness, sensitivity and understanding of the self, peers around them and society at large. With these factors in mind Induction session was conducted by Associate Professor Dr. Urvashi Ohri on the topic **“TEAM BUILDING: THE ESSENCE OF EFFICIENT MANAGEMENT”** on Friday, 25

August 2023. The induction session started with the briefings on the importance of teams both at the micro and at the macro level, the meaning of team building, and its scope was explained to the students. In-order to make the session more absorbing Dr Urvashi presented an interesting case study on the brand “KURKURAE”.

She explained them that how Team building, and Business Research played a predominant role in the success of kurkurae and plethora of management lessons were understood with this case. This an interesting presentation was made by Dr Urvashi on Team Building which was based on age-old fable of “Hare and Tortoise”.

This engrossing session concluded with a statement that when we stop competing against a rival and instead start competing against the situation, we perform far better. This exercise stressed on following points: v Never give up when faced with failure. v Fast and consistent will always beat slow and steady. v Work to your competencies v Compete against the situation, not against a rival. v Pooling resources and working as a team will always beat individual performers. However, in-order to make the session empowering and challenging a replica on United Nations General Assembly (UNGA) was created in the classroom and three groups were formed namely, India, Israel and USA

After brief research on the topic teams were asked to do the group discussion on the said topic. This role play was very informative as students got an idea about the political environment, the stand of the prominent countries on the ongoing Russia-Ukraine War, How War is affecting their economies and that of world economy at the macro level. After this prolific round, the induction session got over. This induction session was very much holistic in nature taking into consideration the wide variety of learning apparatuses used for example the subject matter taught, case studies discussed and role play presented.

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# ATHARVA INSTITUTE OF MANAGEMENT STUDIES

[ Approved by AICTE, DTE & Affiliated to University of Mumbai ]

## Induction Schedule

Date & Time	Session	Resource person	Faculty Incharge
28 <sup>th</sup> August, 2023 10:00 AM to 12:00 PM	Inauguration	Dr. K.G. Narayankhedkar Ex – Chancellor, MGM Institute of Health Science Navi Mumbai	Dr. Reena Poojara
1:00 PM to 4:00 PM	Grooming for Greatness	Shariar Kareem	Dr. Reena Poojara
29 <sup>th</sup> August, 2023 10:00AM to 12:00 PM	“Demystifying MBA “	<b>Mr. Gaurav Ghelani</b> Regional Head at Tata Consultancy Services And <b>Ms. Avani Kochrekar</b> Client Partner for Knowledge Management at Tata Consultancy Services	Prof. Ganesh  Apte  &  Ms. Renu  Jaiswa  l &  Dr. Reena Poojara
1:00 PM to 3:00 PM	“Corporate perspective of Effective Leader”		
	Personal Branding	Director, Dr. D. Henry	Dr. Reena Poojara
30 <sup>th</sup> August, 2023. 10:00AM to 12:00 PM	Campus to Corporate	Mr. Anup Munshi Corporate Trainer	Dr. Vaibhav Patil
1:00 PM to 3:00 PM	HOD’s & Team Introduction & all Departments Briefing	ALL HOD & Faculties & Departments	Ms. Kajal Desai

Prepared by: Dr.  
Reena Poojara

**Day 1  
Report –  
28th August  
2023**

**Name  
of the  
event:**

## **INDUCTION PROGRAMME MMS BATCH 2023**

**Faculty Coordinator: Dr.Reena Poojara**

Eager and dedicated students from the MMS batch of 2023-2025 gathered punctually at 9:15a.m. to start the first day of their induction program. The event was honoured by the presence of Dr K G Narayan Khedkar, who was warmly received by Dr D Henry and by Dr. Reena Poojara.

Then the MMS programme head that is Dr. Reena Poojara addressed the students with encouraging words. After brief introduction of the Director Dr D Henry, graced the stage to address the students with warm and encouraging words. Then students from MMS batch 2022-2024 performed a skit. After the brief introduction the Key Note Speaker Dr K G Narayan Khedkar were felicitated by Dr. D. Henry (Director of Atharva Institute of Management Studies).

Following that, the diligent hosts the student of MMS Sem 2 , Ms. Anshula Kolhe and Ms. Damini Singh, invited Dr K G Narayan Khedkar. He conducted an engaging and informative session with the students, he also spoke about Chandryan 2 mission where he said that it was not a failure, it was a learning experience for ISRO.

He further mentioned that never stop or get demotivated by failures, learning is a continuous process. During the session he also motivated the students by playing motivational videos of famous personalities like Wilma Rudolph who is a world record- holding Olympic champion who was suffering from Polio and how she became a world class athlete. He also played of videos Dr A P J Abdul Kalam's speech about leadership.

After generously sharing a treasure of knowledge and wisdom, an interactive session was organized, providing aspiring management students with the opportunity to seek further enlightenment. Subsequently, a brief photo session was arranged, symbolizing the conclusion of the first day of the Induction Programme for the batch of 2023-2025.

The vote of thanks was given by Ms. Mohini Ghag the student of MMS Sem 2.

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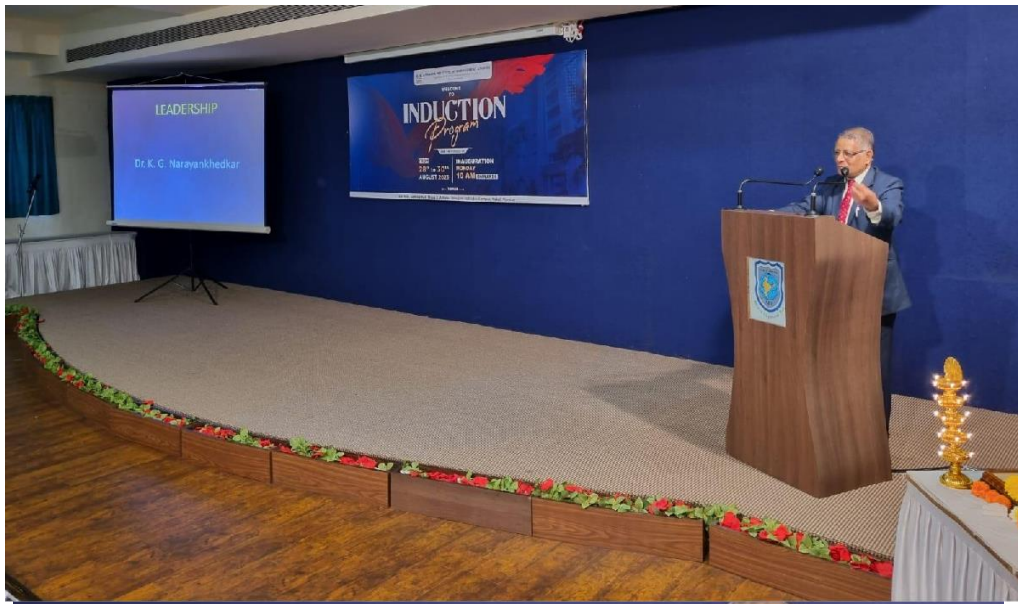


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## ATHARVA INSTITUTE OF MANAGEMENT STUDIES

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Report prepared by: Ms.Damini Singh (MMS 22-24).

This session was conducted under the guidance of Dr. Reena Poojara.

Submitted to: Dr. D. Henry, Director, Atharva Institute of Management  
Studies

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**ATHARVA INSTITUTE OF MANAGEMENT STUDIES**  
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**Report of  
29<sup>th</sup>  
August,**

**2023**

Enthusiastic and committed students belonging to the MMS batch of 2023-2025 arrived promptly at 9 a.m. for the second day of their Induction Program. The occasion was graced by esteemed guests, Mr. Gaurav Ghelani and Ms. Avani Kochrekar, whose arrival was warmly received by Dr. Reena Poojara. After their brief introduction they were felicitated by Dr. D. Henry (Director of Atharva Institute of Management Studies).

Gaurav Ghelani, Regional Head for Academic Interface Program at Tata Consultancy Services is responsible for managing relationship with Engineering and Management Institutes in India West & Central for TCS. He has an experience in outcome-based education, experiential learning and advising Engineering & Management institutes on bridging the industry-academia gap. Gaurav has a Bachelor's degree in Information Technology from K J Somaiya College of Engineering, Mumbai and has a Post Graduate degree in Business from Welingkar Institute of Management, Mumbai

Mr. Ghelani conducted an engaging and informative session with the students, delving into the purpose of pursuing an MBA and emphasizing the significance of Intelligence Quotient, Emotional Quotient, Cultural Quotient, and Spiritual Quotient for aspiring management scholars.

Subsequently, the diligent hosts, Mr. Nayan Solanki and Ms. Mohini Ghag, invited Ms. Avani Kochrekar onto the stage to present her corporate perspective on the effectiveness of leadership. Her session centered around the essential values and attributes required for someone to be a successful leader, who not only manages, but also strategizes and drives meaningful change.

After imparting a wealth of knowledge and wisdom a brief Q&A session was held allowing the aspiring management students to seek clarification on any lingering queries or uncertainties. This was followed by a quick photo opportunity, marking the conclusion of the second day of the Induction Programme for the batch of 2023-2025.



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## ATHARVA INSTITUTE OF MANAGEMENT STUDIES

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**Date of Conduction** : **30 AUGUST 2023**  
**Faculty Coordinator** : **Dr. Reena Poojara & Prof. Kajal Desai**

SESSION OF THE  
DAY : CAMPUS TO  
CORPORATE

30 August 2023: Enthusiastic and committed students belonging to the MMS batch of 2023- 2025 arrived promptly at 10 a.m. for the Third day of their induction program. The occasion was graced by esteemed guests, Mr. Anup Munshi (Corporate Trainer) whose arrival was warmly received by Dr. Reena Poojara & Prof. Kajal Desai.

Further the program was taken by our two hosts Ms. Samiksha Singh & Mr. Saurabh More where they introduce Mr. Anup Munshi Sir (Corporate Trainer).

The session was about Campus to Corporate. He had explained about the professionalism attribute, Specialized Knowledge, Competency, Honesty, Integrity, Accountability, Self- Regulation, Honor and your commitments.

The flow of the presentation was GD/PI preparation, Public speaking, Interpersonal Communication, Negotiation skills, Entrepreneurship, Influencing skills, Assertive communication, Presentation skills.

Discover understanding of complex technical concept across multiple fields of existing industries...Willing to take calculative risk that others might shy away from ability to influence people with his bold vision of narrative. He defines various ability of skills which has ambitions about various industries like space travels.

After imparting a wealth of knowledge and wisdom a brief Q&A session was held allowing the aspiring management students to seek clarification on any lingering queries or uncertainties. This was followed by a quick photo opportunity, marking the conclusion of the Third day of the Induction Programme for the batch of 2023-2025.

Covering all the elements of the session called **Campus to Corporate**. The vote of thanks was represented by Ms. Anshula Kolhe.



AET Campus, Malad-Marve Road, Charkop Naka, Malad (West), Mumb400

095

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**PHOTOS OF THE PROGRAM**

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# ATHARVA INSTITUTE OF MANAGEMENT STUDIES

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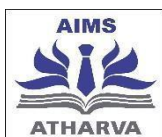


*Report prepared by: Ms. Natasha Singh (MMS 22-24).*

*This session was conducted under the guidance of Dr. Reena Poojara*

*Submitted to: Dr. D. Henry, Director, Atharva Institute of Management*





## Atharva Institute of Management Studies

### Activity / Event Report

Name of event	: IT TALKS Episode 38
Link of video/session	: <a href="https://www.instagram.com/tv/CvkS64wsfGX/?igsh=MzRIODBiNWFIZA==">https://www.instagram.com/tv/CvkS64wsfGX/?igsh=MzRIODBiNWFIZA==</a>
Page link	: <a href="https://www.instagram.com/ittalks_liveshow/?g=5">https://www.instagram.com/ittalks_liveshow/?g=5</a>
Date(s) of conduction	: 5 <sup>th</sup> August 2023
Class / Sem	: MMS (Batch 2022-2024)
Faculty coordinator	: Dr. Shubhi Lall Agarwal, Director, IQAC
Student coordinator/ committee	: Mr. Himanshu Ingle
Resource person	: Mr. Archis Joshi
Organization	: Dr. Reddy's Laboratories
Designation	: Commercial Head

## **DESCRIPTION**

### Objectives:

- *The future journey and disruptions of Pharma through Technology.*

### Key Takeaways:

- Information Technology usage in Pharma Industry.
- Its impact on Pharma companies.
- Usage of different software's and I.T services.
- Challenges it faced.



## FLYER OF THE EVENT



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An International  
IT Awareness Programme

**Topic**  
The Future Journey and Disruptions  
of Pharma through **Technology**



**Mr. Himanshu Ingle**  
Student, MMS 22-24  
Techno-ed Enthusiast  
*Host*



**Mr. Archis Joshi**  
Commercial Head, Dr. Reddy's Laboratories  
*Guest*

**LIVE Episode 38**

**Saturday**  
**05<sup>th</sup> Aug, 2023**

**7:30 PM**  
To  
**8:30 PM**

 **Instagram : @ittalks\_liveshow**

Powered by  
**IQAC**  
Internal Quality Assurance Cell

Flyer designed by: Mr. Himanshu Ingle.

## GLIMPSES

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#India, #Singapore, #USA and  
#Canada

🌸 About Mr. Archis Joshi - He completed his B Pharm and MBA from IIM L, IIM C and further did his MA - Psychology. Commercial Head of Dr Reddy's Labs, heading a business of 450 Crs and also an Author of the book 'Arjun in Corporate Mahabharat'.

Edited · 46w



muhibdivekar Is there a YouTube link for this event to watch

46w Reply



shubhi.lal\_simplereminders Was a wonderful session

46w 1 like Reply

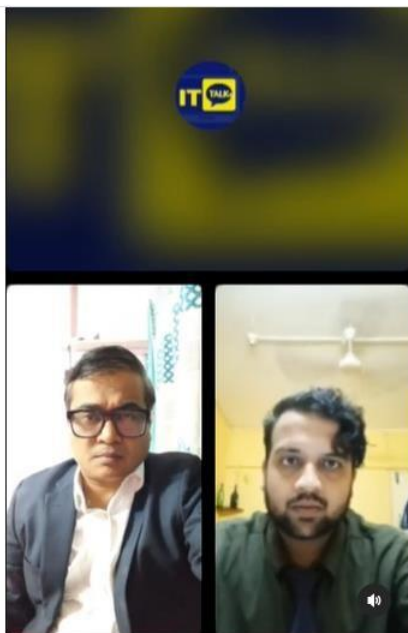


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#Canada

🌸 About Mr. Archis Joshi - He completed his B Pharm and MBA from IIM L, IIM C and further did his MA - Psychology. Commercial Head of Dr Reddy's Labs, heading a business of 450 Crs and also an Author of the book 'Arjun in Corporate Mahabharat'.

Edited · 46w



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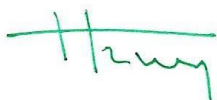
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100 views

August 5, 2023

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**EVENT REPORT PREPARED BY:** Mr. Himanshu Ingle.

**Verified by:** Dr. Shubhi Lall Agarwal, Director, IQAC, AIMS.

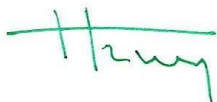
**Submitted to:** Dr. Henry Babu, Director, Atharva Institute of Management Studies.

*This video was recorded on the official page of IT Talks.*

Live session was initiated by Mr. Himanshu Ingle.

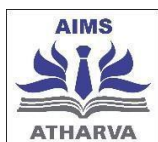
Hosting was done by Mr. Himanshu Ingle.

This event was conducted under the guidance of IQAC, AIMS.



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## Atharva Institute of Management Studies

### Activity / Event report

Name of event	: IT TALKS Episode 39
Link of video/session	: <a href="https://www.instagram.com/reel/CyFbjkANeWe/?igsh=MzRIODBiNWFIZA==">https://www.instagram.com/reel/CyFbjkANeWe/?igsh=MzRIODBiNWFIZA==</a>
Page link	: <a href="https://www.instagram.com/ittalks_liveshow/?g=5">https://www.instagram.com/ittalks_liveshow/?g=5</a>
Date(s) of conduction	: 7 <sup>th</sup> October 2023
Class / Sem	: MFM (Batch 2021-2023)
Faculty coordinator	: Dr. Shubhi Lall Agarwal, Director, IQAC
Student coordinator/ committee	: Mr. Shreyash Rashinkar
Resource person	: Mr. Ashutosh Hiskeil
Organization	: Henry Harvin
Designation	: Data scientist / Advisory Board Member

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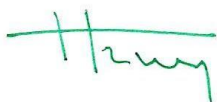
## DESCRIPTION

### Objectives:

- *Use of data analytics across various domain.*

### Key Takeaways:

- Introduction to Data Analyst.
- The various tools used for Data Analysis like Power BI.
- About Data Scientist and their role.
- Significance of Data Analyst and their contribution to various domain.



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**Topic**  
Use of Data Analytics across various  
domain



**Mr. Shreyash Rashinkar**  
Student, MFM 21-24  
Techno-ed Enthusiast  
*Host*



**Mr. Ashutosh Hiskeil**  
Data Scientist/ Advisory Board Member at Henry Harvin  
*Guest*

**LIVE Episode 39**

**Saturday**  
**07<sup>th</sup> Oct, 2023** | **9:30 AM**  
To  
**10:30 AM**



**TECHNO-ED CLUB**

 **Instagram : @ittalks\_liveshow**

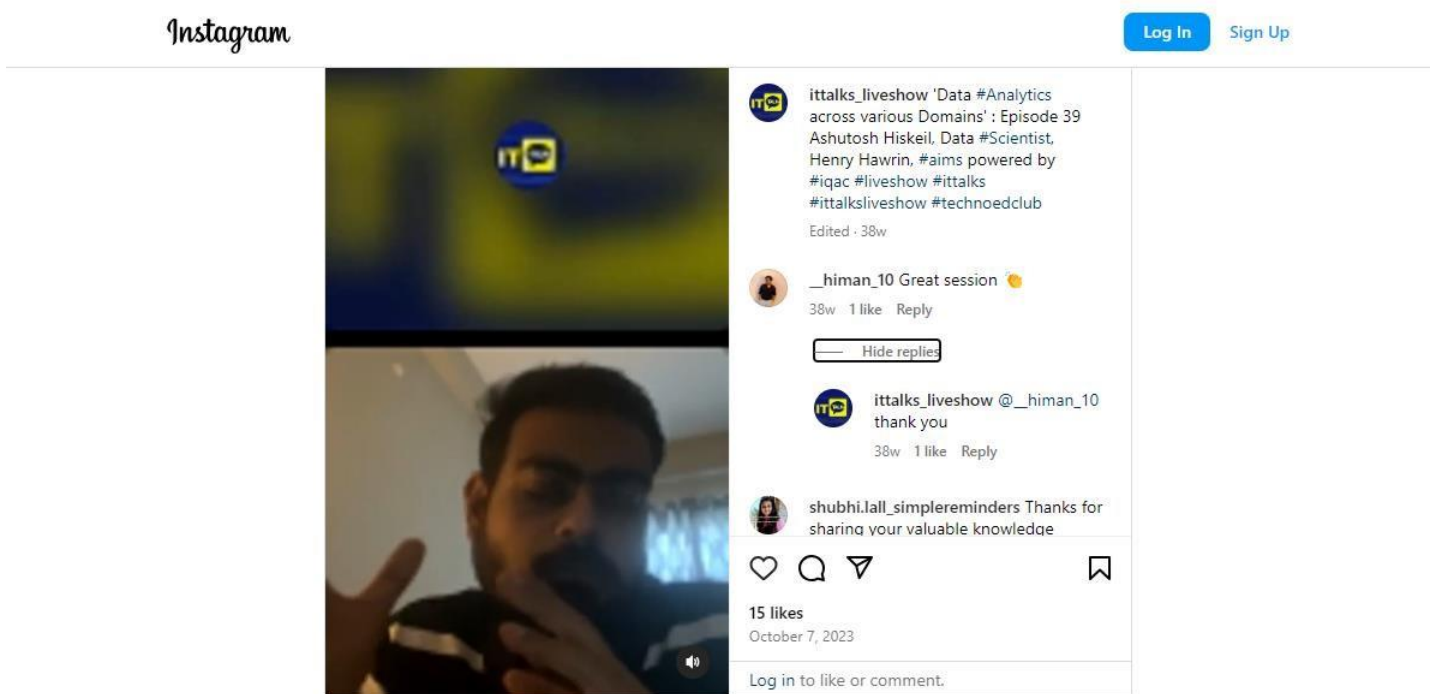
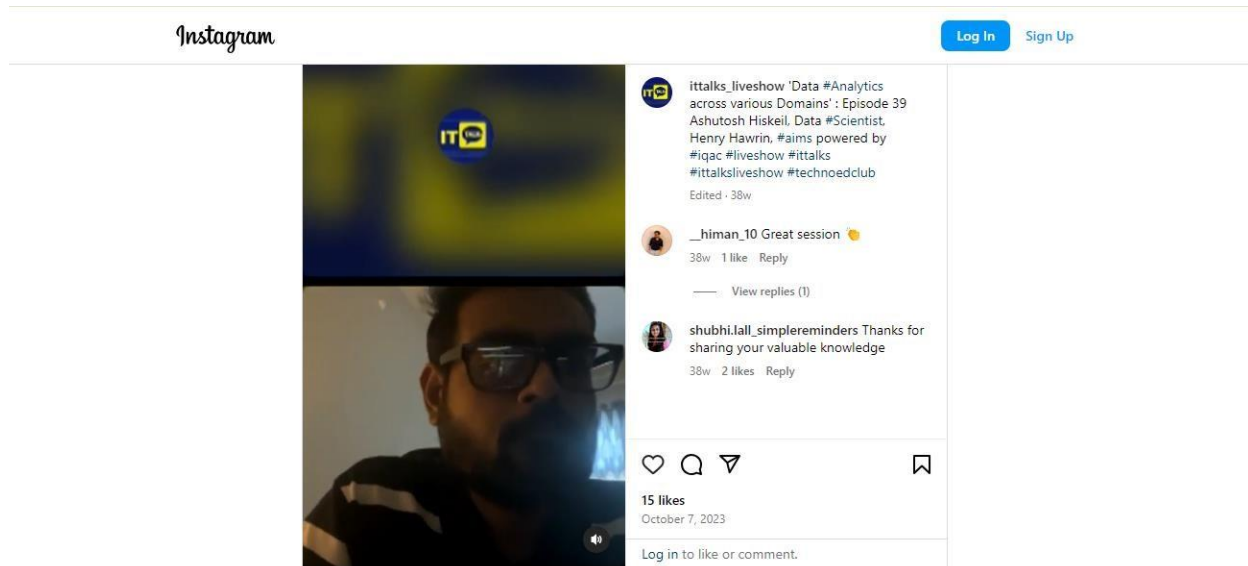
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Flyer designed by: Mr. Shreyash Rashinkar.

  
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**EVENT REPORT PREPARED BY:** Mr. Shreyash Rashinkar.

**Verified by:** Dr. Shubhi Lall Agarwal, Director, IQAC, AIMS.

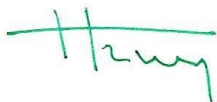
**Submitted to:** Dr. Henry Babu, Director, Atharva Institute of Management Studies.

*This video was recorded on the official page of IT Talks.*

Live session was initiated by Mr. Shreyash Rashinkar.

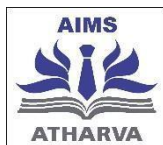
Hosting was done by Mr. Shreyash Rashinkar.

This event was conducted under the guidance of IQAC, AIMS.



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## Atharva Institute of Management Studies

### Activity / Event report

Name of event	: IT TALKS Episode 40
Link of video/session	: <a href="https://www.instagram.com/reel/C0qjkDQse4k/?igsh=MzRIODBiNWFIZA==">https://www.instagram.com/reel/C0qjkDQse4k/?igsh=MzRIODBiNWFIZA==</a>
Page link	: <a href="https://www.instagram.com/ittalks_liveshow/?g=5">https://www.instagram.com/ittalks_liveshow/?g=5</a>
Date(s) of conduction	: 9 <sup>th</sup> December 2023
Class / Sem	: MMS (Batch 2022-2024)
Faculty coordinator	: Dr. Shubhi Lall Agarwal, Director, IQAC Student
coordinator/ committee	: Ms. Samiksha Patil & Ms. Samiksha Singh Resource
person	: Mr. Oscar Crawford & Dr. Shubhi Lall Agarwal
Organization	:
Designation	: Author, Educator, Trainer, Skilled communicator, Trauma Healing coach.

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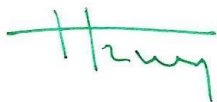
## **DESCRIPTION**

### Objectives:

- *Digital Transformation in Business.*

### Key Takeaways:

- What is Digital Transformation?
- Its key drivers and components.
- Examples and Challenges of Digital transformation in Business.
- Future trends.



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### Topic

## Digital Transformation in Business



**Mr. Oscar Crowford**  
Author, Educator, Trainer Skilled Communicator  
Trauma Healing Coach Human Relations Expert Spiritual Direction



An International  
IT Awareness Programme



**Dr. Shubhi Lall Agarwal**  
HOD, Systems

**LIVE Episode 40**

**LIVE FROM ARIZONA, USA**

**Guest**

**Saturday**  
**9<sup>th</sup> Dec. 2023**

**9:30 AM**  
To  
**10:30 AM**



**Samiksha Patil**  
Student MMS 22-24  
*Host-1*



**Samiksha Singh**  
Student MMS 22-24  
*Host-2*



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Flyer designed by: Ms. Samiksha Patil & Ms. Samiksha Singh.

  
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... with Mr Oscar Crawford, #Arizona, #USA in conversation with Dr Shubhi Lall, Ms. Samiksha Partil and Ms. Samiksha Singh #AIMS #Mumbai #India  
IT TALKS IS AN INTERNATIONAL IT AWARENESS LIVE SHOW with an objective to bring digital awareness and teach globally. #ITTALKS #ittalks #itawarenessprogram #aims #asb #mumbai Maharashtra #india  
Edited · 28w



14 likes

December 10, 2023

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IT TALKS IS AN INTERNATIONAL IT AWARENESS LIVE SHOW with an objective to bring digital awareness and teach globally. #ITTALKS #ittalks #itawarenessprogram #aims #asb #mumbai Maharashtra #india  
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IT TALKS IS AN INTERNATIONAL IT AWARENESS LIVE SHOW with an objective to bring digital awareness and teach globally. #ITTALKS #ittalks #itawarenessprogram #aims #asb #mumbai Maharashtra #india

Edited · 28w



14 likes

December 10, 2023

**EVENT REPORT PREPARED BY:** Ms. Samiksha Patil & Ms. Samiksha Singh.

**Verified by:** Dr. Shubhi Lall Agarwal, Director, IQAC, AIMS.

**Submitted to:** Dr. Henry Babu, Director, Atharva Institute of Management Studies.

*This video was recorded on the official page of IT Talks.*

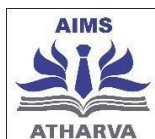
Live session was initiated by Ms. Samiksha Patil & Ms. Samiksha Singh.

Hosting was done by Ms. Samiksha Patil & Ms. Samiksha Singh.

This event was conducted under the guidance of IQAC, AIMS

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## Atharva Institute of Management Studies

### Activity / Event report

Name of event	: IT TALKS Episode 41
Link of video/session	:
Page link	: <a href="https://www.instagram.com/reel/C080QMNMxHx/?igsh=MzRIODBiNWFIZA==">https://www.instagram.com/reel/C080QMNMxHx/?igsh=MzRIODBiNWFIZA==</a>
Date(s) of conduction	: 16 <sup>th</sup> December 2023
Class / Sem	: MMS (Batch 2022-2024)
Faculty coordinator	: Dr. Shubhi Lall Agarwal, Director, IQAC Student
coordinator/ committee	: Ms. Samiksha Patil & Ms. Samiksha Singh Resource
person	: Ms. Rachana Bhattacharya & Dr. Shubhi Agarwal
Organization	: BioPharma Science & Technology Professional & ' AIMS
Designation	: Senior Director & IQAC Coordinator,

HOD System

DIRECTOR  
Atharva Institute of Management Studies  
MUMBAI-95.





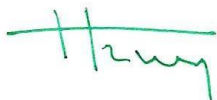
## DESCRIPTION

### Objectives:

- *Content marketing in IT- Platforms and AI.*

### Key Takeaways:

- Introduction to Content marketing platforms.
- Content Creation with generative A.I for better personalization.
- Insights on various tools used for content creation.
- Future trends.



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**Topic**  
Content Marketing in IT - Platforms and AI

**IT TALKS**  
An International IT Awareness Programme

**LIVE Episode 41**  
**LIVE FROM CHICAGO**

**Ms Rachna Bhattacharya**  
Senior Director BioPharma Science & Technology Professional  
Solving Real Problems with Sustainable Scalable Responsive solutions  
Pfizer Greater Chicago Area  
*Guest*

**Dr. Shubhi Lal Agarwal**  
Head - Research & Development | Systems | IQAC  
AIMS Mumbai Maharashtra

**Saturday 16<sup>th</sup> Dec. 2023** | **9:30 AM To 10:30 AM**

**Samiksha Patil**  
Student MMS 22-24  
*Host-1*

**Samiksha Singh**  
Student MMS 22-24  
*Host-2*

**TECHNO-ED CLUB**

Instagram : @ittalks\_liveshow  
Facebook : <https://www.facebook.com/ITTalksForAll>

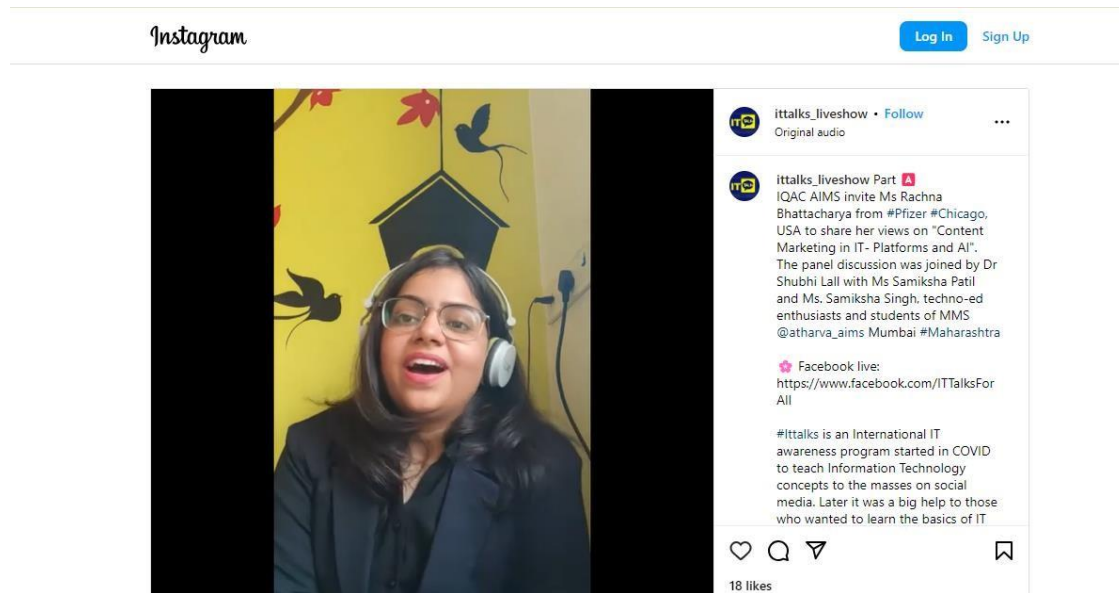
Powered by **IQAC**  
Ensuring Quality Education for All

Flyer designed by: Ms. Samiksha Patil & Ms. Samiksha Singh.

  
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## GLIMPSES



  
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**EVENT REPORT PREPARED BY:** Ms. Samiksha Patil & Ms. Samiksha Singh.

**Verified by:** Dr. Shubhi Lall Agarwal, Director, IQAC, AIMS.

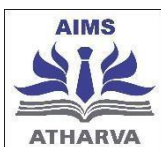
**Submitted to:** Dr. Henry Babu, Director, Atharva Institute of Management Studies.

*This video was recorded on the official page of IT Talks.*

Live session was initiated by Ms. Samiksha Patil & Ms. Samiksha Singh.

Hosting was done by Ms. Samiksha Patil & Ms. Samiksha Singh.

This event was conducted under the guidance of IQAC, AIMS.



## Atharva Institute of Management Studies

### Activity / Event report

Name of event	: IT TALKS Episode 42
Link of video/session	:
Page link	: <a href="https://www.instagram.com/reel/C1wrY4osgw0/?igsh=MWljZ281OWt5dnM0bQ==">https://www.instagram.com/reel/C1wrY4osgw0/?igsh=MWljZ281OWt5dnM0bQ==</a> : <a href="https://www.instagram.com/ittalks_liveshow/?g=5">https://www.instagram.com/ittalks_liveshow/?g=5</a>
Date(s) of conduction	: 6 <sup>th</sup> January 2024
Class / Sem	: MMS (Batch 2023-2025)
Faculty coordinator	: Dr. Shubhi Lall Agarwal, Director, IQAC
Student coordinator/ committee	: Ms. Nisha Pareek
Resource person	: Mr. Vignesh Selveraj & Dr. Shubhi Lall Agarwal
Organization	: Tardiverse & 'AIMS
Designation	: Founder, CEO & IQAC Coordinator, HOD System

## **DESCRIPTION**

### Objectives:

- *Metaverse.*

### Key Takeaways:

- Insights on Metaverse.
- Technologies enabling the Metaverse.
- It's applications in various areas.
- Significance and Challenges.
- Future potential.



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**Vignesh Selvaraj**  
Founder and CEO of Tardiverse



**Dr. Shubhi Lall Agarwal**  
Head - Research & Development | Systems | IQAC  
AIMS Mumbai Maharashtra

**Topic**  
**Metaverse**

**LIVE Episode 42**  
**Live From DUBAI**

*Guest*

**Saturday**  
**06<sup>th</sup> Jan, 2024**

**02:00 PM**  
To  
**03:00 PM**



**Nisha Pareek**  
MFM 23-25  
*Host and Techno-ed Enthusiast*



**TECHNO-ED CLUB**

 **Instagram : @ittalks\_liveshow**

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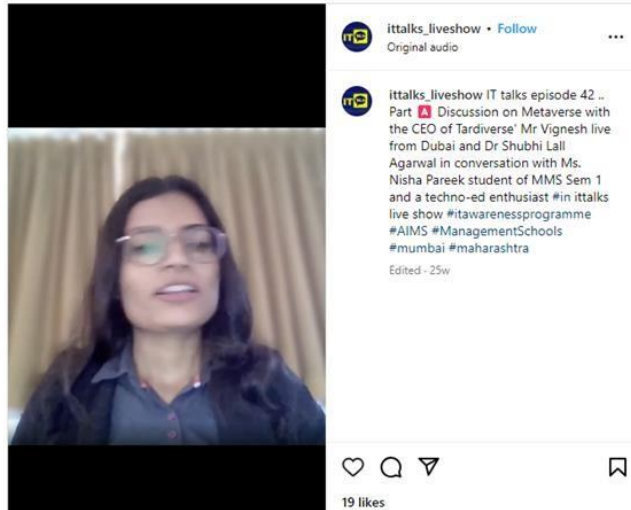
Flyer designed by: Ms. Nisha Pareek.

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*Hrany*

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**EVENT REPORT PREPARED BY:** Ms. Nisha Pareek.

**Verified by:** Dr. Shubhi Lall Agarwal, Director, IQAC, AIMS.

**Submitted to:** Dr. Henry Babu, Director, Atharva Institute of Management Studies.

*This video was recorded on the official page of IT Talks.*

Live session was initiated by Ms. Nisha Pareek.

Hosting was done by Ms. Nisha Pareek.

This event was conducted under the guidance of IQAC, AIMS.

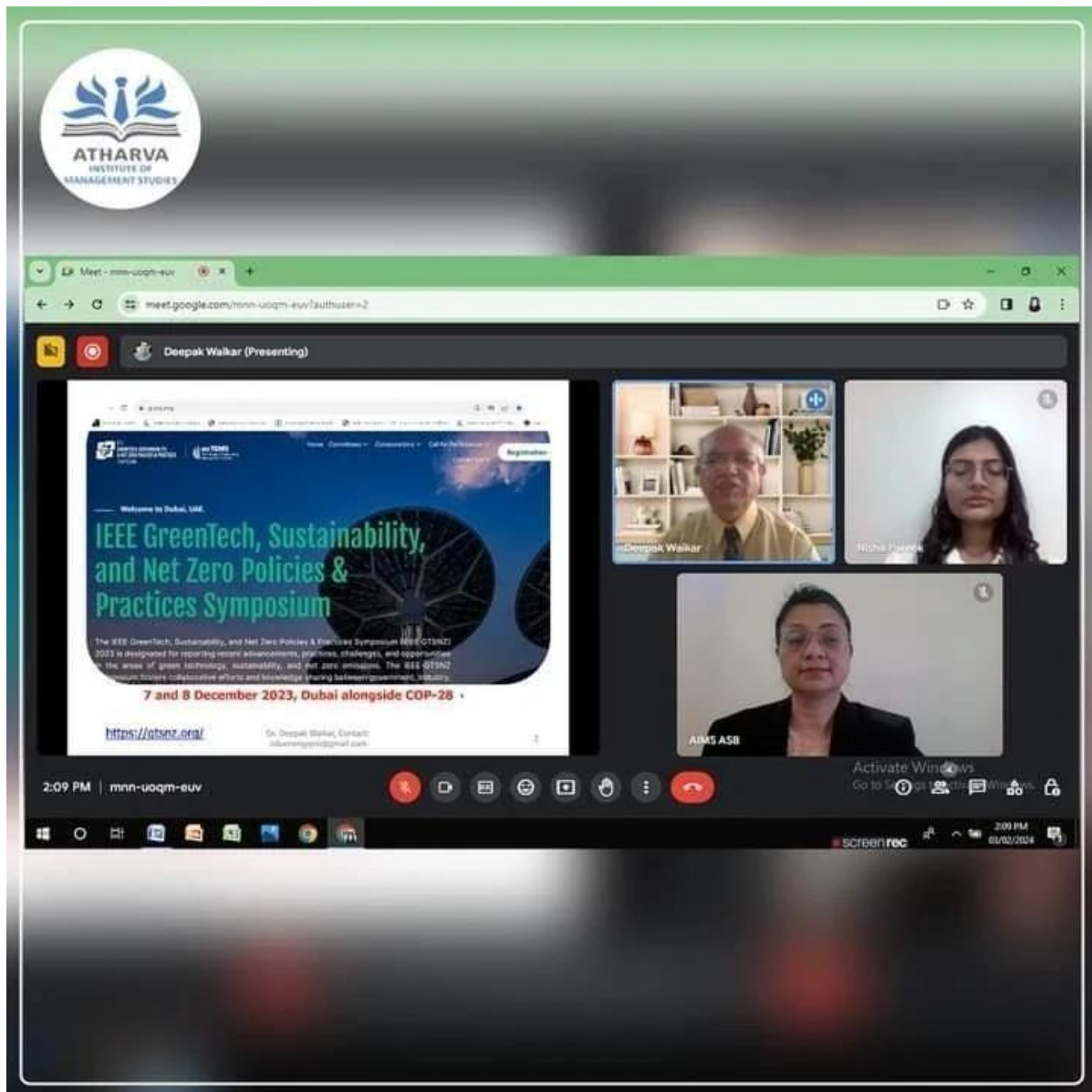
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## INTERNATIONAL EPISDOE OF IT TALKS

Live from Singapore



  
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# Atharva Institute of Management Studies

## Activity / Event report

Name of event	: IT TALKS Episode 43
Resource person	: Dr Deepak Waikar, Singapore
Date(s) of conduction	: 01 Feb 2024
Class / Sem	: MMS
Faculty coordinator	: Dr. Shubhi Lall Agarwal
Student coordinator/ committee	: Nisha Pareek (MMS)
Organization	: Software Solutions Limited
Designation	: Sr. HR Manager

---

  
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## **DESCRIPTION**

### **Objectives:**

- *To learn and spread awareness about netzero*

### **Key Takeaways:**

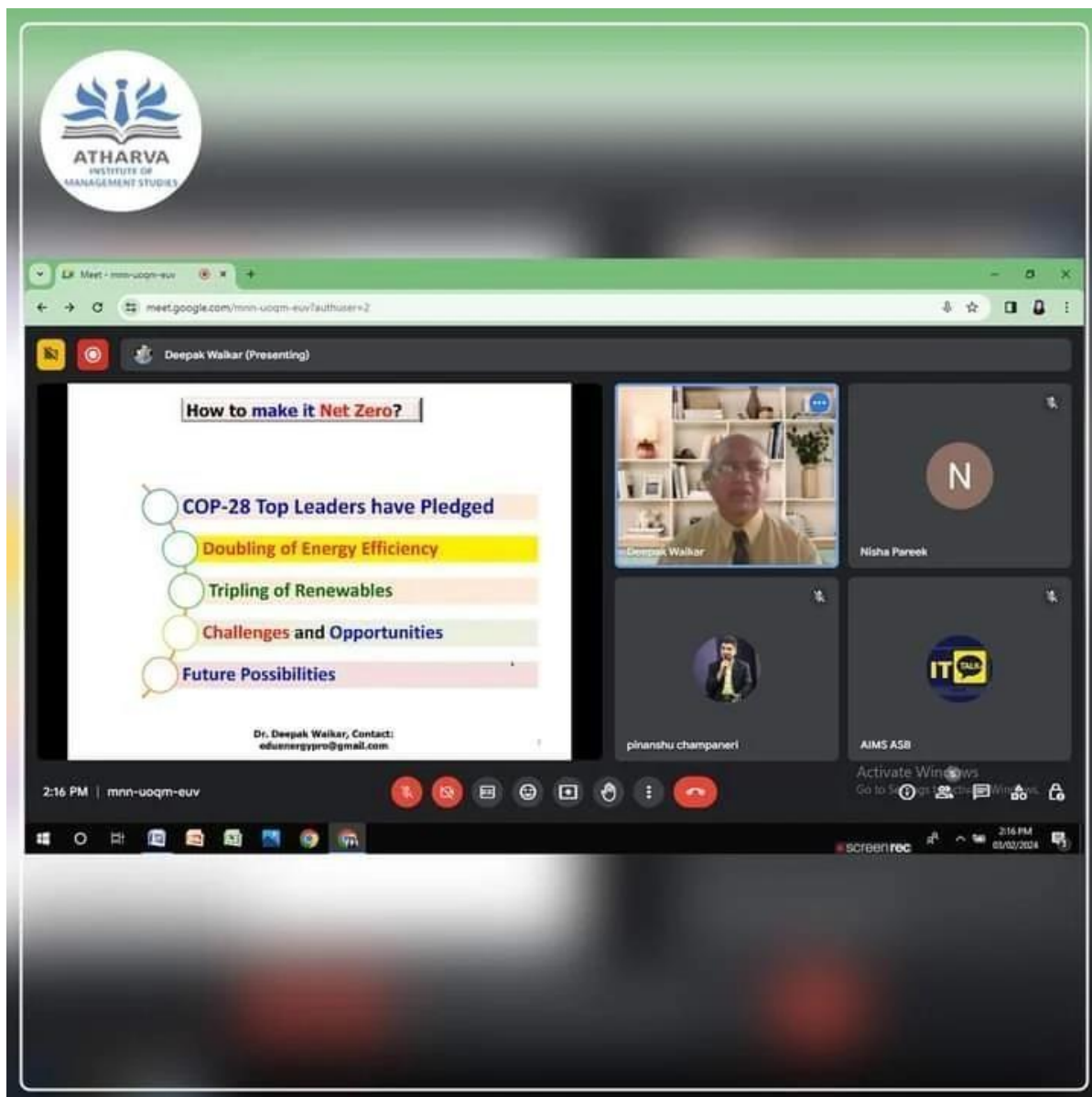
- Understanding the importance of netzero in a student's life
- Overview of the new opportunities in the green sector
- Importance of self-assessment in carbon footprints
- Best technique of self-assessment of carbon foot prints
- How to learn carbon neutral programmes
- Understanding E governance and green servers
- What is the best way to learn green technology?
- Need of green technology

---

  
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## PICTURE GALLERY



  
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Meet - mnn-uqgm-euv

meet.google.com/mnn-uqgm-euv?authuser=2

Deepak Walker (Presenting)



**A Journey Towards Net-Zero Future**


Line graph showing CO2 emissions (Gt) from 2015 to 2050. The chart shows a significant decrease in emissions over time, reaching near-zero levels by 2050. The legend indicates: Base (Red), Energy Decarbonisation (Blue), and Net Zero (Green).

CO2 emissions (Gt)


2015 2020 2025 2030 2035 2040 2045 2050

Base Energy Decarbonisation Net Zero


Dr. Deepak Walker, Contact: 9800000000@atharva.com




Deepak Walker



Nisha Pareek









pinanshu champneri




AIMS ASB

2:15 PM | mnn-uqgm-euv

Activate Windows  
Go to Settings to activate Windows.

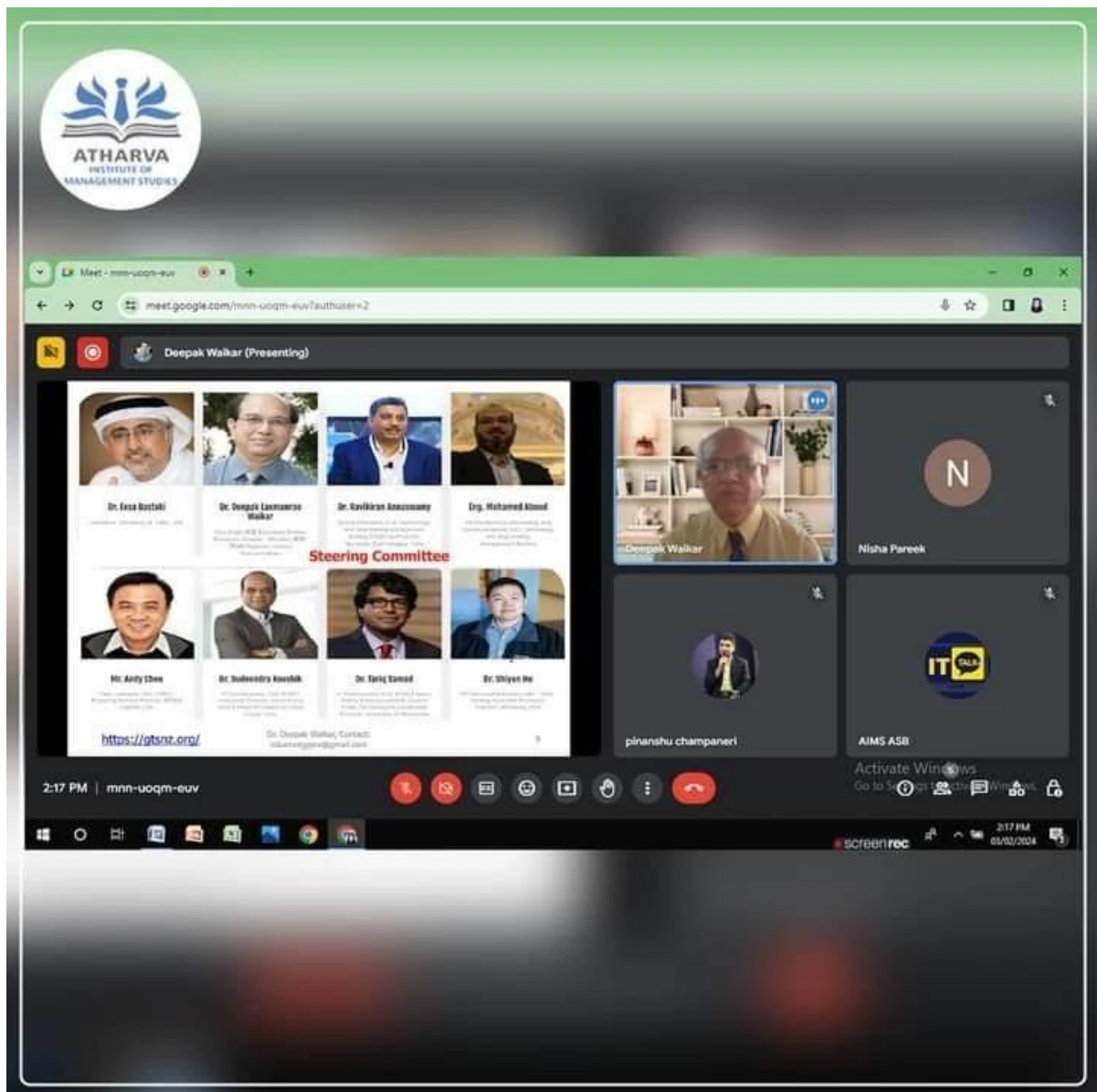


screenrec

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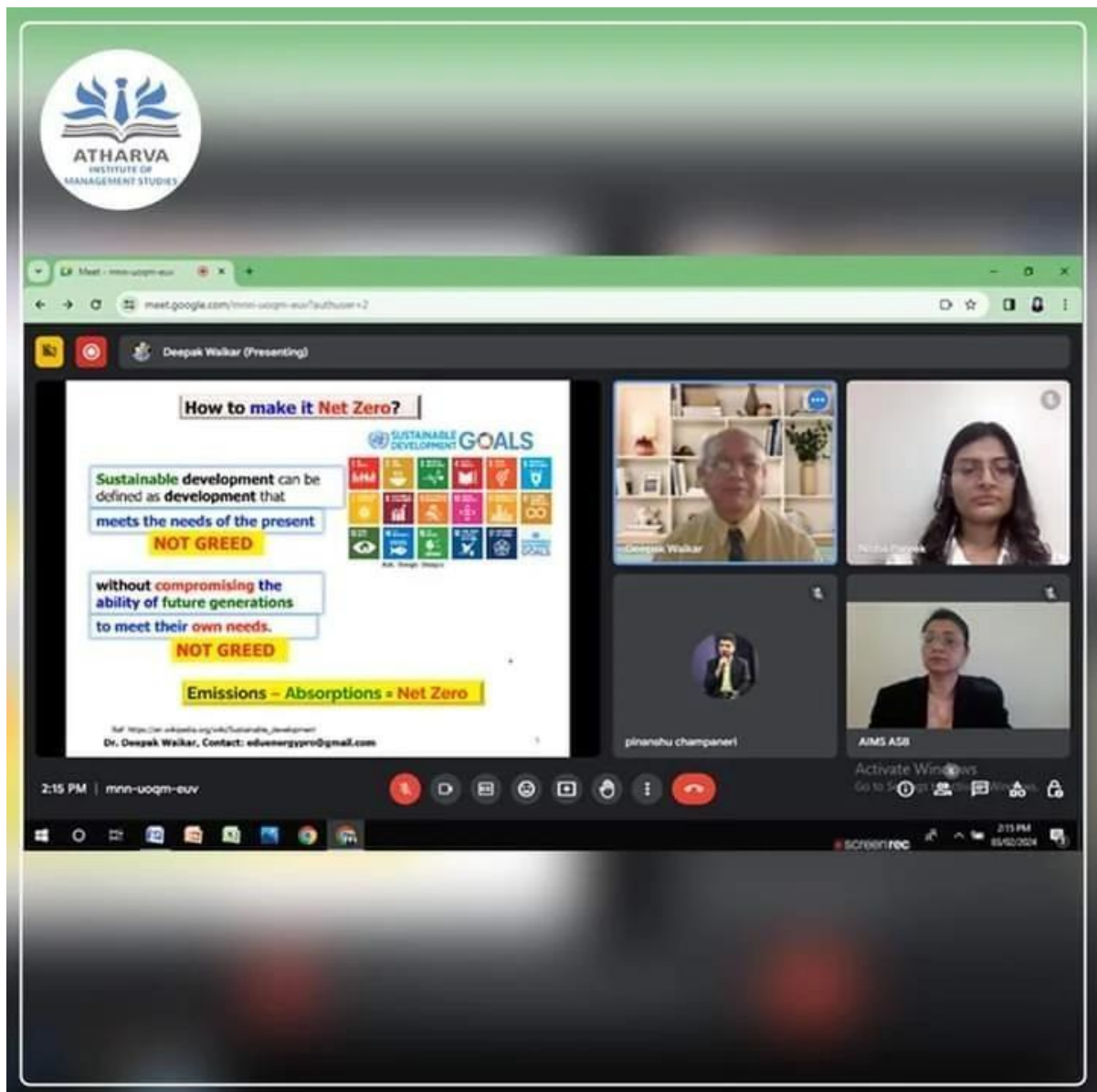
  
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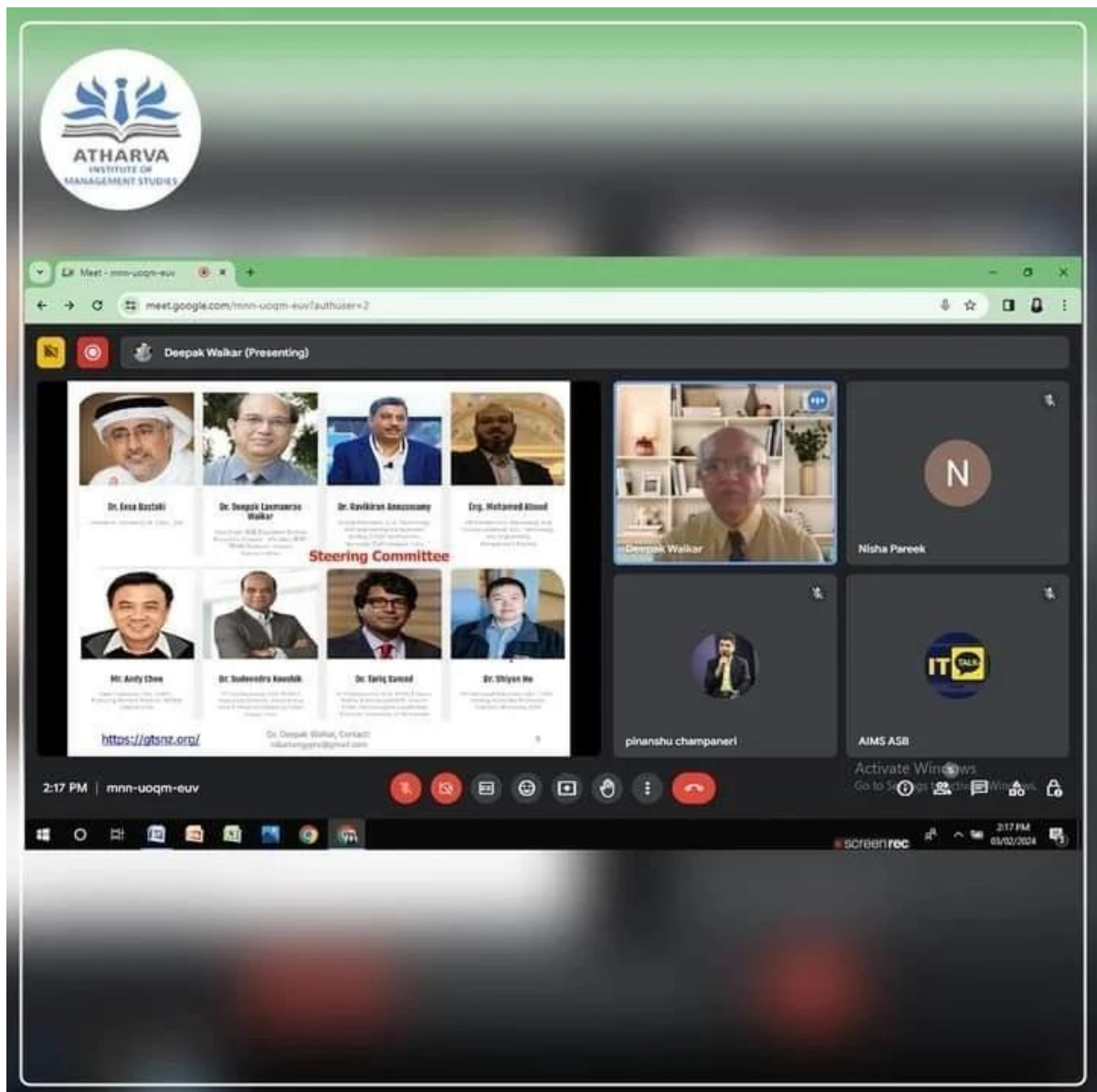




  
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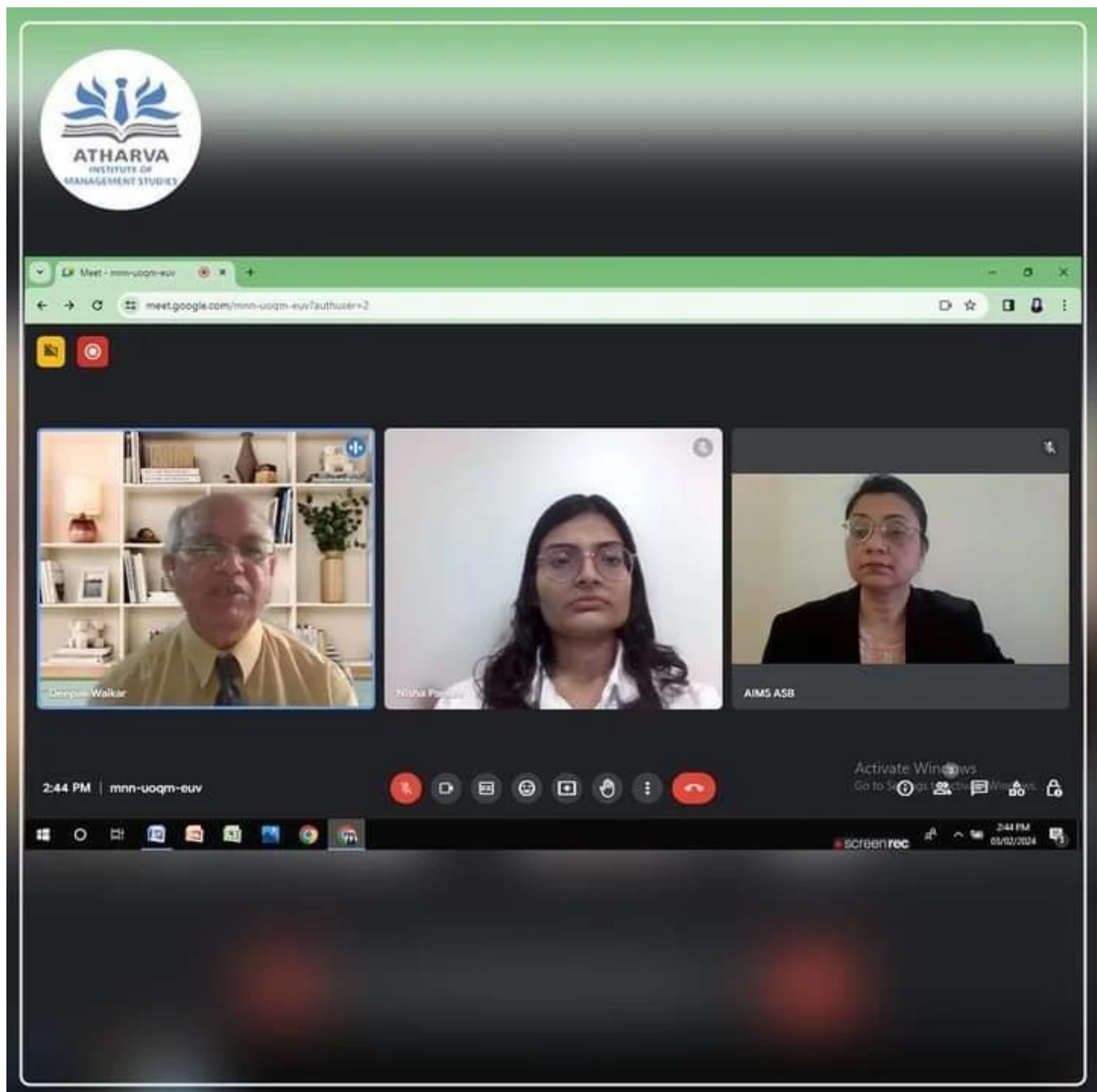






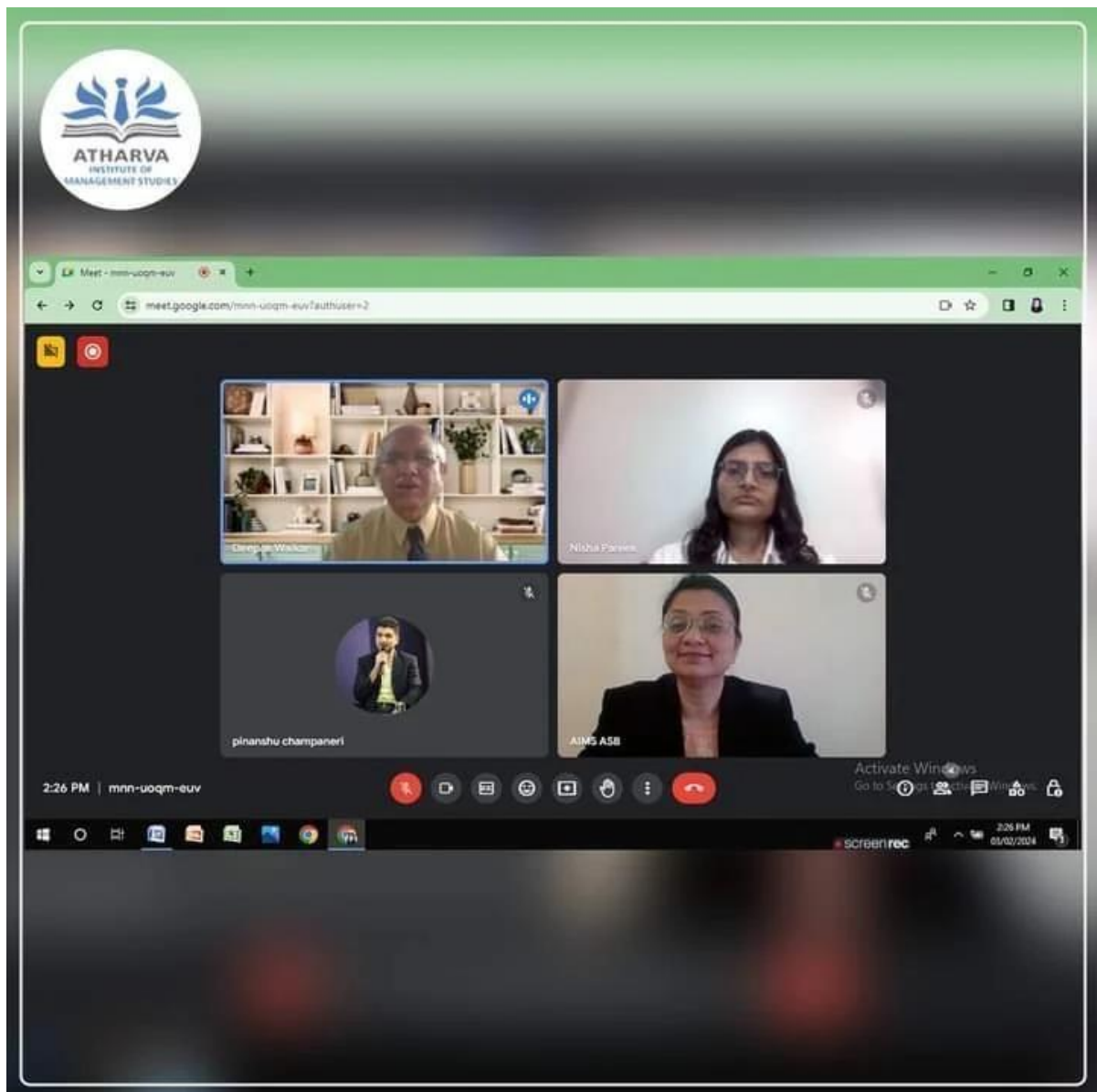
  
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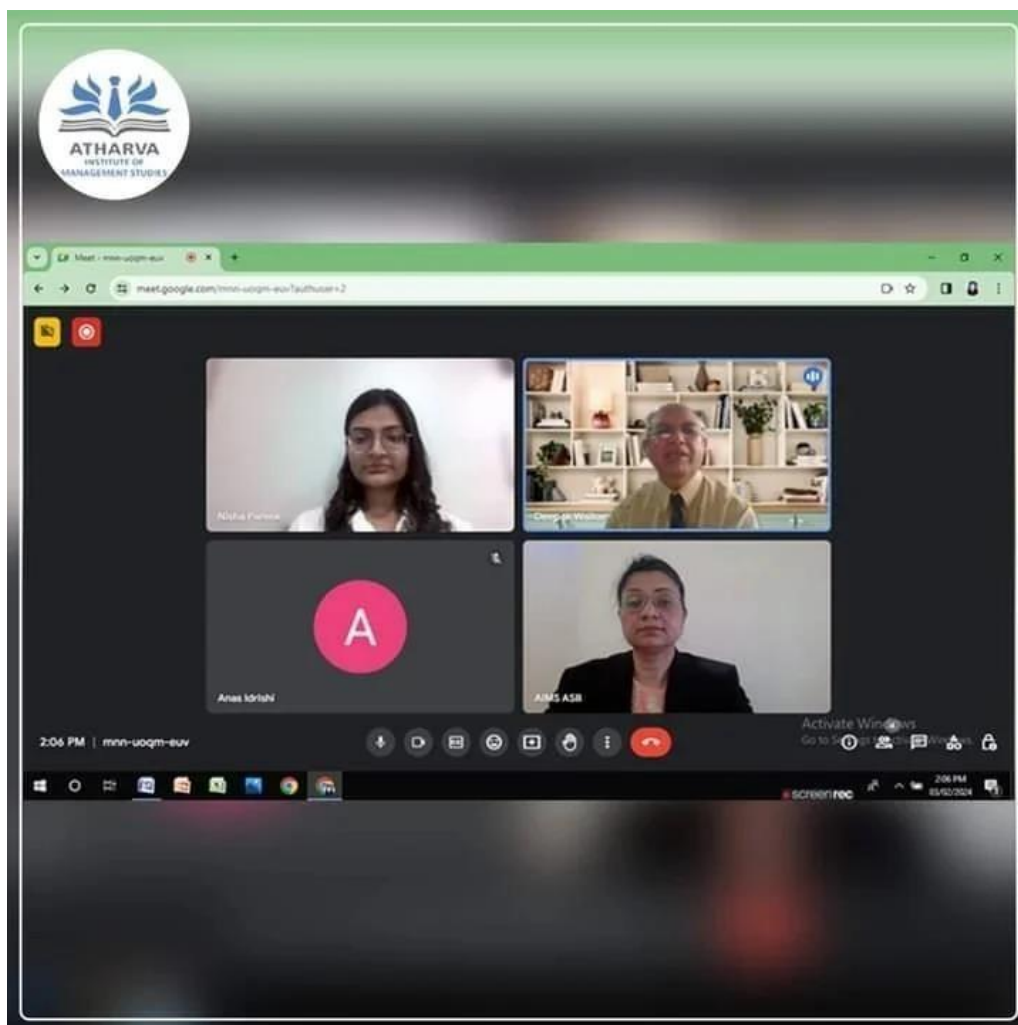
  
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**EVENT REPORT PREPARED & VERIFIED BY: Dr Shubhi Lall Agarwal**

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## IT TALKS IN HYBRID MODE

### FLYER OF THE EVENT WITH GUESTS

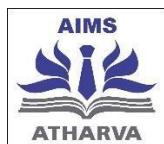
*Topic : IT Trends and embracing the change*



  
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## Atharva Institute of Management Studies

### Activity / Event report

Name of event	: IT TALKS Episode 44
Date(s) of conduction	: 30 March 2024
Class / Sem	: MMS
Faculty coordinator	: Dr. Shubhi Lall Agarwal
Student coordinator/ committee	: Nisha Pareen (MMS)
Resource person	: Mr. Sachin Rane
Organization	: Software Solutions Limited
Designation	: Sr. HR Manager

  
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## **DESCRIPTION**

### **Objectives:**

- ☐ *To learn and spread awareness about importance of role of information technology in carrier management.*

### **Key Takeaways:**

- ☐ Understanding the importance of IT in a student's life
- ☐ Overview of the new opportunities in the IT sector
- ☐ Importance of self-assessment in career development
- ☐ Best technique of self-assessment
- ☐ How to learn and speak English gradually in an IT world?
- ☐ Understanding E governance and its importance
- ☐ What is the best way to learn IT?
- ☐ Need of Excel training programme

## PICTURE GALLERY



  
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**EVENT REPORT PREPARED & VERIFIED BY: Dr Shubhi Lall Agarwal**

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This event was conducted under the guidance of IQAC, AIMS and recorded at instagram page @ittalks\_liveshow .

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**An International  
IT Awareness Programme**

**LIVE Episode 45**

**Topic**  
Group Discussion, Personality Management  
and Penetration of IT



**Prof. Kajal Desai**  
*Assistant Professor -HR and  
Marketing*  
**Host**



**Mr. Pinanshu Champaneri**  
Senior Executive - Human Resources  
(HRBP & Employee Engagement)  
Anunta Technologies Management Service Mumbai, India

**Guest**

**Saturday**  
**20<sup>th</sup> April, 2024**

**11.00 AM**  
To  
**01.00 PM**

Instagram: @ittalks\_liveshow

**Venue: Seminar Hall**

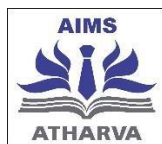


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## Atharva Institute of Management Studies

### Activity / Event report

Name of event	: IT TALKS Episode 45
Date(s) of conduction	: 20 April 2024
Class / Sem	: MMS
Faculty coordinator	: Dr. Shubhi Lall Agarwal & Kajal Desai
Student coordinator/ committee	: Sushmita Kapore (MMS) Sahith S. , Rutvik B. (MMS)
Resource person	: Mr. Pinanshu Chapmaneri
Organization	: AnuntaTech Pvt. Ltd
Designation	: Sr. HR Manager

  
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## **DESCRIPTION**

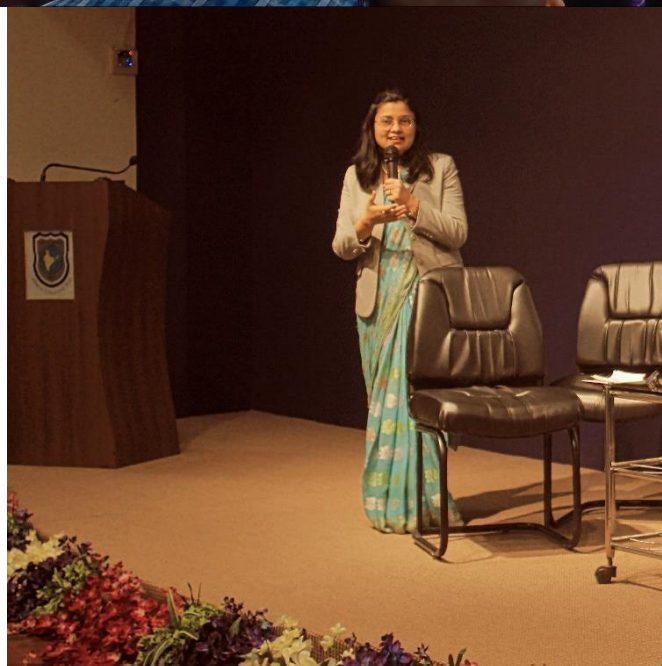
### Objectives:

- ☐ *To learn and spread awareness about importance of role of information technology in carrier management.*

### Key Takeaways:

- ☐ Understanding the importance of IT in a student's life.
- ☐ Importance of It in career development.
- ☐ Understanding the importance of critical thinking skills incareer development.
- ☐ Overview of the first step of career development.
- ☐ Overview of the new opportunities in the IT sector.
- ☐ Importance of self-assessment in career development. Besttechnique of self-assessment.
- ☐ Personality Development
- ☐ Interview Tips
- ☐ How to learn and speak English gradually in an IT world?

## PICTURE GALLERY







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*Hravy*  
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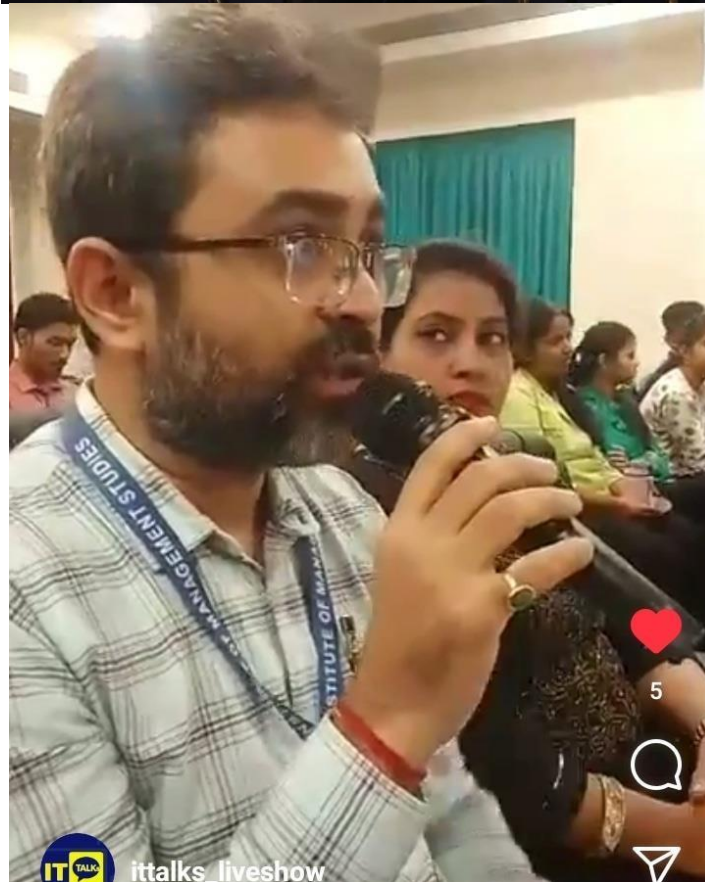


  
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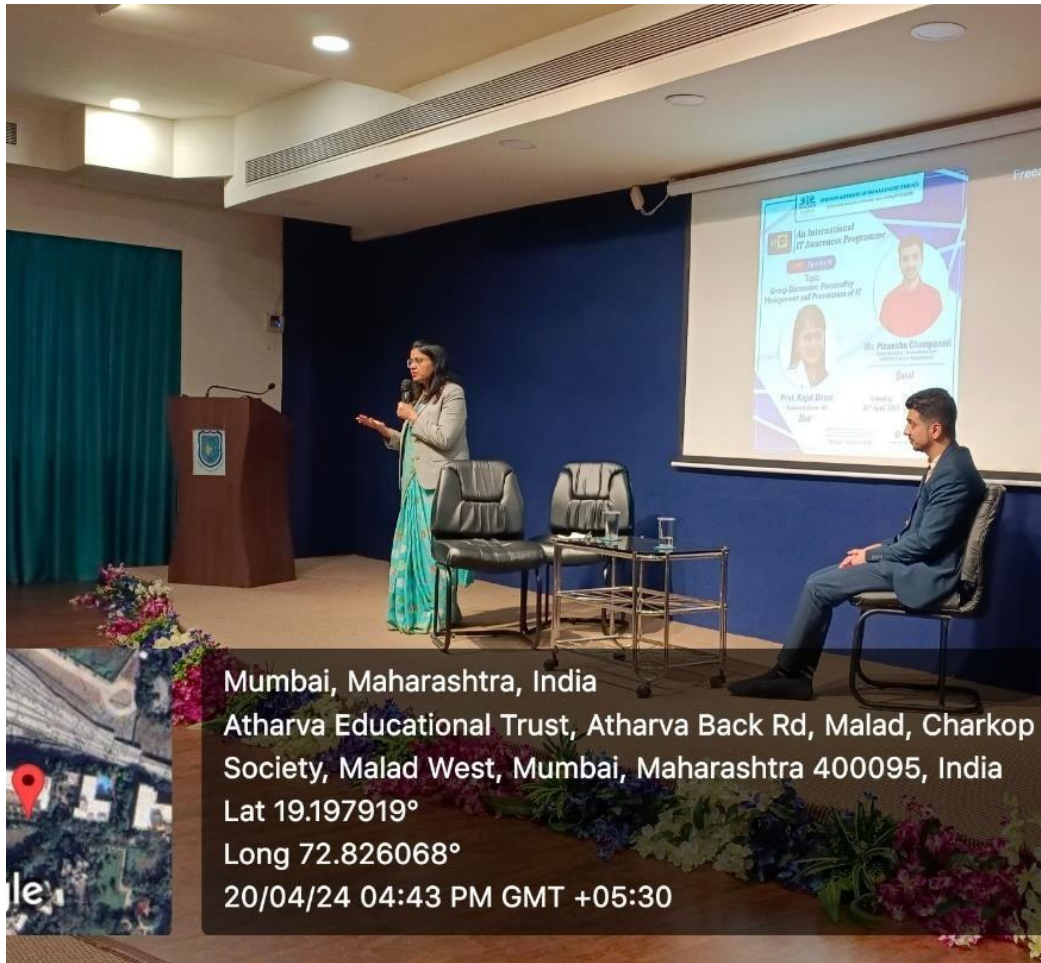




  
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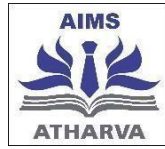
**EVENT REPORT PREPARED & VERIFIED BY: Dr Shubhi Lall Agarwal**

*This video was recorded on the official INSTAGRAM page of IT Talks.*

This event was conducted under the guidance of IQAC, AIMS and recorded at instagram page @ittalks\_liveshow

  
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## Atharva Institute of Management Studies

### Activity / Event Report

Name of Event/Title : IT TALKS Episode 46

Resource person : Mr. Dinesh Bhogle

Organization : Black & Veatch Pvt. Ltd.

Designation : Automation Technology Lead

Contact No : 9820263559

Email Id : [bhogled@bv.com](mailto:bhogled@bv.com)

Date(s) of conduction : 04th October, 2024

Class : MMS Batch (2023-2025)

Faculty coordinator : Prof. Gauri Sane, Assistant Professor, In-charge of Systems

Student coordinator/ committee : Sahith Gurudu, Rutvik Kajrekar, Kaustubh Bhogle (MMS)Link

of video/session : <https://youtu.be/Tq9vZ19K8jk?si=xYdlwOciYIH5T9q5>

  
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## **DESCRIPTION:**

### **Objective:**

- To study the Recent trends in Artificial Intelligence and Robotic Process Automation.

### **Key Takeaways:**

- Seamless Integration: The convergence of AI and RPA is enabling more intelligent automation, allowing RPA to process unstructured data and make decisions.
- User Empowerment: No-code and low-code platforms are democratizing automation, enabling non-technical users to create their own automation solutions, thereby accelerating adoption across organizations.
- Enhanced Document Handling: Intelligent Document Processing (IDP) is transforming how organizations manage data, leading to significant improvements in accuracy and efficiency.
- Hyper Automation: Organizations are increasingly pursuing hyper automation to automate as many processes as possible, aiming for a fully automated workflow and greater operational efficiency.
- Collaborative Work Environment: The future of work will increasingly involve collaboration between humans and robots, with RPA handling repetitive tasks while humans focus on strategic initiatives.

### **Learning Outcomes:**

- AI Fundamentals: Understand basic concepts in AI.
- Current Trends: Identify recent developments in AI and RPA, including integration and advancements.
- Use Cases: Explore practical applications and success stories across industries.
- Challenges: Recognize implementation challenges like data privacy and workforce impact.
- Future Outlook: Analyze predictions for the future of AI and RPA technologies.
- Skills Development: Identify essential skills for professionals in an AI-driven landscape.



## Profile of Resource Person: Mr. Dinesh Bhogle

Mr. Dinesh Bhogle has overall 20+ Years of experience in I.T industries which involved Consulting, Pre-sales, Architecture, Design, and Development of the complex innovative digital enterprise application in diverse domain areas using Cloud, Automation, and Application.

He is also involved in leading the digital initiative which includes building the strategy framework, creating the pipeline, choosing the right opportunity, framework, design, and architect, technology/ tool assessment, end to end delivery of Intelligent automation solutions to achieve the transformation vision set by the organization.

## Communication with Resource Person:

### Atharva IT Talks Show Invitation

External

Inbox x



**Sahith Gurudu** <sahith.gurudu23-25@atharvaims.edu.in>  
to bhogleD ▼

Hello Sir,

We would like to invite you as a Guest Speaker for our IT Talks Show on the topic "Recent trends in Artificial Intelligence and Robotic Process Automation".

The session will be held on 4th October, Friday 2:30 PM through online mode.

Please accept our invitation, we will be waiting for your response.

Thanks and Regards,  
Sahith Gurudu.



**Bhogle, Dinesh**  
to me ▼

Thanks Sahith for the invitation.

Please consider this email as an acceptance

Regards  
**Dinesh Bhogle**  
Automation Technology Manager  
Digital & IT – Digital Enablement Office

Black & Veatch  
M +91 9820 263 559  
E [bhogleD@bv.com](mailto:bhogleD@bv.com)

  
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**ATHARVA INSTITUTE OF MANAGEMENT STUDIES**  
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**Topic**  
**Recent Trends in Artificial Intelligence and  
Robotic Process Automation**



**IT TALKS**  
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**MR. DINESH BHOGL**  
Automation Technology Lead  
**GUEST**



**PROF. GAURI SANE**  
Asst. Prof and In-Charge  
of Systems

**Episode 46**  
**Is now available on  
YouTube**



**SAHITH GURUDU**  
MMS 23-25 (AIMS)  
**HOST**

**FRIDAY**  
**4th Oct, 2024**

**2:30 PM**  
To  
**3:30 PM**



**TECHNO-ED CLUB**



@ITTalksShowAtharva

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Flyer designed by: Sahith Gurudu (MMS)

  
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**Topic**  
**Recent Trends in Artificial Intelligence and Robotic Process Automation**



**MR. DINESH BHOGLÉ**  
Automation Technology Lead  
**GUEST**



**SAHITH GURUDU**  
MMS 23-25 (AIMS)  
**HOST**



**PROF. GAURI SANE**  
Asst. Prof and In-Charge of Systems

**Episode 46**  
Will be available on YouTube

**FRIDAY**  
**4th Oct, 2024**  
2:30 PM To 3:30 PM

**Powered by IQAC**

**TECHNO-ED CLUB**

**@ITTalksShowAtharva**



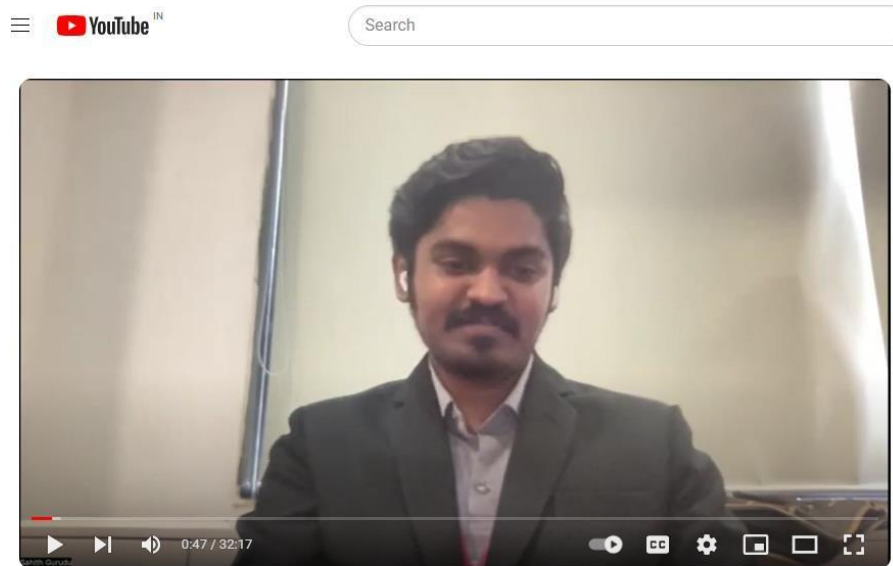
Sahith Gurudu



Asst. Prof. Gauri Sane



Kavitha Bhogle



IT Talks Episode 46: Recent Trends in Artificial Intelligence and Robotic Process Automation

  
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YouTube<sup>IN</sup>

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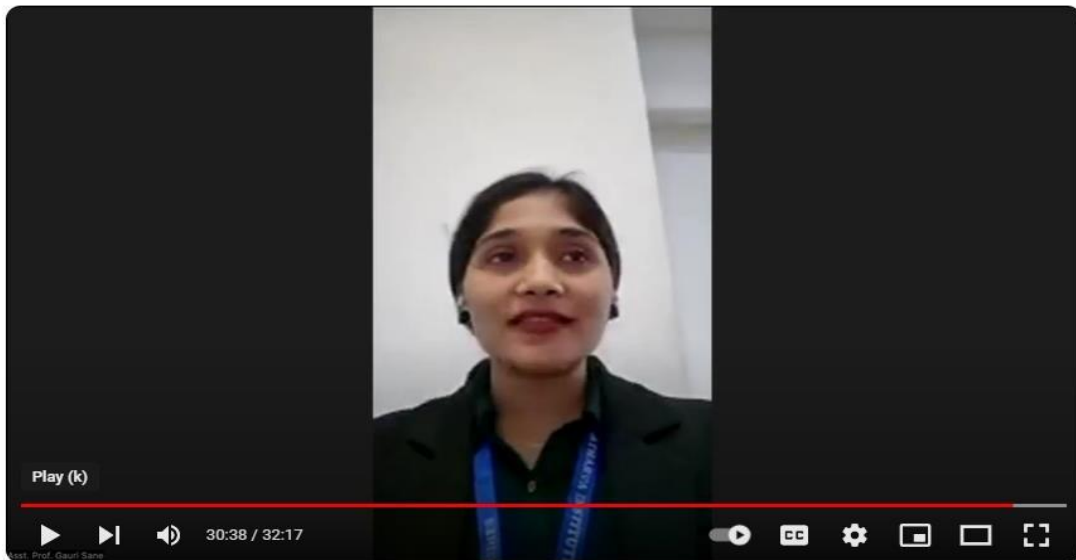


IT Talks Episode 46: Recent Trends in Artificial Intelligence and Robotic Process Automation

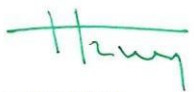


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IT Talks Episode 46: Recent Trends in Artificial Intelligence and Robotic Process Automation



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**EVENT REPORT PREPARED BY:** Kaustubh Bhogle & Sahith Gurudu, Students, MMS Systems

**VERIFIED BY:** Prof. Gauri Sane, In-Charge of Systems, Atharva Institute of Management Studies

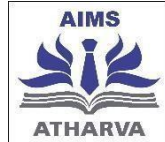
**SUBMITTED TO:** Dr. D. Henry, Director, Atharva Institute of Management Studies

Hosting was done by Sahith Gurudu & IT Talks Team.

This event was conducted under the guidance of IQAC, Atharva Institute of Management Studies

  
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## Atharva Institute of Management Studies

### Activity / Event Report

Name of Event:

**LEADERSHIP TALK-**

**A ROADMAP FOR CAREER DEVELOPMENT**

Date of Event:

28<sup>th</sup> October 2023, 11.0 AM to 12:30 PM

Venue:

Seminar Hall

Faculty

Ms Payal Nanjiani

  
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## **Description**

### **Leadership Talk : A Roadmap for Career Development**

#### **Objectives:**

To guide students how to plan the career.

#### **Take Aways**

- How to overcome bad situations in career.
- Real life examples about leadership and self-initiative.
- How to handle team as a leader.
- The speaker shared a wonderful quote " Success is not defined by gender , it's defined by the skills and desire to work hard. "
- "80% is your mind-set and 20% is your skill that is required for being successful."
- To cut your negative thought change your physical state.

  
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Report prepared by Prof Ganesh Apte

  
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**IOAC Quality Initiative**  
**ALUMNISPEAKS on “Vistas in Research”**



## Atharva Institute of Management Studies

Date(s) of conduction	: 4 <sup>th</sup> March 2024
Class / SEM	: MMS sem 2 - Batch 2023-2025
No. of students participated	61
Faculty Coordinator	: <b>Dr Shubhi Lall Agarwal</b>
Student coordinator/ committee	: Ms. Sakshi Jain

  
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## **DESCRIPTION**

### Objective

- To introduce students to the corporate world and its challenges.
- To discuss Business Research and vistas in research.
- To discuss operations research with live examples of metro train projects.

### Key Takeaways

- Technical questions are asked during the alumni talk.
- Important skills required in the industry.
- Work culture within in different companies they worked in.
- Work culture in India and outside India.
- Leadership and Team management skills.
- How you take yourself forward is the most important thing in life.

## **GLIMPSES**









  
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**Event report prepared by: Ms. Sakshi Jain, Student, MMS**

Verified by: Dr Shubhi Lall Agarwal, Co-ordinator, IQAC, AIMS, Mumbai

**This event was conducted under the guidance of IQAC as a quality initiative.**

  
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## **Atharva Institute of Management Studies**

### **CREATING AN ENTREPRENEURIAL MINDSET EVENT REPORT**

  
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## **Activity/EventReport**

Name of event: **Creating an Entrepreneurial Mindset**

Date of Conduction: **18<sup>th</sup> November 2023**

Class Semester: **MMS Batch 2023-2025**

No. of Students & Faculty: **65+ students and 3+ faculty member**

Under the Guidance of: **Prof Gaanyesh Kulkarni**

Faculty Coordinator for this event( S- 2/ E-1) : **Prof Gaanyesh Kulkarni and Dr.Nitin Godse**

Coordinator/Committee: **E-CELL, AIMS**

Student Coordinator/Committee: **Samiksha Singh, Samiksha Patil, Sumedh Mane, Shivani Dhole, Shiva Sanghvi, Pradnya Maigande, Kshitija Sawant, Mansi Chitroda, Roshni Survase, Sphurti Shree**

  
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## Objectives

To encapsulate the core insights shared during the "Creating an Entrepreneurial Mind Set" event held on November 18<sup>th</sup>, 2023 at Atharva Institute of Management Studies. The report will meticulously outline the fundamental aspects discussed by the guest speaker, focusing on key takeaways and crucial points that aim to equip attendees with a comprehensive understanding of essential entrepreneurial concepts.

## Description

The Creating an Entrepreneurial Mindset (1<sup>st</sup> episode of Season- 2) was an E- Cell, AIMS organized event which was conducted on 18<sup>th</sup> November 2023 in the Seminar Hall of AIMS.

At the start of the event, our host Ms. Shreya Bhandarkar graciously welcomed our esteemed Guest Dr. Bhavin Shah (HOD- Electronics & Telecommunication Engineering - EXTC, Atharva College of Engineering), as well as our enthusiastic students, establishing a pleasant and inclusive atmosphere for the event. Ms. Shreya delivered a speaker introduction in which she gave a brief background, experience, and accomplishments of guest speaker. After concluding the speaker introduction, Dr. Nitin Godse honored Dr. Bhavin Shah with a gift.

Dr. Bhavin Shah started the event with one beautiful thought "every learning is an experiential" with this quote he emphasized the importance of starting early in the journey of entrepreneurship, citing that experiential learning is pivotal in this process. He highlighted that every venture should commence with a thorough evaluation of hypotheses and extensive market surveys. Entrepreneurship inherently involves taking risks, resembling a roller-coaster journey where uncertainties prevail. He illustrated this with examples of renowned brands like Snapdeal, Kodak, Clinge.com, Flipkart, and Amazon, elucidating how sustainable brands evolve through innovation, adaptation to change with understanding and addressing customer needs.

The event also shed light on the paramount importance of design. Dr. Bhavin stressed the need to understand people's problems and evaluate them to develop a new, unique design or product. He elucidated on effectively utilizing unique features to attract customers. He emphasized about Continuous innovation which emerged as a core factor fostering the success of any enterprise. Evaluating the market fit of a product, solving customer problems, incorporating unique features, and ensuring the feasibility of the business model through customer feedback were emphasized.

At the end Dr. Bhavin focused on measuring success after creating a Minimum Viable Product (MVP) and shared invaluable insights on the ten

  
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common mistakes that startups should avoid such as building something that nobody wants, poor hiring practices, lack of focus, failure in execution, and inadequate sales and marketing strategies.

Dr. Bhavin Shah's thought provided an enriching perspective on entrepreneurship, emphasizing the importance of innovation, understanding market dynamics to provide customer needs. The event served as an excellent platform for budding entrepreneurs to comprehend the intricacies of establishing and sustaining successful business ventures.

The event ended with Q & A event. In this Dr. Bhavin gave valuable insights and solutions to the students and faculties according to their questions.

As we concluded the enlightening event, Ms. Kshitija Sawant delivered a vote of thanks. She expressed our special gratitude to Dr. Bhavin Shah for sharing his valuable insights and experiences, Honorable Shri Sunil Rane Sir, Executive President of Atharva Group of Institutions, for his continuous support, our Director Dr. D. Henry Babu for guiding us in all the event, our IT department, Sound Systems Crew, Marcom, Admin Department, Non-Teaching Staff, and the ECell members. It was through the efforts of these individuals that 'Creating an Entrepreneurial Mindset event (Episode-1 of season-2)' was a great success."

  
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## Glimpse of the Event



  
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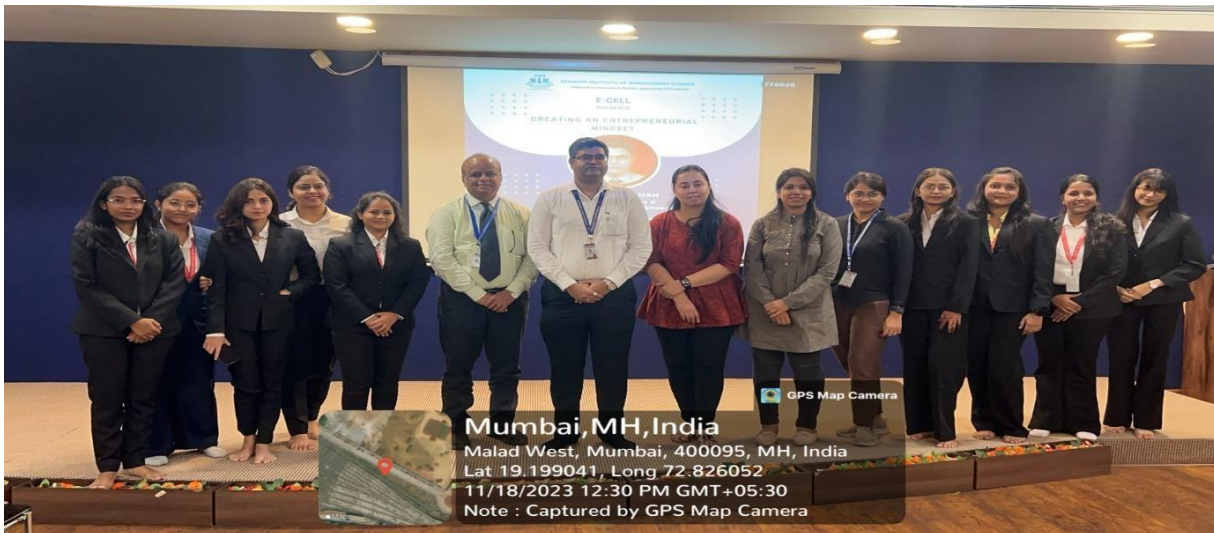






  
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Report Made by – **MANSI CHITRODA, KSHITIJA SAWANT (MMS 2023-**

**2025) E-Cell, AIMS**

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**ATHARVA INSTITUTE OF MANAGEMENT STUDIES**

(Affiliated to University of Mumbai, approved by DTE & AICTE)



**E-CELL**

PRESENTS



## CREATING AN ENTREPRENEURIAL MINDSET



**DR. BHAVIN SHAH**

**HOD - Electronics &**

**Telecommunication Engineering  
(EXTC)**

**Atharva College of Engineering**



**SATURDAY**

**18 NOVEMBER**

**10.30AM TO 12.00 PM**

**Venue - Atharva Educational trust's (AET) Campus,  
phase 3, 4th floor, small seminar hall, Malad-west,  
Mumbai, Maharashtra- 400095**

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# Atharva Institute of Management Studies

## Ideation and Idea Validation Event report

### Activity/ Event report

Name of event: Ideation and Idea Validation

Date of Conduction: 13<sup>th</sup> April, 2024

Class Semester: MMS batch 2023-25

No. of Students & Faculty: 120+students and 4+faculty members

Under the Guidance of: Prof Gaanyesh Kulkarni

Faculty Coordinator for this event( S- 2/ E-2) :Prof Gaanyesh Kulkarni

Coordinator/Committee: E-CELL, AIMS

Student Coordinator/Committee: Khushi Mandlik, Kshitija Sawant, Aaditya Khankar, Roshni Survase, Sphurti shere, Nisha Parekh, Varbhav Bhise, Karan Patil, Suvansh Yadav, Rahul Prajapati, Karan Patil.

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## Objectives

To encapsulate the core insights shared during the "Ideation and Idea Validation" event held on April 13th, 2024 at Atharva Institute of Management Studies. The report will meticulously outline the fundamental aspects discussed by the guest speaker, focusing on key takeaways and crucial points that aim to equip attendees with a comprehensive understanding of essential entrepreneurial concepts.

## Description

The Ideation and Idea Validation (2<sup>nd</sup> episode of Season-2) was an E-Cell, AIMS organized event which was conducted on 13<sup>th</sup> April, 2024 in the Seminar Hall of AIMS.

At the start of the event, our host Mr. Niraj Gawade graciously welcomed our esteemed Guest Dr. Rupali Taru (Faculty of Information Technology Systems at Bharati Vidyapeeth and a Startup India Mentor as well as our enthusiastic students, establishing a pleasant and inclusive atmosphere for the event. Mr. Niraj delivered a speaker introduction in which she gave a brief background, experience, and accomplishments of guest speaker. After concluding the speaker introduction, Dr. Shubhilal Agrawal honored Dr. Rupali Taru with a gift.

Dr. Rupali Taru started the event with some important steps as an introduction and she emphasized the importance of starting early in the journey of entrepreneurship, citing that experiential learning is pivotal in this process. She highlighted key terms like idea, ideate, ideation and the connection of these concepts with entrepreneurship. She illustrated this with a short story.

The event also shed light on the paramount importance validation of idea before implementing it.

Dr. Rupali stressed the need to understand people's problems and evaluate them to develop a new, unique designs or products. She elucidated on effectively utilizing unique features to attract customers. She emphasized about research and importance of research while starting entrepreneurial journey. She thrown light on some key steps to be taken while doing Idea Validation. And why idea validation is important step after Idea generation. At the

  
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end Dr. Rupali focused on how to get mentor and shared invaluable insights on type of research to be done.

Dr. Rupali Taru's thought provided an enriching perspective on Ideation, emphasizing the importance of innovation, understanding market dynamics to provide customer needs. The event served as an excellent platform for budding entrepreneurs to comprehend the intricacies of establishing and sustaining successful business ventures.

The event ended with Q & A event. In this Dr. Rupali gave valuable insights and solutions to the students and faculties according to their questions.

As we concluded the enlightening event, Ms. Pranita Khedekar delivered a vote of thanks. She expressed our special gratitude to Dr. Rupali Taru for sharing his valuable insights and experiences, Honorable Shri Sunil Rane Sir, Executive President of Atharva Group of Institutions, for his continuous support, our Director Dr. D. Henry Babu for guiding us in all the event, our IT department, Sound Systems Crew, Marcom, Admin department, Non-Teaching Staff, and the ECell members. It was through the efforts of these individuals that 'Ideation and idea validation event (Episode-2 of season-2)' was a great success.

  
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ATHARVA INSTITUTE OF MANAGEMENT STUDIES

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**ECell's S2-E3**

Presents

*Guest Session*

on

**Topic:- Ideation & Idea Validation**



**DR. TARU RUPALI**

Department of Management Studies,  
Bharati Vidyapeeth.

Mentoring at Startup India on MARG Program initiated by DPIIT (PAN India).

**Saturday**

**13<sup>th</sup> April 2024**

**Time**

**11.15 am - 12.45 pm**

**Venue: Seminar Hall, 4<sup>th</sup> floor, Phase 3, Malad, Mumbai**

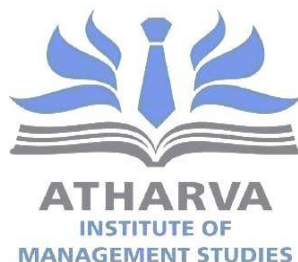








**Report on the “One Day Entrepreneur” competition at  
Atharva Institute of Management Studies, Mumbai.**



**Activity / Event Report**

<b>Name of Event</b>	<b>: One Day Entrepreneur (ODE)</b>
<b>Date(s) of Conduction</b>	<b>: 18<sup>th</sup> – 19<sup>th</sup> October, 2023</b>
<b>Class / Semester</b>	<b>: MMS Batch 2022-2024 / Semester-III</b>
<b>Number of Teams participated: 18</b>	
<b>Faculty coordinator</b>	<b>: Prof. Gaanyesh Kulkarni Student</b>
<b>Coordinator/committee</b>	<b>: Entrepreneurship Cell, AIMS</b>
<b>Event Mentor/Guide</b>	<b>: Dr. D. Henry Babu (Director, AIMS)</b>

## 1. Pre-Event Report:

### 1.1 Introduction:

Evolved under the entrepreneurship management core course for MMS-II students, and an invention of honorable director (AIMS), Dr. D. Henry Babu, the ***One Day Entrepreneur (ODE)*** was a one-day event that showcased the Entrepreneurial spirit of the students. It was an opportunity for students to sell their products and services to the community, and to gain valuable experience in running a business. The event was organized by the students' body, with the mentoring from AIMS director, Dr. D. Henry Babu, and due support of HoD Marketing & ECell chief coordinator, Prof. Gaanyesh Kulkarni. The students were responsible for all aspects of the event, including planning, promotion, and successful execution. Total 18 teams of MMS students participated in the event (comprising of MMS-III, MMS-I, and 1 Alumni) offering a wide variety of products and services, including food, clothing & accessories.

### 1.2 Highlights:

Preparations for the ***One Day Entrepreneur*** event were started a month ago. The following activities have been completed in the duration:

- **Teaser videos:** Each team has released a teaser video for each week to promote their business idea. The videos were creative and engaging, and they generated a lot of buzz on social media.
- **Flyers and banners:** Flyers and banners were made to promote the event around campus. The flyers and banners were visually appealing and informative, and they helped to create awareness about the event.
- **Communication:** All students and staff members were informed about the event well in advance. The event was promoted through LinkedIn, social media, and in-person announcements.
- **Buzz creation:** A buzz was created about the event on campus. Everyone was excited to be a part of the event, and they were eager to learn more about entrepreneurship. **Planning and execution:** The student team and faculties worked together to plan and execute the event. All necessary arrangements were made, and the team was confident that the event would be a success.
- **Coupon sales:** Coupons for the event were sold a day before the event. This helped to generate excitement and anticipation for the event.



### 1.3 Expected Outcomes:

The One Day Entrepreneur event was expected to be a success. The event was well-organized and well-promoted. A large number of students were expected to attend the event. The event provided students with the opportunity to learn about entrepreneurship and gain valuable experience.

### 1.4 Conclusion:

The One Day Entrepreneur event was on track to be a success. The student team and faculties worked hard to plan and execute the event, and they were confident that it would be a valuable learning experience for all participants.

## 2. Pre-Event Photos:





### 3. The Event Day Report:

**Event Date:** October 18, 2023

#### 3.1 Introduction:

The most awaited event “**ONE DAY ENTREPRENEUR**” was hosted at the Atharva Institute of Management Studies, on the internal road of the Phase-III campus of AGI on October 18, 2023, wherein, 18 Stalls of 10’ x 10’ were installed. All the 18 participants of the ODE had presented innovative business ideas/products to be sold from their counters. The competition aimed at sensitizing the students to the gamut of business, and thereby encouraging budding management graduates to think of taking entrepreneurship as the full-time profession, thus to become the **Job Providers**, than becoming the *job seekers*.

The event “***One Day Entrepreneur***” was helpful for aspiring management grads to get a taste of running their own business, working in a team, and working on their profitability and much more. It was a full-day competition from 9.00 a.m. to 4.30 p.m. that brought together a young and diverse group of talented individuals to work together for a common goal which is to “learn and earn”. The event was designed to foster creativity, inspire innovation, and offer practical exposure to entrepreneurship. All the teams reported the campus at 7.30 AM on 18<sup>th</sup> October’23.

### 3.2 Highlights:

- 1. Innovative Ideas:** The participants of the competition showcased a wide range of innovative and creative business ideas. The participants proposed business ideas suitable for the target audience including a variety of fusion food businesses, herbal products, confectionaries, gifting articles, and much more. Each business showcased its talent to deliver promotional strategies which in turn helped to create awareness amongst our target audience.
- 2. Learning opportunities:** We the students of the Atharva Institute of Management Studies are earnestly thankful to our Director Dr. D Henry sir and Prof. Gaanyesh Kulkarni sir for their constant guidance and support in making this event successful. This event didn’t just aim at competition standpoint but also ensured to help provide some valuable entrepreneurial lessons to all the participants. A total of 18 businesses were running their business and each business showed its talent and skills. Participants benefited from constructive feedback and advice from the panel of judges, which will help them refine and develop their ideas further.
- 3. Networking:** An immense opportunity to connect with the faculties of the Atharva Group of Institutes. An opportunity to build new connections with students, teaching and non- teaching staff from different departments namely viz., Atharva College of Engineering, Atharva Institute of Film and Television, Atharva Institute of Management Studies, Atharva Institute of Technology, Atharva Institute of Hotel Management, Atharva School of Business, and all the other institutes under Atharva Group of Institutes. The event provided a unique opportunity for participants to network with like-minded individuals, mentors, and potential co-founders. These connections are invaluable for future entrepreneurial endeavors.



### 3.3 Key Takeaways:

- The "One Day Entrepreneur" competition held at Atharva Institute of Management Studies on October 18, 2023, was a resounding success.
- It brought together young, passionate minds with a shared goal of fostering entrepreneurship.
- This competition is an excellent example of how educational institutions can play a crucial role in nurturing the next generation of entrepreneurs.
- It is expected that the impact of this event will be felt in the entrepreneurial ecosystem, as these young minds go on to develop their innovative ideas into successful businesses.
- The future of entrepreneurship looks promising, with fresh and innovative business ideas poised to make a significant impact on the business world.

### 3.4 Event Day Photos:







#### **4. Post-Event Report (The Presentations Day):**

**Date:** October 19, 2023

**Time:** 9:30 am to 6:00 pm.

**Venue:** Atharva Institute of Management Studies. 4th-floor seminar hall

##### **4.1 Event Overview:**

ODE, short for One Day Entrepreneur, was an electrifying event held at our college Atharva Institute of Management Studies, where 15 teams showcased their entrepreneurial prowess through compelling presentations.

##### **4.2 The presentations were evaluated on the following parameters:**

###### **1. 4Ps of Marketing:**

- **Product:** Assessing the uniqueness and feasibility of the product.
- **Price:** Evaluating the pricing strategy and its alignment with market demand.
- **Place:** Analyzing the distribution channels and market reach.
- **Promotion:** Reviewing the marketing strategies and promotional efforts.

## 2. 3Cs:

- Communication: Judging the team's ability to communicate their ideas effectively.
- Content: Evaluating the depth and quality of content in the presentations.
- Clarity: Assessing the clarity and coherence of the presentations.

**3. Profitability:** Examining the financial viability and potential for growth in each entrepreneurial idea. Question and Answer Handling: How well the teams responded to queries and concerns from the jury and the audience.

## 4.3 Event Highlights:

The event was a resounding success, with each team exhibiting remarkable talent, innovation, and a deep understanding of the entrepreneurial ecosystem. The jury, comprised of Mr. Anup Munshi, Prof. Deepali Maste (ACE), and Dr. D. Henry Babu (Director, AIMS), brought their extensive expertise to the table, providing invaluable insights.

## 4.4 Winners:

First Place: The ODD Monks Team

Second Place: Team Vidarbha Express

Third Place: The Cash Cow Team

Each winning team was honored with medals and certificates, recognizing their outstanding achievements.

## 4.5 Jury Insights:

The esteemed jury had glowing remarks for the participants. Here are some of the insights and comments they shared:

**Mr. Anup Munshi:** Mr. Munshi commended the first-place winners, ODD Monks, for their innovative product development approach and comprehensive understanding of market dynamics. He emphasized the importance of a strong product foundation for any successful business.

**Prof. Deepali Maste:** Ms. Maste praised Team Vidarbha Express for their exceptional pricing strategy and clear communication skills. She stressed that effective communication is the cornerstone of successful marketing, and Team Vidarbha Express had excelled in this regard.

**Dr. Henry Babu:** Dr. Babu was impressed with the Cash Cow Team's deep understanding of profitability and financial management. He highlighted the significance of financial prudence in entrepreneurship and encouraged all participants to maintain a clear focus on the bottom line.

The jury also recognized the overall high quality of presentations, the teams' adaptability in handling questions, and their commitment to the 4Ps of marketing and the 3Cs of communication, content, and clarity.

#### **4.6 Conclusion:**

ODE - One Day Entrepreneur was a testament to the entrepreneurial spirit and creative energy that thrives within our college community. The event not only provided a platform for students to showcase their talents but also offered valuable lessons and insights from seasoned industry professionals. We congratulate the winning teams and thank the jury for their invaluable contributions to the event's success. ODE is a testament to the potential that our students have, and we eagerly look forward to future entrepreneurial endeavors.

The One Day Entrepreneur (ODE) event at Atharva Institute of Management Studies was a resounding success, showcasing the entrepreneurial spirit and marketing acumen of 15 enthusiastic teams. The event was centered on evaluating and rewarding teams based on their presentation skills, with a keen focus on the 4Ps of Marketing (Product, Price, Place, and Promotion) and the 3Cs (Communication, Content, Clarity), profitability, and adept question and answer handling. The jury panel, consisting of Mr Anup Munshi, Ms Deepali Maste, and Dr Henry Babu, provided invaluable insights into the presentations, making the event a valuable learning experience for all participants.

#### 4.6 Post-Event Photos:





## 5. Stall-wise Activity / Event report:

Name of event	One Day Entrepreneur
Date of conduction	18th-19th October 2023.
Class/semester	MMS Batch 2022-2024
No. of students in a team	8
Faculty Coordinator for the stall	Prof. Ganesh Apte
Student Coordinator/Committee	Entrepreneurship Cell
Team Leader	Mr. Nikhil Jadhav
<b>Stall No.</b>	<b>1</b>
Stall Name	Chilled Bites

### **Objective:**

- To encourage the students to have an entrepreneurial culture and approach.
- To explore different aspects of business operations.

### Description:

The event began on 18th October, 2023 at 9:00 a.m. with all the other participating teams showing their utmost enthusiasm for the event. Stall number 1 was Chilled Bites wherein the participants were selling Ice-creams. The entire event was executed through a series of promotional activities in which the team worked to generate excitement for the occasion by beginning promotions from October 6, 2023, and contacting both teaching and non-teaching staff as well as students about the event throughout the campus. The team sold a total of 204 ice creams in a day, generating revenue of Rs. 4,653 and a 46% net profit.

The team has shown remarkable teamwork and jointly worked to achieve their goal. The team also printed and posted a banner of the menu, brand name and tagline. Different teasers and

flyers were circulated amongst the students, teaching and non-teaching staff of the Atharva Group of Institutes. Finally, after the event, the following day a group presentation was done in front of the jury panel for assessment.

#### Key Takeaways:

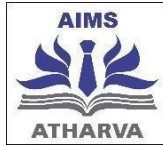
- The 4Ps of the marketing mix are vital during any venture establishment.
- Offering unique and delicious flavors can help differentiate the business from competitors and attract customers.

The event was interactive and engaging, and the students learned about different aspects related to entrepreneurship. The session ended with a Vote of Thanks towards Shri. Sunil Rane Sir (Executive president of Atharva Group, Ms. Pallavi Rane Ma'am- trustee of Atharva Group; Dr. Henry Babu (Director, Atharva Institute of Management Studies) and our humble faculty and students with the efforts of whom, this session was a success.

This report was prepared by: Mr. Nikhil Jadhav. This event was conducted under the guidance of Dr. Henry Babu, Director, Atharva Institute of Management Studies, and was submitted to Prof. Gaanyesh Kulkarni.

#### Event Photos





## **Atharva Institute of Management Studies**

### **Activity / Event report**

Name of event	One Day Entrepreneur
Date of conduction	18th-19th October 2023.
Class/semester	MMS Batch 2022-2024
No. of students in a team	8
Faculty Coordinator for the stall	Dr. Sudhir Purohit
Student Coordinator/Committee	Entrepreneurship Cell
Team Leader	Ms. Sunila Pednekar
Stall No.	3
Stall Name	The Chaat Square

#### **Objective:**

The primary objective of a one-day entrepreneurship event is to inspire and empower individuals to explore their entrepreneurial aspirations, providing them with the knowledge, tools, and

motivation to take the first steps towards starting their own businesses.

#### Description:

The event started at 9:00 am to 4:30 pm on October 18, 2023. The grand opening started with a ribbon-cutting ceremony by Dr. Urvashi Ma'am (ASB). We are team Alpha and we are presenting THE CHAAT SQUARE. "Taste that dances on your tongue" is our tagline. Stall No 3. As we all know the chaat is Mumbai's best and popular, affordable and delicious street food. So Chaat Square is all about bringing street flavors to all. The team created excitement for the event beginning on October 8, 2023, by using fliers, putting ads on social media, making eye-catching films, and many other activities. The entire event was executed through a variety of promotional efforts. A little the expected amount of stock sold successfully; the team made a total net profit of 29.97%. The sales of Virgin Mojito were 150 glasses, Shevpuri 60 plates, Dahi puri 49 plates and Corn chaat 27 plates. Our Total Sales of Rs. 6240 and total return on investment is 42.79%.



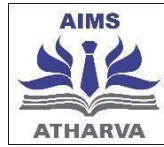
## Key Takeaways:

- Adapt new approaches.
- Able to generate new ideas.
- Analyze data and make data-driven decisions.
- Continuously innovate and stay ahead of the competition.
- Build a strong team and foster a positive work culture.
- Listen to customer feedback and prioritize their needs.
- Have a clear vision and set achievable goals.
- Manage risks effectively and be prepared for challenges.
- Stay agile and be willing to pivot when necessary.
- Celebrate successes and learn new things.

## **Photos**



This event was conducted under the guidance of Dr. Henry Babu, Director, Atharva Institute of Management Studies, and was submitted to Prof. Gaanyesh Kulkarni.



## **Atharva Institute of Management Studies**

### **Activity / Event report**

Name of event	One Day Entrepreneur
Date of conduction	18th-19th October 2023.
Class/semester	MMS Batch 2022-2024
No. of students in a team	9
Faculty Coordinator for the stall	Dr. Sudhir Purohit
Student Coordinator/Committee	Entrepreneurship Cell
Team Leader	Shubham Dongre
Stall No.	4
Stall Name.	Brain Bites

### Objective:

The primary objective of the event was to provide a platform for students to showcase their entrepreneurial skills, innovative ideas, and products.

### Description:

The event was held on 18th October 2023 from 9.00 am with all the other participating teams showing their utmost enthusiasm for the event. Stall number 4 was Brain Bites wherein the participants were offering plain Idli, Fried Idli and Pizza Dosa and Mojito. The whole event was carried out in a number of promotional activities, the team was engaged in creating hype for the event starting to promote right on 8th October, 2023 by using flyers, posting advertisements on social media, creating Attractive videos and many more activities. The team successfully sold the expected stock which generated a total 27.79% net profit. The sales of Fried Idli were 35 plates,

Pizza Dosa 56 Plates and Mojito 25 glasses generating revenue of Rs. 1184. The event began on 18th October, 2023 at 9.00 am with all the other participating teams showing their utmost enthusiasm for the event. Stall number 1 was Chilled Bites wherein the participants were selling Ice-creams. The entire event was executed through a series of promotional activities in which the team worked to generate excitement for the occasion by beginning promotions from October 6, 2023, and contacting both teaching and non-teaching staff as well as students about the event throughout the campus. The team sold a total of 204 ice creams in a day, generating revenue of Rs. 4,653 and a 46% net profit. The team has shown remarkable teamwork and jointly worked to achieve their goal. The team also printed and posted a banners of the menu, brand name and tagline. Different teasers and flyers were circulated amongst the students, teaching and non-teaching staff of the Atharva Group of Institutes. Finally, after the event, the following day a group presentation was done in front of the jury panel for assessment.

Here's a glance at Day 2, i.e. 19th October, "The presentation day". Every team presented their business of the previous day and pitched the business idea to the jury. Once they were done with the presentation, the jury asked certain questions and also gave us their valuable suggestions to modify each team's business idea. After all the presentations, winners were announced and felicitations were done. Also, every team received participation certificates. With all the efforts of students and faculties, this event was a great success. The group has demonstrated exceptional cooperation by working together to accomplish their aim. The group also printed and displayed banners with the business name and tagline on the menu. Various teasers were distributed to both teaching and non-teaching staff. The following day a group presentation was done in front of the jury panel for assessment with the judging parameters being communication, clarity and content. While the Financials and Marketing strategies were judged.

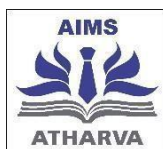


### Key Takeaways:

- The pricing strategy is vital during any venture establishment.
- Try and understand the needs of your target audience and build your product.

Overall, the event was very interactive and engaging, and the students learned about various different aspects related to entrepreneurship. The session ended with a Vote of Thanks towards Shri. Sunil Rane Sir- the Executive president of Atharva Group, Ms. Pallavi Rane Ma'am- trustee of Atharva Group; Dr. D. Henry sir (Director, Atharva Institute of Management Studies) and our humble faculty and students with the efforts of whom, this session was a success. This report was prepared by: Mr. Shubham Dongare This event was conducted under the guidance of Dr. Henry Babu, Director, Atharva Institute of Management Studies, and was submitted to Prof. Gaanyesh Kulkarni.





## **Atharva Institute of Management Studies**

### **Activity / Event report**

Name of event	One Day Entrepreneur
Date of conduction	18th-19th October 2023.
Class/semester	MMS Batch 2022-2024
No. of students in a team	9
Faculty Coordinator of the Stall	Dr. Nitin Godse
Student Coordinator/Committee	Entrepreneurship Cell
Team Leader	Palak Shah
Stall No.	5
Stall Name.	Rapid Munch Spot

### Objective:

- To help the management students of MMS batch 2022-2024 understand the importance of entrepreneurship.
- To understand different aspects of running a business.
- To inculcate entrepreneurial spirit and culture amongst the youth.

### Description:

The event began on 18th October 2023 at 9:00 a.m. with all the other participating teams showing their utmost enthusiasm for the event. Stall number 5 was Rapid Munch Spot wherein the participants were selling three fusion bhel variants: Crunchy Munchy, Crispy Chuckle and ChanaSuhana. The whole event was carried out in a number of promotional activities wherein the team was engaged in creating hype for the event starting to promote right on 8th October, 2023 by using a board and reaching out to potential suspects and generating leads. The team successfully sold all of their stock. It generated a 25% net profit, selling 50 plates of Crunchy Munchy, 44 plates of Crispy Chuckle, and 30 plates of Chana Suhana with a total of 125 plates sold in a day generating revenue of Rs. 4,000.

The team had shown remarkable teamwork and jointly worked to achieve their goal. The team also printed and posted two banners of the menu and the brand name and tagline. Different teasers and flyers were circulated amongst the students, teaching and non-teaching staff of the Atharva Group of Institutes. Finally, after the event, the following day a group presentation was done in front of the jury panel for assessment.

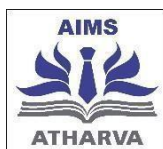
#### Key Takeaways:

- The 4Ps of the marketing mix are vital during any venture establishment.
- Try and understand the persona of your target audience and build your product.

Overall, the event was very interactive and engaging, and the students learned about various different aspects related to entrepreneurship. The session ended with a Vote of Thanks towards Shri. Sunil Rane Sir- the Executive president of Atharva Group, Ms. Pallavi Rane Ma'am- trustee of Atharva Group; Dr. D. Henry sir (Director, Atharva Institute of Management Studies) and our humble faculty and students with the efforts of whom, this session was a success. This report was prepared by: Mr. Palak Shah. This event was conducted under the guidance of Dr. Henry Babu, Director, Atharva Institute of Management Studies, and was submitted to Prof. Gaanyesh Kulkarni.







## **Atharva Institute of Management Studies**

### **Activity / Event report**

Name of event	One Day Entrepreneur
Date of conduction	18th-19th October 2023.
Class/semester	MMS Batch 2022-2024
No. of students in a team	8
Faculty Coordinator of the stall	Dr. Nitin Godse
Student Coordinator/Committee	Entrepreneurship Cell
Team Leader	Aleena Cletus
Stall No.	6
Stall Name.	The Shakers

### Objectives:

- To inculcate entrepreneurial spirit among young students
- To help students understand and experience the different aspects of business
- To encourage students' business ideas

### Description:

On 18<sup>th</sup> October, the event began at 9:00 a.m. after the inauguration by various college dignitaries, followed by individual stall inauguration. There were 18 stalls, amongst which our stall no. was 6, "The SHAKERS". This stall provided a unique version of 6 milkshakes for only Rs. 49 each. Before the inauguration itself, we started receiving orders. Customers loved the milkshakes offered and they visited again. We received a positive response from every customer. Due to this, our raw materials needed to be sourced again to fill the gap as there were many orders for our milkshakes. In total, we sold 170 cups of milkshakes. The total units sold would have been more but because the winding time was 4.30 pm, we stopped taking orders and set our stall free. After this, our team calculated all of the financials, and other inventory matters were cleared. This was about Day 1.

Here's a glance at Day 2, i.e., 19<sup>th</sup> October, "The presentation day". Every team presented their business of the previous day and pitched the business idea to the jury. Once they were done with the presentation, the jury asked certain questions and also gave us their valuable suggestions to modify each team's business idea. After all the presentations, winners were announced and felicitations were done. Also, every team received participation certificates. With all the efforts of students and faculties, this event was a great success.

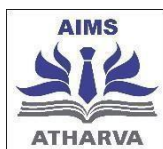
#### Key Takeaways:

- Carefully estimating the demand for the product.
- Importance of pre-planning and backup plans in case of technical issues.

This Event Report was prepared by Miss. Aleena Cletus.

This event was conducted under the guidance of Dr. Henry Babu, Director, Atharva Institute of Management Studies, and was submitted to Prof. Gaanyesh Kulkarni.





## Atharva Institute of Management Studies

### Activity / Event report

Name of event	: One Day Entrepreneur
Date(s) of conduction	: 18th October, 2023.
Class / Semester	: MMS Batch 2022-2024
No. of students participated	9
Faculty Coordinator of the stall	: Prof. Ketan Sutaria
Student coordinator/ committee	: Entrepreneurship Cell
Team Leader	: Bilal Shaikh
Stall Name	: Crust & Crumb
Stall Number	07



### Objective:

- Establish reliable and sustainable sources for high-quality, fresh ingredients to ensure consistent taste and quality.
- Providing excellent customer services that enhances the rapport with students through responsiveness to needs and requests.
- To increase variety in the diet by providing a range of attractive flavors, colors, aromas and textures in sandwich and Chaas (collectively known as eating quality, sensory characteristics or organoleptic quality).

### Description:

On October 18, 2023, at 9:00 am, the competition got underway with all of the other teams participating with the utmost excitement. Crust & Crumb, stall number 7, offered four distinctive culinary offerings from various parts of India:

1. **Sandwich:** A sandwich is a versatile culinary creation consisting of one or more fillings enclosed between slices of bread. It offers a balanced combination of textures and flavors, often incorporating elements like meats, vegetables, spreads and condiments. Following are the three sandwich varieties we offered.

- **Mayo Magic Sandwich:** A Mayo Magic Sandwich is a simple and delicious dish made by spreading mayonnaise between two slices of bread, often combined with other ingredients like lettuce, tomato, or various meats to create a flavorful and satisfying sandwich
- **Veggie fusion Sandwich:** A Veggie fusion Sandwich is a popular and versatile dish made by placing a variety of vegetables between slices of bread. It typically includes ingredients like lettuce, tomatoes, cucumbers, onions, and other vegetables, often with spreads like or mustard for added flavor.
- **Cheezy Delight Sandwich:** A Cheezy Delight Sandwich is a delectable variation of the traditional sandwich, featuring melted cheese as a prominent ingredient

2. **Chaas:** Buttermilk is a dairy beverage that's typically thinner than regular milk. It's produced by fermenting milk with lactic acid bacteria, which gives it a tangy flavor.

These culinary items were available to a broad spectrum of clients due to their reasonable prices. To draw in additional clients, we used a psychological pricing strategy.

The crew in charge of building excitement for the event, which started on October 8, 2023, carried out a number of promotional activities leading up to the full event. We used word-of-mouth marketing, social media advertising, posters, and fliers all over campus as our promotional strategies. The group was able to sell every share they had. It had a 25.67% profit margin and made 1674 in net profit. A group presentation was made following the event in front of the jury panel for evaluation.

#### Key Takeaways:

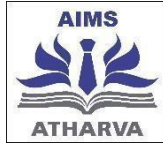
- A distinctive value proposition helps set the product apart from rivals, whether it be through flavor, quality, or innovation.
- For constant flavor and customer satisfaction, high-quality, fresh ingredients must be sourced and maintained.
- The key to success is conducting in-depth research on the local market, consumer preferences, and rival businesses.
- Maintaining customer trust and health requires strict adherence to food safety and hygiene regulations.

The session ended with a Vote of Thanks towards Shri. Sunil Rane Sir- the Executive president of Atharva Group, Ms. Pallavi Rane Ma'am- trustee of Atharva Group; Dr. D. Henry Sir (Director, Atharva Institute of Management Studies) and our humble faculty and students with the efforts of whom, this session was a success.

This report was prepared by: Bilal Shaikh

This event was conducted under the guidance of Dr. Henry Babu, Director, Atharva Institute of Management Studies, and was submitted to Prof. Gaanyesh Kulkarni.





## **Atharva Institute of Management Studies**

### **Activity / Event report**

Name of event	One Day Entrepreneur
Date of conduction	18 <sup>th</sup> October, 2023
Class/ Semester	MMS Batch 2022-2024
No. of students in team	8
Faculty Coordinator for the stall	Prof. Ketan Sutaria
Student coordinator/ committee	Entrepreneurship Cell
Team leader	Karen D'souza
Stall Name	The Indian Taco
Stall No.	8



### Objective:

Goal: The main goal of a one-day entrepreneurship event is to encourage and enable people to explore their dreams of becoming entrepreneurs by giving them the information, resources, and drive to begin their own enterprises.

### Description:

This report contains the activities that were carried out by the team SPARTANS, the item served at the stall was the Mexican dish which can be called as a snack or an appetizer, this item was the Indian version of the Mexican dish. Mostly the ingredients used for the taco filling here were:

Paneer tikka masala; and Rajma masala (kidney beans). The team created some eye-catching creatives for the stall, every creative that was made was designed by the team itself. The tacos were almost sold out before time and the team had to arrange another lot of taco shells. With tacos, there were beverages served at stall no 8 where there were promotional schemes for the customers.

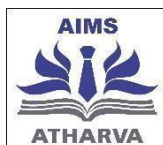
1. Paneer taco @40rs and Rajma taco @40rs
2. The double trouble @70
3. The meal @80 with a free beverage

### Key Takeaways:

1. Team coordination can get you past any crisis or task
2. Get your strategy formulated before the time
3. Enthusiasm is most crucial
4. Each member of the team contributes to winning and losing



This event was conducted under the guidance of Dr. Henry Babu, Director, Atharva Institute of Management Studies, and was submitted to Prof. Gaanyesh Kulkarni.



## **Atharva Institute of Management Studies**

### **Activity / Event report:**

Name of event	One Day Entrepreneur
Date of conduction	18th October, 2023
Class/semester	MMS Batch 2022-2024
No. of students in a team	5
Faculty Coordinator for the stall	Prof. Aparna Ger
Student Coordinator/Committee	Entrepreneurship Cell
Team Leader	Sidhant Giri
Stall no.	9
Stall Name	Vidarbha Thaska

### Objective:

- To help the management students of MMS batch 2022-2024 understand the importance of entrepreneurship.
- To understand different aspects of running a business.
- To inculcate entrepreneurial spirit and culture amongst the youth.

### Description:

The event kicked off on October 18, 2023, at 9:00 am, witnessing the enthusiastic participation of all teams. Stall number 9, Vidharbh Thaska, showcased Chicken and Paneer Sukkha, drawing attention of the visitors.

In the lead-up to the event, the team engaged in extensive promotional activities, initiating efforts as early as October 8, 2023. They utilized boards and personal outreach to generate interest, attracting potential customers and creating anticipation.



The team's efforts paid off as they successfully sold their entire stock, achieving a remarkable 30% net profit. They sold 70 plates of chicken sukkha, 40 plates of Paneer Sukkha, and 60 cups of soup, totaling 170 plates and earning revenue of Rs. 1875 in a single day.

This achievement was a result of the team's exceptional teamwork and dedication. They displayed their menu and brand name through printed banners and actively distributed teasers and flyers among students, teachers, and staff at the Atharva Group of Institutes.

Following the event, the team presented their accomplishments to a jury panel for evaluation the next day.

### Key Takeaways:

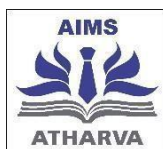
- The 4P's of the marketing mix are vital during any venture establishment.
- Try and understand the persona of your target audience and build your product.

Overall, the event was very interactive and engaging, and the students learned about various different aspects related to entrepreneurship. The session ended with a Vote of Thanks towards Shri. Sunil Rane Sir- the Executive president of Atharva Group, Ms. Pallavi Rane Ma'am- trustee of Atharva Group; Dr. Henry Babu (Director, Atharva Institute of Management Studies) and our humble faculty and students with the efforts of whom, this session was a success.

This report was prepared by: Mr. Sidhant Giri

This event was conducted under the guidance of Prof. Gaanyesh Kulkarni. Submitted to: Dr. D. Henry sir, Director, Atharva Institute of Management Studies





## Atharva Institute of Management Studies

### Activity / Event report

Name of event	One Day Entrepreneur
Date of conduction	18th October, 2023.
Class/semester	MMS Batch 2022-2024
No. of students in a team	6
Faculty Coordinator for the stall	Prof. Aparna Ger
Student Coordinator/Committee	Entrepreneurship Cell
Team Leader	Mr. Amit Vinod Thakur
Stall no.	10
Stall name	Chatore

#### Objective:

- To ignite students' interest in entrepreneurship by showcasing the diverse opportunities and potential paths available in the field.
- To provide students with practical skills and knowledge necessary for starting and managing their own ventures, including critical thinking, problem-solving, and effective communication.

### Description:

The "One Day Entrepreneur" event at Atharva Institute of Management studies commenced on the 18<sup>th</sup> October 2023 at 9:00 AM, marked by the enthusiasm of participating teams. Our team, "Chatore," set up at Stall Number 10, named "Chaat in Katore," showcasing an exciting array of fusion chaat options. Our menu featured Karare Kurkure Chaat, Chatakedar Chips Fusion, Crispy Nachos Salsa, and chatpata Corn Bhel.

Our journey towards the event began well in advance, with our team's unwavering dedication to creating excitement. Starting on the 8th of October 2023, we initiated a promotional campaign, connecting with potential patrons and sparking interest in our stall. Our promotional efforts included deploying eye-catching boards, engaging with the college community, and generating leads. "Chatore" demonstrated impressive teamwork throughout the event. Working cohesively, we effectively marketed our offerings. Our dedication paid off, as we sold out our entire stock, offering a delightful experience to our customers. We were able to achieve a remarkable 28.55% net profit from our sales. In total, amount invested was Rs. 2,851/-. This outstanding performance generated a total revenue of Rs. 3,990. In addition to our teamwork at the event,

we further promoted our stall by creating and displaying handmade banners showcasing the "Chatore" brand name. We distributed teasers and flyers to the student body, teaching staff, and non-teaching staff of the Atharva Group of Institutes, building anticipation for our stall. Following the event, our team engaged in a group presentation in front of the jury panel for assessment, highlighting our achievements and strategies.

### Key Takeaways:

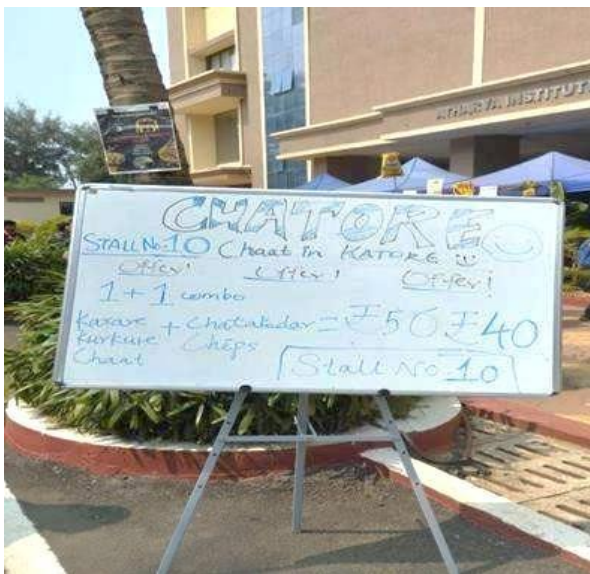
In a dynamic business environment, the ability to adapt and modify product offerings, pricing strategies, distribution channels, and promotional tactics based on customer personas is essential for long-term success.

One of the key takeaways is the significance of understanding the persona of the target audience. By doing so, businesses can tailor their products or services to meet the specific needs and preferences of their customers.

Overall, the event was very interactive and engaging, and the students learned about various different aspects related to entrepreneurship. The session ended with a Vote of Thanks towards Shri. Sunil Rane Sir- the Executive president of Atharva Group, Ms. Pallavi Rane Ma'am- trustee of Atharva Group; Dr. D. Henry sir (Director, Atharva Institute of Management Studies) and our humble faculty and students with the efforts of whom, this session was a success.

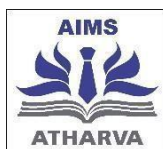
This report was prepared by: Mr. Amit Vinod Thakur

This event was conducted under the guidance of Dr. Henry Babu, Director, Atharva Institute of Management Studies, and was submitted to Prof. Gaanyesh Kulkarni.









## **Atharva Institute of Management Studies**

### **Activity / Event Report**

Name of Event:	One Day Entrepreneur
Date of Conduction:	18th & 19th October 2023
Class/Semester:	MMS Batch 2022-2024
No. of Students in group:	8
Under the Guidance of:	Dr. D Henry (Director)
Faculty Coordinator for the stall:	Prof. Kajal Desai
Coordinator/Committee:	E-Cell Committee
Stall no.	12
Stall Name:	Mumbai Masala

### Objectives:

- To provide a comprehensive overview of "One Day Entrepreneur" an event held in Atharva Institute of Management Studies on 18th & 19th October 2023 to commemorate the true spirit of Entrepreneurship and culture amongst the young generation.
- To help the management students of MMS batch 2022-2024 understand the importance of entrepreneurship.
- To understand various aspects of running a business, decision making, and overall testing our management skills.

### Description:

The "One Day Entrepreneur" was a two-day event in college campus on 18th October 2023, followed by presentation of them same in Seminar Hall of AIMS on 19th October 2023. The event began with a warm welcome by our hosts, the E-Cell committee and Juniors. Although the event started on the 18th, the preparation started one month back. We choose Maggi and chai as our product because it is tasty, healthy and easy to make and everyone's favorite beverage is chai, served in Kulhad. Our group created 3 different posters for ODE, and 3 teaser videos for the same followed by videos and trailers for our brand and product. We used various promotional strategies throughout the campus to

make our customers aware about our brand and product, i.e Mumbai Masala. We created creative posters, and placed them at strategic placements like in front of drinking water, in lift, on security cabins. We also promoted heavily on social media platforms like Instagram, LinkedIn and WhatsApp. One thing which made our promotion unique was our guerrilla marketing strategy and running various awareness campaigns.

On the day of the event, we started at 6:30 AM by collecting inventory and bringing it to college and decorating our stall with the theme we decided on. We started the kitchen preparation by 8:00 AM and started serving at 9:00 AM. We served Maggi in a dry leaf bowl to support the environment and presented it with fresh banana leaf and topped with cheese, oregano and chili flakes. Serving for more than 400+ customers, we sold 170+ Maggi with 100+ being Mumbai masala and 200+ masala chai in Kulhad. To judge our stall, we had Chef Mandar sir, and Prof. Amrita Mathew Ma'am. They really liked the taste of our product.

**Total Investment - ₹4577**

**Total Sales - ₹11481**

**Net Profit - ₹6904**

**Return on Investment - 150%**

**BEP (Unit) - 19.6**

Each group gave a presentation on the basis of 4P's, 3C's, profitability and question and answers. Our presentation went smoothly and the judges were satisfied with our answers. Event ended with prize distribution to the winning teams and 1st and 2nd runner-ups. It was a great learning experience overall.

As we conclude this memorable event, a vote of thanks speech expressing our deepest gratitude towards Honorable Shri Sunil Rane Sir - Executive President of Atharva Group of Institutions, Ms. Varsha Rane Ma'am – Trustee, Atharva Institute of Management Studies, Our Director Dr. D. Henry for allowing us to have this event and, and to the E-Cell committee members with the efforts of whom "One Day Entrepreneur" was a great success.

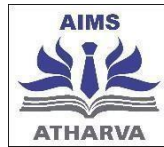




This event was conducted under the guidance of Dr. Henry Babu, Director, Atharva Institute of Management Studies, and was submitted to Prof. Gaanyesh Kulkarni.

## Glimpse of the Events





## Atharva Institute of Management Studies

### Activity / Event report

Name of event	One Day Entrepreneur
Date of conduction	18th October, 2023.
Class/semester	MMS Batch 2022-2024
No. of students in a team	9
Faculty Coordinator for the stall	Dr. Monika Shrimali
Student Coordinator/Committee	Entrepreneurship Cell
Team Leader	Mr. Saurabh More
Stall no.	9
Stall Name	Crisp, Crunch and Delight (CCD)

### Objective:

- To offer affordable and delicious food items that caters to the taste buds of the attendees.
- To get hands-on experience in managing a business, including aspects like pricing strategies, promotional activities, customer service, and inventory management.
- To showcase the diverse culinary traditions of India through the selection of our food items.

### Description:

The event began on 18th October, 2023 at 9.00 am with all the other participating teams showing their utmost enthusiasm for the event. Stall number 14 was Crisp Crunch and Delight (CCD) and featured three distinct culinary items from different regions of India:

1. Appam: A type of pancake made with fermented rice batter and coconut milk, it's a popular dish in the South Indian states of Kerala and Tamil Nadu.
2. Shikanji: A traditional lemonade originating from North India, it's a refreshing drink made with lemon juice, sugar, water, and spiced with cumin and salt.
3. Wafer Pav: A unique snack from Maharashtra in West India, it consists of a bread roll (pav) stuffed with crunchy potato wafers and chutney.

These food items were sold at affordable prices, making them accessible to a wide range of customers. We implemented a value-based pricing strategy to attract more customers. The entire event took place through a series of promotional activities, with the team involved in creating buzz for the event, which began on October 8, 2023. The promotional techniques which we adopted are social media promotions, word of mouth, posters and flyers across the campus. The team successfully sold all of their stock. It generated a net profit of 2071 and had a profit margin of 68.69%. After the event, a group presentation was done in front of the jury panel for assessment.

#### Key Takeaways:

1. A food cart business can be a profitable and low-cost venture, making it an attractive option for entrepreneurs.
2. Choosing a good location for the business is crucial to attract more customers and generate sales.
3. Providing affordable prices can make the food items accessible to a wider range of customers, increasing sales and profitability.
4. Offering unique and delicious food items can help differentiate the business from competitors and attract customers.

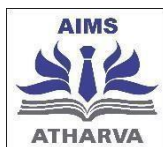
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This report was prepared by: Mr. Saurabh More

This event was conducted under the guidance of Dr. Henry Babu, Director, Atharva Institute of Management Studies, and was submitted to Prof. Gaanyesh Kulkarni.







## **Atharva Institute of Management Studies**

### **Activity / Event report**

Name of Event	One Day Entrepreneur
Date of Conduction	18th October, 2023
Class/Semester	MMS Batch 2022-2024
No. of Students in a Team	9
Faculty Coordinator for the stall	Prof. Swati Agrawal
Student Coordinator/Committee	Entrepreneurship Cell
Team Leader	Ms. Akshata Dhuri
Team Name	Odd Monks (Group 3)
Stall No.	15

### Objective:

- To help the management students understand the significance of entrepreneurship.
- To learn about the entire process of setting & running a business.
- To promote entrepreneurial spirit, passion & culture amongst the youth.

### Description:

The event was held on 18th October, 2023 starting at 9.00 am, going on till 4:30 pm with all the other participating teams displaying their utmost enthusiasm for the event. Stall number 15 was 'Odd Monks', which was a setup of 3 Strategic Business Units (SBUs) consisting of 'Chocolate Dreamz' selling handmade assorted chocolates in various flavors, 'Tinker Jewels' selling handmade trendy Jewellery & 'BonBon – Love & Flavor' selling handmade cream cakes, cheesecakes, brownies & many more confectionery products in miniature form. The entire event was promoted through a variety of events, with the team working to build anticipation for the event beginning on October 8, 2023 by using direct marketing technique and reaching out to potential suspects and generating leads. Team 'Odd Monks' provided bite- sized samples of chocolates & brownies along with showcasing of several jeweler items to faculties, non- teaching staff, students, etc. for overall promotions.

The team successfully sold all of their stock, generating an overall profit of 68% with a Return on Investment (ROI) of 218%, selling 225 items of 'BonBon – Love & Flavor', 260 chocolates of 'Chocolate Dreamz', and 200+ items of 'Tinker Jewels' with a total revenue of Rs. 21,099.

Different teasers and flyers were circulated amongst the students, teaching and non-teaching staff of the Atharva Group of Institutes.

The team has conducted the entire production, promotion, logistics, sales; each process with utmost dedication & hard work to achieve this success. The complete journey of ODE was a remarkable experience for all of us.

Finally, after the event, on 19<sup>th</sup> October 2023, the following day, the team presented the significance of the '4P's' in the business conducted, in front of the Panel of Jury for assessment. Eventually, Team 'Odd Monks' was announced as 'Winner' of ODE.

#### Key Takeaways:

The 4Ps of the marketing mix are essential when establishing any enterprise.

Try to comprehend the persona of your intended market as you develop your goods.

Teamwork is extremely crucial for such big events considering that every team member contributes towards the team's success ultimately.

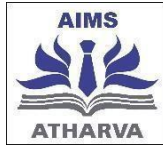
Overall, the event was very interactive and engaging, and the students learned about various different aspects related to entrepreneurship. The session ended with a Vote of Thanks towards Shri. Sunil Rane Sir - Executive President of Atharva Group, Ms. Pallavi Rane Ma'am - Trustee of Atharva Group; Dr. D. Henry Sir (Director, Atharva Institute of Management Studies) and our humble faculty and students with the efforts of whom, this event was an absolute success.

Prepared by: Ms. Akshata Dhuri

This event was conducted under the guidance of Dr. Henry Babu, Director, Atharva Institute of Management Studies, and was submitted to Prof. Gaanyesh Kulkarni.







## Atharva Institute of Management Studies

### Activity / Event report

Name of Event:	One Day Entrepreneur
Date of Conduction:	18th October, 2023
Class/Semester:	MMS Batch 2022-2024
Number of Students in a Team:	9
Faculty Coordinator of the stall	Prof. Swati Agrawal
Student Coordinator/Committee:	Entrepreneurship Cell
Team Leader:	Mr. Krantikumar Rathod
Stall no.	16
Stall name:	Vidarbha Chaska

### Objective:

5 The primary objectives of the "**One Day Entrepreneur**" event were as follows:

1. To offer affordable and delicious food items that cater to the taste buds of the attendees.

2. To gain practical experience in managing a business, encompassing aspects like pricing strategies, promotional activities, customer service, and inventory management.
3. To showcase the diverse culinary traditions of India through the selection of our food items.

#### Event Description:

The event commenced on 18th October 2023 at 9:00 AM, with all participating teams displaying remarkable enthusiasm. Stall number 16, managed by the Vidharbha Chaska team, featured three distinct culinary items from different regions of India:

1. **Puran Poli:** A traditional Indian stuffed bread with sweet lentil filling.
2. **Kachori:** A popular Indian snack.
3. **Masala Tea:** A flavorful and aromatic Indian tea.

These delectable food items were priced affordably to make them accessible to a wide range of customers. The team implemented a value-based pricing strategy to attract more customers.

The event was promoted through a series of activities, starting on October 8, 2023. The team utilized various promotional techniques, including social media promotions, word of mouth, and distributing posters and flyers across the campus. As a result of these efforts, the team successfully sold all of their stock, generating a net profit of 2071 and achieving a profit on cost of 34.27%. Following the event, a group presentation was delivered in front of the jury panel for assessment.

### Key Takeaways:

Several key takeaways emerged from this event:

- A food cart business can be a profitable and cost-effective venture, making it an attractive option for entrepreneurs.
- The selection of a suitable location is crucial to attract more customers and generate sales.
- Providing affordable prices can make the food items accessible to a wider range of customers, thereby increasing sales and profitability.
- Offering unique and delicious food items can help differentiate the business from competitors and attract a broader customer base.

The event concluded with a Vote of Thanks extended to the following individuals:

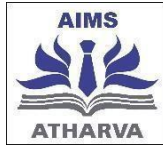
- Shri. Sunil Rane - Executive President of Atharva Group
- Ms. Pallavi Rane - Trustee of Atharva Group
- Dr. D. Henry - Director, Atharva Institute of Management Studies
- The dedicated faculty and students whose contributions led to the success of this event.
- Mr. Gaanyesh Kulkarni – HOD marketing (AIMS)

Report Prepared By: Mr. Krantikumar Rathod



This event was conducted under the guidance of Dr. Henry Babu, Director, Atharva Institute of Management Studies, and was submitted to Prof. Gaanyesh Kulkarni.





## **Atharva Institute of Management Studies**

### **Activity / Event report**

<b>Name of event:</b>	One Day Entrepreneur
<b>Date of conduction:</b>	18th October, 2023.
<b>Class/semester:</b>	MMS Batch 2022-2024
<b>Stall Name:</b>	69 Shakes
Stall No.	17
No. of students in a team:	9
<b>Faculty Coordinator for the stall:</b>	Dr. Shubhi Lal Agrawal
<b>Student Coordinator/Committee:</b>	Entrepreneurship Cell
<b>Team Leader:</b>	Shantanu Biswas

### Objective:

- To assist MMS batch 2022-2024 management students in understanding the value of entrepreneurship.
- To learn various aspects of starting a firm.
- To instill entrepreneurial spirit and culture among the youth.

### Description:

The tournament began at 9.00 a.m. on October 18, 2023, with all of the other participating teams displaying their utmost enthusiasm for the event. Stall number 17 was 69 Shakes wherein the participants were selling Milk base and Water base drink: Oreo shake, KitKat shake and Citrus Blue and Pineapple bliss. The whole event was carried out in a number of promotional activities wherein the team was engaged in creating hype for the event starting to promote right on 9th October, 2023 by using a board and reaching out to potential suspects and generating leads. The team successfully sold all of their stock. It generated a 34% net profit, selling 37 Oreo Shakes KitKat Shakes 50 and 74 glass of citrus blue and 30 glass of Pineapple bliss sold in a day generating revenue of Rs. 9019. The team has shown remarkable teamwork and jointly worked to achieve their goal. The team also printed and posted two banners of the menu and the brand name and tagline. Different teasers and flyers were circulated amongst the students, teaching and non-teaching staff of the Atharva Group of Institutes. Finally, after the event, the following



day a group presentation was done in front of the jury panel for assessment.

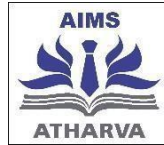
### Key Takeaways:

The 4Ps of the marketing mix are critical throughout the formation of any enterprise. Build your product after understanding the persona of your target audience. Overall, the session was very participatory and engaging, and the students learnt about a variety of entrepreneurship-related topics. The session concluded with a vote of thanks to Shri. Sunil Rane Sir, Executive President of Atharva Group, Ms. Pallavi Rane Ma'am, Trustee of Atharva Group, Dr. D. Henry Sir (Director, Atharva Institute of Management Studies), and our humble faculty and students, without whom this session would not have been a success. This report was prepared by: Mr. Shantanu Biswas.

This event was conducted under the guidance of Dr. Henry Babu, Director, Atharva Institute of Management Studies, and was submitted to Prof. Gaanyesh Kulkarni.







## **Atharva Institute of Management Studies**

### **Activity / Event Report**

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Date of conduction	18th October, 2023.
Class/semester	MMS Batch 2022-2024
No. of students in a team	9
Faculty Coordinator for the stall	Dr. Shubhi Agrawal
Student Coordinator/Committee	Entrepreneurship Cell
Team Leader	Mr. Shiva Kumar Sanghvi
Stall Name	Nostalgic 18
Stall no.	18

**Objective:**

- To offer affordable Mandala Art Items and One Stop Shop for Diwali shopping.
- To get hands-on experience in managing a business, including aspects like pricing strategies, promotional activities, customer service, and inventory management.

**Description:**

The event began on 18th October, 2023 at 9.00 am with all the other participating teams showing their utmost enthusiasm for the event. Stall number 18 was a one stop shop for Diwali shopping named as Nostalgic 18 wherein the participants were selling variants of Mandala Art Keychain, Bookmarks, Diyas, Mirror, Mandala Wall Hanging and Tea Coaster. Also, they kept a nostalgic game from Mr. Bean named as Buzzwire. The entire event was carried out by engaged in creating hype for the event 3 weeks before the event and through ambassador marketing, social media and personal marketing. The team sold their whole stock by end of the day with revenue of Rs. 12,707/- By generating a 61% Profit Margin and 155% ROI. The whole stock consists of 40 Mandala Art Keychain, 8 Bookmarks, 44 Diyas, 3 Mirror, 6 Mandala Wall Hanging and 3 set of Tea Coaster. The team has put efforts in and out and has achieved the target to cross ROI of 100%. The team has performed digital marketing creating unique teasers and flyers and circulated throughout the campus

of Atharva Group of Institutes. Teams Brand Ambassador has done fabulous marketing since she has most of the followers who were target audience of the day of event. It was great method of promoting through digital media. Finally, after the event, the following day a group presentation was done in front of the jury Panel for assessment.

The team successfully achieved position of 2nd runner up in the event competition.

### **Key Takeaways:**

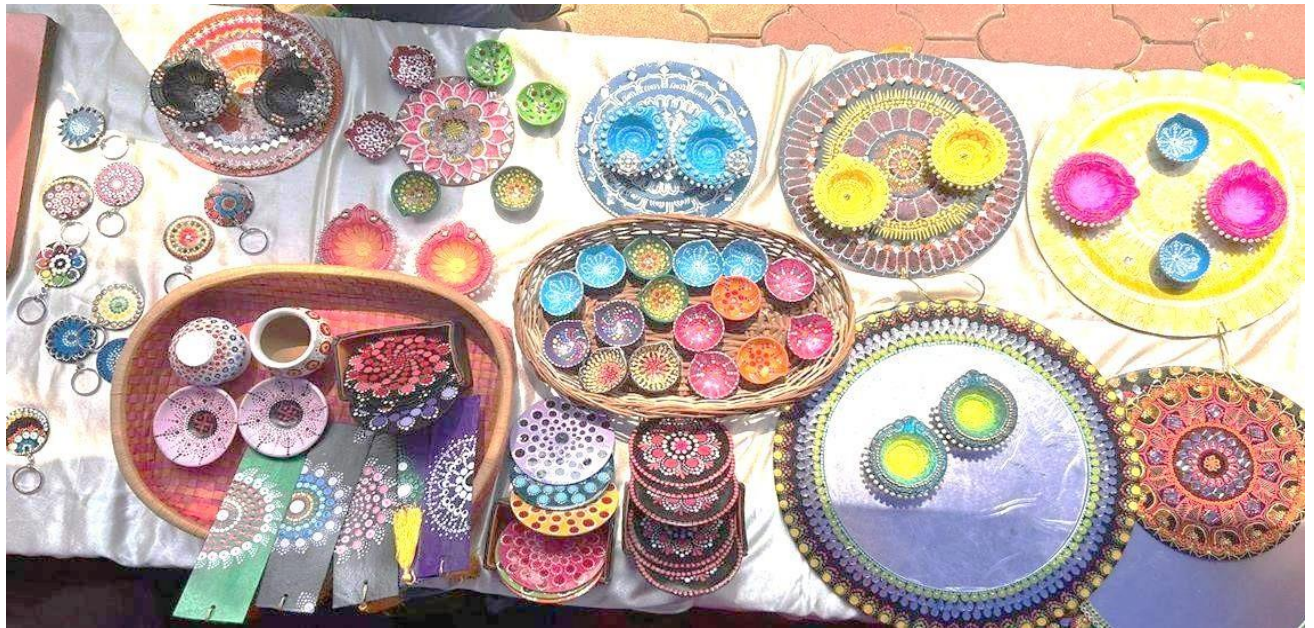
A Deep passion for art and a thorough understanding of the art world are essential. Emphasize the Quality of the art you represent or create. Provide fair and competitive pricing for the products so it is accessible to a wider range of customers result in increasing sales. Considering factors like production cost and arts reputation. Offering unique and attractive art designs can help to differentiate the business. The session ended with a Vote of Thanks towards Shri. Sunil Rane Sir- the Executive president of Atharva Group, Ms. Pallavi Rane Ma'am- trustee of Atharva Group; Dr. D. Henry Sir (Director, Atharva Institute of Management Studies) and our humble faculty and students with the efforts of whom, this session was a success.

This report was prepared by: Mr. Shivakumar Sanghvi.

This event was conducted under the guidance of Dr. Henry Babu, Director, Atharva Institute of Management Studies, and was submitted to Prof. Gaanyesh Kulkarni.







The above report was compiled & submitted by MMS-III student - Mr. Palak Shah;  
Ms. Saloni Bodele; and Ms. Saumya Kushwaha.

Checked by:

Approved by:

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**Prof. Gaanyesh Kulkarni**

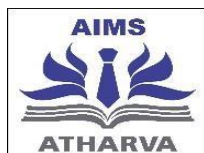
(HoD & Asst. Professor-Marketing)

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**Dr. D. Henry Babu**

(Director, AIMS)





## **Atharva Institute of Management Studies**

### **Activity / Event Report**

Name of Event/Title	: Fiscal Finesse Competition
Organizing Committee	: Finnix Club
Date(s) of conduction	: 31 <sup>st</sup> August 2024
Class / Sem	: MMS- II (Semester-III) Finance
Faculty coordinator	:Dr. Monika Shrimali Prof. Ketan Sutaria
Student coordinator/ committee	:Mr. Shivam Wadhwani Ms. Shreya

## **DESCRIPTION**

### **Introduction**

The Finance Finesse Quiz Competition was organized for the MMS Semester III Finance students on 31<sup>st</sup> August 2024, focusing on sharpening their financial acumen and enhancing their understanding of critical financial concepts. The competition aimed to foster a spirit of healthy competition, encourage in-depth learning, and provide a platform for students to showcase their knowledge in the field of finance.

### **Objectives**

- **Enhancing Financial Knowledge:** To deepen the students' understanding of finance-related topics, including investments, markets, economic policies, and financial management.
- **Encouraging Critical Thinking:** To stimulate critical thinking and problem-solving skills by challenging students with complex finance-related questions.
- **Building Competitive Spirit:** To cultivate a competitive spirit and inspire students to strive for excellence in their academic and professional pursuits.

### **Participation**

The competition witnessed enthusiastic participation from the MMS Semester III Finance students. Total 43 students registered and participated in the event. The participants came from diverse background within the finance domain, contributing to a rich and varied knowledge pool.

### **Learning Outcomes:**

The learning outcomes from the initiative were:

The Finance Finesse Quiz Competition had a significant impact on the MMS Semester III Finance students, contributing to their academic and personal development in several meaningful ways. Below is an analysis of the various learning outcomes observed:

1. Enhanced Financial Literacy
2. Development of Critical Thinking and Problem-Solving Skills
3. Increased Confidence and Competitive Spirit
4. Practical Application of Theoretical Knowledge
5. Increased Interest in Financial Topics
6. Preparation for Future Academic and Professional Challenges
7. Recognition and Motivation

### **Winners**

1. First Position – Priya Premkumar
2. Second Position – Roshni Bharat Survase

## FLYER OF THE EVENT



The flyer is for a competition organized by The Finance Club. It features a dark blue background with financial-themed graphics like a bar chart, a globe, and a calculator. The text is white and yellow. The Atharva Institute of Management Studies logo is in the top left. The Finnix logo is in the top center. The event title is in large, bold, yellow letters. The date and time are in white text with icons. The venue is indicated by a location pin icon.

**ATHARVA**  
INSTITUTE OF  
MANAGEMENT STUDIES

**ATHARVA INSTITUTE OF MANAGEMENT STUDIES**  
(Affiliated to University of Mumbai, Approved by DTE & AICTE)

Presents

**Finnix**  
Inspire | Ignite | Innovate

**THE FINANCE CLUB**  
Organizes

**FISCAL FINESSE COMPETITION**

on

**31<sup>st</sup> AUG 2024** | **10:00 AM ONWARDS**

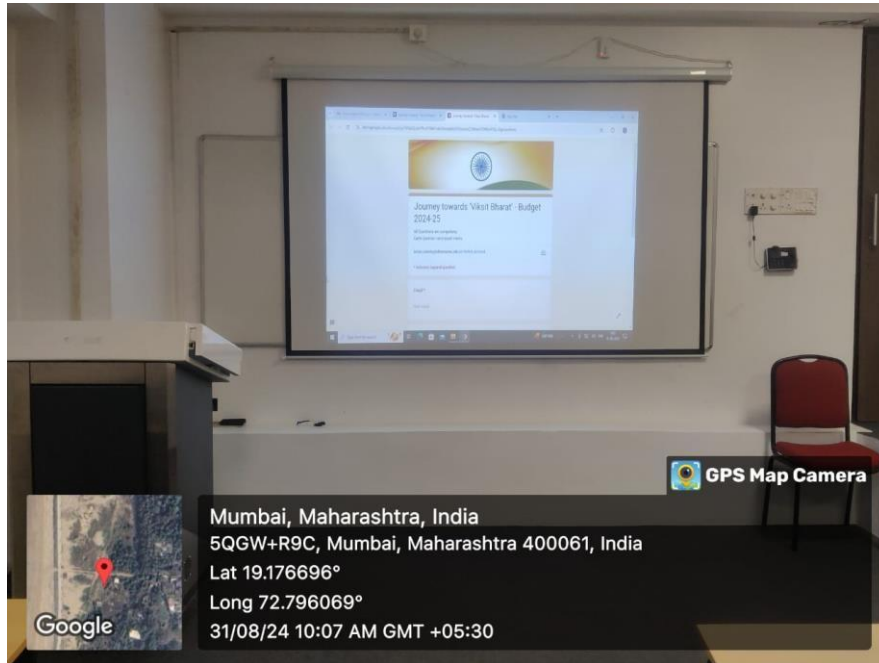
**Venue**

Finance Classroom, 3rd Floor, Atharva Institute of Management Studies, Malad

## GEO-TAGGED PHOTOS







## **Quiz Questions and Responses**

### **\*PDF Attached with the Report**

**EVENT REPORT PREPARED BY:** Dr. Monika Shrimali

**Verified by:** Dr. Vaibhav L. Patil

**Submitted to:** Dr. D. Henry Babu – Director - AIMS

# Journey towards 'Viksit Bharat' - Budget 2024-25

[Publish analytics](#)



## Name of the Student

43 responses

Shreya Bhandarkar Mansi

wala

Rutwik Jain Rohit

Talwadekar

Shivam Madhawani Varun

salvi

Yash Kadu Kunal

Mane

Divya Prakash Vartak

Varad Bedekar

Priya Premkumar Chitroda

Mansi Bimal Janhavi Raut

Sphurti shere Aakash

Ghia Sushmita kapure

Chaitanya Thombare

Abhishek Pawaskar

Jay Juthani Anushree

Vartak





Pankaj Sudam Tamkhane Amit

Raut

Neha Surve

Suvansh Yadav

Kajal Mungad

Nishita Patel

Khushi Jain Sakshi

Berde

Komal Prashant Agrawal

Vaibhav Akhare

Ajit Rohit Shiroor

Arpit Bobade

Rohit Jaiswal

Vaibhav Bhise

Pallavi kangutkar

Harshada

Pranoti Pravin Salunke

Chetan Mulik

Ashutosh Sunil Hartalkar Roshni

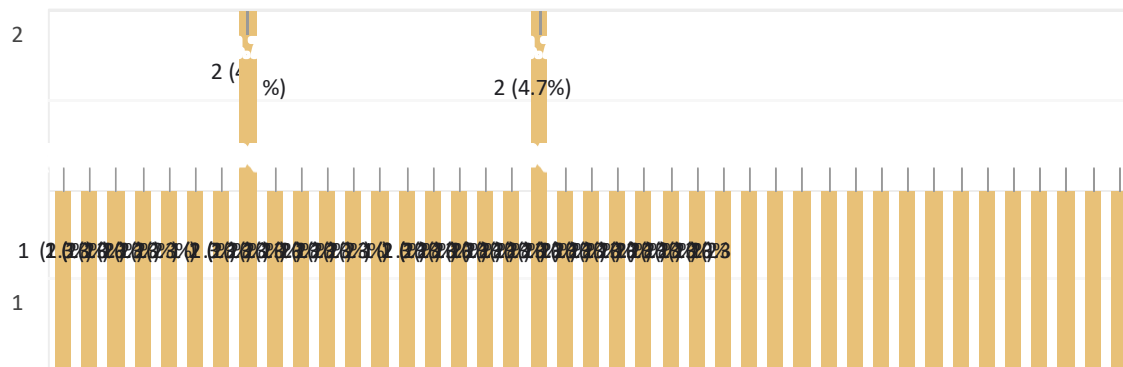
Ankita Mhatre

Nayan shirke



## Roll No

43 responses

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## Division

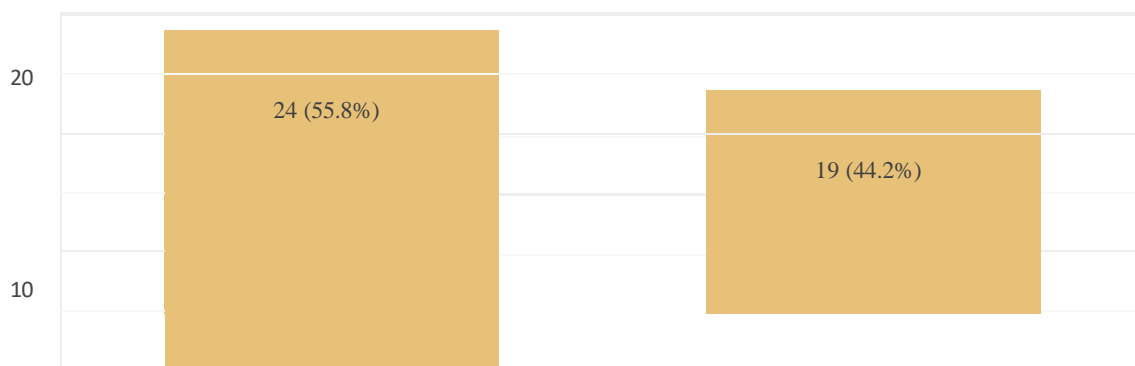
43 responses

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Which amongst the following is not a part of the theme of Union Budget 2024?

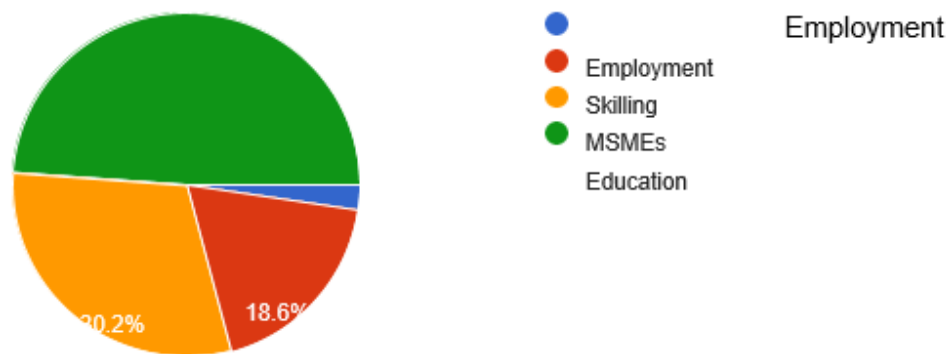
43 responses



Which amongst the following is not a part of the theme of Union Budget 2024?

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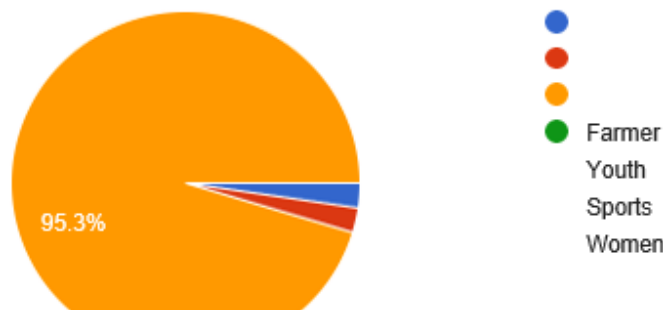
43 responses



The Union Budget 2024 has not focused on which of the following area?

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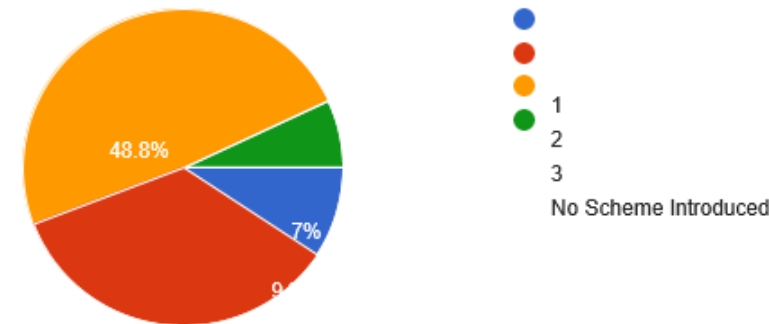
43 responses



How many schemes has been introduced in the budget for employment linked incentives?

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3 responses



"Improving the socio-economic condition of tribal communities covering 63,000 villages benefitting 5 crore tribal people", is a part of which Scheme?

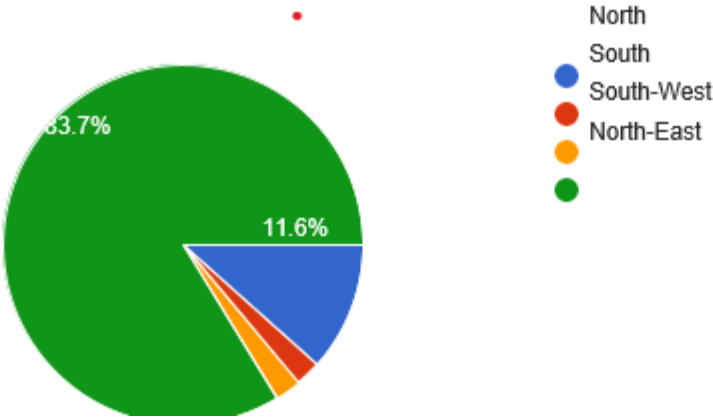
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43 responses

In which Region of India more than 100 branches of India Post Payment Bank will be set up?

[Copy](#)

43 responses



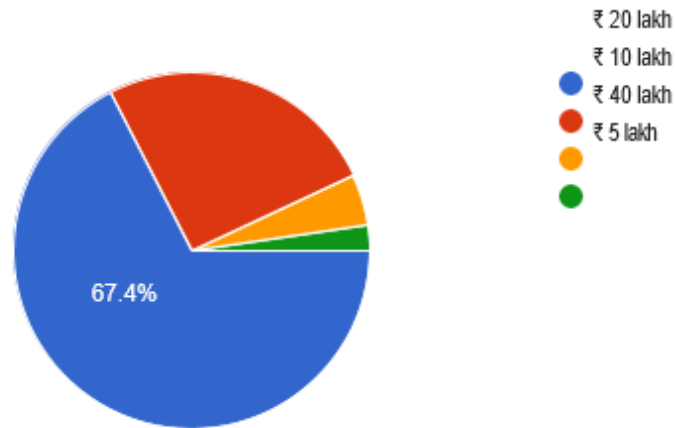


What is the new enhanced loan limit of Mudra Loans under the 'Tarun' category.

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category.

43 responses



9/2/24, 9:56 AM

Journey towards 'Viksit Bharat' - Budget 2024-25

Twelve industrial parks has been proposed under which Programme?

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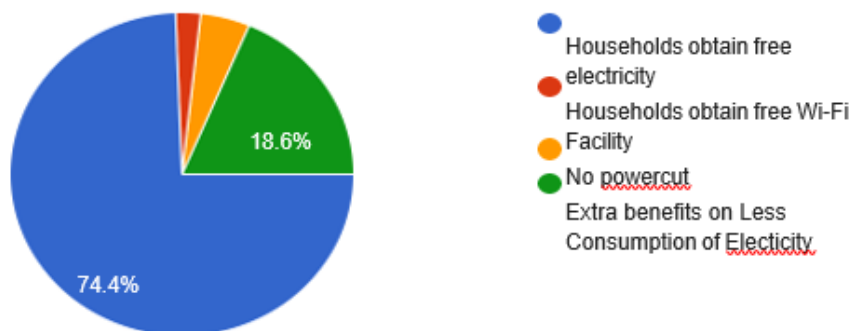
43 responses



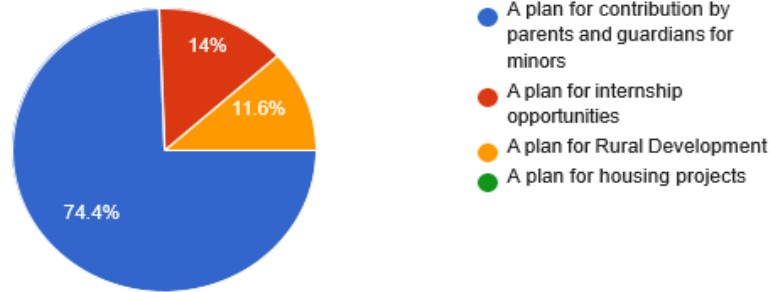
What initiatives will be taken under "PM Surya Ghar Muft Bijli Yojna"?

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43 responses



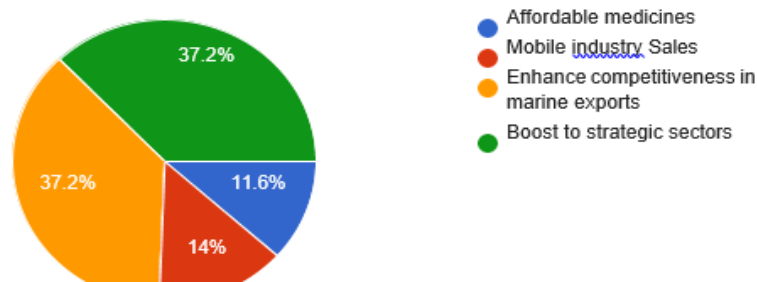
43 responses



How the decision to fully exempt custom duties on 25 critical minerals will support Indian Economy?

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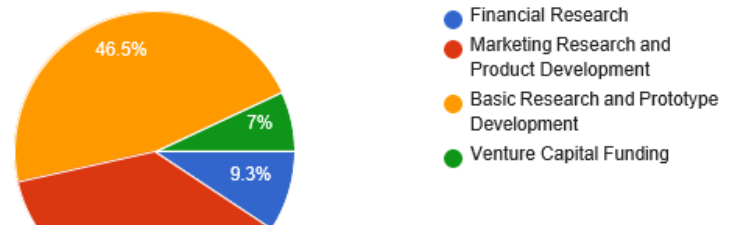
43 responses



The Operationalization of the Atmanirbhar National Research Fund will help in promoting

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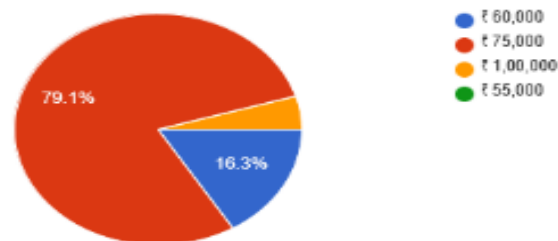
43 responses



Standard Deduction for salaried employees increased from ₹50,000 to

Copy

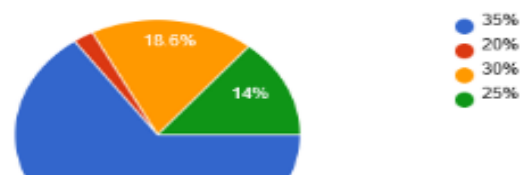
43 responses

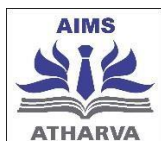


Corporate tax rate on foreign companies reduced from 40% to

Copy

43 responses





## **Atharva Institute of Management Studies**

### **Activity / Event report**

Name of Event/Title	: Know your Specialization
Resource person	: Mr. Tanuj Poddar
Organization	: Beam Outsourcing Services
Designation	: Founder
Contact no.	9820462885

Email ID

:

tanujpoddar@hotmail.com

Date(s) of conduction : 30<sup>th</sup> August

2024

Class / Sem

: MMS SEM III (Batch 2023 – 2025)

Faculty coordinator

: Prof. Kajal Desai & Prof. Ketan Sutaria

Student coordinator/ committee

: Ms. Suhasi Jain and Mr. Susmit Bhagat



## **DESCRIPTION**

### Objectives:

- To provide an overview of the different specializations available within the MBA/MMS program, such as Finance, Marketing, Human Resources, Operations, and others.
- To help students explore the career prospects, job roles, and industries associated with each specialization.
- To guide students in identifying their personal interests, skills, and strengths and how these align with the specializations offered.
- To present current industry trends, demands, and the future scope of various specializations, helping students understand the potential growth in each field.
- To equip students with strategies and frameworks for making informed decisions when choosing a specialization.
- To assist students in evaluating how each specialization can contribute to their long-term professional aspirations and career development.

### Key Takeaways:

#### 1. Alignment with Career Goals

The session emphasized the importance of aligning specialization choices with long-term career goals, personal interests, and strengths. The students were encouraged to assess their current skill sets and how different specializations would enhance or complement them.

#### 2. Overview of Specializations Offered

The session provided an overview of the specializations available to MBA/MMS students, such as Marketing, Finance, Human Resources, Operations, IT, and more. This has helped students understand the scope, career prospects, and industry demand for each specialization.

#### 3. Industry Trends and Market Demand

Speakers shared insights on industry-specific trends, job opportunities, and evolving skill requirements. The students were able to understand which specializations are in high demand in the job market based on global and local economic changes.

#### 4. Long-Term Career Path Planning

The long-term career growth trajectory for each specialization was discussed, giving students a better understanding of how their choices would shape their future careers. It emphasis was also placed on continuous learning and professional development, beyond just the MBA program.

#### 5. Internship and Placement Opportunities

The students received insights on how the choice of specialization impacts internship opportunities and the kind of projects students will be exposed to. The speaker also discussed on discussion on placement statistics, preferred recruiters for different specializations, and salary expectations.

Learning Outcomes:

##### 1. Identify Key Insights

Students will be able to identify and summarize the key insights shared during the "Know Your Specialization" session, particularly regarding the different specializations available in the MBA-MMS program.

##### 2. Analyze Career Paths

Students will be able to analyze the career opportunities and industry trends associated with each specialization, enabling them to align their personal career goals with relevant specializations.

##### 3. Evaluate Personal Interests and Strengths

Students will be able to evaluate their own interests, strengths, and aspirations in the context of the specializations discussed, making informed decisions about which specialization suits them best.

##### 4. Compare Specialization Options

Students will be able to compare and contrast the various specializations based on factors such as job market demand, skill requirements, and personal career objectives.

##### 5. Develop an Action Plan

Students will be able to develop an action plan for further exploration of their preferred specialization(s), including relevant coursework, internships, or certifications to enhance their expertise in the chosen field.

## Profile of Resource Person



### About Me

Goal-oriented and driven business professional with more than 20 years of extensive experience in the BFSI industry, possessing the relevant skills required for the creation, development and implementation of business strategies and strategic marketing direction of the company in order to meet corporate objectives. Proven track record in establishing strategic partnerships and expanding market reach.



98204 62885



tanujpoddar@hotmail.com

# TANUJ PODDAR

## WORK EXPERIENCE

### Beam Outsourcing Services (Founder) (June 2021- Present)

- Developed customized Corporate training solutions and end-to-end execution of training through CSR mandates.
- Developed the service roadmap, revenue model and go-to-market strategies.

### Freelance Training and Consultant (Nov 2018- Till Date)

- Create and execute customized training sessions (Sales, Financial literacy, career development, mock interviews etc.) for a large diaspora of audiences including employees, students, self-employed, etc.

### AIIM EduSys Pvt Ltd (Co-Founder and Executive Director) (Aug 2010- Nov 2018)

- Built the education and training business grounds up Conceptualized, developed and launched the course in Post Graduate Certificate in Banking providing 120 hours+ training including placement assistance with top Banks & NBFCs.
- Spearheaded Operations including handling admissions & training development.
- Successfully placed over 2,000 students

### Bharti AXA Life Insurance Co Ltd (Jan 2008- Aug 2010)

- Partnering with prospective Bancassurance partners.
- Data Mining and analysis, Liaise with Legal and Operations department, Development and implementation.

### HDFC Standard Life Insurance Co Ltd (Sept 2006- Jan 2008)

- Channel Development and Regional Marketing initiatives. Initiating Consumer Contact Programs.

### ICICI Prudential Life Insurance Co Ltd (March 2004- Sept 2006)

- Relationship management, Organizing Product and Process Training.

## LANGUAGE

- English
- Hindi

## CERTIFICATIONS

NISM (National Institute of Securities Market) – Mutual Fund Distributors Series V-A.

NISM (National Institute of Securities Market) – Securities Markets Foundation Series XII

SEBI SMART Trainer

## EXPERTISE

- Product Development
- Business Development
- Marketing and Sales
- Critical Thinking
- Leadership
- Mentoring

## EDUCATION

B COM (2001)

Bachelor of Commerce  
CSJM (Kanpur) University

MMS (MARKETING) (2004)

Masters in Management Studies  
Mumbai University

# FLYER OF THE EVENT



ATHARVA INSTITUTE OF MANAGEMENT STUDIES

(Affiliated to University of Mumbai, Approved by DTE & AICTE)

## **GUEST SESSION** on **KNOW YOUR SPECIALIZATION** by



**MR. TANUJ PODDAR**

Founder of Beam Outsourcing Services &  
Freelance Training and Consultant

**DATE**  
**30<sup>th</sup> August, 2024**

**TIME**  
**10:30 am Onwards**



Class Room 2, Phase 3, Atharva Institute of Management Studies, Malad



## GEO-TAGGED PHOTOS





### Mumbai, Maharashtra, India

Atharva Educational Trust, Atharva Back Rd, Malad, Charkop Naka, Asmita Jyoti Housing Society, Malad West, Mumbai, Maharashtra 400095, India

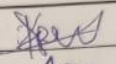
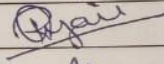
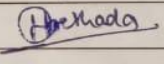
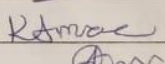
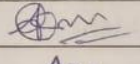
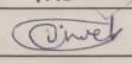
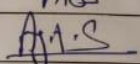
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Long 72.826013°

30/08/24 10:42 AM GMT +05:30



# Attendance sheet with signature

ATHARVA INSTITUTE OF MANAGEMENT STUDIES		
MMS Sem- III - Attendance Sheet - Batch - 2023 - 2025		
Specialization - Finance		
Know Your Specialization		
Date : 30th August, 2024		
Roll No.	Date	10.30AM - 12.30PM
	Name	Signature
A-2	Agrawal Komal	
A-6	Berde Sakshi	ABS
A-8	Bhandarkar Shreya	ABS
A-9	Bhat Rudra	ABS
A-10	Bobade Arpit	ABS
A-13	Preeti Dodhwani	ABS
A-15	Gharat Riya	ABS
A-18	Jadhav Mitali	ABS
A-19	Jain Rutwik	
A-21	Juthani Jay	ABS
A-23	Kangutkar Pallavi	Pallavi
A-26	Madhawani Shivam	ABS
A-28	Malpure Harshada	
A-29	Mane Kunal	
A-30	Mhatre Ankita	
A-31	Mule Pratik	ABS
A-32	Nawandar Vivek	
A-35	Patil Karan	ABS
A-37	Pawde Krishna	ABS
A-38	Priya Premkumar	ABS
A-42	Raut Janhavi	ABS
A-44	Salunke Pranoti	ABS
A-45	Salvi Varun	ABS
A-46	Sayyed Wasim Abbas	ABS
A-52	Shirke Nayan	ABS
A-53	Shiroor Ajit	
A-58	Srikanthan Mukundan	ABS

A-59	Survase Roshni	<u>R</u>
A-60	Surve Neha	ABs
A-61	Tamkhane Pankaj	ABs
A-62	Thombare Chaitanya	C.B. Thombare
A-64	Vartak Divya	<u>Divya</u>
A-66	Wala Mansi	ABs
A-67	Yadav Suvansh	<u>Suvansh</u>
B-2	Akhare Vaibhav Shrikrushna	BA...
B-4	Arwari Vaishnavi Deepak	<u>Deepa</u>
B-7	Bajaj Hritik Rajiv	H Bajaj
B-9	Bedekar Varad Arvind	<u>Varad</u>
B-11	Bhise Vaibhav Suresh	<u>Vaibhav</u>
B-14	Chitroda Mansi Bimal	ABs
B-17	Ghia Aakash Lalit	ABs
B-20	Hartalkar Ashutosh Sunil	<u>Ashutosh</u>
B-21	Jain Khushi Kishor	ABs
B-23	Jaiswal Rohit Madan	<u>Rohit</u>
B-24	Kadu Yash Shivaji	<u>Yash</u>
B-28	Kapure Sushmita Vinayak	<u>Sushmita</u>
B-30	Khedekar Pranita Pramod	ABs
B-36	Mulik Chetan Dilip	<u>Mulik</u>
B-37	Mungad Kajal Mahesh	<u>Kajal</u>
B-43	Patel Nishita Chetan	ABs
B-45	Pawaskar Abhishek Rajan	<u>APawaskar</u>
B-49	Raut Amit Dnyaneshwar	ABs
B-53	Shivade Sampada Vinod	<u>Sampada</u>
B-54	Shree Sphurti Shashank	<u>Sss</u>
B-58	Talwadekar Rohit Vilas	<u>Rohit</u>
B-59	Thakre Yash Arun	<u>Yash</u>
B-60	Thakur Unnati Upendra	<u>Unnati</u>
B-62	Vartak Anushree Ajay	ABs
B-63	Waghe Pranav Vilas	<u>Pranav</u>



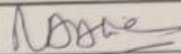
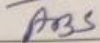







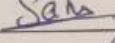
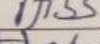
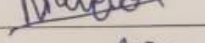

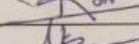
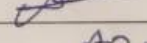







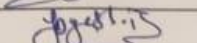
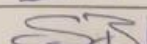
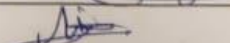
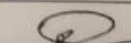
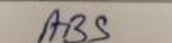


# ATHARVA INSTITUTE OF MANAGEMENT STUDIES

MMS Sem- III - Attendance Sheet - Batch - 2023 - 2025

Specialization - Marketing

Know Your Specialization

Date : 30th August, 2024

Roll No.	Date	10.30AM - 12.30PM
	Name	Signature
A-3	Ahire Nikhil	
A-4	Badgujar Sankar	
A-5	Bane Shubham	
A-7	Bhandari Vishal	
A-11	Choudhary Parvi	
A-14	Doiphode Trisha	
A-16	Govindwar Prathmesh	
A-17	Jadhav Mansi	
A-20	Jain Suhasi	
A-22	Kachave Sahil	
A-24	Khune Shreyas	
A-34	Patidar Nainish	
A-39	Rana Aayusha	
A-40	Raut Adesh	
A-41	Raut Alkesh	
A-47	Shah Krushi	
A-51	Shinde Ramprasad	
A-54	Shirwadkar Sameer	
A-56	Sirsath Abhishek	
A-63	Thorve Mukund	
A-65	Wakale Ashish	
B-5	Ayare Hrushikesh Ravichandra	
B-6	Badgujar Swapnil Narendra	
B-8	Bansode Yogesh Prakash	
B-10	Bhagat Susmit Sahebrao	
B-15	Gadhawe Niraj Vinayak	
B-22	Jain Sakshi Kantilal	
B-27	Kamthe Sahil Mohan	
B-29	Khankar Aditya Ganesh	

B-32	Mandlik Khushi Nanabhau	(2)
B-33	Maurya Anubhav Ashok	ABS
B-34	Meshram Ghanshyam Sitaram	(Setha)
B-38	Musale Vaibhav Satish	CS
B-39	Naik Shruti Vijay	Quarant
B-42	Pareek Nisha Bajarang Lal	ABS
B-46	Petkar Vaishnavi Ramkrushna	ABS
B-47	Pharakate Shubham Satappa	Su
B-48	Prajapati Rahul Manherlal	ABS
B-50	Sankhe Mansi Narendra	CS
B-51	Sawant Kshitija Vinod	Xsawant
B-52	Sharma Tejas Gopal	Te
B-55	Shukla Sopan Dinesh	ABS
B-57	Singh Saurabh Santosh Kumar	ABS
B-61	Tiwari Harsh Sanjiv	CS
B-64	Wankhede Ayush Sanjay	CS

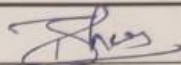
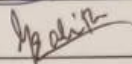

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2018

2018  
4  
2018  
11/11



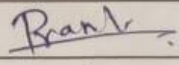


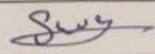
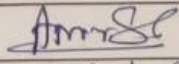
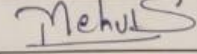







2018  
11/11  
2018

2018  
2018

**ATHARVA INSTITUTE OF MANAGEMENT STUDIES****MMS Sem- III - Attendance Sheet - Batch - 2023 - 2025****Specialization - Systems / IT****Know Your Specialization****Date : 30th August, 2024**

Roll No.	Date	10.30AM - 12.30PM
	Name	Signature
B-12	Bhogle Kaustubh Vidyadhar	
B-19	Gurudu Sahith Haridas	
B-26	Kajrekar Rutvik Govind	

**ATHARVA INSTITUTE OF MANAGEMENT STUDIES****MMS Sem- III - Attendance Sheet - Batch - 2023 - 2025****Specialization - Operation****Know Your Specialization****Date : 30th August, 2024**

Roll No.	Date	10.30AM - 12.30PM
	Name	Signature
A-1	Achalkhamb Deep	
A-12	Dhere Ankur	
A-25	Kukudkar Pranali	
A-33	Pagare Pratik	
A-36	Pawar Sushant	
A-43	Salame Swapnil	
A-48	Shaikh Amin	
A-49	Sharma Mehul	
B-1	Ahire Pankaj Dharmapal	
B-3	Akulwar Prathmesh Sunilrao	
B-18	Gorivale Ashwin Narayan	
B-25	Kadwadkar Prafulla Ganesh	
B-44	Patil Aniket Nagoji	
B-56	Singh Devendra Sukhvair	
B-66	Yadav Charu Devendra	



# ATHARVA INSTITUTE OF MANAGEMENT STUDIES

MMS Sem- III - Attendance Sheet - Batch - 2023 - 2025

Specialization - Human Resource

Know Your Specialization

Date : 30th August, 2024

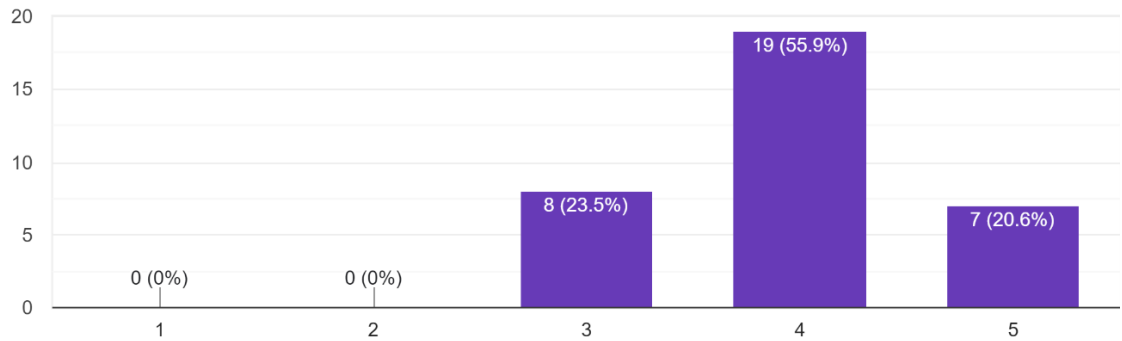
Roll No.	Date	10.30AM - 12.30PM
	Name	Signature
A-27	Malpani Aanchal	ABS
A-50	Shekhawat Neelam	ABS
A-55	Singh Kamini	ABS
A-57	Sona Mansi	ABS
B-13	Chaudhary Nidhi Rajkumar	ABS
B-16	Gaikwad Sahyogi Mahendra	ABS
B-31	Kudtarkar Pooja Prakash	ABS
B-35	Mohite Apurva Mahendra	ABS
B-40	Nakum Unnati Vijay	Nakum
B-41	Panchal Om Kalpesh	ABS
B-65	Yadav Aakanksha Pramod	ABS
B-67	Gharat Sakshi	Sakshi



# Feedback Analysis

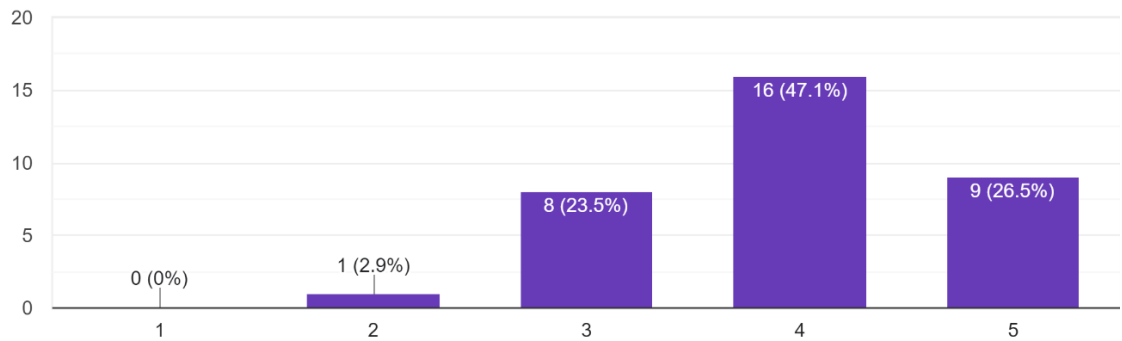
How satisfied were you with the overall session

34 responses



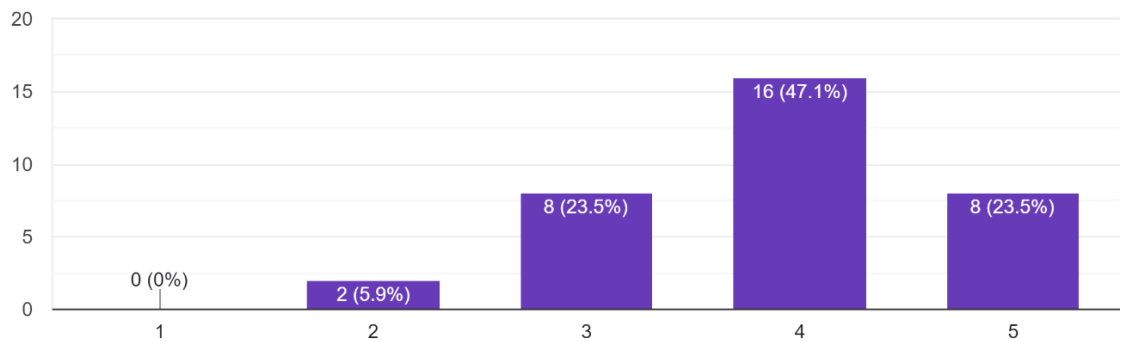
How relevant did you find the topics covered in relation to your career preparation

34 responses



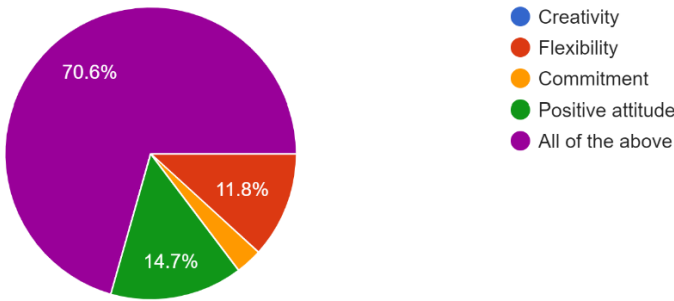
To what extent did session help you to understand the skills and qualities required for corporates?

34 responses



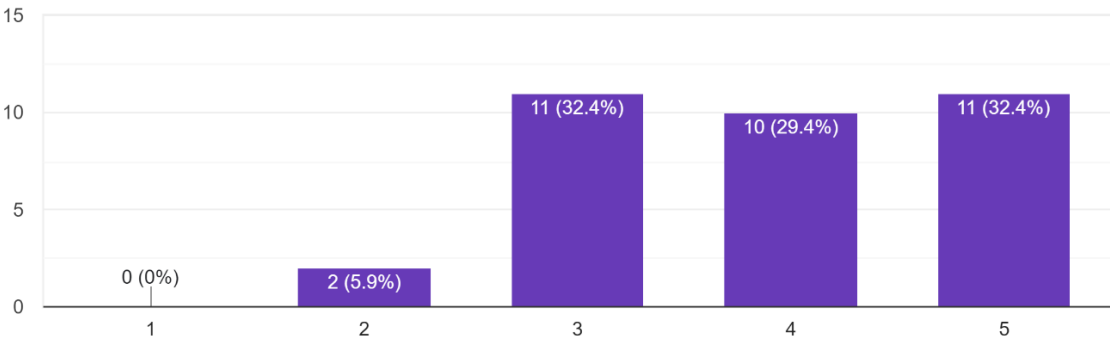
Which of the skill was emphasized as important for corporate readiness ?

34 responses



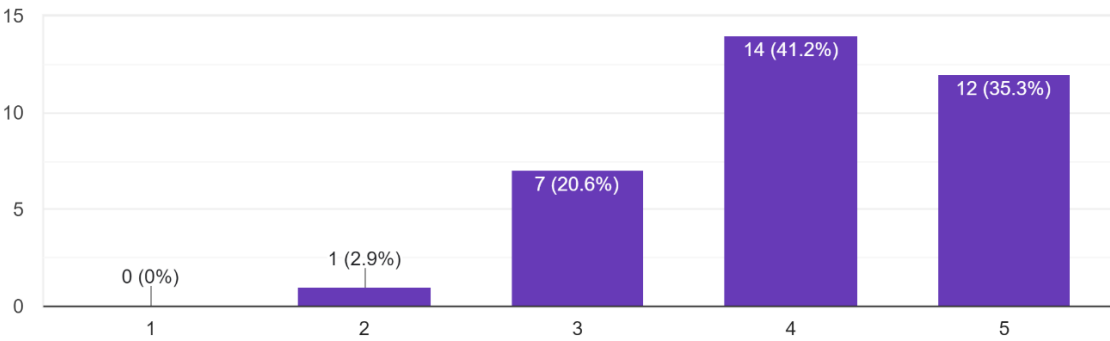
How useful was the insights shared regarding interview preparation?

34 responses

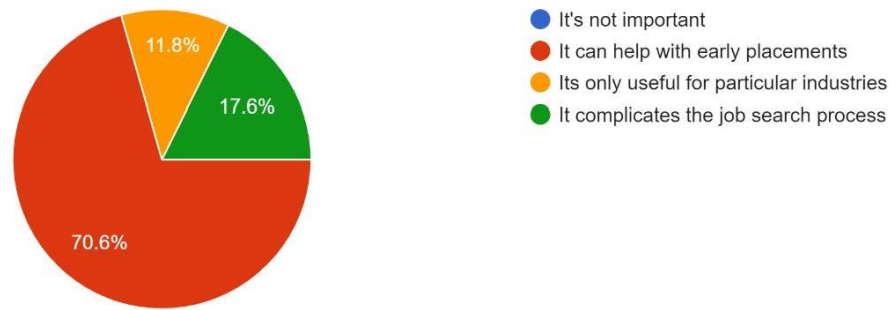


How confident do you feel about improving your resume based on the suggestions provided in the session?

34 responses

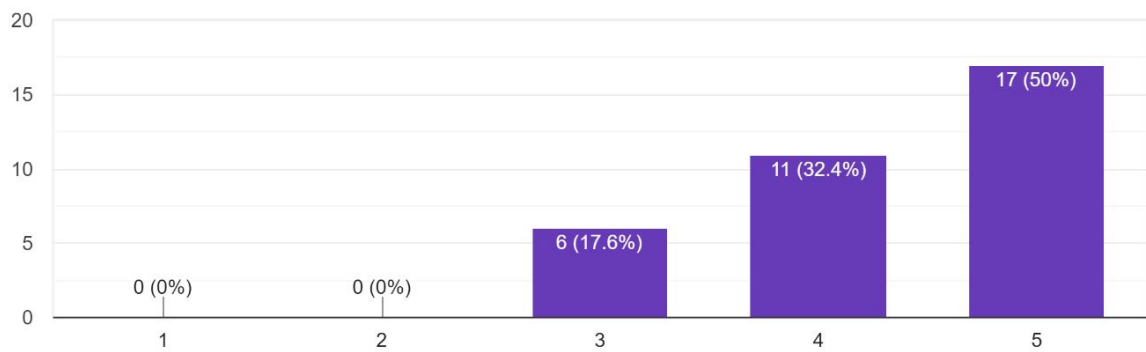


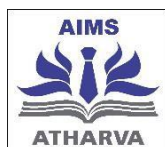
34 responses



How important do you now believe networking is for early placements, based on the discussion?

34 responses

**PREPARED BY: Ms.Sushasi Jain****Verified by: Prof. Ketan Sutaria & Prof. Kajal Desai****Submitted to: Dr. D. Henry Babu – Director - AIMS**



## **Atharva Institute of Management Studies**

### **Activity / Event report**

Name of Event/Title	: Kargil Vijay Diwas
Club	:- CSR
Organization	: Atharva Institute of Management Studies
Date(s) of conduction	: 26th July, 2024
Class / Sem	: MMS - Sem 2
Faculty coordinator	: Prof. Ganesh Apte
Student coordinator/ committee	: Krushi Shah, Sakshi Gharat, Pranita Khedekar, Shubham Bane, Sameer Shirwadkar, Vaishnavi Petkar



## **DESCRIPTION**

**Objectives:** A salute to nation warriors

### **Key Takeaways:**

On 26th July, an inspiring Vijay Kargil Diwas celebration was organized by Sunil Rane sir. The event was a heartfelt tribute to our brave soldiers, honoring their sacrifices and unwavering dedication to the nation.

The event commenced with a salute to all the soldiers present, followed by a series of engaging presentations that recounted the heroic stories of our soldiers. Each story shared was a testament to the courage and resilience of these brave men and women who defend our country.

Adding to the patriotic fervor, there were captivating dance performances, with Amruta Dhongade, Shruti Marathe, and Pooja Birari taking the lead roles. Their performances were not only entertaining but also filled the audience with a sense of pride and gratitude.

Overall, the Vijay Kargil Diwas celebration was a moving and inspiring event, reminding us of the immense contributions of our soldiers towards the nation's security and freedom.

**Learning Outcomes:** Respect all soldiers and warriors who protect our nation and understand the importance of them.

**FLYER OF THE EVENT**



The flyer features a light orange background with a faint map of India. In the foreground, four black silhouettes of soldiers in combat gear stand on a dark base, each holding a rifle. The text is arranged in a clean, modern layout.

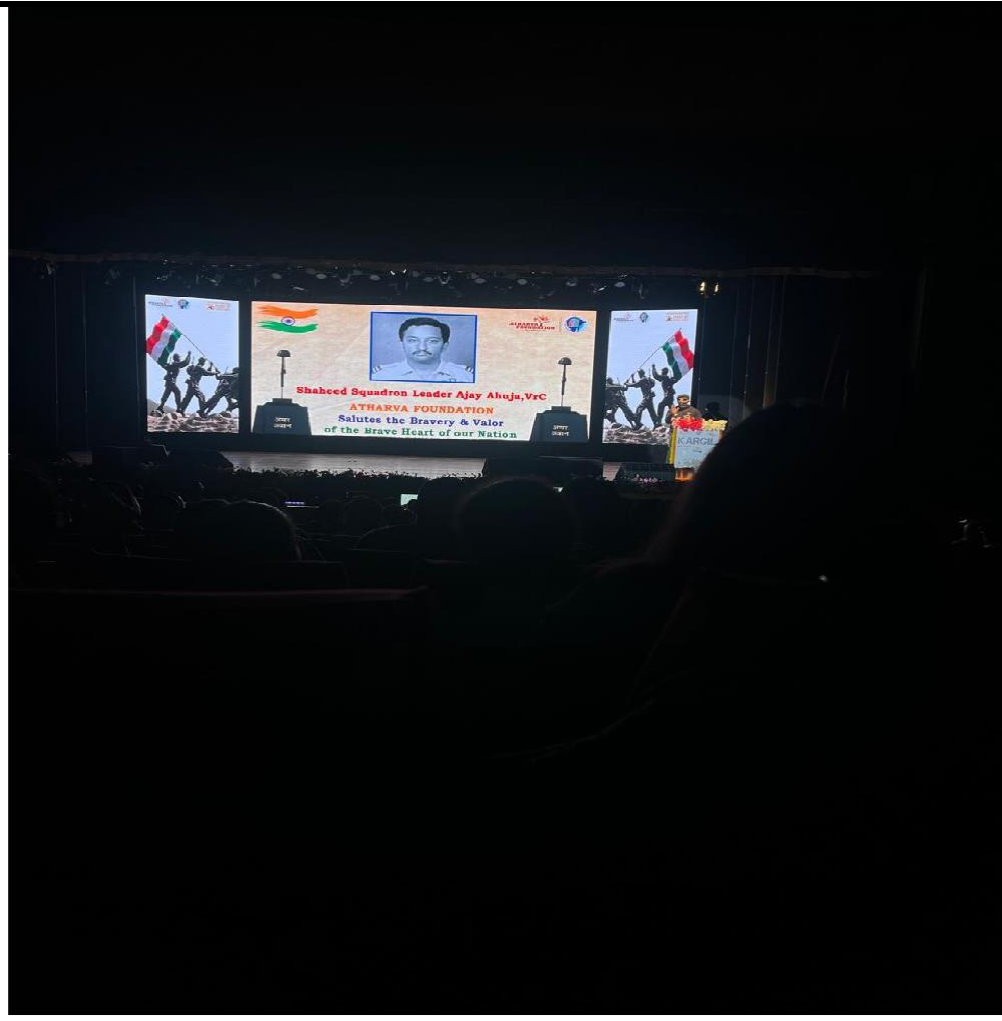
 **ATHARVA INSTITUTE OF MANAGEMENT STUDIES**

**KARGIL**  
VIJAY DIWAS

**26th July, 2024**  
**10:00 AM**  
**Onwards**

 **Prabodhan Thakre Hall, Sodawala Ln, Krishna Nagar,  
Borivali West, Mumbai**

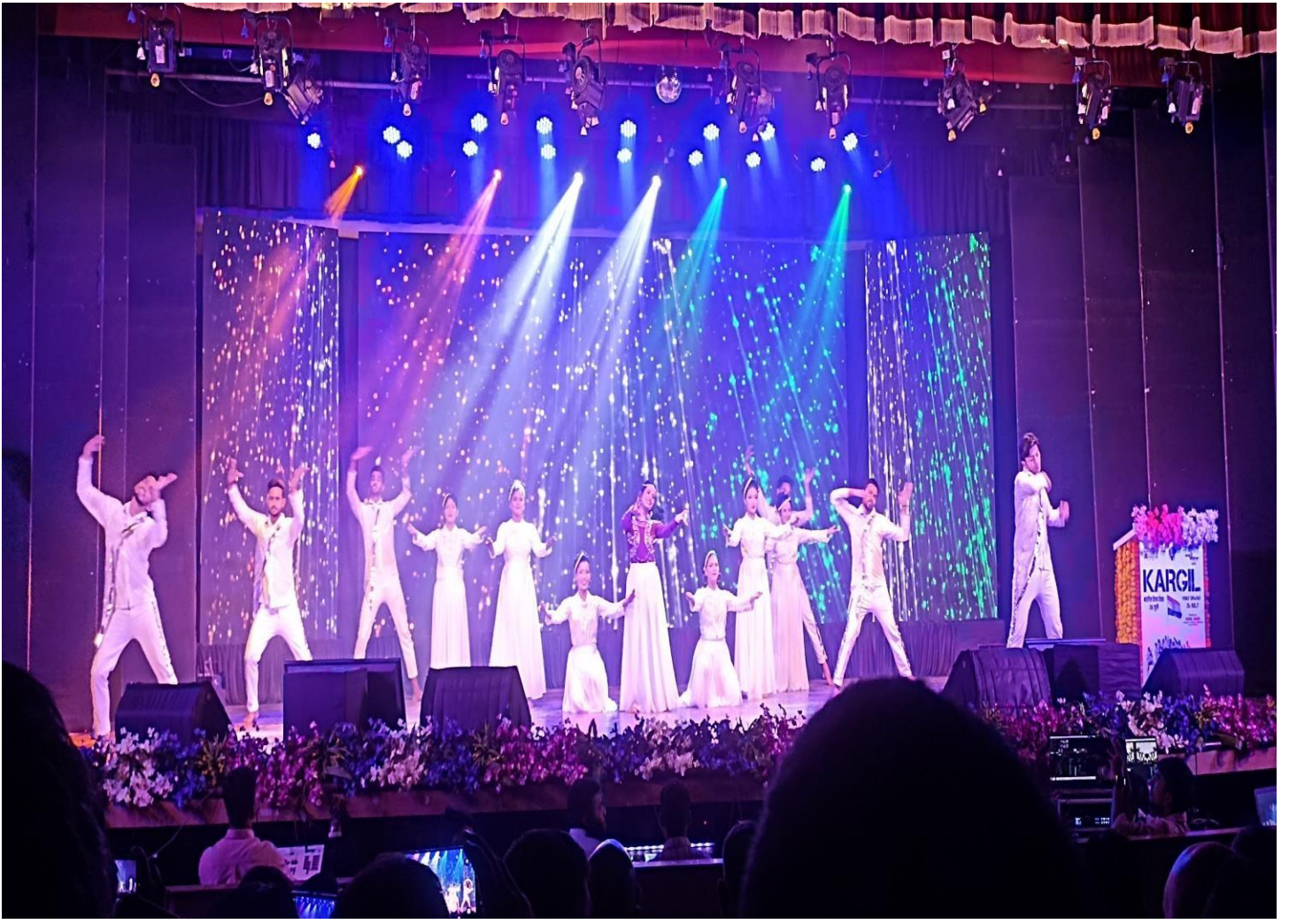
## GEO-TAGGED PHOTOS











**EVENT REPORT PREPARED BY: Krushi Shah**





## **Atharva Institute of Management Studies**

### **Activity / Event report**

Name of Event/Title	: Demystifying Budget 2024
Resource person	: CA Deep Gokani
Organization	: Fintopedia
Designation	: Chartered Accountant
Contact no.	9372063457
Email ID	: <a href="mailto:nachiket@fintopedia.com">nachiket@fintopedia.com</a> / <a href="mailto:ankit@fintopedia.com">ankit@fintopedia.com</a>
Date(s) of conduction	: 25 <sup>th</sup> July, 2024
Class / Sem	: MMS SEM II (Batch 2023 – 2025)
Faculty coordinator	: Dr. Vaibhav Patil Prof. Ketan Sutaria
Student coordinator/ committee	: The Finnix Club

## **DESCRIPTION**

### Objectives:

- To explain the structure and components of the Union Budget.
- To highlight the importance of the budget in economic planning and development.
- To discuss the major announcements, allocations, and policy changes in the Union Budget 2024.
- To analyze the potential impact of the budget on different sectors of the economy.
- To address queries and provide clarifications to students on various aspects of the budget.

### Key Takeaways:

#### *1. Increased Focus on Infrastructure*

In order to spur economic growth and generate job opportunities, the budget has set aside a sizeable amount of money for infrastructure development.

#### *2. Tax Reforms*

Significant modifications to the tax code were covered, such as adjustments to income tax slabs and incentives for new businesses and MSMEs (Micro, Small, and Medium Enterprises).

#### *3. Social Sector Investments*

It was noted that increased funding allocations to the education and health sectors are essential first steps in developing human capital.

#### *4. Fiscal Discipline*

An analysis was conducted to determine the government's commitment to upholding budgetary discipline and guaranteeing sufficient public spending.

#### *5. Sustainability and Green Initiatives*

Green energy and sustainable development initiatives were emphasized as important budgetary elements.



## Learning Outcomes:

### **1.** *Introduction to the Union Budget*

A succinct explanation of the Union Budget's goals and significance in relation to the Indian economy opened the session. To provide the groundwork for further in-depth conversations, important budgetary terms and ideas were clarified.

### **2.** *Highlights of Union Budget 2024*

The main features of the Union Budget 2024 were unveiled, encompassing significant policy measures, tax proposals, and allocations. Particular attention was paid to the defense, infrastructure, healthcare, and education sectors.

### **3.** *Economic Implications*

The discussion of the budgetary allocations and policies' effects on the economy was in-depth. Expert analysis was given regarding the potential effects of the budget on employment, inflation, economic growth, and the fiscal deficit.

### **4.** *Taxation and Fiscal Measures*


Students will acquire knowledge about the modifications to tax laws, such as those pertaining to direct and indirect taxes, that were made in the Union Budget of 2024. They will comprehend how new economic policies and changes affect people and companies.

## Profile of resource person

- Mr. Deep Gokani is a Chartered Accountant and Legal Professional specializing in taxation and advisory.
- He began his career in 2015 as an Associate at Pabari Gokani & Co., later advancing to Senior Consultant, focusing on IT sector audits and real estate.
- In 2020, he founded Deep Gokani & Co., offering services like Virtual CFO, audits, and advisory.
- Known for his expertise and integrity, his firm quickly gained recognition in the financial sector.

## Communication with resource person (screenshot of mail, message etc)

Re: Highlights on Budget Session 2024 - 2025 - Atharva Institute of Management Studies External Inbox x 🖨️ 🔗

 **Dr. Vaibhav Patil**  
to Nachiket, ankit, cfo, Director, Rbena, Monika, me ▾ Jul 22, 2024, 12:38PM (3 days ago) ☆ ↶ ⋮

Dear Nachiket,

Thank you very much for the update regarding the Budget Session 2024. We are delighted to confirm students' availability and enthusiastic participation in this pivotal event. We appreciate your efforts in organizing this session and look forward to our productive discussions.

Regards,  
Dr. Vaibhav Laxman Patil  
HOD & Assistant Professor - Finance  
Atharva Institute of Management Studies  
<http://www.atharvaims.edu.in>  
📞 +91 9833 811 777  
📞 +986 557 981 454

On Fri, Jul 19, 2024 at 6:43 PM Nachiket s <[nachiket@intoopedia.com](mailto:nachiket@intoopedia.com)> wrote:

Respected Dr. Vaibhav Sir,

I am writing to seek permission to conduct a Budget Session for the students of our college. The session aims to provide valuable insights into budgeting, financial planning, and fiscal responsibility, which are crucial skills for students' future success.

Details of the session are as follows:

- Date: 25th July 2024
- Time: 11:00am - 12:00pm

The session will include expert talks, and interactive discussions. We believe this initiative will greatly benefit the students by enhancing their understanding of financial management.

We kindly request your approval to proceed with the necessary arrangements.

Additionally, as discussed, we plan to go live on YouTube for the session to reach a wider audience.

Thank you for considering our request. We look forward to your positive response.

Thanks & Regards,  
Nachiket Save  
Marketing & Communication Manager  
Mobile: +91-9372363457  
Address: D6/E17, Laxmi Vishnu, Charkop Sector 6, Lane Next to Dominos Pizza, Kandivali West, Mumbai 400067

↶ Reply   ↶ Reply all   ↷ Forward

## FLYER OF THE EVENT

**ATHARVA INSTITUTE OF MANAGEMENT STUDIES**  
(Approved by AICTE, DTE & Affiliated to University of Mumbai)

**Organised by**  
  
Inspire | Ignite | Innovate

**DEMYSTIFYING BUDGET  
2024**



**CA. DEEP GOKANI  
SPEAKER**

  
Elevate Your Financial Quotient



**25/07/2024  
11.00AM**



<https://youtube.com/live/fs3EPoHx6qE>

**VENUE :**  
**CLASSROOM NO.01, GROUND FLOOR,  
ATHARVA INSTITUTE OF MANAGEMENT STUDIES**





# GEO-TAGGED PHOTOS











Attendance sheet with signature

ATHARVA INSTITUTE OF MANAGEMENT STUDIES MMS Sem- II Attendance Sheet 2023- 2024 ( Batch - 2023 - 2025) Division - A Demystifying Budget 2024		
Roll No.	Date	25th July, 2024
	Name	Signature
A-1	Achalkhamb Deep	<u>Achalkhamb</u>
A-2	Agrawal Komal	<u>Komal</u>
A-3	Ahire Nikhil	<u>Nikhil</u>
A-4	Badgujar Sankar	<u>Sankar</u>
A-5	Bane Shubham	<u>Shubham</u>
A-6	Berde Sakshi	<u>Sakshi</u>
A-7	Bhandari Vishal	<u>Vishal</u>
A-8	Bhandarkar Shreya	<u>Shreya</u>
A-9	Bhat Rudra	<u>Rudra</u>
A-10	Bobade Arpit	<u>Arpit</u>
A-11	Choudhary Parvi	<u>Parvi</u>
A-12	Dhere Ankur	<u>Ankur</u>
A-13	Dodwani Priti	<u>Priti</u>
A-14	Doiphode Trisha	<u>Trisha</u>
A-15	Gharat Riya	<u>Riya</u>
A-16	Govindwar Prathmesh	<u>Prathmesh</u>
A-17	Jadhav Mansi	<u>Mansi</u>
A-18	Jadhav Mitali	<u>Mitali</u>
A-19	Jain Rutwik	<u>Rutwik</u>
A-20	Jain Suhasi	<u>Suhasi</u>
A-21	Juthani Jay	<u>Jay</u>
A-22	Kachave Sahil	<u>Sahil</u>
A-23	Kangutkar Pallavi	<u>Pallavi</u>
A-24	Khune Shreyas	<u>Shreyas</u>
A-25	Kukudkar Pranali	<u>Pranali</u>
A-26	Madhawani Shivam	<u>Shivam</u>
A-27	Malpani Aanchal	<u>Aanchal</u>
A-28	Malpure Harshada	<u>Harshada</u>
A-29	Mane Kunal	<u>Kunal</u>
A-30	Mhatre Ankita	<u>Ankita</u>
A-31	Mule Pratik	<u>Pratik</u>
A-32	Nawandar Vivek	<u>Vivek</u>
A-33	Pagare Pratik	<u>Pratik</u>



A-34	Patidar Nainish	A
A-35	Patil Karan	<del>Patil</del>
A-36	Pawar Sushant	A
A-37	Pawde Krishna	<del>Pawde</del>
A-38	Priya Premkumar	<del>Priya</del>
A-39	Rana Aayusha	Rana
A-40	Raut Adesh	<del>Raut</del>
A-41	Raut Alkesh	A
A-42	Raut Janhavi	<del>Raut</del>
A-43	Salame Swapnil	<del>Salame</del>
A-44	Salunke Pranoti	<del>Salunke</del>
A-45	Salvi Varun	<del>Salvi</del>
A-46	Sayyed Wasim	A
A-47	Shah Krushi	<del>Shah</del>
A-48	Shaikh Amin	A
A-49	Sharma Mehul	<del>Sharma</del>
A-50	Shekhawat Neelam	<del>Shekhawat</del>
A-51	Shinde Ramprasad	<del>Shinde</del>
A-52	Shirke Nayan	May
A-53	Shiroor Ajit	<del>Ajit</del>
A-54	Shirwadkar Sameer	<del>Shirwadkar</del>
A-55	Singh Kamini	Kamini
A-56	Sirsath Abhishek	<del>Sirsath</del>
A-57	Sona Mansi	Mansi
A-58	Srikanthan Mukundan	<del>Srikanthan</del>
A-59	Survase Roshni	Roshni
A-60	Surve Neha	Neha
A-61	Tamkhane Pankaj	Pankaj
A-62	Thombare Chaitanya	C.B. Thombare
A-63	Thorve Mukund	A
A-64	Vartak Divya	Divya
A-65	Wakale Ashish	<del>Wakale</del>
A-66	Wala Mansi	Mansi
A-67	Yadav Suvansh	Suvansh



# ATHARVA INSTITUTE OF MANAGEMENT STUDIES

MMS Sem- II Attendance Sheet 2023- 2024

( Batch - 2023 - 2025) Division - B

Demystifying Budget 2024

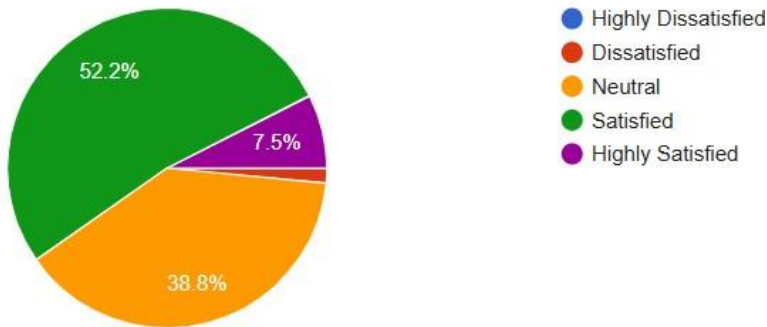
Roll No.	Date	25th July, 2024
	Name	Signature
B-1	Ahire Pankaj Dharmapal	A
B-2	Akhare Vaibhav Shrikrushna	Akhare
B-3	Akulwar Prathmesh Sunilrao	Pro
B-4	Arwari Vaishnavi Deepak	Arwari
B-5	Ayare Hrushikesh Ravichandra	Ayare
B-6	Badgujar Swapnil Narendra	A
B-7	Bajaj Hritik Rajiv	Hritik
B-8	Bansode Yogesh Prakash	Bansode
B-9	Bedekar Varad Arvind	Bedekar
B-10	Bhagat Susmit Sahebrao	Bhagat
B-11	Bhise Vaibhav Suresh	Bhise
B-12	Bhogle Kaustubh Vidyadhar	Bhogle
B-13	Chaudhary Nidhi Rajkumar	A
B-14	Chitroda Mansi Bimal	Chitroda
B-15	Gadhawe Niraj Vinayak	Gadhawe
B-16	Gaikwad Sahyogi Mahendra	Gaikwad
B-17	Ghia Aakash Lalit	Aakash
B-18	Gorivale Ashwin Narayan	Gorivale
B-19	Gurudu Sahith Haridas	Gurudu
B-20	Hartalkar Ashutosh Sunil	Hartalkar
B-21	Jain Khushi Kishor	Jain
B-22	Jain Sakshi Kantilal	Sakshi
B-23	Jaiswal Rohit Madan	Rohit
B-24	Kadu Yash Shivaji	Kadu
B-25	Kadwadkar Prafulla Ganesh	Kadwadkar
B-26	Kajrekar Rutvik Govind	Kajrekar
B-27	Kamthe Sahil Mohan	Kamthe
B-28	Kapure Sushmita Vinayak	Kapure
B-29	Khankar Aditya Ganesh	A
B-30	Khedekar Pranita Pramod	Khedekar
B-31	Kudtarkar Pooja Prakash	Kudtarkar
B-32	Mandlik Khushi Nanabhau	Mandlik
B-33	Maurya Anubhav Ashok	Maurya

B-34	Meshram Ghanshyam Sitaram	A Amahil
B-35	Mohite Apurva Mahendra	A
B-36	Mulik Chetan Dilip	A Kumar
B-37	Mungad Kajal Mahesh	A Be
B-38	Musale Vaibhav Satish	A
B-39	Naik Shruti Vijay	A Nurtin
B-40	Nakum Unnati Vijay	A
B-41	Panchal Om Kalpesh	A
B-42	Pareek Nisha Bajarang Lal	A Nisha
B-43	Patel Nishita Chetan	A
B-44	Patil Aniket Nagoji	A Aniket
B-45	Pawaskar Abhishek Rajan	A
B-46	Petkar Vaishnavi Ramkrushna	A Petkar
B-47	Pharakate Shubham Satappa	A Sat
B-48	Prajapati Rahul Manherlal	A
B-49	Raut Amit Dnyaneshwar	A Raut
B-50	Sankhe Mansi Narendra	A Sankhe
B-51	Sawant Kshitija Vinod	A Kusawant
B-52	Sharma Tejas Gopal	A Sharma
B-53	Shivade Sampada Vinod	A Shivade
B-54	Shree Sphurti Shashank	A S.S.Shree
B-55	Shukla Sopan Dinesh	A
B-56	Singh Devendra Sukhvir	A
B-57	Singh Saurabh Santosh Kumar	A Singh
B-58	Talwadekar Rohit Vilas	A Talwadekar
B-59	Thakre Yash Arun	A Thakre
B-60	Thakur Unnati Upendra	A
B-61	Tiwari Harsh Sanjiv	A Tiwari
B-62	Vartak Anushree Ajay	A Vartak
B-63	Waghe Pranav Vilas	A Waghe
B-64	Wankhede Ayush Sanjay	A Wankhede
B-65	Yadav Aakanksha Pramod	A Yadav
B-66	Yadav Charu Devendra	A
B-67	Gharat Sakshi	A Gharat

# Feedback Analysis

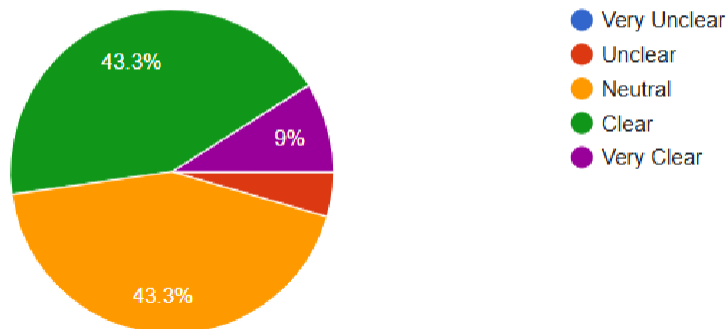
Overall, how satisfied are you with the session on Union Budget 2024?

67 responses



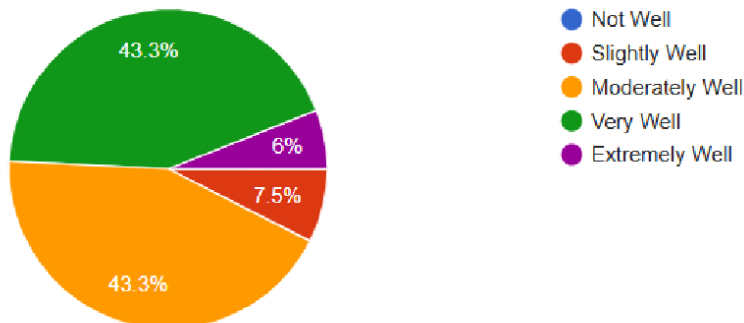
How clear and understandable was the presentation of the Union Budget 2024?

67 responses



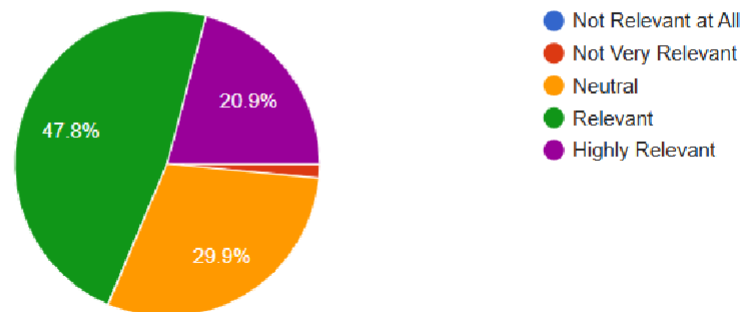
How well did the session cover the key aspects of the Union Budget 2024?

67 responses



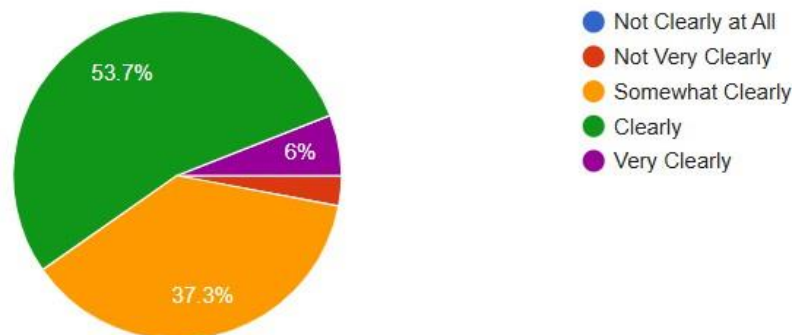
How relevant was the session on Union Budget 2024 to your studies?

67 responses



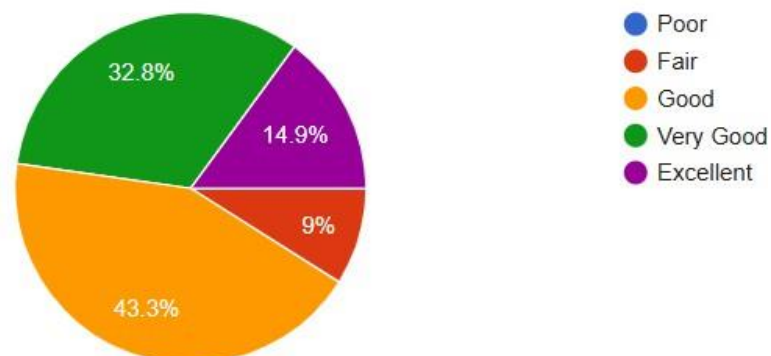
How well was the topic of the Union Budget 2024 explained?

67 responses



How would you rate the speaker's knowledge on the Union Budget 2024?

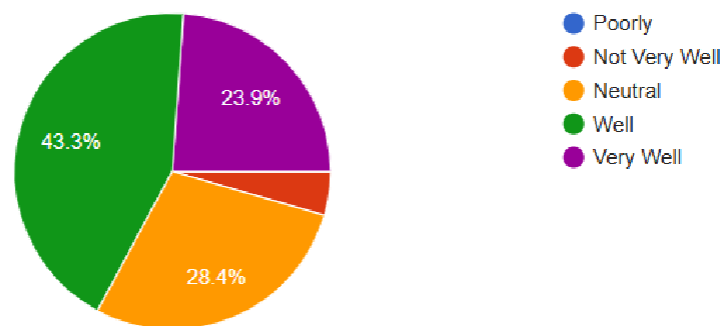
67 responses





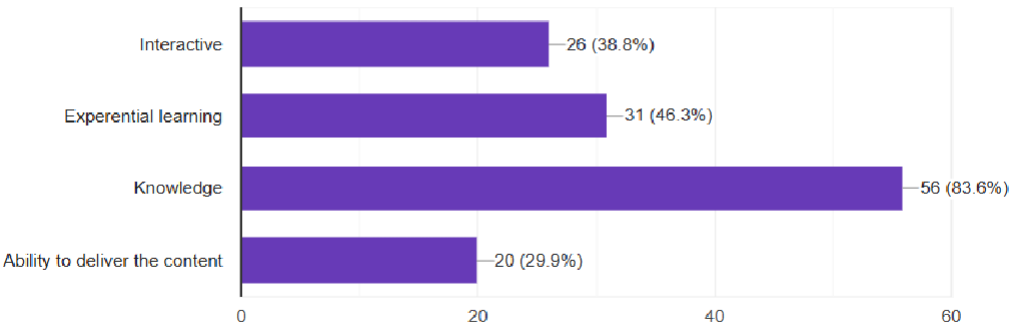
How well did the speaker respond to questions from the audience?

67 responses



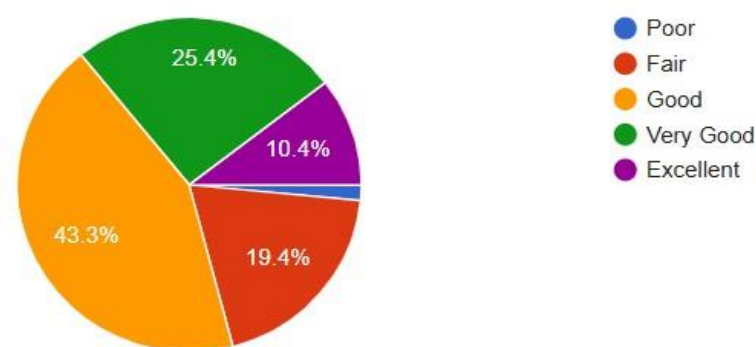
Highlight two major aspects of the speaker?

67 responses



How would you rate the speaker's presentation skills?

67 responses

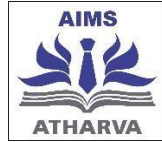


**EVENT REPORT PREPARED BY: Prof. Ketan Sutaria – Assistant Professor**

**Verified by: Dr. Vaibhav Patil – HOD (Finance)**

**Submitted to: Dr. D. Henry Babu – Director - AIMS**





## **Atharva Institute of Management Studies**

### **Activity / Event report**

Name of Event/Title	: Live Union Budget 2024
Date(s) of conduction	: 23 <sup>rd</sup> July, 2024
Class / Sem	: MMS SEM II (Batch 2023 – 2025)
Faculty coordinator	: Prof. Ketan Sutaria, Dr. Vaibhav Patil
Student coordinator/ committee	: Finnix –The Finance Club



## **DESCRIPTION**

### Objectives:

- To familiarize students with the structure and components of the Union Budget.
- To provide real-time exposure to governmental policy-making processes.
- To encourage critical thinking and discussion on economic issues.
- To analyze the impact of budgetary decisions on different sectors.

### Key Takeaways:

#### **1.** Understanding Budget Structure

Students developed an understanding of the revenue, spending, fiscal deficit, and allocations that make up the Union Budget. The Finance Minister's live observation of the budget presentation gave us useful insight.

#### **2.** Real-Time Exposure to Economic Policies

Students got up-to-date knowledge on the government's fiscal policies, economic priorities, and anticipated spending for the upcoming year by watching the live broadcast.

#### **3.** Engagement with Current Affairs

Students gained a more relevant and hands-on grasp of economics and public finance by making the connection between what they learned in class and current happenings in the country.

#### **4.** Awareness of Key Economic Terms

For students, learning about topics related to public spending, taxation, GDP growth, and fiscal deficit helped to clarify difficult economic ideas.

#### **5.** Understanding Government Priorities

The lesson helped students comprehend policy priorities by highlighting the government's priority areas, which included social welfare, healthcare, education, and infrastructure development.

#### **6.** Appreciation of Democratic Processes

Students gained an understanding of democratic procedures and the Parliament's role in determining the direction of the nation's economy by attending the budget presentation in person.

## Learning Outcomes:

### 1. Comprehending the Process of Budgeting

The way the Union Budget is drafted, presented, and approved by the parliament was thoroughly understood by the students. insights into the functions of the parliament, ministries, and the finance minister among other stakeholders in the financial process.

### 2. Economic Policies and Their Implications

The fiscal policies of the government, such as taxation, spending by the public, and managing the deficit, were taught to the students. acceptance of the objectives set forth by the government in terms of economic growth, employment creation, and inflation management.

### 3. Taxation Policies

The changes to direct and indirect tax laws, such as those pertaining to corporation tax, GST, and income tax slabs, were also understood by the students. They obtain understanding of the ways in which tax laws impact public welfare and government revenue.

### 4. Budgetary Reforms and Innovations

They gained insight into how technical improvements are being incorporated into economic planning and implementation, as well as knowledge of any new initiatives or reforms presented in the budget to meet current economic difficulties.

### 5. Critical Thinking and Analysis

Through analysing and evaluating budget plans and their viability, students also improved their analytical and critical thinking abilities. This has improved one's capacity to participate in knowledgeable arguments and conversations concerning economic policies and how they affect society.

### 6. Social and Economic Welfare Programs

Students learned about the different social welfare programs—such as healthcare, pension plans, and subsidies—that were added to or changed by the budget. They were also aware of the policies intended to lessen inequality and encourage economic inclusion.

## FLYER OF THE EVENT



**ATHARVA INSTITUTE OF MANAGEMENT STUDIES**

(Approved by AICTE, DTE & Affiliated to University of Mumbai)

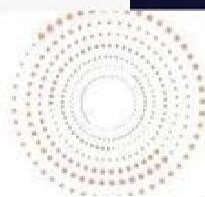
**LIVE**  
COVERAGE



# UNION BUDGET 2024-2025

Organised by

**Finnix**  
Inspire | Ignite | Innovate



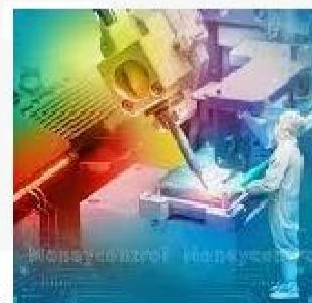
**Tuesday, 23/07/2024**

**11.00AM**

**VENUE :**

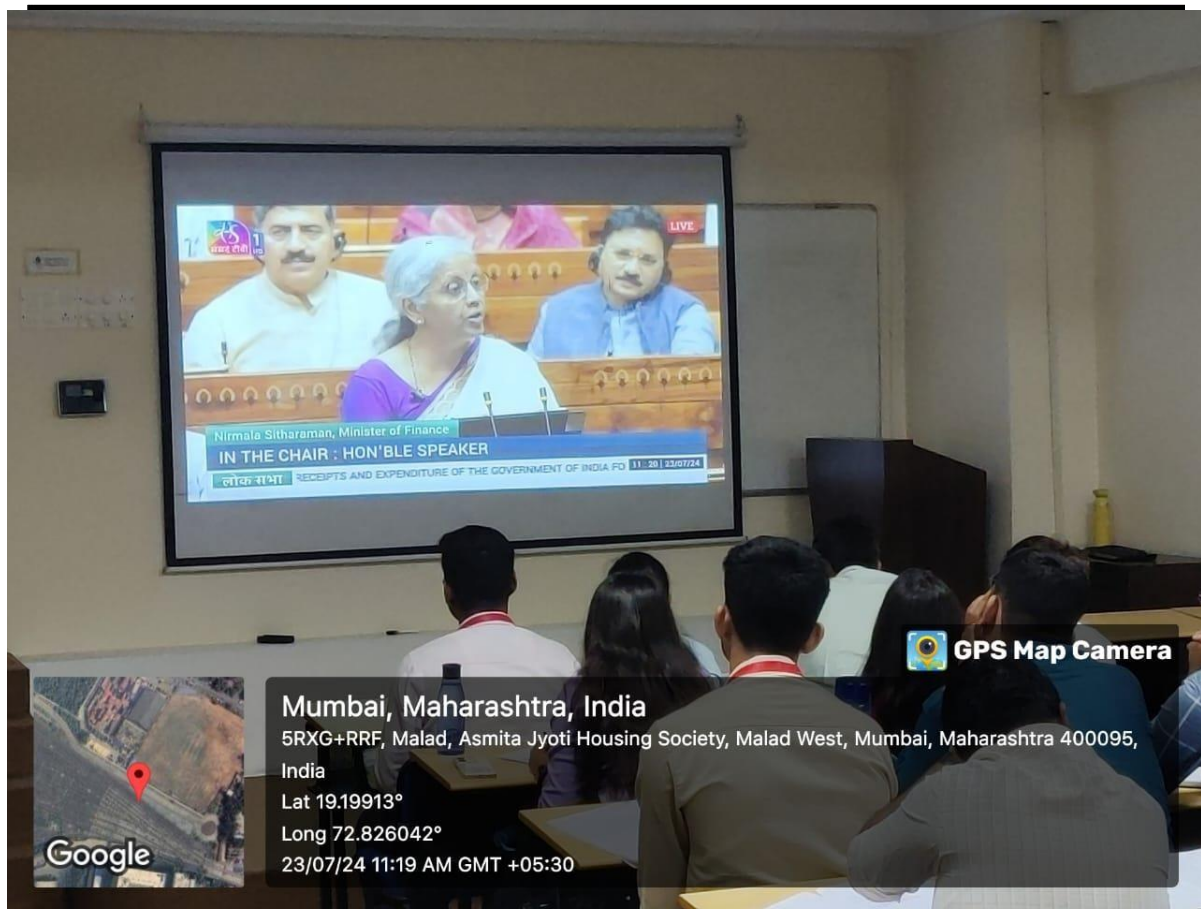
**Classroom No.08 & 09**

**ATHARVA INSTITUTE OF MANAGEMENT STUDIES**



## **GEO-TAGGED PHOTOS**









## Attendance sheet with signature

ATHARVA INSTITUTE OF MANAGEMENT STUDIES		
MMS Sem- II Attendance Sheet 2023- 2024		
( Batch - 2023 - 2025) Division - A		
Live Union Budget Session 2024		
Roll No.	Date	23rd July, 2024
	Name	Signature
A-1	Achalkhamb Deep	A
A-2	Agrawal Komal	Komal
A-3	Ahire Nikhil	Nikhil
A-4	Badgujar Sankar	Sankar
A-5	Bane Shubham	Shubham
A-6	Berde Sakshi	Sakshi
A-7	Bhandari Vishal	Vishal
A-8	Bhandarkar Shreya	Shreya
A-9	Bhat Rudra	A
A-10	Bobade Arpit	Arpit
A-11	Choudhary Parvi	A
A-12	Dhere Ankur	A
A-13	Dodwani Priti	Priti
A-14	Doiphode Trisha	Trisha
A-15	Gharat Riya	Riya
A-16	Govindwar Prathmesh	Prathmesh
A-17	Jadhav Mansi	Mansi
A-18	Jadhav Mitali	Mitali
A-19	Jain Rutwik	A
A-20	Jain Suhasi	Suhasi Jain
A-21	Juthani Jay	Jay J Juthani
A-22	Kachave Sahil	Sahil
A-23	Kangutkar Pallavi	Pallavi
A-24	Khune Shreyas	A
A-25	Kukudkar Pranali	Pranali
A-26	Madhawani Shivam	Shivam
A-27	Malpani Aanchal	Aanchal
A-28	Malpure Harshada	Harshada
A-29	Mane Kunal	Kunal
A-30	Mhatre Ankita	A
A-31	Mule Pratik	Pratik
A-32	Nawandar Vivek	Vivek
A-33	Pagare Pratik	A

A-34	Patidar Nainish	<del>Patidar</del>
A-35	Patil Karan	<del>Patil</del>
A-36	Pawar Sushant	A
A-37	Pawde Krishna	<del>Pawde</del>
A-38	Priya Premkumar	A
A-39	Rana Aayusha	A
A-40	Raut Adesh	<del>Raut</del>
A-41	Raut Alkesh	A
A-42	Raut Janhavi	<del>Raut</del>
A-43	Salame Swapnil	A
A-44	Salunke Pranoti	<del>Salunke</del>
A-45	Salvi Varun	<del>Salvi</del>
A-46	Sayyed Wasim	<del>Sayyed</del>
A-47	Shah Krushi	<del>Shah</del>
A-48	Shaikh Amin	<del>Shaikh</del>
A-49	Sharma Mehul	<del>Sharma</del>
A-50	Shekhawat Neelam	<del>Shekhawat</del>
A-51	Shinde Ramprasad	<del>Shinde</del>
A-52	Shirke Nayan	A
A-53	Shiroor Ajit	<del>Shiroor</del>
A-54	Shirwadkar Sameer	<del>Shirwadkar</del>
A-55	Singh Kamini	<del>Singh</del>
A-56	Sirsath Abhishek	<del>Sirsath</del> ...
A-57	Sona Mansi	A
A-58	Srikanthan Mukundan	<del>Srikanthan</del>
A-59	Survase Roshni	<del>Survase</del>
A-60	Surve Neha	<del>Surve</del>
A-61	Tamkhane Pankaj	<del>Tamkhane</del>
A-62	Thombare Chaitanya	C. D. Thombare
A-63	Thorve Mukund	A
A-64	Vartak Divya	<del>Vartak</del>
A-65	Wakale Ashish	<del>Wakale</del>
A-66	Wala Mansi	<del>Wala</del>
A-67	Yadav Suvansh	<del>Yadav</del>



**ATHARVA INSTITUTE OF MANAGEMENT STUDIES**

**MMS Sem- II Attendance Sheet 2023- 2024**

**( Batch - 2023 - 2025) Division - B**

**Live Union Budget Session 2024**

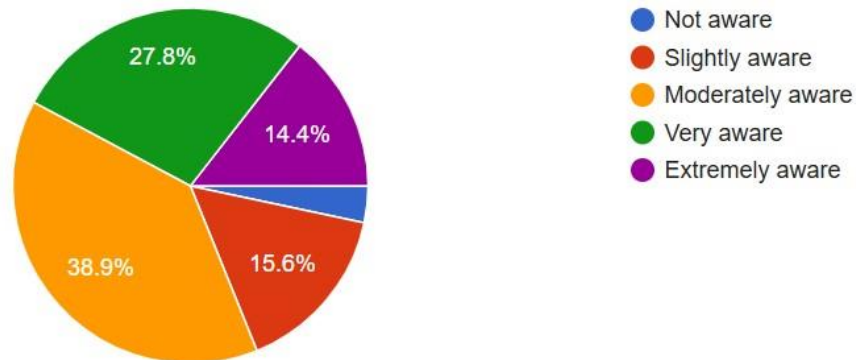
Roll No.	Date	23rd July, 2024
	Name	Signature
B-1	Ahire Pankaj Dharmapal	
B-2	Akhare Vaibhav Shrikrushna	<i>A</i> <i>Bohare</i>
B-3	Akulwar Prathmesh Sunilrao	<i>Pras</i>
B-4	Arwari Vaishnavi Deepak	<i>Arwari</i>
B-5	Ayare Hrushikesh Ravichandra	<i>Ayare</i>
B-6	Badgujar Swapnil Narendra	<i>A</i>
B-7	Bajaj Hritik Rajiv	<i>H Bajaj</i>
B-8	Bansode Yogesh Prakash	<i>Bansode</i>
B-9	Bedekar Varad Arvind	<i>Bedekar</i>
B-10	Bhagat Susmit Sahebrao	<i>Bhagat</i>
B-11	Bhise Vaibhav Suresh	<i>Bhise</i>
B-12	Bhogle Kaustubh Vidyadhar	<i>Bhogle</i>
B-13	Chaudhary Nidhi Rajkumar	<i>Nidhi</i>
B-14	Chitroda Mansi Bimal	<i>Chitroda</i>
B-15	Gadhawe Niraj Vinayak	<i>Gadhawe</i>
B-16	Gaikwad Sahyogi Mahendra	<i>Sahyogi Gaikwad</i>
B-17	Ghia Aakash Lalit	<i>Aakash</i>
B-18	Gorivale Ashwin Narayan	<i>Gorivale</i>
B-19	Gurudu Sahith Haridas	<i>Gurudu</i>
B-20	Hartalkar Ashutosh Sunil	<i>Hartalkar</i>
B-21	Jain Khushi Kishor	<i>Jain</i>
B-22	Jain Sakshi Kantilal	<i>Jain</i>
B-23	Jaiswal Rohit Madan	<i>Jaiswal</i>
B-24	Kadu Yash Shivaji	<i>Kadu</i>
B-25	Kadwadkar Prafulla Ganesh	<i>Kadwadkar</i>
B-26	Kajrekar Rutvik Govind	<i>Kajrekar</i>
B-27	Kamthe Sahil Mohan	<i>Kamthe</i>
B-28	Kapure Sushmita Vinayak	<i>Kapure</i>
B-29	Khankar Aditya Ganesh	<i>Khankar</i>
B-30	Khedekar Pranita Pramod	<i>Khedekar</i>
B-31	Kudtarkar Pooja Prakash	<i>Kudtarkar</i>
B-32	Mandlik Khushi Nanabhau	<i>Mandlik</i>
B-33	Maurya Anubhav Ashok	<i>Maurya</i>

B-34	Meshram Ghanshyam Sitaram	A Amohil
B-35	Mohite Apurva Mahendra	Craduk
B-36	Mulik Chetan Dilip	Mungad
B-37	Mungad Kajal Mahesh	19/5
B-38	Musale Vaibhav Satish	A
B-39	Naik Shruti Vijay	A
B-40	Nakum Unnati Vijay	A
B-41	Panchal Om Kalpesh	A
B-42	Pareek Nisha Bajarang Lal	Nisha
B-43	Patel Nishita Chetan	A
B-44	Patil Aniket Nagoji	Aniket
B-45	Pawaskar Abhishek Rajan	APCOWALP
B-46	Petkar Vaishnavi Ramkrushna	APCOWALP
B-47	Pharakate Shubham Satappa	APCOWALP
B-48	Prajapati Rahul Manherlal	Rahul P
B-49	Raut Amit Dnyaneshwar	Amit
B-50	Sankhe Mansi Narendra	Amit
B-51	Sawant Kshitija Vinod	Kusawant
B-52	Sharma Tejas Gopal	A
B-53	Shivade Sampada Vinod	Shivade
B-54	Shree Sphurti Shashank	S.S. Shere
B-55	Shukla Sopan Dinesh	A
B-56	Singh Devendra Sukhvir	A
B-57	Singh Saurabh Santosh Kumar	A
B-58	Talwadekar Rohit Vilas	R. Talwadekar
B-59	Thakre Yash Arun	A
B-60	Thakur Unnati Upendra	Thakur
B-61	Tiwari Harsh Sanjiv	Thakur
B-62	Vartak Anushree Ajay	Anushree
B-63	Waghe Pranav Vilas	Waghe
B-64	Wankhede Ayush Sanjay	Wankhede
B-65	Yadav Aakanksha Pramod	Yadav
B-66	Yadav Charu Devendra	A
B-67	Gharat Sakshi	Sakshi

# Feedback Analysis

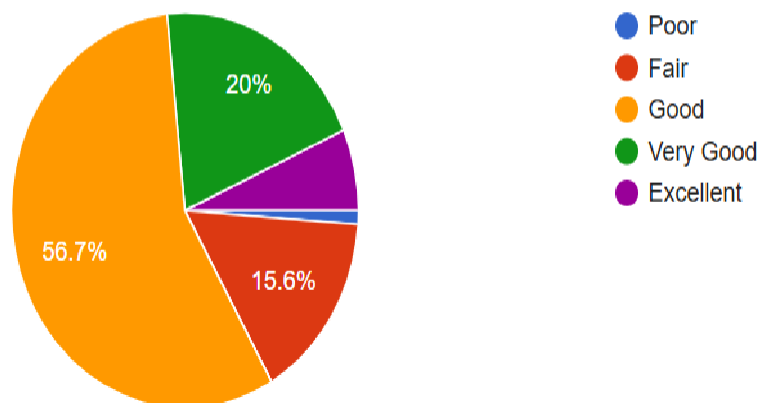
How aware were you of the Union Budget 2024 before watching the live session?

90 responses



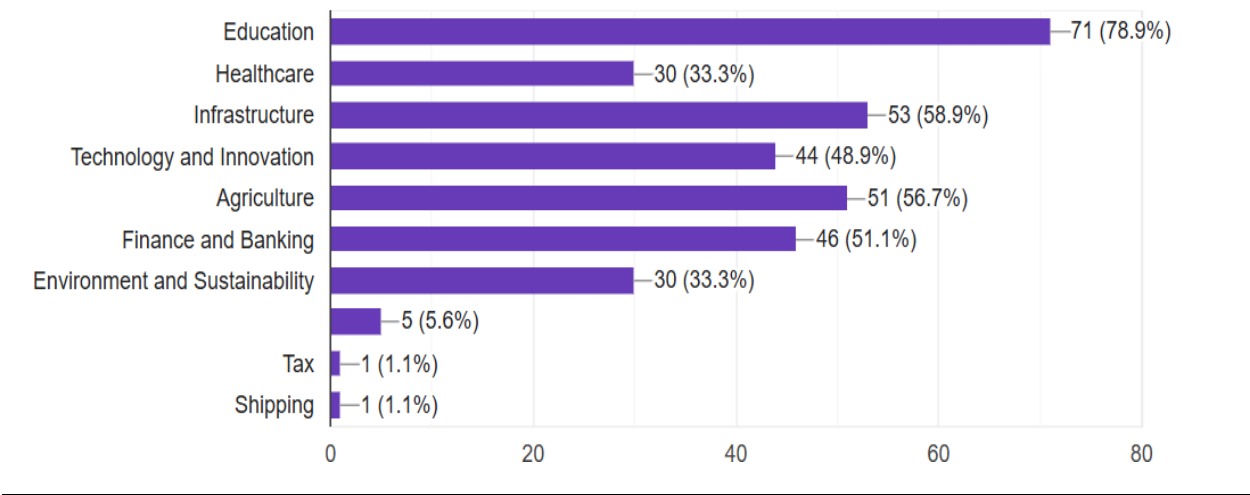
How would you rate your understanding of the key points discussed in the Union Budget 2024?

90 responses



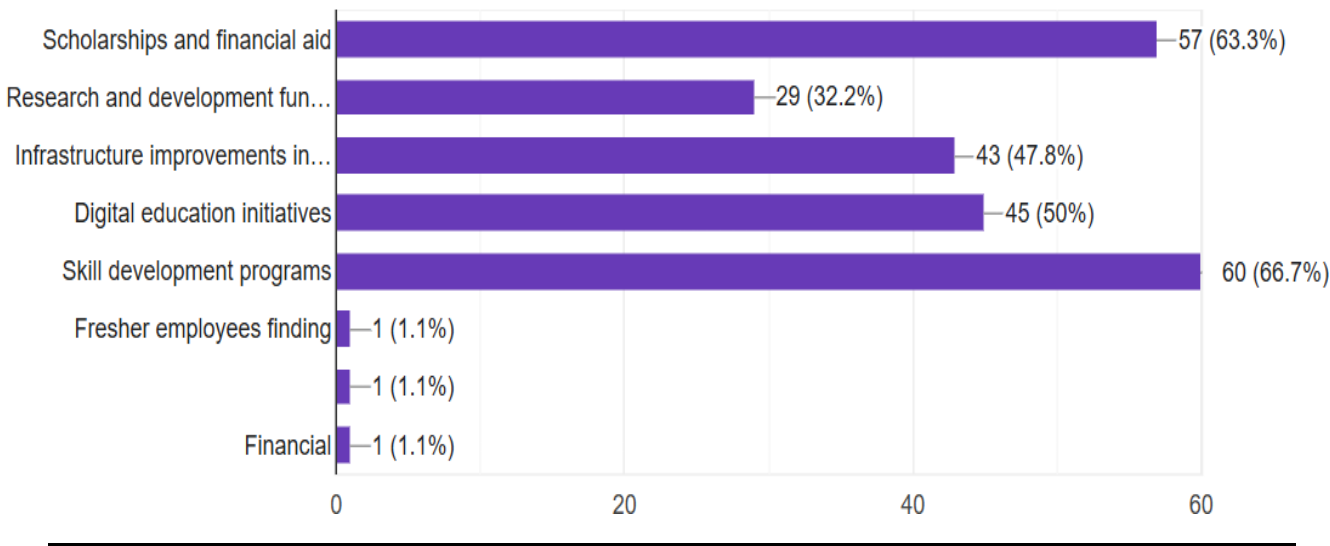
Which sectors discussed in the Union Budget 2024 did you find most relevant to your field of study?

90 responses



In your opinion, which proposed changes or allocations in the Union Budget 2024 will have the most significant impact on students?

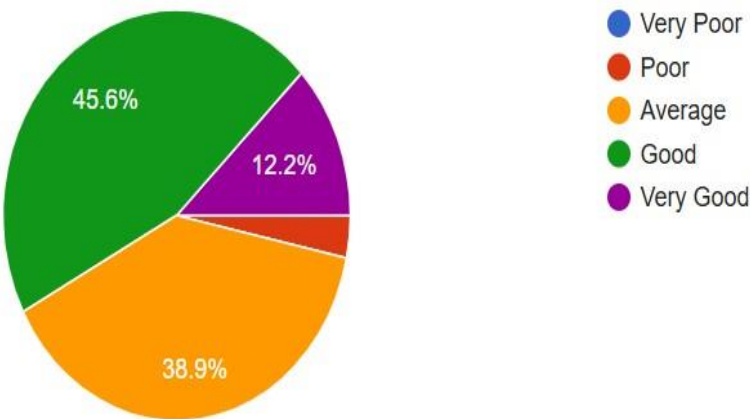
90 responses





# How would you rate the clarity of the presentation during the live session of the Union Budget 2024?

90 responses



## How would you rate the overall Live Union Budget?

90 responses

What topics would you like have in next union budget?

90 responses

About trading and investing, and reducing tax on it.
Talking about sustainable development
Healthcare, Digital infrastructure, tax reforms
Investment
Youth empowerment
Education and tax reduction
Taxation, education and infrastructure
Employment and tax reduction
Better education policy and try to growth in agriculture sector

What were your key takeaways from the session?

90 responses

Taxes on various sectors

Long term gain tax increase, STT is increase was not good decision. Traders will face more difficulty and the liquidity might dry out

Key takeaways are the budget allocation to the different sectors

It was helpful

It also focused on expanding social welfare programs to support vulnerable populations and committed substantial resources to environmental initiatives, promoting green energy and sustainability. These measures aim to foster a balanced approach to economic development, social equity, and environmental responsibility.

Allocation of resources, New Tax Regime, Changes in Taxation policy

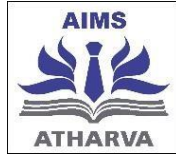
Getting to know the rates and custom duty and given expenses to defence sector more

---

**EVENT REPORT PREPARED BY: Prof. Ketan Sutari Assistant Professor**

**Verified by: Dr. Vaibhav Patil – HOD (Finance)**

**Submitted to: Dr. D. Henry Babu – Director - AIMS**



## **Atharva Institute of Management Studies**

### **Activity Report**

**Name of Event: INTERVIEW GUIDANCE FOR FINANCE AND  
OPERATIONS STUDENTS FOR VitalEdge**

Date of Event:	9 <sup>th</sup> April 2024
Time	8.30 pm to 9.30 pm
Venue:	Online
Faculty	Alumni Kishan Srivastav At VitalEdge (Batch 2021-23)

## **Description**

### **Objectives:**

To prepare the students for Placement, enhance their confidence. This session was mainly organized to prepare students for interview in VitalEdge.

The session was organized online. Kishan Srivastav, our alumni from 2021-23 batch conducted the session, he provided guidance to students for preparation for Aptitude Test and Personal Interview. The queries of the students were well responded by him. The session was attended by 13 students.

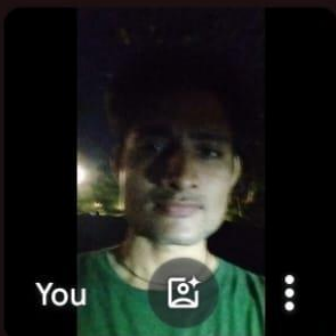
PROF Ganesh Apte



← owv-ctue-gdg ▶ 🔊 ↺



← owv-ctue-gdg ▶ 🔊 ↺





owv-ctue-gdg



Ganesh



Chandrakant



Suraj



Krishna



Alok



218 Aditya P...



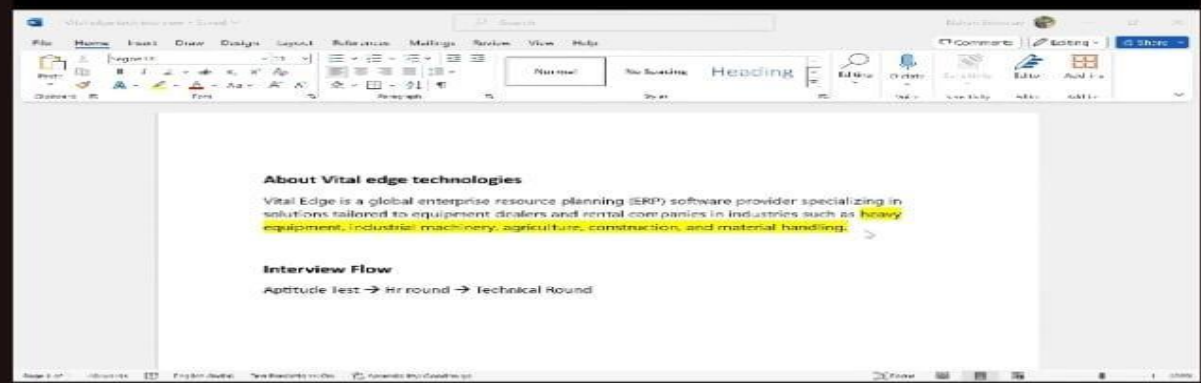
You



ARYAN

4 others

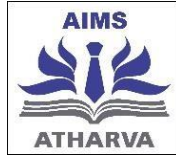




Kishan Kumar is presenting







**Atharva Institute of Management Studies**



# MARKOMANIA EVENT REPORT

**Name of Event:** Twistify, 2024 by Markomania AIMS **Date of Event:** March 20, 2024 (Wednesday) **Timing:** 1:30 pm – 4:30 pm

**Venue:** Seminar Hall, Phase 3, AET Campus, Malad-Marve Road, Charkop Naka, Malad (W) 400095

**No. of students involved:** MMS Sem 2

**Faculty Co-ordinator:** Prof Gaanyesh Kulkarni and Dr. Swati Agrawal

**Coordinator/Committee:** Markomania club, MMS SEM II, AIMS

**Student coordinator/committee:** Nisha Pareek, Krushi Shah, Prathamesh Govindwar, Kshitija Sawant, Shubham Bane, Hrushikesh Ahire

**Objective:** Markomania, the marketing club of Atharva Institute of Management Studies organized an event for all the students of SEM 2. The event was organized with objective of giving students an idea as to how one jingle and advertisement can be made with certain time constraint.

**Description:** The Twistify was a Markomania club event where there were 3 rounds in the complete event.

There were 27 teams who participated from SEM 2 and each team consisted 4 members. Every team was given a team name to be recognized by.

The chief guest for the event was Dr. D. Henry sir (Director, AIMS) and Prof. Aparna Ger and Dr. D. Henry sir were the jury for the event.

When the event started we lighted a lamp before Maa Saraswati and took blessings and then started with the first round. In the first round, there were 10 jingles played for 10-20 seconds one after another and the teams were given 30 seconds to guess the jingle. All the teams were given one sheet respectively and were asked to note the brand name of the jingles played. Post all the 10 jingles were played, we took the sheets from teams and gave scores. From the first round, 7 teams were eliminated and 20 teams were able to make it to the second round.

In the second round, we called the team leaders of all 20 teams and asked them to pick on product name chit and one brand name chit through which they had to make one jingle for the same product of same brand picked.

Each team was then given 5 minutes to prepare the jingle and then we asked each team to come ahead and present the jingle in minimum 30 seconds or 60 seconds. Post the second round 10 teams were eliminated and other 10 teams were selected for the third round. The elimination was done basis the scores given by our judges basis the judging criteria.

In third round, we took the winning 10 teams jingles and shuffled the same and again asked the team leaders to pick those jingles and present an advertisement on the same for 2 minutes. Each team was given 5 minutes to prepare the advertisement. All the teams came forward and presented their advertisement and the judges judged them on the basis of criteria given and then we cumulated all the scores and the final 3 teams were announced as the winners.

The winners were:

1st Position - Sunshine Boys (Abhishek Sirsath, Alkesh Raut, Ashish Wakale, Swapnil Salame)

2nd Position - Tycoons - Niraj Gadhawe, Ayush Wankhede, Prathamesh Akulwar, Harsh

Tiwari

3rd Position - Future Presidents - Suvansh Yadav, Roshni Survase, Mansi Wala, Vishal Bhandari

Then we had the certificate distribution ceremony and all winners were awarded with the certificates. We also felicitated our judges.

The event was overall a learning for all the students and everyone got hands on experience as to how an advertisement is made.

**Glimpse of the event:**

**Report made by:** Krushi Shah, MMS, AIMS







**ATHARVA INSTITUTE OF MANAGEMENT STUDIES**

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of Maharashtra), NAAC Accredited Institute

# **OPEX OPERATIONS CLUB**

## **Activity Report**

Name of Event:

VISIT TO MULTI COMMODITY EXCHANGE

Date of Event:

13<sup>th</sup> March 2024      2.00 pm to 5.30 pm

Venue:

Multi Commodity Exchange,  
Exchange Square, Surendra Road  
Andheri, East, Mumbai 400093.

Co-Ordinator

Prof Ganesh Apte

## **Description**

The Multi Commodity Exchange of India Limited (MCX), **India's first listed exchange**, is a state-of-the-art, commodity derivatives exchange that facilitates online trading of commodity derivatives transactions, thereby providing a platform for price discovery and risk management. The Exchange, which started operations in November 2003.

MCX offers trading in commodity derivative contracts across varied segments including bullion, industrial metals, energy and agricultural commodities, as also on indices constituted from these contracts. It is **India's first Exchange to introduce commodity options, and futures contracts on bullion, base metals and energy indices.**

The Exchange has an extensive national reach, with 550 registered members and 40,047 Authorised Persons with its **presence in around 691 cities and towns across India** as on 31st December 2023. MCX is India's leading commodity derivatives exchange with a **market share of about 95.64 per cent** in terms of the value of commodity futures contracts traded in financial year 2023-24 (April 2023 – December 2023).

The objectives of the visit were to make students aware about the operations of MCX, its various products, how price is discovered, rules, regulations and career opportunities in the commodity market. Mr Vinod Kanojia, Manager Training taken a session and shown the students live commodity market. Students questions were answered by Mr Vinod. 53 students of Semester 1, Division B participated in it. A small Quiz related to commodities and options was played.













**Report on the “Outbound  
Activity” at**

**Pali Beach Resort, Uttan Pali Rd, Off Bhayandar West, Thane 401106**



**Activity / Event Report**

**Name of Event : Outbound Activity**

**Date(s) of Conduction : 15<sup>th</sup> February 2024**

**Class / Semester : MMS Batch 2023-2025**

**Number of Students participated: 110**

**Faculty coordinator : Prof. Kajal Desai**

**Prof. Ketan Sutaria**

**Coordinator/committee : Atharv Institute of Management Studies, Malad, Mumbai**

**Event Mentor/Guide : Dr. D. Henry Babu (Director, AIMS)**

## **1. Report:**

Atharv Institute of Management Studies organized an Outbound Activity of one day on 15<sup>th</sup> February 2024 for all the students of MMS Sem II. The activity was conducted to make students aware about the obstacles they might face in the corporate and the tactics they should use to sort it . The Buses were arranged for students .There were total 110 students which were divided into 6 different teams for activities. The management games were Tree Top, Sumo wrestling, Shooting and Reverse Bungee Jumping which enhanced team coordination as well as individual .

### **Key Takeaways**

- Students from different teams compete with each other and build team bond.
- Team building activities build bonds and relationships between team members, which also helps promote peace
- Students got a clear understanding of the specific tasks or projects that need to be completed in order to get closer to the objective.
- Improve Time as well as Team management Skills

### **FLYER OF THE ACTIVITY**



**Atharva Institute of Management Studies**

**Master of Management Studies**

**Outbound Activity**

**Venue :** Pali Beach Resort

**Address :** Opp. Pali Beach, Uttan Pali Rd, Off Bhayandar West, Thane 401106

**PACKAGE INCLUDES :**

1. Adventure Sport Activities
2. Edu-Venture Fun & Seaming Activities
3. Meals: Breakfast, Buffet Lunch & Snack on Departure
4. Access to the Pool Area

HOW DOES THE DAY LOOK LIKE!!		
TIME FROM	TIME TO	ACTIVITY
7.00 AM	-	Assemble to Room No 8 (Division A) and Room No 9 (Division B)
09:30AM	10:30AM	Arrival and Breakfast
10:30AM	11:00AM	Briefing / Waivers / Band Distribution / Team War Cry / Icebreaker
11:00AM	13:00PM	Activities Set I (Shooting Zone / Bungee Run / Sumo / Tree Top / 1 Edu Game)
01:00PM	02:00PM	Lunch Time
02:00PM	05:00PM	Activities Set II(Mighty Pentagon / Body Zorbing + Edu Games) + Pool Access
05:00PM	5:30PM	Vote of Thanks and Call it a Day! © Snack Box On Departure

**Dress Code:**

- **Boys & Girls:** Casual Shirt / Plain T-Shirt and Jeans (Blue / Black).

**Note:**

- Students are required to carry their own swimwear
- No shorts are allowed.
- Boys & Girls should be in a decent attire

**GLIMPSE**



Reverse Bungee Jumping





Sumo Wrestling



Tree Top







Shooting



Director Sir and Professors





Mira Bhayandar, Maharashtra, India  
Shanti Nagar, Dongri, Uttan, Mira Bhayandar, Maharashtra 401106, India  
Lat 19.29856°  
Long 72.785385°  
15/02/24 01:19 PM GMT +05:30

GPS Map Camera

# **Report on the “Bazaar Shastra” at Atharva Institute of Management Studies, Mumbai.**



## **Activity / Event Report**

**Name of Event** : Bazaar Shastra

**Date(s) of Conduction** : 09<sup>th</sup> February, 2024

**Class / Semester** : MMS Batch 2023-2025 / Semester-II

**Number of Students participated:** 76

**Faculty coordinator** : Prof. Ketan Sutaria  
Dr. Monika Shrimali

**Coordinator/committee** : Dr. Vaibhav Patil

**Event Mentor/Guide** : Dr. D. Henry Babu (Director, AIMS)

## 1. Report

The primary objective of the event was to promote financial literacy among the students. The Stock Market Competition will provide students with hands-on experience in the financial market scenarios covered, helping them to make informed career decisions and better understand the market. The event was organized on 9th February 2024 for MMS Semester II students.

## 2. Event Flow



## 3. Session Overview

In the event, each student learned the importance of creating a budget and how to manage their finances effectively. It also explained how to allocate funds for different expenses such as rent, groceries, transportation, and entertainment. Students also discussed the difference between saving and investing and the importance of both. The session also taught them about different saving strategies and the power of compound interest and they were introduced to basic investment concepts such as stocks, bonds, and mutual funds.

Students were encouraged to set short-term and long-term financial goals. Students also discussed the importance of goal setting in achieving financial success and provided tips for creating SMART (Specific, Measurable, Achievable, Relevant, Time-bound) goals. Students were introduced to the basics of taxation which made them understand how it affect personal finances and also about tax deductions, credits, and the importance of filing tax returns accurately and on time.



## **4. Key Takeaways**

### **1. Start Early**

Introduction of financial literacy concepts to students as early as possible to build a strong foundation for their future financial decisions. Early exposure will help our students understand the importance of managing money wisely.

### **2. Interactive Learning**

Use interactive methods such as games, simulations, and real-life scenarios to engage students in learning about finances. Practical experiences make the concepts more relatable and easier to understand.

### **3. Budgeting Skills**

Focused on teaching students how to create and stick to a budget. Budgeting skills are essential for managing expenses, saving money, and avoiding debt. Encourage students to track their spending and prioritize their financial goals.

### **4. Debt Management**

Educated students about the risks and responsibilities associated with debt. Taught them about different types of debt, interest rates, and strategies for borrowing responsibly. It also empowered students to make informed decisions about taking on debt and managing repayment.

### **5. Long-Term Planning**

Emphasized the importance of long-term financial planning, including saving for emergencies, retirement, and major expenses like education or homeownership. Encouraged students to set specific financial goals and develop strategies to achieve them over time. Highlight the benefits of starting early and the power of compounding interest.

## 5. Flyer



Invites you to  
Intra-college  
Competition

**"Bazaar Shastra 2024"**  
Strategize and Succeed in the  
Stock Market Arena

**ATHARVA INSTITUTE OF  
MANAGEMENT STUDIES**

Date : 09/02/2024  
Time : 11.00AM- 1.30PM

 022-46017175 |  reachus@fintopedia.com



## 5. GLIMPSE













## **Report on the “Demystifying Budget 2024” at Atharva Institute of Management Studies, Mumbai.**

### **Activity / Event Report**



**Name of Event : Demystifying Budget 2024**

**Date(s) of Conduction : 09<sup>th</sup> February, 2024**

**Class / Semester : MMS Batch 2023-2025 / Semester-II**

**Number of Students participated: 76**

**Faculty coordinator : Prof. Ketan Sutaria**

**Dr. Monika Shrimali**

**Coordinator/committee : Dr. Vaibhav Patil**

**Event Mentor/Guide : Dr. D. Henry Babu (Director, AIMS)**

## **1. Report**

A session was organized on 9th February, 2024 for MMS Semester II students where in the budget discussion was done by esteemed speaker Mr. Deep Gokni. He is a chartered accountant and a legal professional.

The primary objective of the event was to analyze the Budget 2024 comprehensively and elucidate its significance for different stakeholders, including businesses, individuals, and the overall economy. The event aimed to bridge the gap between the technicalities of budgetary policies and the understanding of the general populace.

## **2. Session Overview**

He initially discussed about the types of budgets which are prepared by a country and detail knowledge was given about each budget. The event commenced with an overview of the Budget 2024, outlining its major allocations, proposed reforms, and fiscal targets set by the government. These discussions facilitated a deeper analysis of the budget's implications, addressing concerns, and exploring avenues for leveraging opportunities presented by the budgetary proposals.

Firstly, he introduced how budget is prepared what type of budgets are there and how to recognize if the budget is good or not. This year the defense sector was given more importance and he gave proper analysis as to how and why the specific percentage was given to different sectors. He also demonstrated a significant emphasis on enhancing healthcare infrastructure and educational institutions, reflecting the government's commitment to human capital development and social welfare. He also made students understood the budgetary allocations for infrastructure development signaled a concerted effort to stimulate economic growth, create employment opportunities, and address critical infrastructure gaps across the country. He also touched on several reforms aimed at revitalizing the agricultural sector, including increased investment in irrigation, technology adoption, and market linkages, to boost farmer income and ensure food security. He also made students enlightened on fiscal discipline, with measures aimed at revenue generation, expenditure rationalization, and debt management to ensure macroeconomic stability.

Throughout the event, attendees were encouraged to participate in Q&A sessions, where they could seek clarification on budget-related queries and engage in meaningful discussions with the speakers.

Overall it was a very insightful session wherein students got to know more about the budget 2024.

### **3. Key Takeaways**

#### **1. Economic Trends and Outlook**

Students were able to grasp the current economic landscape by understanding the macroeconomic trends and forecasts presented in the budget. This knowledge is crucial for making informed business decisions and formulating strategies in various industries.

#### **2. Government Policies and Regulations**

The session has provided our students with new policies, regulations, and initiatives introduced by the government. They have gained insights into how these policies may impact businesses, industries, and the overall economy.

#### **3. Industry-Specific Implications**

The budget typically addresses specific sectors and industries, providing insights into government priorities and support measures. Our students can analyze how budgetary allocations and incentives may affect different industries, helping them anticipate opportunities and challenges in their chosen field.

#### **4. Financial Planning and Management**

Budget sessions delve into fiscal allocations, taxation policies, and government spending plans. The students have learned about budgeting techniques, financial management strategies, and tax implications for businesses. This knowledge is valuable for financial analysts, consultants, and managers responsible for budgeting and financial decision-making.

#### **5. Market Opportunities and Risks**

The budget has highlighted key areas of investment and growth, as well as potential risks and uncertainties in the market. The students are able to evaluate market dynamics, identify emerging opportunities, and assess risk factors affecting businesses. This understanding has enabled our students to develop strategic plans and investment strategies aligned with market conditions.

#### **6. Analytical and Decision-Making Skills**

Budget sessions provide abundant data and information for analysis. Our students have enhanced their analytical skills by interpreting budgetary documents, evaluating economic indicators, and forecasting business outcomes. These skills are essential for MBA graduates aspiring to roles in consulting, finance, strategy, and management.



#### 4. Flyer

**ATHARVA INSTITUTE OF MANAGEMENT STUDIES**  
(Approved by AICTE, DTE & Affiliated to University of Mumbai)  
(NAAC Accredited)

# DEMYSTIFYING BUDGET 2024

Organised by

**Finnix**  
Inspire | Ignite | Innovate

The Finance Club



**Speaker**  
**Mr. Deep Gokni**  
Chartered Accountant  
and Legal Professional  
**LIVE**

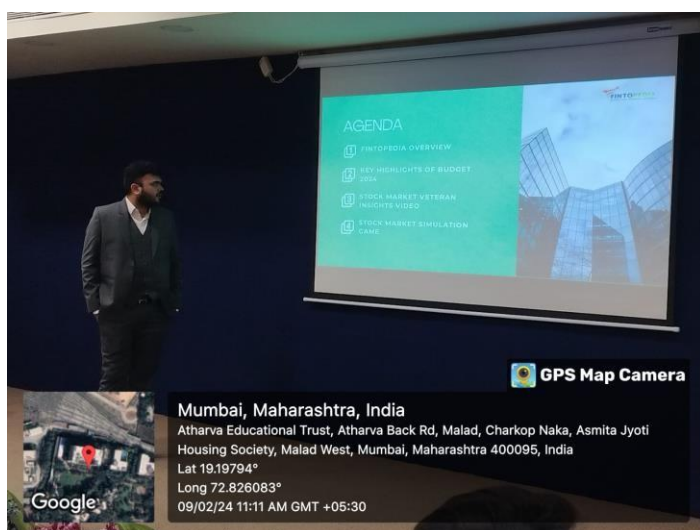


**Friday 09<sup>th</sup> February 2024**

**11.00AM**

**Venue : Seminal Hall, 04th Floor,  
Atharva Institute of Management  
Studies, Malad.**

## 5. GLIMPSE









**Name of Event:** Discover your IKIGAI & Psychometric Test

**Date of Event:** 8th February, 2024 (Thursday)

**Timing:** 10:30AM to 1:30AM

**Name of Coordinator :** Prof. Ketan Sutaria & Prof. Kajal Desai

**Venue:** AET Campus, Malad-Marve Road, Charkop Naka, Malad (W) 400095

**No. of students involved:** MMS Semester II

**Description:** An event was organized on 8th of February, 2024 for semester 1 students wherein how IKIGAI can help students choose their career was the main objective. There were two speakers from Board Infinity Coach Altmash Aslam (Head of Brand XYXX) and Mr. Somu Barua (Category manager - Founder's office - Board infinity). The event was all about helping students choose right stream for their career. The coaches guided the students how IKIGAI helps in choosing the right career and sustain that. They also shared their journey till now which was very inspiring and got to learn that how important it is to know which stream or career is better for us. The seminar also included the information about different streams and also the job roles one can get in specific streams.

Post the presentation the coaches took a psychometric test in which students were asked general 28 questions and students were supposed to arrange the answers according to their



preference. The questions were related to the basic behavior of a marketing, finance, operations, HR and IT persons. It was an online test.

At the end of the test, the results showed the amount of fitness percentage to a specific role. The result also showed three top personality test of the student based on the answers they chose during the test. The test helped students see which stream and job role would suit them based on their personality and liking.

Overall it was a good session with a lot of learning's and clarity for students.



**ATHARVA INSTITUTE OF MANAGEMENT STUDIES**

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of Maharashtra), NAAC Accredited Institute**

# **Activity Report**

Name of Event: **INTERVIEW GUIDANCE FOR OPERATIONS**

**STUDENTS**

Date of Event: 6<sup>th</sup> February 2024 3.45 pm to 4.30 pm

Venue: Online

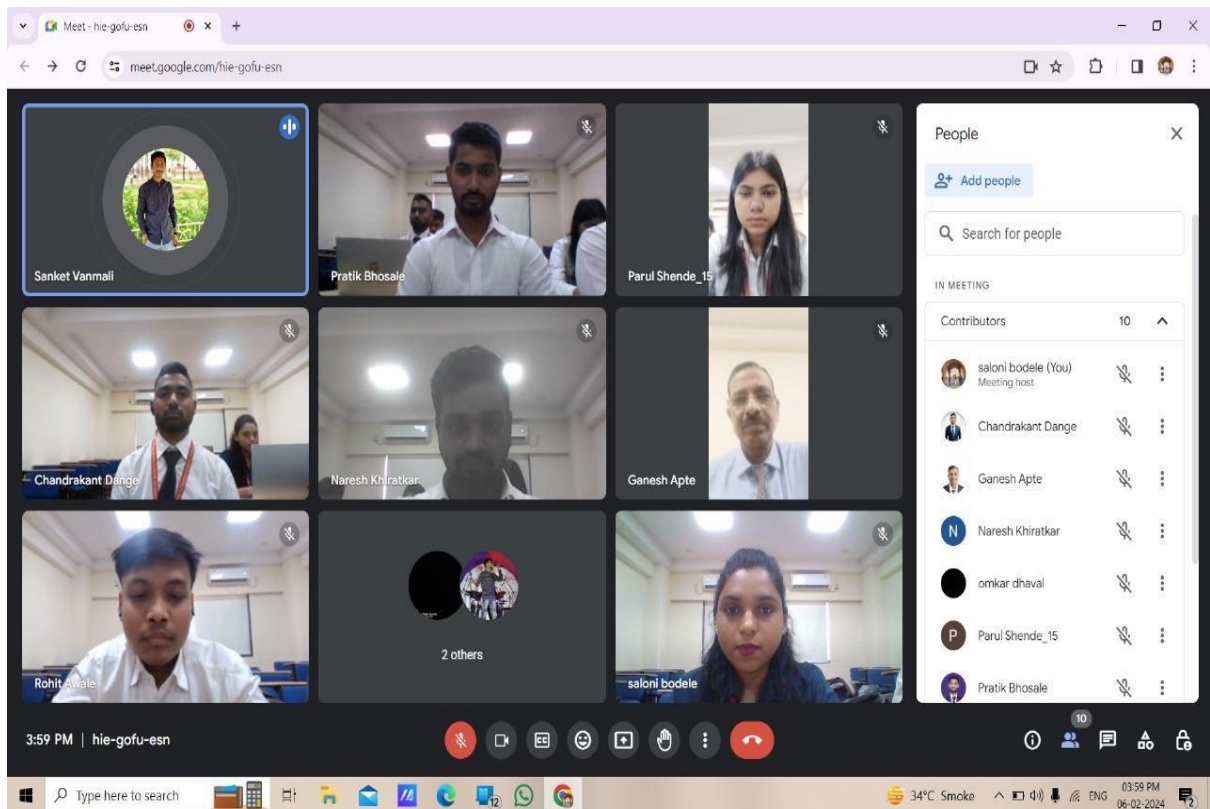
Faculty Alumni Sanket Vanmali Sr Manager, Axis  
Electric Pvt Ltd, (Batch 2017-19)

## **Description**

### **Objectives:**

To prepare the students for Placement. Enhance their confidence. This session was mainly organized to prepare students for interview in Axis Electric Pvt Ltd.

The session was organized online. Sanket Vanmali, Sr Manager, our alumni from 2017-19 batch conducted the session, he provided guidance to students for preparation Supply Chain Management Trainee position. The queries of the students were well responded by him. The session was attended by 8 students.



**Report prepared by Prof Ganesh Apte**









Table

Various Building Types

1. Residential Building
2. Commercial Building
3. Industrial Building
4. Institutional Building
5. Government Building
6. Healthcare Building
7. Educational Building
8. Religious Building
9. Other Building

GPS Map Camera



**Mumbai, MH, India**

Atharva Back Road, Malad West, Mumbai,  
400095, MH, India

Lat 19.198174, Long 72.825880

02/08/2024 11:59 AM GMT+05:30

Note : Captured by GPS Map Camera





GPS Map Camera

Mumbai, MH, India

Malad West, Mumbai, 400095, MH, India

Lat 19.199642, Long 72.825694

02/08/2024 12:51 PM GMT+05:30

Note : Captured by GPS Map Camera







## **Activity/Event** **Report**

Name of Event	: <b>Om Satyam Foundation – Old Age Home - 2024”</b>
Date of Conduction	: 7 <sup>th</sup> January, 2024
Class/Semester	: MMS Batch 2023-2025
No. of students participated	: 16
Faculty Coordinator	: Prof. Ganesh Apte Prof. Leena Jagawat & Prof. Kajal Desai.
Student Coordinator/Committee	: Krushi Shah, Sakshi Gharat, Vaishnavi Petkar, Pranita Khedekar, Shubham Bane, Sameer Shirwadkar

## Objective:

Visit an old age home, get along with the old people there and spend time with them.

An event was conducted on **7<sup>th</sup> January 2024**, with students of **MMS batch 2023-25**, under the guidance of **Prof. Ganesh Apte, Prof. Leena Jagawat & Prof. Kajal Desai**, from Atharva Institute of Management Studies.

For this activity, students visited Om Satyam Foundation – Old age home. The students visited the old age home and got along with all the people there. All the old age people were completely bed ridden and could not get up so the students went to each bed and connected with the elderly. The students took food and groceries with them for the elderly people. All the person there were served food such as Chevda, biscuits, poha, sugar that could be used in daily basis.

## Photos of the event:













**Report on the “Virtual Live Stock Trading” at  
Atharva Institute of Management Studies, Mumbai.**



**Activity / Event Report**

**Name of Event** : Virtual Live Stock Trading (Finnix Club)

**Date(s) of Conduction** : 08<sup>th</sup> November, 2023

Class / Semester : MMS Batch 2022-2024 / Semester-III, Finance

StreamNumber of Students participated: 47

**Faculty coordinator** : **Dr. Vaibhav Patil,**  
**Prof. Ketan Sutaria**

Coordinator/committee : FINNIX Club, AIMS

**Event Mentor/Guide** : **Dr. D. Henry Babu (Director, AIMS)**

## **1. Report:**

In this exciting learning experience, Students got an opportunity to step into the shoes of real stock trading. During this session, students have gained hands-on knowledge of how financial markets work, and will have the opportunity to practice trading without any real financial risk. This interactive session is designed to give students a taste of the fast-paced world of stock trading while ensuring a safe environment for learning. This was a perfect opportunity to foster financial literacy and introduce to the world of investing.

The event was conducted on a working day (live market) and session was for around 4 Hours:

- 1 Hour 30 Min: Financial literacy session.
- 2 Hours 30min: Live trading on the market.

Financial literacy provided in the session has provided students with the practical knowledge and skills they need to make informed financial decisions, both in their personal lives and in their future careers. This knowledge can set them on a path to financial success and stability, which is especially important given the financial challenges and opportunities they are likely to encounter in their professional lives.

Virtual live trading has complemented the academic curriculum of students by offering practical, hands-on experience in financial markets. It has also equipped them with skills, knowledge, and confidence, preparing them for careers in finance, investment, and related fields.



## Key Takeaways

### **1. Understanding Stocks, Stock Exchanges, and Trading.**

Understanding these concepts has helped students for making informed investment decisions and managing financial assets effectively in the stock market.

### **2. Setting Up Mock Trading Accounts**

This has provided students to gain practical experience, develop trading skills, and enhance their understanding of financial markets. It helps them apply what they learn in the classroom, develop risk management strategies, and prepare for careers in finance, investment, and related fields.

### **3. Live Trading Simulation**

This has offered practical, experiential learning opportunities and helped students to bridge the gap between theory and practice, equipping them with the skills and knowledge necessary for careers in finance, investment, and related fields.

### **4. Analyzing Market Trends**

Offered students a practical and risk-free environment to gain valuable skills, apply financial concepts, and prepare for careers in finance, investment, or related fields. It provides a bridge between academic knowledge and real-world experience, enhancing their market awareness and decision-making capabilities.

### **5. Risk Management**

Provided hands-on opportunity to develop crucial skills and knowledge in managing investment risk. Students were able to understand the psychological aspects of risk, and build a solid foundation for making informed financial decisions in the real world.

## FLYER OF THE SESSION

The flyer has a dark blue background with a faint world map and a line graph. At the top left is the Atharva Institute of Management Studies logo. The main title 'Virtual Live Stock Trading' is in large white font. Below it, 'Organized by' is followed by the 'Finnix' logo and 'The Finance Club'. A circular portrait of Mr. Vaibhav Shah is centered. Below the portrait, his name and title are in a white box. At the bottom, the date and time are listed in a white box.

**ATHARVA**  
INSTITUTE OF MANAGEMENT STUDIES  
[Affiliated to University of Mumbai, approved by DTE & AICTE]

**Virtual Live Stock Trading**  
Organized by  
**Finnix**  
Inspire | Ignite | Innovate  
**The Finance Club**

**Mr. Vaibhav Shah**  
Corporate and Academic Trainer

**Wednesday**  
**8<sup>th</sup> November 2023**

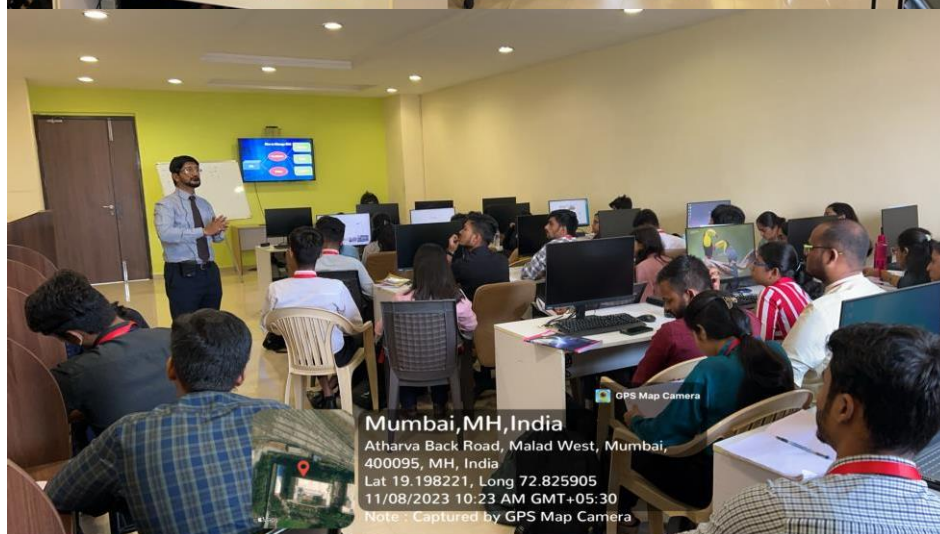
**Time**  
**09:00 am to 01:00 pm**

**Venue: 4th Floor, Mock Stock Room**

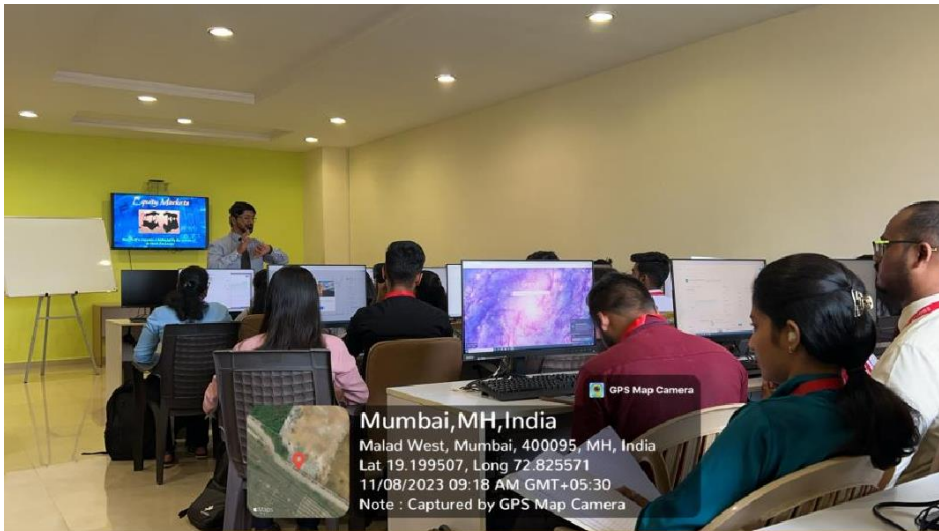
## GLIMPSE















## **ATHARVA INSTITUTE OF MANAGEMENT STUDIES**

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of Maharashtra), NAAC Accredited Institute**

### **Activity Report**

Name of Event:	INAUGURATION OF OPERATIONS CLUB OPEX-
Date of Event:	28 <sup>th</sup> October 2023, 11.0 AM
Venue:	Seminar Hall
Guest	Dr D. Henry, Director, AIMS

## **Description**

### **Objectives:**

The prime objective of the Club is to make the students industry ready by enhancing knowledge and skills. Operations Club Opex will be planning various activities which will expose them to out of the class room teaching. The activities planned are 1) Visit to industrial exhibition, 2) Visit to industries. 3) Organizing Quiz, 4) Organizing Get Together with operations alumnus. 5) Mock Interviews. 6) Encouraging students to participate in National Level Quiz Competitions.

### **INAUGURATION**

- The Club was inaugurated by Dr D. Hendry, Director, AIMS.
- Saurabh and Saloni are Team Leaders of the Club who will be steering activities of the club with the help of all operations students. The Club will be organising activities under the guidance Prof Dr Nitin Godase and Prof Ganesh Apte.
-



## GLIMPSES



Report prepared by Prof Ganesh Apte



Mumbai, MH, India

Atharva Back Road, Malad West, Mumbai,  
400095, MH, India

Lat 19.198033, Long 72.825954  
10/28/2023 12:45 PM GMT+05:30

Note : Captured by GPS Map Camera



## **ATHARVA INSTITUTE OF MANAGEMENT STUDIES**

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Govt. of Maharashtra), NAAC Accredited Institute**

### **Activity / Event report**

Name of Event:	<b>National Level MCX IPF Commodity Quiz Competition COMQUEST 2023 Final</b>
Date of Conduction:	10 <sup>th</sup> February 2023
Class / SEM:	MMS SEM I, Batch 2022-24,
Participants :	Two AIMS students, Dr Prof Harish PurohitAnd Prof Ganesh Apte
Venue:	S.P. Jain College campus, Andheri

## **Description**

### [MCX IPF COMMODITY QUIZ COMPETITION COMQUEST 2023](#)

The 5<sup>th</sup> Edition of Comquest 2023 was organised by MCX IPF wherein total 6700 contestants from 400 institutes spread all over India took part in the competition. There were 8 finalists from institutes like IIT Kharagpur, IIFT Delhi, IIFT Kolkata, NISM, Raigad, Symbiosis, Pune, S.P. Jain Mumbai.



## Objective

To make students aware about Commodity Market and participate in National Level Quiz Competition.


## Key Takeaways

- The Quiz was conducted very entertaining way. The Quiz Master also was educating the audience about the various aspects of commodity market.
- This will inspire our students to participate next time in the Quiz competition

- Glimpses

*Invitation*

MCX IPF  
is pleased to invite you to attend  
the final round of the annual  
MCX IPF Commodity Quiz Competition

 **MCX**  
METAL & ENERGY  
Trade with Trust

**MCX INVESTOR  
PROTECTION FUND  
2023**

**COMQUEST**  
COMMODITY MARKET EDUCATIONAL QUIZ | FIFTH EDITION

on  
FRIDAY, FEBRUARY 10, 2023, 2:30 PM  
at  
SP Jain Institute of Management and Research  
BHAVANS CAMPUS, MUNSHI NAGAR, DADABHAI ROAD  
ANDHERI WEST, MUMBAI - 400058

Partnered By:  
**ET  
NOW**

FRIDAY, FEBRUARY 10, 2023  
2:30 PM ONWARDS

RSVP  
Ashutosh Vasisht: 9987964535  
Rovina Adenwalla: 8657858093



Figure 1 Eight Finalist with winners and MD of MCX



Figure 2 With Winners of Compquest 2023



Figure 3 With Winners and Mr Shrikant, VP (E.T) MCX





**Event report prepared by: Prof Ganesh Apte,**





## **ATHARVA INSTITUTE OF MANAGEMENT STUDIES**

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### **Activity Report**

Name of Event:

**MOCK INTERVIEW FOR OPERATIONS**

Date of Event:

30<sup>TH</sup> December 2023 9.30 am to 2.00 pm

Venue:

Class room

Faculty

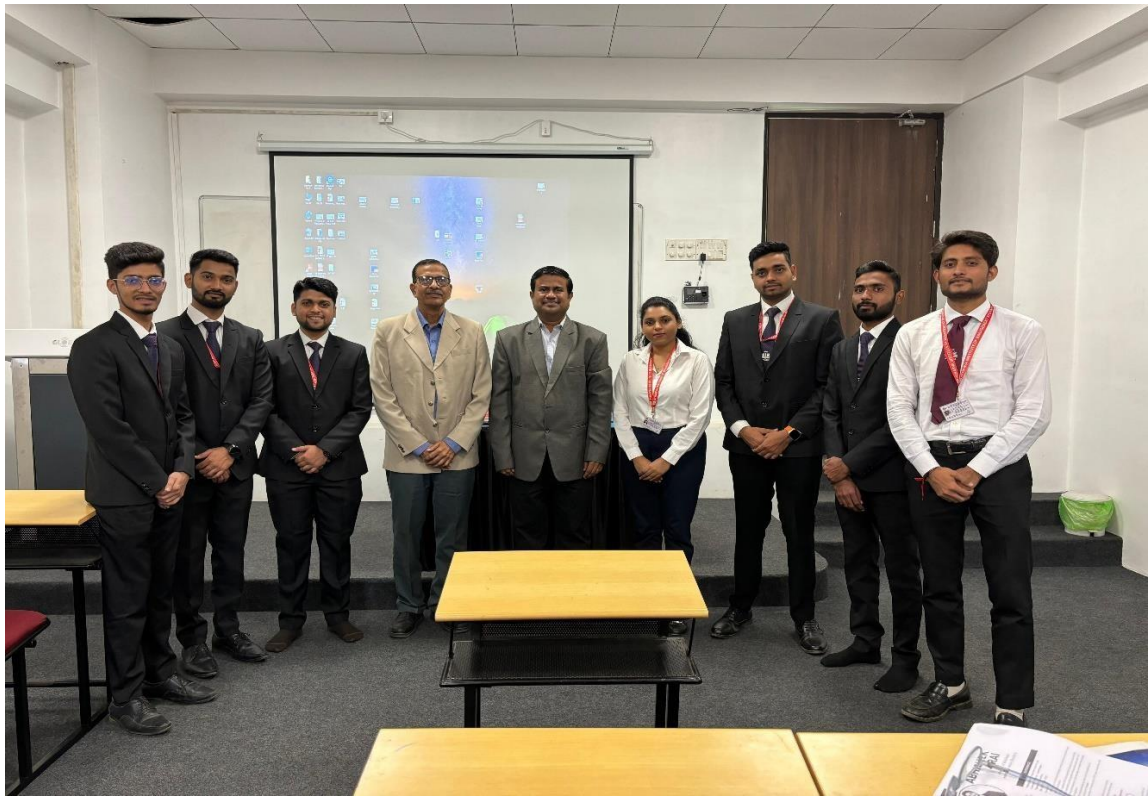
Mr Sudesh Joglekar, Director, ARCS Technovation

### **Description**

### **Objectives:**

To prepare the students for Placement. Enhance their confidence. Test their domain knowledge. Students asked their queries to the guest. Mr Joglekar has given guidance. 7 students participated in it.







### **Activity/Event Report**

Name of Event	: <b>SPARSH-CSR EVENT 2023”</b>
Date of Conduction	: 27 <sup>th</sup> August 2023
Class/Semester	: MMS Batch 2022-2024
No. of students participated	: 30
Faculty Coordinator	: Prof. Ganesh Apte Prof. Leena Jagawat & Prof. Kajal Desai.
Student Coordinator/Committee	: Sumedh Mane, Bhumika Ingle, Anshula Kolhe, Nikhil Thosar.



## Objective:

Raksha Bandhan Celebration Food distribution drive with ROBINHOOD ARMY as a part of CSR EVENT- “SPARSH 2023”

## Description:

An event was conducted on **27th August 2023**, with students of **MMS batch 2022-24 & 2023-25**, under the guidance of **Prof. Ganesh Apte, Prof. Leena Jagawat & Prof. Kajal Desai**, from Atharva Institute of Management Studies, wherein students went to a slum area located in Appa pada, Malad East.

To engage with the kids, students conducted a rakhi-making activity where they taught the kids how to make rakhis and then celebrated Raksha Bandhan festival with them. Followed by this, gifts like Stationary materials like notebooks, pens, pencils, etc. were distributed to the kids. After this, food and sweets distribution was done by the students. This activity is conducted in collaboration with the Robin hood Army.

## Photos of the event:



Event Report prepared by: Ms. Anshula Kolhe, M.M.S- A 22-24.

This event was conducted under the guidance of the Robinhood Army, Prof. Ganesh Apte. & Prof. Leena Jagawat.

Submitted to: Dr. Henry D., Director, Atharva Institute of Management Studies.



Name of Event	: <b>STARSH-CSR EVENT 2023</b>
Date of Conduction	: 26 <sup>th</sup> August 2023
Class/Semester	: MMS Batch 2022-2024
No. of students participated	: 20
Faculty Coordinator	: Prof. Ganesh Apte Prof. Leena Jagawat & Prof. Kajal Desai.
Student Coordinator/Committee	: Sumedh Mane, Bhumika Ingle, Anshula Kolhe, Nikhil Thosar.



## **Objective:**

Female hygiene products Donation and bracelet-making activities with HIV +ve girls from Desire Society Orphanage as a part of the CSR EVENT- “SPARSH 2023”

An event was conducted on **26th August 2023**, with students of **MMS batch 2022-24 & 2023-25**, under the guidance of **Prof. Ganesh Apte, Prof. Leena Jagawat & Prof. Kajal Desai**, from Atharva Institute of Management Studies.

For this activity, students visited Desire Society Orphanage where girls in this orphanage are HIV +ve. Students engaged the girls with bracelet making for which material was provided to them by the students itself. Students engaged with the girls by teaching them how to make colorful bracelets using beads and were very happy to learn these new skills. Further, Sanitary napkins and hair accessories were distributed to the girls.

## **Photos of the event:**







**Event Report prepared by: Ms. Anshula Kolhe, M.M.S- A 22-24.**

**This event was conducted under the guidance of the Robinhood Army, Prof. Ganesh Apte, Prof. Leena Jagawat & Prof. Kajal Desai.**

**Submitted to: Dr. Henry D., Director, Atharva Institute of Management Studies.**



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### **Activity Report**

Name of Event:	<b>PROGRAMMING MIND SUCCESS AND HAPPINESS</b>
Date of Event:	25 <sup>TH</sup> AUGUST 2023 9.30 am to 11.00 AM
Venue	Dr VN Bedekar Institute of Management Studies, Thane
Faculty	Prof Ganesh Apte

## **Description**

# **PROGRAMMING MIND FOR SUCCESS AND HAPPINESS**

## **Objectives:**

Make students aware about possible hurdles, stress they may face in chasing their dreams/career. Meditation is a good tool to overcome such challenges. Inculcate habit of meditation.

## **Topics Discussed**

- What is stress. Impact of stress on physical and mental health.
- Real life examples of students facing depression, addiction to alcohol, drugs, committing suicide.



- How to overcome stress.
  - Research done globally on meditation benefits.
  - Adoption of meditation in corporate world.
  - CEOs who follow meditation
  - videos on Meditation
  - Meditation process explained.
  - Meditation practice by students.
  - Sharing of experience by students
- This will inspire our students to practice meditation daily.

▪ [FEEDBACK FROM STUDENTS](#)

**Shripad Bapat** [sbapat@vpmthane.org](mailto:sbapat@vpmthane.org)

Sep 5,  
2023,  
5:20 PM

to me, Pallavi

Dear Sir,

PFA the photographs as required by you.

**Student Feedback was good and some take away points / comments from participants from session were as below:**

- Right direction, guidance
- Mediation
- Stress  
management  
Meditation
- Good

1. Stress results in long term health issues.
2. Every company should have a session dealing with meditation.
3. Meditation helps deal with problems efficiently

.

Its helpful us lot

Meditation helps to improve 1)creativity. 2)positivity. 3) stability

Have great fun

Conscious and subconscious mindYour

mind affects your body

How to meditate

-

**This session help mi to develop intrest in yoga and benifits of yoga how it help to make a good leader**

Always think positive

Medidation helps in keeping us fresh

We must follow good habbits in order to gain the peace of mind

Relives stress, bossts confidence and helps in concentration

How to avoid stress

Hot to meditate

Meditation importantace

Fun, participating, important

Stress management, meditation

\*\*\*\*\*

Regards,

Dr.Shripad Bapat

■

- [Glimpses](#)









## **ATHARVA INSTITUTE OF MANAGEMENT STUDIES**

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Govt. of Maharashtra), NAAC Accredited Institute

### **Activity Report**

Name of Event: **PROGORAMING MIND FOR SUCCESS & HAPPINESS**

Date of Event: 3<sup>RD</sup> AND 4<sup>TH</sup> August 2023, 2.0 to 4 pm

SEM: MMS SEM 2, A & B Division

Venue: Class Room

Faculty: Prof Dr Reena Pujara & Prof Ganesh Apte

Attendance: 73 students and 4 Faculty Members.

### **Description**

#### **PROGRAMING MIND FOR SUCCESS AND HAPPINESS**

### **Objectives:**

Make students aware about possible hurdles, stress they may face in chasing their dreams/career.  
Meditation is a good tool to overcome such challenges. Inculcate habit of meditation.

### **Topics Discussed**

- Prof Dr Reena Pooja started the program with Management Game which

emphasised importance of planning and execution for success.

Subsequently Prof Ganesh Apte took over the session explaining various topics- what is stress. Impact of stress on physical and mental health.

- Real life examples of students facing depression, addiction to alcohol, drugs, committing suicide.
- How to overcome stress.
- Research done globally on meditation benefits.
- Adoption of meditation in corporate world.
- CEOs who follow meditation
- videos on Meditation
- Meditation process explained.
- Meditation practice by students.
- Sharing of experience by students

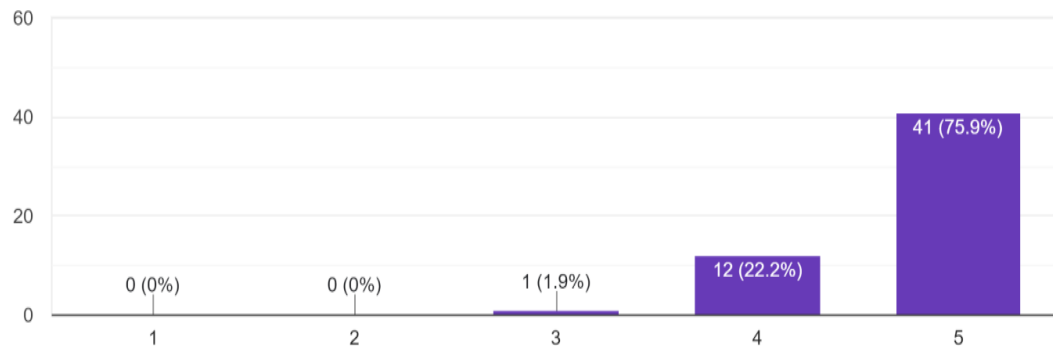
### ▪ Glimpses





2. Do you feel Meditation will help you to achieve your goals?

54 responses

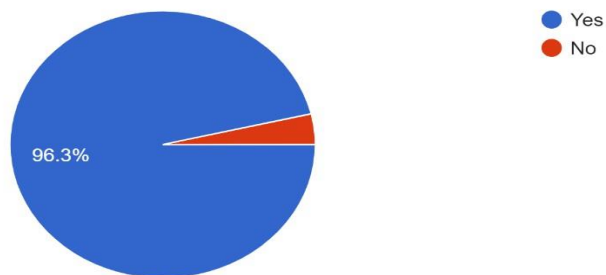




## FEEDBACK FROM STUDENTS (54 NOS)

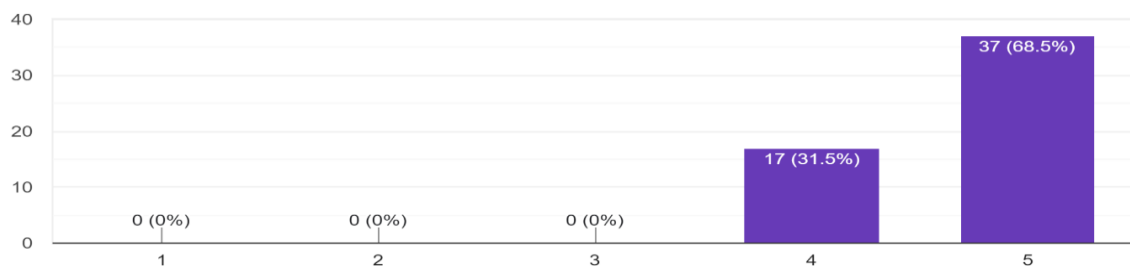
8. Would you like to have once a week practice session of 10- 15 minutes? In the class

54 responses



1. Are you convinced of the benefits of Meditation?

54 responses





**ATHARVA INSTITUTE OF MANAGEMENT STUDIES**

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( NAAC Accredited )

# **FACULTY DEVELOPMENT PROGRAMME**

BY

DALE CARNEGIE TRAINER- SARAH JANE MARIAN

SULOCHANA PRASHANT AMIN

**1<sup>st</sup> to 6<sup>th</sup> March' 2024**

*Prepared by –*

**Dr. Swati Agrawal**

**Dr. Aparna Ger**

**Verified by and submitted to: Dr. D.Henry Babu**  
**Director, AIMS**

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## **Objective of FDP**

The main objectives of the programs were

- Experiential learning
- Business context driven
- Participants will learn, prepare, practice and demonstrate various structures
- Coaching in the moment
- Incorporation of ADDIE Model in teaching practices
- To enhance leadership capabilities among faculty members.
- To improve communication skills for effective teaching and interaction with students.
- To foster a culture of continuous improvement and innovation in teaching methodologies. E.g. Story telling.
- To explore new approaches to engage students and enhance learning outcomes.

## **About FDP**

- The program started with brief history about Dale Carnegie and introduction and past experiences of trainer. The following modules were covered in **first 2 days**:

### **MODULE 1 Creating Organizational Impact**

1. Draw connections between concepts and organizational goals and personal goals
2. Sell the value of organizational outcomes to team members
3. Identify high and low performance behaviors that link to strategic objectives

### **MODULE 2 Presenting with Impact to create influence**

1. Establish trust, credibility, and respect with listeners
2. Clarify the key points of a message
3. Open and close sessions with impact
4. Understand the variety of support tools that strengthen a message

### **MODULE 3 Feedback: Supportive & Corrective**

1. Encourage with a person-centered focus
2. Help people build on their strengths
3. Use corrective feedback to encourage behavior change

### **MODULE 4 Facilitate for Group Results**

1. Create an environment that fosters open dialogue in groups
2. Apply a variety of questioning techniques to create group engagement
3. Use creativity and flexibility in facilitation methods

### **MODULE 5 Vocal Skills & Body Language**

1. Learn how listeners form impressions based on voice and body language
2. Improve gestures, posture, and movement

3. Analyze physical appearance and voice factors
4. Practice becoming more flexible and dynamic

### **MODULE 6 Coaching for Skill Development**

1. Clarify the differences between coaching and feedback
2. Apply a skill development coaching process that produces observable results
3. Hold people accountable, while helping them be successful

### **MODULE 7 Interpersonal Skills for Facilitators to build relationships**

1. Apply interpersonal skills effectively with a wide spectrum of personalities
  2. Deal with difficult attitudes and behaviors
  3. Demonstrate poise under pressure
- ### **MODULE 8 Sustaining Measurable Success**
1. Clarify and communicate organizational breakthroughs
  2. Sustain new attitudes, skills and behaviors
  3. Commit to continuous improvement

**On day 3rd:** Teach back with peer group observations and in-the-moment coaching by DC expert. Each faculty personnel applied the principles, insights and tools learnt in 2 days and present it to Dale Carnegie trainer as a classroom session.

It followed by feedback for all the presentations and inputs for improvement.

Trainer, Sulochana Prashant Amin covered the following modules on **4<sup>th</sup> and 5<sup>th</sup> day** of the program:

### **Module 1 The Art of Storytelling**

An important skill set of a strong presenter is the ability to use an appropriate story at the right time and to tell it well.

- Tailor your stories to the interests and needs of your audience. Understand what resonates with them and choose stories that will be most impactful.

- Share genuine experiences and emotions to build a real connection with your audience.

Authenticity makes stories more compelling and trustworthy.

- Rehearse your stories to ensure they are delivered smoothly and effectively. Pay attention to pacing, tone, and body language to enhance the impact.

- Integrate stories into your presentations or conversations to illustrate key points and make them more memorable.

### **Module 2: Trust, Creditability and Respect with ADDIE model**

- Dale Carnegie's Principle: "Become genuinely interested in other people."

During the analysis phase, focus on understanding the needs, preferences, and challenges of your target audience. Conduct surveys, interviews, or focus groups to gather insights. Show

genuine interest in their experiences and what they hope to gain from the training.

- Dale Carnegie's Principle: "Talk in terms of the other person's interests."

In the design phase, create training materials and activities that resonate with your audience's interests and needs. Ensure that the content addresses their specific problems or goals and is presented in a way that's engaging and relevant to them.

- Dale Carnegie's Principle: "Let the other person feel that the idea is theirs."

When developing training materials, involve stakeholders in the creation process. Encourage input and feedback, and make sure they feel a sense of ownership over the content. This can increase their commitment to the training and make it more effective.

- Dale Carnegie's Principle: "Give honest and sincere appreciation."

During the implementation phase, provide positive reinforcement and recognition to participants. Acknowledge their efforts and achievements to keep them motivated and engaged throughout the training process.

- Dale Carnegie's Principle: "Criticize indirectly."

When evaluating the training, gather feedback in a constructive and supportive manner. Address any issues or areas for improvement in a way that is respectful and encouraging, rather than directly criticizing.

- **On the last day**, teach back based on ADDIE MODEL from a Dale Carnegie specialist. Using the concepts, ideas, and resources they had acquired over the course of two days, each faculty member conducted a classroom demonstration for the Dale Carnegie trainer.

The session was followed by suggestions for improvement and comments on each presentation.

The FDP modules provided valuable insights into fostering organizational impact through effective communication, feedback, facilitation, and interpersonal skills. Implementing these learnings will not only drive organizational success but also promote personal and professional growth.



## **Training Partner**

Sarah Jane Marian- Training Consultant with **Dale Carnegie of India**

Sulochana Prashant Amin- Training Consultant with **Dale Carnegie of India**

## **Program Schedule**

**Duration** : 6 days

**Date** : 1<sup>st</sup> to 6<sup>th</sup> March'2024

**No. of hours:** 08 hours per day

**Timings** : 09:30 am to 05:30 pm

**Participants:** Faculty members (Teaching staff)

**Batch size** : AIMS and ASB - All faculty members

## Pictures of the FDP









Atharva Back Road, Malad West, Mumbai,  
400095, MH, India

-Latitude  
19.197882  
Local 05:13:01. PM  
GMT 11:43.01 AM

Longitude  
72.826645  
Altitude 100 meters  
Tuesday : 05/03/2024





## Attendees of the 6 Days FDP

Atharva Institute of Management Studies (AIMS)				
FACULTIES LIST WITH SPECIALIZATION				
SR. NO	NAME OF THE FACULTY		DESIGNATION	SPECIALIZATION
1.	Dr. D. Henry Babu		DIRECT OR	Marketing/opeartions
2.	Dr. Reena Poojara		HOD HR/Assistant Director	Human Resource
3.	Dr. Vaibhav Patil		HOD- Finance/Assistant Professor	Finance/Information Technology
4.	Dr. Shubhi Lall Agarwal		HOD-IQAC/Assistant Professor	Information Technology
5.	Prof. Ganesh Apte		HOD-Operations/Assistant Professor	Operations
6.	Prof. Gaanyesh Kulkarni		HOD-Marketing/Assistant Professor	Marketing
7.	Dr. Monika Shrimali		Exams Head/Assistant Professor	Finance
8.	Dr. Swati Agrawal		Assistant Professor	Marketing
9.	Dr. Aparna Ger		Assitant Professor	Finance
10.	Dr. Nitin Godse		Professor in Practice	Operations
11.	Dr. Sudhir Purohit		Assistant Professor	Finance
12.	Dr. Leena Jagawat		Assistant Professor	Human Resource Management
13.	Mr.Ketan Sutaria		Assitant Professor	Finance
14.	Mrs.Kajal Desai		Assistant Professor	Human Resource Management
15.	Miss. Gauri Sane		Assistant Professor	Information Technology
Atharva School of Business (ASB)				
SR. NO	NAME OF THE FACULTY		DESIGNATION	SPECIALIZATION
1	Dr. Shivakant Upadhyaya		Direct or	Marketing
2	Dr. Swati Parab		Professor	Marketing
3	Dr. Aswathi Nair		Assistant Professor	Marketing
4	Dr. Tanvi Thakkar		Associate Professor	Human Resource Management
5	Dr. Hitesh Suthar		Associate Professor	Finance
6	Mrs. Malini Jain		Assistant Professor	Marketing
7	Mrs. Sukanya Sawant		Assistant Professor	Information Technology
8	Mrs. Maitri Oza		Assistant Professor	Finance/Human Resource Management

**Recommendations:**

The FDP was appreciated by all the faculty members. The faculty members suggested to conduct more FDPs to strengthen the learning Culture in the institute. That would benefit the students indirectly in classroom learning and final placements.

## Feedback form shared with attendees

# FDP-DALE CARNEGIE

Feedback form for FDP held from 1st March'2024 to 3rd March'2024

Trainer- Sarah Jane Marian

*\* Indicates required question*

1. Name (including Dr./Prof. if applicable) \*
2. Institution name \*
3. Designation \*

*Mark only one oval.*

- ☐ Director
- ☐ Professor
- ☐ Associate professor
- ☐ Assistant Professor
- ☐ Other

4. How do you rate this session on a scale of 1 to 5 (1 being Low, 5 being Highest) \*

*Mark only one oval.*

1   2   3   4   5

☐ ☐ ☐ ☐ ☐

5. How do you rate your knowledge in this topic before attending the session? (1 being Low, 5 being Highest)

*Mark only one oval.*

1   2   3   4   5

☐ ☐ ☐ ☐ ☐





6. How do you rate your knowledge in this topic after attending the session (1 being Low, 5 being Highest)

*Mark only one oval.*

1   2   3   4   5

☐ ☐ ☐ ☐ ☐

7. Qualities about speaker you like? \*

*Mark only one oval.*

- ☐ confidence
- ☐ communication skills
- ☐ Presentation style
- ☐ Content delivered
- ☐ All of the above
- ☐ Other: \_\_\_\_\_

8. Please provide your valuable feedback using numerical with the following scale for \* the various parameters. Indicate the extent to which you agree with the statement. Please use a scale of 1-5 (1=poor; 2=Fair; 3=Good; 4=Very Good; 5=Excellent)

\*Considering overall FDP

*Mark only one oval per row.*

	5	4	3	2	1
<b>Communication &amp; Coordination Support</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Activities</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Quality of trainer</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Topic Relevance</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Overall Learning Experience</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. Would you like to have such sessions in future? if yes any suggestions for same. \*

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Google Forms



**ATHARVA INSTITUTE OF MANAGEMENT STUDIES**

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( NAAC Accredited )

# **FACULTY DEVELOPMENT PROGRAMME**

*[Title: "Finding your essence as a Teacher" (Purpose Driven & Innovative Teaching).]*

**4th and 5<sup>th</sup> July, 2023**

***Prepared by –***

**Dr. Swati Agarwal**



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<b>Feedback Form shared with the Attendees.....</b>	<b>7</b>

## **Objective of FDP**

The main objectives of the programs were

- The programs focus on enhancing functional area expertise
- Improving one's classroom delivery as a teacher enhancing abilities for conducting meaningful lecture

## **About FDP**

The event started with the welcome address introducing our Directors & the resource speaker, followed by Atharva Tradition of reciting Sarasvati Vandana.

The event started with probing question asking all the participants about their expectation from the FDP. They were also asked to introduce their self, years of experience and the subject taught. This activity basically gave an insight on diverse work groups.

To start with the event video was displayed by Simon to understand the WHY aspects of our teaching. Participants was asked to sit in groups and write down the WHY, HOW & WHAT aspects of teaching and then had to link all three aspects & present the same. This activity gave the clear purpose on the why aspects and by linking all three aspects prior to lectures how can we fruitfully deliver the sessions.

Following to this the participants were introduced the Motivational concept & were engaged with the activity to identify the autonomous, mastery & relatedness within the organizations.

Post Lunch 6 videos were played to understand the real meaning of teacher. It was a shared learning activity followed by forming a human chain to understand the similarity & connectivity among the participants.

The session ended with reflective activity where participants were asked about their takeaway from the first day session.

Second day started with a Time line activity where participants were overwhelmed while answering allowing them to be sensitized towards each other.

Post tea break IKIGAI for teachers were introduced where all had to answer questions like what do you love about teaching, What the institution needs, what do you want to be acknowledged for? What hidden talents can contribute to teaching. By linking all the question, it gave better clarity on our Passion, Mission about the institution, Uniqueness & Contribution in teaching and how we can achieve Ikigai in our teaching.

Post Lunch the session focused on VISION and how can you achieve the same. Participants were asked to record vision statement, individual goals and tracking goal progress via balance score card. The session ended with lot of learning and engaging activities which were highly innovative & adaptable in classroom environment.

## **Training Partner**

Ms Shalini Singh, CEO Bspotted

## **Program Schedule**

**Duration** : 2 days

**Date** : Tue and wed, 4<sup>th</sup> & 5<sup>th</sup> July'2023

**No. of hours:** 08 hours per day

**Timings** : 09:00 am to 05:00 pm

**Participants:** Faculty members (Teaching staff)

**Batch size** : AIMS - All faculty members



## Pictures of the FDP



### **Attendees of the 2 Days FDP**

Dr Henry (Director, AIMS), Dr Swati Parab (Director, ASB), Dr. Reena Poojara, Prof. Gaanyesh Kulkarni, Prof. Ganesh Apte, Dr Ansha Gupta, Dr Sudhir Purohit, Dr Swati Agrawal, Prof. Leena Jagawat, Dr Monika Shrimal, Dr shubhilall Agrawal, Prof SandeepRasal, Prof Ketan Sutharia, Prof. Amrita Mathews, Dr Bharti Savla, Dr Nitin Godse.

## **Recommendations**

The FDP was appreciated by all the faculty members. The faculty members suggested to conduct more FDPs to strengthen the learning Culture in the institute. That would benefit the students indirectly in classroom learning and final placements.

## Feedback form shared with attendees

The screenshot shows a Google Forms interface within a web browser. The browser's address bar displays the URL: [https://docs.google.com/forms/d/e/1FAIpQLSd5lcrbPwzCUpFtywgEDxkYRzPc3WSvbatx\\_9ClcnaZTCBWjw/viewform](https://docs.google.com/forms/d/e/1FAIpQLSd5lcrbPwzCUpFtywgEDxkYRzPc3WSvbatx_9ClcnaZTCBWjw/viewform). The form title is "Two days FDP on \"Finding your essence as a teacher\" (Purpose driven & Innovative teaching) on 4th and 5th July'2023". Below the title, it lists the resource person as "Ms Shalini Singh (Founder & CEO, BSpotted)". The form is currently associated with the account "swati.agrawal@atharvaims.edu.in" and is marked as "Not shared". A note states "\* Indicates required question". The form contains two required text input fields: "Email \*" and "Name (including Dr./Prof. if applicable) \*", each with a "Your answer" placeholder. The browser's taskbar at the bottom shows the Windows logo, a search bar, and various application icons. The system tray on the right indicates a temperature of 30°C, a "Smoke" alert, and the date and time as 14:41 on 05-12-2023.

Two days FDP on "Finding your essence as a teacher" (Purpose driven & Innovative teaching) on 4th and 5th July'2023

Resource person: Ms Shalini Singh (Founder & CEO, BSpotted)

swati.agrawal@atharvaims.edu.in [Switch account](#)

Not shared

\* Indicates required question

Email \*

Your answer

Name (including Dr./Prof. if applicable) \*

Your answer



## **ATHARVA INSTITUTE OF MANAGEMENT STUDIES**

**(Affiliated to University of Mumbai, Approved by AICTE, DTE & Govt. of Maharashtra), NAAC Accredited Institute**

### **Activity Report**

Name of Event: **MIND PROGRAMING FOR SUCCESS AND HAPPINESS**

Date of Event: 12<sup>TH</sup> February 2024. 2.30 pm to 5.30 pm noon

SEM: MMS SEM 2 Batch 2023-25.

Venue Allana Institute of Management Studies,  
D.N. Road, MUMBAI 400 001

Faculty Prof Ganesh Apte



## **Description**

[MIND PROGRAMING FOR SUCCESS AND HAPPINESS](#)

### **Objectives:**

Make students aware about possible hurdles, stress they may face in chasing their dreams/career.

Meditation is a good tool to overcome such challenges. Inculcate habit of meditation.

[Topics Discussed](#)

- What is stress. Impact of stress on physical and mental health.
  - Real life examples of students facing depression, addiction to alcohol, drugs, committing suicide.
  - How to overcome stress.
  - Research done globally on meditation benefits.
  - Adoption of meditation in corporate world.
  - CEOs who follow meditation
  - videos on Meditation
  - Meditation process explained.
  - Meditation practice by students.
  - Sharing of experience by students
- 
- This will inspire our students to practice meditation daily.

- [Glimpses](#)









## **Activity/Event Report**

I had an Opportunity to Share my Professional experience to MBA students of Parul University.

1. 20<sup>th</sup> Jan24 : The talk was regarding the manufacturing sector wherein I have worked over 34 years .It was my experiences when I dealt with Internal Customer of Godrej Divisions and External customers wherein I undertook various projects for them. The talk was Online mode to address the students under their Program titled “Paraspar --expert talk on Industry Academia Partnership Series.” It was held on 20<sup>th</sup> Jan 2024 at 2.P.M.

2. 13<sup>th</sup> Feb24: Another talk I had with New Batch of Online MBA Students Inauguration Ceremony. Program on 13th Feb24 at 6 PM on same topic Also attaching the Orientation Schedule wherein its mentioned I am first address in the inaugural program .

I prepared presentation on my Professional Journey. The topics consisted of Challenges faced, Progressmade, Achievements & changes in manufacturing sector and way forward with some advice for the students based on the lessons learnt by me.

**I am attaching my**

**a) Flyer and**

**b) Appreciation Certificate**



c)Screenshot d)Orientation schedule for reference It was great insight to me when NAAC rated A++ University values my experience I hope it may be of some use to student fraternity.

**Parul® University**  
NAAC GRADE **A++**

Centre for Distance and  
Online Education, Online MBA

# Manufacturing sector for **Internal** and **External** Customers

**Mr. Nitin  
Godse**  
Associate General Manager,  
Godrej and Boyce

JAN | 20 | 02 PM



**Parul<sup>®</sup>**  
University

**NAAC** **A++**  
ACCREDITED UNIVERSITY

# CERTIFICATE OF APPRECIATION

PRESENTED TO

**MR NITIN GODSE**

for imparting his/her valuable knowledge and insights as an  
expert speaker during a Expert Talk on the topic

**MANUFACTURING SECTOR FOR INTERNAL  
AND EXTERNAL CUSTOMERS**

organized by

**Centre for Distance and Online Education** on **20-01-2024**

We're grateful for your precious time and deep  
enlightenment.

This is a Computer-generated certificate. No signature is required.



Recording

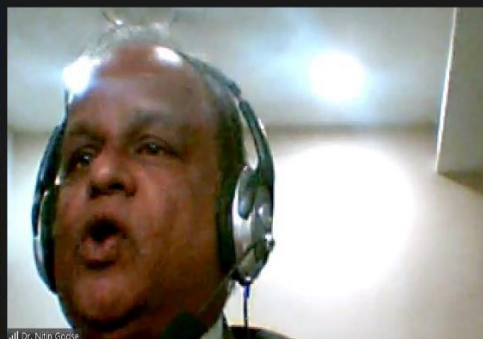
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## My Professional Journey in Godrej and Boyce Mfg. Co. Ltd

15th Jan 1988 to 26th Feb 2020 - an Employee  
1st March 2020 to 30th March 2022 - Consultant

My journey in Godrej has been filled with growth, challenges, and achievements. From the early days to my current role, each step has shaped my career.

- I have worked with internal customers (Appliance Division, Locks Division, Heavy Fabrication Division - 1988 to 2002)
- Precision Engineering, Aerospace Division - 2002 to 2008
- External customers like HAL, MDL, Eaton, Crompton Greaves (2008 to 2022)
- Baroda Region Shreno, Aditya Birla Insulators, SEE Linkages etc.



Dr. Nitin Godse



**ATHARVA INSTITUTE OF MANAGEMENT STUDIES**

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( NAAC Accredited )

International Research Conference

**ABSIC 2023**

*11th International Conference on “Changing Dynamics of Global Education”*

organised By

# **Asian Business School(Noida,India)**

in Collaboration with

**Northern University Bangladesh(NUB),Bangladesh**

**Date : 11 and 12 December, 2023**

**Virtual Podium : Microsoft Teams, Zoom and Google link**

**TECHNICAL SESSION JUDGE : Dr Shubhi Lall Agarwal**

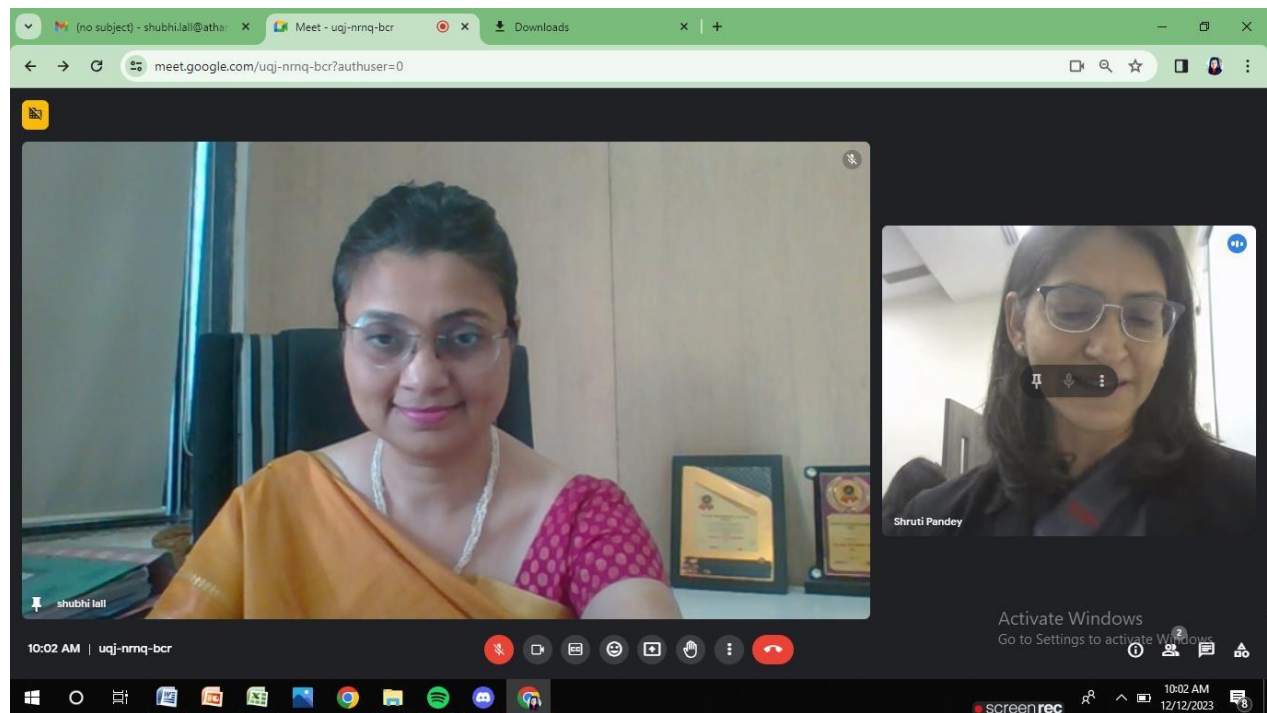
HOD , Systems, AIMS | Head, R &D Cell

**Role of Dr Shubhi Lall Agarwal:** TECHNICAL SESSION JUDGE and guest in International ResearchConference ABSIC organized by Asian Business School in Collaboration with Northern UniversityBangladesh,11 – 12 December 2023.

Dr Shubhi Lall Agaarwal evaluated 21 research papers spread across two days in the post lunch session at window 5.The students of Asian Business School and NUB,Bangladesh presented their papers and out of which one paper of Mr. Suntu Kumar Ghosh, Assistant Professor , Marketing , Northern University Bangladesh was awarded as **best paper of the Inter national Research conference.**







## GLIMPSES OF DAY 2: 12 DECEMBER 2023

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shubhi jain

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Shruti Pandey (Presenting)

Impact of E-Learning on the Global Economy

PRESENTED BY:  
Shruti Pandey  
Department: Business

**Introduction**

**Objective**

**Analysis**

**E-LEARNING MARKET**  
New Technology, 2020 - 2025 (in \$Bn)

Year	Market Size (\$Bn)
2020	10.5
2021	12.5
2022	15.5
2023	18.5
2024	21.5
2025	24.5

**GLOBAL MARKET**

**E-Learning Market**  
2020 - 2025  
17.52%  
2020 - 2025

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Shruti Pandey (Presenting)

# Impact of E-Learning on the Global Economy

PRESENTED BY:  
SHRUTI PANDEY  
SRINIVASA SUBBIA

**Introduction**

**Objective**

**Analysis**

**E-LEARNING MARKET**

Size Technology, 2020 - 2030 (USD Billion)

Online E-Learning  
E-Learning Management System (LMS)  
Mobile E-Learning  
Augmented E-Learning  
Virtual Classrooms

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Shruti Pandey (Presenting)

# Impact of E-Learning on the Global Economy

PRESENTED BY:  
SHRUTI PANDEY  
SRINIVASA SUBBIA

**Introduction**

**Objective**

**Analysis**

**E-LEARNING MARKET**

Size Technology, 2020 - 2030 (USD Billion)

Online E-Learning  
E-Learning Management System (LMS)  
Mobile E-Learning  
Augmented E-Learning  
Virtual Classrooms

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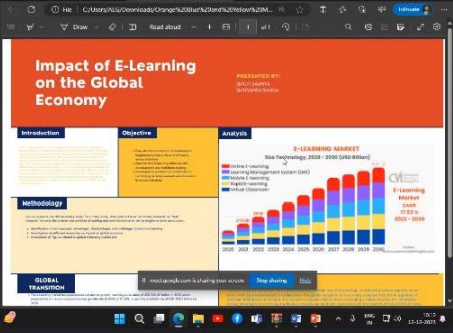
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Shruti Pandey


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Shruti Pandey (Presenting)

**Introduction:**

- Young technology facing technical, commercial, and regulatory challenges.
- Potential to transform financial services and the broader economy.
- Emerging and new ways to intermediate capital and risk.
- Special digital ledgers using consensus mechanisms and cryptographic technologies.
- Not intended for human reading, designed for machine understanding.
- Two identifying aspects: digitally signed transactions and an ever growing chain of ledger entries.

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Shruti Pandey

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Shruti Pandey (Presenting)

**Findings**

Financial Processes and Challenges	Confidence and Privacy Concerns
<ul style="list-style-type: none"><li>52.2% identified payment and money transfer as suitable financial processes.</li><li>Regulatory hurdles were a significant challenge for 36.6% in implementing blockchain in finance.</li></ul>	<ul style="list-style-type: none"><li>33.3% expressed confidence in blockchain security for financial transactions.</li><li>90.5% believed blockchain could address privacy concerns.</li></ul>

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Shruti Pandey (Presenting)

## Data Analysis

Here is the data presenting diverse perspectives on blockchain technology in finance from various respondents.

Category	Count	Percentage
Improved Security	18	82.6%
Increased Transparency	15	65.2%
Faster Transactions	13	56.5%
Cost Reduction	10	43.5%
Enhanced Traceability	10	43.5%

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Shruti Pandey (Presenting)

## Findings

### Financial Processes and Challenges

- 52.2% identified payment and money transfer as suitable financial processes.
- Regulatory hurdles were a significant challenge for 36.6% in implementing blockchain in finance.

### Confidence and Privacy Concerns

- 33.3% expressed confidence in blockchain security for financial transactions.
- 90.5% believed blockchain could address privacy concerns.

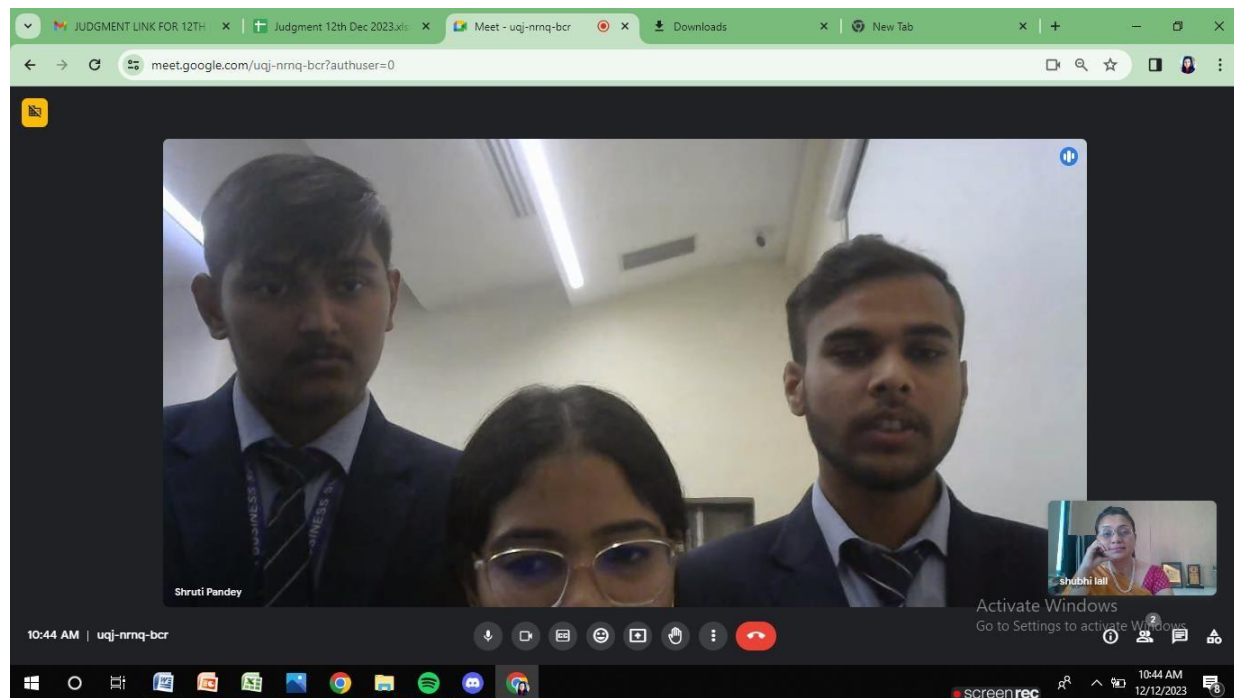
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Shruti Pandey (Presenting)

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11th International Conference ABSIC 2023

**RISE OF EDTECH IN GLOBAL EDUCATION**

By- Sakshi Kesarwani  
Vishakha Tiwary  
Fulkit Singh  
Piyush Singh

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Slide 1 of 20 English (India)

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Shruti Pandey (Presenting)

## INTRODUCTION

- Education is pivotal for India's growth; government focuses on policies.
- COVID-19 spurs hybrid education, boosting global ed-tech companies.
- Surge in revenue, mergers, acquisitions; industry growth beyond products.
- Ed-tech startups fill education gaps with modern models.
- Tech adoption crucial for thriving in the modern education system.

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Shruti Pandey (Presenting)

## EDTECH INDUSTRY PRE-COVID

- Steady growth with a focus on supplementary learning.
- Demand existed but not as widespread or urgent.
- Industry gaining recognition for enhancing traditional education.
- Mergers and acquisitions occurred, but not at the scale witnessed during the pandemic.
- Exponential growth and global prominence were yet to unfold.

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Shruti Pandey

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### CURRENT SCENARIO

- Edtech focus on providing additional learning opportunities outside traditional classrooms.
- They've become popular during the pandemic as many students couldn't attend physical classes.
- But still traditional mode has an edge over the edtech companies due to several factors which made it important for the companies to innovate and adapt to the emerging requirements.

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Shruti Pandey (Presenting)

Shruti Pandey

shubhi kati

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Shruti Pandey (Presenting)

Is EdTech widely integrated into educational institutions in your region?  
212 responses

Response	Percentage
Yes	88.7%
No	10.4%
Maybe	0.9%

Is your opinion, how has EdTech influenced the learning experience globally?  
219 responses

Response	Percentage
Positively	88.7%
Negatively	10.4%
No significant impact	0.9%

Shruti Pandey

shubhi kati

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Shruti Pandey (Presenting)

## This presentation will touch upon

- Background
- Objective of the Study
- Review of the Empirical Research
- Hypothesis Development
- Conceptual Framework of the Study
- Research Strategy
- Data Analysis and Result
- Conclusion

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Shruti Pandey

Suntu Ghosh

shubhi lali

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## Background

- CSR is highly significant in marketing
- It is seen as an investment, with expectations of long-term returns (Lantos, 2001, 2002)
- Marketers must integrate CSR into their strategies, aligning with stakeholder values to achieve marketing objectives like sales growth, brand equity, trust, and enhanced customer preference
- Benefiting both the company and its stakeholders (Yang and Basile, 2021)

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Shruti Pandey

Suntu Ghosh

shubhi lali

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### Review of Empirical Research

- Top ten emerging CSR issues in Asia
- CSR is a multidimensional phenomenon
- CSR outcomes in service industry are diverse
- CSR dimensions in hotel industry
- Corporate image and trust

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Shruti Pandey (Presenting)

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Suntu Ghosh

shubhi lall

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### Data Analysis and Result

Hypothesis	Independent	Dependent	B	CR	R <sup>2</sup>	
H1	CSR	Corporate Image	0.321	5.222	0.311	Supported
H2	Corporate Image	Trust	0.271	4.343	0.280	Supported
H3	Trust	Behavioral intentions	0.483	6.198	0.329	Supported
H4	CSR	Behavioral intentions	0.559	7.991	0.471	Supported

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Suntu Ghosh

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Devi Archana (Presenting)

Introduction

- The presentation focuses on how post COVID, education has transformed while keeping the students in a first place and giving students a focal point of attention
- It has turned the teacher centered and book centered learning environment into a student centered environment.

Click to add notes

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Devi Archana (Presenting)

Research Objective

- To review the role of learner autonomy in the current crisis period
- To explore the challenges for enabling smooth implementation of learner autonomy for ensuring maximum impact and fuller utilization of resources

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Devi Archana (Presenting)

### Local to Global: A Transformation of Education towards Learner Autonomy, Skill, and More

Dr Devi Archana Mohanty

Slide 1 of 9 "Salient" English (United States)

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Devi Archana (Presenting)

Local to Global: A Transformation of Education towards Learner Autonomy, Skill, and More

Dr Devi Archana Mohanty

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Shruti Pandey (Presenting)

1 of 1

**AUTHORS**  
Sonali Jain  
Vishal  
Kirti Yadav  
Sagar Seth

**Abstract**  
In today's competitive global economy, organizations are recognizing the importance of investing in employee training and development programs to enhance their bottom line and overall success. These programs should focus on developing employees' knowledge, expertise, and abilities to improve their performance and overall competencies. Effective training and development can lead to a multitude of benefits for both employees and organizations, including increased morale, engagement, and productivity. Moreover, systematic approaches are essential for assessing employee performance, which is influenced by various factors, such as personal attributes, organizational culture.

**THE STUDY OF EMPLOYEE TRAINING AND DEVELOPMENT ON EMPLOYEE PERFORMANCE**

**01. Introduction**  
Effective employee training and development is essential for organizations of all sizes to succeed in today's competitive landscape. Investing in training can help organizations improve their productivity, reduce turnover, and attract top talent. This study aims to explore the relationship between employee training and development and employee performance, with a focus on identifying the most effective training and development programs for different types of organizations.

**02. Methodology**  
In the first step, in order to design the study of employee training and development, we conducted a literature review to identify the most relevant research on this topic. We then designed a survey to collect data from a sample of employees across different organizations. The survey included questions about the types of training and development programs they had participated in, their perceptions of the effectiveness of these programs, and their overall job performance. We then analyzed the data using statistical methods to identify the relationships between training and development and performance.

**03. Analysis**  
The data analysis revealed that there is a positive correlation between employee training and development and employee performance. Employees who participated in training and development programs showed higher levels of job performance compared to those who did not. This finding is consistent with previous research that has shown that training and development can lead to improved performance, increased productivity, and reduced turnover. The analysis also identified that the most effective training and development programs were those that were tailored to the specific needs of the organization and its employees.

**Conclusion**  
Training and development ultimately upgrade not only the productivity of employees but also of the organization. It is rightly said that 'Investment in employee training and development is the best investment a company can make'.

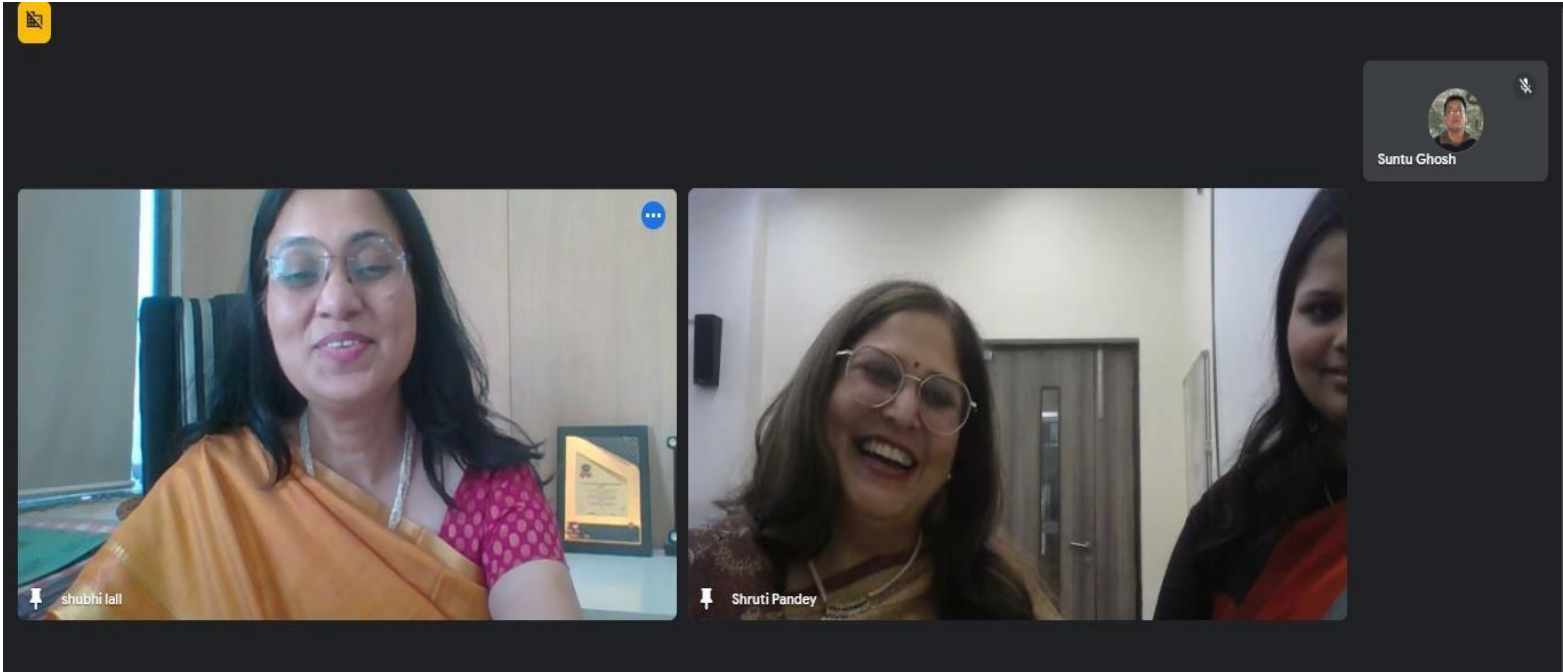
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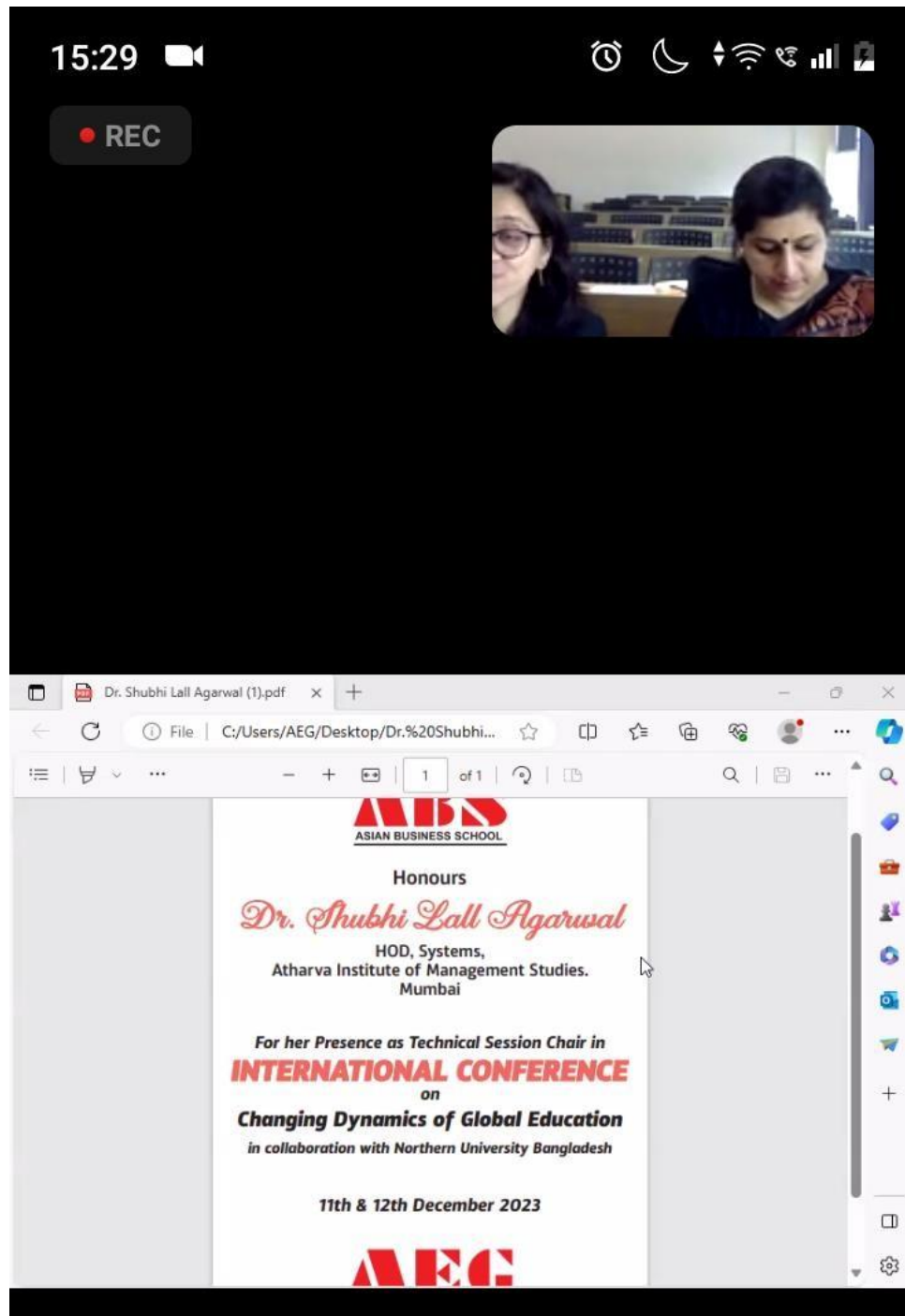
Shruti Pandey

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## Certificate of Judgments



## Certificate

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UNIVERSITY**  
Knowledge for Innovation and Change

### “CHANGING DYNAMICS OF GLOBAL EDUCATION”

## CERTIFICATE

This is to certify & honour Dr. Shubhi Lall Agarwal, HOD, Systems  
from Atharva Institute of Management Studies, Mumbai for her Presence as Technical Session Chair in  
the International Conference on “Changing Dynamics Of Global Education” organized by Research & Development Cell of  
Asian Business School, Noida in collaboration with Northern University Bangladesh (NUB), Bangladesh , on Monday & Tuesday  
11th & 12th December, 2023.

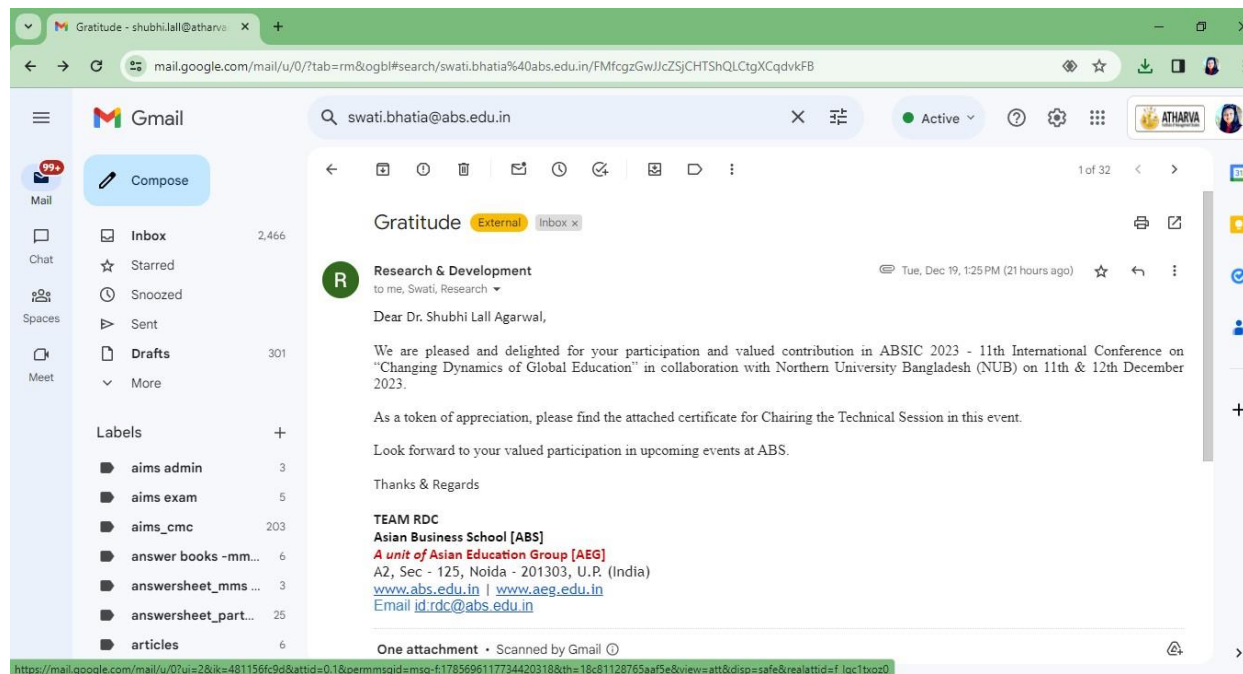
  
\_\_\_\_\_  
Dr. Swati Bhatia  
Head - R&D, ABS

  
\_\_\_\_\_  
Dr. Lalitya Vir Srivastava  
Director - AEG

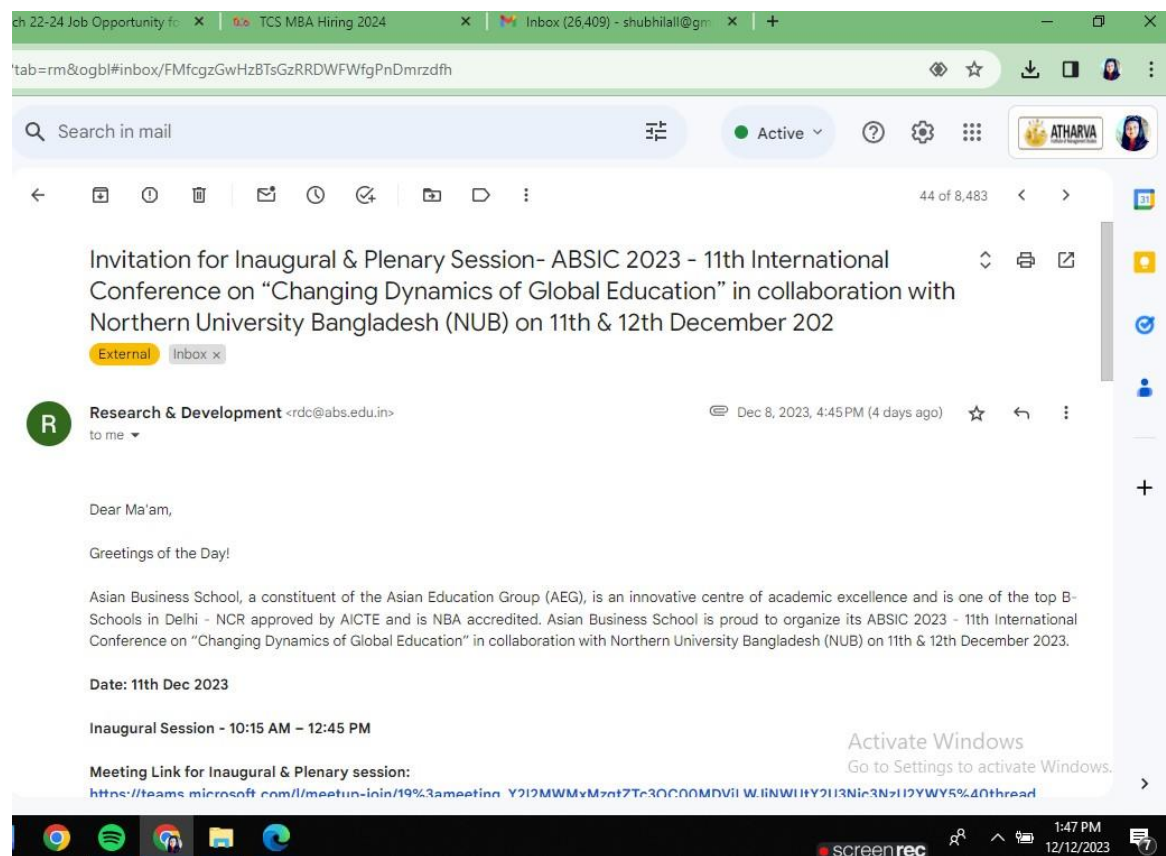
  
\_\_\_\_\_  
Prof. Khairul Alom  
Convener, NUB

  
\_\_\_\_\_  
Dr. Nazmul Ahsan Khan  
Dean of Business School, NUB

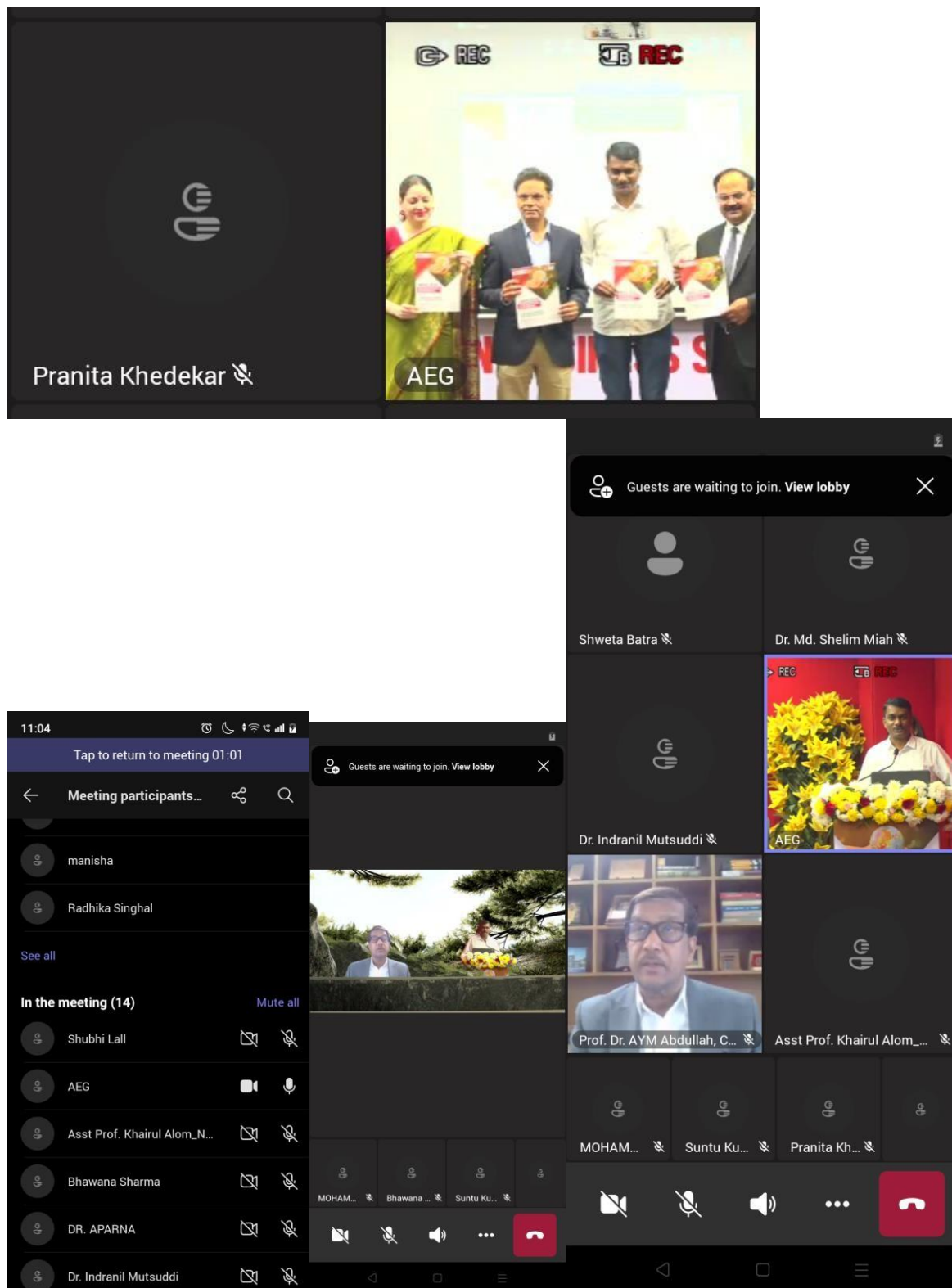




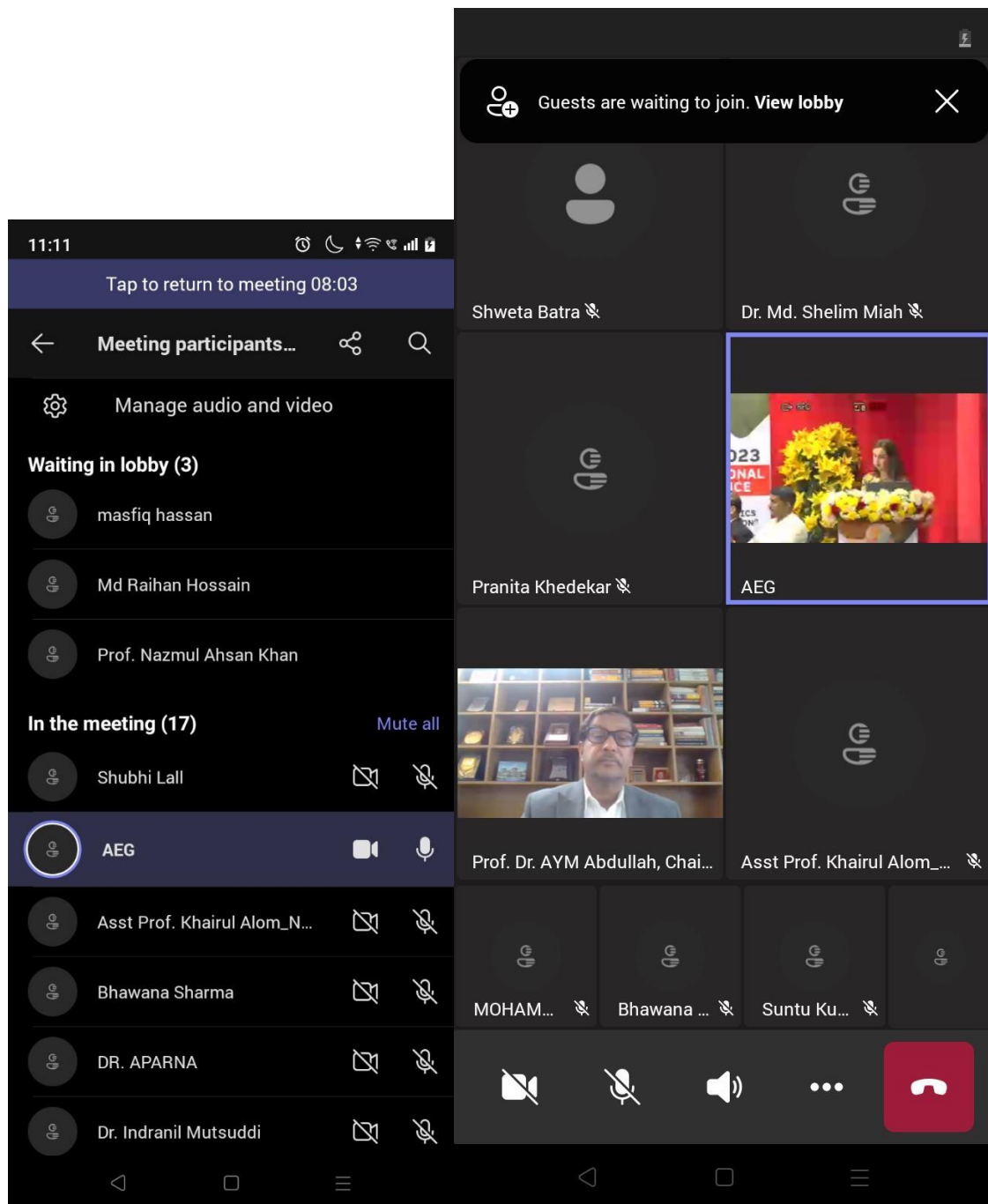
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## GLIMPSES OF DAY 1 : 12 DECEMBER 2023

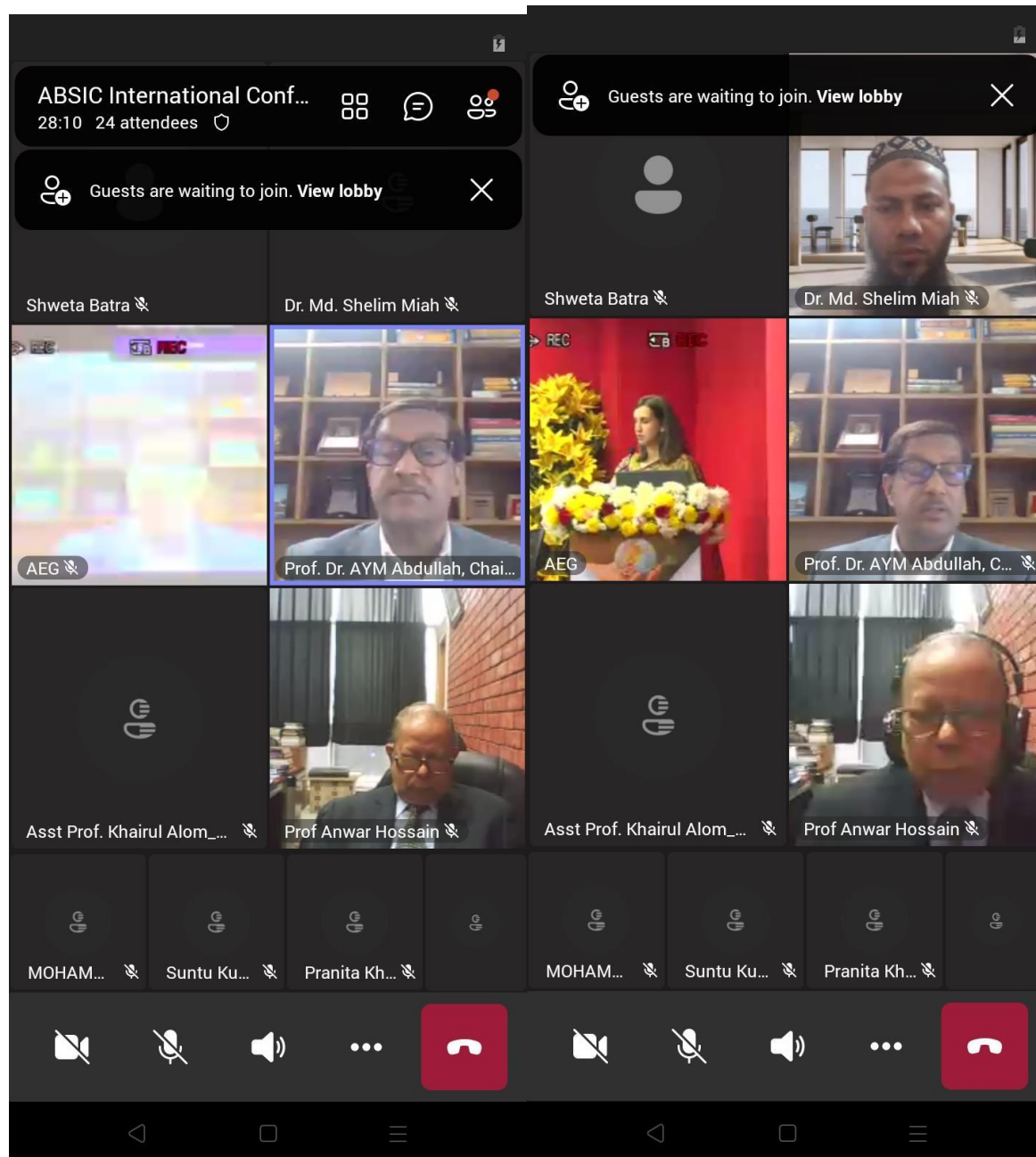


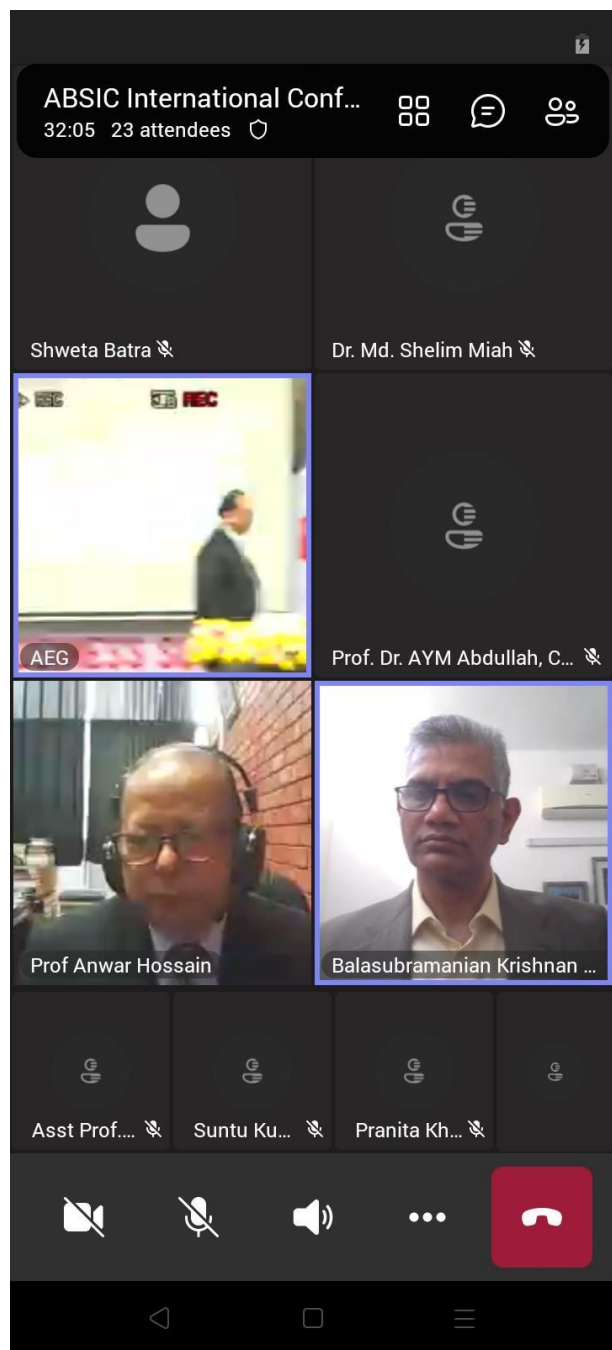
## Online Attendees on DAY 1

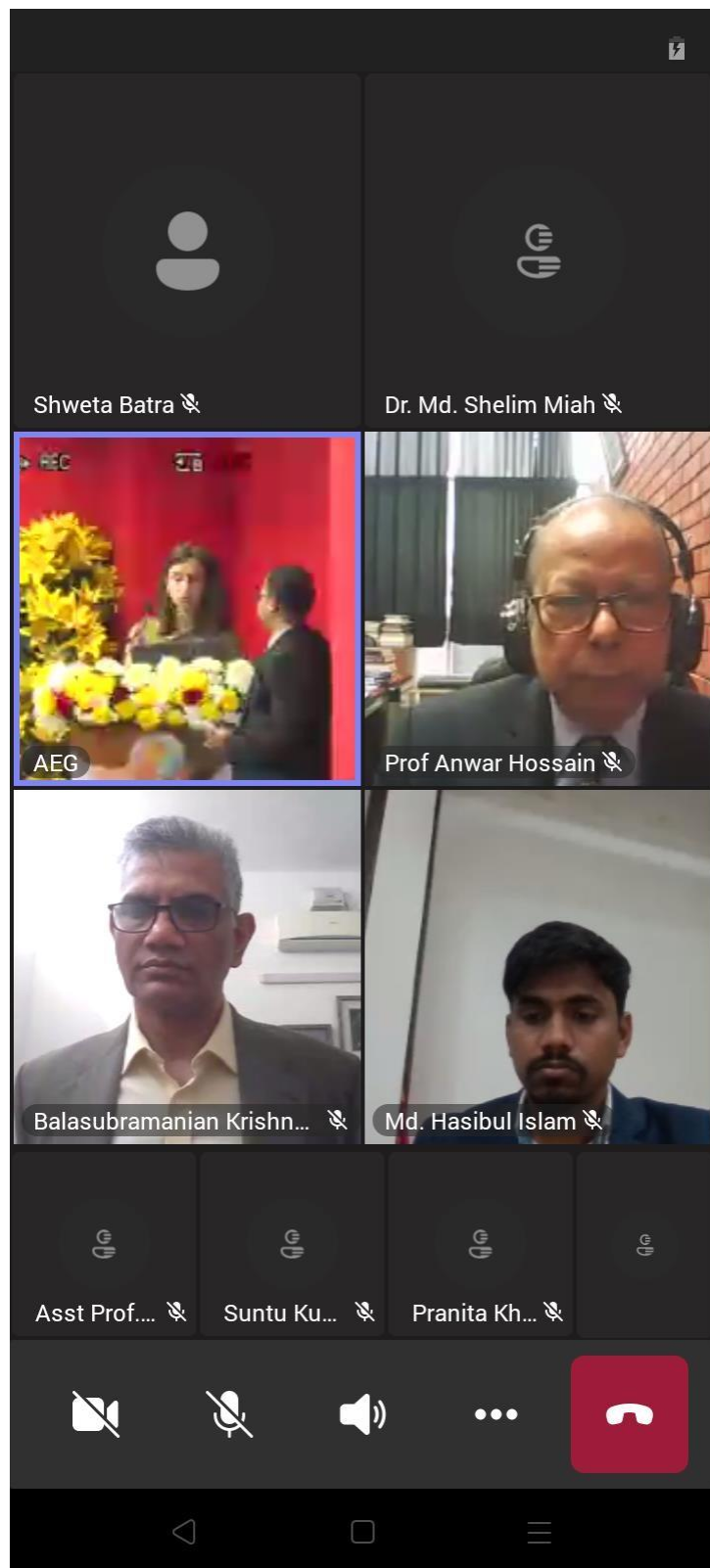












Shweta Batra

Dr. Md. Shelim Miah

AEG

Prof Anwar Hossain

Balasubramanian Krishn...

Md. Hasibul Islam

Asst Prof....

Suntu Ku...

Pranita Kh...








Simplify Learning  
Guaranteed.

## Global Education Policy and Governance: Digital Learning & Online Education

Dr. Balasubramanian Krishnan  
CEO & Co-founder, NuVeda Learning Pvt. Ltd.









Balasubramanian Krishnan (Gue...)

Pranita K...



AEG



Simplify Learning  
Guaranteed.

## The Future of Digital Learning



- Emerging trends and technologies shaping the future of education – Augmented Reality (AR) & Virtual Reality (VR)
- Personalized learning ecosystems and AI-powered education platforms
- Focus on soft skills development and adaptability
- Lifelong learning and continuous upskilling in a rapidly changing world
- "The Google of Learning"

Balasubramanian Krishnan (Gue...)

Balasubram...

Shweta B...



Shweta Batra



Pranita Khedekar



13:52



[Close](#)

## Participants (13)

Search

- |  |                               |  |
|--|-------------------------------|--|
|  | Dr Shubhi Lall Agarwal (me)   |  |
|  | ABSIC 2023 (Host)             |  |
|  | 46230100124 fatema            |  |
|  | 46220300059                   |  |
|  | Maisha Nawar                  |  |
|  | Marzia Lamia(0127)            |  |
|  | Masfiq hassan                 |  |
|  | Md Habibur Rahmam Bappy (4... |  |
|  | Prattasha Paul                |  |
|  | Rabeya Khatun                 |  |
|  | raihan hossain                |  |

Invite

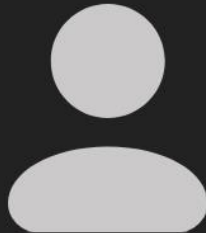
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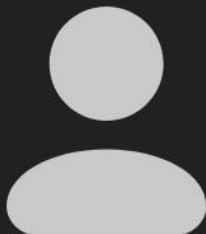
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ABSIC 2023



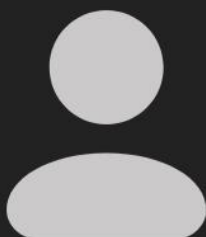
Tanhiat (0109)



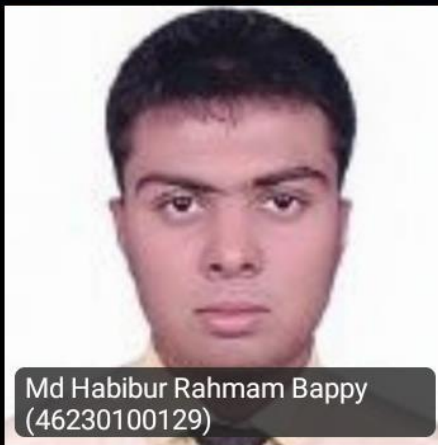
Marzia Lamia(0127)



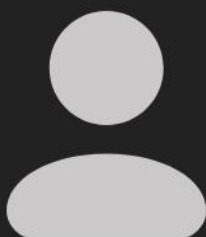
Maisha Nawar



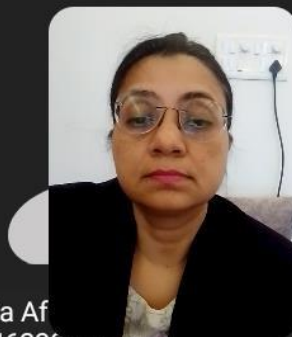
raihan hossain



Md Habibur Rahmam Bappy  
(46230100129)



Id:46220300056 (Raihan  
Hossain)



Sadia Af  
(ID-46230200163)



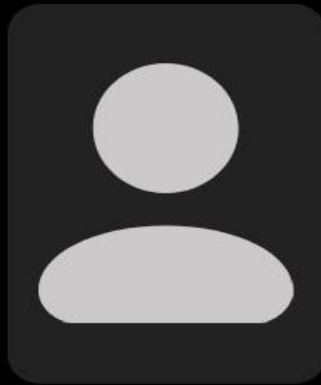
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Zoom

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## *Background of the study*

The educational system is a pivotal environment that shapes the mental health of university students. In Dhaka City, where educational pressures and societal expectations are high, understanding the correlation between the educational system and mental well-being becomes imperative.



14:31



REC



## *Methodology*

- **Survey Design:** Structured questionnaires assessing mental health indicators (anxiety, stress, depression) and gauging perceptions of the educational system.



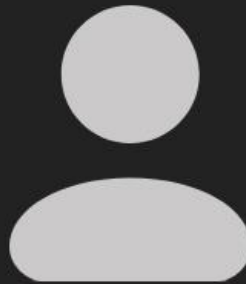
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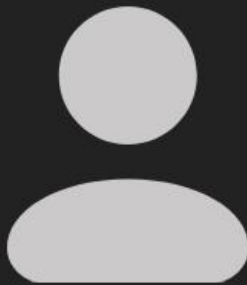
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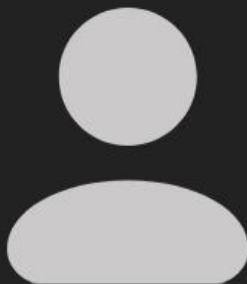
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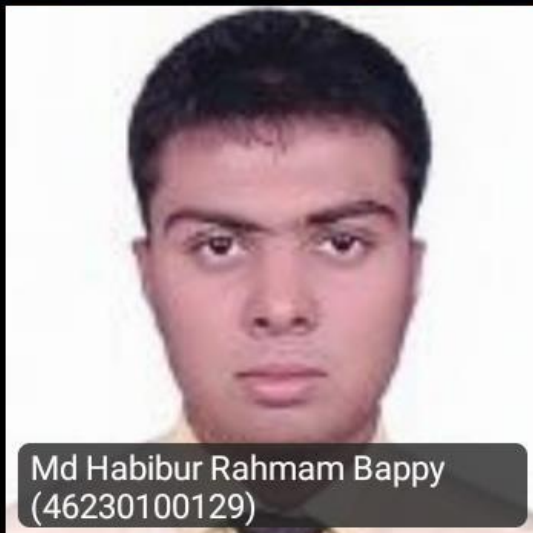
Marzia Lamia(0127)



Maisha Nawar



raihan hossain



Md Habibur Rahmam Bappy  
(46230100129)

REC


## **HYPOTHESIS:**

- "Transforming digital education in Bangladesh will significantly improve educational accessibility, equity, and quality, but overcoming persistent challenges like infrastructure gaps, digital literacy disparities, and cultural barriers is crucial for successful implementation."
- This hypothesis proposes that while digital education has immense potential to revolutionize the learning landscape in Bangladesh, addressing existing obstacles is essential to realize its full potential."





REC



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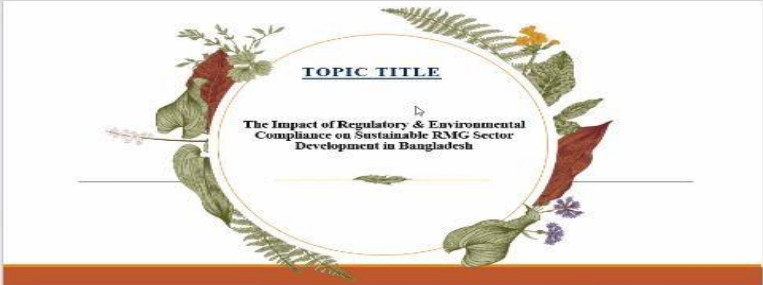
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Slide 1 of 12

Md Hasibul Islam's screen

## **Activity Report**

Name of Event: **REALIZING DREAMS THROUGH MEDITATION**

Date of Event: 25<sup>TH</sup> July 2023, 12.30 to 2.30 pm

SEM: PGDM, INDUCTION SEM 1, Batch 2023-25.

Venue Seminar Hall

Faculty Prof Ganesh Apte

## **Description**

[REALIZING DREAMS THROUGH MEDITATION](#)

## **Objectives:**

Make students aware about possible hurdles, stress they may face in chasing their dreams/career. Meditation is a good tool to overcome such challenges. Inculcate habit of meditation.

## **Topics Discussed**

- What is stress. Impact of stress on physical and mental health.

- Real life examples of students facing depression, addiction to alcohol, drugs, committing suicide.
  - How to overcome stress.
  - Research done globally on meditation benefits.
  - Adoption of meditation in corporate world.
  - CEOs who follow meditation
  - videos on Meditation
  - Meditation process explained.
  - Meditation practice by students.
  - Sharing of experience by students
- This will inspire our students to practice meditation daily.

▪ [Glimpses](#)

**ATHARVA SCHOOL OF BUSINESS**  
( Approved by AICTE & Govt. of India )

## Induction Session for the PGDM Batch 2023-25

Topic - **REALIZING DREAMS THROUGH MEDITATION**



By  
**Prof. Ganesh Apte**  
Assistant Professor and HOD - Operations

**TUESDAY,**  
25<sup>TH</sup> JULY 2023

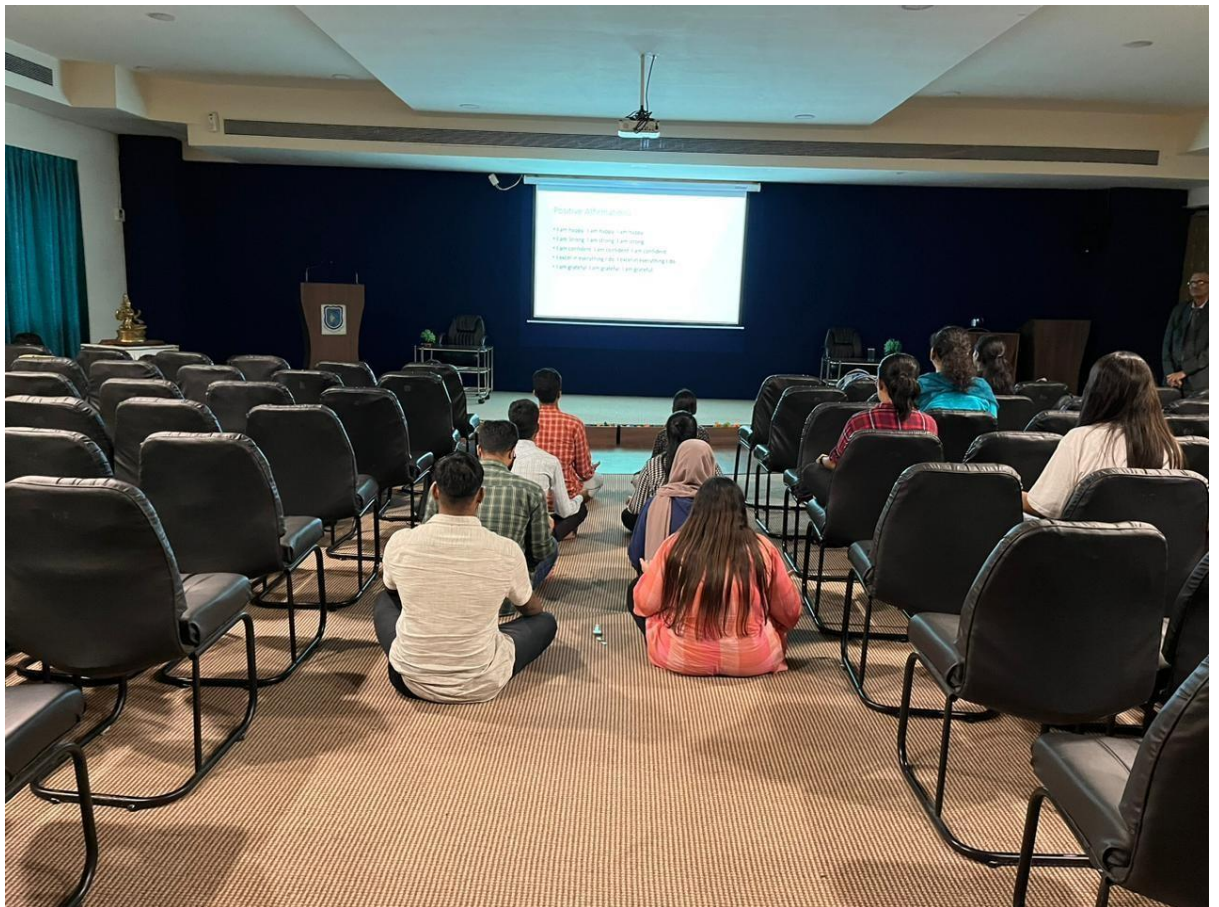
**JOIN US**

**TIME**  
12:30 PM - 2:30 PM

 **9653302153 / 84549 51247 / 022-49259500**  **www.atharvasb.edu.in**











## ATHARVA INSTITUTE OF MANAGEMENT STUDIES

(Affiliated to University of Mumbai, approved by DTE & AICTE)  
(NAAC Accredited)

### International Research Conference on

## Digital Transformation in Business (IRCDTB 2023)-Hybrid Mode

November 25 - 26, 2023

(22<sup>nd</sup> Annual Conference)

#### OUR PATRON



**Mr. Sunil Rane**  
Executive President  
Atharva Group of Institutes

Mr. Sunil Rane has humanized the brand AIMS through his belief in excellence by pursuing his vision "Excellence in Education" by empowering students' development. AIMS runs four flagship programs viz. Masters in Management Studies (MMS) and Part-time MMS in Finance (MFM), Marketing (MMM) & Human Resource Management (MHRDM) affiliated to the University of Mumbai and approved by AICTE.

Atharva believes in creating value through continuous efforts to build up future Managers. The efforts started in 2003 when our Executive President, Mr. Sunil Rane created an educational brand Atharva Institute of Management Studies. The purpose of the brand was to create, develop and provide business managers to provide solutions to complex business situations.

#### FROM THE DIRECTOR'S DESK



**Prof. (Dr) Henry Babu**  
Director

We at Atharva Institute of Management Studies (AIMS) strive for excellence in academics reinforced with research. The present Integrity Research Conference on Digital Transformation in Business (IRCDTB 2023) is another step in that direction.

We look forward to meaningful contributions by researchers from both the academic and practicing world to share their work with peers on this platform. I am quite confident that this conference will be a win-win proposition for all stakeholders. We commit to provide the best environment during the conference and look forward to seeing you there.



**Prof. (Dr) Shubhi Lall**  
Head, Research & Development Cell,  
research@atharvaims.edu.in

#### CONVENER'S MESSAGE

IRCDTB 2023 is purely an effort to develop research culture amongst Students, Industry Experts, Academicians and Leaders. After presentation, the students will understand the situation and business environment and incorporate the real time knowledge in their decision making process. We intend to develop value based leadership through this International Research Conference.

The participants who present their paper are thoroughly selected by eminent judges from the field of research and subsequently their papers are published in *Atharva Journal - A Peer Reviewed Journal of Management Research*.

#### Keynote Speakers



**Dr. Vipin Gupta**  
Professor & Director, Center for Global Management,  
Jack H. Brown College Business and Public  
Administration, California State University -  
San Bernardino, USA



**Mr. Oscar Crawford**  
Entrepreneur and Human Services Professional, Arizona, USA



**Mr. Rajiv Saraf**  
Corporate Controller, Ambarella Inc, Santa Clara, California, USA

#### Judges



**Prof. (Dr) Sunita Srivastava**  
Director and Professor, AIMS, Mumbai, India

**Prof. (Dr) Sarmishtha Sarma**  
Professor, Asian Business School Noida, U.P. India



**Prof. (Dr) Swati Bhatia**  
Head, Research & Development Cell, Associate Professor  
Asian Business School Noida, U.P. India



**Prof. (Dr) Inderjeet Singh Sodhi**  
Professor, Rajiv Gandhi National Institute of Youth Development,  
Sriperumbudur, Tamil Nadu, India



**Dr. Seshanwita Das**  
Associate Professor, Christ (Deemed to be University)  
Delhi NCR, India



**Dr. Tapas Das**  
Associate Professor, Christ (Deemed to be University)  
Delhi NCR, India



**Dr. Yesha Mehta**  
Associate Professor,  
Thakur Institute of Management Studies & Research, Mumbai, India



Associate Professor, AIMSR, Mumbai, India



**Dr. Vaibhav Bhatnagar**  
Assistant Professor (Sr. Scale), Manipal University Jaipur,  
Jaipur, Rajasthan, India



Working on National Level Research Project and IIT funded Research Project  
Associate Professor M.L. Dahanukar College of Commerce, Mumbai



**Dr. Kiran S Menghani**  
Vice Principal, Vedanta College, Vithalwadi, Mumbai,  
Maharashtra, India

# ATHARVA

IRCDTB 2023 will focus on innovative areas in management, technology, economics and how it applies to the real-world challenges. It provides a Hybrid leading international forum that brings together researchers and practitioners from diverse fields with the purpose of exploring the fundamental roles, interactions as well as practical impact of Innovation. The Hybrid conference program will include paper presentations along with prominent keynote speakers and a panel discussion. After a Hybrid session, IRCDTB 2023, the authors are encouraged to submit their improved papers to esteemed Journals.

#### Atharva Institute of Management Studies

Atharva Educational Complex  
Malad-Marve Road, Charkop Naka,  
Malad (West), Mumbai - 400 095  
Maharashtra, India  
[www.atharvaims.edu.in](http://www.atharvaims.edu.in)







From 24<sup>th</sup> November 2023 - 26<sup>th</sup> November 2023

# A Report

*Prepared by –*

**Dr. Shubhi Lall Agarwal** Head -

R & D Cell, AIMS, Mumbai **Ms.**

**Pradnya Maingade**

Student, MMS, III Sem, AIMS, Mumbai



# CONTENT

- *About IRCDTB 2023*

- *Objective of IRCDTB 2023*

- *DAY 0: 24<sup>th</sup> November 2023*

- *PRESENTATIONS OF CORE COMMITTEE MEMBERS*

- **CODE: 78 - MS. DWITI SANGHVI, MR NAYAN SOLANKI, MR. KETAN SUTARIA**
- **TITLE OF THE PAPER:** Uncovering the Influence of Behavioral Biases on the Gender Gap in Financial Literacy: A Comprehensive Analysis
- **CODE: 79 - MS. DWITI SANGHVI & MS. TANVI PAWAR**
- **TITLE OF THE PAPER:** A comparative study of financial planning among Businessmen and working professionals in Mumbai
- **CODE: 80 - MR. NIKHIL THOSAR & MR. KARAN MALUSHTA**
- **TITLE OF THE PAPER:** To study the customer outlook towards green infrastructure on sustainable development.

- *SCHEDULE DAY 1 : 25<sup>th</sup> November 2023*

- *DAY 1: 25<sup>TH</sup> NOVEMBER, 2023*

- *KEYNOTE SPEAKER Mr. Rajiv Saraf, USA*

- *KEYNOTE SPEAKER (Dr. Vipin Gupta)*

- *E Release of Atharva Journal*

- *Day 1: 25<sup>th</sup> November 2023: Plenary Sessions*

- *Window 1: SEMINAR HALL*

- **JUDGE - DR SESHANWITA DAS, ASSOCIATE PROFESSOR, CHRIST (DEEMED TO BE UNIVERSITY), DELHI NCR, INDIA**

- JUDGE - PROF. (DR) SWATI BHATIA, ASSOCIATE PROFESSOR, ABS, NOIDA, U.P., INDIA
- **CODE: 1 - MR. PALAK SHAH & MS. BHUMIKA INGLE**

- **CODE: 2 - DR. SHUBHI LALL AGARWAL (HOD, SYSTEMS), MS. SAKSHI JOSHI (ASB, MUMBAI), MS. TANAYA TOMAR (AVANADE, CANADA)**
- **TITLE OF THE PAPER:** Digital Marketing and its impact on Business

- **CODE: 3 - MR. PRADEEP YADAV, MR. RADHA DWIVEDI, MS. SAKSHI KESARWANI**

- **TITLE OF THE PAPER:** The evolution of e-commerce in the era of digital transformation: trace the changes in e-commerce practices and a consumer behaviour as a result of digital transformation trends

- **CODE: 4 - DR. ANUPAL MONGIA, MS. MEENAKSHI, MR. ANNJAAN**

- **TITLE OF THE PAPER:** Application of Digital Technologies to Influence SME Business Growth

- **CODE: 5 - MR. AMAR PATIL, MR. SHREYASH RASHINKAR, MR. KETAN SUTARIA**

- **TITLE OF THE PAPER:** Gen AI and Machine learning applied to stock market predictions: Review and Research.

- **CODE: 6 - MR. ABHISHEK CHATTERJI & MS. ARSHITA SINGH**

- **TITLE OF THE PAPER:** Digital Transformation In Business

- **CODE: 7 - MS. AISHWARYA PATHRIKAR**
- **TITLE OF THE PAPER:** FROM ALGORITHMS TO ACTIONS: JARO JAMOON ALGORITHMIC POWER IN CAPITAL MARKETS
- **CODE: 8 - MS. NIKITA GOMES**
- **TITLE OF THE PAPER:** The Impact Of Artificial Intelligence On Business Education.
- **CODE: 9 - MR. HEMANT YADAV, MR MOHD SHAWEZ TARIQ,MR. SHIVAM SINGH,ABS,NOIDA**
- **TITLE OF THE PAPER:** The Impact of digital transformation on traditional business model
- **CODE: 10 - MS. HELEENA PEREIRA & DR. MEGHA JUVEKAR**
- **TITLE OF THE PAPER:** Social Entrepreneurship: Need of the Hour.
- **CODE: 11 (ABSENTIA) - MS. MAHDIYE MOHAMMADI, IRAN**
- **TITLE OF THE PAPER:** The Impact Of Digital Transformation On Business Models: Opportunities And Challenges.

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• *Window 2: CLASS ROOM 5*

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○ *JUDGE: Dr. Neeta Bhatt*

---

- **CODE: 12 - MR. SAURABH KRISHNAKANT MORE & MS. RIDHI NIKHARGE, AIMS,MUMBAI**
- **TITLE OF THE PAPER:** To investigate the effects of flexible working options on employees' work-life balance in Mumbai
- **CODE: 13 - MR. KARAN PATIL, KOMAL AGARWAL, AIMS, MUMBAI**
- **TITLE OF THE PAPER:** "A PATHWAY FOR TRANSFORMING SMALL BUSINESS UNITS INTO A TECHNOLOGICALLY ADVANCE ORIENTED ENTERPRISES
- **CODE: 14 - MS. UNNATI GUPTA & MS. PREKSHA JAIN, ABS,NOIDA**
- **TITLE OF THE PAPER:** Digital transformation in Retail sector with reference to Amazon Go Stores
- **CODE: 15 - MR. SAMEER HELIYA, PEARLEMEET KAUR, ASB,MUMBAI**
- **TITLE OF THE PAPER:** A study on understanding the benefits of digital transformation in organization culture in Mumbai
- **CODE: 16 - MR. AMAN KUMAR PURBEY & MS. ADITI RASTOGI**
- **TITLE OF THE PAPER:** The Digital Restyling of Healthcare to E-HEALTH
- **CODE: 17 - MR. SOUVIK SEN, MR. JAYDEEP MOHANTY, MR. JEREMIAH RAMESH, ABS,MUMBAI**
- **TITLE OF THE PAPER:** Riding the wave: Challenges and Opportunities in Tidal and Wave power.
- **CODE: 18 - Mr. Raman Kumar Singh & Mr. Rahul Brahma**
- **TITLE OF THE PAPER:** The Role of Artificial Intelligence and Machine Learning in Digital Transformation in business.
- **CODE: 19 - MR. BILAL SHAIKH & MR. RAHUL SATPUTE,AIMS,MUMBAI**
- **TITLE OF THE PAPER:** The study on how fitness impacts/affects the lifestyle of an individual.
- **CODE: 20 - MR. SHAGUN SHETTY & MR. ONKAR VERNEKAR**
- **TITLE OF THE PAPER:** The Impact of Artificial Intelligence on Digital Marketing
- **CODE: 21 - DR. SWATI AGRAWAL & PROF. PRIYA BANSAL, AIMS, MUMBAI**
- **TITLE OF THE PAPER:** A RESEARCH PAPER ON "UNIFIED PAYMENTS INTERFACE: EMERGENCE, GROWTH AND WHERE IT IS HEADED"

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• *Window 3: CLASS ROOM 6*

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○ *Judge - Dr Sudha Subramaniam, Associate Professor, ML Dahanukar College of Commerce, Mumbai, Maharashtra, India*

---

- **CODE: 22 - MR. RATIK GUPTA, MS. GARIMA MAKHLIA, MR. AYUSH GUPTA**
- **TITLE OF THE PAPER:** Role of digital transformation in Finance, And its impact on business.
- **CODE: 23 - MS. SWETA MISHRA & DR. MONIKA SHRIMALI**
- **TITLE OF THE PAPER:** Commitment of private banking employees in relation to perceived distributive justice
- **CODE: 24 - DR. REENA POOJARA & MS. SANDHYA SAWANT**
- **TITLE OF THE PAPER:** Comparative study of working and non-working women on their usage of digital banking services
- **CODE: 25 - MR. SHUBHAM DONGARE,AIMS,MUMBAI**
- **TITLE OF THE PAPER:** Customer Behavior on "Omnichannel Marketing: Integration of Online and Offline Channels"
- **CODE: 26 - MS. JANHAVI RAUT & MS. ANUSHREE VARTAK**
- **TITLE OF THE PAPER:** The impact of the COVID-19 pandemic on the industry's digital transformation
- **CODE: 27 - MS. SAKSHI BERDE & MS. HARSHADA MALPURE**
- **TITLE OF THE PAPER:** Students Perception on Digitalisation in education sector.
- **CODE: 28 - MR. RUDRESH DABHANE,AIMS,MUMBAI**
- **TITLE OF THE PAPER:** The study on consumer responses to environmentally sustainable marketing practices in food and beverages category of fast-moving consumer goods sector in India.
- **CODE: 29 - MR. VIKAS TRIPATHI,AIMS,MUMBAI**
- **TITLE OF THE PAPER:** A Study on consumer behavior towards Cadbury dairy milk
- **CODE: 30 - MS. RACHANA SALUNKHE & MS. NIDHI SHAH, AIMS,MUMBAI**
- **TITLE OF THE PAPER:** A study aimed to determine the negative impacts of the consumption of unhealthy food amongst the young generation.
- **CODE: 31 - MS. SUHASI JAIN,AIMS,MUMBAI**
- **TITLE OF THE PAPER:** A Study on Digital Transformation and its Impact on Energy Sector: With special reference to Power Industry.
- **CODE: 32 - MS. KSHITIJA SAWANT,AIMS,MUMBAI**
- **TITLE OF THE PAPER:** Comparative Analysis of Cloud-Based Collaboration Tools for Enhanced Business Productivity

*Window 4: CLASS ROOM 7*

---

*Judge - Dr Sunita Srivastava, Director and Professor, AIMS, Mumbai, India*

---

- **CODE: 33 - DR. ASWATHI NAIR, PROF. KETAN SUTARIA, PROF. MAITRI OZA**
- **TITLE OF THE PAPER:** Analysing the effect of promotional offer: Online V/s Offline to Online Electronic Retailers
- **CODE: 34 - MR. PRANAV GODSE, DR. NITIN GODSE**
- **TITLE OF THE PAPER:** Digital Transformation in Education – a necessity in the contemporary world
- **CODE: 35 - DR. VAIBHAV PATIL,AIMS,MUMBAI**
- **TITLE OF THE PAPER:** CRM Automation ROI in the dynamic environment of Pharma Companies

- **CODE: 36 - MS. SAPNA GUPTA, ASB, MUMBAI**
- **TITLE OF THE PAPER:** The Role of Strategic Planning in Driving Digital Transformation
- **CODE: 37 - DR. LEENA JAGAWAT & MR. DHRUV JAGAWAT**
- **TITLE OF THE PAPER:** Role of UPI in the digital transformation of Business
- **CODE: 38 - PROF. GANESH APTE, MR. ONKAR BHAROTE, MR. ROHIT**
- **TITLE OF THE PAPER:** Packaged water: Consumer Safety or Pure Economics.
- **CODE: 39 - PROF. GAANYESH KULKARNI, MS. ANSHULA KOLHE, AIMS, MUMBAI**
- **TITLE OF THE PAPER:** Study on how word-of-mouth (WOM) influence the purchase decision of Mumbai households for branded edible oils.
- **CODE: 40 - MS. ANKITA MHATRE & MS. PALLAVI KANGUTKAR, AIMS, MUMBAI**
- **TITLE OF THE PAPER:** STUDY ON IMPACT OF CASHLESS ECONOMY ON SMALL VENDORS.
- **CODE: 41 - MR. SUKANT GUDHEKAR & MS. RUTUJA GURAM**
- **TITLE OF THE PAPER:** Analysing the use of social media influencers as brand ambassadors in crisis communication and reputation management.
- **CODE: 42 - DR. NITIN GODSE**
- **TITLE OF THE PAPER:** Awareness of IoT tools by STEM professionals
- **CODE: 43 - MR. SUMEDH MANE & DR. SWATI AGRAWAL**
- **TITLE OF THE PAPER:** A Mumbai based Study on Analysing the Impact of Promotional Initiatives on Customer Perception in a Health Food company.
- **DAY 2: 26<sup>TH</sup> NOVEMBER 2023**

- **KEYNOTE SPEAKER (OSCAR CRAWFORD)**
- **PANEL DISCUSSION on “Best Practices to Overcome the Challenges in Digital Transformation”**

- **PANELIST MR. SUMIT BHARDWAJ**
- **PANELIST ARCHIS H JOSHI**
- **PANELIST MAYUR M JOSHI**
- **PANELIST MR. PINANSHU CHAMPANERI**
- **MODERATOR - MR. SHIVANG SHARMA**

- **GLIMPSES OF PANEL DISCUSSION on 26<sup>th</sup> November 2023**

- **Plenary Sessions Window 1: SEMINAR HALL\_26 Nov**

- **CODE: 44 - Mr. Mayuresh Shinde**
- **TITLE OF THE PAPER:** Impact of Social Media Influencers on Consumer Behavior
- **CODE: 45 - MR. SHUBHAM BANE, MR. MEHUL SHARMA, MR. AJIT SHIROOR**
- **TITLE OF THE PAPER:** Consumer Behavior in E-Commerce for Electronics Goods: A Comprehensive Analysis
- **CODE: 46 - MS. ARIFA AKHTER, MS. NAMRATA DAS, MS. KOMAL PRITY**
- **TITLE OF THE PAPER:** Transmuting Efficacy of Artificial Intelligence in Business Analytics and Business Intelligence
- **CODE: 47 - MR. DHRITIMAN SARMA, LAW COLLEGE, KOCHI, KERALA**
- **TITLE OF THE PAPER:** Digital Transformation of Business and Legal Implications
- **CODE: 48 - MS. TANISHA ADIACHA, MR. PARTHIV PATEL**
- **TITLE OF THE PAPER:** Handmade products getting digitally elevated
- **CODE: 49 - MS. SAUMYA MISHRA**
- **TITLE OF THE PAPER:** "Digital Assistance in Businesses: Transformative Trends and Strategic Implications"
- **CODE: 50 - MR. RAMAKRISHNAN IYER, AIMS, MUMBAI, INDIA**
- **TITLE OF THE PAPER:** Digital Transformation using Machine Learning and Robotic Process Automation



- **CODE: 51 - Ms. SHRADHA FULSUNGE**
- **TITLE OF THE PAPER:** "Mumbai-based study on Consumer's perception and behaviour towards sanitary napkins"
- **CODE: 52 - Ms. VISHAKHA TIWARY, Ms. NIKITA DALAL**
- **TITLE OF THE PAPER:** Digital transformation in Small and Medium-sized Enterprises

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*Plenary Sessions Window 2: CLASS ROOM 5\_26 Nov*

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*JUDGE: PROF. IDERJEET SINGH SODHI, PROFESSOR, DEPARTMENT OF POLITICAL SCIENCE, JAMIA MILLIA ISLAMIA (CENTRAL UNIVERSITY), DELHI*

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- **CODE: 53 - Ms. TRISHA DOIPHODE, Ms. AAYUSHA RANA**
- **TITLE OF THE PAPER:** Impact of Digitalization on Home Automation and Smart Living Industries-IoT based
- **CODE: 54 - MR. ATHARVA BABHULKAR, MR. ANKIT CHAFALE**
- **TITLE OF THE PAPER:** A fundamental analysis of Telecommunication sector with special reference to Bharati Airtel
- **CODE: 55 - MR. PARTHIV PATEL, PROF. KAJAL DESAI**
- **TITLE OF THE PAPER:** E-commerce an Opportunity or Threat
- **CODE: 56 - DR. SALONI**
- **TITLE OF THE PAPER:** "Evaluating Disaster Preparedness Practices Among Hospital Staff in Navi Mumbai: An Empirical Analysis"
- **CODE: 57 - DR. IFTIKAR MESTRY**
- **TITLE OF THE PAPER:** Consumers Awareness for Sustainable Agriculture and its effect on Rural Development
- **CODE: 58 - DR. MARY VARGHESE**
- **TITLE OF THE PAPER:** The Impact of Artificial Intelligence on Business Education
- **CODE: 59 - MR. RAHUL SATPUTE, MR. BILAL SHAIKH, AIMS,MUMBAI**
- **TITLE OF THE PAPER:** A study on consumers preference towards Maggie noodles in comparison with their competitors.
- **CODE:60 - Mr. Jubin Joseph**
- **TITLE OF THE PAPER:** Summit Surge: Unveiling the G20 Effect on Host Country Stock Markets

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*Plenary Sessions Window 3: CLASS ROOM 6\_26 Nov*

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*Judge - Prof. (Dr) Sarmishtha Sarma, Professor, ABS, Noida, U.P., India*

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- **CODE: 61 - DR. LEENA JAGAWAT, MS. NISHA PAREEK**
- **TITLE OF THE PAPER:** Block chain and Sustainable Supply Chain: A Synergistic Approach to Digital Transformation
- **CODE: 62 - DR. APARNA GER**
- **TITLE OF THE PAPER:** "SUSTAINABLE DIGITAL TRANSFORMATION: LEVERAGING HR ANALYTICS FOR EFFICIENT WORKFORCE MANAGEMENT"
- **CODE: 63 - Ms. NEELAM SHEKHAWAT & Ms. PRIYA PREMKUMAR**
- **TITLE OF THE PAPER:** "Integration of Digital Transformation within Social Media Platforms and its Effect on investing decisions of Gen Z"
- **CODE: 64 - MS. KINJAL MORE\**
- **TITLE OF THE PAPER:** TO STUDY THE FACTORS THAT CONTRIBUTE TO CUSTOMERS SWITCHING ELECTRONIC BRANDS IN MUMBAI
- **CODE: 65 - Ms. VAISHNAVI PETKAR, Ms. SAHYOGI GAIKWAD**
- **TITLE OF THE PAPER:** PERCEPTIONS OF EBOOKS AMONG READERS.
- **CODE: 66 - Ms MANSI JADHAV**
- **TITLE OF THE PAPER:** A Study On the Influence of Digitalization on Education
- **CODE: 67 - Ms. MANSI SONA, Ms. AANCHAL MALPANI**
- **TITLE OF THE PAPER:** Role of digitization in changing the pattern of consumption and buying behaviour of a consumer during last two decades
- **CODE: 68 - MR. KEYUR BHARAT SHAH**
- **TITLE OF THE PAPER:** THE IMMERSION LIQUID COOLING TECHNOLOGY FOR HPCCS & DATA CENTRES
- **CODE: 69 - Ms. PARVI CHOUDHARY, Ms. PREETI DODWANI**
- **TITLE OF THE PAPER:** Impact of social media on relationships

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*Plenary Sessions Window 4: CLASS ROOM 7\_26Nov*

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*JUDGE Dr. Yesha Mehta, Associate Professor, TIMSR, Mumbai*

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*JUDGE DR. KIRAN MENGHANI, VICE PRINCIPAL, VEDANTA COLLEGE, MUMBAI, MAHARASHTRA, INDIA*

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- **CODE: 70 - DR. MONIKA SHRIMALI, DR. SWATI AGRAWAL**
- **TITLE OF THE PAPER:** A Comparative Performance Analysis of Celebrity Endorsed Brands: HRX by Hrithik Roshan & Skult by Shahid Kapoor
- **CODE: 71 - MR. SHIVAKUMAR SANGHVI, MR. KETAN SUTARIA, MR. SUNIL ZORE**
- **TITLE OF THE PAPER:** TO STUDY INVESTOR'S PERSPECTIVE TOWARDS FUTURE & OPTIONS IN STOCK MARKET (MUMBAI)
- **CODE: 72 - PROF. KAJAL DESAI, MR. DEEP ACHALKHAMB**

- **TITLE OF THE PAPER:** Digital Transformation in Business and its impact on Tourism Industry.
- **CODE: 73 - Ms. KRUSHI SHAH, DR. LEENA JAGAWAT**
- **TITLE OF THE PAPER:** Digital Transformation in Retail: E-commerce, Omni channel, and Customer Engagement
- **CODE: 74 - Ms. DIVYA VARTAK, PROF. KAJAL DESAI, MR. PRATHAMESH GOVINDKAR**
- **TITLE OF THE PAPER:** DIGITAL TRANSFORMATION IN SUPPLY CHAIN MANAGEMENT- E-COMMERCE BUSINESS
- **CODE: 75 : DR. NITIN GODSE**
- **TITLE OF THE PAPER:** Impact of IoT tools in Indian Industry
- **CODE: 76 - MR. SHIVAM MADHAWAN, MS. SHREYA BHANDARKAR**
- **TITLE OF THE PAPER:** A Study on how UPI accelerates Financial Inclusion in India – with special reference to Gen X
- **CODE: 77 - Ms. SUDHIKSHA KOTIYAN, MS. SANJANA PRAJAPATI, DR. REENA POOJARA**
- **TITLE OF THE PAPER:** A STUDY ON IMPACT OF HRIS ON ORGANIZATIONAL EFFICIENCY
- **CODE: 78 - MR. AMIN SHAIKH, DR. SUDHIR PUROHIT**
- **TITLE OF THE PAPER:** Comparative study of the digital transformation of payments systems in the banking sector in the last 3 decades before the introduction of electronic payment systems.
- *VALEDICTORY CEREMONY*
- *GLIMPSES OF IRCDTB2023*

## About IRCDTB 2023

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International Research Conference on Digital transformation in Business was a three days conference organised by Atharva Institute of Management Studies, Mumbai, India

It received a massive response where 120 abstracts from 300 think tanks were received and 87 papers were short-listed for presentation. 11 Judges and 30+ organizations (including Industry) contributed in the conference in terms of panel discussion, paper presentation, contribution in Atharva Journal, Think Tanks and viewers.

## Objective of IRCDTB 2023

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- The conference was organized to discuss the digital revolution happening across the globe and its different verticals.
- The theme was finalized to bring the latest research happening across the globe in digital transformation in business.
- The conference also wanted to develop a research culture amongst the students and other stakeholders.

## **DAY 0: 24<sup>th</sup> November 2023**

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***PRESENTATIONS OF CORE COMMITTEE MEMBERS***

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**CODE: 78 - MS. DWITI SANGHVI, MR NAYAN SOLANKI, MR. KETAN SUTARIA**

**TITLE OF THE PAPER:** Uncovering the Influence of Behavioral Biases on the Gender Gap in Financial Literacy: A Comprehensive Analysis

**Keywords:** Financial Literacy, Behavioural Bias, Gender Gap, Financial Education



**CODE: 79 - MS. DWITI SANGHVI & MS. TANVI PAWAR**

**TITLE OF THE PAPER:** A comparative study of financial planning among Businessmen and working professionals in Mumbai

**Keywords:** Saving and investment, financial planning, investment planning, retirement planning.



**CODE: 80 - MR. NIKHIL THOSAR & MR. KARAN MALUSHTTE**

**TITLE OF THE PAPER:** To study the customer outlook towards green infrastructure on sustainable development.

**Keywords:** Green infrastructure, Sustainable development





**SCHEDULE DAY 1 : 25th November 2023****22nd Annual Research Conference****3 Days International Research Conference on "Digital Transformation in Business"****(IRCDTB - 2023) - Hybrid mode****AIMS 23 Years of Excellence in Education**

<b>25th November 2023</b>	
<b>DAY 1</b>	
<b>Time</b>	<b>Speaker/Host</b>
<b>Lighting of the Lamp, Saraswati Vandana followed by Videos of AGI and CSR : "One For All All For One"</b> 09:20 - 09:35 hrs	<b>Ms. Anshula Kolhe (Student, MMS 2024)</b> <b>Ms. Natasha Singh (Student, MMS 2024)</b>
<b>Director's Address (AIMS)</b> 09:35 - 9:40 hrs	<b>Prof. (Dr) D. Henry</b>
<b>Convener's Address</b> 9:42 - 9:45 hrs	<b>Dr. Shubhi Lall Agarwal</b>
<b>Keynote 1</b> 9:45 - 10:30 hrs	<b>Mr. Rajiv Saraf, USA</b> Corporate Controller, Ambarella Inc, Santa Clara, California, USA
<b>Keynote 2</b> 10:35 - 11:35 hrs	<b>Dr. Vipin Gupta</b> Professor & Director, Center for Global Management, Jack H. Brown College Business and Public Administration, California State University - San Bernardino, USA
<b>11:40 - 12:00 hrs</b>	<b>Releasing of 'Atharva Journal'</b>
<b>12:00 - 13:10 hrs</b>	<b>Lunch Break</b>
<b>13:30 - 16:30 hrs</b> reporting time - 13:15 hrs	<b>Plenary Sessions for Research Paper Presentation</b>



**DAY 1: 25<sup>TH</sup> NOVEMBER, 2023**

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Ms. Natasha Singh and Anshula Kolhe initiated the conference with Saraswati Vandana to seek blessings from Goddess Saraswati. Atharva Institute's Video and CSR Video of "All for One & One for All" videos were SHOWCASED to introduce the initiatives taken by Atharva Group of Institutes to the audience.

Dr. Shubhi Lall Agarwal, Convener (IRCDTB 2023) introduced the International Research Conference by giving a strong message to master the technical skill in order to bring efficiency and quality in digital data.

Dr. D Henry Babu, Chief Guest and Director, AIMS appreciated the organizing team and participants for being a part of this International Research Conference. He conveyed to all to work on research and bring good research work in the society for the betterment of the nation and society.

**KEYNOTE SPEAKER Mr. Rajiv Saraf, USA**

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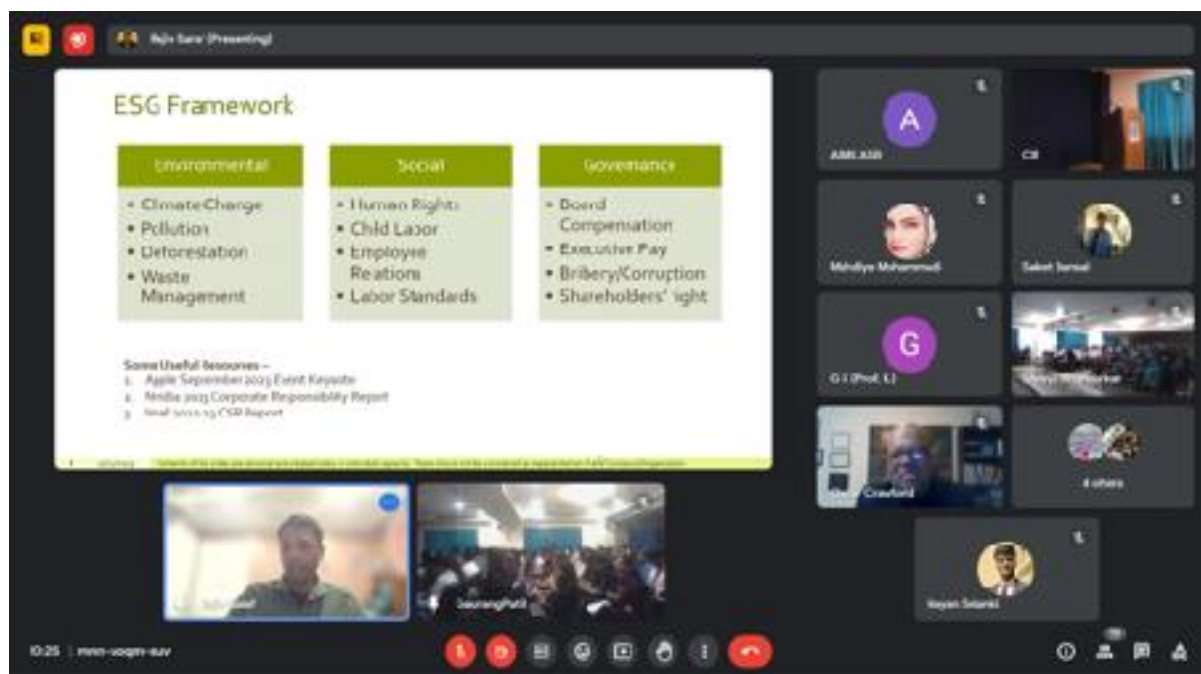
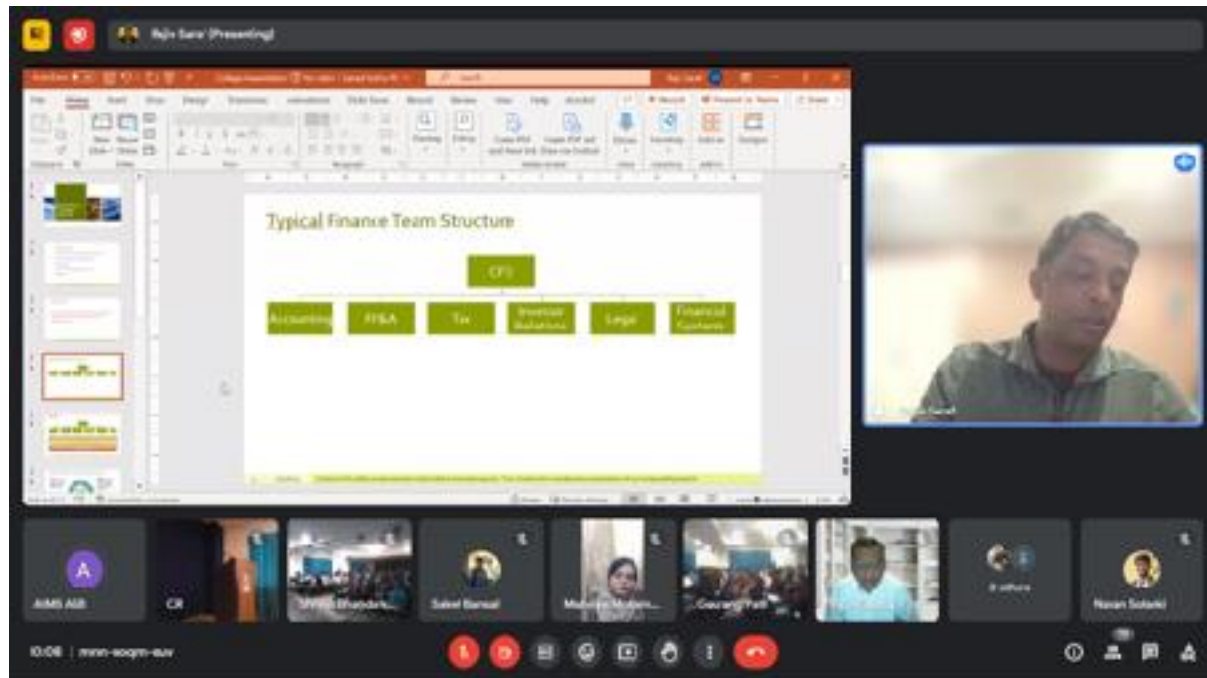


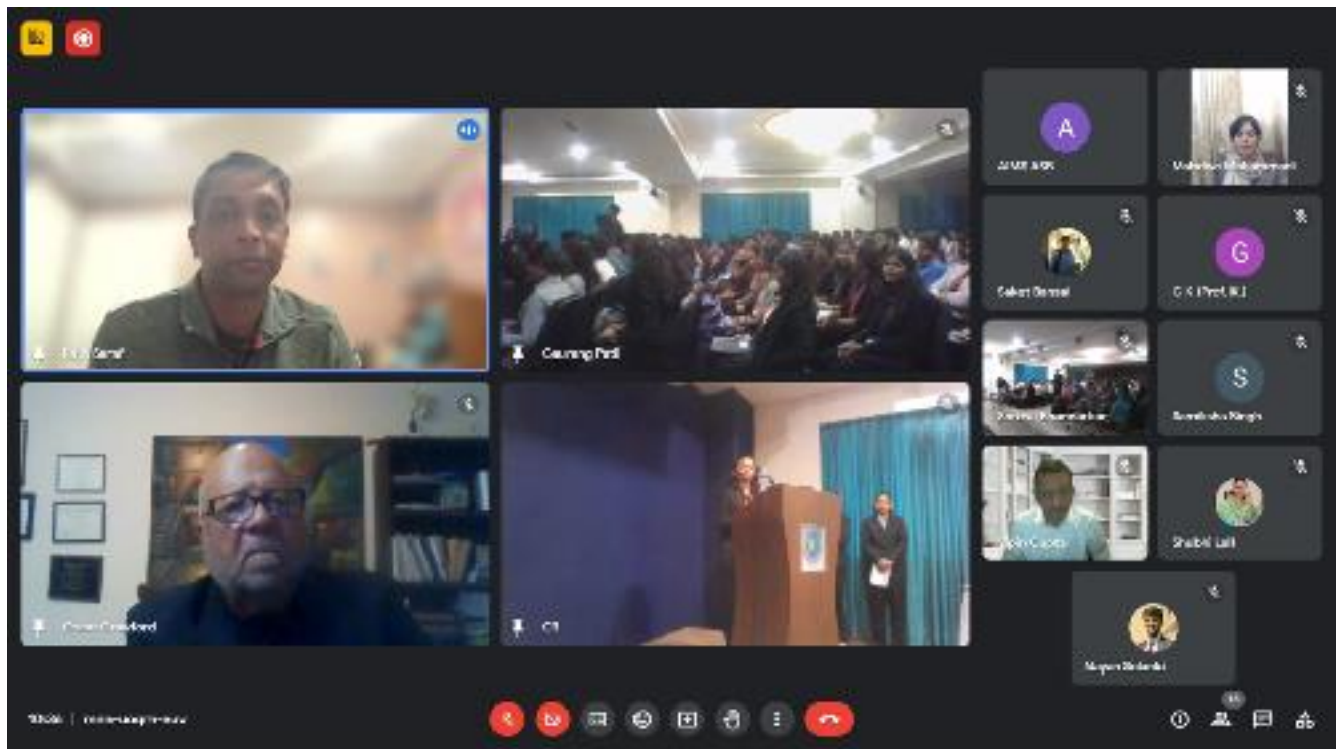
20+ years of experience across all functions in controllership including accounting operations and financial reporting having worked in Asia and the U.S. Proven leader and mentor of large team domestic and offshore teams within controllership function. Proven excellence in implementing business process improvements and Project Management, including ERP implantation and optimization of monthly accounting close processes. Public accounting with a

demonstrated track record in International and US GAAP accounting, SEC filings, and Sarbanes-Oxley Act (SOX) compliance. Expertise in leading projects with cross functional teams with companies to solve complex business and operations matters. Highly skilled in accounting and operationalizing complex business transactions including acquisitions, divestitures and spin-offs. Ability to track and resolve complex technical accounting issues with internal and external stakeholders' expectations in mind. California Licensed CPA and Indian Chartered Accountant.

Some key leanings from the session:

- ❖ Whatever is essential pick it up and leave the rest as it is not important.
- ❖ Always strive to become perfectionist by bringing optimal solutions.





### Question and Answer session with Mr. Rajiv Saraf by students of AIMS,Mumbai

Dr. D Ms. Shreya Bhandarkar concluded the pre-lunch session by presenting vote of thanks in which he extended heartfelt gratitude to all the dignitaries, core committee members, participants and guest for their valuable presence and time.

### KEYNOTE SPEAKER (Dr.Vipin Gupta), San Bernardino ,USA



Dr. Vipin Gupta (Professor & Director, Center for Global Management, Jack H. Brown College of Business and Public Administration, California State University - San Bernardino, USA). He has authored 30+ books, IIMA & Wharton Alumnus, 180+ journal articles on business management, Public Speaker, Professor & Co-Director, Center for Global Management at CSU.

Vipin Gupta, Ph.D., is a professor of management, and co-director of the Center for Global Management at the Jack H. Brown College of Business and Public Administration, California State University, San Bernardino. Professor Gupta has authored more than 180 journal articles and book chapters, including in leading journals such as Journal Business Venturing,





World Business, Advances in Global Leadership, and Management Review. He was Global Management Center Co-director, Professor Global Management Center Co-director, Professor.

California State University, San Bernardino (Jack Brown College of Business and Public Administration California State University, San Bernardino (Jack Brown College of Business and Public Administration Jul 2010 – Present.



Dr Vipin Gupta giving his talk while Mr. Oscar Crawford listening to his valuable words.

Dr Vipin Gupta shared his Youtube video with all and later discussed the questions with the audience.

***E Release of Atharva Journal- A Peer Reviewed Journal of Management Research***



**E-Release of Atharva Journal**

Research papers from various institutes across the world are a part of Atharva Journal;

1. Customer Perception and Challenges towards Online Cab Services from Thakur Institute of Management Studies and Research ,Mumbai
2. Sustainability in VUCA World: Innovation, Research, and Practices 2022 by Mr. Oscar Crawford, Entrepreneur, Arizona, USA
3. Connectivity and Collaboration - The Challenges of Online Education from Atharva Institute of Management Studies, Mumbai.
4. Sustainability in VUCA World through E-Governance from, NMIMS GLOBAL, Mumbai
5. A Study on Currency Derivatives in Foreign Exchange Market among Consumer in Mumbai from ,Atharva School of Business
6. Practices to Sustain Women Entrepreneurs & Economic Development from Atharva School of Business
7. Human Resource Management Practices for Sustainable Business Growth from Atharva School of Business, Mumbai
8. Tracing the rise of a 'Mindful' Consumer : Legal aspects of Consumer Protection in India from The National University of Advanced Legal Studies ,Kochi , Kerala ,India.

9. A study of awareness about financial literacy among working people in Mumbai (SUBURBAN). from Atharva Institute of Management Studies, Mumbai.
10. Acceleration Of E-Commerce Sector In India form Bal Bharati's M.J.P. College of Commerce, Mumbai
11. A STUDY ON IRDA REGULATIONS ON THE CURRENT SCENARIO AND EMERGING CHALLENGES IN INSURANCE BROKERAGE from SVKM's Narsee Monjee College of Commerce and Economics.
12. facility management by Mr. Abhijit Sarkar, BNP Paribas Sharekhan.

## Day 1: 25<sup>th</sup> November 2023: Plenary Sessions

### Window 1: SEMINAR HALL

JUDGE - DR SESHANWITA DAS, ASSOCIATE PROFESSOR, CHRIST (DEEMED TO BE UNIVERSITY), DELHI NCR, INDIA



Dr. Seshanwita is a Post-graduate in Economics as well as Economic Administration and Financial Management (Commerce) and PhD in Economics Administration and Financial Management (Commerce). Dr. Das has a rich academic experience of 20 plus years and worked for various commerce and management institutions in Rajasthan and Delhi NCR. Dr. Das is very much involved in academic research and

has extensively published research papers

JUDGE - PROF. (DR) SWATI BHATIA, ASSOCIATE PROFESSOR, ABS, NOIDA, U.P., INDIA



Dr. Swati Bhatia is presently working as Associate Professor with Asian School of Business under the aegis of Asian Education Group, Noida. She is a double Post Graduate and Doctorate in Management. With assignments in areas of Administration, Human Resource Management, Liaison Coordination, Team Management, Training & Development, Swati has a noteworthy cross-functional experience of over 20 years in corporate and education industry. An out-of-the-box thinker with a flair education while identifying & adopting emerging trends and addressing industry requirements to achieve objectives bearing adherence to

norms, her insightful experience in technical activities including scoping, planning, outlook finalisation, resource administration & quality management continues to benefit tasks she's been assigned across various responsibilities entrusted to her. She has to her credit, both National & International book publications, paper



presentations in several National and International Conferences across institutes of repute, with her work having been published in notable Journals as well. She is a member of the editorial board & reviewer of various national and international journals. She is conferred with “The Best Researcher Award in September 2019” for her outstanding performance in the field of research and Development and also awarded the distinguished faculty award and best researcher award at Asian Business School and had been the core member

**CODE: 1 - MR. PALAK SHAH & MS. BHUMIKA INGLE**

**TITLE OF THE PAPER:** To Study Consumers’ perspectives and patterns of Mouth Freshener consumption in Mumbai City.

**Keywords:** Mouth Freshener, Consumer Perspective, Consumption Pattern, Mumbai City, Food Industry.



**CODE: 2 - DR. SHUBHI LALL AGARWAL(HOD,SYSTEMS), MS. SAKSHI JOSHI(ASB,MUMBAI), MS. TANAYA TOMAR (AVANADE,CANADA)**

**TITLE OF THE PAPER:** Digital Marketing and its impact on Business

**Keywords:** Digital marketing, social media marketing, Instagram, Facebook, Business



**DIGITAL MARKETING AND ITS IMPACT ON BUSINESS**

**Dr. Shubhi Lall Agarwal**  
Head - R & D Cell, Atharva Institute of Management Studies, Mumbai, India

**Ms. Sakshi Joshi**  
Student, PGDM, Atharva School of Business, Mumbai, India

**Ms. Tanya Tomar**  
Manager, Avanade Business Management Consultants, Toronto, ON M5V 3C7, Canada

IRCDTB 2023

15:38 | mm-ucgm-eur

Participant video feeds (top to bottom):

- Shubhi Lall Agarwal
- AIMS (Atharva Institute of Management Studies)
- Tanya Tomar
- Participant (bottom)

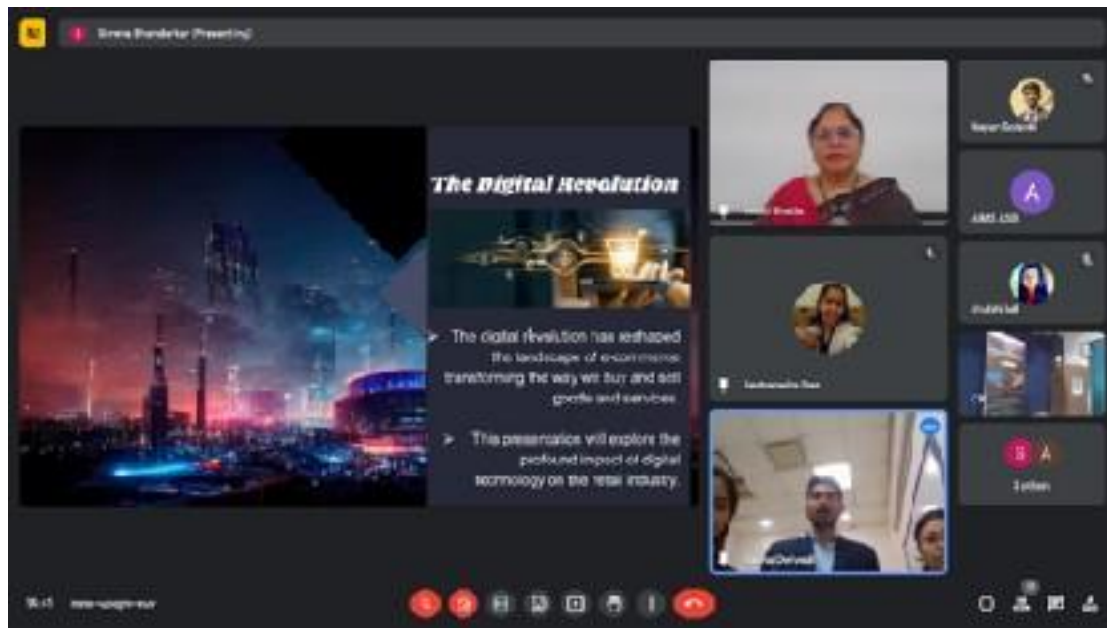


**CODE: 3 - MR. PRADEEP YADAV, MR. RADHA DWIVEDI, MS. SAKSHI KESARWANI**



**TITLE OF THE PAPER:** The evolution of e-commerce in the era of digital transformation: trace the changes in e-commerce practices and a consumer behaviour as a result of digital transformation trends

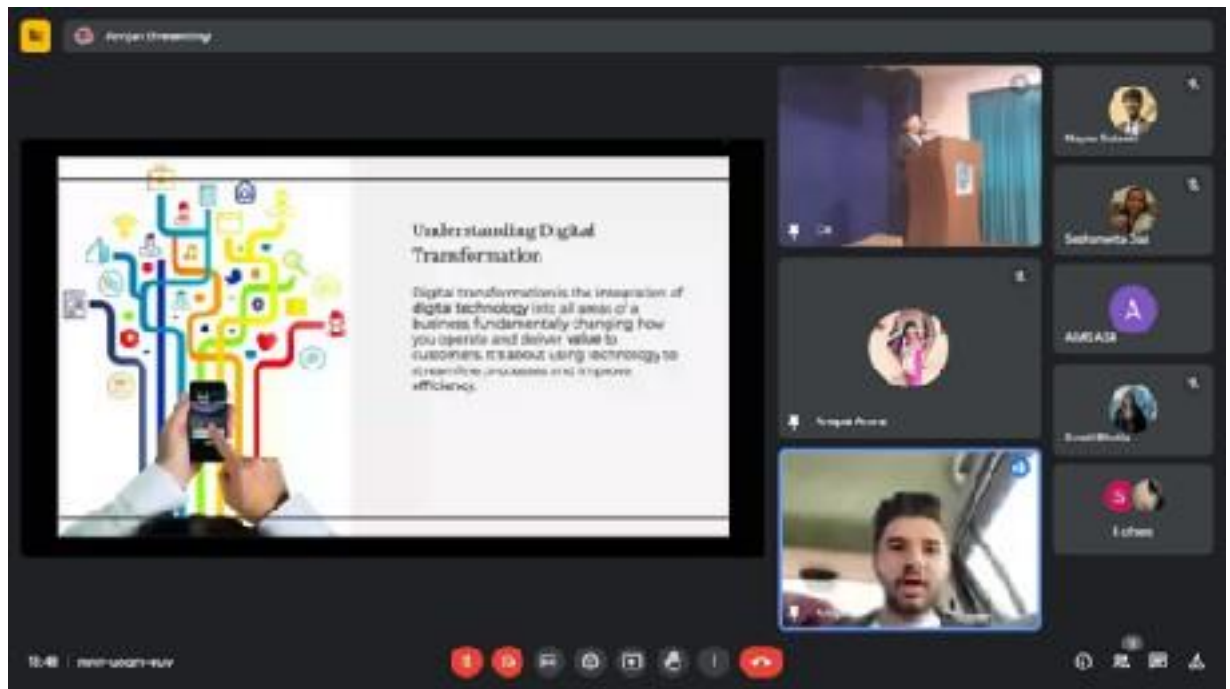
**Keywords:** innovation Digital tools and technologies Evolution of business Customer behavior Transformation trends Or digital transformation



**CODE: 4 - DR. ANUPAL MONGIA, MS. MEENAKSHI, MR. ANNJAAN**

**TITLE OF THE PAPER:** Application of Digital Technologies to Influence SME Business Growth

**Keywords:** Small & Medium-sized enterprises, Digital technologies, E-commerce

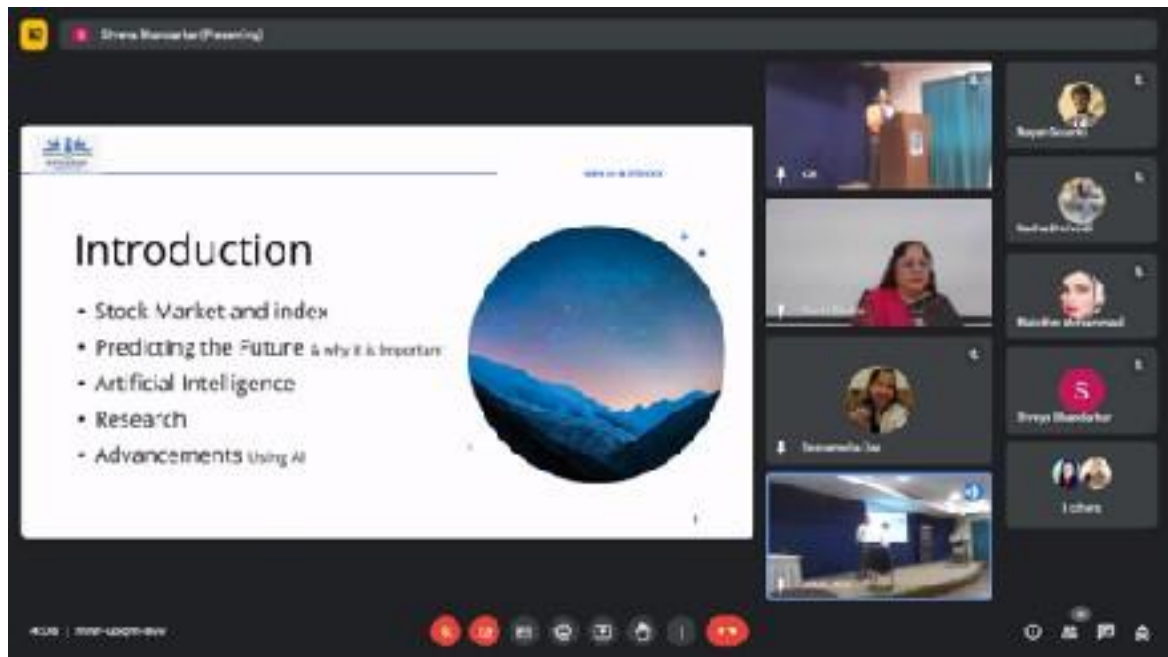


**CODE: 5 - MR. AMAR PATIL, MR. SHREYASH RASHINKAR, MR. KETAN SUTARIA**

**TITLE OF THE PAPER:** Gen AI and Machine learning applied to stock market predictions: Review and Research.

**Keywords:** stock, AI, algorithms, machine learning, deep learning, neural networks, graph-based

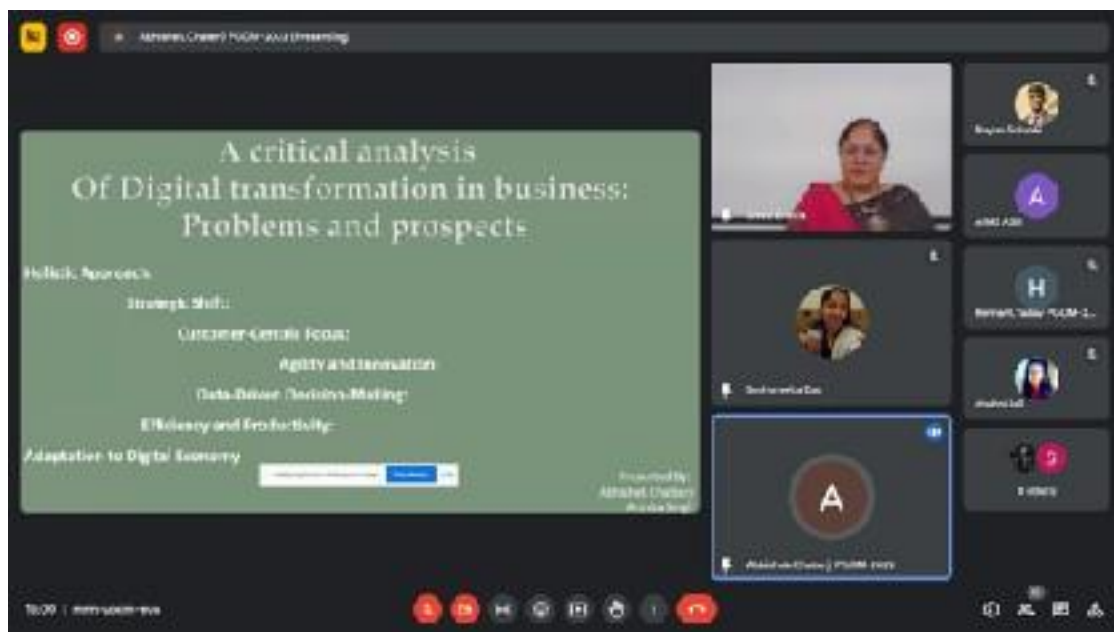




**CODE: 6 - MR. ABHISHEK CHATTERJI & MS. ARSHITA SINGH**

**TITLE OF THE PAPER:** Digital Transformation In Business

**Keywords:** Business, IOT, Digital Transformation, Innovation

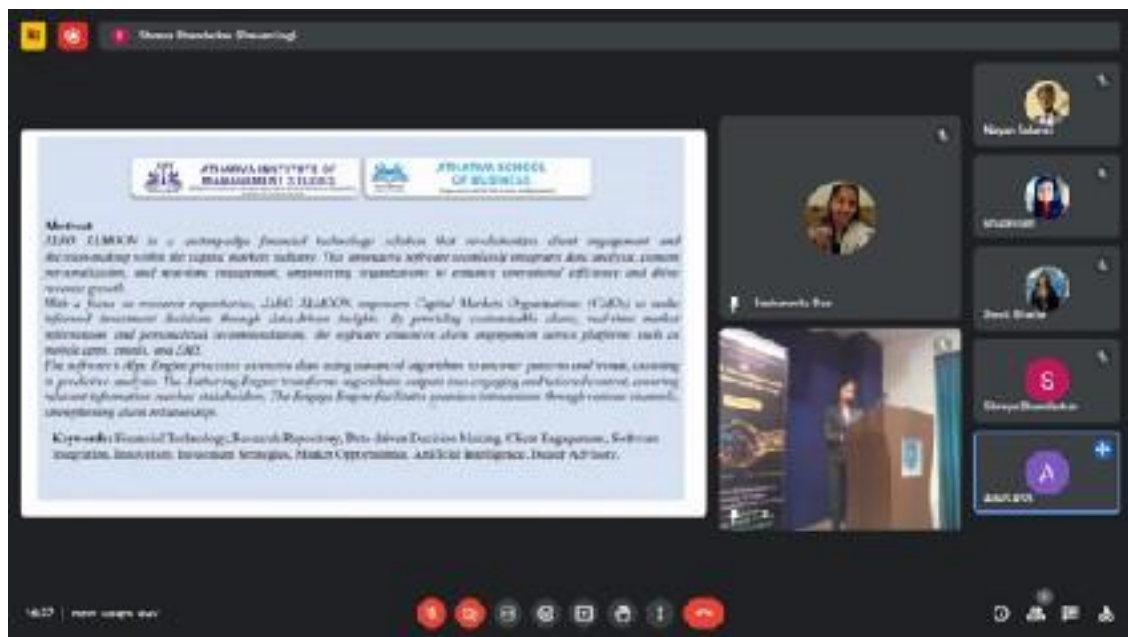




**CODE: 7 - Ms. AISHWARYA PATHRIKAR**

**TITLE OF THE PAPER:** FROM ALGORITHMS TO ACTIONS: JARO JAMOON ALGORITHMIC POWER IN CAPITAL MARKETS

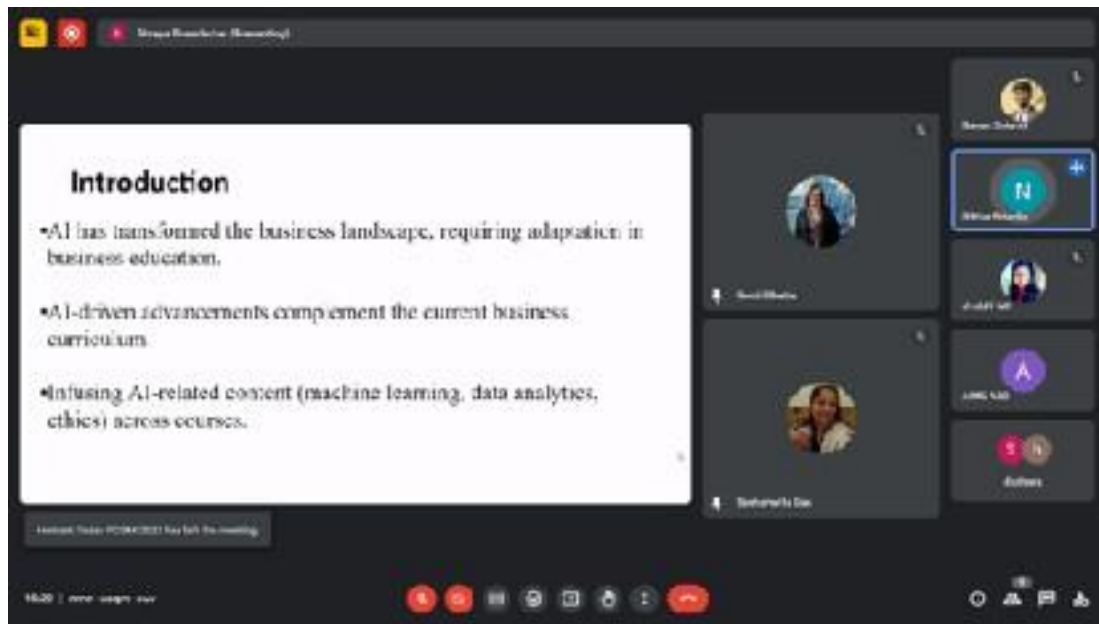
**Keywords:** Business, IOT, Digital Transformation, Innovation



**CODE: 8 - Ms. NIKITA GOMES**

**TITLE OF THE PAPER:** The Impact Of Artificial Intelligence On Business Education.

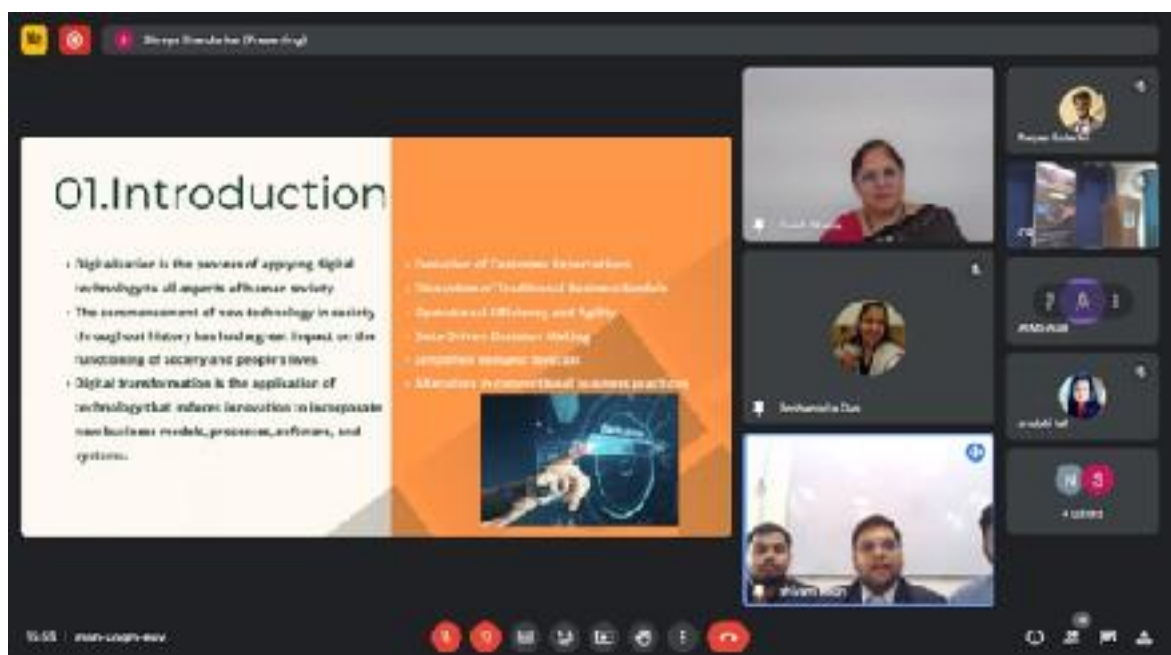
**Keywords:** Artificial Intelligence, business education, AI integration, pedagogical practices, personalized learning



**CODE: 9 - MR. HEMANT YADAV, MR MOHD SHAWEZ TARIQ,MR. SHIVAM SINGH,ABS,NOIDA**

**TITLE OF THE PAPER:** The Impact of digital transformation on traditional business model

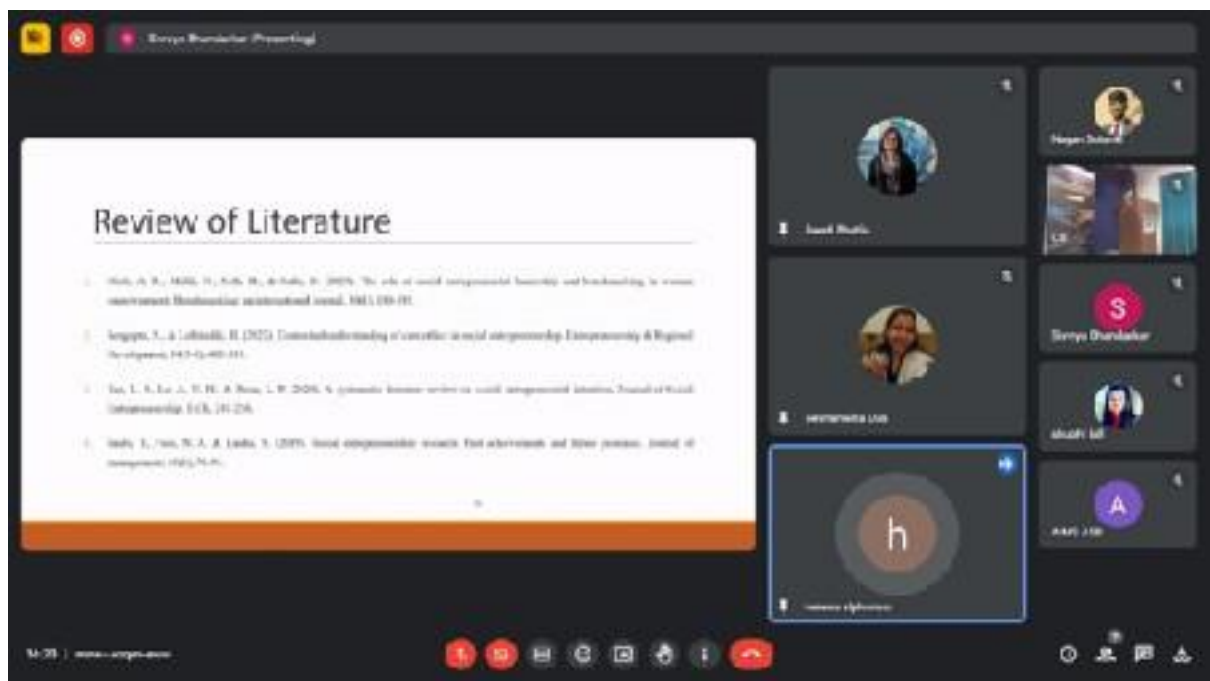
**Keywords:** DIGITAL TRANSFORMATION, TRADITIONAL BUSINESS MODEL, TECHNOLOGY, DIGITAL BUSINESS MODEL



**CODE: 10 - Ms. HELEENA PEREIRA & DR. MEGHA JUVEKAR**

**TITLE OF THE PAPER:** Social Entrepreneurship: Need of the Hour.

**Keywords:** Social Entrepreneur, Society



**CODE: 11 (ABSENTIA) - Ms. MAHDIYE MOHAMMADI, IRAN**

**TITLE OF THE PAPER:** The Impact Of Digital Transformation On Business Models: Opportunities And Challenges.

**Keywords:** Digital transformation, digital technologies, business

**Window 2: CLASS ROOM 5**

**JUDGE: Dr. Neeta Bhatt**

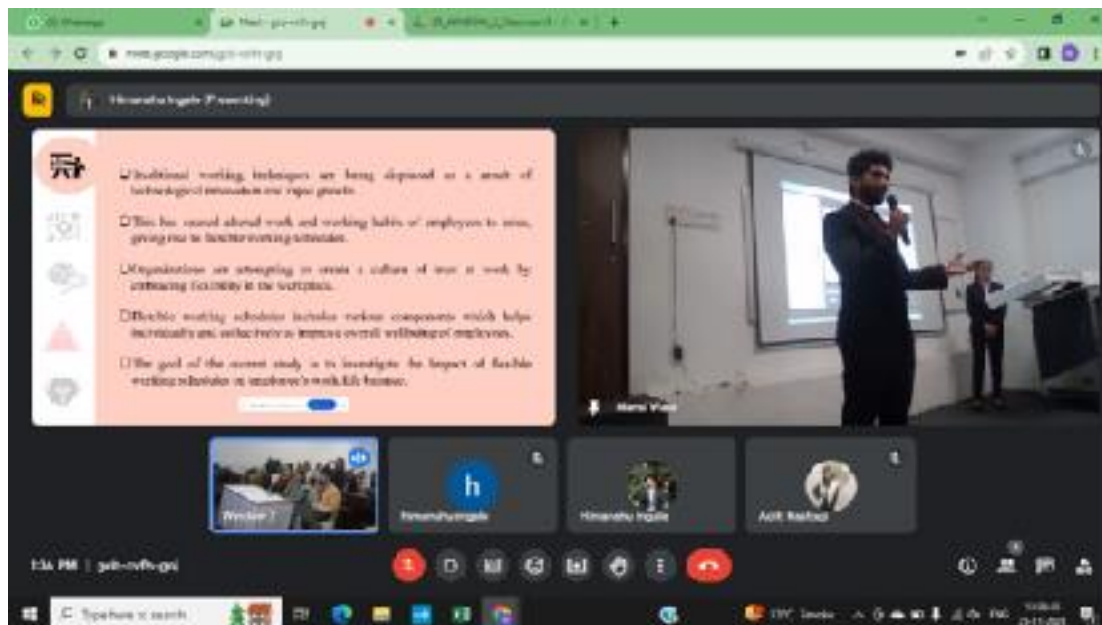


After completing her Master's in computer applications, she went ahead to get her Doctorate in Computer Science. Her 16 years of experience in Education includes teaching Engineering, MCA and MBA students. She is a Guide for 5 PhD scholars. She has a long experience of handling the examination department. She is the Chairperson of Flying Squad Team at Mumbai University. Her core competency lies in managing websites. Currently, she is Associate Professor for Systems Department at AIMS, Mumbai, Maharashtra.

**CODE: 12 - MR. SAURABH KRISHNAKANT MORE & MS. RIDHI NIKHARGE, AIMS, MUMBAI**

**TITLE OF THE PAPER:** To investigate the effects of flexible working options on employees' work-life balance in Mumbai

**Keywords:** Flexible Working Schedules, Work Life Balance, Stress, Employee Satisfaction, Productivity.



**CODE: 13 - MR. KARAN PATIL, KOMAL AGARWAL, AIMS, MUMBAI**



**TITLE OF THE PAPER:** “A PATHWAY FOR TRANSFORMING SMALL BUSINESS UNITS INTO A TECHNOLOGICALLY ADVANCE ORIENTED ENTERPRISES

**Keywords:** Digitalization, Value producing opportunities, small retailers, Pathway for transforming



**CODE: 14 - Ms. UNNATI GUPTA & Ms. PREKSHA JAIN, ABS,NOIDA**

**TITLE OF THE PAPER:** Digital transformation in Retail sector with reference to Amazon Go Stores

**Keywords:** Digital transformation, Business, Amazon Go store, Cashier-less, Technology



**CODE: 15 - MR. SAMEER HELIYA, PEARLEMEET KAUR, ASB,MUMBAI**

**TITLE OF THE PAPER:** A study on understanding the benefits of digital transformation in organization culture in Mumbai

**Keywords:** Cultural differences, Technological innovation, Digital workforce, Technology adoption





**CODE: 16 - MR. AMAN KUMAR PURBEY & MS. ADITI RASTOGI**

**TITLE OF THE PAPER:** The Digital Restyling of Healthcare to E-HEALTH

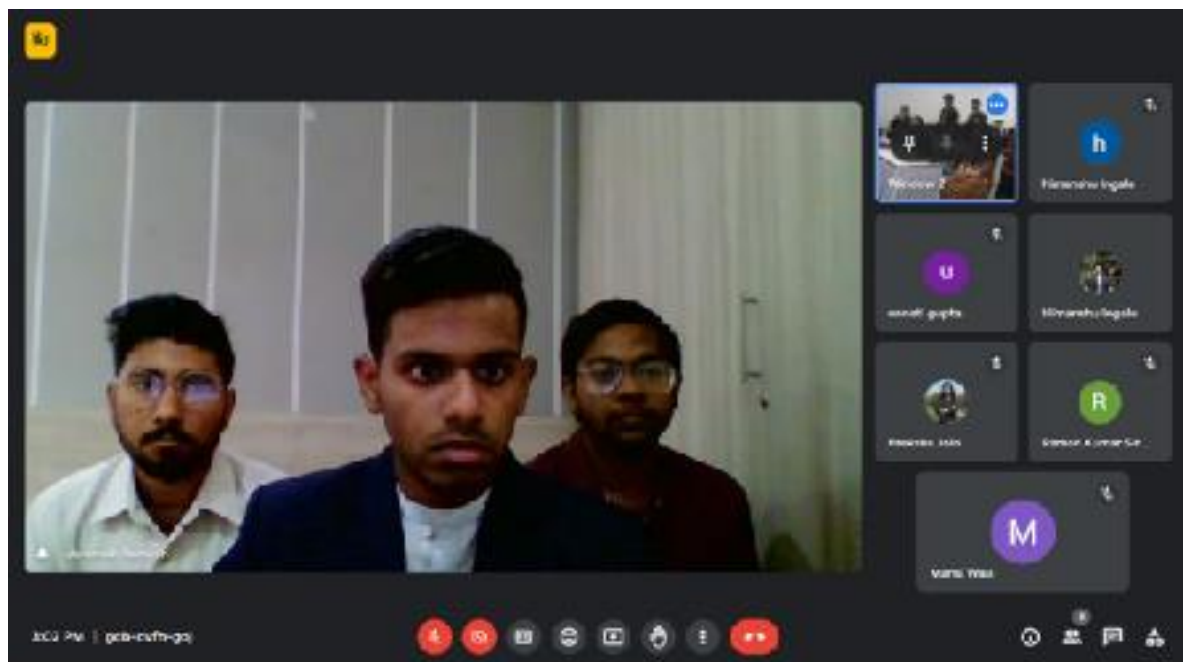
**Keywords:** Advancements, Empowered, Telemedicines, Intelligence, Personalized, Electronic, Technology, Information, Extensible, Revolutionizing



**CODE: 17 - MR. SOUVIK SEN, MR. JAYDEEP MOHANTY, MR. JEREMIAH RAMESH, ABS,MUMBAI**

**TITLE OF THE PAPER:** Riding the wave: Challenges and Opportunities in Tidal and Wave power.

**Keywords:** Potential, renewable energy, technological, depleting energy, sustainable energy

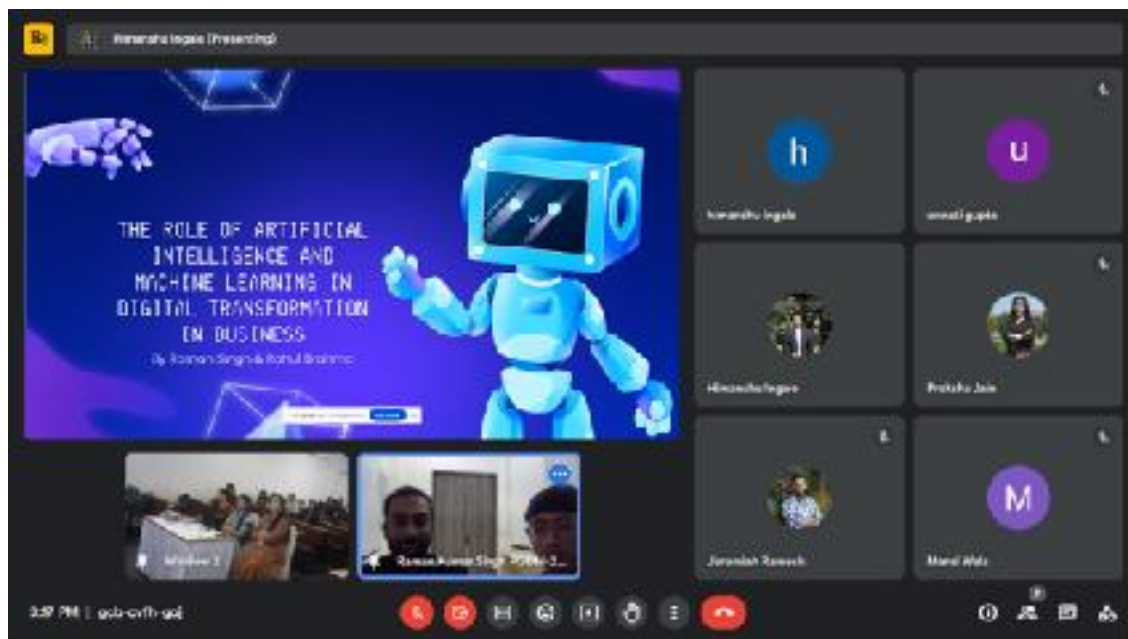




**CODE: 18 - Mr. Raman Kumar Singh & Mr. Rahul Brahma**

**TITLE OF THE PAPER:** The Role of Artificial Intelligence and Machine Learning in Digital Transformation in business.

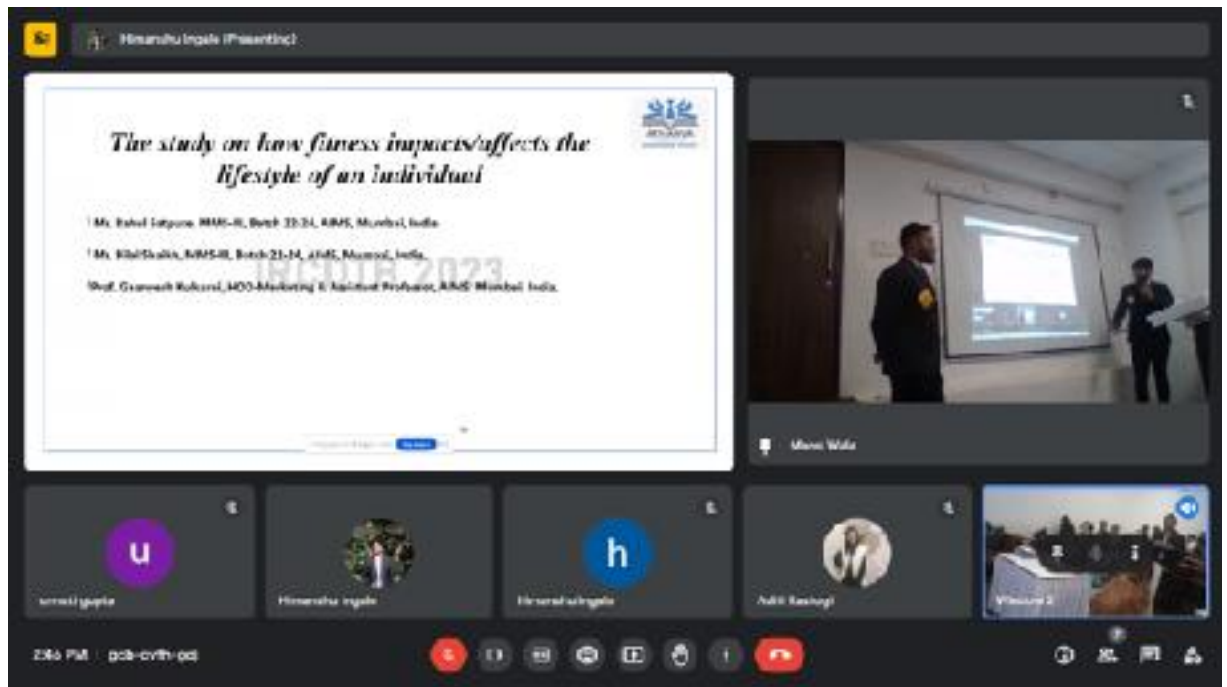
**Keywords:** Artificial Intelligence, Machine Learning, Technology, Digital Transformation, Personalize Consumer Experience



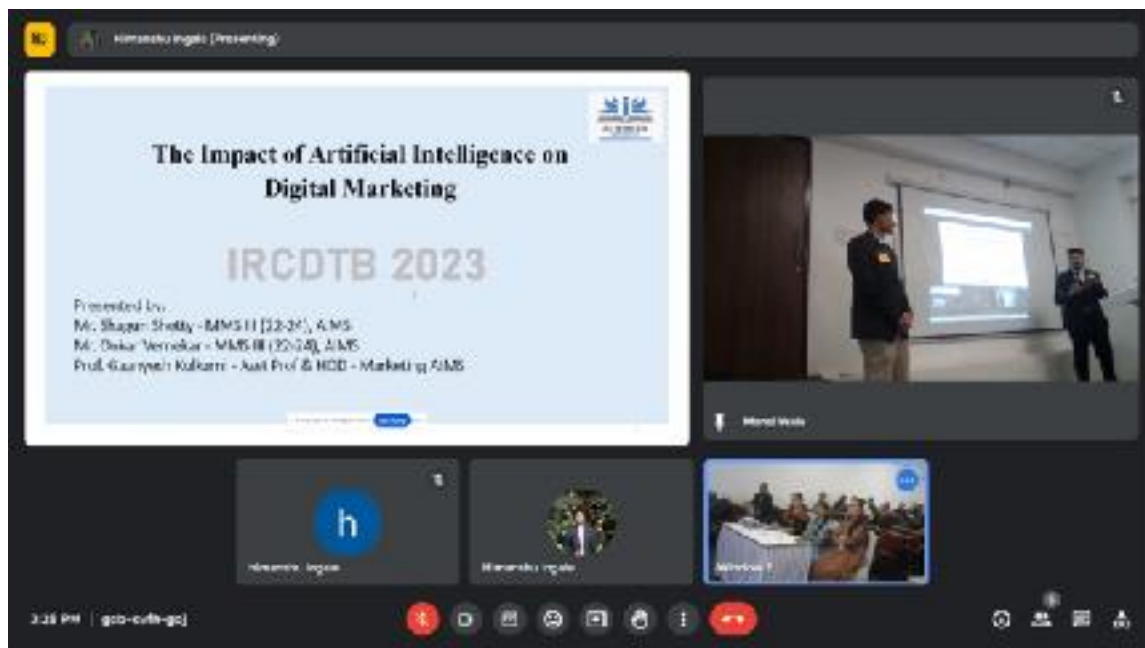
**CODE: 19 - MR. BILAL SHAIKH & MR. RAHUL SATPUTE,AIMS,MUMBAI**

**TITLE OF THE PAPER:** The study on how fitness impacts/affects the lifestyle of an individual.

**Keywords:** Fitness, Lifestyle, Physical activity, Well-being, Productivity, Social interactions, Quality of life.

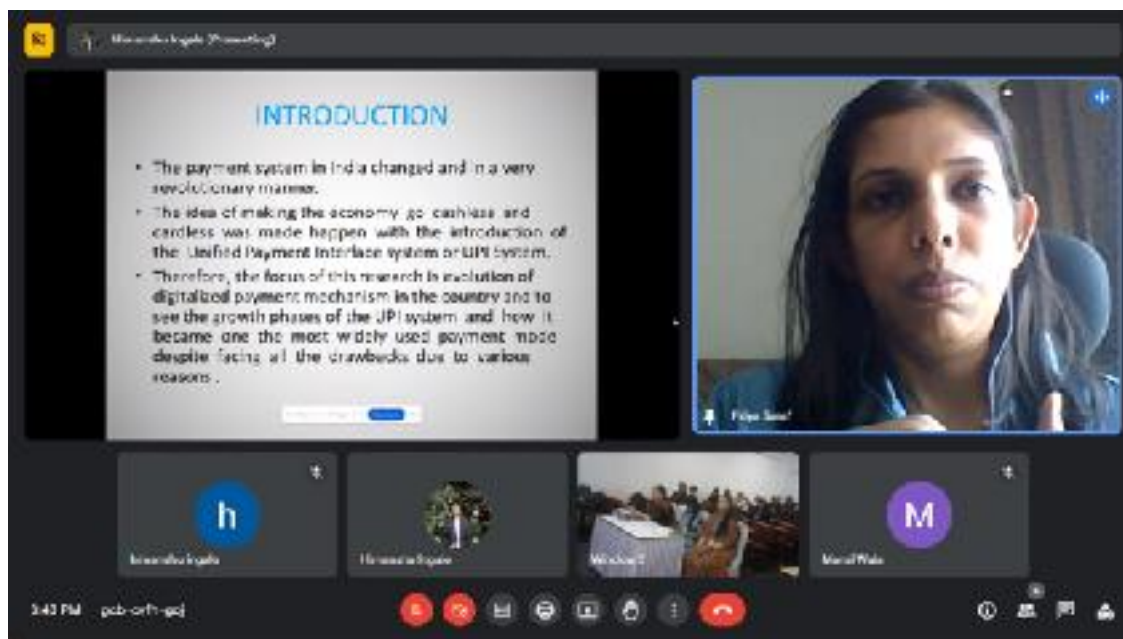


**CODE: 20 - MR. SHAGUN SHETTY & MR. ONKAR VERNEKAR**

**TITLE OF THE PAPER:** The Impact of Artificial Intelligence on Digital Marketing**Keywords:** Advancement, intricate, insights, refining, efficacy and evolving**CODE: 21 - DR. SWATI AGRAWAL & PROF. PRIYA BANSAL, AIMS, MUMBAI**

**TITLE OF THE PAPER:** A RESEARCH PAPER ON “UNIFIED PAYMENTS INTERFACE: EMERGENCE, GROWTH AND WHERE IT IS HEADED”

**Keywords:** UPI



**Window 3: CLASS ROOM 6**

**Judge - Dr Sudha Subramaniam, Associate Professor, ML Dahanukar College of Commerce, Mumbai, Maharashtra, India**



Currently working on a funded research project at Indian Institute of Technology (IIT), Mumbai. She received the SIFE Award for Leadership and was selected in the Final round of the Times Leadership Awards and later received the 'Teacher Leader Award' at the UN World Conference held at the Habitat, Delhi. Received the Underwriters Laboratories & Youth Service America Educator Leader Award two

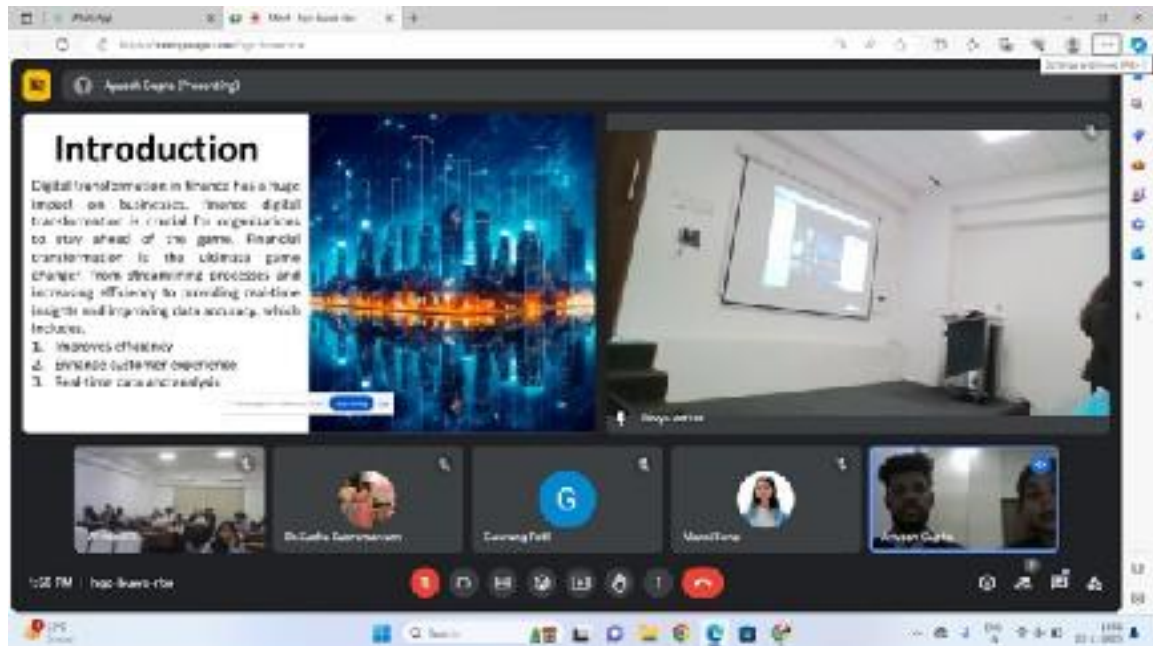
years in a row and rendered valuable work for the CSR initiatives of Underwriters Laboratories, Youth Service America & Walt Disney.



**CODE: 22 - MR. RATIK GUPTA, MS. GARIMA MAKHIJA, MR. AYUESH GUPTA**

**TITLE OF THE PAPER:** Role of digital transformation in Finance, And its impact on business.

**Keywords:** UPI, Digital revolution, impact on business



**CODE: 23 - MS. SWETA MISHRA & DR. MONIKA SHRIMALI**

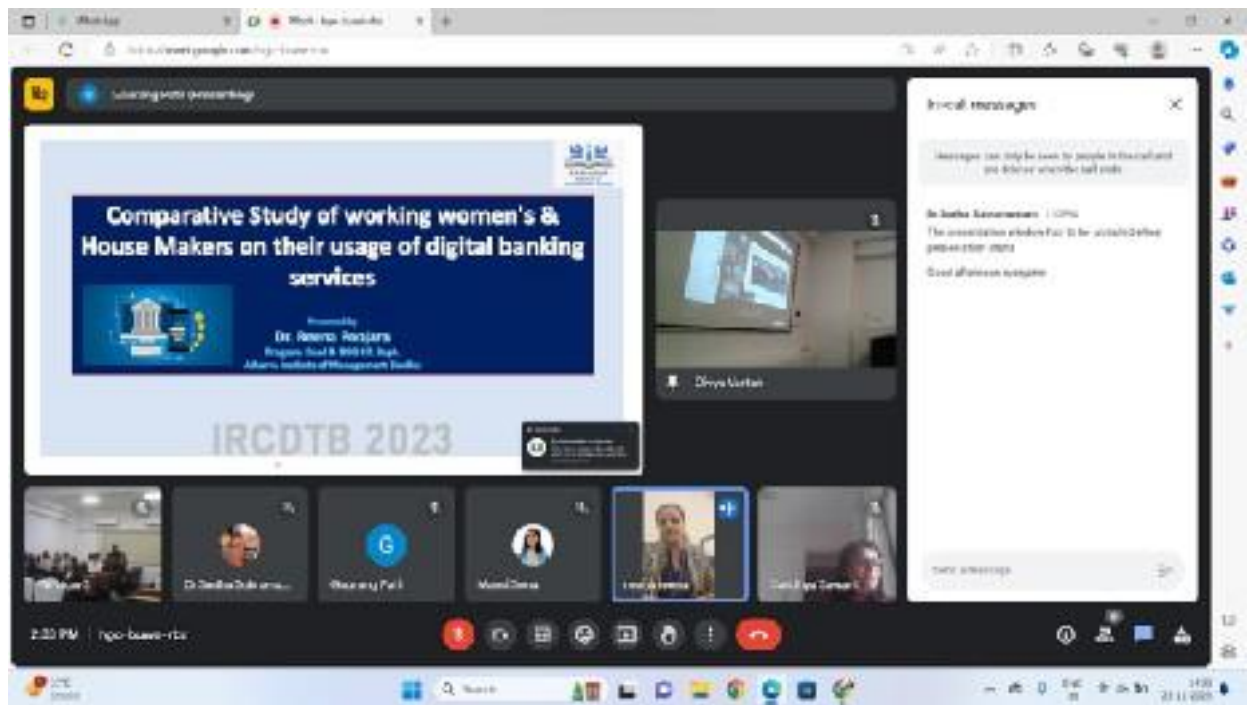
**TITLE OF THE PAPER:** Commitment of private banking employees in relation to perceived distributive justice

**Keywords:** Distributive Justice, Banking Employees, Organizational Commitment

**CODE: 24 - DR. REENA POOJARA & MS. SANDHYA SAWANT**

**TITLE OF THE PAPER:** Comparative study of working and non-working women on their usage of digital banking services

**Keywords:** Digital banking services, Employed women, House makers



**CODE:** 25 - MR. SHUBHAM DONGARE,AIMS,MUMBAI

**TITLE OF THE PAPER:** Customer Behavior on "Omnichannel Marketing: Integration of Online and Offline Channels"

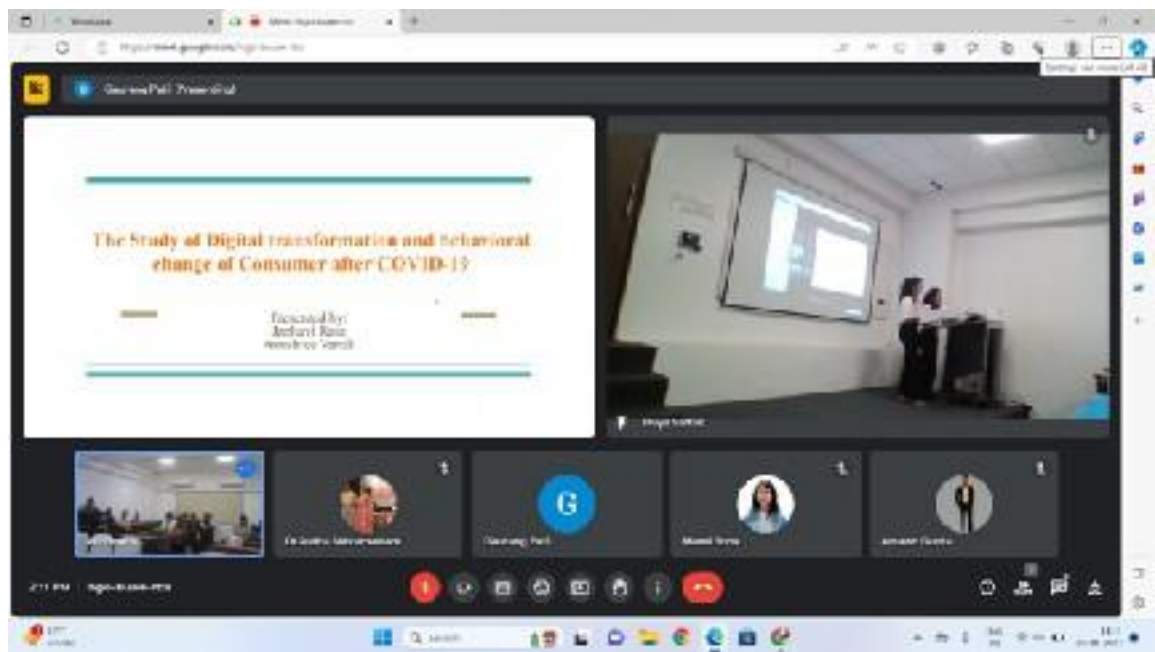
**Keywords:** Omni-channel, Customer, Retailing, retailer, inventory management, etc



**CODE: 26 - Ms. JANHAVI RAUT & Ms. ANUSHREE VARTAK**

**TITLE OF THE PAPER:** The impact of the COVID-19 pandemic on the industry's digital transformation

**Keywords:** COVID-19 Pandemic, Digitalization, Industry, Productivity



**CODE: 27 - Ms. SAKSHI BERDE & Ms. HARSHADA MALPURE**

**TITLE OF THE PAPER:** Students Perception on Digitalisation in education sector.



**Keywords:** Digital tools, student learning, study courses, digital technologies, students approach



**CODE: 28 - MR. RUDRESH DABHANE,AIMS,MUMBAI**

**TITLE OF THE PAPER:** The study on consumer responses to environmentally sustainable marketing practices in food and beverages category of fast-moving consumer goods sector in India.

**Keywords:** sustainable marketing, consumer responses, environmentally friendly practices, fast-moving consumer goods, food and beverages, India, consumer behavior, green consumption, environmental awareness, marketing strategies.





**CODE: 29 - MR. VIKAS TRIPATHI,AIMS,MUMBAI**

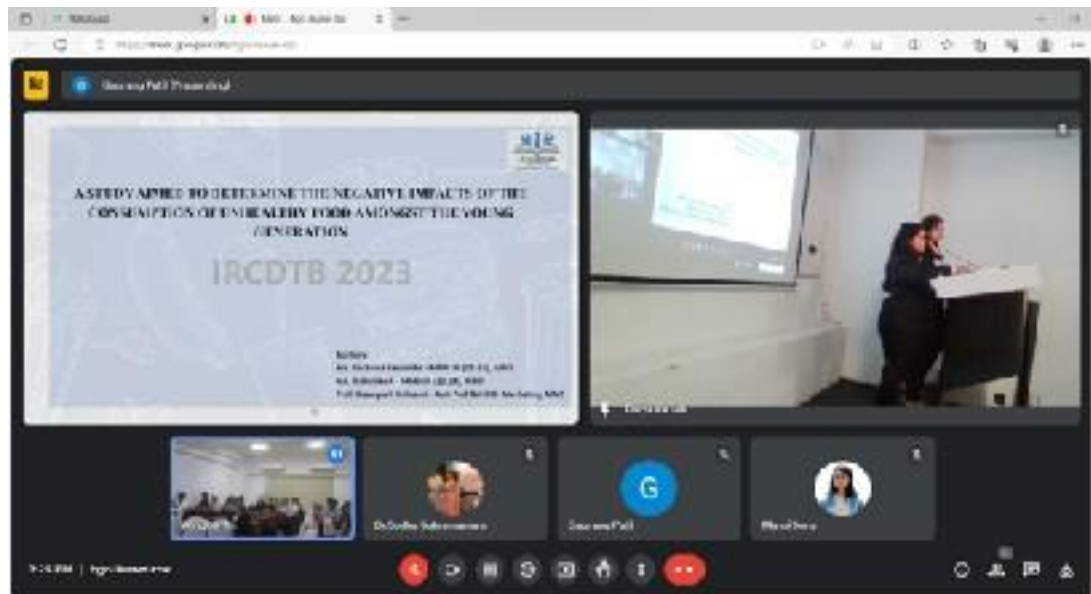
**TITLE OF THE PAPER:** A Study on consumer behavior towards Cadbury dairy milk

**Keywords:** **Keywords:** consumer behavior, Cadbury Dairy Milk, purchasing decisions, preferences, brand loyalty, advertising, taste perception, socio -demographic factors, marketing strategies

**CODE: 30 - MS. RACHANA SALUNKHE & MS. NIDHI SHAH, AIMS,MUMBAI**

**TITLE OF THE PAPER:** A study aimed to determine the negative impacts of the consumption of unhealthy food amongst the young generation.

**Keywords:** Unhealthy food, younger generation, long-term impact, adverse effects



**CODE: 31 - MS. SUHASI JAIN,AIMS,MUMBAI**

**TITLE OF THE PAPER:** A Study on Digital Transformation and its Impact on Energy Sector: With special reference to Power Industry.

**Keywords:** Digital Transformation, Energy sector, Power Industry, Sustainability





**CODE: 32 - MS. KSHITIJA SAWANT,AIMS,MUMBAI**

**TITLE OF THE PAPER:** Comparative Analysis of Cloud-Based Collaboration Tools for Enhanced Business Productivity

**Keywords:** Collaboration tools, cloud storage, business productivity, gap analysis.



#### *Window 4: CLASS ROOM 7*

*Judge - Dr Sunita Srivastava, Director and Professor, AIMSR, Mumbai, India*



Dr. Sunita has worked in various capacities as Director, Dean, Professor, Consultant, and Corporate Trainer over the last 4 decades.

She has represented the Institute while signing MoUs for academic collaborations with Swiss School of Management, Switzerland, ENAE Business School, Spain, Lincoln's University, USA and Leaders' Institute, Australia.

In 2022, SALT, a finance Start-up, and the Big FM Show for highlighting the changing landscape in B-school education today interviewed her. Several thousands of MBA aspirants viewed her interview with IMS on ways to shortlist the right B-school in February, 2023.

She is the recipient of several prestigious awards. The most recent ones are in the field of Innovation. One citation titled "Outstanding Leader in Higher Education" was presented to her during the Education Innovation Summit held in Pune in December 2022 and another was "Innovative Education Leader" during the 15th Innovative Education Leadership Awards at Taj Lands End on 17th February 2023. She received the award as "Mumbai's Woman Leader" given to her by World Women Leadership Congress & Awards at Taj Lands End on 13th July, 2023.

**CODE: 33 - DR. ASWATHI NAIR, PROF. KETAN SUTARIA, PROF. MAITRI OZA**

**TITLE OF THE PAPER:** Analysing the effect of promotional offer: Online V/s Offline to Online Electronic Retailers

**Keywords:** Online retailer Offline retailer, Promotional offer

**CODE: 34 - MR. PRANAV GODSE, DR. NITIN GODSE**

**TITLE OF THE PAPER:** Digital Transformation in Education – a necessity in the contemporary world

**Keywords:** Digital technologies, Education, Transformation

**CODE: 35 - DR. VAIBHAV PATIL, AIMS, MUMBAI**

**TITLE OF THE PAPER:** CRM Automation ROI in the dynamic environment of Pharma Companies

**Keywords:** CRM, Automation, ROI, Pharma Companies



**CODE: 36 - MS. SAPNA GUPTA, ASB, MUMBAI**

**TITLE OF THE PAPER:** The Role of Strategic Planning in Driving Digital Transformation

**Keywords:** strategic alignment, change management, industry-specific strategies, catalysts, digital transformation success, prevailing notion, technology, digital evolution, enduring significance, strategy, navigating, digital age.





**CODE: 37 - DR. LEENA JAGAWAT & MR. DHRUV JAGAWAT**

**TITLE OF THE PAPER:** Role of UPI in the digital transformation of Business

**Keywords:** UPI, digital transformation, business, financial transactions, customer engagement, financial inclusion, data analytics.



**CODE: 38 - PROF. GANESH APTE, MR. ONKAR BHAROTE, MR. ROHIT**

**TITLE OF THE PAPER:** Packaged water: Consumer Safety or Pure Economics.

**Keywords:** Packaged water, Safety, Economics, Purity, health.



**CODE: 39 - PROF. GAANYESH KULKARNI, MS. ANSHULA KOLHE,AIMS,MUMBAI**

**TITLE OF THE PAPER:** Study on how word-of-mouth (WOM) influence the purchase decision of Mumbai households for branded edible oils.

**Keywords:** branded edible oils, word-of-mouth, purchase decision, Mumbai households.



**CODE: 40 - MS. ANKITA MHATRE & MS. PALLAVI KANGUTKAR, AIMS,MUMBAI**

**TITLE OF THE PAPER:** STUDY ON IMPACT OF CASHLESS ECONOMY ON SMALL VENDORS.

**Keywords:** Cashless Transactions, Digital illiteracy, financial illiteracy, Small vendors, Retail market place.



**CODE: 41 - MR. SUKANT GUDHEKAR & MS. RUTUJA GURAM**

**TITLE OF THE PAPER:** Analysing the use of social media influencers as brand ambassadors in crisis communication and reputation management.

**Keywords:** Social media influencers, Brand ambassadors, Influencer marketing, Crisis management tactics



**CODE: 42 - DR. NITIN GODSE**

**TITLE OF THE PAPER:** Awareness of IoT tools by STEM professionals

**Keywords:** Internet of Things, Industrial application, Horizontal deployment, ROI, Manpower saving

**CODE: 43 - MR. SUMEDH MANE & DR. SWATI AGRAWAL**

**TITLE OF THE PAPER:** A Mumbai based Study on Analysing the Impact of Promotional Initiatives on Customer Perception in a Health Food company.

**Keywords:** Promotional Initiatives, Customer perception, Health food industry, Marketing strategies, Quantitative analysis, Brand associations, Customer loyalty, Customer buying behaviour.



**DAY 2: 26<sup>TH</sup> NOVEMBER 2023**

<b>26th November 2023</b>	
<b>DAY 2</b>	
<b>Time</b>	<b>Speaker/Host</b>
<b>Lighting of the Lamp,Saraswati Vandana followed by Videos of AGI &amp; CSR : "One For All All For One"</b> 09:20 - 09:35 hrs	Ms. Anshula Kolhe (Student,MMS 2024) Ms. Natasha Singh(Student,MMS 2024)
<b>Director's Address (AIMS)</b> 09:35 - 9:40 hrs	Prof. (Dr) Henry Babu
<b>Co-Convener's Address</b> 9:42 - 9:45 hrs	Prof. Ketan Sutaria
<b>Keynote 3</b> 09:47 - 10:30 hrs	Mr. Oscar Crawford Entrepreneur and Human Services Professional, Arizona ,USA
<b>Panel Discussion (Topic - Best Practices to Overcome the Challenges in Digital Transformation)</b> 10:35 - 12:00 hrs	Mr. Sumit Bhardwaj Mr. Mayur Joshi Mr. Archis Joshi Mr. Pinanshu Champaneri Mr. Shivang Sharma
<b>Vote of Thanks by Convener</b> 12:05 - 12:10 hrs	Dr. Shubhi Lall Agarwal
<b>Group Photograph</b> 12:10 - 12:20 hrs	Ms. Anshula Kolhe (Student,MMS 2024) Ms. Natasha Singh(Student,MMS 2024)
12.20 - 13:10 hrs	Lunch Break

13:30 - 16.30 hrs reporting time - 13:15 hrs	Plenary Sessions for Research Paper Presentation
16:30 hrs Onwards	Valedictory Ceremony

KEYNOTE SPEAKER (OSCAR CRAWFORD)

He retired in 2014 to create Oscar Crawford Media, a media company producing original works of information, inspiration, and entertainment in fiction and non-fiction. The premise for my work is to teach humanity how to appropriately love and care for each other and all life.

He was Online Instructor for Graduate and Undergraduate Students Provided Instruction Christian Worldview to more than 1,000 students. – Tempe Campus – Tempe, Arizona at Grand Canyon University 2012 - 2014 Apollo Group – University of Phoenix, AZ - 2004 – 2008

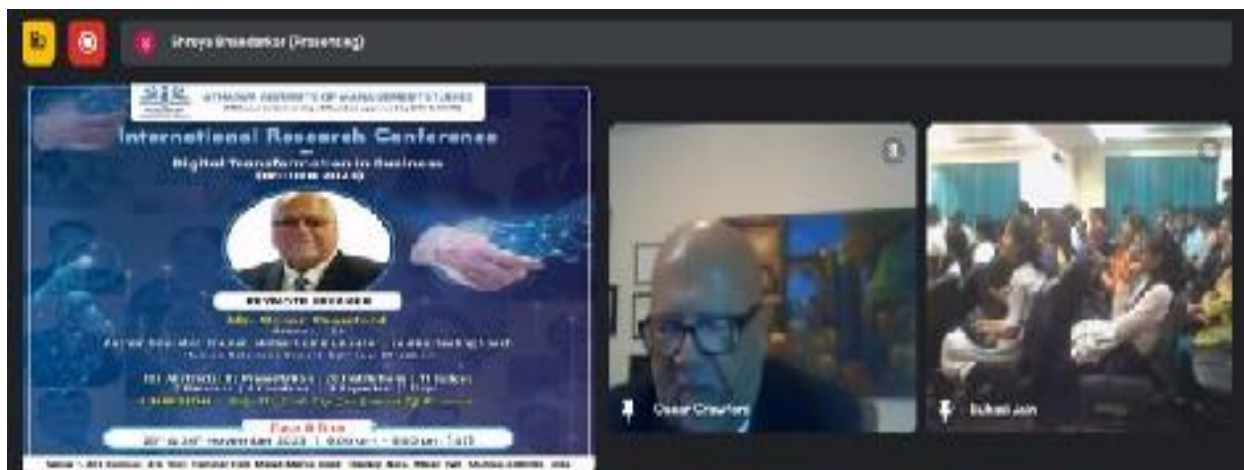
- Military Enrollment Counselor enrolling more than 100 new or returning active duty military or veteran students and their spouses annually.
- The New Salem Church – Columbus, OH 1995 – 2002
- Director of Christian Education (1995 –1996) Director of Local and Global Missions (1997 – 2002)
- 95 and 96, He was responsible for the creation and design of Christian educational activity for classes for preschool to seniors. 40 teachers served 500 students weekly.
- 97 – 02, He was responsible for the creation of a service division to serve the homeless, the unemployed, persons with HIV/AIDS, victims of sexual and domestic violence, individuals and families in need of food, financial aid to maintain housing and related services, and affected by substance abuse and addiction. A team of 120 volunteers served weekly to provide direct services annually to more than 20,000 people in need.

Key Takeaways

Mr. Oscar conveyed the audience to assist our customers in creating their future. He talked about developing the best practice to help people grow with the digital transformation. Up skilling the masses is the need of the hour.









***PANEL DISCUSSION on “Best Practices to Overcome the Challenges in Digital Transformation”***

**PANELIST MR. SUMIT BHARDWAJ**



Sumit Bhardwaj, is currently a Senior Vice President at CitiusTech. Sumit Bhardwaj holds a 2005 - 2006 MBA @ INSEAD. With a robust skill set, that includes Leadership, IT Strategy, Data Warehousing, Requirements Analysis, SDLC and more, Sumit Bhardwaj contributes valuable insights to the industry. Sumit Bhardwaj has 4 emails on RocketReach.

**PANELIST ARCHIS H JOSHI**



**Archis H Joshi** is Commercial Head of Dr Reddy’s Labs. He is heading 460 Crore business. He is a qualified psychologist. He is an author of the book “ Arjuna in Corp[orate Mahabharat” . His articles are also published inn Economic Times. He is Guest faculty at two esteemed ‘B’ schools in Mumbai.

**PANELIST MANJIV ANJAN**



Alumnus of Atharva, he is Leading the process to define organization’s theme for

digital platforms, UI/UX low fidelity wireframe creation and ideation and ensuring standardization on digital channels (WEB & Mobile). He is responsible for leading the organization's digital initiatives for core Order Management Systems & Risk Management Systems.

Running digital campaign by profiling existing customers in various buckets for up/cross sell & profiling Yes Bank customers (yet to be Yes Securities customers) to pitch product basis suitability. Working in tandem with Marketing to create social media presence and generate hot leads for conversions. Rolling out incentives, offers & rewards to ensure Yes Securities product is lucrative for RMs to sell & have high recall value in the minds of the Sales Team. Co-ordinate & maintain strong relationship with Yes Bank Program Team, ensuring Yes Securities' product recall value.

#### **PANELIST MR. PINANSHU CHAMPANERI**



Alumnus Pinanshu Champaneri has a diverse work experience in human resources. Currently, in 2021, Pinanshu Champaneri works at Anunta Tech as a Senior Human Resource professional. Additional information about their current role is not provided.

They then interned at Reliance Nippon Life Insurance in 2017, where they contacted and interviewed qualified candidates for job positions, utilized online recruiting services, and conducted applicant pre-screening and interviews.

Pinanshu Champaneri completed a Master of Business Administration (MBA) in Human Resources Management/Personnel Administration from Atharva Institute of Management Studies from 2016 to 2018. Later in 2017, they worked as a Human Resources Trainee at The Westin Mumbai Garden City, where they managed HR administration processes, supported departmental training requirements, and assisted with recruitment needs.

From 2018 to 2021, they served as a Senior Executive Human Resource Business Partner at Datamatics Global Services Limited. In this role, they provided HR guidance to line management and developed programs to promote new managers from within. They also established successful programs focused on skill and competency gap analysis.



He is holding nearly three years of professional experience in the field of Computer Engineering. With a dynamic background in the technology sector, this professional has

contributed significantly to two notable organizations, demonstrating expertise and dedication. Having spent 1 year and 6 months at Byju's and an additional 1 year and 5 months at Mindgate currently, He brings a wealth of knowledge and hands-on experience to the table. Their journey in the world of computer engineering has allowed them to work on various projects, build expertise, and make valuable contributions to their respective organizations.

With a combined experience of 3 years in the industry, this individual's work reflects their commitment to the ever-evolving field of computer engineering. Shivang Sharma completed a Master of Business Administration (MBA) from Atharva Institute of Management Studies.



*GLIMPSES OF PANEL DISCUSSION on 26<sup>th</sup> November 2023*

Dr. Shubhi Lall Agarwal, Convener, IRCDTB 2023 concluded the pre-lunch session by presenting vote of thanks in which he extended heartfelt gratitude to all the dignitaries and alumni for their valuable presence and time.

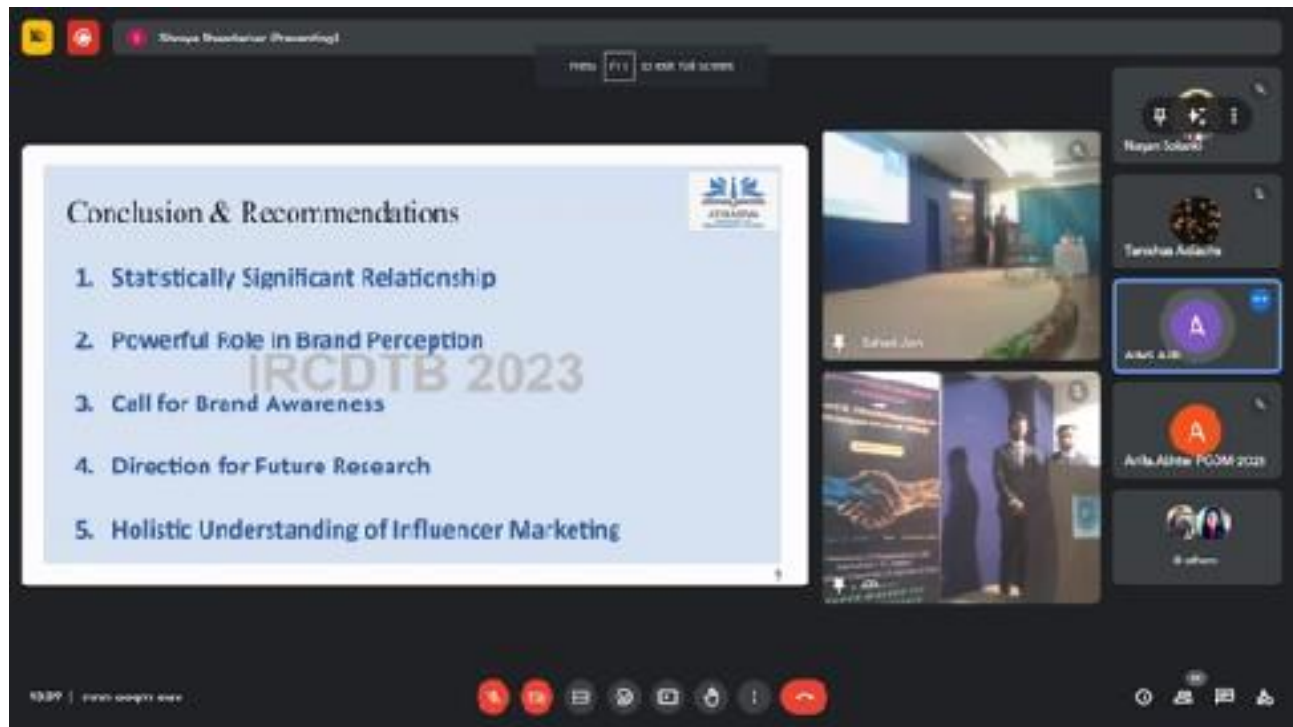
*Plenary Sessions Window 1: SEMINAR HALL\_26 Nov*

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**CODE: 44** - Mr. Mayuresh Shinde

**TITLE OF THE PAPER:** Impact of Social Media Influencers on Consumer Behavior

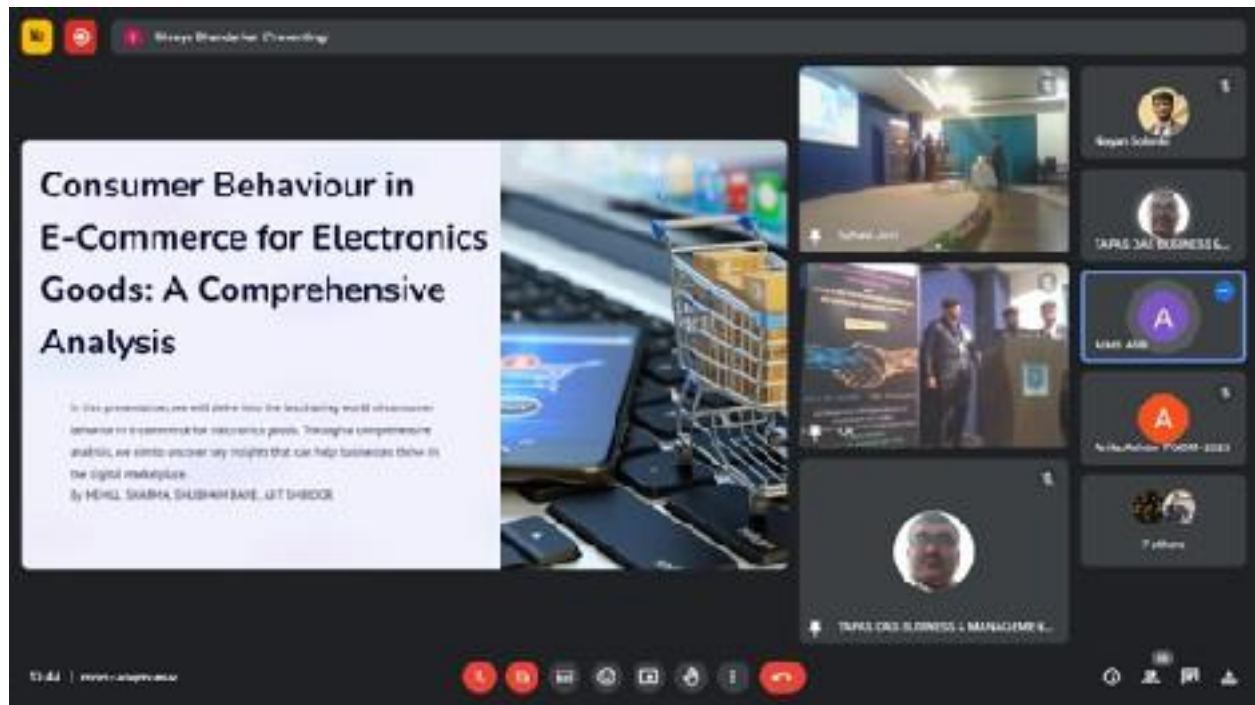
**Keywords:** Social media, influencers, consumer, marketing



**CODE: 45** - MR. SHUBHAM BANE, MR. MEHUL SHARMA, MR. AJIT SHIROOR

**TITLE OF THE PAPER:** Consumer Behavior in E-Commerce for Electronics Goods: A Comprehensive Analysis

**Keywords:** Cutting-edge technology, artificial intelligence, online buying experience, counterfeit products, social media influencers



**CODE: 46 - Ms. ARIFA AKHTER, Ms. NAMRATA DAS, Ms. KOMAL PRITY**

**TITLE OF THE PAPER:** Transmuting Efficacy of Artificial Intelligence in Business Analytics and Business Intelligence

**Keywords:** Artificial Intelligence, Advanced Analytics, AI Analytics, Business Analytics, Business Intelligence and Business Analysts



**BENEFITS OF AI IN BUSINESS ANALYTICS AND BI**

- ✓ Enhanced Data Processing
- ✓ Advanced Predictive Insights
- ✓ Real-time Decision-making
- ✓ Automation of Routine Tasks
- ✓ Improved Accuracy and Precision
- ✓ Personalized Recommendations and Customer Insights

**Global Artificial Intelligence Market**

Year	Market Size (Billion USD)
2015	100
2016	120
2017	150
2018	180
2019	220
2020	280
2021	350
2022	450
2023	550
2024	680
2025	850

The Market will reach \$27.45B by 2025  
CAGR of 35.8%

**CODE: 47 - MR. DHRITIMAN SARMA, LAW COLLEGE, KOCHI, KERALA**

**TITLE OF THE PAPER:** Digital Transformation of Business and Legal Implications

**Keywords:** Digital transformation, Business, Consumer, Cyber Law, Consumer Protection.

**Research Methodology**

The paper has been made using an exploratory research approach. It has adopted a review of the current practice literature in legal domain and the digital transformation landscape.

The researcher has used a qualitative research approach. The data has been collected through interviews with legal professionals and through a review of the current practice literature in legal domain and the digital transformation landscape.

Security and data privacy emerge as significant challenges for the digital transformation of legal domain and the delivery of legal services through the legal domain.

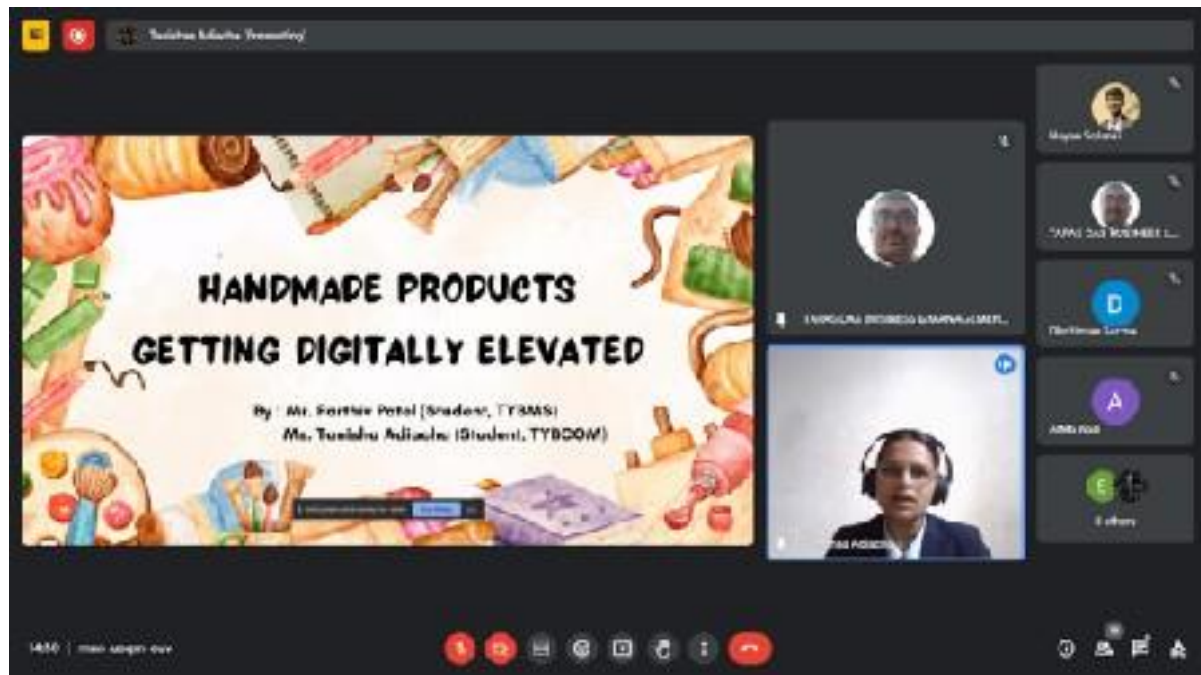
Intellectual property considerations, including licensing agreements, copyrights, and patents, are essential along with the digital transformation of legal domain.



**CODE: 48 - Ms. TANISHA ADIACHA, MR. PARTHIV PATEL**

**TITLE OF THE PAPER:** Handmade products getting digitally elevated

**Keywords:** Handmade products, Digital platform, Skill job, E-commerce, Digital revolution, E-selling



**CODE: 49 - Ms. Saumya Mishra**

**TITLE OF THE PAPER:** "Digital Assistance in Businesses: Transformative Trends and Strategic Implications"

**Keywords:** Virtual assistance, digital assistance, artificial intelligence

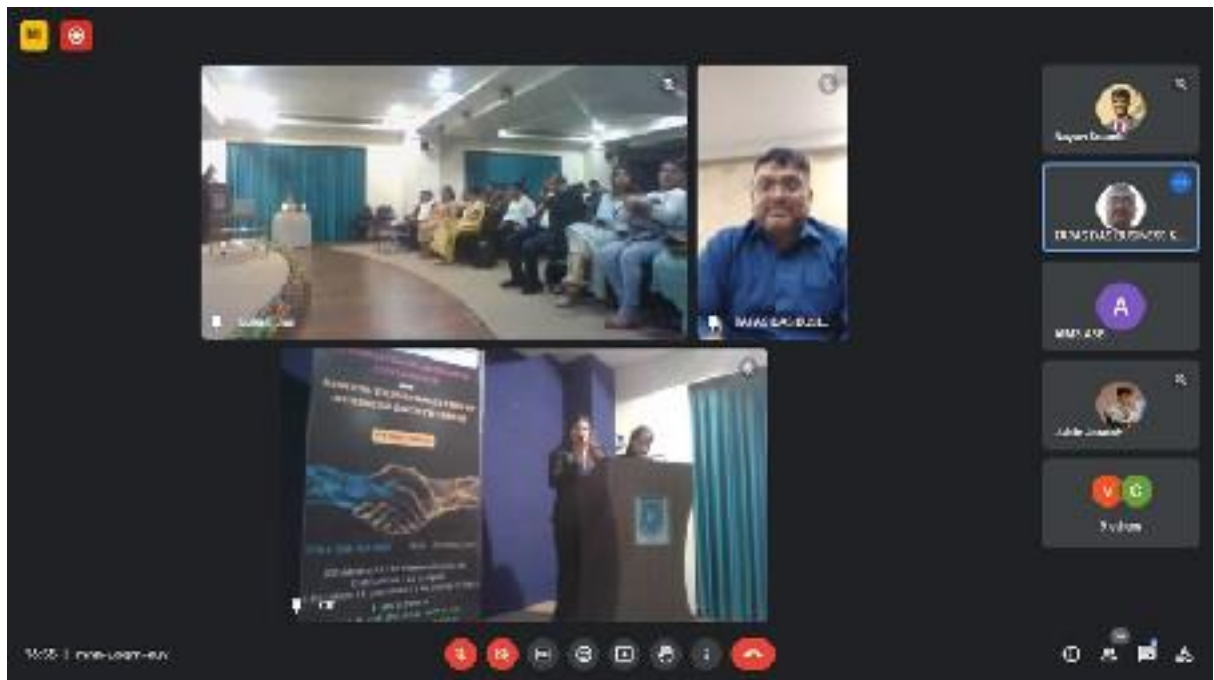
**CODE: 50 - MR. RAMAKRISHNAN IYER,AIMSR,MUMBAI,INDIA**

**TITLE OF THE PAPER:** Digital Transformation using Machine Learning and Robotic Process Automation

**Keywords:** Robotic Process Automation, Machine Learning, Intelligent Automation, Incident







**CODE: 51 - Ms. SHRADHA FULSUNGE**

**TITLE OF THE PAPER:** "Mumbai-based study on Consumer's perception and behaviour towards sanitary napkins"

**Keywords:** Sanitary napkins, Women's health, hygiene, perceptions.

**CODE: 52 - Ms. VISHAKHA TIWARY, Ms. NIKITA DALAL**

**TITLE OF THE PAPER:** Digital transformation in Small and Medium-sized Enterprises

**Keywords:** Transitional digital era, holistic success, Fundamental rethinking

*Plenary Sessions Window 2: CLASS ROOM 5\_26 Nov*

**JUDGE: PROF. INDERJEET SINGH SODHI, PROFESSOR, DEPARTMENT OF POLITICAL SCIENCE, JAMIA MILLIA ISLAMIA (CENTRAL UNIVERSITY), DELHI**





He is presently Professor (Public Administration) and Head, Department of Local Governance. He is Ph.D., M.A. (Public Administration), and M.A. (Political Science) from the University of Rajasthan, Jaipur. He worked as Associate Professor (Public Administration), University of Dodoma, Tanzania (Africa) and as Head, Department of Public Administration, St. Wilfred's Post Graduate College, Jaipur (Affiliated to University of Rajasthan, Jaipur) and faculty member in the Department of Public Administration, S.S. Jain Sobodh P.G. (Autonomous) College, Jaipur (Affiliated to University of Rajasthan, Jaipur). He has about 16 years teaching experience. Conducted Research Studies on behalf of HCM Rajasthan State Institute of Public Administration, Jaipur sponsored by the Ministry of Personnel, Public Grievances and Pensions. He has written extensively published books from International and National publishers. More than thirty articles / papers published in International / National Journals and Books. He participated in various International / National conferences. He attended various training programmes. He has specialization in Governance, E-Governance, Public Policy, Local Governance, Panchayati Raj, Urban Development, Reform, etc. He is life member of Indian Institute of Public Administration (IIPA), Indian Political Science Association (IPSA), New Public Administration Society of India (NEPASI), Indian Public Administration Association (IPAA) and Administrative Change.

**CODE: 53 - Ms. TRISHA DOIPHODE, Ms. AAYUSHA RANA**

**TITLE OF THE PAPER:** Impact of Digitalization on Home Automation and Smart Living Industries-IoT based

**Keywords:** Smart home technology, IoT-based home automation, Digitalization and smart homes, Smart home impacts on society user behavior, Smart home advantages and challenges



**CODE: 54 - MR. ATHARVA BABHULKAR, MR. ANKIT CHAFALE**

**TITLE OF THE PAPER:** A fundamental analysis of Telecommunication sector with special reference to Bharati Airtel

**Keywords:** Fundamental analysis, Financial health, Investment potential, financial statements, Competitive positioning.



**CODE: 55 - MR. PARTHIV PATEL, PROF. KAJAL DESAI**

**TITLE OF THE PAPER:** E-commerce an Opportunity or Threat

**Keywords:** E-commerce, Artificial Intelligence, Future Growth, Big Data, Cyber Crime, E-business



**CODE: 56 - DR. SALONI**

**TITLE OF THE PAPER:** "Evaluating Disaster Preparedness Practices Among Hospital Staff in Navi Mumbai: An Empirical Analysis"

**Keywords:** Emergency Preparedness, Healthcare Personnel, Disaster Management Practices



**CODE: 57 - DR. IFTIKAR MESTRY**

**TITLE OF THE PAPER:** Consumers Awareness for Sustainable Agriculture and its effect on Rural Development

**Keywords:** Famine, Sustainable Agriculture, ecosystems, infrastructure, increasing CO2

**CODE: 58 - DR. MARY VARGHESE**

**TITLE OF THE PAPER:** The Impact of Artificial Intelligence on Business Education

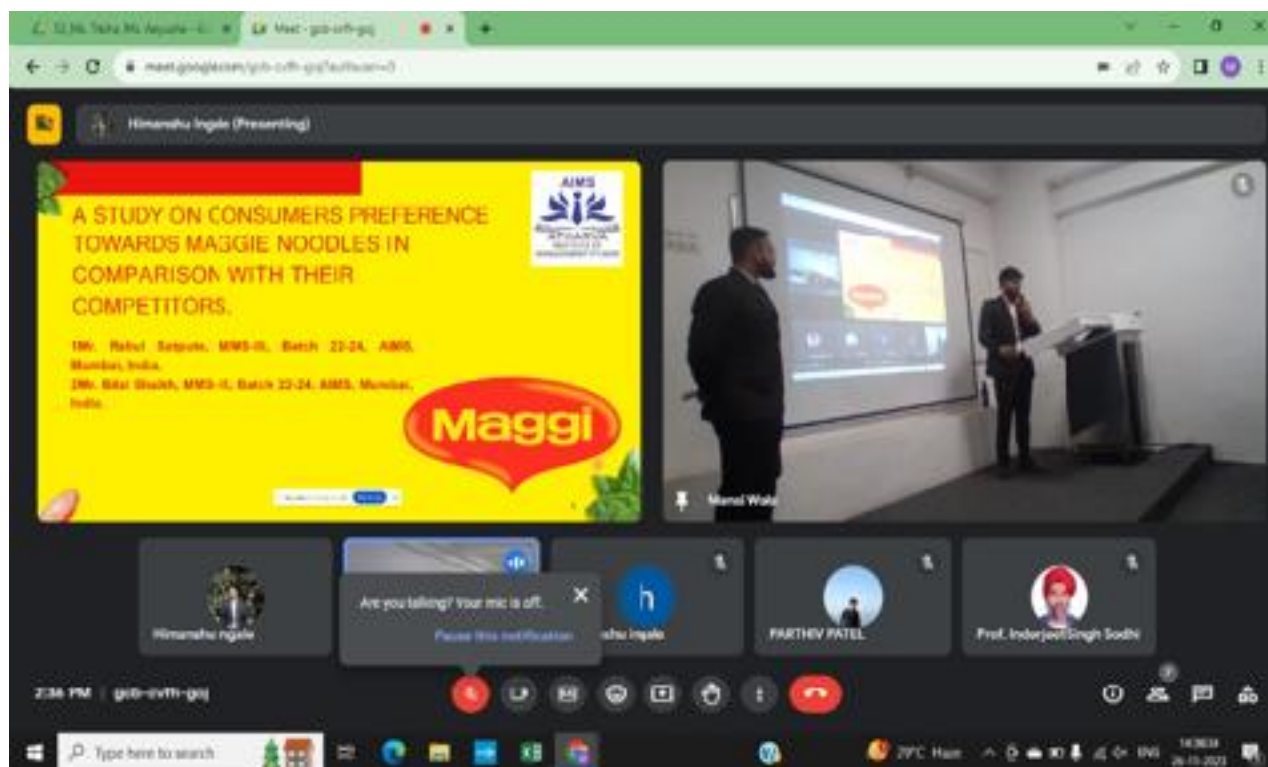
**Keywords:** Artificial Intelligence, business education, AI integration, pedagogical practices, personalized learning

**CODE: 59 - MR. RAHUL SATPUTE, MR. BILAL SHAIKH, AIMS,MUMBAI**

**TITLE OF THE PAPER:** A study on consumers preference towards Maggie noodles in comparison with their competitors.

**Keywords:** Maggie noodles, Controversy, Brand value, Loyalty, Health Risk





**CODE:60** - Mr. Jubin Joseph

**TITLE OF THE PAPER:** Summit Surge: Unveiling the G20 Effect on Host Country Stock Markets

**Keywords:** The Group of 20, or G20, is an international governmental forum with a rotating presidency comprising 19 sovereign countries, the European Union, and the recent full member, the African Union.

**PLENARY SESSIONS WINDOW 3: CLASS ROOM 6 26 NOV**

**Judge - Prof. (Dr) Sarmishtha Sarma, Professor, ABS, Noida, U.P., India**



Prof.(Dr) Sharmishta Sarma Professor, ABS,NOIDA,UP,INDIA. Dr Sarmishta Sarma is a Professor, Consultant, Author, Editor and Columnist. At present she is a Professor of Marketing at Institute of Innovation in Technology and Management (Affiliated to Guru Gobind Singh Indraprastha University, New Delhi, India). She is a Consultant to Tata Consultancy Services since 2018. She had a popular column in

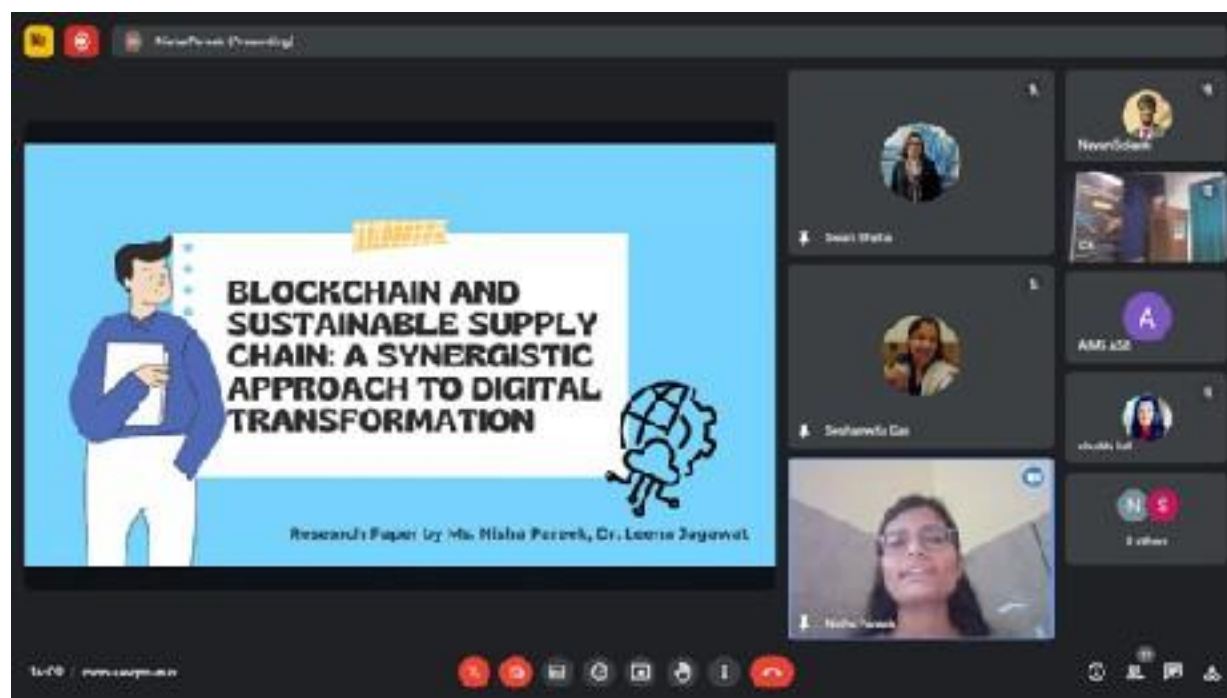
Dainik Bhaskar named “Shabdarth” brought out in Hindi, Marathi and Gujarati. She has authored 5

books in various domains of Marketing and is presently Editor in Chief of IITM Journal of Business Studies (JBS) a UGC Care Listed Journal. Also she is in the editorial advisory board of Ecoforum Journal in Romania actively promoting research in business management globally.

- Along with all these roles she is associated with National Council of Educational Research and Training (NCERT) as a teacher trainer and was a member of the team that designed all India Teacher Training Manual. She has also been a member for designing Global Supply Chain Management course for IGNOU, MBA Programme. She is empanelled as a subject matter expert with National Productivity Council and a research guide with All India management Association (AIMA).
- At present she is a part of reviewer committee for two projects one with State Council of Educational Research and Training Assam Government, Commerce Course Class-11 and in Updating Curriculum Syllabi and Textual Material of Vocational Education Textbooks Class 10<sup>TH</sup>, 11<sup>TH</sup> and 12<sup>TH</sup> for Pandit Sunderlal Sharma Central Institute of Vocational Education (PSSCIVE), Bhopal.

**CODE: 61 - DR. LEENA JAGAWAT, MS. NISHA PAREEK**

**TITLE OF THE PAPER:** Block chain and Sustainable Supply Chain: A Synergistic Approach to Digital Transformation



**CODE: 62 - DR. APARNA GER**

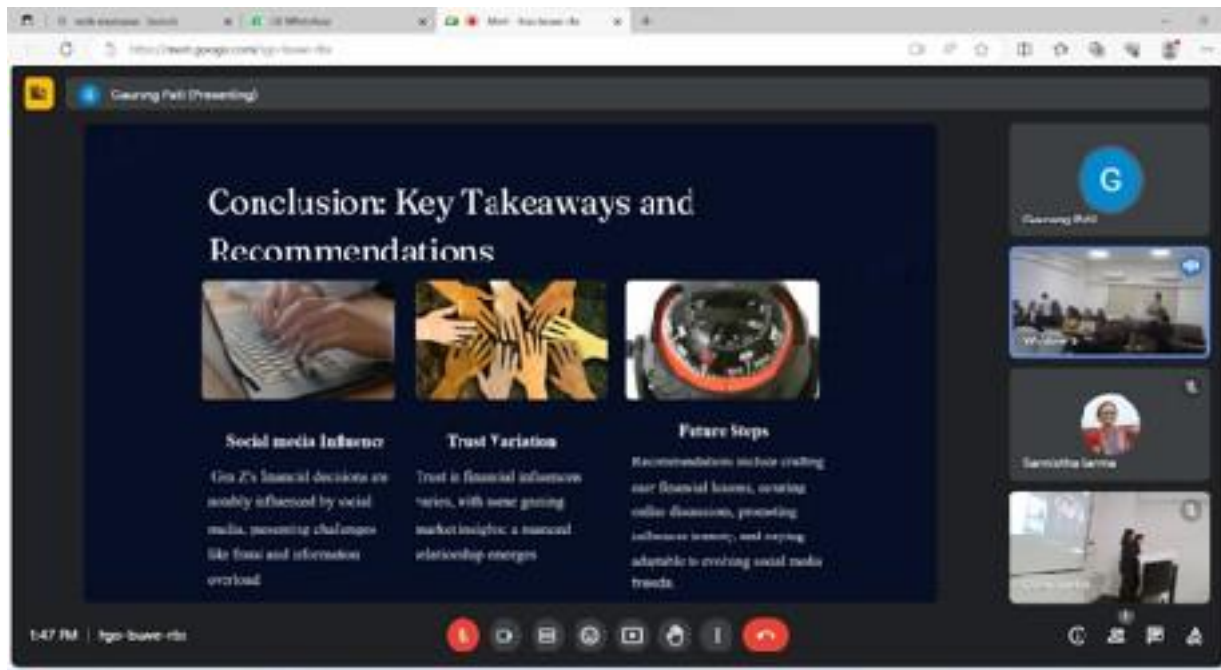
**TITLE OF THE PAPER:** "SUSTAINABLE DIGITAL TRANSFORMATION: LEVERAGING HR ANALYTICS FOR EFFICIENT WORKFORCE MANAGEMENT"

**Keywords:** Sustainable Digital Transformation, HR Analytics, Workforce Management, Organizational Performance, HRM 5.0, Responsible Digital Transformation, Interdisciplinary Approach, Corporate Success.



**CODE: 63 - MS. NEELAM SHEKHAWAT & MS. PRIYA PREMKUMAR**

**TITLE OF THE PAPER:** "Integration of Digital Transformation within Social Media Platforms and its Effect on investing decisions of Gen Z"



CODE: 64 - Ms. KINJAL MORE\

**TITLE OF THE PAPER:** TO STUDY THE FACTORS THAT CONTRIBUTE TO CUSTOMERS SWITCHING ELECTRONIC BRANDS IN MUMBAI

**Keywords:** customer perception, brand switching





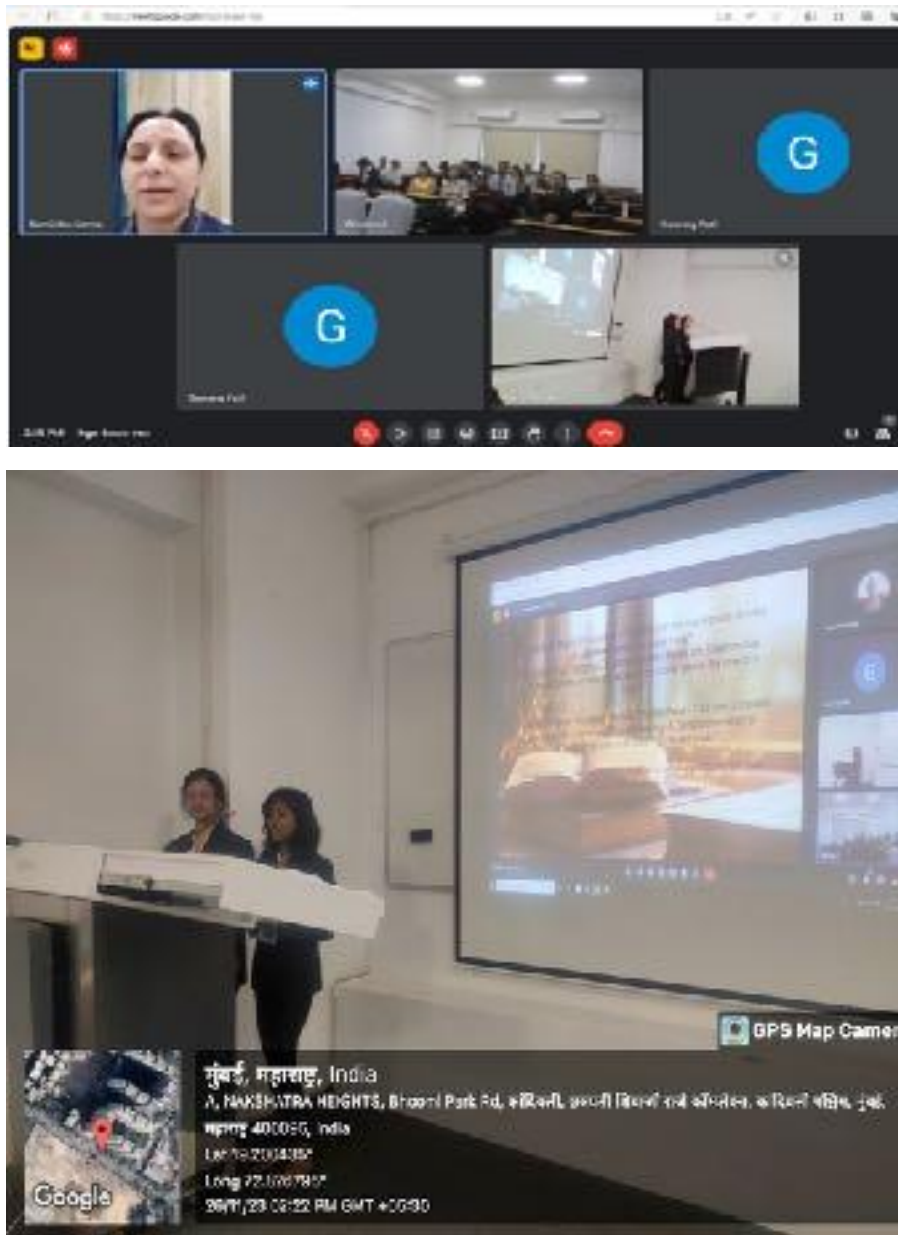


**CODE: 65 - Ms. VAISHNAVI PETKAR, Ms. SAHYOGI GAIKWAD**

**TITLE OF THE PAPER:** PERCEPTIONS OF EBOOKS AMONG READERS.

**Keywords:** ebook, electronic book, e-book, eBook, electronic version, printed book, text, images, flat-panel display, computers, electronic devices, e-reader devices, desktop computers, laptops, tablets, smartphones, lower prices, increased comfort, larger selection, electronic bookmarks, referencing, annotate pages, adults, reading, e-reader, tablet, ownership, devices, perceptions.





**CODE: 66 - Ms MANSI JADHAV**

**TITLE OF THE PAPER:** A Study On the Influence of Digitalization on Education

**Keywords:** Modernization, Education Sector, Innovation, Technology, Transformation.





**CODE: 67 - Ms. MANSI SONA, Ms. AANCHAL MALPANI**



**TITLE OF THE PAPER:** Role of digitization in changing the pattern of consumption and buying behaviour of a consumer during last two decades

**Keywords:** Digital consumer, Buying behaviour, Internet, Online buying trends, AI, Augmented reality



**CODE: 68 - MR. KEYUR BHARAT SHAH**

**TITLE OF THE PAPER:** THE IMMERSION LIQUID COOLING TECHNOLOGY FOR HPCS & DATA CENTRES

**Keywords:** Computer server; Cooling system; Data Centre; History; Implementation; Review; Immersion Cooling; High Performance Computing; Energy Saving; Thermal Modeling, Supercomputers; Energy efficiency

**CODE: 69 - MS. PARVI CHOUDHARY, MS. PREETI DODWANI**

**TITLE OF THE PAPER:** Impact of social media on relationships

**Keywords:** Emotional well-being, relationships, social media



*Plenary Sessions Window 4: CLASS ROOM 7\_26Nov*

**JUDGE DR. YESHA MEHTA, ASSOCIATE PROFESSOR, TIMSR, MUMBAI**



Experienced Associate Professor with a demonstrated history of working in the

education management industry. Skilled in Marketing, Digital Marketing, Consumer Behaviour, E-learning, and Instructional Design.

JUDGE DR. KIRAN MENGHANI, VICE PRINCIPAL, VEDANTA COLLEGE, MUMBAI, MAHARASHTRA, INDIA



Dr Kiran Menghan she has over twenty years of experience in teaching at college level – both Junior and Senior levels. Vice Principal in Vedanta College. Assistant Professor at Bunts Sangha's, Anna Leela College of Commerce and Economics since 2017. Lecturer at J W sadhubella girls college from 2011 to 2017. Mcom Co-ordinator at J W Sadhubella college from 2014 to 2017.

Conducted various adequate classes on the Economics of Global Trade and Finance for MCom level students. Have experienced with SDT Kalani College as a Faculty of BMS section in the year 2009-10. Have experienced as the education counselor cum college in-charge Principal at R K Abhang Jr college from years 2003 to 2007. Have known well as and teacher, lecturer along with as a debater and Alumni member and served as Micro and Mega Teaching Guide in Seva Sadan College of Education for B-ed Students.

CODE: 70 - DR. MONIKA SHRIMALI, DR. SWATI AGRAWAL

**TITLE OF THE PAPER:** A Comparative Performance Analysis of Celebrity Endorsed Brands: HRX by Hrithik Roshan & Skult by Shahid Kapoor

**Keywords:** Celebrity Endorsement, Comparative Performance, Brands

CODE: 71 - MR. SHIVAKUMAR SANGHVI, MR. KETAN SUTARIA, MR. SUNIL ZORE

**TITLE OF THE PAPER:** TO STUDY INVESTOR'S PERSPECTIVE TOWARDS FUTURE & OPTIONS IN STOCK MARKET (MUMBAI)

**Keywords:** Futures, options, derivatives, investor perspectives, risk management, portfolio diversification, market efficiency.



**CODE: 72 - PROF. KAJAL DESAI, MR. DEEP ACHALKHAMB**

**TITLE OF THE PAPER:** Digital Transformation in Business and its impact on Tourism Industry.

**Keywords:** Digital transformation, tourism





**CODE: 73 - Ms. KRUSHI SHAH, DR. LEENA JAGAWAT**

**TITLE OF THE PAPER:** Digital Transformation in Retail: E-commerce, Omni channel, and Customer Engagement

**Keywords:** E-commerce, Omni channel, and Customer Engagement



**CODE: 74 - Ms. DIVYA VARTAK, PROF. KAJAL DESAI, MR. PRATHAMESH GOVINDKAR**

**TITLE OF THE PAPER:** DIGITAL TRANSFORMATION IN SUPPLY CHAIN MANAGEMENT- E- COMMERCE BUSINESS

**Keywords:** Supply chain management, e commerce



**CODE: 75 : DR. NITIN GODSE**

**TITLE OF THE PAPER:** Impact of IoT tools in Indian Industry



**CODE: 76 - MR. SHIVAM MADHAWAN, MS. SHREYA BHANDARKAR**

**TITLE OF THE PAPER:** A Study on how UPI accelerates Financial Inclusion in India – with special reference to Gen X

**Keywords:** Unified Payment Interface, Generation X, Financial Inclusion

**CODE: 77 - MS. SUDHIKSHA KOTIYAN, MS. SANJANA PRAJAPATI, DR. REENA POOJARA**

**TITLE OF THE PAPER:** A STUDY ON IMPACT OF HRIS ON ORGANIZATIONAL EFFICIENCY

**Keywords:** HRIS, Organisational Efficiency, HR, Information Database



CODE: 78 - MR. AMIN SHAIKH, DR. SUDHIR PUROHIT

**TITLE OF THE PAPER:** Comparative study of the digital transformation of payments systems in the banking sector in the last 3 decades before the introduction of electronic payment systems.

**Keywords:** Digitization, Banking sector, Technology, Customer, Payment





## VALEDICTORY CEREMONY

Under the theme: Digital transformation in Business, E certificates was distributed to all the participants for their contribution after the completion of plenary sessions.



*The Student's Core Committee behind the IRCDTB 2023*

## GLIMPSES OF IRCDTB2023























### Activity Report

Name of Event: **RYTHAM ACTIVITY-INNOVENTURE- New ProductChallenge**

Date of Event:	16 <sup>th</sup> April 2024
Time	11.00 an to 3.30 pm
Venue:	Seminar Hall, 4 <sup>th</sup> floor
Co-Ordinator:	OPERATIONS CLUB OPEX

### Description

#### Objectives:

Operations Club- OPEX organized Innoventure- New Product Challenge eventon 16<sup>th</sup> April 2024. 7 Teams of MMS and 1 Team of ASB participated in the event. Team No 4 who made Solar Bag was won 1<sup>st</sup> prize and Runner up was Team No 2 who made Bird Feeder. Total 40 students participated in the event. The glimpses of the event are as under:

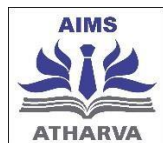
Prof Ganesh Apte











## **Atharva Institute of Management Studies**

### **Activity / Event report**

Name of Event/Title : Subject counselling by Director

Resource person : Dr. D. Henry Babu

Organization : Atharva Institute of Management Studies

Designation : Director

Contact no. 9619520027

Email ID : director@atharvaims.edu.in

Date(s) of conduction : 22/2/24 & 23/2/24

Class / Sem : MMS 2<sup>nd</sup> sem

Faculty coordinator : Prof. Ketan Sutaria, Prof. Kajal Desai

## **DESCRIPTION**

**Objectives:** To assist students in selecting a specialization that aligns with their knowledge, skills, interests, and career aspirations.

**Key Takeaways:**

- 1) The importance of seeking advice from faculty and mentors was reinforced, encouraging students to take advantage of available resources.
- 2) Students learnt how to set achievable short- and long-term goals related to their specialization choice, helping them stay focused and motivated.
- 3) Students were introduced to practical tools, such as pros and cons lists and mind mapping, to aid in their specialization selection process.

**Learning Outcomes:** Students were better prepared to select a specialization that truly reflects their unique profile and aspirations.



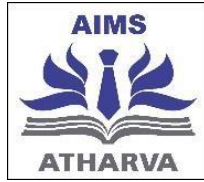


**PREPARED BY:** Dr. Swati Agrawal

**Verified by:** Dr. Shubhi Lall Agarwal

**Submitted to:** Dr. D. Henry Babu





## Atharva Institute of Management Studies

### Activity / Event Report

Name of Event/Title : Quiztastic - Play | Prosper | Learn  
Club : Pinnacle Club  
Venue : Seminar Hall, Atharva Institute of Management Studies  
Date of conduction : 17th October 2023  
Class / Sem : MMS 1<sup>st</sup> Semester  
Faculty Coordinator : Prof. Kajal Desai and Dr. Leena Jagawat  
Student Coordinator : Krushi Shah , Nisha Parekh , Shubam Bane , Sakshi Jain ,  
Prajapati Mansi Chitroda , Nishita Patel , Rahul



# **DESCRIP**

## **TION**

Quiztastic, a day filled with knowledge, competition, and camaraderie, took place at the Seminar Hall of Atharva Institute of Management Studies on 17th October, 2023. The event was organized with the objective of promoting learning and problem-solving among students and participants, and it turned out to be a grand success.

The day began with a warm welcoming speech that set the tone for the event. To invoke the blessings of Goddess Saraswati, all the faculty members inaugurated the event by lighting the lamp while Saraswati Vandana played in the background.

Quiztastic featured three rounds, each bringing a new level of excitement and competition. The rounds and their respective anchors were as follows:

### **1. Round 1: BizWiz Bonanza (50 marks)**

- Sub-rounds: Guessonomics, Word Wiz, Biz Charades, Puzzle-o-Mania
- This round saw the elimination of six teams.

### **2. Round 2: Gameplan Galore (30 marks)**

- Sub-rounds: XO Xperts, Spin the Wheel
- Four teams were eliminated in this round.

### **3. Round 3: AdVenture Avenue (20 marks)**

- Sub-round: Ad-Madness
- The judging for the last round was conducted by Dr. Swati Aggarwal, adding a touch of expertise to the proceedings.

The event culminated with the winner being decided based on the total score accumulated from the first round to the final round. The enthusiasm of the participants and the challenging questions made the competition intense.

The winners and runners-up of Quiztastic were awarded with books and certificates. These prizes were handed over to the deserving participants by Director Dr. D Henry, symbolizing their achievement.

The event concluded with memorable moments captured in photographs. Winners, core committee members, faculty, and the entire Quiztastic team posed for photographs, marking the successful culmination of an intellectually stimulating day.

In between the rounds, the anchors engaged with the audience by playing fillers and rewarding correct answers with chocolates, adding an element of fun and interaction to the event.

The event's enthusiastic hosts, not only delivered a welcoming speech that set the stage but also extended a heartfelt vote of thanks at the end. They expressed gratitude to all the participants, faculty members, the organizing team, and everyone who contributed to the success of Quiztastic.

The event not only encouraged healthy competition but also fostered an atmosphere of learning and collaboration among the participants. Quiztastic was indeed a grand success and left everyone looking forward to the next edition. It served as a reminder that learning can be exciting and that competition can be fun when driven by the pursuit of knowledge.

**"A moment of reverence and inspiration as the lamp is lit to invoke the blessings of Goddess Saraswati, signifying the beginning of an enlightening journey at Quiztastic."**



1. **"The Seminar Hall transformed into a hub of knowledge and excitement, setting the stage for an engaging and intellectually stimulating Quiztastic event."**



2. **"Participants demonstrating their knowledge and teamwork during the intense Quiztastic competition."**













**Mumbai, MH, India**

Malad West, Mumbai, 400095, MH, India

Lat 19.198374, Long 72.825776

10/17/2023 02:57 PM GMT+05:30

Note : Captured by GPS Map Camera



**Students Solving the Quiz**

- 
3. "Director Dr. D Henry congratulates the triumphant winners and runner-ups, symbolizing their remarkable achievements."





4. "A moment of camaraderie as the Quiztastic team, together with Director Dr. D Henry and esteemed faculty members, celebrates the success of this intellectually stimulating event."



Event Report prepared by: Ms. Nisha Pareek, M.M.S- B 23-25.

This event was conducted under the guidance of the Dr. Henry D. Director Sir, Dr. Reena Poojara HOD and Program Head MMS, Dr. Leena Jagawat & Prof. Kajal Desai.

Submitted to: Dr. Henry D., Director, Atharva Institute of Management Studies.



**Report on the “Atrangi – the Cultural fest” at**  
**Atharva Institute of Management Studies, Mumbai**



**Activity / Event Report**

**Name of Event** : Atrangi – The Cultural Fest

**Date(s) of Conduction** : 14<sup>th</sup> – 16<sup>th</sup> March 2024 Class

**/ Semester** : MMS Batch 2023-2025

**Number of Students participated:**134

**Faculty coordinator** : Dr. Swati Agrawal Dr.

Monika Shrimali

**Coordinator/committee** : Cultural Committee

**Event Mentor/Guide** : Dr. D. Henry Babu (Director, AIMS)

## **1. Report:**

Atharva Institute of Management Studies , Mumbai organized “Atrangi – The Cultural Fest” organized three days cultural event from 14<sup>th</sup> to 16<sup>th</sup> march 2024 to celebrate the cultural traditions of the region with bright colors . Throughout the program the atmosphere was electrifying with lot of laughter and sound of music . The diverse range of performance consisting of dance, singing and acts showcasing the hidden talents of the students . The students enthusiastically participated in all the three days event and made it up to the mark. On 14<sup>th</sup> march 2024 the first event i.e. “Jodi No.1” was conducted in which the students dressed up like a twin and also participated in activities conducted showcasing the coordination between the pair. Following the day, “Traditional Day” was celebrated on 15<sup>th</sup> March 2024 wherein all the faculty and students dressed up in traditional attire and had ramp walk , QnA and Inquesta , here students were walked confidently and brainstorming activity was played. On the last day of event, 16<sup>th</sup> March 2024 “Bollywood Hungama” the day with lot of laughter and creativity ; students represented the character of Bollywood by their dressing and also enhanced their creative minds by participating in Atharva’s Got Talent in which they did dance , singing , acting , etc.

### **Key Takeaways**

- Students showcased their ideas and creativity skills
- Students also buildup confidence and positively faced the challenges came forth
- Through the event all get connected to the culture or tradition
- The brainstorming helped everyone to think out of box as well as help in self realization.
- Students actively participated in all the three day event and also learnt many management lessons through it.



## FLYER OF THE SESSION



## GLIMPSE

## The committee



## The Team





**The Winners of Day 1**



## Jodi No.1



## The Winners of Day 2 Traditional Tadka





## The Winners of Day 3

### Bollywood Hungama





### Mumbai, Maharashtra, India

Atharva Educational Trust, Atharva Back Rd, Malad, Charkop Naka, Asmita Jyoti Housing Society, Malad West, Mumbai, Maharashtra 400095, India

Lat 19.198056°

Long 72.825964°

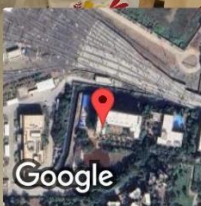
16/03/24 02:14 PM GMT +05:30

 GPS Map Camera









Mumbai, Maharashtra, India

Atharva Educational Trust, Atharva Back Rd, Malad, Charkop Naka, Asmita Jyoti Housing Society,  
Malad West, Mumbai, Maharashtra 400095, India

Lat 19.198126°

Long 72.825796°

15/03/24 03:01 PM GMT +05:30

GPS Map Camera







**Report on the “International Women's Day” at Atharva  
Institute of Management Studies, Mumbai**



**Name of Event:** International Women's Day 2024 by AIMS

**Date of Event:** March 7, 2024 (Thursday)

**Timing:** 1:30 pm–4:30 pm

**Venue:** Seminar Hall, Phase 3, AET Campus, Malad-Marve Road, Charkop Naka, Malad (W)400095

**No. of students involved:** MMS Sem 2



**Description:**

On the special occasion of International Women's Day, our respected director, sir, and all the male faculties organized a celebration for all the female faculties and female students. All the female faculties were escorted to the seminar hall with the male faculties, and on entrance they were given one white rose. After they settled, they were served juice, and everyone was given one batch.

The event started with the lighting of the lamp and Saraswati Vandana. The hosts of the event, Prof. Ketan Sutaria and Prof. Sudhir Purohit, then started with the event. The main objective of the event was to make all the women feel special, celebrate this day, and remember how special they are. As the event started, our respected director, Sir Dr. D. Henry Babu, gave an inspirational speech on why we were celebrating this event. In his, he gave a quote that said, "Empowered women empower women," which was very thoughtful.

We had guests from different departments as well, and one of them was from the Atharva Institute of Fashion and Arts, Mr. Falguni, and from the Atharva Institute of Data and Science, Dr. Jain, who also joined us.

We then started with our games that were arranged for all the female staff. The first game organized was a talk show with each of the teaching and non-teaching faculties. The talk show was a bit of fun with a rapid-fire round in it.

Then we had the game called balloon doodle, in which each female faculty member had to blow the balloon and draw some doodle onto it. The most creative doodle would win the game, and the final winner was Ms. Falguni from the Atharva Institute of Fashion and Arts. As a token of appreciation, we gave chocolates to everyone.

Our chief guest gave some insights on what fashion is and how one can be presentable. Then we started with the felicitation ceremony, where we gave slashes to each and every female faculty member and also tiaras with a box of gifts.

Then all the females had a quick ramp walk, and the event was over. We ended with a vote of thanks, and it was a great event organized for the first time in the history of Atharva.



Prepared by: Ms. Krushi Shah





### **Activity / Event report**

Name of Event	: <b>Sports Day on account of National Youth Day</b>
Date of Conduction	: 12 <sup>th</sup> January, 2024
Class / SEM	: MMS SEM I, Batch 2023-25 MMS Sem III, Batch 2022-2024
No. of Students Participated	: 100 +
Faculty Coordinator	: Dr. Swati Agrawal , Dr. Monika Shrimali
Venue	: Ground floor Lobby and Gymnasium, Phase III, AGI Campus, Malad West

## **Objective**

## **Description**

- To celebrate the National Youth Day . aimed to honour the legacy of Khashaba Jadhav, an Olympic bronze medallist, and foster a spirit of sportsmanship.

## **Key Takeaways**

- This was a student driven event. The Sportify Students Committee , along with Faculty successfully organised the Sports Day.
- The student gathering was Enlightened and impactful tribute to Khashaba Jadhav, an Olympic bronze medallist from 1952, instilling a sense of inspiration among the participants.
- The event began with an energetic dance performance , Students Showcased their skills in martial arts, delivering a captivating kick-off show that highlighted discipline and physical process.
- Various indoor sports such as carom, chess, arm wrestling, Gym ( Push ups, plank , squats ) and also Race , Tug of war , Dog in the Bone were played on the sports day
- All the students showed great enthusiasm and sportsmanship throughout the event with their participation.

## Flyer of the Event



## Glimpses



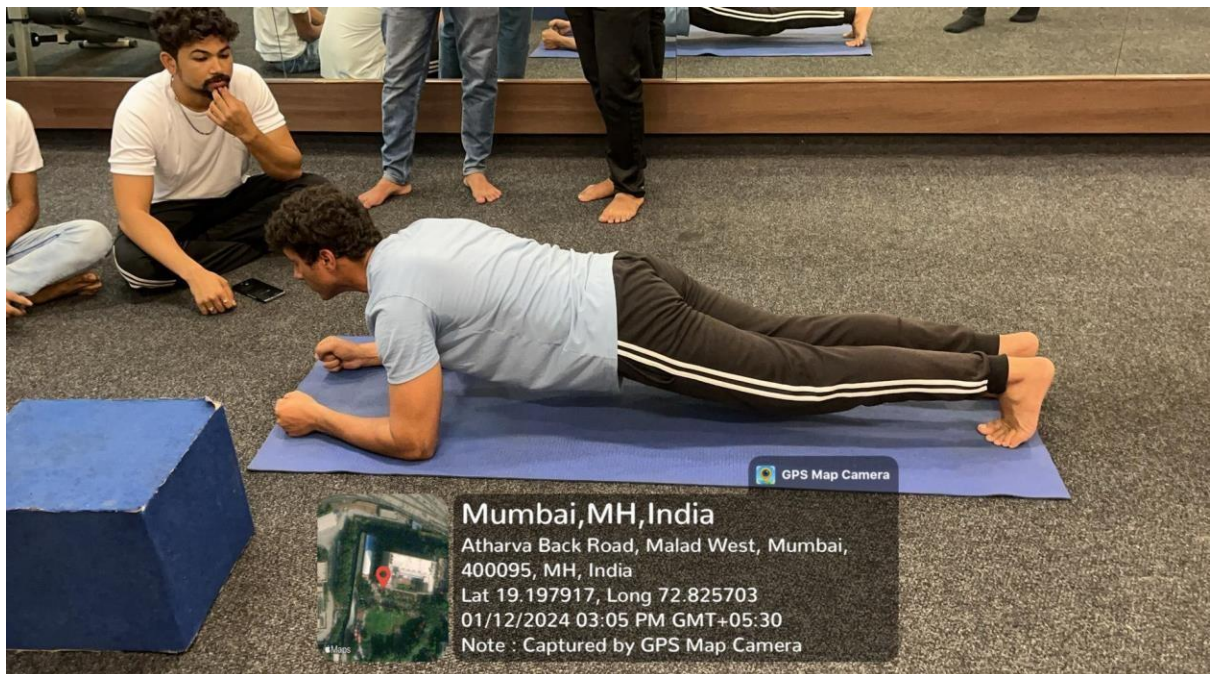
















Event report prepared by : Manasi Sankhe , Chetan Mulik

# **IQAC Quality Initiative**

## **ALUMNI SPEAKS on “Vistas in Research”**



### **Atharva Institute of Management Studies**

#### **Activity / Event Report**

Name of event	: <b>ALUMNI SPEAKS, Episode-19</b>
Resource Person	: Mr. Keyur Shah, Financial Analyst and Research Analyst, Alumni MMS (Batch 2017-2019)
Date(s) of conduction	: 4 <sup>th</sup> March 2024
Class / SEM	: MMS sem 2 - Batch 2023-2025
No. of students participated	61
Faculty Coordinator	: <b>Dr Shubhi Lall Agarwal</b>
Student coordinator/ committee	: Ms. Sakshi Jain



## **DESCRIPTION**

### Objective

- To introduce students to the corporate world and its challenges.
- To discuss Business Research and vistas in research.
- To discuss operations, research with live examples of metro trains projects.

### Key Takeaways

- Technical questions are asked during the alumni talk.
- Important skills required in the industry.
- Work culture within in different companies they worked in.
- Work culture in India and outside India.
- Leadership and Team management skills.
- How you take yourself forward is the most important thing in life.

## **GLIMPSES**







Event report prepared by: Ms. Sakshi Jain, Student, MMS

Verified by: Dr Shubhi Lall Agarwal, Co-ordinator, IQAC, AIMS, Mumbai



Report on the “WeBiz – Annual Business Management Fest 2024” at  
S.P. Mandali’s We School Welingkar Education, Mumbai.



Activity / Event Report

**Name of Event : WeBiz – Annual Business Management Fest 2024**

**Date(s) of Conduction : 6<sup>th</sup> – 7<sup>th</sup> March 2024**

**Class / Semester : MMS Batch 2023-2025**

**Number of Students participated:80**

**Faculty coordinator : Prof. Kajal Desai**  
**Prof. Ketan Sutaria**

**Coordinator/committee : We School Welingkar Education, Mumbai**

**Event Mentor/Guide : Dr. D. Henry Babu (Director, AIMS)**



## **1. Report:**

We School Welingkar Education , Mumbai , Department of Management organized the event “WeBiz – The Annual Business Management Fest 2024” for two days 6<sup>th</sup> & 7<sup>th</sup> March 2024 which focus on Inspire , Ignite & Innovation. This was a National level competition where students of other states such as Gujarat, Sikkim, Goa , etc . There were Management events as well as Fun games for the participants . The Winners were given Cash prizes. Out of 134 students of MMS 2023-25 batch 80 students participated and 07 students won in the events . Events such as Ad-Rush , SustainoPitch, Eco-Enigma, WeShleshan, TradeQuest, and many more. This was a great opportunity for the students to explore themselves and enhance their management skills .

### **Key Takeaways**

- Students got to know the level of competition and participated actively linking the curriculum in events
- Students from different institutes enhanced their entrepreneurial skills
- Student’s build networking by connecting with other university as well as other state students
- Students showcased their ideas and creativity skills and build up confidence
- Students got many management lessons by the judges who evaluated them & learnt the ways of dealing with business uncertainties.
- Students gained theoretical and practical knowledge from other participants & eminent panel of judges.
- Students developed an overall understanding of current and future trends in business

Sr. No.	Events	Participants	Rank	Prize won
1	Eco Enigma	Charu Yadav	1st	Total 10,000 (2500 each)
2	Eco Enigma	Sahil Kamthe	1st	Total 10,000 (2500 each)
3	Eco Enigma	Rohit Jaiswal	2nd	1250 each
4	Eco Enigma	Hritik Bajaj	2nd	1250 each

5	Eco Enigma	Shivam Madhawani	3rd	500 each
6	Kalakaari	Vaishnavi petkar	2nd	Total 10000(5000 each)
		Sushmita kapure	2nd	Total 10000 (5000 each )
7	Ad-Rush	Ankita Mhatre	Finalist	
		Karan Patil		
		Suhasi Jain		
8	Quiz Questa	Deep Achalkhamb	Finalist	
9	Quiz Questa	Shivam Madhawani	Round 3	
		Mehul Sharma	Round 3	
10	Sustainopitch	Sushmita Kapure	Round 2	
		Vaishnavi Petkar		
11	Case Study	Roshni Survase	Round 2	
		Suvansh Yadav		
		Krusha Shah		
12	Quiz Questa	Pranali Tanu Kukudkar	Round 2	
13	Quiz questa	Ramprasad Shinde	2nd round	
14	Trade Quest	Pankaj Tamkhane	Round 2	
		Nayan Shirke	Round 2	
		Varun Salvi	Round 2	
15	Ad-Rush	Pankaj Tamkhane	Round 2	
		Divya Vartak	Round 2	
		Neha Surve	Round 2	
16	Eco Enigma	Deep Achalkhamb		
17	Case study	Pranali Tanu Kukudkar		
18	SustainoPitch	Chaitanya Thombare		
		Arpit Bobade		
		Suhasi Jain		
19	Quiz Questa	Susmit Bhagat		
		Vaibhav Akhare		
		Komal Agrawal		
20	Weshleshan	Divya Vartak		

		Suhasi Jain		
21	Kalakaari	Divya Vartak		
		Pooja		
22	kalakaari	Riya Gharat		
		Mansi Sona		
23	Quiz Questa	Aanchal Malpani		
		Ankita Mhatore		
		Mansi Sona		
24	kalakaari	Shreya Bhandarkar		
		Priya Premkumar		
		Neelam Shekhawat		
25	TradeQuest	Pranav waghe		
		Rohit Talwadekar		
		Aakanksha yadav		
26	Quiz questa	Vaibhav Musale		
		Sphurti shere		
		Prafulla kadowadkar		
27	Quiz questa	Kajal Mungad		
		Sakshi Berde		
		Amit Raut		
28	Eco Enigma	Kajal Mungad		
29	Weshleshan	Charu Yadav		
		Kajal Mungad		
		Anushree Vartak		
30	Ad-Rush	Sakshi Jain		
		Hrushikesh Ayare		
		Prathamesh Akulwar		
31	Eco Enigma	Ayush Wankhede		
32	Eco Enigma	Harsh Tiwari		
33	Eco Enigma	Niraj Gadhawe		

34	Eco Enigma	Yogesh Bansode		
35	Kalakaari	Mansi Chitroda		
36	Eco Enigma	Sahyogi Gaikwad		
37	Sustainopitch	Nisha Pareek		
		Nishita Patel		
38	Quiz Questa	Parvi Chaudhary		
39	Eco Enigma	Sushant Pawar		
40	Trade Quest	Varun Salvi		
41	Quiz Questa	Aayusha Rana		
42	Eco Enigma	Adesh Raut		
43	Kalakaari	Neha Surve		
44	Eco Enigma	Ashish Wakale		
45	Eco Enigma	Swapnil Badgujar		



## FLYER OF THE SESSION

Shiksha Prasarak Mandal's  
Prin. L. N. Welingkar Institute of Management  
Development & Research (PGDM), Mumbai

we school  
Welingkar Education

**WeBiz**  
2024  
Inspire • Ignite • Innovate

**Annual Business Management Fest**  
@WeSchool  
Mumbai | Bengaluru

**6<sup>TH</sup> & 7<sup>TH</sup> MARCH 2024**

**SCAN TO REGISTER**

**20+ EVENTS**

**PRIZES UPTO 15LACS**

Powered By  
**ICICI Bank**

Platform partner  
**unstop**

webiz@welingkar.org | webiz\_welingkar | www.welingkar.org/webiz/

## GLIMPSE

s

Starting from left –

Shivam Madhavni – 3<sup>rd</sup> in Eco Enigma

Rohit Jaiswal – 2<sup>nd</sup> in Eco Enigma

Hritik Bajaj – 2<sup>nd</sup> in Eco Enigma

Sahil Kamthe – 1<sup>st</sup> in Eco Enigma

Charu Yadav – 1<sup>st</sup> in Eco Enigma

Sushmita Kapure – 2<sup>nd</sup> in Kalaakari

Vaishnavi Petkar – 2<sup>nd</sup> in Kalaakari













Report on the “Cogency Realm of Illusion 2024” at

**Anjuman-I-Islam’s Allana Institute of Management Studies, Mumbai**



[Activity / Event Report](#)

**Name of Event**

**: Cogency – Realm of Illusion 2024**

**Date(s) of Conduction : 03<sup>st</sup> March 2024**

**Class / Semester : MMS Batch 2023-2025**

**Number of Students participated : 63**

**Faculty coordinator : Prof. Kajal Desai**

**Prof. Ketan Sutaria**

**Coordinator/committee : Allana Institute of Management Studies**

**Event Mentor/Guide : Dr. D. Henry Babu (Director, AIMS)**

**Dr. Reena Poojara**

## **1. Report:**

Anjuman-I-Islam , Allana Institute of Management Studies, Mumbai organized an Intercollegiate event “Cogency – Realm of Illusion 2024” on 03<sup>rd</sup> March 2024 . The 63 students of Atharva Institute of Management Studies , MMS Sem 2 Bach 2023-25 actively and enthusiastically participated and also won in various activities and quiz competitions. The event consist of 6-7 sports , 6-7 Management skill based activities and Talent Hunt. The students who won are shown below in Glimpses . Overall the students learnt about time management as most of events were time based and team coordination.

.List of Winners and Participants is as below –

<b>Cogency -Realm Of Illusion</b>		
<b>Event</b>	<b>Participants</b>	
Ad- Hustle	Ankita Mhatare	
	Karan Patil	
	Pallavi Kangutkar	
	Suhasi Jain	
Ad- Hustle	Sakshi Jain	
	Yash Kadu	
	Hrushikesh Ayare	
Ad- Hustle	Pooja Kudtarkar	Runner up team
	Apurva Mohite	
	Sahyogi Gaikwad	
	Unnati Thakkur	
Ad-Hustle	Kshitija sawant	Winners
	Ashwin Gorivale	
	Sampada Shivade	

	Prathamesh Akulwar	
Big Bucks	Pranav Waghe	Winners
	Ashutosh Hartalkar	
	Aakash Ghia	
	Yogesh Bansode	
Big Bucks	Swapnil Badgujar	
	Swapnil Salame	
	Niraj Gadhave	
	Shubham Pharakate	
Big Bucks	Arpit Bobade	
	Preeti Dodwani	
	Harshada Malpure	
	Chaitanya Thombare	
Chess	Shivam Madhvani	
Carrom	Vivek Nawandar	
	Kajal Munjad	
	Chaitanya Thombre	
Finquest	Vaishnavi petkar	
	Sushmita kapure	
Finquest	Aayusha Rana	
	Parvi Choudhary	
Finquest	Komal Agrawal	

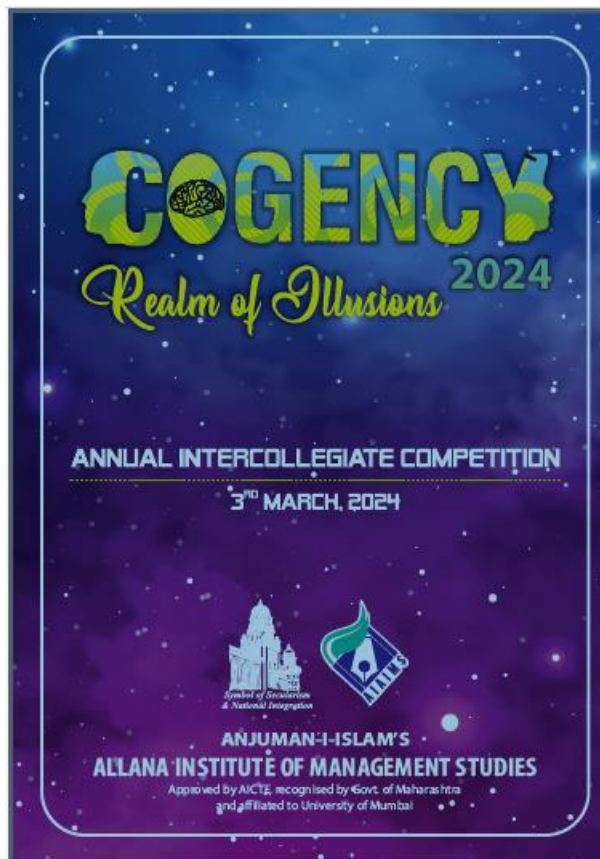


	Chaitanya Thombare	
Finquest	Neha Surve	
	Mansi Chitroda	
Finquest	Arpit Bobade	
	Vaibhav Akhare	
Finquest	Harshada Malpure	
	Kajal Mungad	
Finquest	Suhasi Jain	
	Sushmit Bhagat	
Finquest	Amit Raut	
	Aniket Patil	
Finquest	Ashutosh Hartalkar	Winner
	Pranav Waghe	
Human Ludo	Charu Yadav	Winner
	Amit Raut	
	Aniket Patil	
	Komal Agrawal	
	Janhavi Raut	
Human Ludo	Sushmit Bhagat	
	Suhasi Jain	
	Vaibhav Akhare	
	Preeti Dodwani	

	Chetan Mulik	
Inventrepreneur	Aayusha Rana	
	Spurti Shere	
Inventrepreneur	Deep Achalkhamb	
	Ashish Wakale	
	Vivek Nawandar	
Quiz Mania	Sushmit Bhagat	
Quiz Mania	Suhasi Jain	
Quiz Mania	Vaibhav Akhare	
Quiz Mania	Chetan Mulik	
Quiz Mania	Abhisekh Pawaskar	
Quiz Mania	Saurabh Singh	
Quiz Mania	Vaibhav Bhise	Winners
Quiz Mania	Sahil Kamthe	Winners
Quiz Mania	Krishna Pawde	
Pinnacle Perspective	Vaishnavi Petkar	
	Sushmita Kapure	
Pinnacle Perspective	Aayusha Rana	
	Parvi Choudhary	
Pinnacle Perspective	Shubham Bane	
	Shivam Madhawani	
	Mehul Sharma	
Pinnacle Perspective	Ashwin Gorivale	Winners

	Kshitija Sawant	
	Sahyogi Gaikwad	
	Vaibhav Bhise	
Treasure Hunt	Komal Agrawal	
	Priti dodwani	
Treasure Hunt	Arpit Bobade	
	Harshada Malpure	
Treasure Hunt	Chaitanya Thombare	
	Priti Dodwani	
Treasure Hunt	Neha Surve	
	Mansi Chitroda	
Treasure Hunt	Mukund Thorve	
	Shruti Naik	
Treasure Hunt	Suhasi jain	
	Charu Yadav	
Treasure Hunt	Janhvi Raut	
	Aniket Patil	
Treasure Hunt	Kajal Mungad	
	Amit Raut	
Treasure Hunt	Karan Patil	Winners
	Ankita Mhatre	

## FLYER OF THE SESSION



## GLIMPSE

### Winners Photographs

Finquest Winners – Ashutosh Hartalkar & Pranav Waghe





**Pinnacle Perspective – Kshitija Sawant, Ashwin Gorivale, Vaibhav Bhise, Sahyogi Gaikwad**



**Treasure Hunt – Karan Patil & Ankita Mhatre**





**Ad-Hustle – Kshitija Sawant, Prathamesh Akulwar, Ashwin Gorivale, Sampada Shivade**



**Quiz Mania- Sahil Kamthe & Vaibhav Bhise**



Chess- Shivam Madhavani





**Human Ludo- Komal Agrawal, Charu Yadav, Amit Raut, Janhavi Raut, Aniket Patil**





Report on the “Vyaparniti- The Business Plan Competition” at  
Bhartiya Vidyapeeth (Deemed to be University), Kharghar, Navi Mumbai.



Activity / Event Report

<b>Name of Event</b>	<b>: Vyaparniti- The Business Plan Competition 2024</b>
<b>Date(s) of Conduction</b>	<b>: 10<sup>th</sup> Jan 2024 &amp; 13<sup>th</sup> Jan 2024</b>
<b>Class / Semester</b>	<b>: MMS Batch 2023-2025</b>
<b>Number of Students participated:</b>	<b>26</b>
<b>Faculty coordinator</b>	<b>: Prof. Kajal Desai</b> <b>Prof. Ketan Sutaria</b>
<b>Coordinator/committee</b>	<b>: DMS Bhartiya Vidyapeeth(Deemed to be University), Navi</b> <b>Mumbai</b>
<b>Event Mentor/Guide</b>	<b>: Dr. D. Henry Babu (Director, AIMS)</b>





## 1. Report:

Bhartiya Vidyapeeth (Deemed to be University), Kharghar, Navi Mumbai, Department of Management organized Inter-collegiate event “Vyaparniti” the Business Plan Competition 2024 to fetch the vibrant communities of visionaries and entrepreneur together .The competition was organized for two days i.e. on 10<sup>th</sup> Jan 2024 – Round 1 and 13<sup>th</sup> Jan 2024 - Round 2 . There were total 13 teams in which 6 teams were from Atharva Institute of Management Studies and all the students were from MMS Sem-1 who gave their best by proposing unique business ideas. The team members name with there business name are mentioned below . The second prize with cash prize of Rs. 5000/- was won by one of the team of Atharva Institute of Management Studies.

Competition: <b>VYAPARNITI</b>				
Sr.No.	Roll No.	Team Name	Participants Name	Project Title
1	B-51	NapNest ( Rest in Between)	Kshitija Sawant	Service provider with the touch of customisation for Sleeping pods
	B-67		Sakshi Gharat	
	B-28		Sushmita Kapure	
	B-46		Vaishnavi Petkar	
2	B-13	GravityGen Powerhub	Nidhi Choudhary	A sustainable lighting solution for off-grid areas.
	B-21		Khushi Jain	
	B-27		Sahil Kamthe	
	B-40		Unnati Nakum	
3	B-43	Environics	Nishita Patel	It's an anti radiation chip which neutralizes harmful radiation waves emitting from the electronic devices such as mobiles, laptop, wifi, etc . It lowers risk of heart attacks, brain tumor , risk to children's .
	A-20		Suhasi Jain	
	A-40		Adesh Raut	
	A-04		Shankar Badgujar	
4	A-62	Blissful Botanic	Chaitanya Thombare	Blissful Botanic (Organic Soap)
	A-56		Abhishek Sirsath	
	A-47		Krushni Shah	
	A-59		Roshni Munde	
5	A-64	Suntrack Carry	Divya vartak	Our project is basically about a solar panel and gps tracker which is attached to travel bags, trekking bags and an office bag. With the help of solar panel bags you can charge your devices and you don't have to carry any chargers and also with the help of gps tracker u can track your bag if your bag gets stolen.
	A-66		Mansi Wala	
	A-67		Suvansh Yadav	
	A-13		Preeti Dodwani	
6	B-37	Evovue	Kajal Mungad	Digital Spectacles
	A-28		Harshada Malpure	
	A-02		Komal Agrawal	
	A-11		Parvi Chaudhari	
	A-05		Shubham Bane	
	B-42		Nisha Pareek	

## Key Takeaways

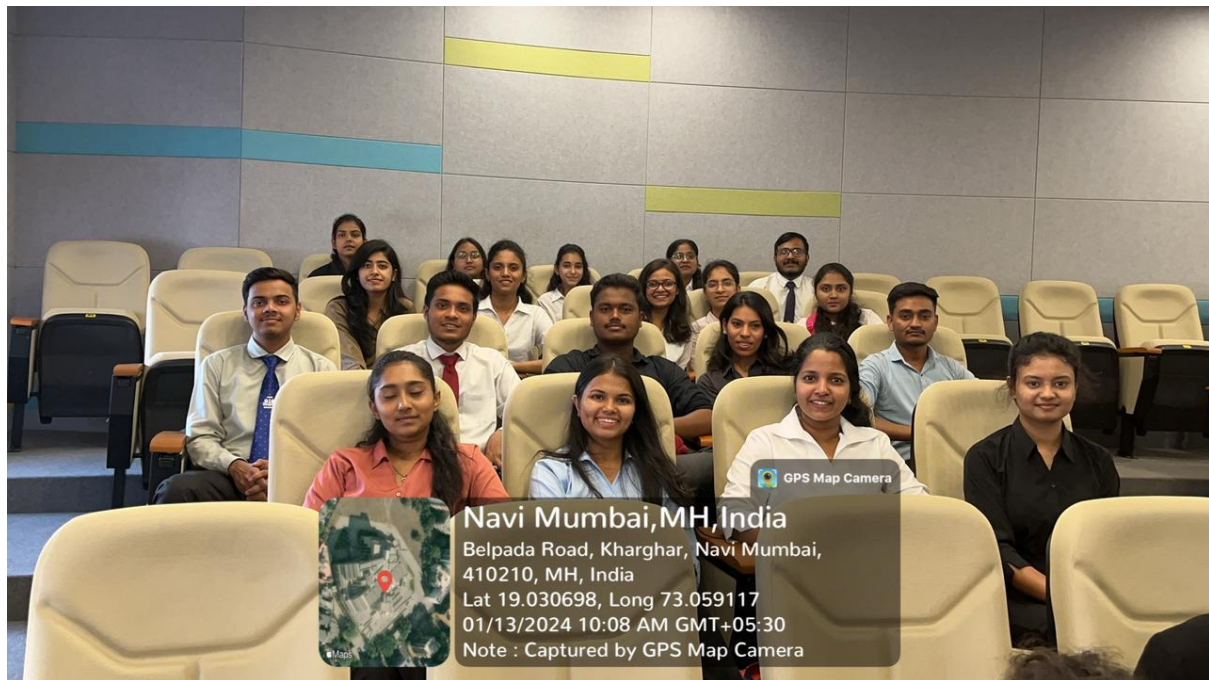
- Students from different institutes enhanced their entrepreneurial skills
- Student’s entrepreneurial essence & skills were fostered.
- Students showcased their ideas in several magnitudes by creating & developing new ventures.
- Students learnt the ways of dealing with business uncertainties.

- Students gained theoretical and practical knowledge from other participants & eminent panel of judges.
- Students developed an overall understanding of current and future trends in business.

## FLYER OF THE SESSION



## GLIMPSE



Team 1

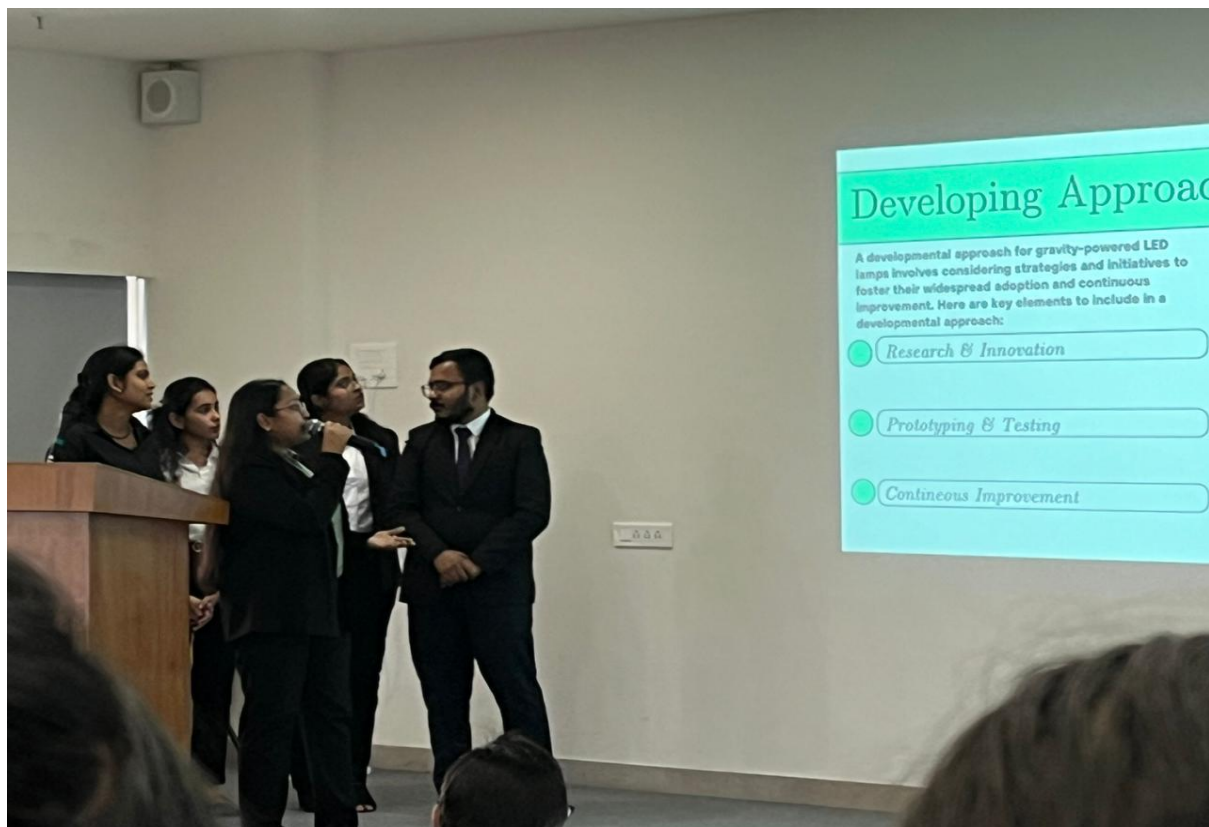


Team 2 – Winning team

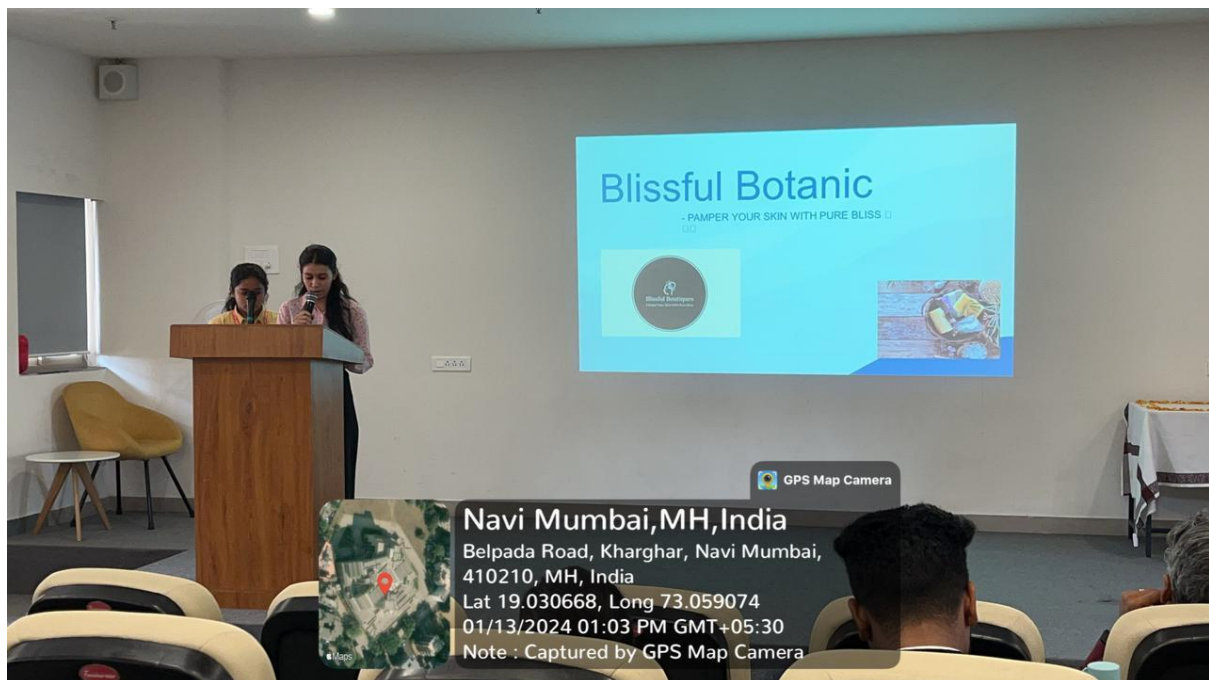




Team 3



Team 4



## Team 5



## Team 6









