



Shrinath Shikshan Prasarak Mandal's

R. M. DHARIWAL SINHGAD MANAGEMENT SCHOOL

(Accredited by NAAC, Recognised by AICTE, Govt. of Maharashtra & Affiliated to Savitribai Phule Pune University)

Gat No. 37/1, 37/2, A/P-Kondhapuri, Shirur, Pune – 412 209. Maharashtra (INDIA) Tel.: 8669912747

E-Mail: rmdsms@sinhgad.edu Website: www.sspm.co.in

2.3.1 Student centric methods, such as experiential learning, participative learning and problem solving methodologies are used for enhancing learning experiences using ICT tools.

ACADEMIC YEAR : 2022-23			
Name of Program: Master of Business Administration			
Sr. No	Student Centric Method	Evidence head	Page no
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2	Participative learning	Student Training Program.	33-50
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3	Problem Solving Methods	Case Study Analysis and Discussion:	85-102
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E-Mail: rmdsms@sinhgad.edu **Website:** www.sspm.co.in

(AY 2021-22)

**Experiential
learning:**

1. Industry Visit
2. Project based Teaching (SIP)
3. Add on courses

INDUSTRIAL VISIT REPORT



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- ❖ DETAILS OF JOURNEY
- ❖ COMPANY PROFILE
- ❖ GLIMPSES OF THE INDUSTRY VISIT
- ❖ OUT COME /OBSERVATION
- ❖ FEEDBACK
- ❖ CONCLUSION

DETAILS OF THE JOURNEY

R.M Dhariwal **Sinhagd Management School Kondhapuri** had organized an industry visit at Hoerbiger India Pvt. Ltd on , 6th January 2023 The Industry was located in Kondhapuri MIDC Industrial area Maharashtra.

The visit was organized and coordinated by **Dr. Sunil Ujagare and Dr.Charulata Kulkarni Professor** of RMDSMS

We started travelling from the college campus at 9.30am via our college bus. Totally **23 students** along with **2 coordinators faculty** were there in the journey.



Industrial visits are arranged by colleges for the students to provide an opportunity to explore different sectors in which the students are passionate about it, Manufacturing, services, finance, and marketing. Industrial visit helps to mix theoretical knowledge with practical knowledge in a good way. Hence, Industrial realities are opened to the students through industrial visits.

Details of Journey

An Industrial visit to “Hoerbiger India Pvt. Ltd.”, Kondhapuri,Pune Maharashtra was organized by RMDSMS on Friday, 6th Janaury 2023.Twenty three management students and three faculties visited to the industry. Objectives of industrial visit was to provide students an insight regarding internal working of company and to understand current market scenarios, latest most-demanding technologies & criteria for selection etc.

Around 10:30am we visited the company. Our student's interacted with the industry person. The technical head of company conducted very informative session for the students. He motivated the students to select their domain and area of interest. HR Head gave information on HR policies, similarly Technical Head of production gave inputs on latest production techniques, current demanding technologies, current market scenarios etc. They cleared all the doubt and myths which was in students mind about the technologies. The visit concluded by discussion with the Plant Head in the conference room followed by Question- Answer session.

Finally, we left the premises at 12.44 p.m. It was an informative, interesting and a successful visit. As students of management, they understood overall internal working of companies, HR policies, production techniques, a live software applications and importance of technology selection, etc. We express our thanks to the Technical Head and all team members of Hoerbiger India Pvt. Ltd. who spent their valuable time with us.

Purpose of the industry visit:

Main aim of industrial visit is to provide an exposure to students about practical working environment. They also provide students a good opportunity to gain full awareness about industrial practices. Through industrial visit students get awareness about new technologies. While studying in college before, theoretical classes are so boring, to balance the situation and keep it more interesting practical knowledge has been introduced. Nowadays practical and other curricular activities are included in the part of the syllabus so that students can study more diligently. Similarly, an Industrial visit is a type of practical knowledge that introduces us to the working world. Before proceeding, we need to know what the industrial visit is.

Objective of the industrial visit

Objective of the industry visit:

The objective of an industrial visit is to provide students with an insight into the corporate world. It provides students with a practical real-world perspective on different functions in organizations such as Marketing, HR, Finance, Operations, Customer Service, Logistics, etc. Moreover, it gives exposure from the academic point of view to the students. The main aim of industrial visits \ Educational trips is to give exposure to the students about the practical working environment with theoretical learning. They provide students a good opportunity to achieve full awareness about industrial practices and working.

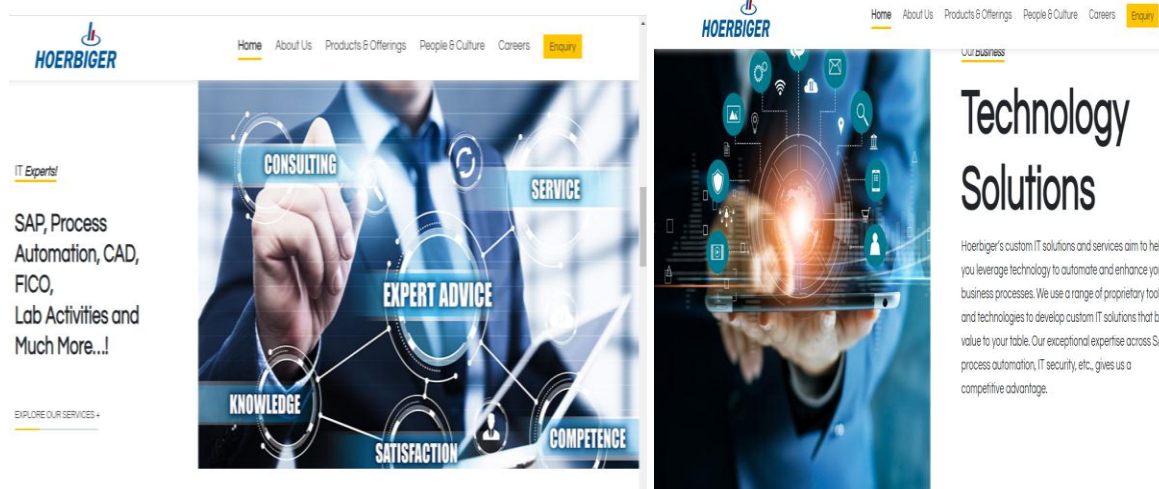
COMPANYPROFILE

Hoerbiger India Pvt. Ltd is non-government private company founded in 1993. The Hoerbiger group sees its mission in concentrating on future oriented and growing niche markets in the business areas of compression technology, automation technology and drive technology with the objective of occupying a leading and global position in these markets, secured by high technical competence. They have been a trendsetter in the reciprocating compression market for more than 125 years. In addition to the energy sector, we also work with well-known customers and brands in the automotive industry, the mechanical engineering industry, and the safety technology and electrical industries, delivering reliable solutions for the future.

Hoerbiger IT Solutions India is part of the parent global Hoerbiger group. We started our journey in 2007 when a couple of our international decision-makers decided to leverage India's potential as a software development destination. We commenced our India journey with engineering services (CAD and design) and software development services for its internal stakeholders.

Over the years, we've grown from strength to strength, steadily broadening our horizons and expanding our service scope. Today, we provide solutions, including SAP, automation, engineering, CAD, research lab (prototyping), and IT security.

As an IT solutions company, we believe in the transformative power of technology that helps take businesses to the next level. Accordingly, we aim build an extensive network of clients who benefit from our expert technology consulting, customized technology solutions, and evolving competence.

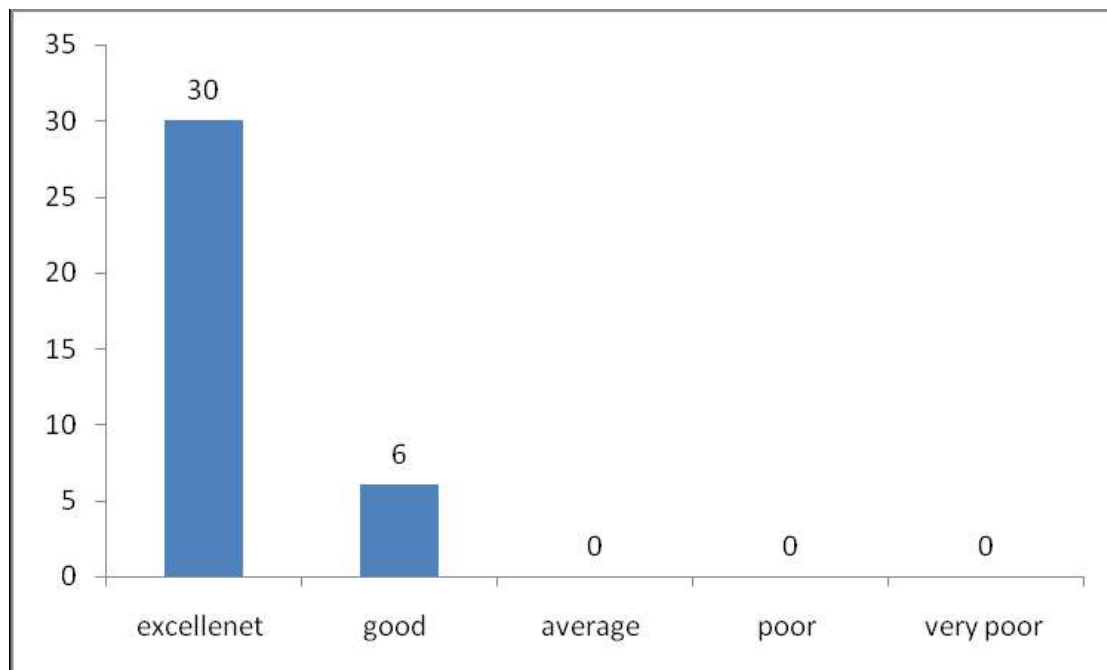


GIMPSES OF THE INDUSTRY VISIT



Outcome /Observations

- Industrial Visit (Hoerbiger India Pvt. Ltd) brings clarity to important management concepts, as students practical experience firsthand how these concepts are put into action.
- Industrial Visit Bridge the gap between classroom theoretical training and practical learning in a real-life environment.
- It provides an opportunity for students to ask questions related to their area of interest.
- With regular industrial visits, the students are able to identify their prospective area of work like marketing, finance, logistics, etc.
- This also gives students a platform to enhance their interpersonal skills.
- The students get to see the best practices opted by different companies for similar work.
- Since the IV's are planned in various sectors, students find it easy to select relevant organizations for their assignments.
- Using the case study approach within the visit to bring out cognitive thinking among students.



Conclusion

Industrial visits are arranged by colleges for the students to provide an opportunity to explore different sectors in which the students are passionate about it, Manufacturing, services, finance, and marketing. Industrial visit helps to mix theoretical knowledge with practical knowledge in a good way. Hence, Industrial realities are opened to the students through industrial visits. Industrial visit is considered to be the most tactical method of teaching. A student pursuing a particular degree will be taken to companies or industries associated with their branch. There the students will get to know the procedures, processes, work environment, management efforts taking place in the industry. The main reason behind this is, it lets students understand things practically through interaction with the industrial environment, working methods, and employment practices. Moreover, it gives exposure from the academic point of view to the students. The main aim of industrial visits / Educational trips is to give exposure to the students about the practical working environment with theoretical learning. They provide students a good opportunity to achieve full awareness about industrial practices and working.

Seat No.	Name of Student	Project Title	Name of Guide	Specialization	Batch year
34685	ASHWINI AVTADE	Personal loan schemes of Lakmangal Bank with Special reference to Pandharpur city.	Dr.Anita S. Mane	Finance	2022-2023
34687	JANKAR AMIT ABASAHEB	To Study & Analysis of Mutual Fund As A Financial Instrument at Millionminds Securities Pvt Ltd, Pune	Prof. Archana Memane	Finance	2022-2023
34688	MOHIT RAMKRISHNA SONWANE	A study of home loan finance at Prosperity Shelters Katraj Pune	Dr.Yogesh Bhowte	Finance	2022-2023
34689	BORUDE RAJAN BALU	A study of Employee recruitment selection at Murli Krishna Pharma Pvt.Ltd. Pune	Dr. Z.S.Mulla	HRM	2022-2023
34691	NAIK MANOHAR VIJAY	A Study of Training and Development at Arya HR Services Pvt Ltd, Pune	Prof. Archana Memane	HRM	2022-2023
34692	THUBE AKSHAY NANDU	A Study on contract Labour Manegment System at Shambhuraje Enterprises (Ranjangaon Pune)	Dr. Z.S.Mulla	HRM	2022-2023
34697	DAYMA YASH AJAY	Brand Campaign event at Bhagyalaxmi Rolling Mill Pvt.Ltd.	Dr. Z.S.Mulla	MKT	2022-2023
34698	MASKE SAMIR MUKUNDRAO	A study of impact of Covid-19 on digital marketing	Dr. Sunil P. Ujagare	MKT	2022-2023
34699	SALVE SHUBHAM ASHOK	A study of consumer behaviour and competitors anlaysis of Malaganga Mattress Factory, Nighoj	Dr.Yogesh Bhowte	MKT	2022-2023
34700	AKSHAY MANOHAR BARAHATE	A Study On Financial Services Management at The Leading Solutions, Nagpur	Dr. Charulata Kulkarni	Finance	2022-2023
34701	AMITKUMAR SUSHILKUMAR PANDEY	A Study Of Working Capital Management at Vardhan Consulting Engineers , Patana	Dr. Charulata Kulkarni	Finance	2022-2023
34702	BHOSALE PRASAD SUBHASH	Study of income tax planning in India w.r.t. individual assessee with special reference of C Tech Engineers,Pune	Dr.Yogesh Bhowte	Finance	2022-2023
34703	KADAM VIJAY SAHEBRAO	A study of trend analysis at Prosperity Shelters Pvt.Ltd. Katraj Pune	Dr.Yogesh Bhowte	Finance	2022-2023

34704	KALYADAPU VARSHA NIMMADRI	A Study on Goods And Service Tax (GST) And GST Registration at S. P. Thakkar Transport Pvt. Ltd., Mumbai	Dr. Charulata Kulkarni	Finance	
34705	KANDLE SHUBHAM NAGNATH	A Study Income Tax Planning in India With Respect To Individual Assesse At Jadhav Association And Tax Counsultancy	Dr. Charulata Kulkarni	Finance	2022-2023
34706	NILAM CHANDRAGUPT AMBADE	A Study On Income Tax Return Filling In CA Ekbote & Associate Company, Pune	Dr. Charulata Kulkarni	Finance	2022-2023
34707	RANI TULSHIRAMJI ITANKAR	A study on tax deduction source return(TDS).	Prof.Archana Memane	Finance	2022-2023
34708	SAWANT SUPRIYA DATTATRAY	A Study on E- Invoicing in GST at Bhosale Thopate Associates,Pune	Dr. Anita Mane	Finance	2022-2023
34709	SHINDE GEETA SUNIL	A stdudy of reverse logistics and its role at Rapidus Logistics Pvt ltd, Swargate,Pune	Dr.Yogesh Bhowte	Finance	2022-2023
34710	WADEKAR DIVYA DATTATRAY	A project report on Loan Disbursement Procedure of ABS Capital Ranjangaon,Pune	Dr. Anita Mane	Finance	2022-2023
34711	BODAGE NILAM DHONDIBHAU	A study of human resource policies & its implementation at Ukay metal industries, Ranjangaon	Dr. Z.S.Mulla	HRM	2022-2023
34712	BURSE ARTI MANOJKUMAR	A study on Employee Welfare w.r.t. Elringklinger Automotive Components (India) Pvt. Ltd.,Ranjangaon,Pune	Dr. Anita Mane	HRM	2022-2023
34713	KU NIKITA RAVINDRARAO LONARE	A Study On Talent Hunt Management At Addvic Technology Private Ltd., Pune	Dr. Charulata Kulkarni	HRM	2022-2023
34714	SHELAR KIRAN KAILAS	A project report on the Role of Soft Skills in the Development of Human Resource at Pearl Agro Ltd., Nighoj	Dr. Anita Mane	HRM	2022-2023
34715	YUGANDHARA VIKAS PAWAR	A study of Administrative services performed at Uno Minda Ltd,Chakan Pune	Dr. Sunil Ujagare	HRM	2022-2023
34716	AARTI SUPDA INGLE	A Study Of Recruitment Process In Maruti Suzuki Excell Autovista Pvt.Ltd., Wadki	Dr. Charulata Kulkarni	HRM	2022-2023

34717	GAJANAN SAHEBRAO SONMANKAR	A study of Make or Buy decision.	Dr. Sunil P. Ujagare.	HRM	2022-2023
34718	GHANGALE YASHWANT WAMANRAO	" Defect Analysis & Study of Quality Mangement System	Dr. Sunil P. Ujagare.	OCSM	2022-2023
34719	PIYUSH JANARDAN SARODE	A Study of Reverse Logistics and Its Role at Rapidus Logistics Pvt. Ltd. Pune	Dr.Yogesh Bhowte	OSCM	2022-2023
34720	PRADNYASHIL GAUTAM MESHRAM	Customer Relationship Management at Weber IT Solution Pvt. Ltd. Ranjangaon	Dr. Z.S.Mulla	MKT	2022-2023
34721	SRUSTI GAUTAM KHANDARE	A Study of A Web Development On eCommerce Website	Dr. Charulata Kulkarni	BA	2022-2023
34722	VISHAL SUDHIR PALANDE	Impact of Covid-19 on supply chain management at Sterling Gear Ltd. Vadhu Bk.	Dr. Sunil P. Ujagare.	OSCM	2022-2023
34723	MAITHILI SHESHARAO NINGHOT	To Study Customer Segment Analysis Using Appiori Algorithm at Quantum Pvt Ltd, Mumbai	Prof. Archana Memane	MKT	2022-2023
34724	PRAJAKTA VITTHAL JAGTAP	Quality Assurance Process Carried out by TioEvry India Pvt.Ltd. for their Client KESKO AIOPs	Dr. Z.S.Mulla	OSCM	2022-2023

2017-19 Batch-Dissertation Guideline



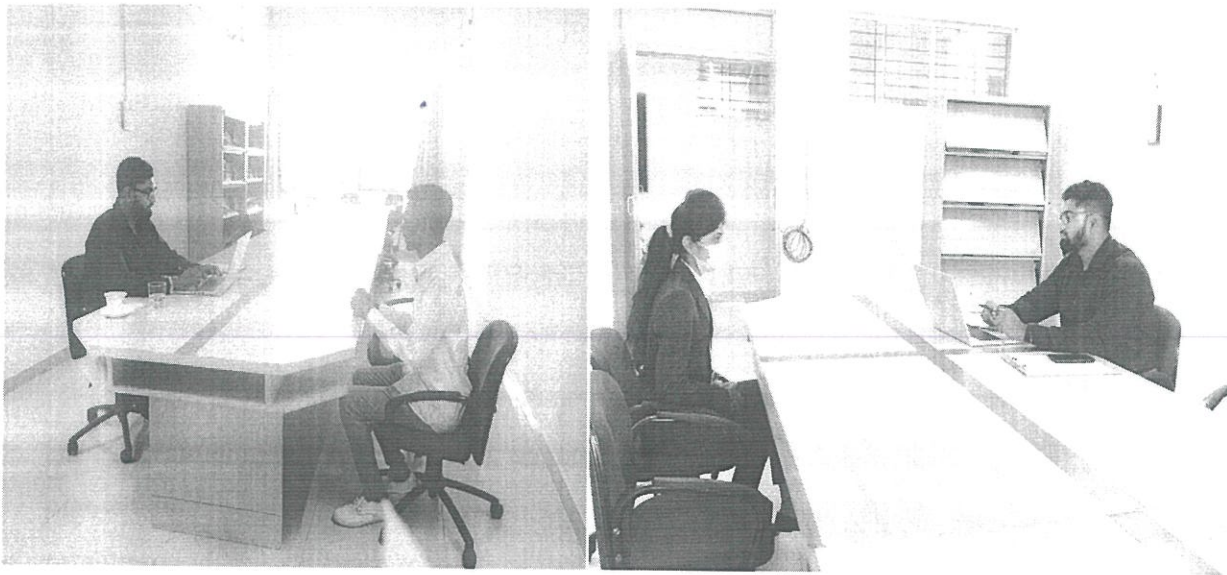
2017-19 Batch-Dissertation Viva



R.M. Mandal
Director
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Gat No. 37/1, 37/2, Alp. Kondhapuri,
Tal. Shirur, Pune-412209.



MBA Batch 2019-21 SIP VIVA



SIP Viva Group photo with External- MBA Batch 2020-22



Asmare.
Director
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Tal. Shirur, Pune-412209.



MBA Batch 21-23 SIP VIVA



S.S.P. Mandal
Director
S.S.P. Mandal's
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Gat No. 37/1, 37/2, A/p. Kondhapuri,
Tal. Shirur, Pune-412209.



लोकमंगल को-ऑपरेटिव्ह बँक लि. सोलापूर

शाखा: पंढरपुर

संस्थापक-अध्यक्ष : सुभाष देशमुख

जावक क्र. 759

दिनांक : 05/12/2022

CERTIFICATE OF COMPLETION

This is to certify that Ms. Ashwini Mahadev Avatade has successfully completed summer internship Lokmangal Cooperative bank ltd. Solapur Branch : Pandharpur from 01 Sep. 2022 to 30 Oct. 2022.

The candidate has worked on "Personal Loans scheme" and has added value through his work.

We wish her best wishes for all future endeavors...!!!



Branch Manager
Pandharpur Branch

S.S.P. Mandal
Director
S.S.P. Mandal's
R. M. Dhariwal Sinhgad Management School
Gat No. 37/1, 37/2, A/P: Kondhapuri,
Tal. Shirur, Pune - 412209



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EUROPEAN UNION
GMP

CIN No.-U24230PN2004PTC206917
GST No.- 27AADCM8601K1ZB

REF: MKPPL/HR/ITR/2022

DATE: October 25, 2022

CERTIFICATE

We are pleased to certify that **Mr. Rajan Balu Borude (MBA)** the Student of **R M Dhariwal Sinhgad Managemnt Institute, Kondhapuri** has completed his Two Month In-Plant "Industrial Training in the area of HRM" in our organization during **26th August 2022 to 25th Ocotber 2022.**

During the above period of his association with us, we found him sincere & honest in the work assigned to him.

We wish him all the best in future.

For Murli Krishna Pharma Pvt. Ltd.



[Signature] 25/10/22

HR & Administration Department



[Signature]
Director
S.S.P. Mandal's
R. M. Dhariwal Sinhgad Management School
Gat No. 37/1, 37/2, A/P: Kondhapuri,
Tal. Shirur, Pune - 412209



SHAMBHURAJE ENTERPRISES

A/P – Plot No 1555, Pune-Nagar Highway ,Bandal Complex

Near Mahaganpati Temple, Ranjangaon Ganpati

Email Id:-shambhurajeenterprises012@gmail.com

GSTIN : 27EZUPP1728K1ZJ

Date : 31/10/2022

TO WHOM IT MAY CONCERN

This is certified that **Mr. Akshay Nandu Thube** , MBA student of **R. M.**

DHARIWAL SINHGAD MANEGMENT SCHOOL, KONDHAPURI has successfully

completed his summer internship project Title **“TO STUDY ON CONTRACT LABOUR
MANEGMENT SYSTEM”** during the period from 1st sep to 31th oct 2022

During the project he was founded sincere and obedient.

I wish him for their bright future.

Place : Ranjangaon Ganpati

Date:-

Yours Faithfully,



(SHAMBHURAJE ENTERPRISES)



Signature
Director
S.S.P. Mandal's
R. M. Dhariwal Sinhgad Management School
Gat No. 37/1, 37/2, A/P: Kondhapur,
Tal. Shirur, Pune - 412209

To Whomsoever it May Concern

This is To Certify that Mr. Yash Ajay Dayma, MBA (Marketing) Student From R.M Dhariwal Sinhgad Management Institute, Kondhapuri. Has Successfully Completed Two Months Rigorous Internship Program (From 1st September To 31st October) at Bhagyalaxmi Rolling Mill Private Limited (POLAAD STEEL).

His Internship Activity:

Brand Campaign Event Carried Out By Bhagyalaxmi Rolling Mill Pvt Ltd (POLAAD STEEL)
He has been Punctual, Hardworking and inquisitive. We have been highly impressed with his capabilities to pick up both Functional and Technical nuances in short sense.

We wish him every success in his life and Career and excited to see him grow and climb greater heights.

Bhagyalaxmi Rolling Mill Pvt Ltd

Authorized Signatory



S.S.P. Mandal
Director
S.S.P. Mandal's
R. M. Dhariwal Sinhgad Management School
Gat No. 37/1, 37/2, A/P: Kondhapuri,
Tal. Shirur, Pune - 412209

Bhagyalaxmi Rolling Mill Pvt. Ltd.

Address : Plot No. G-7, G-8, G-9, G-10/1, G-10/2, Addi. MIDC Phase-II & Gut No. 30, 35, Village Daregaon,
Jalna - 431 213. Maharashtra, Bharat.

Off. : Flat No. 602, Building No. 5A/B, Versova Heights Co-operatives Housing Society Limited,
New Mhada Colony, Near Lokhandwala Circle. Veera Desai Road. Behind Indralok Andheri (W)



Radiant IT Services Pvt. Ltd.

Office No. 1A, 4th Floor "A" Building, Kolte Patil Downtown,
City Vista, Fountain Road Opp. Victorious Kids School, Kharadi,
Pune - 411014. Phone No: +91 8484038093

TO WHOMSOEVER IT MAY CONCERN

09/12/2022

Name of recipient: **Samir Mukundrao Maske**

Subject line: **Letter of Internship**

This is to certify that **Mr. Samir Mukundrao Maske**, S/O **Mukundaro Gangadgarrao Maske**, a student of **MBA-Marketing**, from **RMD Sinhgad School of Management**, Pune 411 058 has successfully completed **02 months** of internship on project "**A Study Of Impact of Covid-19 On Digital Marketing**" from **1st September 2022 to 31 October 2022**, as **Digital Marketing Executive (Intern)** at our reputed office. During the period of internship, he was found to be hard working, punctual, disciplined and adaptive.

We wish you all the very best for future ahead.

Fly High !!!!

Sincerely,



Authorized Signatory
Asif P. Maniyar [CEO]
Radiant It Services Pvt Ltd,
Office no. 16, 6th floor
B Building, City Vista,
Kharadi, Pune 411014
Web: www.theradiantitservices.com



Asif Maniyar
Director
S.S.P. Mandal's
R. M. Dhariwal Sinhgad Management School
Gat No. 37/1, 37/2, A/P: Kondhapur,
Tal. Shirur, Pune - 412209



MALAGANGA MATTRESS FACTORY

Add-Nighoj, Tal-Parner, Dist.A.nagar-414306

Mo.9604462067,9094955353

Ref.No

Date: 23/10/2022

CERTIFICATE

To whom so ever it may concern

This is certify that **Mr. Shubham Ashok Salve**, a student of master of business administration (Marketing) from R.M.Dhariwal sinhgad management school, kondhapuri, pune has successfully completed his Summer Internship project report on "**A STUDY ON CONSUMER BEHAVIOUR AND COMPETITORS ANALYSIS OF MALAGANGA MATTRESS FACTORY WITH RESPECT TO PUNE AND NAGAR**" From MALAGANGA MATTRESS FACTORY in the period of 23rd Aug 2022 to 23rd Oct 2022 We found him punctual, sincere, hardworking and result oriented.

We take this opportunity to thank him and wish the best for his future.



S.S.P. Mandal
Director
S.S.P.Mandal's
R. M. Dhariwal Sinhgad Management School
Gat No. 37/1,37/2, A/P: Kondhapuri,
Tal. Shirur, Pune - 412209

For Malaganga Mattress

Salve A. D.

MALAGANGA MATTRESS FACTORY
Add. Nighoj, Tal. Parner,
Dist. A. Nagar Pin-414306
Mob. 9604462067

THE LEADING
SOLUTIONS

THE LEADING SOLUTIONS

CIN NO. U74999DL2018PTC327828

Date: 12 Nov, 2022

To

Akshay Manohar Barahate

akshaybarahate25@gmail.com

7972504634

COMPLETION CERTIFICATE

This is to certify that **Mr. Akshay Manohar Barahate** has successfully completed his **Summer Internship** from 05 Sep, 2022 to 05 Nov, 2022 with Project Title 'A Study On Financial Services Management.' under the guidance of **Mr. Shashank Rao**.

The duration of the project was from 05 Sep, 2022 to 05 Nov, 2022. During the period of his Internship Programme we found him punctual, hardworking and inquisitive.

Aggregate on the basis of his performance during the Internship: 80%.

Location for Internship: New Delhi/Work from Home

We wish him all the best for future endeavours.



Best Wishes

(Authorized Signatory)

Head HR

TLS Pvt. Ltd.



ASmane.
Director
S.S.P.Mandal's
R. M. Dhariwal Sinhgad Management School
Gat No. 37/1, 37/2, A/P: Kondhapur,
Tal. Shirur, Pune - 412209



Certificate ID : VCE/COC13985

Date : 30 Nov 2022

Certificate of Completion

This certificate is awarded to **Mr. Amitkumar Sushilkumar Pandey** from **R.M.Dhariwal Sinhgad Management School**, for successfully completing his online internship at M/s Vardhan Consulting Engineers as Finance Intern during **1 Oct 2022 to 30 Nov 2022**.

We appreciate his focus towards learning and analyzing about Project Finance – Modelling and Analysis and completing his internship project along with the timely submission of report.

We admire Amitkumar Sushilkumar Pandey's analytical contribution to VCE through his findings on the project: **"A Study Of Working Capital Management"**.

During his tenure as Finance Intern, we found his efforts sincere, meticulous and result oriented.

We wish all the best in his future endeavors

Swethana

Swethana Chilla

Sr. Manager - HR & Internship Coordinator

hr@techvardhan.com, +91 979 111 2715



Certificate URL : <https://certificates.techvardhan.com/COC13985>



Vardhan Consulting Engineers

Management Office : 55/108, Soi 11 Sukhumvit, Bangkok, Thailand, corporate@techvardhan.com, +66 972 151 276

Registered Address : Vardhan House, Anand Bazar, Danapur Cantt, Patna, Bihar, India (<https://techvardhan.com/>)



Asmane
Director
S.S.P. Mandal's
R. M. Dhariwal Sinhgad Management School
Gat No. 37/1,37/2, A/P: Kondhapuri,
Tal. Shirur, Pune - 412209



C-TECH ENGINEERS PVT. LTD.

S.No.25, Hissa No.5/1, 5/2, Narhe, Tal. Haveli, Dist. Pune 411 041.
Tel.: 91-20-66467900
Email : ctechengg.pune@gmail.com
CIN : U29299PN2001PTC016102



Date: 06-12-2022

TO WHOM SO EVER IT MAY CONCERN

This is to certify that Prasad Bhosale, a Master Of Business Administration (Finance) student, studying at Sinhgad Institute Of Management & Computer application, Narhe, Pune has completed his Summer Internship in the Accounts department.

During the period of training, He found us regular and progressive.

He has done his training with us from 23.09.2022 to 06.12.2022.

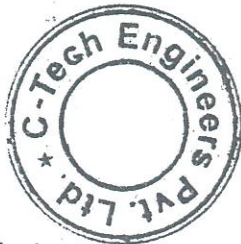
We wish him luck in his future endeavors.

Regards,

For C-Tech Engineers Pvt. Ltd.

Head- HR & Admin

Reshma Tilekar



Director
S.S.P. Mandal's
R. M. Dhariwal Sinhgad Management School
Gat.No. 37/1, 37/2, A/P: Kondhapuri,
Tal. Shirur, Pune - 412209

Company's Certificate



PROSPERITY
SHELTERS

Prosperity Shelters

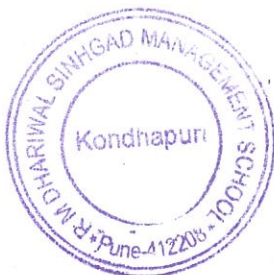
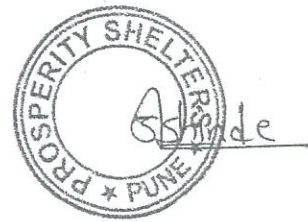
3rd Floor, Vyankatesh Developers,
Above Bank of Baroda, Dhankawadi Corner,
Taji Nagar, Katraj, Pune - 411043.

CERTIFICATE

TO WHOM IS MAY CONCERN

This is to certify that **Mr. Vijay Sahebrao Kadam** pursuing an MBA in Finance at **RM Dhariwal Sinhgad Management School, Kondhapuri** successfully completed 2 months (20th Sep 2022 to 20th Nov 2022) Internship Program on the topic: **"A Study of Trend Analysis at Prosperity Shelters"**.

We wish him all the best for his endeavor journey.



S.S.P. Mandal
Director
S.S.P. Mandal's
R. M. Dhariwal Sinhgad Management School
Gat No. 37/1, 37/2, A/P: Kondhapuri,
Tal. Shirur, Pune - 412209

S.P. THAKKAR TRANSPORT PRIVATE LIMITED

123, Prabhu Ali, Shukal Apartments, Mandai, Bhiwandi, Dist (Thane). 421302.

Date: 15/12/22

Internship Certificate

To Whomsoever It May Concern

We are glad to inform you that, Miss. **Varsha Nimmadari Kalyadapu** student of Master in Business Administration of **R.M. Dhariwal Sinhgad Management School Kondhapuri Pune**, has successfully completed 60 days as a Financial Accountant Intern at S.P. Thakkar Transport Private Limited, Bhiwandi from **07/Oct/2022 – 06/Dec/2022**.

During this internship, she worked on various areas of GST And GST Registration and successfully met the objectives set at the beginning of this internship. We found her extremely inquisitive and hard working. She was very interested to learn and willing to put her best efforts & get into the depth of the subject to understand it better.

We admire Varsha Nimmadri Kalyadapu the Internship Project On : **"A Study On Goods And Service Tax (GST) And GST Registration"**

During her tenure as Finance Intern, we found her efforts sincere, meticulous and result oriented.

We wish all the best in her future endeavors.

For,

S.P. Thakkar Transport Private Limited



Authorized Signature.



S.S.P. Mandal
Director
S.S.P. Mandal's
R. M. Dhariwal Sinhgad Management School
Gat No. 37/1, 37/2, A/P: Kondhapuri,
Tal. Shirur, Pune - 412209

CERTIFICATE OF THE COMPANY



RATHI KAUSHIK & ASSOCIATES
CHARTERED ACCOUNTANTS

TO WHOM SO EVER IT MAY CONCERN

CERTIFICATE

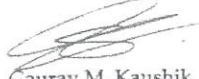
This is to state that Miss Rani Tulsiramji Itankar has work at our office and gained the experience of Tax Deduction at Source (TDS) as required for the period 01/09/2022 to 01/11/2022.

This certificate is issued on the request of Rani Itankar

Place: Nagpur
Date: 25th November 2022



For Rathi Kaushik & Associates
Chartered Accountants
FRN: 136214W


Gaurav M. Kaushik
M. No. 151141 (Partner)




Director
S.S.P. Mandal's
R. M. Dhariwal Singhad Management School
Gat No. 37/1,37/2, AJP: Kondhapuri,
Tal. Shirur, Pune - 412209

Head Office : Plot No. 16, Shanti Vihar Society, Crorepati Galli, Near Hislop College, Civil Lines, Nagpur-440 001.
Second Office : 104, Gayatri Palace, Central Avenue, Darodkar Square, Near Aaychit Mandir, Mahal, Nagpur -440002
Cell : +91-98228 72983, +91-95031 91119, +91-98811 21315 / E-mail : carkangp@gmail.com

• Nagpur • Sausar (M.P.) • Malkapur • Amravati

MYAB Consultancy

Head Office: Datta Prasad (Jambudweep), 1st Floor,
Pune Satara Rd., Nr. Saibaba Mandir, Swargate,
Pune – 37.

Phone: 020 24260757

Email: myabconsultancy@gmail.com



**MINDING YOUR
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Documentation. Financial. Taxation & Gov't Policies

We Define Your Graph

Date : 2nd January 2023

TO WHOMSOEVER IT MAY CONCERN

This to state that **Miss. Geeta Sunil Shinde** student of MBA Finance of **RMD Sinhgad Management School , Kondhapuri** has successfully completed the internship in our organisation as a part of her curriculum from **1st October 2022 to 31st December 2022.**

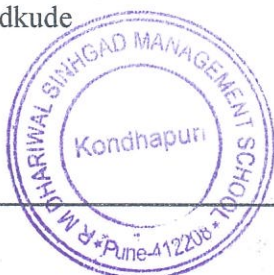
During this period she has successfully completed her project on **Currency Derivatives as Hedging in India** as the project title states.

We wish her all the best for her future endeavors .

Ms . Nivedita Kamble – Honkhande

Mr . Nitin Santoshwar

Mr . Sujit Kirdkude



Director
S.S.P. Mandal's
R. M. Dhariwal Sinhgad Management School
Gat No. 37/1,37/2, A/P: Kondhapuri,
Tal. Shirur, Pune - 412209

Date: 30 Oct.2022

Internship Completion Letter

Dear Sir/Ma'am,

This is an Internship Completion Certificate for **Ms. Divya Dattatray Wadekar** from MBA
(in Finance Deparment)

We state on record that **Divya Dattatray Wadekar** has successfully completed an Internship project in the role of **RM** at AMORY BUSINESS Solutions Pvt. Ltd. from 01 Sept .2022 to 30th Oct 2022 (2 month).

During Internship, **Divya** worked on “ **Relationship Manager (Lead Cordinater)**”. Her performance exceeded expectations and was able to complete the project successfully.

We wish her all the best for her future career.

Yours Truly,

Amory Business Solutions Pvt Ltd.



S.S.P. Mandal
Director
S.S.P. Mandal's
R. M. Dhariwal Sinhgad Management School
Gat No. 37/1,37/2, A/P: Kondhapuri,
Tal. Shirur, Pune - 412209
www.abscapital.com Phone No.+91 9604464686

Date- 01.11.2022

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Ms. Nilam Dhondibhau Bodage**, (M.B.A Student of R M Dhariwal Sinhgad Management School, Kondhapuri has successfully completed 8 weeks Internship Training (**A Study On Human Resource Policies & Its Implementation**) in our organization from 1st Sept 2022 to 1st Nov 2022 in our "**Ukay Metal Industries Pvt. Ltd.**" Pune Plant.

During her tenure we found her Sincere, Honest and Hardworking.

We wish her all the best for her future endeavors.

Yours Faithfully,

For Ukay Metal Industries Pvt. Ltd.

Sachin Masalkar
(Sr. Executive- HR)




Director
S.S.P. Mandal's
R. M. Dhariwal Sinhgad Management School
Gat No. 37/1, 37/2, A/P: Kondhapuri,
Tal. Shirur, Pune - 412209



ElringKlinger Automotive Components (India) Pvt. Ltd. Plot No. G2, Ranjangaon Indl. Area Tal. Shirur District Pune Pin-412 220 India

TO WHOM SOEVER IT MAY CONCERN

This is certify that **Ms. ARTI MANOJKUMAR BURSE** from **R.M. DHARIWAL SINHGAD MANAGEMENT SCHOOL KONDHAPURI, PUNE** Under **SAVITRIBAI PHULE PUNE UNIVERSITY** has successfully completed his 3rd semester project Report on topic **"A STUDY ON EMPLOYEE WELFARE"** at Ranjangaon Pune under the course of **"MASTER OF BUSINESS ADMINISTRATION"** for the period of **15 September 2022 To 15 NOVEMBER 2022** In our company.

During this Period, we found him sincere, hardworking, diligent, and committed to the assignment given. He demonstrated enthusiasm for taking challenges. His performance has been assessed as good.

We Wish him success in future endeavours.

For ElringKlinger Automotive Components (India) Pvt. Ltd.

Dnyaneshwar Dalimbkar

Senior Manager - HR



Director
S.S.P. Mandal's
R. M. Dhariwal Sinhgad Management School
Gat No. 37/1, 37/2, A/P: Kondhapuri,
Tal. Shirur, Pune - 412209

**ELRINGKLINGER AUTOMOTIVE
COMPONENTS (INDIA) PVT. LTD.**

PLANT & REGISTERED OFFICE

Plot No. G2, Ranjangaon Indl. Area
Tal. Shirur, District Pune, Pin-412 220
India

Phone +91 2138671 780
Fax +91 2138671 701
Info.in@elringklinger.com
www.elringklinger.com

MANAGING DIRECTOR

Stefan Spreu

CIN No. U28999PN2007FTC158940



CERTIFICATE

OF INTERNSHIP

THIS CERTIFICATE IS PRESENTED TO

NIKITA LONARE

We are pleased to certify that Ms. Nikita Lonare
has completed Internship in project
"TALENT HUNT MANAGEMENT (Recruitment & Selection)"
during 31st Sep 2022 to 01st Nov 2022.
We appreciate her work and contributions.



05/12/2022

DATE



SIGNATURE

CEO of Addvic Technology (OPC) Pvt Ltd

Almar
Director
S.S.P. Mandal's
R.M. Dhariwal Sinhgad Management School
Gat No. 37/1, 37/2, A/P: Kondhapur,
Tal. Shirur, Pune - 412209



Ref. No

Date :

CERTIFICATE

TO WHOM SO EVER IT MAY CONCERN

This is to certify that **Mr. Kiran Kailas Shelar**, a student of Master Of Business Administration (HRM) from **R.M. Dhariwal Sinhgad Management School, Kondhapuri, Tal- Shirur, Dist.-Pune**. Has successfully completed his Summer Internship project report on "**A Study On The Roll Of Soft Skills In The Development Of Human Resource At "Pearl Agro Pvt. Ltd Nighoj"**" in the period of 5th Sept 2022 to 4th Nov. 2022.

We found him punctual, sincere, hardworking and result oriented. We take this opportunity to thank him and wish the best for his future.

For

Pearl Agro Pvt. Ltd.



S.S.P. Mandal
Director
S.S.P. Mandal's
R. M. Dhariwal Sinhgad Management School
Gat No. 37/1, 37/2, A/P: Kondhapuri,
Tal. Shirur, Pune - 412209

FOR PEARL AGRO

Shivam
Proprietor

Our Businesses

Email : office@pearlagro.co.in

Web : www.pearlagro.co.in

Agricultural Equipment

❑ Dairy

❑ Bio-Compost

Watershed Planning & Mangement

❑ Poultry

❑ Agricultural Consultancy

Date: 15/11/2022

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Ms. Yugandhara Vikas Pawar** student of **MBA in Human Resource** from **R.M. Dhariwal Sinhgad Management School, Pune** has Successfully completed the internship on project "**To study administrative services performed**" at **UNO MINDA LTD, Chakan. Pune** during period from 01.09.2022 to 31.10.2022.

During the internship programme with us she was found punctual, hardworking and inquisitive.

We wish her every success in his future.

For **UNO MINDA LTD, CHAKAN.**



(Authorised Signatory)




Director
S.S.P. Mandal's
R. M. Dhariwal Sinhgad Management School
Gat No. 37/1, 37/2, A/P: Kondhapuri,
Tal. Shirur, Pune - 412209

TO WHOMSOEVER IT MAY CONCERN

Date:-11/12/2022

This is certify that **Ms. Aarti Ingle**, from RM DhariwalSinhgad Management School Kondhapuri Pune has completed her internship in the field of Human Resources and the title of the project is "**A Study of Recruitment Process in Maruti Suzuki ExcellAutovistaVadaki**" The said project tenure was from 1 September to 2022 to 30 November, 2022 .

During her internship, she has demonstrated her skills with self motivation to learn new skills.

Her performance exceeded our expectations and she was able to complete the project on time.

We wish her all the best for her future endeavors.

Regards,

For Maruti Suzuki ExcellAutovistaVadaki


Authorized Signatory




Director
S.S.P.Mandal's
R. M. Dhariwal Sinhgad Management School
Gat No. 37/1,37/2, A/P: Kondhapuri,
Tal. Shirur, Pune - 412209

This is to certify that **Mr. Piyush Janardan Sarode** a MBA Student of RMD Sinhgad Mgt. Studies Pune has undergone Summer Internship Project and completed a 240 hrs project on "**A STUDY OF REVERSE LOGISTICS AND ITS ROLE AT RAPIDUS LOGISTICS PVT. LTD, PUNE**" in Pune region.

He carried out this SIP for **Rapidus Logistics Pvt Ltd** from 1st September to 1st November 2022.

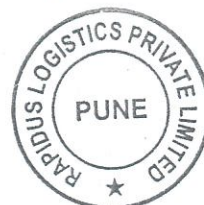
In the span of SIP duration his candidature was found to be very sincere and hardworking.

We wish him a bright future.




Director
S.S.P. Mandal's
R. M. Dhariwal Sinhgad Management School
Gat No. 37/1,37/2, A/P: Kondhapuri,
Tal. Shirur, Pune - 412209


12/02/2023.





Certificate Number: 2022-CRM-05

Serial Number: 202205-010

Hyderabad,
13th Dec 2022.

To Whom So Ever It May Concern

Sub: Training Completion Certificate of CUSTOMER RELATIONSHIP
MANAGEMENT

This is to certify that **Mr. Pradnyashil Gautam Meshram**, has
completed **CUSTOMER RELATIONSHIP MANAGEMENT** in our Institute
from **October 2022 to December 2022**.

I hereby certify to whom so ever it may concern, the above
mentioned information is genuine.

Thanking you,


19/12/2022

for Weber IT Solutions




Director
S.S.P. Mandal's
R. M. Dhariwal Singhad Management School
Gat No. 37/1, 37/2, A/P: Kondhapuri,
Tal. Shirur, Pune - 412209

Head Office #401, Dakshit Complex, Opp. RTO Kondapur, Hyderabad -500084. Tel: +91 7875136660.

Website: www.weberitsolutions.com. Email: jejeram@weberitsolutions.com.

APOGEE Services Pvt. Ltd.

Under the Brand Name

APEX Services™

ISO 9001 : 2008 Certified

Outsourcing

Consultancy

Projects

Sourcing

Training

Dated : 1st Nov, 2022

TO WHOMSOEVER IT MAY CONCERN

It is herewith certified that **Miss. SRUSTI GAUTAM KHANDARE**, had worked as **Desktop Engineer**, with

APOGEE Services Pvt. Ltd. from **1st sept, 2022 to 1st nov, 2022** at **Mumbai**.

She has been relieved from his duties **w.e.f. 1st nov, 2022**. The organisation had no dues towards her and vice versa.

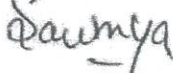
She was deputed at client **CMS IT Services**.

She was very hard working and extremely sharp member of our organisation. Her contributions to the organisation and its success will always be appreciated.

We at **APOGEE Services, Mumbai**, wish you all the best in your future endeavors.

Best Regards,

For **APOGEE Services Pvt. Ltd.**



Authorised Signatory

Saumya Agarwal

APOGEE Services Pvt. Ltd.




Director
S.S.P. Mandal's
R. M. Dhariwal Sinhgad Management School
Gat No. 37/1, 37/2, A/P: Kondhapur,
Tal. Shirur, Pune - 412209

BENGALURU • DELHI • GURGAON • LUCKNOW • MUMBAI • MYSORE • PUNE

CORPORATE Office: A-2/30, Vijay Khand, Gomti Nagar, LUCKNOW - 226010. ☎ : 0522 - 2302985, 4005475.

e-mail: hr@apexservices.in

www.apexservices.in

ZF STEERING GEAR (INDIA) LTD.

Regd. Office & Works :

Gat No. 1242/44, Village Vadu BK., Tal. Shirur, Dist. Pune-412 216 (India)

Tel. : 02137-305100, Fax : 02137-305302

Web : www.zfindia.com, Email Id : enquiry@zfindia.com

Corporate Identity Number (CIN) : L29130PN1981PLC023734



TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Vishal Sudhir Palande** student of MBA in **Operation & Supply Chain Management** from **R.M. Dhariwal Sinhgad Management School, Pune** has Successfully completed the internship on project " **To Study Of Impact Of Covid-19 On Supply Chain Management** " at **ZF Steering Gear (India) Ltd. Pune** 05.09.2022 to 04.11.2022.

During the internship programmer with us he was found punctual, hardworking and inquisitive.

We wish him every success in his future.



S.S.P. Mandal
Director
S.S.P. Mandal's
R. M. Dhariwal Sinhgad Management School
Gat No. 37/1, 37/2, A/P: Kondhapur,
Tal. Shirur, Pune - 412209

For ZF Steering Gear (India) Ltd. Pune



(Authorised Signatory)

Certificate Of the Company



inspiring and
empowering
future professionals

MAITHILI NINGHOT

Data Analytics Virtual Experience Program

Certificate of Company

November 11th, 2022

Maithili Ninghot, a student of R. M. Dhariwal Sinhgad Management School, Pune, has successfully completed the Data Analytics Virtual Experience Program.

This program was designed to provide students with a hands-on experience in data analytics, covering topics such as data collection, data cleaning, data analysis, and data visualization.

Maithili Ninghot has demonstrated a strong understanding of the concepts and skills covered in this program.

Forage

Lauren Hammacher
Executive Director
Data Analytics Program

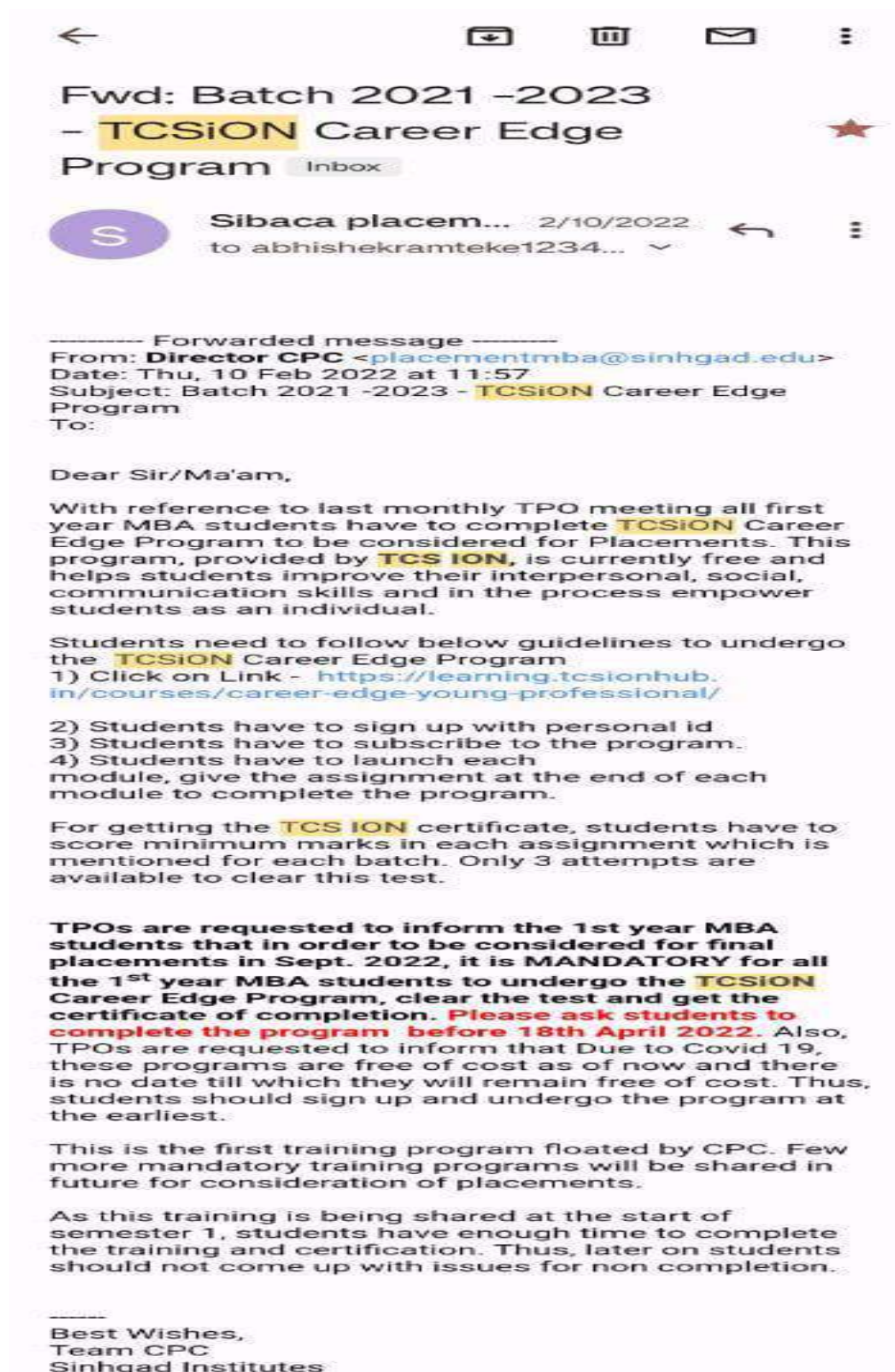
Tom Brunskill
Executive Director
Data Analytics Program

For more information about the Data Analytics Virtual Experience Program, please visit <https://forage.com/data-analytics>.



S.S.P. Mandal
Director
S.S.P. Mandal's
R. M. Dhariwal Sinhgad Management School
Gat No. 37/1, 37/2, A/P: Kondhapuri,
Tal. Shirur, Pune - 412209

Screen Shot of Email





Welcome to TCS iON Digital Learning Hub



Inbox



info.tcsionhub...

2/20/2022



to me ▾



Welcome dipali,

Thank you for registering with TCS iON Digital Learning Hub!

You can access TCS iON Digital Learning Hub with email ID (dipali.hivarkar@gmail.com) as your Login ID.

Regards,

TCS iON Digital Learning Hub
<https://learning.tcsionhub.in/>



1800 266 6282



info.tcsionhub@tcs.com

Note: This is a system generated email, please do not reply.



← Reply

↩ Reply all

→ Forward



99+



RMD SMS, Kondhapuri, Pune
NEW SCHEDULE OF STP FOR SECOND / FORTH SEM OF MBA STUDENTS (10 Week)

Sl No	Date	faculty Name	Topic / Activity planned	Sign/ Remarks
1	13 to 17 Jan 2020	Dr. Yogesh Bhowte	01 Aptitude Test + 01 GK Test	<i>[Signature]</i>
2	27 to 31 Jan 2020	Dr. Sunil Ujagare	GD & PI (Invite Alumini)	<i>[Signature]</i>
3	10 to 14 Feb 2020	Prof Charulata Kulkarni	Reading & Writing Skill	<i>[Signature]</i>
4	17 to 21 Feb 2020	Dr Shivanand Sanmath	Grooming & Business Ethiquettes	<i>[Signature]</i>
5	24 to 28 Feb 2020	Dr. Yogesh Bhowte	01 Aptitude Test + 01 GK Test	<i>[Signature]</i>
6	02 to 06 Mar 2020	Prof Archana Memane	Inter / Intra Institute level competetion	<i>[Signature]</i>
7	09 to 13 Mar 2020	Dr. Sunil Ujagare	GD & PI	<i>[Signature]</i>
8	16 to 20 Mar 2020	DR Z S Mulla	Entrepreneurship Development Activity	<i>[Signature]</i>
9	23 to 27 Mar 2020	Prof Charulata Kulkarni	DomainTest (MKT/HR/FIN/ OSCM)	<i>[Signature]</i>
10	30/03 to 03/04 2020	Dr Yogesh Bhowte	Researve Week (Debate Event)	<i>[Signature]</i>

- * The Second semester 28 hours schedule of STP programme is cancelled.
- * Apart form the above head office schedule the faculty are to take the remaining STP period as per old schedule.

The attached schedule is noted and understood.

- ① Dr. Shivanand *[Signature]*
- ② Dr Yogesh *[Signature]*
- ③ Dr Mulla *[Signature]*
- ④ Dr Ujagare *[Signature]*
- ⑤ Prof Archana *[Signature]*
- ⑥ Prof Charulata *[Signature]*

[Signature]
Dr. Shivanand Sanmath
Academic & STP Coordinator.
22/01/2020.

[Signature]
Dr. Anita S mane.
Director 23 Jan 2020



[Signature]
Director
S.S.P.Mandal's
M. Dhariwal Sinhgad Management School
Gat No. 37/1, 37/2, A/P: Kondhapuri,
Tal. Shirur, Pune - 412209

Grooming & Business Ethics

Activity taken on

➤ What is Grooming : ?

Grooming refers to the things that people **do** to keep themselves clean and make their face, hair, and skin look nice.

➤ Here are 10 signs someone close to your family might be grooming your child:

Your child might be at risk if you notice someone displaying the following behavior. Red flags missed from Georges story are listed below:

- a) Paying special attention to the child.
- b) Buying gifts for the child for no reason.
- c) Being alone with the child in situations like babysitting, tutoring, coaching.
- d) Always willing to listen to the child when they need to talk while being sympathetic and understanding.
- e) Offering to buy alcohol or drugs for the child.
- f) Spending time with the child while they are showering, or undressed.
- g) Talking about sex, and making sexual jokes.
- h) Touching the child in the parent's presence to make the victim believe the abuse is okay. This can be as simple as a hug.
- i) The victim doesn't want to be hugged or touched by the abuser.
- j) The predator shares common interests with the child that you know they don't have any interest in.

Do you think there aren't enough career opportunities in this field?

- Firstly, such Personal Grooming Courses change and boost your personality drastically.
- Being the youngest country, most people in India need Image Makeover.
- The Image Management industry generates over 400 Crores market value.
- Image makeover Trainers are needed in the education sector, business sector and entertainment industry as well.
- You can also work as an independent image consultant.

Am I getting enough from this course?

- Classroom trainings along with practical experimentation
- Personal attentiveness for individual growth



Asmane
Director
S.S.P. Mandal's
R. M. Dhariwal Sinhgad Management School
Gat No. 37/1, 37/2, A/P: Kondhapuri,
42209



- Syllabus designed by industry experts and revised as per the latest industry trends
- Expert Coaching by experienced teachers
- 100% Lifetime Placement Assurance

Are you in a dilemma whether you will be placed or not after this course?

This course we have designed for self-development as well as professional success. Our placement record is of nearly 97% in almost each year. We offer 100% placements to students having 50% average scores and 80% attendance. We also offer internships before placement as per the requirement of the course.

Have a look at our successful students who have got fairly nice placements with the best organizations.

Course Syllabus

- Personal Development
- Etiquette
- Dressing
- Sell like a Pro
- Communication Skills
- Presentation Skills
- Interview Preparation
- Business Counseling
- Personal Grooming
- Makeup and Hair Styling



S.S.P. Mandal
Director
S.S.P.Mandal's
R. M. Dhariwal Sinhgad Management School
Gat No. 37/1,37/2, A/P: Kondhapuri,
Tal. Shirur, Pune - 412209

Shrinath Shikshan Prasarak Mandal
R.M. Dhariwal Sinhgad Management School

Kondhapuri, Shirur, Pune (Accredited by NAAC with 'B' Grade)

Date: 14.12.2020

Time: 12:05 pm-12:55 pm

Place: RMDSMS, Kondhapuri

Writing Skill - Topic - Invention Letter to the Resource Person
MBA Batch (2019-21)

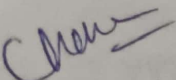
STUDENT TRAINING PROGRAM READING SKILLS ASSESSMENT SHEET

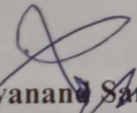
Roll No	Name of the student	Format	Grammar	Quality of Writing	Cohensio n of Topic Meets Assigned Area	Total Score out of (20)
1	Siddheshwar Sakhamre	0	0	0	0	0
27	Tushar Uttamrao Deshmukh	0	0	0	0	0
3	Akshay Chandrakant Otari	0	0	0	0	0
4	Safiya Rafik Shaikh	3	2	2	2	9
5	Sachin Ramesh Rathod	0	3	3	2	8
6	Vipul Amrut Bhandari	2	2	2	3	9
7	Katkar Laxman Bhanudas	2	2	3	3	10
8	Abhishek Vinayak Bhosale	0	0	0	0	0
9	Sandeep Premchand Jadhav	0	0	0	0	0
10	Vikas Shivram Shinde	0	0	0	0	0
11	Yogeshwari Laxman Gaikwad	0	0	0	0	0
12	Akash Ishwar Naik	0	0	0	0	0
13	Anand Ravindra Dhavale	4	3	3	3	13
14	Nilam Babaji Wadhavane	4	2	3	2	11
15	Akanksha Mohan Ohol	0	0	0	0	0
16	Manish Mahendra Nahata	0	0	0	0	0
42	Dipali Suresh Palaskar	3	3	2	3	11
18	Suraj Chandrakant Darade	0	2	3	3	8
19	Yogesh Namdeo Khaire	3	3	3	2	11
20	Swati Yuvaraj Motiraya	0	0	0	0	0



S.S. Mandal
Director
S.S. Mandal's
R. M. Dhariwal Sinhgad Management School
Gat No. 37/1, 37/2, A/P: Kondhapuri,
Tal. Shirur, Pune - 412209

21	Utkarsha Hiralal Kandelkar	0	0	0	0	0
22	Amol Balasaheb Salve	0	0	0	0	0
23	Saurabh Yashwant Ghode	0	0	0	0	0
24	Makrand Namdev Chole	0	0	0	0	0
25	Rani Maruti Abnave	0	0	0	0	0
26	Vaibhav Pradip Gaikwad	4	3	3	3	13
27	Manohar Sunil Sali	0	0	0	0	0
28	Akshada Chandrakant Gaikwad	3	4	3	2	12
29	Pancharas Mangesh Sanjay	0	0	0	0	0
30	Ajay Vasant Bandal	0	0	0	0	0
31	Bira Satu Thorat	0	0	0	0	0
32	Yunus Samsher Pathan	0	0	0	0	0
33	Shyamal Ashok Bhalerao	0	0	0	0	0
34	Swapnil Arun Zinjurke	0	0	0	0	0
35	Virendra Jalindar Kurandale	0	0	0	0	0
36	Pradip Dilip Gaikwad	0	0	0	0	0
37	Smita Hari Issave	0	0	0	0	0
38	Ranjit Maranna Padala	0	0	0	0	0
39	Sanket Prakash Chakinarapuwar	0	0	0	0	0
40	Dnyaneshwar Jagannath Chate	0	0	0	0	0
41	Gargote Atul Raghunath	4	3	3	3	13
42	Mahadu Krishna Bhagwat	0	0	0	0	0
43	Hemant Manoj Bagate	0	0	0	0	0

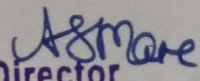

Prof. Charulata Kulkarni


Dr. Shivanand Sanmath (STP Coordinator)

Note: Evaluate each parameter as per below:

Outstanding	Good	Average	Poor
4	3	2	0




Director
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Gat No. 37/1, 37/2, A/P: Kondhapuri,
Tal. Shirur, Pune - 412209



MARKETING BOOSTING DEMAND IN THE "EXPERIENCE ECONOMY"

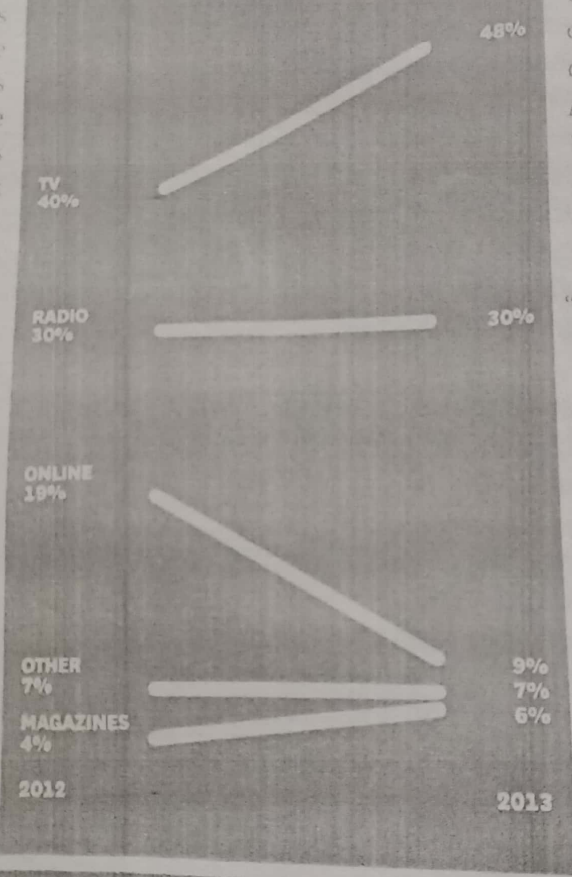
...institutions have been slow to embrace marketing science, ...one institution's success shows the potential upside.

When Georgia Aquarium opened in 2005, it was the biggest aquarium in the world. During its first year more than 3.5 million visitors came to see its exhibits, which feature some 20,000 animals spread across 60 habitats and more than 8 million gallons of water. "We didn't have to do any marketing at all," says Dave Rountree, the senior vice president of sales and marketing. "It was a case where we were closing the doors and they're coming through the windows." Demand was so high that tickets were available by reservation only, and waiting times stretched six weeks or more.

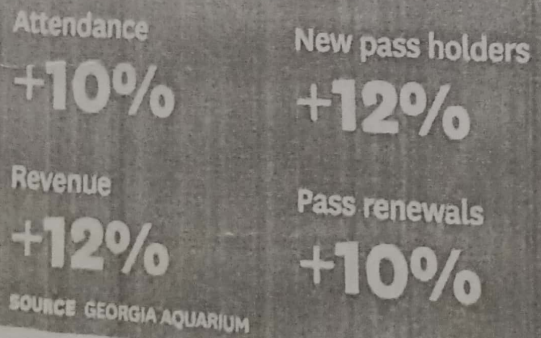
But that changed within a few years. Attendance dropped precipitously, leveling off in 2008 at about 2 million visitors annually. Revenue fell accordingly. People still loved the aquarium, which even with the dip remained one of the most-visited tourist destinations in the state. But all experience-based businesses—aquariums, museums, theme parks, and the like—face the same challenge: After an initial rush of traffic, they generally see a decline in attendance as the experience loses its novelty. Even when new exhibits, shows, and other activities are incorporated, the pipeline of first-time visitors slows, and repeat visits become less frequent. Georgia Aquarium conducted a study of other aquariums around the country and confirmed that this was an industry problem. So Rountree knew that the aquarium wouldn't be able to simply add more exhibits to attract more visitors.

OPTIMIZING THE MIX

Georgia Aquarium shifted media spending away from online and toward cable TV.



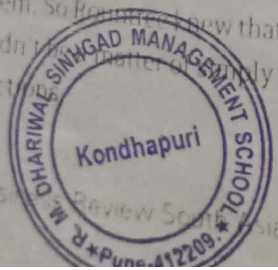
REAPING THE REWARDS



...they identified several potential marketing approaches that would boost revenue without raising ticket prices. The highest entrance fee was among the highest among aquariums. It would have to boost attendance without compromising visitor satisfaction. A correlation, with increases in ticket prices, increasing the satisfaction of individual visitors. And it could not require much more because of the flattened revenue curve.

To Kumar, the solution to the aquarium's problem involved price. "The question is not simply How do you bring in the right customers? The first step, is to determine who are your most valuable customers. Once you have identified those people, you can design and deploy a media plan to help you acquire them."

Kumar's team, which included Georgia State colleagues Amar and Naveen Donthu, began by identifying the top 50 zip codes of the aquarium's most valuable visitors and the top 50 zip codes of the state's most affluent households who had contributed the most revenue over the facility's lifetime. With the 40 zip codes that appeared on both lists, the team put together detailed profiles of aquarium visitors. They found that pass holders (typically with two or more children under 14, a household income of at least \$100,000, and an affinity for entertainment) were the most valuable. It then identified 34



S.S. P. Mandal's

R. M. Dhariwal Sinhgad Management School

Shrinath Shikshan Prasarak Mandal
R.M. Dhariwal Sinhgad Management School
Kondhapuri, Shirur, Pune

Date: 13/02/2020

Grade: II

Time: 12:05 pm-12:55 pm

Place: RMDSMS, Kondhapuri

Reading material used: - *Harvard Business Review South Asia Jan.-Feb 2015*
MBA (2017-19)

STUDENT TRAINING PROGRAM READING SKILLS ASSESSMENT SHEET

Name of the student	Confidence & Attitude	Reading fluency	Voice Pitch	Phonics (the relation between written & spoken letter & sounds)	Vocabulary development (the knowledge of words, their definition & context)	Total Score out of (20)
Siddheshwar Sakharan Kendre	0	0	0	0	0	0
Tushar Uttamrao Deshmukh	0	0	0	0	0	0
Akshay Chandrakant Otari	0	0	0	0	0	0
Safiya Rafik Shaikh	3	3	3	2	3	14
Sachin Ramesh Rathod	4	3	3	3	3	16
Vipul Amrut Bhandari	4	3	3	3	3	16
Katkar Laxman Bhanudas	4	3	3	3	3	16
Abhishek Vinayak Bhosale	0	0	0	0	0	0
Sandeep Premchand Jadhav	0	0	0	0	0	0
Vikas Shivram Shinde	0	0	0	0	0	0
Yogeshwari Laxman Gaikwad	0	0	0	0	0	0
Akash Ishwar Naik	0	0	0	0	0	0
Anand Ravindra Dhavale	3	3	3	2	3	14
Nilam Babaji Wadhavane	3	3	3	2	3	14
Ankusha Mohan Ohol	2	2	2	3	2	11
Anish Mahendra Nahata	0	0	0	0	0	0
Pranali Suresh Palaskar	2	2	2	3	2	11
Suraj Chandrakant Darade	0	0	0	0	0	0
Yogesh Namdeo Khaire	2	2	2	3	2	11
Pravati Yuvraj Motiraya	0	0	0	0	0	0



Asmare
Director

Shrinath Shikshan Prasarak Mandal
R.M. Dhariwal Sinhgad Management School
Kondhapuri, Shirur, Pune

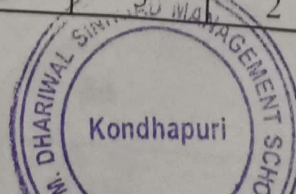
Date: 11.02.2020
Semester: I
Reading materials used: Business Today

Time: 12:05 pm to 12:55 pm
Place: RMDSMS, Kondhapuri

MBA (2019-21)

STUDENT TRAINING PROGRAM READING SKILLS ASSESSMENT SHEET

Roll No	Name of the student	Confidence & Attitude	Reading fluency	Voice Pitch	Phonics (the relation between written & spoken letter & sounds)	Vocabulary development (the knowledge of words, their definition & context)	Total Score out of (20)
1	Siddheshwar Sakharan Kendre	0	0	0	0	0	0
2	Tushar Uttamrao Deshmukh	0	0	0	0	0	0
3	Akshay Chandrakant Otari	2	3	2	2	2	11
4	Safiya Rafik Shaikh	2	2	2	2	3	11
5	Sachin Ramesh Rathod	4	3	3	3	3	16
6	Vipul Amrut Bhandari	3	2	2	3	2	12
7	Katkar Laxman Bhanudas	2	3	2	2	2	11
8	Abhishek Vinayak Bhosale	0	0	0	0	0	0
9	Sandeep Premchand Jadhav	3	2	3	2	3	13
10	Vikas Shivram Shinde	0	0	0	0	0	0
11	Yogeshwari Laxman Gaikwad	3	2	3	2	3	13
12	Akash Ishwar Naik	0	0	0	0	0	0
13	Anand Ravindra Dhavale	3	2	3	3	3	14
14	Nilam Babaji Wadhavane	3	3	2	3	3	14
15	Akanksha Mohan Ohol	0	0	0	0	0	0
16	Manish Mahendra Nahata	3	3	2	3	3	14
17	Dipali Suresh Palaskar	3	3	2	3	3	14
18	Suraj Chandrakant Darade	2	3	3	2	3	13
19	Yogesh Namdeo Khaire	2	2	2	2	3	11
20	Swati Yuvaraj Motiraya	0	0	0	0	0	0
21	Utkarsha Hiralal Kandelkar	0	0	0	0	0	0
22	Amol Balasaheb Salve	0	0	0	0	0	0
23	Saurabh Yashwant Ghode	0	0	0	0	0	0
24	Makrand Namdev Chole	0	0	0	0	0	0
25	Rani Maruti Abnave	0	0	0	0	0	0
26	Vaibhav Pradip Gaikwad	3	3	2	3	3	14
27	Manohar Sunil Sali	3	3	2	3	3	14
28	Akshada Chandrakant Gaikwad	3	3	2	3	3	14



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R. M. Dhariwal Sinhgad Management School

29	Pancharas Mangesh Sanjay	2	2	2	2	3	11
30	Ajay Vasant Bandal	2	2	2	2	3	11
31	Bira Satu Thorat	2	2	2	2	3	11
32	Yunus Samsher Pathan	2	3	3	2	3	13
33	Shyamal Ashok Bhalerao	3	3	3	3	3	15
34	Swapnil Arun Zinjurke	2	3	3	2	3	13
35	Virendra Jalindar Kurandale	2	3	3	2	3	13
36	Pradip Dilip Gaikwad	2	3	3	2	3	13
37	Smita Hari Issave	2	3	3	2	3	13
38	Ranjit Maranna Padala	0	0	0	0	0	0
39	Sanket Prakash Chakinarapuwa	0	0	0	0	0	0
40	Dnyaneshwar Jagannath Chate	3	3	3	3	3	15
41	Gargote Atul Raghunath	3	3	3	3	3	15
42	Mahadu Krishna Bhagwat	2	2	2	2	3	11
43	Hemant Manoj Bagate	2	2	2	2	3	11

Charulata
Prof. Charulata Kulkarni

Dr. Shivanand Sanmath (STP Coordinator)

Note: Evaluate each parameter as per below:

Outstanding	Good	Average	Poor
4	3	2	0

S.S.P. Mandal
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Gat No. 37/1, 37/2, A/P: Kondhapuri,
Tal. Shirur, Pune - 412209



Roll No	Name	Sign.
1	Siddheshwar Sakharam Kendre	A
2	Tushar Uttamrao Deshmukh	A
3	Akshay Chandrakant Otari	A
4	Safiya Rafik Shaikh	Safiya
5	Sachin Ramesh Rathod	Sachin Rathod
6	Vipul Amrut Bhandari	Vipul Bhandari
7	Katkar Laxman Bhanudas	L.V.B.
8	Abhishek Vinayak Bhosale	A
9	Sandeep Premchand Jadhav	Vikas S.S.
10	Vikas Shivram Shinde	A
11	Yogeshwari Laxman Gaikwad	A
12	Akash Ishwar Naik	A
13	Anand Ravindra Dhavale	A
14	Nilam Babaji Wadhavane	N. Wadhavane
15	Akanksha Mohan Ohol	A
16	Manish Mahendra Nahata	Manish Nahata
17	Dipali Suresh Palaskar	Dipali Palaskar
18	Suraj Chandrakant Darade	S. Darade
19	Yogesh Namdeo Khaire	Y. Khaire
20	Swati Yuvaraj Motiraya	A
21	Utkarsha Hiralal Kandelkar	A
22	Amol Balasaheb Salve	A
23	Saurabh Yashwant Ghode	A
24	Makrand Namdev Chole	A
25	Rani Maruti Abnave	A
26	Vaibhav Pradip Gaikwad	Vaibhav Gaikwad
27	Manohar Sunil Sali	M.S. Sali
28	Akshada Chandrakant Gaikwad	Akshada Gaikwad
29	Pancharas Mangesh Sanjay	P.M.S.
30	Ajay Vasant Bandal	A. Bandal
31	Bira Satu Thorat	B. Thorat
32	Yunus Samsher Pathan	Y. Pathan
33	Shyamal Ashok Bhalerao	S. Bhalerao
34	Swapnil Arun Zinjurke	S. Zinjurke
35	Virendra Jalindar Kurandale	V. Kurandale
36	Pradip Dilip Gaikwad	P. Gaikwad
37	Smita Hari Issave	S. Issave
38	Ranjit Maranna Padala	A
39	Sanket Prakash Chakinarapuwar	A
40	Dnyaneshwar Jagannath Chate	D. Chate
41	Gargote Atul Raghunath	A. Gargote
42	Mahadu Krishna Bhagwat	M. Bhagwat
43	Hemant Manoj Bagate	H. Bagate

Prof. Charulata M. Kulkarni
Sign. of Teaching Faculty

Director





R. M. Dhariwal Sinhgad Management School, Kondhapuri
Accredited by NAAC with "B" Grade
MBA-(Batch 2019-21)
STP Semester: II

13-01-2020

Case Study

Roll No	Name	Sign.
1	Siddheshwar Sakharam Kendre	—
2	Tushar Uttamrao Deshmukh	<i>Tushar</i>
3	Akshay Chandrakant Otari	<i>Akshay</i>
4	Safiya Rafik Shaikh	<i>Safiya</i>
5	Sachin Ramesh Rathod	—
6	Vipul Amrut Bhandari	<i>Vipul</i>
7	Katkar Laxman Bhanudas	<i>Katkar</i>
8	Abhishek Vinayak Bhosale	—
9	Sandeep Premchand Jadhav	<i>Sandeep</i>
10	Vikas Shivram Shinde	—
11	Yogeshwari Laxman Gaikwad	<i>Yogeshwari</i>
12	Akash Ishwar Naik	—
13	Anand Ravindra Dhavale	<i>Anand</i>
14	Nilam Babaji Wadhavane	<i>Nilam</i>
15	Akanksha Mohan Ohol	—
16	Manish Mahendra Nahata	<i>Manish</i>
17	Dipali Suresh Palaskar	<i>Deepali</i>
18	Suraj Chandrakant Darade	—
19	Yogesh Namdeo Khaire	<i>Yogesh</i>
20	Swati Yuvaraj Motiraya	—
21	Utkarsha Hiralal Kandelkar	—
22	Amol Balasaheb Salve	<i>Amol</i>
23	Saurabh Yashwant Ghode	—
24	Makrand Namdev Chole	<i>Makrand</i>
25	Rani Maruti Abnave	—
26	Vaibhav Pradip Gaikwad	<i>Vaibhav</i>
27	Manohar Sunil Sali	—
28	Akshada Chandrakant Gaikwad	<i>Akshada</i>
29	Pancharas Mangesh Sanjay	—
30	Ajay Vasant Bandal	—
31	Bira Satu Thorat	—
32	Yunus Samsher Pathan	<i>Yunus</i>
33	Shyamal Ashok Bhalerao	—
34	Swapnil Arun Zinjurke	—
35	Virendra Jalindar Kurandale	—
36	Pradip Dilip Gaikwad	<i>Pradip</i>
37	Smita Hari Issave	—
38	Ranjit Manojna Padala	—

Director

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 Tal. Shirur Pune 412209



14 / 20

✓

Shrinath Shikshan Prasarak Mandal
R. M. Dhariwal Sinhgad Management School
Kondhapuri, Shirur, Pune

Date: 11/11/2019

Activity: STP(General Knowledge Test)

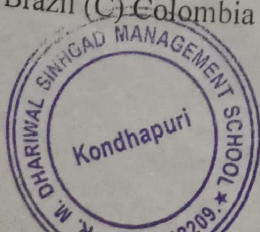
MBA Semester I(2018-20)

Name of Student:

Solve Anmol Balasaheb

Marks : 1 * 20 = 20

- 1 Which dance form is leela samson associated
a) Kuchipudi b) Mohinattam
✓ c) Bharatnatyam d) Odissi
2. Which instruments is used to measure pressure?
a) Ammeter ✓ b) Manometer
c) Telescope d) lactometer
- 3 The meeting of Rajyasabha are presided over by
a) President ✓ b) Vice President c) Prime Minister d) speaker
4. Who has recently won the Monaco Grand Prix Formula One (F1) World Championship title?
✓ a) Lewis Hamilton b) Nico Rosberg
c) Sebastain Vettel d) Sergio Perez
5. Who was recently appointed as Managing Director (MD) of Indias home appliances maker Whirlpool?
a) Sunil Sood b) Anirudh Khelkar
✓ c) Sunil DSouza d) Vijay Mayaram
- 6.. Who recently won the CEAT Indian Cricketer of the Year award?
a) Murali Vijay b) Virat Kohli
✓ c) Ajinkya R Ahane d) Shikar Dhawan
7. Who was recently appointed as Chairman and Managing Director of state-run National Fertilizers Ltd (NFL)?
a) Manoj Mishra b) Raj Kumar
c) Aman Kumar Sighd) Pradeep Kumar Sinha
- 8.. Which one of the following pairs is not correctly matched?
a) Hevea Tree Brazil b) Sumatra Storm Malaysia
Brazil c) Kajan River Borneo ✓ d) Dekke Toba fish
9. Which of the following resources is renewable one?
a) Uranium b) coal
c) Timber ✓ d) Natural gas
- 10.. In which sports do we use the term "Half Nelson"
✓ a) Wrestling b) shooting
c) boxing d) swimming
11. Amazon rainforest spans over 9 countries. In August 2019, in which country deadly fire broke out in the Amazon forest?
a) Venezuela ✓ b) Brazil c) Colombia d) Argentina



Director
S.S.P. Mandal's
R. M. Dhariwal Sinhgad Management School
Gat No. 37/1, 37/2, A/P: Kondhapuri,
Tal. Shirur, Pune - 412209



Name: Bhandari Vipul Amrut Roll No: 06

Shrinath Shikshan Prasarak Mandal

R. M. Dhariwal Sinhgad Management School
Kondhapuri, Shirur, Pune

Date: 11/11/2019

Activity: STP (General Knowledge Test)
MBA Semester I (2018-20)

Name of Student:

Marks : 1 * 20 = 20

12
20

- 1 Which dance form is leela samson associated
a) Kuchipudi b) Mohinattam ☒ c) Bharatnatyam d) Odissi
2. Which instruments is used to measure pressure?
a) Ammeter b) Manometer ☒ c) Telescope d) lactometer
- 3 The meeting of Rajyasabha are presided over by
a) President ☒ b) Vice President c) Prime Minister d) speaker
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a) Lewis Hamilton b) Nico Rosberg ☒ c) Sebastain Vettel d) Sergio Perez
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a) Sunil Sood b) Anirudh Khelkar ☒ c) Sunil DSouza d) Vijay Mayaram
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☒ (A) Venezuela (B) Brazil (C) Colombia (D) Argentina



Director
S.S.P. Mandal's
R. M. Dhariwal Sinhgad Management School
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Roll No:- 24

Shrinath Shikshan Prasarak Mandal

R. M. Dhariwal Sinhgad Management School

Kondhapuri, Shirur, Pune

(18/20)

Date: 11/11/2019

Activity: STP (General Knowledge Test)

MBA Semester I (2018-20)

Name of Student: chole makrand Namdar

Marks : 1 * 20 = 20

1. Which dance form is leela samson associated?
a) Kuchipudi b) Mohinattam c) Bharatnatyam d) Odissi
2. Which instrument is used to measure pressure?
a) Ammeter b) Manometer c) Telescope d) Lactometer
3. The meeting of Rajyasabha are presided over by
a) President b) Vice-President c) Prime Minister d) Speaker
4. Who has recently won the Monaco Grand Prix Formula One (F1) World Championship title?
a) Lewis Hamilton b) Nico Rosberg c) Sebastian Vettel d) Sergio Perez
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Director
S.S.P. Mandal's
R. M. Dhariwal Sinhgad Management School
Gat No. 37/1, 37/2, A/P: Kondhapuri,
Tal. Shirur, Pune - 412209



Shrinath Shikshan Prasarak Mandal
R. M. Dhariwal Singhad Management School
Kondhapuri, Shirur, Pune

Date: 11/11/19

Activity: STP GK

MBA Semester I(2019-21)

Sr.No.	Name of Student	Signature
1	Siddheshwar Sakharam Kendre	
2	Tushar Uttamrao Deshmukh	
3	Akshay Chandrakant Otari	
4	Safiya Rafik Shaikh	
5	Sachin Ramesh Rathod	
6	Vipul Amrut Bhandari	
7	Katkar Laxman Bhanudas	
8	Abhishek Vinayak Bhosale	
9	Sandeep Premchand Jadhav	
10	Vikas Shivram Shinde	
11	Yogeshwari Laxman Gaikwad	
12	Akash Ishwar Naik	
13	Anand Ravindra Dhavale	
14	Nilam Babaji Wadhavane	
15	Akanksha Mohan Ohol	
16	Manish Mahendra Nahata	
17	Dipali Suresh Palaskar	
18	Suraj Chandrakant Darade	
19	Yogesh Namdeo Khaire	
20	Swati Yuvaraj Motiraya	
21	Utkarsha Hiralal Kandelkar	
22	Amol Balasaheb Salve	
23	Saurabh Yashwant Ghode	
24	Makrand Namdev Chole	
25	Rani Maruti Abnave	
26	Vaibhav Pradip Gaikwad	
27	Manohar Sunil Sali	
28	Akshada Chandrakant Gaikwad	
29	Pancharas Mangesh Sanjay	
30	Ajay Vasant Bandal	
31	Bira Satu Thorat	
32	Yunus Samsher Pathan	
33	Shyamal Ashok Bhalerao	
34	Swapnil Arun Zinjurke	
35	Virendra Jalindar Kurandale	
36	Pradip Dilip Gaikwad	
37	Smita Hari Issave	

Mark

12

11

14

18

16



Director
S.S.P.Mandal's
R. M. Dhariwal Singhad Management School
Gat No. 37/1,37/2, A/P: Kondhapuri,
Tal. Shirur, Pune - 412209



Name: Ishandani Vipul Amrut

Roll No. 06.

Shrinath Shikshan Prasarak Mandal

R. M. Dhariwal Sinhgad Management School

Kondhapuri, Shirur, Pune

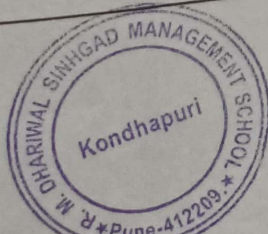
Date 06/11/2019

Activity: General Knowledge Test
MBA Semester I(2019-21)

STP

Name of Student

Sr.NO	Question	A	B	C	D
1	Nishi Vasudeva is the first lady to head an oil company. The name of this oil company is:	IOC	BPCL	ONGC	HPCL
2	Who is the CEO of Wipro?	Vishal Sikka	Abidali Neemuchwala	CP Gurnani	Natarajan Chandrasekaran
3	Professor Amartya Sen is famous in which of the fields?	Biochemistry	Electronics	Economics	Geology
4	Shikha Sharma is the CEO at which Bank?	Axis	HDFC	ICICI	Standard Chartered
5	Who developed Yahoo?	Dennis Ritchie & Ken Thompson	David Filo & Jerry Yang	Vint Cerf & Robert Kahn	Steve Case & Jeff Bezos
6	Who co-founded Hotmail in 1996 and then sold the company to Microsoft?	Shawn Fanning	Ada Byron Lovelace	Sabeer Bhatia	Ray Tomlinson
7	What will a UPS be used for in a building?	To provide power to essential equipment	To monitor building electricity use	To carry messages between departments	To control lighting and power systems
8	Where is the headquarters of Intel located?	Redmond, Washington	Tucson, Arizona	Santa Clara, California	Richmond, Virginia
9	The share of road transport in total transportation of the country is:	0.6	0.7	0.75	0.8
10	Open market operation is a part of:	Credit Policy	Debit Policy	Deposit Policy	None of these
11	Depreciation means	closure of a plant due to lock out	closure of a plant due to labour trouble	loss of equipment over time due to wear and tear	destruction of a plant in a fire accident



Director
S.S.P.Mandal's
R. M. Dhariwal Sinhgad Management School
Gat No. 37/1, 37/2, A/P: Kondhapuri,
Tal. Shirur, Pune - 412209



R. M. Dhariwal Sinhgad Management School

Kondhapuri, Shirur, Pune

Date: 16/10/19

Activity: STP GK

MBA Semester I(2019-21)

Sr.No.	Name of Student	Signature
1	Siddheshwar Sakharam Kendre	
2	Tushar Uttamrao Deshmukh	
3	Akshay Chandrakant Otari	
4	Safiya Rafik Shaikh	
5	Sachin Ramesh Rathod	
6	Vipul Amrut Bhandari	
7	Katkar Laxman Bhanudas	
8	Abhishek Vinayak Bhosale	
9	Sandeep Premchand Jadhav	
10	Vikas Shivram Shinde	
11	Yogeshwari Laxman Gaikwad	
12	Akash Ishwar Naik	
13	Anand Ravindra Dhavale	
14	Nilam Babaji Wadhavane	
15	Akanksha Mohan Ohol	
16	Manish Mahendra Nahata	
17	Dipali Suresh Palaskar	
18	Suraj Chandrakant Darade	
19	Yogesh Namdeo Khaire	
20	Swati Yuvaraj Motiraya	
21	Utkarsha Hiralal Kandelkar	
22	Amol Balasaheb Salve	
23	Saurabh Yashwant Ghode	
24	Makrand Namdev Chole	
25	Rani Maruti Abnave	
26	Vaibhav Pradip Gaikwad	
27	Manohar Sunil Sali	
28	Akshada Chandrakant Gaikwad	
29	Pancharas Mangesh Sanjay	
30	Ajay Vasant Bandal	
31	Bira Satu Thorat	
32	Yunus Samsher Pathan	
33	Shyamal Ashok Bhalerao	
34	Swapnil Arun Zinjurke	
35	Virendra Jalindar Kurandale	
36	Pradip Dilip Gaikwad	
37	Smita Hari Issave	

Mar 12

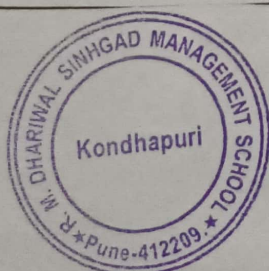
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18

17

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19



Director
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E-Mail: rmdsms@sinhgad.edu Website: www.sspm.co.in

MBA (BATCH:- 2021-2023 & 2022-2024)

UNDER IQAC- Temple Cleaning under Swachh Bharat Mission

Date: 05.12.2022

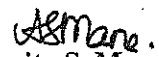
NOTICE

This is to inform for MBA I and II Year students that Institute has organized Temple Cleaning under Swachh Bharat Mission on 19th Dec 2022. & in association with Gram Vikas Foundation, Kondhapur.

Time: 8.30 a.m.

Attendance is mandatory.


Assemer Coordinator


Dr. Anita S. Mane
Director



“समस्तो मा ज्योतिर्गन्तव्य”

Shrinath Shikshan Prasarak Mandal's

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Activity Report

Temple Cleaning (under Swachh Bharat Mission) Malhar Gad (Khandoba Temple), Kondhapuri
Day & Date- Monday, 19-12-2022

Objective: Sense of belongingness toward to society

The tagline “Ek Kadam Swachhta ki ore” translates to “A step towards cleanliness” in English. On 2nd October 2014, Swachh Bharat Mission was launched throughout length and breadth of the country as a national movement. The campaign aims to achieve the vision of a 'Clean India' by 2nd October 2019. The Swachh Bharat Abhiyan is the most significant cleanliness campaign by the Government of India.

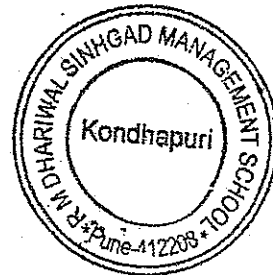


To create the sense of responsibility the MBA students of R M Dhariwal Sinhgad Management School organized to clean the area in & around Khandoba Temple.

S.S.P. Mandal's
Director

S.S.P. Mandal's

R. M. Dhariwal Sinhgad Management School
Gat No. 37/1, 37/2, Alp. Kondhapuri,
Tal. Shirur, Pune-412209.



Shrinath Shikshan Prasarak Mandal
R. M. Dhariwal Sinhgad Management School
Kondhapuri, Shirur, Pune

Activity

Conservation of plants

Batch 2021-23

Sr.No	Name of Student	20-12-2022
1	Ashwini Balasaheb Salunkhe	
2	Sawant Supriya Dattatray	<i>Supriya</i>
3	Shelar Kiran Kailas	
4	Burse Arti Manojkumar	<i>Burse</i>
5	Wadekar Divya Dattatray	<i>Divya</i>
6	Sandesh Sunil Shirsat	
7	Ashvini Mahadev Avatade	
8	Bodage Nilam Dhondibhau	<i>Nilam</i>
9	Rajan Balu Borude	<i>Rajan</i>
10	Yash Ajay Dayma	
11	Thube Akshay Nandu	
12	Abhinav Chandrakant Digole	
13	Prajakta Vitthal Jagtap	
14	Meshram Pradnyashil Gautam	
15	Pawar Yugandhara Vikas	<i>Pawar</i>
16	Samir Mukundrao Maske	<i>Samir</i>
17	Vishal Sudhir Palande	<i>Vishal</i>
18	Yashwant Wamanrao Ghangale	<i>Yashwant</i>
19	Gajanan Sahebrao Sonmankar	
20	Rajput Nisha Vijaysingh	
21	Shubham Sukhadev Tikhule	
22	Maithili Sheshrao Ninghot	<i>Maithili</i>
23	Kunal Prakash Gaikwad	<i>Kunal</i>
24	Gaikwad Vaibhav Sunil	<i>Vaibhav</i>
25	Naik Manohar Vijay	
26	Jankar Amit Abasaheb	<i>Amit</i>
27	Itankar Rani Tulshiram	<i>Rani</i>
28	Jiwankar Anshuja Natthuji	<i>Anshuja</i>
29	Kalyadapu Varsha Nimmadri	
30	Nikita Ravindrarao Lonare	
31	Nilam Chandragupt Ambade	<i>Chandragupt</i>
32	Srusti Gautam Khandare	<i>Srusti</i>
33	Aarti Supda Ingle	<i>Aarti</i>
34	Barahate Akshay Manohar	
35	Pandey Amitkumar Sushilkumar	
36	Kandle Shubham Nagnath	
37	Rushikesh Shankarrao Bokshe	
38	Mohit Ramkrishna Sonwane	
39	Shinde Geeta Sunil	
40	Sarode Piyush Janardan	
41	Vijay Sahebrao Kadam	
42	Bhosale Prasad Subhash	
43	Salve Shubham Ashok	

[Signature]
Academic Coordinator



Shrinath Shikshan Prasarak Mandal
R. M. Dhariwal Sinhgad Management School
Kondhapuri, Shirur, Pune

Accredited by NAAC with "B" Grade
Academic Year: - Aug-Dec. 2020

MBA (Batch 2019-2021)

UNDER IQAC-Swachh Bharat Mission -Activity

Date: 18.11.2020

NOTICE

Swachh Bharat Mission (SBM), Swachh Bharat Abhiyan (SBA), or Clean India Mission is a country-wide campaign initiated by the Government of India in 2014 to eliminate open defecation and improve solid waste management. Our Prime Minister started this mission to make our country India beautiful and neat and clean. The objectives of the first phase of the mission also included eradication of manual scavenging, generating awareness and bringing about a behavior change regarding sanitation practices, and augmentation of capacity at the local level. The second phase of the mission aims to sustain the open defecation free status and improve the management of solid and liquid waste.

RMDSMS, Kondhapuri is organizing event such as quiz, poster making, slogan competitions, poetry and speeches on "Swachh Bharat Mission".

Date: 25th Nov 2020

Time: 11.30 am onwards.

Platform: Virtual- Google meet

The link will be provided to you all in due course of time on Whatsapp group. Students need to inform which activity they are participating to the Activity Coordinator before 24th Nov. 2020 by 3.00pm.

Attendance: compulsory


Prof. Archana Memane
Activity Coordinator


Dr. Anita S. Mane 19 Nov 2020
Director, RMDSMS

Director
S.S.P. Mandal's
R. M. Dhariwal Sinhgad Management School
Gat No. 37/1, 37/2, Alp. Kondhapuri,
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Activity Report

Name of Activity: - Swachh Bharat Abhiyan

Date of Activity: - 25.11.2020

Coordinator- Prof. Archana Memane

RMDSMS, Kondhapuri had organized **Swachh Bharat Mission** Activity under IQAC. This activity was conducted online due to the pandemic situation. The activity such as Online Quiz, poster making, slogan competition, poetry and speeches.

"Cleanliness is next to Godliness." It is the mantra of Mahatma Gandhi, Father of Nation. Following his footprints, the Swachh Bharat Mission campaign achieved encouraging results. It translated into action by bringing in community participation for clean toilets and integrated waste management to make India open defecation free, zero waste, dust free, plastic free and green.

The objectives of the first phase of the mission also included eradication of manual scavenging, generating awareness and bringing about a behavior change regarding sanitation practices, and augmentation of capacity at the local level. The second phase of the mission aims to sustain the open defecation free status and improve the management of solid and liquid waste.

In this event students participated online through Google meet and delivered speeches on "Swachh Bharat Mission", poetry and read slogans. Swachhta Pledge was taken by students and staff members and was available in google form in Hindi, English, and Marathi Language. Online quiz was also organized, where students and faculty participated.



Director

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Academic Coordinator



rinath Shikshan Prasarak Mandal
hariwal Sinhgad Management School
Kondhapuri, Shirur, Pune

MBA -Sem-

Class: MBA

MBA Batch (2022-24)

Activity Name : Conservation of Plants

Roll No	Students Name	20-12-2022
202201	Netke Avinash Shahaji	Basal
202202	Kale Pratik Sainath	Raf
202203	Nawale Pradip Magan	-
202204	Veer Snehal Sunil	Snehal
202205	Khune Snehal Rajendra	P
202206	Patekar Rohit Kailas	-
202207	Misal Ajay Sudhakar	Pr
202208	Nalkande Priya Anil	Priya
202209	Khandre Vaibhav Vinayak	-
202210	Pandit Ananda Sarjerao	Pandit
202211	Rathod Shital Krushna	-
202212	Warpe Adesh Anil	Adesh
202213	Sirtawar Kartik Santosh	-
202214	Walke Rani Santosh	Rani
202215	Atule Akash Annasaheb	Akash
202216	Walke Akshay Dhondiba	Akshay
202217	Wable Ashish Sanjay	Wable
202218	Dalimbkar Dipak Thakaram	-
202219	Shinde Pritesh Kamlesh	-
202220	Kadam Sudhakar Reshmaji	-
202221	Darbhe Sayli Satish	-
202222	Gaikwad Komal Gajanan	-
202223	Pawar Tejas Kakasaheb	-
202224	Satpute Roshan Jitendra	-
202225	Jadhav Ankita Supadu	-
202226	Langhe Rutuja Santosh	-
202227	Sachwani Nitesh Prakash	-
202228	Kukreja Kunal Kanhaiyalal	-
202229	Magar Vaibhav Bhausahab	-
202230	Kadam Saurabh Rajesh	-
202231	Pandav Sujata Bhagwan	-
202232	Kadam Pranav Dattatray	-

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E-Mail: rmdsms@slnhgad.edu Website: www.sspmi.co.in

Prof. M. N. Navale
M.E. (ELECT.) MIE, MBA
President

Dr. (Mrs.) Sunanda M. Navale
B.A., MPM, Ph.D
Secretary

Dr. Anita S. Mane
MBA, Ph. D
Director

Activity Report

Name of Event: - Awareness Quiz Contest- Lets fight together

Date of Event: - 12.05.2020

Coordinator- Dr. Anita S. Mane



RMDSMS had organized online Covid-19 Quiz Awareness Quiz. There were 15 multiple type questions. It open for general public i.e. anyone could participate. E-Certificate were given to there who secured 75% marks. 390 participants participated in the awareness quiz of 229 got the e-certificate. The message regarding the event was circulated through email and what'sapp.


Academic Coordinator

Search results - andm... x COVID - 19 Quiz Awareness Co... x

docs.google.com/forms/d/1R.../edit?usp=sharing

COVID - 19 Quiz Awareness Contest Lets fight together

Questions Responses 69% Settings Total points: 25

COVID - 19 Quiz Awareness Contest

Lets fight together

Dear Citizens,

Greetings from R. M. Dharwal Singad Management School Kondhapuri, Pune. Under IQAC, we have organized Online COVID - 19 Quiz Awareness Contest.

There are 15 MCQ. We are undertaking this quiz to enhance its awareness among the society. Any person can participate in this contest. E certificate will be given who score 75% and above marks.

Requesting you to participate.

STAY HOME STAY SAFE

Director
Dr. Anita S. Mane

Certificate for Pus...pdf Certificate for Cor...pdf Show all x

1:51 PM 1/8/2020



Shrinath Shikshan Prasarak Mandal
R. M. Dhariwal Sinhgad Management School
Kondhapuri, Shirur, Pune

Accredited by NAAC with "B" Grade
Academic Year: - Jan-May. 2020

MBA (BATCH:-2018-2020& 2019-2021)

UNDER IQAC- NGO-CSR Activity

Date: 05.02.2020

NOTICE FOR MBA STUDENTS

This is to inform you that visit to "Sanmati bal niketan sanstha" (Sindhutai Sapkal Orphan) is scheduled on Tuesday, 11/02/2020, 10.00 am at "Sanmati bal niketan sanstha" Tal. Haveli, Belhekar Vasti Near Vasantdada Sugar Institute, Manjri Bk, Pune, Maharashtra 412307.

All students must report to college at sharp 8.30 am on 11.Feb.2020.

Attendance is compulsory & Mandatory / compulsory.

Dehane

[Signature]

Dehane



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Shrinath Shikshan Prasarak Mandal's

R.M.DHARIWAL SINHGAD MANAGEMENT SCHOOL

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E-Mail: rmdsms@sinhgad.edu Website: www.sspm.co.in

Activity Report

Name of Event: - Visit to "Sanmatl Bal Niketan Sanstha" (Sindhutai Sapkal Orphan)
Date of Event: - 11.2.2020
Coordinator- Prof. Archana Memane



NGO visit program was a **Corporate Social Responsibility (CSR)**. The objective of the visit was to make student aware of social responsibility towards the society, it was also the create what is there nearby the campus, what they can contribute, how one's life can be uplifted & as a citizen or human being what should be our attitude towards people around us. What we have in more quantity should be shared, caring, feeling of gratitude, building their conscious is important. Sindhutai through her talk informed her journey from being a single mother to being mother of many & fondly called "Mai" by the children. This venture helped students to have in sight of actual condition of an orphanage.



Archana Memane
Director

S.S.P. Mandal's

R. M. Dhariwal Sinhgad Management School
Gat No. 37/1, 37/2, A/p. Kondhapuri,
Tal. Shirur, Pune-412209.



R. M. Dhariwal Sinhgad Management School, Kondhapuri
Accredited by NAAC with "B" Grade
MBA 1st Year (Batch-2019-21)

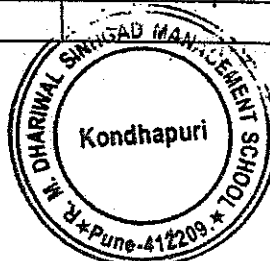
Activity Name: Visit to Sindhutai Sapkal Orphan

Day & Date: Tuesday, 11/02/2020

Attendance Sheet

Roll No	Name	Signature
1	Siddheshwar Sakham Kendre	Kendre
2	Tushar Uttamrao Deshmukh	-
3	Akshay Chandrakant Otari	Akshay
4	Safiya Rafik Shaikh	Safiya
5	Sachin Ramesh Rathod	-
6	Vipul Amrut Bhandari	Vipul
7	Katkar Laxman Bhanudas	Katkar
8	Abhishek Vinayak Bhosale	-
9	Sandeep Premchand Jadhav	Sandeep
10	Vikas Shivram Shinde	-
11	Yogeshwari Laxman Gaikwad	-
12	Akash Ishwar Naik	-
13	Anand Ravindra Dhavale	Anand
14	Nilam Babaji Wadhavane	-
15	Akanksha Mohan Ohol	-
16	Manish Mahendra Nahata	-
17	Dipali Suresh Palaskar	Dipali
18	Suraj Chandrakant Darade	-
19	Yogesh Namdeo Khaire	Yogesh
20	Swati Yuvaraj Motiraya	-
21	Utkarsha Hiralal Kandelkar	-
22	Amol Balasaheb Salve	Amol
23	Saurabh Yashwant Ghode	-
24	Makrand Namdev Chole	Makrand
25	Rani Maruti Abnave	-
26	Vaibhav Pradip Gaikwad	Vaibhav
27	Manohar Sunil Sali	Manohar
28	Akshada Chandrakant Gaikwad	Akshada
29	Pancharas Mangesh Sanjay	-
30	Ajay Vasant Bandal	Bandal
31	Bira Satu Thorat	-
32	Yunus Samsher Pathan	Yunus
33	Shyamal Ashok Bhalerao	-
34	Swapnil Arun Zinjurke	Swapnil
35	Virendra Jalindar Kurandale	-
36	Pradip Dilip Gaikwad	Pradip
37	Smita Hari Issave	-

Director
S.S.P. Mandal's
R. M. Dhariwal Sinhgad Management School
 Gat No. 37/1, 37/2, A/P: Kondhapuri,
 Tel. Shirur, Pune - 412209



PTD

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38	Ranjit Maranna Padala	-
39	Sanket Prakash Chakinarapuwar	-
40	Dnyaneshwar Jagannath Chate	-
41	Gargote Atul Raghunath	Atw
42	Mahadu Krishna Bhagwat	-
43	Hemant Manoj Bagate	-

Archana

Prof. Archana Memane

Activity Coordinator

MBA Batch 2018-2020

- ①7 Mayur Mandilkar - Mayur
- ①8 Dinesh Narhe - Dinesh
- ①9 Vinayak Sonawane - Sonawane
- ②0 Omkar Jewale - Omkar
- ②1 Pranali Padole - Pranali
- ②2 Dalta Shirke (Dinesh) - Shirke



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Prof. M. N. Navale

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President

Dr. (Mrs.) Sunanda M. Navale

B.A., MPM, Ph.D

Secretary

Dr. Anita S. Mane

MBA, Ph. D

Director

Date: 18.10.2019

Notice

All MBA students and staff are informed that as a part of social responsibility towards community we will be visiting the orphanage Maher NGO Pune. ~~Unit~~

This is to inform all MBA students to be present.

Date: - 23rd Oct. 2019

Time: - 10am


Dr. Anita S. Mane
Director



समस्तो मा ज्योतिर्गमय

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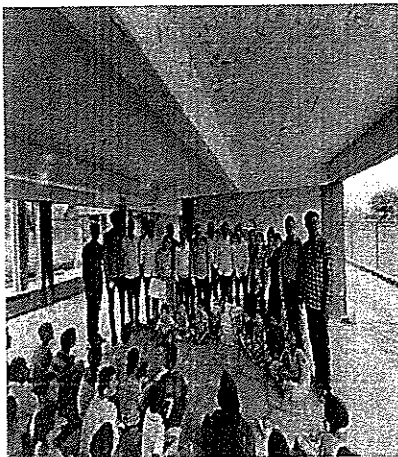
Activity Report

Name of Activity:- Visit to "Maher"

Date of Activity: - 23.10.2019

Coordinator: Prof. Charulata Kulkarni

Maher has come a long way since its humble beginnings in 1997. Over 4000 women and children have passed through the Maher experience and come out brimming with self-confidence and dignity. Those who cannot be reunited with their families, because of a trauma or other complications, continue to be looked after under Maher's watchful care, and many stay on, fully rehabilitated to work as housemothers or assistants. All inmates receive the highest quality diet, medical attention and psychiatric counseling available, irrespective of their caste or religion. Faculty members and students donated Laddu, snacks, Cake, Chocolates, Chips, Toilet soaps, Food Grains, Hair Oil and Sari etc.



S.S.P. Mandal's
Director
S.S.P. Mandal's
R. M. Dhariwal Sinhgad Management School
Gat No. 37/1, 37/2, A/p. Kondhapuri,
Tal. Shirur, Pune-412209.



Shrinath Shikshan Prasarak Mandal
R. M. Dhariwal Sinhgad Management School
Kondhapuri , Shirur, Pune

Activity

Batch 2021-23

Sr.No	Name of Student	
1	Ashwini Balasaheb Salunkhe	A.B. Salunkhe.
2	Sawant Supriya Dattatray	SSD
3	Shelar Kiran Kailas	shelar.k.k
4	Burse Arti Manojkumar	A. m. Burse
5	Wadekar Divya Dattatray	Buradekar Divya D.D.
6	Sandesh Sunil Shirsat	S.S. Shirsat
7	Ashvini Mahadev Avatade	Ashvini Avatade
8	Bodage Nilam Dhondibhau	Bodage ND
9	Rajan Balu Borude	RAJAN. B. B
10	Yash Ajay Dayma	Y. A. Dayma
11	Thube Akshay Nandu	Thube AN
12	Abhinav Chandrakant Digole	Abhinav
13	Prajakta Vitthal Jagtap	Prajakta
14	Meshram Pradnyashil Gautam	meshram P.G.
15	Pawar Yugandhara Vikas	VIKAS. P.Y
16	Samir Mukundrao Maske	maske SM
17	Vishal Sudhir Palande	V.S.P.
18	Yashwant Wamanrao Ghangale	YWB
19	Gajanan Sahebrao Sonmankar	GSS
20	Rajput Nisha Vijaysingh	Rajput
21	Shubham Sukhadev Tikhule	Shubham
22	Maithili Sheshrao Ninghot	MAN
23	Kunal Prakash Gaikwad	Gaikwad K. Prakash
24	Gaikwad Vaibhav Sunil	Gaikwad V.
25	Naik Manohar Vijay	Naik M.V.
26	Jankar Amit Abasaheb	Amit. J.A.
27	Itankar Rani Tulshiram	Rani
28	Jiwankar Anshuja Natthuji	
29	Kalyadapu Varsha Nimmadri	
30	Nikita Ravindrarao Lonare	Nikita
31	Nilam Chandragupt Ambade	Nilam
32	Srusti Gautam Khandare	Srusti
33	Aarti Supda Ingle	Aarti S.I
34	Barahate Akshay Manohar	AM
35	Pandey Amitkumar Sushilkumar	Amitkumar
36	Kandle Shubham Nagnath	
37	Rushikesh Shankarrao Bokshe	
38	Mohit Ramkrishna Sonwane	Mohit
39	Shinde Geeta Sunil	Geeta
40	Sarode Piyush Janardan	P.Sarode
41	Vijay Sahebrao Kadam	V.Kadam
42	Bhosale Prasad Subhash	Bhosale P.S
43	Salve Shubham Ashok	Salve SA



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Shrinath Shikshan Prasarak Mandal's

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E-Mail: rmdsms@sinhgad.edu Website: www.sspm.co.in

MBA (BATCH:- 2021-2023 & 2022-2024)

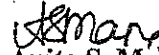
UNDER IQAC- Conservation of Plants

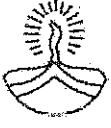
Date: 05.12.2022

NOTICE

This is to inform for MBA I and II Year students that Institute has organized **Conservation of Plants** on 20th Dec 2022. *This program is organised under Community Development Programme in association with Kondhapuri Gram Vikas Foundation*
Time: 8.30 a.m.

Attendance is mandatory.


Dr. Anita S. Mahe
Director



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E-Mail: rmdsms@sinhgad.edu Website: www.sspm.co.in

Activity Report - Community Development Activity

Conservation of Plants

Day- Tuesday

Date-20-12-2022

The area in & around the temple surrounding the students cleaned the area where tree plantation was to be done.

The students visited a nursery the person said when selecting your plant: i) look for plants with buds instead of blooms, ii) take a look at the roots of the starter plan.



He informed the plants can classified by age, seeding description code.

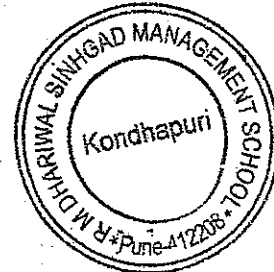
Once the samplings were chosen with the help of Gram Vikas Foundation members, the teachers and faculty planted few sapling in and around the temple.



S.S.P. Mandal's
Director

S.S.P. Mandal's

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hariwal Sinhgad Management School
Kondhapuri , Shirur, Pune

MBA -Sem-

Class: MBA

MBA Batch (2022-24)

Activity Name :

Roll No	Students Name	19.12.2022
202201	Netke Avinash Shahaji	Netke
202202	Kale Pratik Sainath	Kale
202203	Nawale Pradip Magan	Nawale
202204	Veer Snehal Sunil	Veer
202205	Khune Snehal Rajendra	Khune
202206	Patekar Rohit Kailas	Patekar
202207	Misal Ajay Sudhakar	Misal
202208	Nalkande Priya Anil	Nalkande
202209	Khandre Vaibhav Vinayak	Khandre
202210	Pandit Ananda Sarjerao	Pandit
202211	Rathod Shital Krushna	Rathod
202212	Warpe Adesh Anil	Warpe
202213	Sirtawar Kartik Santosh	Sirtawar
202214	Walke Rani Santosh	Walke
202215	Atule Akash Annasaheb	Atule
202216	Walke Akshay Dhondiba	Walke
202217	Wable Ashish Sanjay	Wable
202218	Dalimbkar Dipak Thakaram	Dalimbkar
202219	Shinde Pritesh Kamlesh	Shinde
202220	Kadam Sudhakar Reshmaji	Kadam
202221	Darbhe Sayli Satish	Darbhe
202222	Gaikwad Komal Gajanan	Gaikwad
202223	Pawar Tejas Kakasaheb	Pawar
202224	Satpute Roshan Jitendra	Satpute
202225	Jadhav Ankita Supadu	Jadhav
202226	Langhe Rutuja Santosh	Langhe
202227	Sachwani Nitesh Prakash	Sachwani
202228	Kukreja Kunal Kanhaiyalal	Kukreja
202229	Magar Vaibhav Bhausaheb	Magar
202230	Kadam Saurabh Rajesh	Kadam
202231	Pandav Sujata Bhagwan	Pandav
202232	Kadam Pranav Dattatray	Kadam



**Shrinath Shikshan Prasarak Mandal
R. M. Dhariwal Sinhgad Management School
Kondhapuri, Shirur, Pune**

Under IQAC

NOTICE

Date : 7th Feb. 2019

MBA I & II

This is to inform you that '**A Workshop on Entrepreneurship Development**' by the guest Mr. Narendra Gaikwad (Entrepreneur). The seminar will be held on Fri.day 08th Feb. 2019 at 10.00 am in the RMD SMS, Seminar Hall. Attendance is compulsory for all MBA students.

**Prof. Charulata Kulkarni
Activity Coordinator**

**Dr. Z. S. Mulla
IQAC Coordinator**

**Dr. Anita Mane
Director**

**Director
S.S.P. Mandal's
R. M. Dhariwal Sinhgad Management School
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Tal. Shirur, Pune-412209.**



Shrinath Shikshan Prasarak Mandal's
R.M. DHARIWAL SINHGAD MANAGEMENT SCHOOL
Kondhapuri, Taluka – Shirur, District: Pune, 412209

ED CELL ACTIVITY REPORT

Date of the Report: 08.02.2019



Name of the Activity : Workshop on Entrepreneurship Development

Day	Date	Time	Venue	Coordinator
Friday	08 Feb. 2019	10.00 am	Seminar Hall	Prof. Charulata Kulkarni

Resource Person : Mr. Narendra Gaikwad (Entrepreneur)

Guest Invited by : Prof. Charulata Kulkarni

Activity Description : **Workshop on Entrepreneurship Development**

Objectives : To acquire skills and necessary capabilities to play the role of an entrepreneur effectively.

Highlights of Activity : We had invited our Entrepreneur & Alumni-RMDSMS to share his business experience with MBA Students. He said that identify in you, your entrepreneurial qualities in practicality. For the development of an entrepreneurship it is require to develop managerial, technical, financial, and marketing skills. It is necessary to promote this understanding of motives and their impact on entrepreneurial values and behaviour for this purpose. Govt. provides various types of loans for entrepreneurs. Especially, women entrepreneurs, get some concession in loan. There is a good scope for women entrepreneurs. Entrepreneurship can be found everywhere

ASMAN
Director
S.S.P. Mandal's
R. M. Dhariwal Sinhgad Management School
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Tal. Shirur, Pune-412209.



nowadays. Every profession has an entrepreneurial sector. Agriculture is most certainly very strong in that particular division. Entrepreneurship and Agriculture are utterly connected and have a lot to offer to each other. It is require that to develop innovative ideas surrounding the world of agriculture.

Students enjoyed the session a lot. They are become enthusiastic to become an entrepreneur.

Four girls students and thirty boys students were attended the program.



Activity Coordinator
Prof. Charulata Kulkarni



Director
Dr. Anita Mane



Director

S.S.P. Mandal's

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Shrinath Shikshan Prasark Mandal's

R. M. Dhariwal Singhad Management School, Kondhapuri

Program Name:- Workshop on Entrepreneurship Development

Date:-8 Feb. 2019

35	Chandrashekhar Prabhu Swami	—	75	Vinayak Pandurang Sonawane	—
36	Indrajeet Umaji Jadhav	—	76	Akshay Vikas Sonawane	—
37	Deepak Sunil Nawale	—	77	Pranali Ashok Padole	—
38	Vasudev Atmaram Naik	—	78	Ankush Kartar Naik	—
39	Omkar Satish Yewale	—	79	Daulat Balu Kolekar	—
40	Astik Balu Ichake	—	80	Gurudas Babanrao Sinalkar	—

S.S.P. Mandal
Director
S.S.P. Mandal's
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**Shrinath Shikshan Prasarak Mandal
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NOTICE

Date : 4th Feb. 2019

MBA I & II

This is to inform you that the seminar on the topic 'Industrial design rights' by the guest Mr. Anand Mahurkar (Advocate). The seminar will be held on Thu.day 07th Feb. 2019 at 10.00 am in the RMD SMS, Seminar Hall. Attendance is compulsory for all MBA students.

**Prof. Charulata Kulkarni
Activity Coordinator**

**Dr. Z. S. Mulla
IQAC Coordinator**

**Dr. Anita Mane
Director**

Director

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Kondhapuri, Taluka – Shirur, District: Pune, 412209

ACTIVITY REPORT

Date of the Report: 07th Feb. 2019



Name of the Activity : Seminar on the topic 'Industrial design rights'.

Day	Date	Time	Venue	Coordinator
Thu.	7Feb.19	10.00 am	Seminar Hall	Prof. Charulata Kulkarni

Resource Person : Mr. Anand Mahurkar

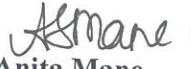
Activity Description : Seminar on Industrial design rights

Objectives : 1. To make students understand about Design Rights.
2. To make students understand about the importance of Industrial Design protection and its use in various industries across India.

Highlights topic covered : The following points were covered during the key address:
1. Basics of IPR
2. Importance of IPR
3. How IPR related to Business organisation
4. Also discussed about Legislation of India to support.

Remark by the Coordinator : Students enjoyed the session, they got knowledge of Industrial design rights.


Prof. Charulata Kulkarni
IPR CELL Coordinator


Dr. Anita Mane
Director


Director
S.S.P. Mandal's
R. M. Dhariwal Sinhgad Management School
Gat No. 37/1, 37/2, A/p. Kondhapuri,
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**Shrinath Shikshan Prasarak Mandal's
R.M.Dhariwal Sinhgad Management**

MBA BATCH 2018-20

**A seminar under IPR CELL on the topic 'Industrial design rights' on
Fri. 07th Feb. 2019**

Attendance sheet

Sr.No	Name of the students	SIGN.
1	ASHWINI ANKUSH SANGALE	<i>Ashwini</i>
2	ASHWINI BHAGCHAND KURANDALE	<i>Bhagchand AB</i>
3	POOJA RAVINDRA DHAYBAR	<i>Pooja</i>
4	PRANALI ASHOK PADOLE	<i>Pranali</i>
5	ABDULSAMAD JAVED TAMBOLI	<i>ASJ</i>
6	AKSHAY VIKAS SONAWANE	<i>A</i>
7	ANKUSH KARTAR NAIK	<i>A</i>
8	ASTIK BALU ICHAKE	<i>Astik Ichake</i>
9	AVINASH VILAS JASUD	-
10	CHANDRASHEKHAR PRABHU SWAMI	-
11	DAULAT BALU KOLEKAR	-
12	DEEPAK SUNIL NAWALE	-
13	DINESH NAVNATH NARHE	<i>Dinesh Narhe</i>
14	GANESH ASHOK BATTE	<i>Ganesh B.</i>
15	INDRAJEET UMAJI JADHAV	-
16	MAYUR MARUTI MANDILKAR	<i>Mayur</i>
17	MUNJAL VITTHAL RAMDAS	<i>Munj</i>
18	NEVASKAR ONKAR SUHAS	-
19	OMKAR SATISH YEWALE	<i>Omkar</i>
20	PRANAY DILIP VARMA	<i>Pranay</i>
21	PRATIK BALASAHEB LOKHANDE	-
22	RAHUL MANIKRAO SHELKE	<i>Rahul</i>
23	RAMESH NARAYAN HANGE	<i>Ramesh</i>
24	SAGAR SHIVAJI CHAUGULE	-
25	VASUDEV ATMARAM NAIK	-
26	VINAYAK PANDURANG SONAWANE	<i>Vinayak</i>
27	GURUDAS BABANRAO SINALKAR	<i>Gurud</i>

Chau
Prof. Charulata Kulkarni
IPR CELL Coordinator

Atmaram
Director

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Gat No. 37/1, 37/2, A/p. Kondhapuri,
Tal. Shirur, Pune-412209.



Class: MBA SEM III BATCH (2017-19) Attendance Sheet

35	Sunil Arjun Rathod	—
36	Sutar Sagar Shantaram	—
37	Vishal Sanjay Jadhav	—
38	Bandal Nilesh Gokul	—
39	Dhumal Sonali Rakhmaji	—
40	Vanita Hadu Sahu	—
41	Ashish Baburao Jangle	—
42	Dake Ankita Anandrao	—
43	Sonal Kumari	—
44	Garima	Garima
45	Gitanjali Sangram Madrewar	Gitanjali
46	Jaya Sitaram Dere	Jaya
47	Koli Niraj Kailas	—
48	Lilatai Sadashiv Muradi	Lilatai
49	Lokesh Kumar	—
50	Lovely Kumari	Lovely
51	Mayur Santosh Nemade	—
52	Mhaskar Gauri Dashrath	—
53	Omkar Shirish Joshi	—
54	Pawar Rushikesh Sanjay	—
55	Sanket Sanjay Ankush	—
56	Sanketsingh Ravindrasingh Haza	—
57	Shrinivas Vilas Vibhute	—
58	Siddharth Uttam Jadhav	—
59	Vivek Vishwanthrao Deshmukh	—
60	Ashish Chandrakant Kadam	—

C. M.

Prof. Charulata M. Kulkarni
IPR CELL Co-ordinator

S. S. P. Mandal
Director
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Tal. Shirur, Pune - 412209



सकाळ

कोंढापूरीत पेटंटवर मार्गदर्शन

तळेगाव ढमढेरे, ता. १२
कोंढापूरी (ता. शिरूर) येथे
आर.एम.डी मॅनेजमेंट स्कूलमध्ये
इंटेलेक्च्युअल प्रॉपर्टी राइट्स या
विषयावर शिबिराचे आयोजन
करण्यात आले होते. या वेळी अॅड.
आनंद माहूरकर यांनी इंडस्ट्री डिझाइन
या विषयावर एमबीएच्या विद्यार्थ्यांना
मार्गदर्शन केले.

○ कॉपी राइट, ट्रेड मार्क, डिझाइन,
पेटंट आदीसंबंधी अधिकार काय
आहेत, याचे मार्गदर्शन करण्यात
आले. एखाद्या स्वनिर्मित तंत्रज्ञान
व उत्पादनावर आपणाला पेटंट
घेता येऊ शकते, तसेच आपल्या
नावारचे पेटंट विकता येते,
याविषयी कायदेशीर माहिती माहूरकर



यांनी दिली.
या वेळी
विद्यार्थ्यांच्या
विविध प्रश्नांना
माहूरकर यांनी
आनंद माहूरकर उत्तरे दिली.

या वेळी डॉ.
अनिता माने, डॉ. योगेश भोवते, प्रा.
सुनील उजागरे, प्रा. मुल्ला, विनायक
सोनवणे, अश्विनी कुरुंदळे, मयूर
मंदिलकर, पूजा पडोळे, अतुल हिंगे,
हृषीकेश सोनवणे, अस्तिक इचके,
दिनेश नर्हे, गणेश बत्ते, राहुल शेळके,
प्रणव वर्मा उपस्थित होते.

सूत्रसंचालन प्रा. चारुलता
कुलकर्णी यांनी केले. गुरुदास
सित्रलकर यांनी आभार मानले.


Director

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Pune, District-Today
13/02/2019 Page No. 4



Profile of Adv. Anand Mahurkar :

He is member of the Bar Council of Maharashtra and Goa. He has more than 13 years of overall experience including Legal industry, academics and manufacturing. His goal is to generate Intellectual Property worth 2000 Cr through protection and licensing of creative works, brands, innovations, inventions and intellectual creations of people from India till 2025. He has already achieved a substantial part of it.

Adv. Anand Mahurkar is a practicing lawyer in Commercial Laws, IP and Cyber Laws. He is a Mechanical Engineering Graduate. He pursued his masters' degree in Manufacturing Systems from BITS, Plain (Raj). He pursued LLB degree from the University of Pune (M.S) India and has done several courses of the WIPO Academy, Geneva in IP Management to his credit with impressive grades. He holds a PG Diploma in Cyber Forensic, Cyber Crimes, Cyber Security and Cyber Law from International Forensic Sciences (IFS), Pune India.

The practice areas of Adv. Anand Mahurkar include IPR law, Commercial Law, Corporate Law, Cyber Law, Consumer Protection including corporate/techno-legal transactions, patents prosecution, industrial designs protection, brand protection, trademarks registration, copyright registration, technology transfer, technology commercialization, brands/technology acquisition, brand franchise, technology licensing, IP enforcement, Cyber law, Cyber Crime, Online Privacy Issues, Civil/Criminal matters in IPR and Cyber/IT Laws. He is a legal consultant of a number of SMEs. He is also involved in Legal counseling of Joint Ventures, Commercial Contracts, Brand protection, Startup Strategy, Innovation management, Consumer Protection, and IP portfolio management for some of the fortune 500 companies. He is on impaneled on the advisory boards of several universities, academic institutes and companies as IPR Lawyer, Corporate Lawyer or Legal Adviser. He has been involved in acquisition/purchase of companies, brand transfers, brand franchisee of several famous entities.

He has been a Visiting Faculty at I Square IT- Deemed University, Hinjewadi, Pune for a Masters course in IPR Courses. Currently he is a visiting faculty of Off Campus Division, Pune of BITS- Pilani (Raj.), and New Law College, Pune of Bharati Vidyapeeth (Deemed University), Pune.

Adv. Anand Mahurkar has conducted more than 100 awareness programmes on Legal Aspects in Business, IPR (Intellectual Property Rights, Patent Lifecycle Management, Brand protection, Cyber Law, Consumer Laws, Labour Laws in India etc. He has been an resource person of several national level conferences and workshops. He is a life member of Indian Society for Technical Education (ISTE), IIIE, and Society for Information Sciences (SIS) India


Director

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**Shrinath Shikshan Prasarak Mandal
R. M. Dhariwal Sinhgad Management School
Kondhapuri, Shirur, Pune**

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NOTICE

Date : 5th Sep. 2018

MBA I & II

This is to inform you that the seminar on the topic 'Role of Intellectual Property Rights in Technology Transfer (IPR)' by the guest Mr. Anand Mahurkar (Advocate). The seminar will be held on Thu.day 06th Sep. 2018 at 10.00 am in the RMD SMS, Seminar Hall. Attendance is compulsory for all MBA students.

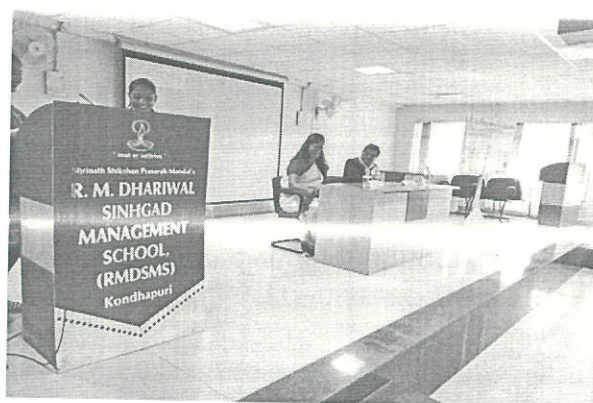

Prof. Charulata Kulkarni
Activity Coordinator


Dr. Z. S. Mulla
IQAC Coordinator


Dr. Anita Mane
Director


Director
S.S.P. Mandal's
R. M. Dhariwal Sinhgad Management School
Gat No. 37/1, 37/2, Alp. Kondhapuri,
Tal. Shirur, Pune-412209.





Name of the Activity : Seminar on Intellectual Property Rights (IPR)

Day	Date	Time	Venue	Coordinator
Thu.	6 Sep.18	10.00 am	Seminar Hall	Prof. Charulata Kulkarni

Resource Person : Mr. Anand Mahurkar (Inrext Ies Academy)

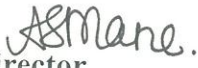
Activity Description : Seminar on Role of Intellectual Property Rights in Technology Transfer (IPR)

Objectives : IPR protection on technology transfer.
IPR protection in Indian Law.

Highlights of Activity : Scouting for IP-based technology acquisition
Overview of the technology Transfer Process.
Licensing explained, Licensee and Licensor perspectives, rights & responsibilities, risks & opportunities

Remark by Coordinator : Students enjoyed the session, they got knowledge general IPR Protection in Indian Law and Licensing explained, Licensee and Licensor perspectives, rights & responsibilities, risks and opportunities.


Activity Coordinator
Prof. Charulata Kulkarni


Director
Dr. Anita Mane


Director
S.S.P. Mandal's
R. M. Dhariwal Singhad Management School
Gat No. 37/1, 37/2, A/p. Kondhapuri,
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Shrinath Shikshan Prasarak Mandal
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Kondhapuri , Pune

Date: 23rd Feb. 2022

NOTICE

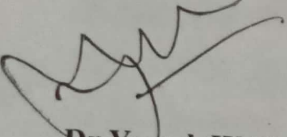
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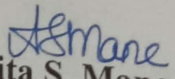
This is to inform all MBA Semester-I & III students and Faculty members that we are organizing Workshop on Human Rights on 28th Feb 2022 at 11.00am.

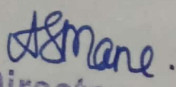
Please note that the Workshop is scheduled as per following details:

1. Guest Speaker: Sr.Advocate Chandrakant Shinde
2. Topic: Economic,Social,Cultural & Gender Equity
3. Day & Date: Monday, 28.02.2022
4. Time: 11.00am to 1.00 pm
5. Platform: Microsoft Teams (Online)

Attendance is compulsory.


Dr. Yogesh W Bhowte
Academic Coordinator


Dr. Anita S. Mane
Director 23 Feb 2022


Director
S.S.P. Mandal's
R. M. Dhariwal Sinhgad Management School
Gat No. 37/1, 37/2, Alp. Kondhapuri,
Tal. Shirur, Pune-412209.





“ तमसो मा ज्योतिर्गमय ”

**Shrinath Shikshan Prasarak Mandal
R.M.Dhariwal Sinhgad Management School
Kondhapuri, Shirur, Pune**

Date: 2/03/2022

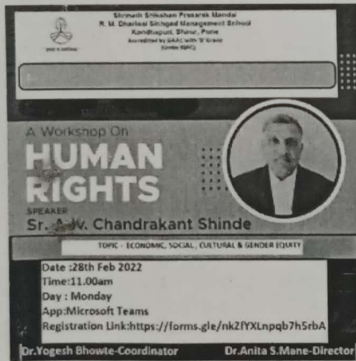
**Report on Online Workshop on "HUMAN RIGHTS" on
28th Feb 2022 at 11.00am to 1.00 pm.**

Resource Person: Senior Advocate Mr.Chandrakant Yashwant Shinde

Objective of the Activity: To get awareness about Economic, Social, Cultural & Gender Equity.

A One day workshop on Human Rights has been conducted on 28th Feb 2022, at RMDSMS Kondhapuri. This workshop has been sponsored by RMDSMS Kondhapuri. 208 participants registered for the program. 138 participants joined the Program.

Shri Chandrakant Yashwant Shinde, Senior Advocate Pune District was invited as the resource person for the workshop. Dr.Yogesh Bhowte gave introductory remarks and appreciation of the participants for joining this workshop from their busy schedule. He also informed the highlights of the workshop. Dr.Anita S Mane Director of RMDSMS Kondhapuri.gave the welcome address.



Shri Chandrakant Yashwant Shinde spoke about discrimination based on men, women, caste, race, country and colour. In his speech, he emphasized the atrocities enacted upon the people and elaborated the role of the National Human Rights Commission in helping and protecting them. He also spoke on the rights of all the tribal women in empowering themselves in all government schemes.

He spoke on the welfare schemes available to the tribal women in uplifting their livelihood. He also emphasized on the value of human rights and ways and means the human rights to be protected. He emphasized the role of social rights in protecting people and he advised the sufferer to come forward to register their difficulties in sustaining their rights. He also spoke about various rights like Fundamental Rights, Right of gender, Right of Child, Right of IT, Right

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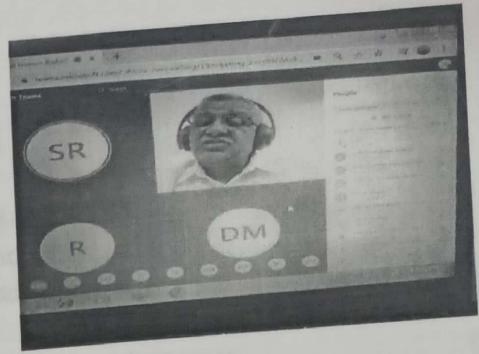


to privacy, Women & discrimination, Freedom of Expression and International Humanity and law and has given example of War between Russian and Ukraine. He also emphasized on the value of human rights and ways and means the human rights to be protected.

The entire session was an interactive session and the speakers answered many queries raised by the participants.

The entire program was co-ordinated with the support of the Director, faculty and Students of the RMDSMS. At the end Coordinator of Program Dr. Yogesh W Bhowte gave the vote of thanks and the workshop got concluded.

138 participants were issued certificates after they have given the feedback.



A.

Enclosing feedback analysis.

Dr. Yogesh W Bhowte
Activity Coordinator

Dr. Anita S Mane
Director 7 March 2022.

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Director

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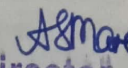


ATTENDANCE

Meeting Summary

Total Number of Participants 220
 Meeting Title Workshop on Human Rights
 Meeting Start Time 2/28/2022, 10:32:32 AM
 Meeting End Time 2/28/2022, 1:51:04 PM
 Meeting Id c752fd50-4054-42c6-8334-fe018311941d

Full Name	Join Time	Leave Time	Duration	Email	Role	Participant
SDC	2/28/2022, 10:32:32 AM	2/28/2022, 1:33:20 PM	1:00:48	sdcs@stesp	Organizer	sdcs@stesp
SDC	2/28/2022, 10:32:32 AM	2/28/2022, 1:50:53 PM	1:18:21	sdcs@stesp	Organizer	sdcs@stesp
Pushpa Gore-Shende	2/28/2022, 10:32:32 AM	2/28/2022, 11:11:19 AM	38:47		Presenter	
A-33 Aboli kulkarni	2/28/2022, 10:32:32 AM	2/28/2022, 10:55:45 AM	23:13		Presenter	
DrDayanandSurwade	2/28/2022, 10:32:32 AM	2/28/2022, 12:21:15 PM	1:48:43		Presenter	
Prof. Neha Sharma (Guest)	2/28/2022, 10:32:32 AM	2/28/2022, 11:50:10 AM	1:17:38		Presenter	
Prof. Neha Sharma (Guest)	2/28/2022, 11:28:18 AM	2/28/2022, 12:19:18 PM	51:00		Presenter	
Prof. Neha Sharma (Guest)	2/28/2022, 11:28:21 AM	2/28/2022, 12:16:21 PM	48:00		Presenter	
A-08 sumit borse (Guest)	2/28/2022, 10:32:32 AM	2/28/2022, 10:12:20 AM	40:00		Presenter	
shwari Patel	2/28/2022, 10:32:32 AM	2/28/2022, 1:43:30 PM	1:11:00		Presenter	
A-65 Preeti yadav	2/28/2022, 10:32:32 AM	2/28/2022, 10:11:45 AM	39:13		Presenter	
Tanvi Guru	2/28/2022, 10:32:32 AM	2/28/2022, 11:15:15 AM	42:43		Presenter	
BABLU KUMAR	2/28/2022, 10:32:32 AM	2/28/2022, 10:43:43 AM	11:11		Presenter	
pradumn wakale	2/28/2022, 10:32:32 AM	2/28/2022, 1:02:16 PM	1:30:44		Presenter	
Yogesh Bhowte	2/28/2022, 10:32:32 AM	2/28/2022, 11:37:54 AM	1:05:22	Yogesh.b@	Presenter	Yogesh.b@
Yogesh Bhowte	2/28/2022, 11:28:08 AM	2/28/2022, 1:41:08 PM	1:13:00	Yogesh.b@	Presenter	Yogesh.b@
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Hemant More	2/28/2022, 10:32:32 AM	2/28/2022, 1:53:06 PM	1:20:34		Presenter	
Sanket Mule	2/28/2022, 10:32:32 AM	2/28/2022, 11:23:13 AM	50:41		Presenter	
MONALISA BHINGE	2/28/2022, 10:32:32 AM	2/28/2022, 12:21:05 PM	1:48:33	MONALISA	Presenter	MONALISA
A-08 sumit borse (Guest)	2/28/2022, 10:32:32 AM	2/28/2022, 11:28:45 AM	1:56:13		Presenter	
Kunal Dikkar	2/28/2022, 10:32:32 AM	2/28/2022, 10:30:30 AM	0:00:00		Presenter	
Arti Burse	2/28/2022, 10:32:32 AM	2/28/2022, 12:21:02 PM	1:48:30		Presenter	
jiyoti Khunte	2/28/2022, 10:32:32 AM	2/28/2022, 12:21:10 PM	1:48:38		Presenter	
RUBY CHHATWAL	2/28/2022, 10:32:32 AM	2/28/2022, 12:21:04 PM	1:48:32	admin@PD	Presenter	admin@PD
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Chandrakant Shinde	2/28/2022, 10:32:32 AM	2/28/2022, 12:21:02 PM	1:48:30		Presenter	
Dr. Charulata Kulkarni	2/28/2022, 10:32:32 AM	2/28/2022, 11:46:27 AM	1:13:55		Presenter	
Pavan Barandwal	2/28/2022, 10:32:32 AM	2/28/2022, 11:23:27 AM	1:50:55		Presenter	
sagar shembade	2/28/2022, 10:32:32 AM	2/28/2022, 10:43:32 AM	11:00		Presenter	
127_FYMBA_B	2/28/2022, 10:32:32 AM	2/28/2022, 10:21:43 AM	0:00:00	127_YAMII	Presenter	127_YAMII
Sushil Chavhan	2/28/2022, 10:32:32 AM	2/28/2022, 11:13:18 AM	1:40:46		Presenter	
bNishigandha malwade	2/28/2022, 10:32:32 AM	2/28/2022, 12:21:01 PM	1:48:29		Presenter	
Ashwini Tonde	2/28/2022, 10:32:32 AM	2/28/2022, 12:11:59 PM	1:39:27		Presenter	
Dr. Anita S Mane - RMDSMS	2/28/2022, 10:32:32 AM	2/28/2022, 12:11:56 PM	1:39:24		Presenter	
MAYURI KHARAT (Guest)	2/28/2022, 10:32:32 AM	2/28/2022, 12:11:56 PM	1:39:24		Presenter	
Dr.Sunil	2/28/2022, 10:32:32 AM	2/28/2022, 11:47:32 AM	1:15:00		Presenter	
Samir maske	2/28/2022, 10:32:32 AM	2/28/2022, 11:11:02 AM	1:38:30		Presenter	
SWARAJ RASKAR (Guest)	2/28/2022, 10:32:32 AM	2/28/2022, 12:11:20 PM	1:38:48		Presenter	


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Profile

Name: Adv. CHANDRAKANT YASHWANT SHINDE

R/At: 46 ,Someshwarwadi, Pashan Pune-8

(M): 9822448504,(R)020-25880200

Educational Qualification:

Sr.No.	Course	Board/University	Year of Passing	Class
1.	S.S.C	Pune Board	1978	Second
2.	B.Sc.	Pune University	1984	Second
3.	LL.B.	Pune University	1988	Second
4.	LL.M.	Pune University	2001	Second

Experience:

1. Practicing as an Advocate since 1994.
2. Teaching Law for 4 years in P.D.E.A's Law College , Kharadi , Pune.
3. Faculty Member of YASHADA , Baner road , Pune-7.
- 4 Teaching MBA in MITCOECMSR,kothrud,Pune
Pune:

Signature

(Adv. Chandrakant Shinde)

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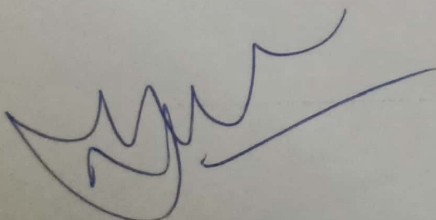


BUSINESS RESEARCH METHOD

PRESENTED BY : NAVED IRFAN KHAN.

INTRODUCTION

A social media is an online platform which people use to build social networks or social relations with other people who share similar personal or career interests, activities, backgrounds or real-life connections. The impact of social networks on young people is significant. It is becoming increasingly clear that social networks have become part of people's lives. Many adolescent people are using their laptops, tablet computers and smart phones to check Tweets and status updates from their friends and family. Due to the advancement in technology, people are pressured to accept different lifestyles. Social networking sites can assist young people to become more socially capable. Social media is a web-based form of data communication. Social media platforms allow users to have conversations, share information and create web content. Social media has different forms, together with blogs, micro-blogs, wikis, social networking sites, photo-sharing sites, instant messaging, video-sharing sites, podcasts, widgets, virtual worlds, and more. Billions of people around the world use social media to share information and make connections.[2] On an individual level, social media allow us to communicate with our friends and relatives, gain knowledge of new things, develop your interests, and be entertained.


Faculty Sign



YouTube

The biggest and most well known video-based online networking site — was established on February 14, 2005, by three previous PayPal workers. It was later purchased by Google in November 2006 for \$1.65 billion. YouTube has more than 1 billion site guests for every month and is the second most well known internet searcher behind Google.[4]

Pinterest

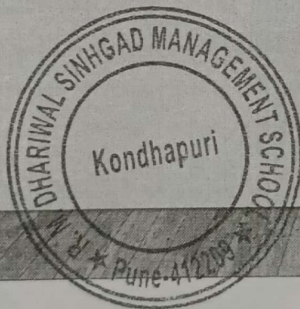
Pinterest is commonly a beginner in the online networking field. This stage comprises of computerized announcement sheets where organizations can stick their substance.

Instagram

Instagram is a visual online networking stage. The site has more than 400 million dynamic clients and is possessed by Facebook. A significant number of its clients utilize it to post data about travel, form, sustenance, workmanship and comparable subjects.

Negative Effects of Social Media on Health

- ☐ Incorrect self-diagnosis
- ☐ Potential breach of privacy



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A Study on Positive and Negative Effects of Social Media on Society

Abstract- Social media is a platform for public around the World to discuss their issues and opinions. Before knowing the actual aspects of social media people must have to know what does social media mean? Social media is a term used to describe the interaction between groups or individuals in which they produce, share, and sometimes exchange ideas, images, videos and many more over the internet and in virtual communities. Children are growing up surrounded by mobile devices and interactive social networking sites such as Twitter, My Space, and Facebook. Orkut which has made the social media a vital aspect of their life. Social network is transforming the behaviour in which youthful people relate with their parents, peers, as well as how they make use of technology. The effects of social networking are twofold [1] On the positive side, social networks can act as invaluable tools for professionals. They achieve this by assisting young professionals to market their skills and seek business opportunities. Social networking sites may also be used to network efficiently. On the negative side, the internet is laden with a number of risks associated with online communities. Cyber bullying, which means a type of harassment that is perpetrated using electronic technology, is one of the risks. In this paper we cover every aspect of social media with its positive and negative effects. Focus is on the particular field like health, business, education, society and youth. During this paper we explain how these media will influence the society in a broad way.

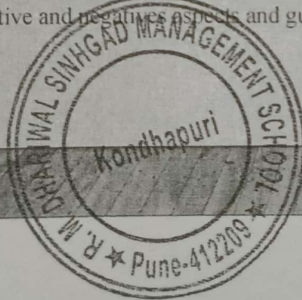
Keywords: Social Media, Business, Society, Mobile Devices, Education, Cyber Bullying.

REVIEW OF LITERATURE

As Youth and Teens are the builder of nation, and in this era they are grown up as part of the Net Generation. They can easily use the latest technology in various forms, including smart phones, mp3 players, digital cameras, video games, iPads, electronic readers, and personal computers. Social Media has its both positive and negative effects.

This research paper is based on secondary data collected from the online sources, different research papers and from the Google search engine. We also used some data gathering tools (On Site Observations, Interviews, and Questionnaires) for gathering information about the usage of social media in general.

In this paper we study various social networking sites, various areas (Business and Commerce, Education, Health and medical Education etc) in which social media is extensively used in these days with its positive and negative aspects and guidelines for handling the negative effects of social media on society.



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IMPACT OF SOCIAL MEDIA ON EDUCATION

Social networking technologies also allow one to share a thought with another. It helps a man toward one side of the world to interface and trade thoughts with a man at the other side.[2] With the use of social media students can easily communicate or share information quickly with each other through various social networking sites like Facebook, Orkut, and Instagram etc.

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PLAGIARISM SCAN REPORT

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Abstract

This review research paper delves into the burgeoning landscape of Artificial Intelligence (AI) in the realm of marketing and its profound impact on the transformation of customer engagement strategies.

With the rapid advancement of AI technologies, marketing professionals are confronted with an evolving landscape that demands a comprehensive understanding of its potential and challenges.

This paper synthesizes current research findings, industry trends, and case studies to provide a holistic analysis of AI's role in reshaping how businesses interact with and influence their customers.

The review begins by elucidating the fundamental concepts of AI and its various applications within marketing, such as predictive analytics, chatbots, personalization, and sentiment analysis.

It further explores the benefits of incorporating AI into marketing strategies, including enhanced customer segmentation, improved targeting, increased automation, and real-time decision-making capabilities.

In addition, this paper investigates the ethical considerations and challenges surrounding AI in marketing, shedding light on issues such as data privacy, bias, and the potential for job displacement.

It also highlights regulatory measures and best practices aimed at mitigating these challenges.

Through a meticulous analysis of case studies and industry examples, this research paper provides concrete evidence of how AI-driven marketing initiatives have achieved remarkable results in terms of customer engagement, brand loyalty, and revenue growth.

It also emphasizes the importance of aligning AI strategies with overarching business objectives and fostering a data-driven culture within organizations.

Furthermore, the review examines the future prospects of AI in marketing, forecasting emerging trends and potential disruptions.

It emphasizes the need for continuous learning and adaptation within the marketing profession to harness the full potential of AI and maintain competitiveness in a rapidly evolving landscape.

In conclusion, "Analyzing AI in Marketing: The Transformation of Customer Engagement Strategies" offers a comprehensive overview of AI's impact on marketing and customer engagement, spanning from its foundational principles to

its ethical implications and future prospects. This review serves as a valuable resource for marketing practitioners, researchers, and policymakers seeking to navigate the AI-driven marketing landscape while upholding ethical standards and maximizing business outcomes.

Introduction

In today's rapidly evolving business landscape, the integration of Artificial Intelligence (AI) has emerged as a transformative force across various industries, none more so than in the field of marketing.

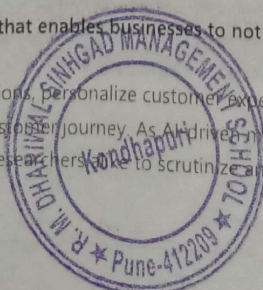
AI's remarkable capabilities in data analysis, predictive modeling, and personalized customer interactions have ushered in a new era of customer engagement strategies.

This research paper, titled "Analyzing AI in Marketing: The Transformation of Customer Engagement Strategies," delves into the dynamic realm where technology and marketing intersect, shedding light on the profound impact AI has had and continues to have on how businesses engage with their customers.

The realm of marketing is in constant flux, adapting to changing consumer behaviors, technological advancements, and market dynamics.

In this context, AI has emerged as a pivotal tool that enables businesses to not only keep pace with these changes but also to proactively shape them.

It empowers marketers to make data-driven decisions, personalize customer experiences at scale, optimize advertising campaigns, and ultimately, enhance the overall customer journey. As AI-driven marketing techniques become increasingly sophisticated, it is imperative for businesses and researchers alike to scrutinize and understand the implications of these



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innovations on customer engagement strategies.

This research paper embarks on a comprehensive journey to analyze the multifaceted role of AI in marketing.

We will explore the ways in which AI algorithms harness and process data to extract actionable insights, the role of AI in predictive modeling for customer behavior, the development of chatbots and virtual assistants for real-time customer interactions, and the ethical considerations that arise in the pursuit of increasingly personalized marketing.

By critically examining these facets, we aim to provide a holistic understanding of AI's transformative potential in marketing and offer valuable insights into how businesses can leverage AI to enhance their customer engagement strategies.

Moreover, as AI technology continues to evolve, it is essential to keep pace with the latest developments and trends in this field.

This paper will also discuss emerging AI applications in marketing, drawing from the most recent research and industry practices.

By doing so, we hope to equip marketers, business leaders, and researchers with the knowledge needed to make informed decisions and navigate the exciting but complex landscape of AI-driven customer engagement.

In conclusion, "Analyzing AI in Marketing: The Transformation of Customer Engagement Strategies" seeks to be a valuable resource for those interested in understanding how AI is reshaping marketing practices.

As AI becomes increasingly intertwined with marketing strategies, this research paper aims to shed light on both its promises and challenges, paving the way for a more informed and ethical utilization of AI in the pursuit of enhanced customer engagement.

Background

In recent years, the field of marketing has witnessed a profound transformation, primarily driven by advancements in Artificial Intelligence (AI) and its integration into various aspects of the marketing ecosystem.

This shift has given rise to a new era of customer engagement strategies, where businesses and marketers are leveraging AI technologies to understand, reach, and engage with their target audiences more effectively than ever before.

This research paper aims to delve into the evolving landscape of AI in marketing and its impact on customer engagement strategies.

The genesis of this transformation can be traced back to the rapid proliferation of digital technologies and the ever-increasing availability of data.

With the advent of the internet, social media, e-commerce platforms, and mobile devices, customers are generating vast amounts of data with every online interaction.

AI, particularly machine learning and natural language processing algorithms, has emerged as a powerful tool to harness this data and extract meaningful insights.

One of primary drivers of AI adoption in marketing is the need for personalization. Modern consumers have come to expect tailored experiences, whether it's in the form of product recommendations, content suggestions or personalized marketing messages. AI algorithms can analyze user's historical behavior, preferences, demographics to deliver highly targeted and relevant content. This level of personalization not only enhances customer satisfaction but also contributes to increased conversion rates and brand loyalty.

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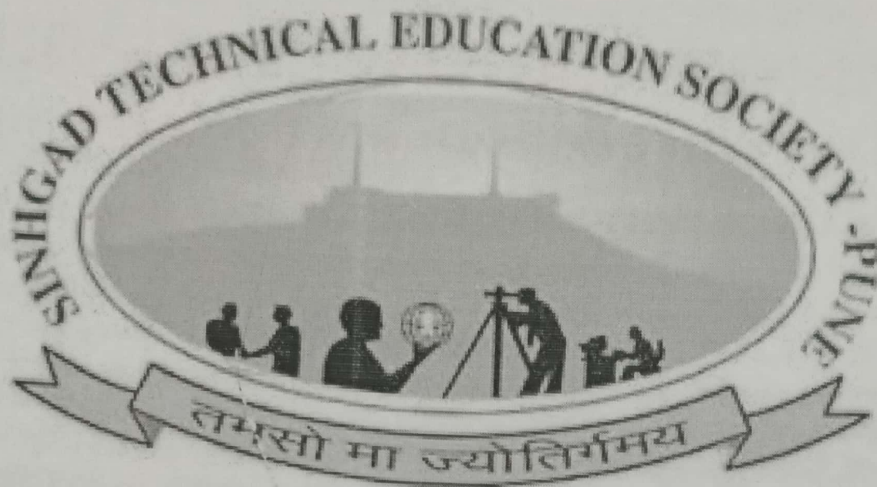
Web · This paper will also discuss emerging AI applications in marketing, drawing from the most recent research and industry practices.

Check

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A Research Proposal on

A study on Advertising Effectiveness

Guided by: Dr. Yogesh Bhowte Sir

SUBMITTED BY _____
autam Aicha
Roll No. 02
CLASS: MBA-1

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way that the complexity of the new environment and the measurement difficulty would not matter so much. Second, this indicator should be simple in concept, but covering everything that may be important to advertisers, to whom ultimately must prove to be useful. And finally, it should be possible to measure it in a flexible way, and be available just one week after a communications campaign was aired.

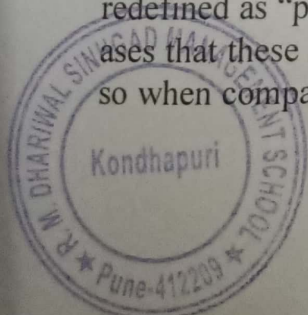
2. Objectives: 3D-Effectiveness

Before we can decide whether a communication campaign has been effective or not, we need to clarify first what we actually mean by effectiveness, against what objectives should advertising effectiveness be evaluated [10]. After many years of experience working closely with major companies around this concept, and given that the main purpose of this research was to be useful to advertisers, we understand that there are three key axes with respect to which a campaign can be considered effective or not (to some extent, this was already anticipated by White in 1998 when he wrote "All we need to know about the ads is whether people know they are there (Recall)... What matters is what they think about the brand, and whether they are going to buy it" [11]. The three key axes that we suggest are: 1) the recall axis (cognitive factor [12]), where a recalled campaign is considered to be effective, 2) the image axis (emotional factors relating to a brand [13], where the aim is that the campaign should be able to improve the image that consumers have of the brand being advertised; and 3) the business axis (behavioral factor [14]), where the campaign is required to be able to increase the buying intention of the product being advertised. Regardless of the possible hierarchy which might exist between the three concepts-similar to the AIDA hierarchical model, linking "Attention" to "Interest", "Desire" and "Action" in terms of a cause-and-effect relationship [15], and their adaptation to marketing communications [16]-, our approach is not so much how the concepts relate and complement each other, but that all three can be easily measured and can be of interest to advertisers. Depending on each case and product life time, the importance of the axes may vary, so that the concept of effectiveness mutates over time and is not always the same. 3D-Effectiveness is calculated as the weighted average of each axis, based on the a priori importance of each one of them.

$$\text{Effectiveness} = \alpha_1 \cdot D_1 + \alpha_2 \cdot D_2 + \alpha_3 \cdot D_3$$

where α_i are the weights that each advertiser determines based on the objectives which their communication had for each of the D_i dimensions. This new way of defining effectiveness is better suited to the reality of advertisers, who sometimes run campaigns whose main objective is to achieve media coverage by getting many people to recall having seen the advertising, other times what they want is to improve brand image and at other times, however, all they want is to achieve rapid sales increases.

The objectives that we intend to address through this research are five: 1) Creating a concept of effectiveness that suits the needs of each advertiser (as seen in the previous section) and is valid for the different communication strategies that may be applicable; 2) That such effectiveness, that will be measured through fieldwork and therefore will be redefined as "perceived effectiveness", will be a type of effectiveness without the frequent biases that these kinds of methodologies have; 3) That we may set a benchmark in the market, so when comparing effectiveness between different brands, there will be a point of reference



against which to measure performance;
4) That this information is open and free to everyone; 5) And finally, that the data may be available in a flexible way, so that we might speak of a "just-in-time" measurement of perceived effectiveness.

3. Methodology. Empirical Test of Hypothesis

Since January 2012, we have conducted a weekly tracking with CAWI methodology (Internet interviews), aimed at a representative sample of the Spanish population aged between 16 and 55. We have carried out 500 weekly interviews, with a total of about 26,000 annual interviews, based on quota sampling by age, sex and region. The sampling error is 4.4%. Each week the 20 fixed brands have always been tested and another 12 that have been changing each month. The 20 fixed brands were selected based on the Top of Mind advertising awareness 2011 ranking of IMOP (study done by the Public Opinion and Marketing Institute in Spain, which measures spontaneous advertising recall by media, without suggesting a brand or a product line), and the advertising investment ranking by INFOADDEX company (source of investment data in Spain) also for 2011, with a



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The questionnaire covers the three axes of the perceived 3D-effectiveness: Recall, Image and Business, as well as questions about the media in which they recalled having seen the advertising, product consumption, overall assessment of the brand, and finally, and most importantly, a battery of questions on media consumption, which will help us to make a study of coincidence against the Media General Study (EGM) official source of audience measurement in Spain, which will give greater strength to our study ensuring that the media consumption is also representative of the general population (See an outline of the questionnaire used in Table 3).

When calculating the effectiveness index, we eliminated three common biases that characterize this type of research: 1) The brands engaged in a campaign in the week in which the fieldwork is carried out and have a large investment on that week, always have a higher recall than the ones which have a smaller investment. Therefore, a brand "A", out of the 20 analyzed each week, can have a high recall on a given week via a large investment versus another brand "B" having a smaller recall, because it had a very small advertising investment on that week. If we understand that having a high recall to be equated to having great effectiveness, we will then be penalizing brand "B". To avoid falling into this bias when estimating effectiveness, we performed some simple regression models between investments and recall levels,

$$\hat{R} = \beta_0 + \beta_1 I \quad (1)$$

where $\hat{R}$ is the recall level and I the advertising investments. Then, we calculated the performance indicator in

recall, D_1 , as the difference between the recall level R obtained from the questionnaire and value of the recall based on the investment made. $\hat{R}$, the expected

$$D_1 = R - E[R] = R - \hat{R} \quad (2)$$

Thus D_1 is the effectiveness dimension corresponding to recall and there will be campaigns with positive effectiveness and campaigns with negative effectiveness, what we will standardize at a later stage; 2) Also with simple regression models, we note that there is a high correlation between the value of a brand and how people perceive the advertising of that brand with a view to improving the image consumers had of the brand. If brand A is a highly valued brand, consumers will tend to claim that its advertising helps them improve the image they have of the brand, and vice versa when a brand is poorly valued. The way to overcome this bias in our effectiveness measurement will again be to compare the expected value according to the model, with the actual value obtained through the questionnaire; 3) Finally, in the business axis we can see the multivariate dependence of the brand image perception and its market share. A brand with a high value image and a high market share will always be favored in such questionnaires, falsifying the data unless this condition is isolated. With these three kinds of models, we obtained three effectiveness measurement indicators free from some of the main biases that characterize this type of research.

Table 3. Outline of the questionnaire.

Questionnaire
Prompted Advertising
Awareness When-Prompted



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Advertising Awareness Media-
Prompted Advertising Awareness
Impact of Advertising on Brand
Image Impact of Advertising on
Buying Intention

Clients/Non-Clients

Identification Brand

Valuation

Media Usage

Media Usage

Frequency

Regio

n

Gend

er

Age

Level of Studies



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Limitations of the Method

In no circumstances this method could compete with research carried out by advertisers by means of questionnaires over long periods of time, most of the time face-to-face, exclusively designed to measure the effectiveness of communication campaigns one by one. Neither is designed nor intended to measure all the important attributes of the image of the brand, or going into the details of the variables such as buying intention or recommendation of a product.

4. Findings

The 3D-effectiveness key performance indicator proposed in this paper involves the weighted importance of three factors: recall, brand image and buying intention. In this way, this new metric reflects consumer's perceptions and it fits advertising company's needs. The indicator is built using experimental data about 20 fixed brands and other 12 variable brands collected along the 52 weeks of a year. The results obtained over the months have been enriching and in the following paragraphs we will discuss some of the main results.

Effectiveness KPI. First, we obtain a perceived effectiveness KPI, week by week, for the top 20 brands in Spain throughout the year 2012 (Figure 1 shows an example for the 26/11/2012 week, where we can see Renault, McDonalds and L'Oreal leading the ranking). Comparing this ranking with that of the previous week (Figure 2) we observe how it changes: in this case McDonalds, L'Oreal and Audi lead the ranking now. In both cases, the colors indicate whether or not the effectiveness has improved compared to the previous week. In the overall ranking, the perceived effectiveness KPI is built giving a third to each of the three effectiveness axes outlined above: recall, image and business.

Changing Concept of Effectiveness. Second, for each of the analyzed brands we can get the value of the 3 effectiveness axes, and, based on the principle that for each advertiser the concept of effectiveness may vary, each one of them can allocate the weights they may deemed valid. For example, if Nike considers that for their campaigns the weights should be 0.25 to recall and image, and 0.50 to business, they would move from the eleventh position, on the 26/11/2012 week, to third position (Figure 3).

Top-20 Effectiveness. Third, we perform a weekly effectiveness tracking of the 20 top brands in Spain considering advertising awareness and investment. Such tracking will allow us to know how effectiveness changes



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