

3.2.2

Number of workshops/seminars conducted on Research Methodology, Intellectual

Property Rights (IPR) and entrepreneurship during the year.



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**Entrepreneurship Development
Cell**

**"Prerana" in association
with Institute Innovation
Council**

**Organized Problem Solving and
Ideation workshop: Ideate to Innovate**

Dr. Sudhir Hasamnis

Ex AGM TATA MOTORS

Report:

16 November 2021, Tuesday.

10.30am to 12.30am



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Introduction

MBA@IICMR ED Cell "Prerana" envisages to develop and encourage entrepreneurship within the students and the faculty members. As part of this initiative "Prerana" organized in association with Institute Innovation Council- Session on Problem Solving and Innovation- "**Ideate to Innovate**". The resource person for the session was Dr. Sudhir Hasamnis. He holds rich experience of more than 30 years at TATA Motors. He is Ex- AGM at TATA Motors and an Associated Faculty at MBA@IICMR. This session intended to brief the students about the ideation process and narrate the different ideation processes. The session was conducted in Offline and Online mode for the MBA second year students.

Objective of Session:

1. To explain the ideation process
2. To foster idea development and how to transform ideas to reality

Overview of the Session:

Dr. Sudhir Hasamnis started the session by citing examples from some of the best ideas that completely revolutionized the industry. He then explained the importance of observation and empathy that lead to identifying the problem. As the session proceeded he explained the various methods of generating idea and how to finalize the best idea based on Desirability, feasibility and usability. He also explained the various types of ideation. The session was made more engaging with the help of an activity. The activity triggered the grey cells of the students where they had to create a product from limited resources. A total of 87 students and 3 faculty members attended the session.

Feedback:

The students were very motivated and found the two-hour ideation session very informative. They felt encouraged to be an entrepreneur and by the end they mentioned that they were able to relate to several pain points that required solutions

Conclusion:

The session was very informative and knowledgeable. In short, the session was



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interactive, engaging and knowledgeable.

Glimpses of the session



**Prepared by
Mr. Rajendra Agawane
EDC Coordinator**

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

**Approved by
Dr. Abhay Kulkarni
Director, IICMR**

REF: EDC/Ideation-2022



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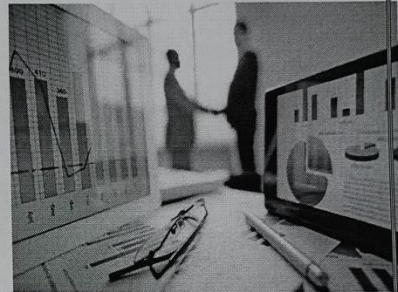
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i-2-e (Innovation to enterprise) Report.

Cover Page

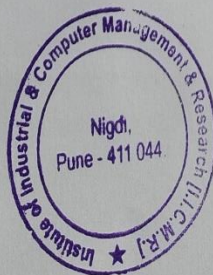


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ATSS's IICMRs MBA Department
In Association with Savitribai Phule Pune
University's
Centre for Innovation, Incubation &
Enterprise.
Presents.

i-2-e Competition.





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Introduction: -

i-2-e Competition (innovation -2-enterprise) shall be conducted by Centre for Innovation, Incubation & Enterprise from November, 2021 to February, 2022

Objective of the Competition: -. i-2-e Competition aims at identification of ideas that have the capability to convert into an enterprise from youth who are studying in the affiliated colleges of Savitribai Phule Pune University and who have set up Start-up Innovation Cells under Centre for Innovation, Incubation & Enterprise of SPPU.

Themes that have been identified for this competition are as follows: -

1. Information Technology: EdTech, EnvironTech, DeepTech, Artificial Intelligence, ML, Bigdata, Healthnet, Aggrotech, FinTech
2. Manufacturing, Energy, Material Science
3. Electric Mobility
4. Environment, Water, Clean City
5. Agriculture
6. Media, Social Innovation & any other.



Eligibility:

Colleges who have setup Start-up Innovation Cell under Centre for Innovation, Incubation & Enterprise are eligible to participate in i-2-e competition.

Process: -

Stage - 1

1. Colleges shall conduct an internal competition at college level. Such competition shall follow the rules as given below: Declare on the college notice board and through college student groups using social media the "Call for Applications" for i-2-e competition starting from 15th November to 6th December, 2021. (College can decide any date for their choice to conduct the competition).

OR

Colleges can directly Choose Two Top Teams from the college and declare their names through notice board of the college and through college student groups using social media nominating teams from the college round to the cluster round.



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2. Criteria for choosing such teams shall be as follows.

- (i) Team should have Innovative Idea that can be scaled up to an enterprise
- (ii) Team chosen should comprise of minimum 2 members & maximum 4 members and the team should have a faculty mentor
- (iii) Teams chosen (Top 2 teams from the College) should make pitch in the following format:
 - (a) Problem Statement (one slide)
 - (b) Solution being provided by the innovative team (two slides)
 - (c) Competitive Analysis for the product/service (one slide)
 - (d) Total available market (TAM) if the product is launched in the market (one slide)
 - (e) Team composition & mentor credentials (one slide)
 - (f) Prototype availability in case of product/in case of service specifications (a 3-5 minute video about the product)
 - (g) Plan for scaling up (one slide)

Presentations should have opened slide mentioning logo of CIIE on right side and college logo

on left corner, title of the project & names/phone numbers of the presenters.

Top Teams from each College: -

Information about top two teams from each college should be posted on social media handles of the college as well as tag CIIE on FB/Instagram pages.

Certification of Participation:

Colleges are free to provide a Certificate of Participation to all teams at college level. This is optional.

Stage - 2

1. Names of teams from each college shall be sent to the office of CIIE on or before 10th December, 2021 in the prescribed format as per the Google Form provided by CIIE.



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- All the teams shall undergo an awareness program organized by CIIE through online mode in Second week of December.
- Each participating team shall receive a softcopy of participation certificate that shall be mailed to the address of the Head of the Institute.

Stage – 3

Teams nominated by colleges shall be scrutinized by team of jury members and top 100 teams shall be taken to the Cluster Round. The information on the teams selected shall be intimated to the individual colleges to the official mail id of the head of the college/institute.

Stage – 4

Top 100 teams shall compete in the Cluster round and these cluster rounds shall be conducted 7/8 clusters that shall be notified to the participating teams and Head, Start-up Innovation Cell. Top three teams from each cluster shall qualify for the University Final round and a boot camp.

Stage – 5

Top 25 teams shall undergo Boot Camp of two days in the University. Teams selected for Boot camp shall have to make their own provision to stay in Pune for two days. 16-hour boot camp shall help them to hone their business idea. Faculty mentors are not expected to attend the Boot Camp. This is only for team members from respective college shoes as top 25 teams. Boot Camp shall be conducted in 3rd/4th Week of December, 2021.

Stage – 6

25 teams shall pitch for grand final round that shall be conducted in January, 2022. Top two teams will receive Cash Prizes by the University. All the teams will be eligible to attend the Annual Summit along with faculty members that shall be conducted in last week of January, 2022. These 25 teams shall also eligible for a pre-mentorship program organized by the University from June-August. If found suitable some teams may go to the Incubation Centre of the University starting September 2022 cohort.

Criteria for selecting Team: -

College shall announce the college level round on the theme specified by the University.





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Selection Criteria:

1. Problem statement given by the team should be innovative.
2. Solution provided by the teams should be practical and implementable.
3. Startup idea should have the potential to scale-up and should not be easily replicable.
4. Team members should be committed to pursue the idea for commercialization.

Agenda of i-2-e Competition at Institute Level.

Date: - 03/12/2021.

Day: - Friday

Venue: - ATSS's IICMR Auditorium.

Time: - 2:00 Pm- 5:30 Pm.

Sr. No	Time	Particulars	Resource person/Judges of the Competition	Coordinator
1.	2:00 Pm-2:15 Pm	Welcome	Dr. Sanjay Lakade-Director, Nayan Mechatronics LLP Pune. Dr. Sudhir Hasamnis, Associate Faculty ATSS's IICMR MBA Department. Dr. Manisha Kulkarni – HOD MBA Department.	Mr. Dileep Pawar
2	2:15 pm-2:20 pm	Felicitation of Guest	Dr. Manisha Kulkarni	Mr. Dileep Pawar
3	2:20 Pm-4:20 pm	i-2-e Competition Presentation		Students Coordinators
4	4:20 pm-4:30 pm	Judges Inputs	Dr. Sanjay lakade and Dr. Sudhir Hasamnis Sir	Mr. Dileep Pawar
5	4:30 Pm-4:45 Pm	Declaration of the Winner and Runner Up	By Judges	Mr. Dileep Pawar
5.	4:30 pm-4:45 pm	Feedback		Mr. Dileep Pawar
6	4:45 Pm-5:00 Pm	Vote of Thanks		Students Volunteer



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Prepared By

Submitted to

Approved By

Mr. Dileep Pawar
i-2-e Coordinator.

Dr. Manisha Kulkarni
HOD, MBA@IICMR

Dr. Abhay Kulkarni.
Director, IICMR Nigdi Pune.

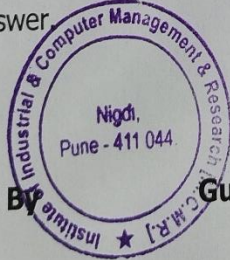
Notice

Date: - 27/11/2021.

This is to inform all the MBA Students that our institute's MBA @IICMR departments in association with Savitribai Phule Pune University's Centre for Innovation, Incubation & Enterprises, is conducting the i-2-e Competition on 03/12/2021.

The details of the Competition are as follows.

1. Registration for the competition will be open till 1/12/2021.
2. The team comprises of Min two and maximum Four Participant.
3. The team should present their Innovative ideas as per the Formats attached.
4. Every team will get 15 Minutes for Presentation of Innovative and Question answer.



Prepared By

Mr. Dileep Pawar
i-2-e Coordinator.

Guided by

Dr. Manisha Kulkarni
HOD, MBA@IICMR



Approved By

Dr. Abhay Kulkarni.
Director, IICMR Nigdi Pune.



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Evaluation Sheet: -

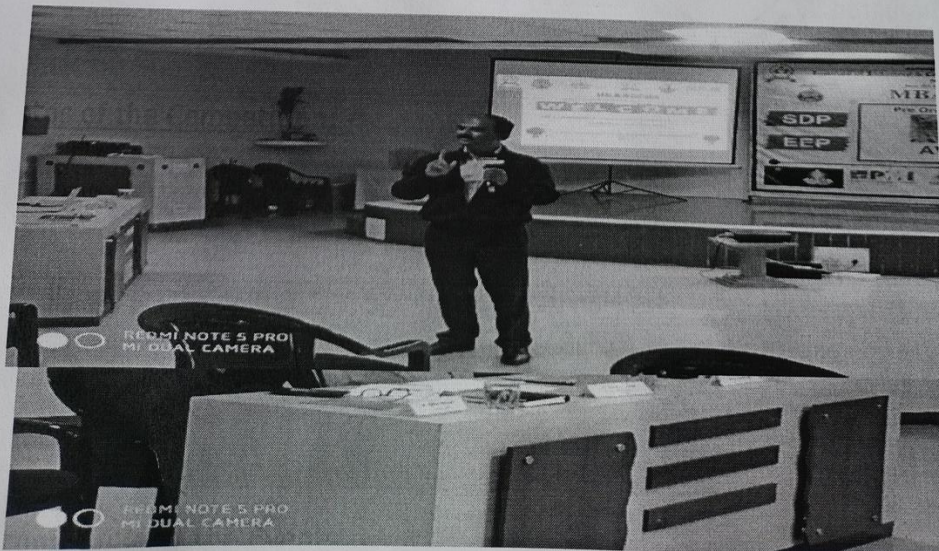
Attached with the Complete Report: -

Sr. No	Team members	Idea-Concept	Winner
1	Mohd. Shoib Khan	Coconut waste Recycle	Winner-1
2	Shanzeer Parkar		
3	Poonam Patil		
4	Debarpita Gautam		
1	Chitra Gururani	App for Artist - Kalakargarj	Winner-2
2	Nayan Chetan Bhai Gevariya		
3	Devanshi Gujar		
4	Aniket Sharma		

Photos of the Competition: -



Welcome slide of the Events



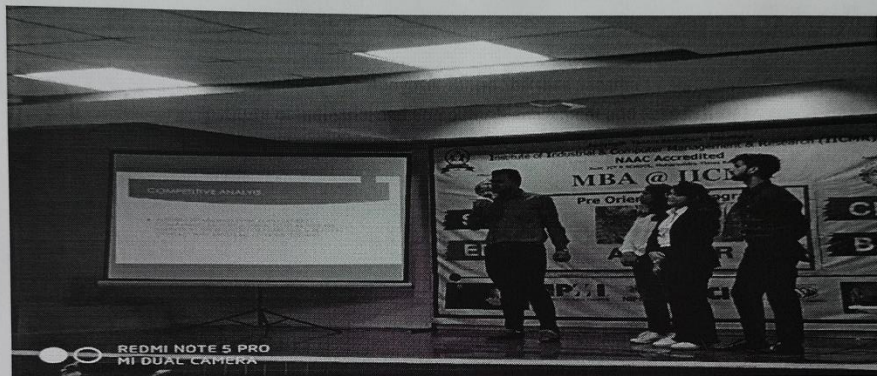


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Dr. Sanjay Lakde Addressing the gathering at i-2-e Competition.

Judges of the competition i-2-e from left Dr. Sanjay Lakade, Dr. Sudhir Hasamnis and Dr. Manisha Kulkarni HOD MBA@IICMR. Nigdi Pune.



Students of MBA@IICMR During Presentation of i-2-e Competition at Institute Level.

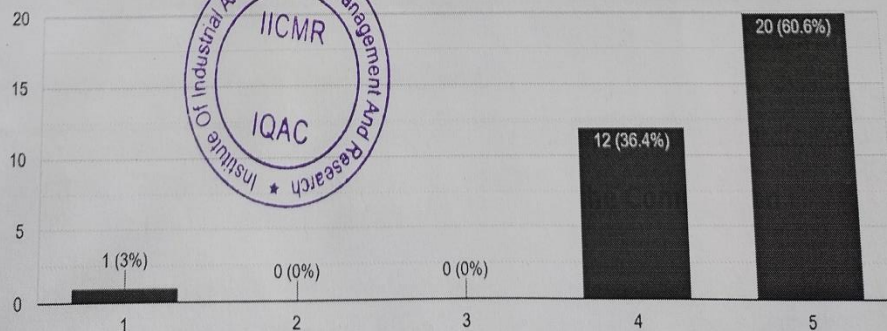
Attendance: - Attached a Complete attendance of the Competition.

Feedback and Analysis of the Competition: -



How you will rate the overall coordination of an Activity (i2e)?

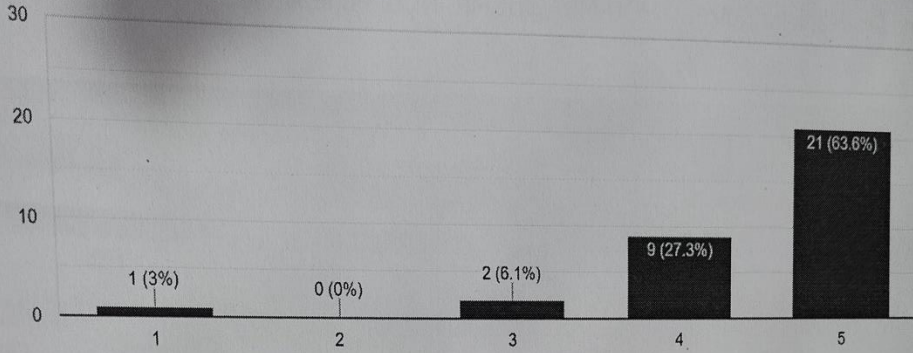
33 responses



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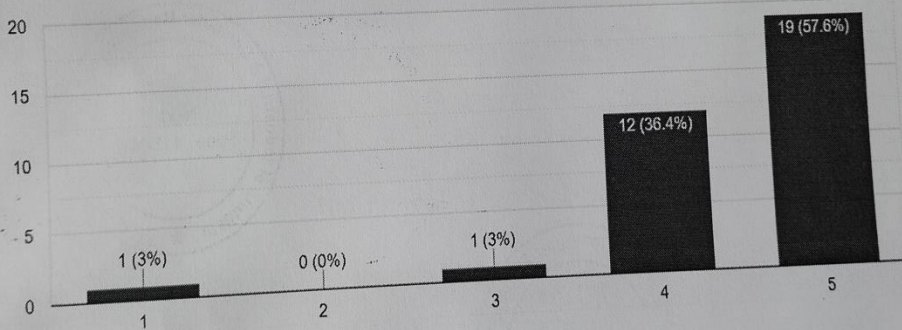
How you will rate the Intent of the Activity i2e?

33 responses



How you will rate the students Engagement Aspects of i2e Activity?

33 responses

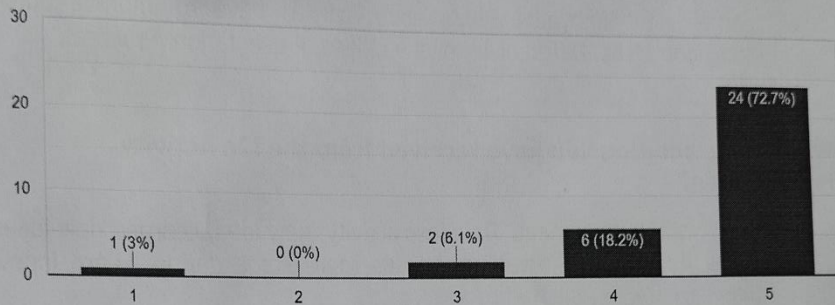




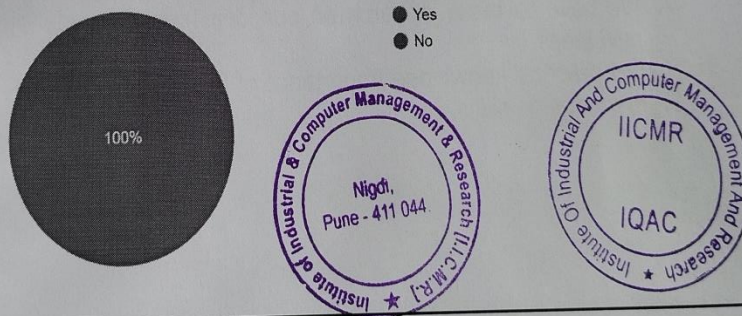
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How you will rate the Inputs given by Judges for the Presentation and overall Idea of your team?
33 responses



Do you like these kind of innovation 2 enterprise competition?
33 responses



Enlist your learning from the i2e Activity.

1. Presentation skills, Stage confidence, Knowledge and creativity, Innovative ideas, Team work and new idea, learned many innovative ideas, R&D, learning new innovation, presenting accurately and thinking out of the box, Stage daring
2. Creative thinking and public speaking, Innovation, innovative ideas from different group in different fields I learn new ideas, Innovation, creativity, Innovative thinking and presentation skills, Innovation and Incubation New ideas, Thinking out of box
3. Ideas and innovation, Innovative idea, how to tackle questions asked by judges



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4. Presentation skill, how to commercialize idea Innovation Stage fear overcoming ways
5. Presentation skills We are able to think something innovative
6. Learned new innovative ideas About car, U have to improve ourselves, Innovation ideas, Different Innovative ideas, Presentation, Practical.

What Value addition you have received from the i2e Activity Presentation?

1. Team work management, Time less activity, new idea, Learned new ideas.
2. Critical thinking, this event makes us more stage daring, Learn innovative ideas.
3. Presentation skill and innovative thinking, Innovative ideas, new ideas from judges
4. Creativity, innovate your ideas, learned Various Parameters of innovation
5. Thinking out of the box Learned new innovative ideas, Improved presentation skill
6. Important information for commercialization of idea, Make something new
7. We have to make research on our idea Innovative ideas Creativity Learned new ideas.
8. Get practical knowledge Importance of Business Model while presenting idea.
9. Presentation skills.

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**'Smart Training and Innovation
Center'**

"STIC"

Organized

**'SAP Career in Material
Management'.**

**Report on Launch of Training
Course: (Visit)**

07 December 2021, Tuesday

10.00am to 12.30pm

विद्यार्थ्यांना मिळणार कौशल्यांचे प्रशिक्षण

**'स्टिक' उपक्रमाची
आखणी**

म. टा. प्रतिनिधी, पुणे

सावित्रीबाई फुले पुणे
विद्यापीठांतर्गत येणाऱ्या
महाविद्यालयांमधील विद्यार्थ्यांना
ऑटो कॅड, सॅप, लिनक्स, क्लाउड
या सिस्टीम्सबरोबरच उद्योग क्षेत्रातील
अनेक कौशल्यांचे प्रशिक्षण दिले जाणार
आहे. रोजगारक्षम विद्यार्थी तयार व्हावेत,
यासाठी विद्यापीठातर्फे 'स्मार्ट ट्रेनिंग
अँड इनोव्हेशन सेंटर' (स्टिक) या
उपक्रमाची आखणी करण्यात आली
असून, पिंपरी-चिंचवड स्मार्ट सिटी
लिमिटेड या कंपनीच्या सहकार्यातून
हा उपक्रम चालवला जाणार आहे.

इंडस्ट्री ४.० हे ध्येय समोर ठेवून
आवश्यक मनुष्यबळ उपलब्ध होण्याच्या
दृष्टीने 'स्मार्ट ट्रेनिंग अँड इनोव्हेशन
सेंटर' स्थापन करण्यात आले आहे.
नुकतीच या सेंटरची बैठक विद्यापीठाचे
कुलगुरू डॉ. नितीन करमळकर
यांच्या अध्यक्षतेखाली विद्यापीठात
पार पडली. या वेळी विद्यापीठाचे
प्र-कुलगुरू डॉ. एन. एस. उमराणी,
नवोपक्रम, नवसंशोधन व साहचर्य



विभागाच्या संचालिका डॉ. अपूर्वा
पालकर, पिंपरी-चिंचवड महापालिकेचे
अधिकारी, फर्सिस्ट कंपनीचे अधिकारी
कल्पना कुडलिंगर आणि गोपाल यसे,
'सायनेक्रोन'चे नरेश रेड्डी, पिंपरी-
चिंचवड महापालिका क्षेत्रातील
महाविद्यालयांचे प्राचार्य व 'प्लेसमेंट
सेल'चे प्रमुख आदी या बैठकीला
उपस्थित होते.

वेगाने बदलणाऱ्या काळात
एकाच विषयाचे ज्ञान पुरेसे नसून,
बहुअंगी विकास आवश्यक आहे.
शिक्षणाबरोबरच तंत्रज्ञान क्षेत्रात वेगाने
विकसित होणारी कौशल्ये विद्यार्थ्यांना
आत्मसात करता आली, तर शिक्षण
पूर्ण झाल्यानंतर प्लेसमेंटच्या वेळेला
विद्यार्थ्यांना वेगळ्या प्रशिक्षणाची गरज
लागणार नाही. या दृष्टिकोनातून हा
उपक्रम सुरू करण्यात येणार आहे.

“ विद्यार्थ्यांना त्यांच्या पदवी शिक्षणासह काळानुसार
अद्ययावत ज्ञान देण्यासाठी आम्ही या व्यासपीठाच्या
माध्यमातून प्रयत्न करित आहोत. भविष्यात हे अभ्यासक्रम
विद्यार्थ्यांसाठी नक्कीच 'गेम चेंजर' ठरतील. प्राचार्यांनी
विद्यार्थ्यांना याबाबत जागरूक करणे गरजेचे आहे.

- डॉ. नितीन करमळकर, कुलगुरू

'स्टिक' या ऑनलाइन व्यासपीठावर विद्यापीठाने अनेक कंपन्यांशी
हातमिळवणी करून नव्या तंत्रज्ञानावर आधारित अनेक पदवी;
तसेच पदव्युत्तर अभ्यासक्रम सुरू केले आहेत. यात ऑटो कॅड,
सॅप, लिनक्स, क्लाउड आदी तंत्रज्ञान वापरले आहे. हे जागतिक
दर्जाचे अभ्यासक्रम माफक दरात विद्यार्थ्यांना उपलब्ध झाले
आहेत.

- डॉ. एन. एस. उमराणी, प्र-कुलगुरू



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MBA@IICMR

Introduction

MBA@IICMR ED Cell "Prerana" envisages to develop and encourage entrepreneurship within the students. As part of this initiative under Institute Innovation Council, institute faculty visited and attended the inauguration and start of course launch of SAP- Materials Management under STIC to identify the opportunities and discuss prospects for students and institute for collaboration in academic and student development activities.

Smart Training and Innovation Center:

Pimpri Chinchwad Municipal Corporation (PCMC) in collaboration with Savitribai Phule Pune University (SPPU) has launched this unique initiative of Smart Training and Innovation Center (STIC). The objective of this initiative is to create skilled workforce which is ready for the next industrial revolution.

STIC aims at enabling the young citizens of PCMC by imparting them latest job skills required by the industry. It is a pioneering effort in advanced level capacity building by enabling local development and harnessing technology.

Pimpri Chinchwad Municipal Corporation (PCMC):

Pimpri Chinchwad Municipal Corporation (PCMC) is the civic body that governs the industrial towns Chinchwad, Akurdi, Pimpri & Bhosari near Pune. Established in 1982, it has area of **181 square kms and population of around 1.72 million.**

Pimpri Chinchwad Smart City Corporation Ltd. (PCSCCL):

Pimpri Chinchwad Smart City Corporation Ltd. (PCSCCL) is formed to drive the Smart Cities Mission. It is a bold new initiative by the Government of India to drive economic growth and improve the quality of life of people by enabling local development and harnessing technology for benefits of the citizens.

Centre for Innovation, Incubation & Enterprise at SPPU:

The proposed thrust areas for the incubation are chosen based on the regional needs and the strengths of resources available to the university. These chosen focus areas include

Technology Startups

With Focus on Intelligent systems, IOT, Micro and Nano Electronics, Biotech, clean tech, environmental tech, material science tech, sensor, technology.



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Social Startups

with focus on creating social impact.

Objective of Attending the Session:

1. To explore opportunities for collaboration with STIC authorities and Auto Cluster.
2. To identify individual experts in training Institute students.

Guests for Inauguration:

Dr. Nitin Karmalkar (Vice Chancellor-SPPU), Dr. Apporva Palkar (Director- CIIE), Mr. Rajesh Patil (Commissioner PCMC), Pradeep Bhargav (Independent Director- Persistent Systems Ltd.), Dr. Parag Kalkar (Dean- Management) and Mrs. Mai Dhore (Mayor-PCMC).

Overview of the Session:

The session was organized on 07th December 2021, Tuesday from 10.00am to 12.30pm. at Auto Cluster, PCMC. The guest persons for the session were as mentioned above from SPPU, PCMC Smart City Ltd., the faculty and eminent dignitaries from academics and corporate professionals in and around Pune. The participants were the first batch admitted to the course from under graduate stream of BE, B.Tech. in Civil, Mechanical, Electrical year students.

The session was delivered as orientation to the attendees. At the onset the speaker briefed the audience about the contents of the SAP- Materials Management. Second part was dealt with the employment opportunities statistics after the completion of the course. The guest of honors shared their thought and view points in the changing Industry 4.0 environment and pandemic situations the role the technology is going to play in coming years and skill sets required from the industry from coming workforce in industry.

The session was anchored by Dr. Apporva Palkar (Director- CIIE) and ended with high tea and start of sessions for the first batch of students for SAP- Materials Management.



REF: EDC/Startup and Incubation /1





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**'Pimpri Chinchwad Startup
Incubation Center.'**

"PCSIC"

Organized

**'PCSIC Startup Conclave
2021'.**

Report: (Visit)

22nd December 2021, Wednesday

10.00am to 05:00pm





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Introduction

MBA@IICMR ED Cell "Prerana" envisages to develop and encourage entrepreneurship within the students. As part of this initiative under Institute Innovation Council, institute faculty visited and attended the one-day offline event called "**PCSIC Startup Conclave 2021**" under PCSIC to identify the opportunities and discuss prospects for students and institute for collaboration in academic and student development activities.

Pimpri Chinchwad Startup Incubation Center:

Pimpri Chinchwad Startup Incubation Centre is playing a crucial role in the grooming of startups as well as entrepreneurs in the city of Pimpri Chinchwad. The center is well equipped with basic infrastructure like Wi-Fi, Conference Room and many more and so became the most preferred destination for the budding incubates. Not only infrastructure, but PCSIC provides experts' guidance to the incubates which upgrades them in terms of skill development, market trends, and future planning etc. In the true sense, PCSIC is a guiding star for the start-ups and entrepreneurs who have started their journey towards the bright future in order to uplift the standard of living of the people of our country.

Pimpri Chinchwad Municipal Corporation (PCMC):

Pimpri Chinchwad Municipal Corporation (PCMC) is the civic body that governs the industrial towns Chinchwad, Akurdi, Pimpri & Bhosari near Pune. Established in 1982, it has area of **181 square kms and population of around 1.72 million.**

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Centre for Innovation, Incubation & Enterprise at SPPU:

The proposed thrust areas for the incubation are chosen based on the regional needs and the strengths of resources available to the university. These chosen focus areas include



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Technology Startups

With Focus on Intelligent systems, IOT, Micro and Nano Electronics, Biotech, clean tech, environmental tech, material science tech, sensor, technology.

Social Startups

with focus on creating social impact.

Objective of Attending the Session:

1. To explore opportunities for collaboration with PCSIC authorities and Auto Cluster.
2. To identify individual experts in training and expertise in setup of incubation at institute.

Guests for Inauguration:

Mr. Sudhir Mehta, *President MCCIA*,
Dr Swati Muzumdar, *Pro-Chancellor Symbiosis*
Shri Rajesh Patil Hon *PCMC Commissioner*
Mai Dhore Hon *Mayor PCMC*.



Overview of the Session:

Startups including PCSIC own incubates got opportunity to connect with guest attending this event in following manner:

1. Stalls at the venue to exhibit their product or service.
2. Through Woman Entrepreneur panel discussion.
3. PCSIC Startups sharing their success stories.
4. Pitching for investment in front of Real Investors at the event.

Investor Panel Discussion:

1. Mr Chakor Gandhi – Managing Partner, Jawahir Trading Company.
2. Mr Parth Nadkar – Founder & MD Panorm Investment & holdings
3. Mr Ashutosh Dabake – Venture Partner, Ah! Ventures
4. Mr Harsh Modi – Founder Director, Weetoo Ecom Private Limited.

Moderated By:

Mr. Anirudha Modak – Founder & Principal, Guru on Tap Consulting.

REF: EDC/Startup and Incubation /2



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In this panel discussion above investors explained to attendee Startups about What actually investors look into Startups before putting their investment. Chakor Gandhi suggested that they look for Startup founder and their determination before actually what their idea of Startup is. Further, the Startup should focus on **value creation** for their potential target customer and then **valuation** will follow with great numbers.

Pitching for Investment:

Almost ten to eleven startup pitching sessions were conducted for startup funding and investments through presentation of their startups, idea presentations, competition they are in, their ask from the investors' and why they think this much, including their current status and market operation.

The above-mentioned investors marked their remarks according to answers from prospective pitchers for investors.

The session was meaningful, as the startup ideas and their journey of till date was thrilling to be heard.



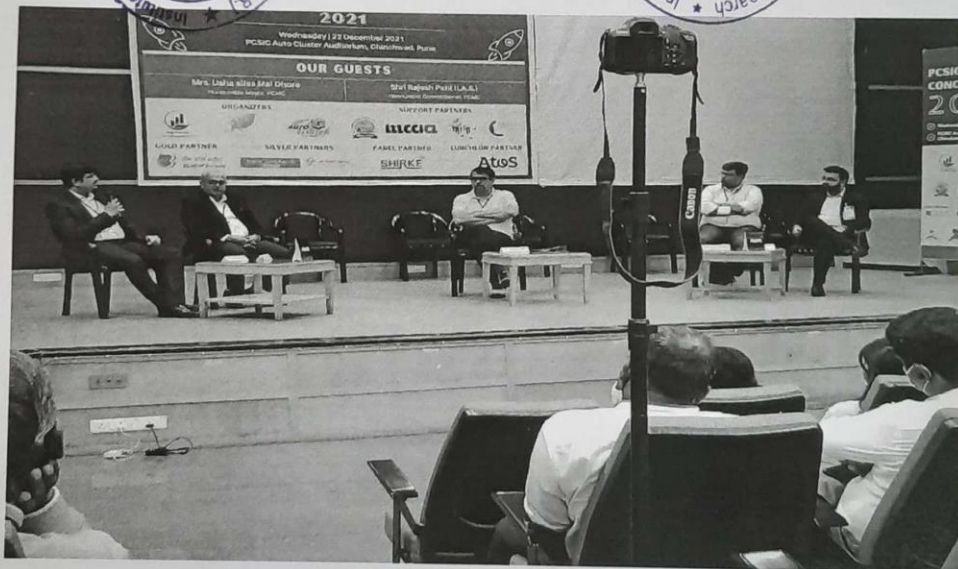
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Glimpses of the event

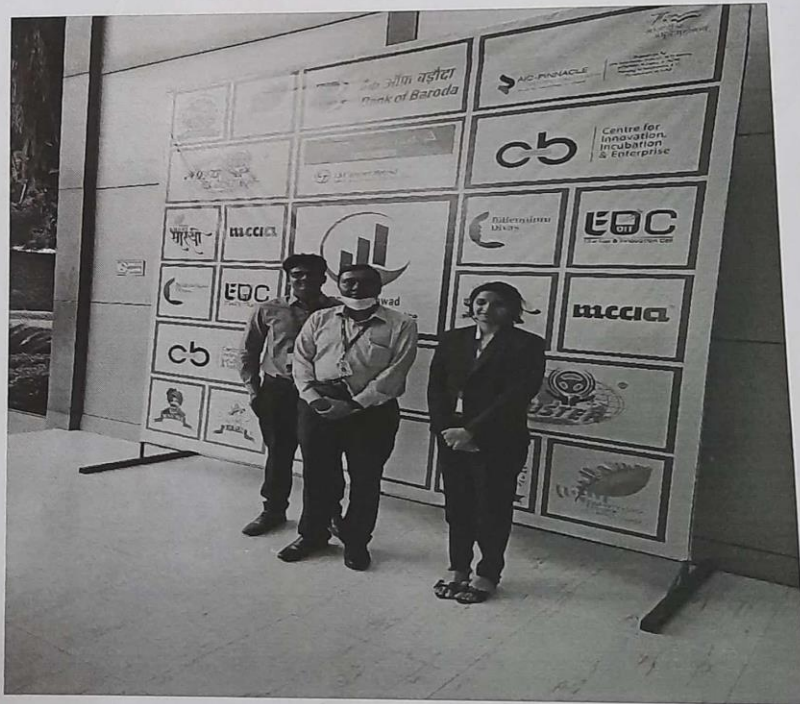




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Conclusion:

The second half session was attended and met the objectives. Informal discussions with PCSIC authorities and Auto Cluster authorities regarding the above said objectives was done and review of the working SIP students of institute was also taken. Investors contact details for future incubation center are in progress.

Mode of Session: Physical

**Prepared by
Dr. Rajendra Agawane
EDC Coordinator**

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

**Approved by
Dr. Abhay Kulkarni
Director, IICMR**



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**Entrepreneurship Development
Cell
"Prerana"
Organized**

Entrepreneur Leaders Speak

**'Skill Sets Required in Digital Era
and Inner Governance for future
Managers'**

Report:

04 January 2022, Tuesday,

10.50pm to 11.40am



REF: EDC/LTS-2022/1



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MBA@IICMR

Introduction

MBA@IICMR ED Cell "Prerana" envisages to develop and encourage entrepreneurship within the students. As part of this initiative "Prerana" organized in association with ICB- Initiative of Change for Business, on '**Skill Sets Required in Digital Era and Inner Governance for future Managers**', for the MBA I & II-year students.

Objectives:

1. To enable students to learn enterprising experience of the entrepreneur leader.
2. To gain the resilience from the experience and interaction with the leader.

Resource Person: Mr. Mohan Nair- MD Esquire Health Care & Logistics Pvt. Ltd,
Director- Ensigns Software & Communications Pvt. Ltd.

Overview of the Session:

The session was organized on 4th January, Tuesday from 10.50am to 11.40am. Mr. Mohan Nair started his session 'Skill Sets Required in Digital Era and Inner Governance for future Managers', with the explanation to question of why youth are important? Elaborating the significance with industry examples and hope with which not in India but the world expects change which can be brought about by the youngsters like you. He highlighted the professional qualities expected by the industry from the generation to succeed. He focused on 'Inner Governance', 'Values' and 'Ethics' that are of matter today which should be inculcated to succeed in professional life. His delivery was focused on three main aspects:

1. Making commitments
2. Self-Management
3. Self-Time management.

Elaboration of not to become 'Totaram' but 'Atmaram', for oneself. Not to get bothered by outside events but be centered on self-development. He discussed about the volatility of business situations which is unpredictable, it becomes apparent for managers to change the mindset and become agile to face the uncertain situations. Listening to conscious of mind will help guide to become better in such situations.

REF: EDC/LTS-2022/1



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From the perspective of self-management, he stated to start working from today itself, be self-descriptive. The definition of professional person he stated, who does 'Self-Certification' in a manner which remains with you, start working on the aspect. Try to identify the 'One' change to see in yourself and work to develop on that change you want to see in yourself.

Working on 'IQ', 'EQ', 'CQ', 'AQ'- Intelligent Quotient, Emotional Quotient, Creativity Quotient, and Adversity Quotient, he addressed to work effectively in this regard without ignoring 'inner consciousnesses. Students should get aware about the things that are important but at the same time should not get carried away.

He stressed on getting acquainted with 'Excel' and 'Advance Excel' for analytics and problem-solving tools, as they will be the future tools of digitization, where data will play a huge role in business organizations. He ended on positive note of job opportunities in every sphere of life, just be positive, self-managed, and work on self-development.

Feedback:

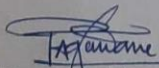
The students were very satisfied with the session and demanded more such sessions. They mentioned that the initial guidance necessary for entrepreneurship and the qualities to be imbibed to become a successful entrepreneur through this session.

Conclusion:

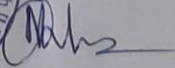
The session was for 1 hour and met the objectives. Experience sharing of the entrepreneur made students understand and relate themselves for the future entrepreneurship venture they have in mind.

Mode of Session: Offline

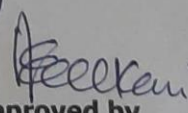
Attendance: 96 (including students, faculty and guests)


Prepared by
Dr. Rajendra Agawane
EDC Coordinator




Verified by
Adv. Manisha Kulkarni
HOD MBA@IICMR




Approved by
Dr. Abhay Kulkarni
Director, IICMR

REF: EDC/LTS-2022/1



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**Entrepreneurship Development
Cell**

"Prerana"

Organized

Entrepreneur Leaders Speak

**'Ethical Dimension of Business in
Changing Landscape of Operation
Globally'**

Report:

04 January 2022, Tuesday,

12.10pm to 12.30pm



REF: EDC/LTS-2022/1



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MBA@IICMR

Introduction

MBA@IICMR ED Cell "Prerana" envisages to develop and encourage entrepreneurship within the students. As part of this initiative "Prerana" organized on '**Ethical Dimension of Business in Changing Landscape of Operation Globally**', for the MBA I & II-year students.

Objectives:

1. To enable students to learn enterprising experience of the entrepreneur leader.
2. To gain the resilience from the experience and interaction with the leader.

Resource Person: 'Mr. Piyush Trivedi'- Zonal Sales Manager HDB Finance.

Overview of the Session:

The session was organized on 4th January, Tuesday from 12:10 pm to 12:30 pm. He interacted with students suggesting to participate in each and every activity in the institute with confidence and never give up attitude. He stated to plan everything and try to be happy always.

He furthered the importance of 'Business Ethics', talking about the examples of corporates ahead who are following business ethics with specific mention of 'Yes Bank' failure case and 'ICICI Bank'. Role of RBI and SEBI in such situations. He had more of question-and-answer session with the students regarding the above topic.

Feedback:

The students were very satisfied with the session and demanded more such sessions. They mentioned that the initial guidance necessary for entrepreneurship and the qualities to be imbibed to become a successful entrepreneur through this session.

Conclusion:

The session met the objectives. Experience sharing of the entrepreneur made students understand and relate themselves for the future entrepreneurship venture they have in mind.



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Mode of Session: Offline

Attendance: 96 (including students, faculty and guests)

**Prepared by
Dr. Rajendra Agawane
EDC Coordinator**

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

**Approved by
Dr. Abhay Kulkarni
Director, IICMR**





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**Entrepreneurship Development
Cell**

"Prerana"

Organized

Entrepreneur Leaders Speak

**'Laying foundation for becoming
entrepreneur'.**

Report:

10 January 2022, Monday,

01.30pm to 03.30pm





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MBA@IICMR

Introduction

MBA@IICMR ED Cell "Prerana" envisages to develop and encourage entrepreneurship within the students. As part of this initiative "Prerana" organized on '**Laying foundation for becoming entrepreneur**', for the MBA I & II-year students.

Objectives:

1. To enable students to learn enterprising experience of the entrepreneur leader.
2. To gain the resilience from the experience and interaction with the leader.

Resource Person: Mr. Pradeep Wagh- Secretary General at Development Education (International Society).

Overview of the Session:

The session was organized on 10th January, Monday from 01:10 pm to 03:30 pm. He started with forwarding his companies vision for entrepreneurship development.

Explaining the difference between entrepreneur and intrapreneur, he discussed this with examples to the students. He further explained about enterprise education concepts and skills and attitude required to imbibe them with a list showing the student audience and discussing with each attribute and skill with the practical implication in entrepreneurship.

He stressed the importance of entrepreneurial literacy in terms of numerical ability, reading comprehension and writing aspect, which are basic aspects to be better at day-to-day activities and explained the relevance of how they can be helpful and meaningful in one's life. Talking about the 3 M of production- Men, Machine and Material, he conveyed these aspects importance and relevance of practical application by giving them the example of 'Tractor', 'Sprayer', and 'Compost', used in agriculture and how these products have seen the changes till date with the application of 3 M.

Feedback:

The students were very satisfied with the session and demanded more such sessions. They mentioned that the initial guidance necessary for entrepreneurship and the



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qualities to be imbibed to become a successful entrepreneur through this session.

Conclusion:

The session met the objectives. Experience sharing of the entrepreneur made students understand and relate themselves for the future entrepreneurship venture they have in mind.

Mode of Session: Offline

Attendance: 96 (including students, faculty and guests)

**Prepared by
Dr. Rajendra Agawane
EDC Coordinator**

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

**Approved by
Dr. Abhay Kulkarni
Director, IICMR**





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Entrepreneurship Development Cell

"Prerana"

Organized in Association with

ICB- Initiatives of Change for Business

Entrepreneur Leaders Speak

Report:

29 January 2022, Saturday,

05.30pm to 07.00pm



REF: EDC/Webinar-2022/1



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Introduction

MBA@IICMR ED Cell "Prerana" envisages to develop and encourage entrepreneurship within the students. As part of this initiative "Prerana" organized in association with ICB- Initiative of Change for Business, webinar on '**Entrepreneur Leaders Speak**' for the MBA I & II-year students.

Objective of Webinar:

1. To enable students to learn enterprising experience of the entrepreneur leader.
2. To gain the resilience from the experience and interaction with the leader.

Resource Person: Mr. Rajesh Kulkarni, Founder & MD of Keetronics (India) Pvt. Ltd. and Mr. Mohan Nair, MD, Esquire Healthcare & Logistics Pvt. Ltd. & Convener, ICB- India. Coronal Allan Berby and Mr. Yagnesh Nair.

Overview of the Webinar:

The session of '**Entrepreneur Leaders Speak**' was organized on 2nd February, Tuesday from 05.30pm to 07.00pm. The resource person for the session was Mr. Rajesh Kulkarni, Founder & MD of Keetronics (India) Pvt. Ltd. Pune. The participants were the first year and second year MBA students. The session was also attended by the faculty and eminent dignitaries from academics and corporates.

The session was delivered as an interview and convened by Mr. Mohan Nair. Session started with introduction to ICB, mission, vision, and objectives with respect to the challenges faced specifically to ethical values of entrepreneurial side. Initiatives of change taken by ICB since the formation was elaborated. Entrepreneur resource person Mr. Rajesh Kulkarni's introduction was forwarded with a brief about his business inception to success story.

Mr. Rajesh Kulkarni of keetronics introduced his background starting with the humble beginning at his village. Stating his student journey as student leader, and interest in social activities. He also stated his experience being jailed as active participant in social activities. Starting with the job of data entry operator for 'Sakal' daily newspaper, then beginning with his career as sales engineer.



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Stating the formation of the company, he elaborated his background for the work related to screen-printing, manufacturing of keyboard and related printing works experience he received from these works. He started as a proprietorship firm then shifting to partnership business model. As a sales engineer he elaborated his experience with the connect to people he established all over the world through his travel in terms of business tours and exhibition participations. Stating the importance of relationship management, he quoted his long-time customer till date Mrs. Mehta from 'Mecatronics' as example. His visit to different countries counts to 34 countries.

He talked his positive experience form the government department specifically form MSME department regarding support in terms of financial as well as technical to establish his company. Uniqueness about what he feels is the woman employees working in his company, almost 99% of the company workforce consist of woman employees.

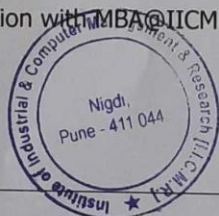
He quoted his experience of fire in the company after renovation in 2009, which almost made think employees to take up another job, as the amount of loss was huge. But his vision to have an insurance cover saved the loss and made his company stand again from the ashes. This reveled the importance of insurance in business application, which is unforeseen risk which should be mitigated to the amount as much as possible.

Innovation and innovative products that his company developed and exports are the embedded products for home automation, touch switches in 2009 apart form the printing in electronics. He welcomed everybody to visit his company and have first hand experience of policy implementation in terms of woman empowerment and human resource.

Convener, Mr. Mohan Nair talked specifically about the woman empowerment in the company policy as a example to be followed with the example of Keetronics at the forefront.

Mr. Shriwardhan Gadgil proposed the vote of thanks to Mr. Rajesh Kulkarni for his presence and time allocation for the session.

Mr. Mohan Nair forwarded vote of thanks for the webinar to all participants on behalf of ICB in collaboration with MBA@IICMR.



REF: EDC/Webinar-2022/1



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Feedback:

The students were very satisfied with the session and demanded more such sessions. They mentioned that the initial guidance necessary for entrepreneurship and the qualities to be imbibed to become a successful entrepreneur through this session.

Conclusion:

The session was for 1.5 hours and met the objectives. Experience sharing of the entrepreneur made students understand and relate themselves for the future entrepreneurship venture they have in mind.

Mode of Session: Online

Platform: Zoom

Attendance: 165 (including students, faculty and guests)



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Glimpses of the event

ICB Initiatives of Change
for Business

Entrepreneur Leaders Speak - 01, 2022

LEADING AN INNOVATIVE & PEOPLE CENTRIC BUSINESS

Saturday, 29th Jan '22

5:30 to 7:00 pm (IST)



**Fire-Side chat between Mr. Rajesh Kulkarni,
Founder & MD of Keetronics (India) Pvt.
Ltd. & Mr. Mohan Nair, MD, Esquire
Healthcare & Logistics Pvt. Ltd & Convener,
ICB-India**

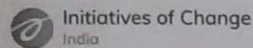
Mr Rajesh Kulkarni is the Founder & Managing Director of Keetronics (India) Pvt. Ltd.

Keetronics is a Leading Manufacturing Company pioneer in Advance Input Devices, Functional Printed Electronics and Touch Electrical Switches. The Company has been actively supporting the Medical, Industrial Automation, Railways and Defense Sectors since 1994.

Mr Rajesh Kulkarni is a visionary and Strategist Leader. Due to his excellent Persuasion abilities, Keetronics has seen tremendous growth in its financial books and its position in the market.

Focused on his Vision Mr Rajesh Kulkarni is a young and experienced entrepreneur who believes in the national interest and supports the "MAKE IN INDIA" vision. His ideas and sharing of experiences play an indispensable role in creating his products.

During the Pandemic, he has re strategized his Business and has achieved a remarkable position in the market. His innovative efforts have been recognized by the Economic Times, felicitating him with the "Best Entrepreneur" & Leaders of Tomorrow award of 2021 in the MSME category this year. Being an Inspiring guide to his team, he has always nurtured an innovative culture in his organization. As a result, Keetronics has been listed among the top 25 Innovative Companies by the Confederation of Indian Industry -CII this year.



*** Registration Required**



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18:52 33%

- Close Participants (165)
- Search
- CG Chitra Gururani (me)
 - YN Yagnesh Nair (Host)
 - Mohan Nair
 - RK Rajesh Kulkarni
 - A Aakash Pacharne
 - AS Aashima Sharma
 - AU ABHIJEET UGILE
 - AD Abhisha Devices
 - AP Aboli Phadatare
 - Adarsh Singh
 - AS Aditi Sharma
 - AD Aishwarya Dadmode

Invite

18:39 36%

- Close Participants (161)
- Kunal Bantode
 - LK Laxmikant Kole
 - MB Madhurima Batabyal
 - MP Mangesh Puranik
 - K Manisha Kulkarni
 - Mansi Kulkarni
 - ML Meghana Lohekar
 - MM Mehul Mundhava
 - mildred lopez
 - MG Milind Gujar
 - Mitali shinde
 - Mohan Nair
 - MP Mokshada Patil

Invite

Rajendra Agawane
**Prepared by
Dr. Rajendra Agawane
EDC Coordinator**

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

Abhay Kulkarni
**Approved by
Dr. AbhayKulkarni
Director, IICMR**



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Report on Technical
Session on
"Vertical Sewage Treatment
Plant"

Jointly organized by The
Institution of Engineers
(India) Pune Local Centre
and MBA@IICMR

Mode: Offline

Date: 01.02.2022

Time: 4.30pm to 6.30pm





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1. Title of the Report:

Technical Session on Vertical Sewage Treatment Plant

2. Introduction:

The world has seen an exponential rise in the growing awareness about the various kinds of pollution. From making aware to finding ways to conserve nature, the society is working hard to not only reduce land, air and water pollution but also recycle the waste to conserve the natural resources.

3. Objective:

1. To introduce the vertical sewage treatment plant capacity.
2. To showcase the effectiveness and utility of the plant.

4. Resource Persons:

The Institution of Engineers (India) Pune Local Centre along with Nigdi based MBA@IICMR jointly organized a technical session on "Vertical Sewage treatment plant". The session was conducted by experienced and renowned dignitaries Dr. Sanjay Zope, Chairman IEI, PLC, Dr. Abhay Kulkarni, Director IICMR, Fellow IEI (India), Dr. Siddharth Jabade – Vice Chancellor, Vishwakarma University, Mr. Hemant Watve – MD, CEO, Wilo Mather & Platt (India), Mr. Jitendra Wagh - Additional Commissioner, PCMC, Mr. Vikas Dhakane, PCMC, Dr. Dhananjay Bhatkhande – Director WQCE (Water Quality Centre of Excellence) and Dr. Prof Mahesh Kulkarni – Vishwakarma University.

5. Overview:

The Pimpri Chinchwad Municipal Corporation has recognized conservation and maintaining hygiene level rivers as one of its primary objectives. A majority of sewage water is flushed into the rivers causing high pollution of river water. It was observed that out of used



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water - 80% gets converted in to sewage water, the water supply of Pune is 1350 MLD, eexpected sewage water 1080 MLD and at actual, Corporation releases 573 MLD water in river without treatment. This figure emphasizes the need for corporation to speed up STP capacity.

Considering the need of the hour the session demonstrated the functioning of a Vertical sewage plant using pumps by Wilo and Matter. Dr. Dhananjay Bhatkhande - Director WQCE (Water Quality Centre of Excellence) and Mr. Kulkarni gave the demonstration. This was followed by question-and-answer session by the audience. Overall, the audience highly appreciated the session and was eager to experience the implementation of the idea.

Wastewater treatment involves a variety of processes performed at different levels of treatment. The basic form of treatment is the breaking down of organic waste by bacteria either aerobically or anaerobically or a combination of both which occurs in secondary treatment. Primary treatment offers the settlement of solids. Tertiary treatment involves the removal of phosphorus, nitrogen and toxic substances. Pathogen removal occurs throughout treatment but becomes more effective mostly at tertiary levels through the use of UV rays and chlorination. The higher the treatment efficiency the better the quality of effluent produced.

In many cases this important sector of public health has been left alone when major upgrading projects improved the water supply systems in many countries and provinces. This basically ignored the downstream effect of improved water supply, that of increased discharges into rivers or aquifers. Two reasons appear to be the major cause for that:

firstly, wastewater collection and treatment is costly and their benefit often hard to show; and

secondly, even if low-cost solutions are being implemented many projects fail to deliver the expected outcome.





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6. Conclusion:

During the last years many rural areas were provided with some kind of water supply system. The availability of water leads to wider spread use of flush toilet systems. These systems mainly use simple toilets to discard the waste water either directly into the porous underground or into simple holes. At the same time many villages still supplement their water supply from shallow wells which are often located in the direct neighborhood of the toilets. Even if landowners consider the possible contamination of their well through their own toilet and locate them far apart, they cannot avoid the location of their neighbor's toilet close to their well. A similar risk of water body contamination occurs where villages situated on the banks of a small estuary/lagoon discharge their wastewater without treatment. It is expected that Small Scale Wastewater Treatment Plants (SSWTP), under certain circumstances, are the solution for these problems.

The session met with the objectives of to introduce the vertical sewage waste water treatment plant with its capacity to do so.

Second, it made a pitch with the municipal authorities and resident representatives to consider its application in limited space and capacity utilization with reduced cost, not only at urban residents but at rural and semi-rural localities and municipalities.



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7. Session Glimpses:





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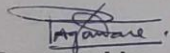




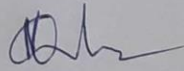
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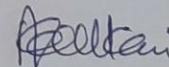


Prepared by
Dr. Rajendra Agawane
EDC Coordinator



Verified by
Adv. Manisha Kulkarni
HOD MBA@IICMR





Approved by
Dr. Abhay Kulkarni
Director, IICMR



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SEMINAR REPORT

Date: 21/02/2022

Topic: Problems to Prosperity

Resource person: Mr. Suryakant Katti

Date- : 18th February, 2022.

Time - 10.30 am to 12.30pm

Venue- IICMR Auditorium

Participants –

1. Faculty members (MBA@IICMR) - 05
2. MBA –I and II, SEM – I and III, students - 78

Coordinator –

Dr. Jyoti Bhanage

Objectives:

1. To build students mind to think as an entrepreneur.
2. To convert arising problems into prosperity.
3. To analyse how solutions can easily come out with HIDDEN Strategy.

Brief Introduction of the Activity:

MBA @ IICMR conducted this seminar under Entrepreneurship Development Cell (EDC). The different strategies to overcome the problem areas faced by new entrepreneurs and easy remedies were the aim of the session. The students were very excited and anxious to know and apply the HIDDEN Strategy taught by the speaker.

Assessment of the activity:

This seminar was a completely towards sharpening the entrepreneurial skills of the students and also to make them aware of handling problems in a different way. The speaker explained with superb examples the HIDDEN strategy and also conducted a group exercise for easy understanding and applying of it. The speaker gave a small assignment to students in groups with decided products to work on.

MBA@IICMR/2021-22/Seminar



The students were very enthusiastic in participating and completing that exercise. Even small demonstrations for problems to prosperity for few products like umbrella and masks were appreciated.

Agenda:

Sr. No	Time	Particulars	Resource Person
1	10.30am to 10.40pm	Introduction of Speaker	Ms. Chitra Gururani
2	10.40am – 11.00am	Seminar importance	Dr. Abhay Kulkarni
3	12.40pm- 12.45pm	Vote of Thanks	Dr. Rajendra Agawane

Outcome of the activities:

The speaker generated good interest among the students and even the students were very eager to listen and participate in the activity and exercises conducted. The HIDDEN strategy was well communicated, understood and implanted in small exercises during the session. The assignment – activity is also given in groups with all kitchen appliances. It went well till the end and carried a positive atmosphere.

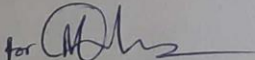
Feedback of the activity:


A complete positive feedback was received and it was on entrepreneurial skills so students were eager to learn and implement. The group members presented well in short time span. More such sessions are requested from students side.

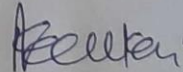
Prepared by

Verified by

Approved by


Dr. Jyoti Bhanage
Seminar Coordinator


Dr. Manisha Kulkarni
HOD, MBA@IICMR


Dr. Abhay Kulkarni
Director, IICMR



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**Entrepreneurship Development
Cell**

"Prerana"

Organized

Entrepreneur Leaders Speak

'Project Enhancement'.

Report:

19 March 2022, Saturday,

10.00am to 04.00pm



REF: EDC/LTS-2022/1



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Introduction

MBA@IICMR ED Cell "Prerana" envisages to develop and encourage entrepreneurship within the students. As part of this initiative "Prerana" organized on '**Project Enhancement**', for the MBA II-year students.

Objectives:

1. To enable students to learn enterprising experience of the entrepreneur leader.
2. To gain the insights from the experience and interaction with the leader.

Resource Persons:

1. Mr. Madhu Nair- Enhance Life Sciences Pvt. Ltd.,
2. Ms. Sejal Shah- Tricolour Innovations, & Bio-Neutra Innovations Pvt. Ltd.
3. Mr. Rajneesh Prabhu- Enhance Gourmet Foods Pvt. Ltd.,
4. Mr. Nitin Ranaware- Pragmatic Consumer Products Pvt. Ltd.,
5. Mr. Keshav Kumar- Bake Junction Pvt. Ltd.

Overview of the Session:

The session was organized on 19th March, Saturday from 10:00 am to 04:00 pm. **Madhu Nair** started with forwarding his companies vision for entrepreneurship development and overview about Agri-Processing industry in India.

The agri food processing industry in India is a major contributor to the country's economy. India is the world's largest producer of fruits and vegetables, and is also a global leader in snacks food production.

India is the largest producer of fruits and vegetables in the world, with a market size that is more than twice that of the United States. In 2016, India exported \$21.6 billion worth of fruits and vegetables. India's agri-food processing industry is one of the largest industries in the country. The industry produces a variety of products including fruits, vegetables, spices, nuts, seeds, pulses and oilseeds. The Indian government has encouraged this growth through its efforts to increase agricultural productivity by improving supply chain management practices and by providing financial support for research on new varieties of crops.

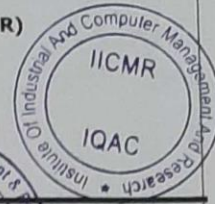
The India packaged foods market is currently worth \$3.8 billion and it's expected to



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grow by 18% over the next five years.

In India, there are three main players:

MTR Foods Inc., which produces snacks (such as chips) and health foods (such as yogurt). Konkan Foods Pvt. Ltd., which produces packaged snacks such as potato chips and pizza slices. Poonam Industries Pvt. Ltd., which produces packaged snacks such as potato chips, popcorn, and chow mein noodles.

Global packaged foods companies like MTR Foods Inc. have seen their sales grow in India because of rising disposable incomes and increasing urbanization rates among the country's population. India is the world's largest producer of fruits and vegetables, with more than 60% of its produce grown in its own country. However, the industry has been struggling to keep up with demand from other countries.

In 2017, India exported \$36 billion worth of fruits & vegetables (FAOSTAT). While this is a large number, it's only 0.2% of global exports and less than 1% of total world exports. This means that if India wants to continue exporting fruit & vegetables at this rate, it needs to invest heavily in infrastructure and marketing strategies.

The Indian government has invested heavily in building roads, power plants & water supply systems over recent years. They also subsidize agriculture prices so farmers can sell their produce at lower prices than they would otherwise be able to afford (which helps drive demand). These initiatives have helped increase grain production dramatically over recent years (from 7 million tonnes per year in 2000 to 27 million tonnes today). However these efforts alone won't be enough.

He furthered, way forward with this industry is; first, India's rising middle class is looking for more affordable food options. Second, the Indian government is encouraging farmers to grow more of their own produce—and this helps ensure that only ethically-sourced ingredients are used in the industry.

The industry has come under scrutiny by consumers and non-governmental organizations because of its use of chemicals, which can cause adverse health effects if consumed regularly. There are also concerns about the lack of transparency in production practices and lack of traceability of produce. To address these issues, companies are taking proactive steps to ensure that their processes are chemical free and environmentally friendly. They have also started using post-harvest technology such as packaging that does not require much water or land resources from farmers



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or third party suppliers like packaging materials like paper bags instead of plastic ones.

Ms. Sejal Shah conveyed that, her company is associated with the 'National Innovation foundation', the government initiative from the year 2000. She said her company works in innovative product category of wellness for metabolic disorders, herbal extract products, obesity, diabetes, osteoporosis disorders with different formulation. She described products being offered under broad 3 categories;

- 1 Immunity enhancer- green tea and cookies;
- 2 Dietary supplements- capsules for diabetic patients;
- 3 Liver and obesity- 3 ingredients for liver health.

She elaborated the target customers they expect for the above products ranging from youths to elderly people. Discussing about the pain points for the business, she elaborated about stiff competition, saturation in markets, demand convenience, building the brand, mobile applications, new technologies, reducing the carbon footprint, higher reliability and reaching out to the customers.

Mr. Rajnish Prabhu of 'Enhance Gourmet Foods Pvt. Ltd. conveyed about company offering dehydrated products category because of 29% of Indian population is vegetarianism, he elaborated the difference of vegan and vegetarian and increased market share of non-dairy products in coming years. So, specific target group are the vegan customers, as cardiovascular diseases are on the rise based on non-vegetarian diet. He talked about the roll-out strategy of the company for the products.

He discussed the challenges and strategies to overcome the issues about Lactosentorant formulation, cost issues, alternative of flack seed milk and pre mix products from France. He talked about the dilemma of not eating animals as emotions are attached with them. Giving consumers a choice is important to create awareness. Mock meat concept is already in existence in India. Creating awareness through YouTube and social media.

Mr. Nitin Ranaware of 'Enhance Brand Mark', made his mark by offering the healthy mitthai and traditional Indian sweets by offering and combination of FOS sourced out of sugar, considering the Glimatic Index, which he said is the Japanese innovation introduced 20 yrs ago, cost effective, considering the consumer needs for addressing the issues of fats, suggesting the B2B market for ice-cream industry. He elaborated the his business origin and history stating the varieties from the parts of



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India, market size considering the lifestyle, strengths, target customers, need, challenges, posing, current scenario and company expectations.

Ms. Sejal Shah again represented for the 'Tricolour Innovations Pvt. Ltd.' with products of herbal toys, eco-friendly ganesh idols, herbal mosquito repellent and non-toxic toys for kids and younger people. She invited students to conduct the project on these products for the company based on supply chain, eco-friendly awareness creation, non-toxic, non-heating, brand creation for the toys and prospecting the customers' issues.

Mr. Keshav Kumar of 'Bake Junction', on products being offered 'convenience food and baked products. He introduced the company mentioning about the food-cost-quality-service, and what are convenience food and baked products to students. He asked about pull and push strategy of marketing and identifying the demand for the products, challenges associated with the quality, distribution and service and asked students for possible solutions through project. Also to suggest what is the advantage an entrepreneur can take from the product categories and challenges associated with such products.

Feedback:

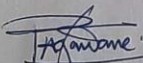
The students were very satisfied with the session and demanded more such sessions. They mentioned that the initial guidance necessary for entrepreneurship and the qualities to be imbibed to become a successful entrepreneur through this session.


Conclusion:

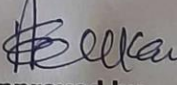
The session met the objectives. Experience sharing of the entrepreneur made students understand and relate themselves for the future entrepreneurship venture they have in mind and to take the projects considering the problems mentioned and challenges faced by actual entrepreneurs and come with possible solutions.

Mode of Session: Offline

Attendance: 48 (including students, faculty and guests)


**Prepared by
Dr. Rajendra Agawane
EDC Coordinator**


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


**Approved by
Dr. Abhay Kulkarni
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Date: 20/07/2022

Report

MBA@IICMR with Tricolor Innovations Pvt Ltd
In Association with
National Innovation Foundation – NIF (India)
'Eco Friendly Gomay
Ganesh Idol Creation'.

1. **Title of Activity:** 'Eco Friendly Gomay Ganesh Idol Creation'.
2. **Date & venue:** 09th Jun 2022 at IICMR Auditorium, Nigdi Pune.
3. **Outcomes of activity:**
 - Awareness During Festival Celebration.
 - Reduction in water pollution.
 - Use of Gomay - Ganesh idols in Ganesh festival.
 - Avoiding hazardous colour and ingredients in Ganesh idols.

4. **Description of activity:**

MBA@IICMR Entrepreneurship development cell and Academic Social Responsibility believes to inculcate social responsibility among students through social sensitization. MBA@IICMR initiated this initiative to make students understand their responsibility towards the society in innovative manner.

The activity specifies the following environment issues to be addressed:

- Ecofriendly Gomay- Ganesh idols are free from metal elements.
- It eradicates water pollution.
- Free from glitters and fake diamonds.
- Easily available.
- Protects human health.
- This is family bonding exercise.



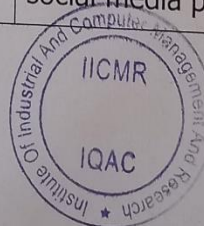
5. Activity Experience:

Dr. Vipin Kumar, Director, National Innovation Council, India was invited for the inaugural session with introduction to the innovator 'Tricolour Innovations' by the Director of 'Enhance Life Sciences Pvt. Ltd.' Regarding the 'Eco-Friendly Ganesh Idol' Created. Presentation was given on behalf of the company by Mr. Rinal Shah and Nirav Nayan. Overview of the program was given by Nayeem Khan. Dr. Vipin Kumar on this occasion talked about environment related issues and addressing those through environment friendly products and service offerings. In view of this, the current initiative by Tricolour innovations to offer eco-friendly Ganesh idol is a way forward for developing sensitization towards environmental issues. He quoted an example of cow dung prepared diya's being exported and creating an employment and entrepreneurship opportunities in a rural India. he stated majority of Indian population still realize on agriculture and related activities. The base of such initiatives which will have dual impact on environment and sensitization and entrepreneurship opportunities in a rural India.

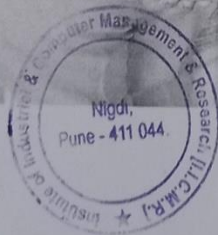
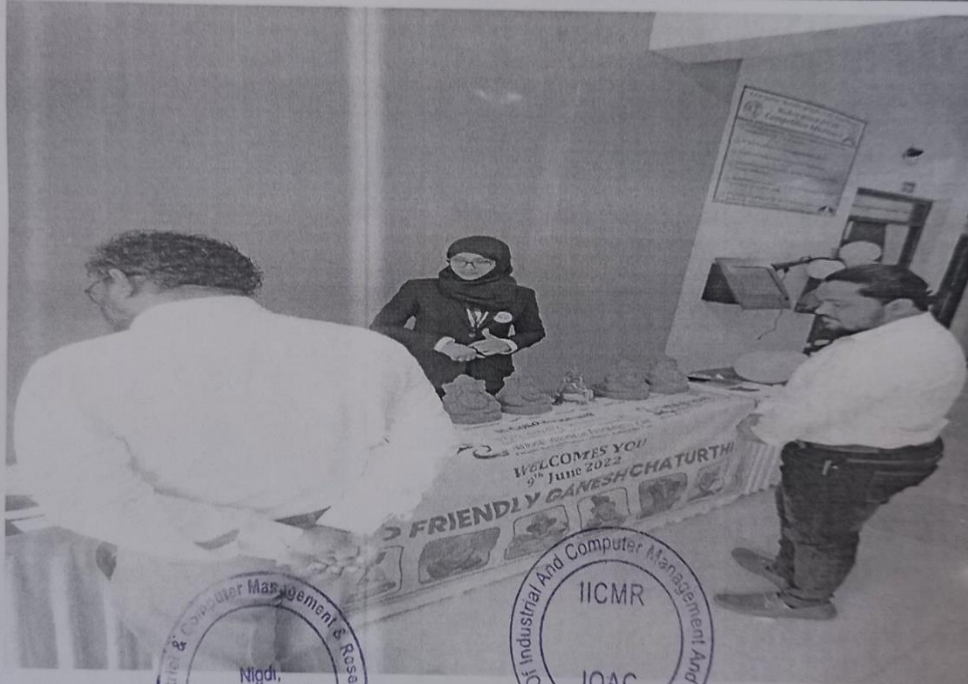
NGO's, local bodies like PCMC authorities, local residential societies, Ganesh Mandals, school and college students participated in this initiative and decided to celebrate Ganesh Chaturthi in Eco-friendly manner by opting for ECO-Friendly Gomay Ganesh Idol.

15 students from MBA@IICMR institute selected for this campaign.

Date	Conducted activities from MBA@IICMR	Planned Future Activities
9 th June, 2022.	1. National level workshop on ECO -friendly Gomay Ganesh Idols.	Demo and sensitization in residential societies by students in groups and open booking for idols.
16 th June, 2022.	2. Awareness creation of Eco-friendly Gomay Ganesh Idol – City Pride School by MBA students.	Demo and sensitization in schools and colleges by students in groups and open booking for idols.
24 & 25 th June, 2022.	3. Gomay Ganesh Idols Stall for sale at the National event organized by MBA@IICMR named 'UDAAN'.	Awareness and sensitization in individual and reference group by individual students for idol bookings through social media platforms.







Prepared by

Dr. Rajendra Agawane

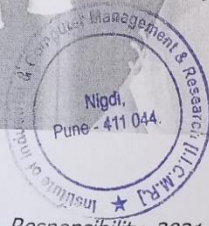
Dr. Rajendra Agawane
Mr. Harshal Patil
Coordinator's

Verified by

Dr. (Adv). Manisha Kulkarni
HOD, MBA@IICMR

Approved by

Dr. Abhay Kulkarni
Director, IICMR



MBA@IICMR/Academic_Social_Responsibility_2021-22/

6. Idol Bookings Received: 04 numbers.

7. Feedback:

It was very good feedback from students. The Vote of Thanks was delivered by Mr. Rajaneesh Prabhu. The event was organized with the support and guidance from Dr. Abhay Kulkarni (Director IICMR) and Dr. Manisha Kulkarni (HOD, MBA@IICMR)

No. of Students participated: 53

No. of MBA@IICMR faculties participated: 8

Coordinators' of the Activity: Dr. Rajendra Agawane & Mr. Harshal Patil

Glimpses of the event







Audyogik Tantra Shikshan Sanstha's
Institute of Industrial and Computer Management and Research(IICMR)
Approved by AICTE, Permanently Affiliated to SP Pune University,
Recognized by DTE, Government of Maharashtra, NAAC Re-accredited
Ranked Platinum Category by AICTE-CII for Industry Linked Technical Institute
Awarded Best Management Institute for Industry Interface by CEGR

MBA@IICMR

Date: 30/08/2022

Report

'ECO-FRIENDLY GOMAY GANESH IDOL LIVE RESEARCH PROJECT'.

Project Abstract:

MBA@IICMR seeks grant to create awareness among all the Ganesh worshippers about biodiversity and sustainability with the objectives of creating awareness during festival celebration, reduction in water pollution, and spreading the use of Gomay - Ganesh idols in Ganesh festival, avoiding hazardous colour and ingredients in Ganesh idols. The project will be driven by MBA students to inculcate environment sensitivity and responsible behaviour towards society in which they live. Further, the funds will boost to overcome the economic barrier in doing effectively the project in achievement of outcomes.

Need Statement:

MBA@IICMR is having intake capacity of 120. 15 students were selected with stringent scrutiny on academic and active parameters of attitude and performance over one year of engagement with the institute. The target population within 'Pimpri Chinchwad Municipal Corporation' will be 75000.

Project Description:

The project will enable to create awareness among residents where 'Ganesh Festival Originated' gradually becoming the most awaited social festival in terms of religious harmony and culture. The project will start initiative to look towards nature overcoming the religious sentiments. The specific outcomes that will be achieved are; protect nature and human health, will nurture festive culture through family bonding, eradicate the water pollution caused after immersion of idols; idols are free from metal elements and artificial colour or jewellery, to enhance use of locally available materials to create the idols.

Conducted activities at ISKON temple Ravet; MBA students presented this live project to ISKON management team and the feedback was positive. Collaborated with ISKON temple for this project. Presented this project to the students and faculties of city pride school Ravet, Moshi and Nigdi. Conducted eco friendly gomay ganesh idol painting competition at IICMR campus for school students.

Presentations to the students of MCA and MBA@IICMR institute to recommend and convey Eco Friendly Ganesh idols in the society, their relatives and friends. Presented this project to local resident societies in Nigdi and Chikhali.

Goals and Objectives:

1. Awareness during Festival Celebration.
2. Reduction in water pollution.
3. Use of Gomay - Ganesh idols in Ganesh festival.
4. Avoiding hazardous colour and ingredients in Ganesh idols.

Outcome and Significance of the project:

The activity specifies the following environment issues to be addressed:

1. Eco-friendly Gomay- Ganesh idols are free from metal elements.
2. Eradicates water pollution.
3. Free from glitters and fake diamonds.
5. Easily available.
6. Protects human health.
7. Family bonding exercise.

Timeline of activities conducted:

Date	Conducted activities from MBA@IICMR	Planned Future Activities
9 th June, 2022.	1. National level workshop on ECO -friendly Gomay Ganesh Idols.	Demo and sensitization in residential societies by students in groups and open booking for idols.
16 th June, 2022.	2. Awareness creation of Eco-friendly Gomay Ganesh Idol – City Pride School by MBA students.	Demo and sensitization in schools and colleges by students in groups and open booking for idols.
24 & 25 th June, 2022.	3. Gomay Ganesh Idols Stall for sale at the National event organized by MBA@IICMR named 'UDAAN'.	Awareness and sensitization in individual and reference group by individual students for idol bookings through social media platforms.
11 th Jun 2022	4. PPT Presentation Preparation	Meeting With Tanpure Foudnation (N.G.O)
16 th Jun 2022	5. Flex Creation, Order form and Delivery form creation	Placing of Orders for Ganesh idol with tricolor innovations Pvt .Ltd
24 th July 2022	6. Live Project Presentation in ISKON Temple	Stall at ISKON temple (Krishna Jayanti)
27 th July 2022	7. Live Project Presentation for MCA and MBA@IICMR students at IICMR Auditorium	
29 th July 2022	8. Live Project Presentation for City Pride Junior College	
30 th July 2022	9. Live Project Presentation in	

	City Pride School, Ravet	
30 th July 2022	10. Live Project Presentation in City Pride School, Moshi	
30 th July 2022	11. Live Project Presentation in City Pride School, Nigdi	
30 th July 2022	12. Live Project Presentation in Millenium Mannor society, chikhali, pune	
01 st August 2022	13. Stall at Symbolisis International University, Lavale Campus, Pune	
03 rd August 2022	14. Meeting with PCMC Smart City Officers	
27 th August 2022	15. Eco Friendly Gomay Ganesh Idol Painting Competition	

Actual Expense with description:

Sr.	Expense Head	Quantity/ Particulars	Total Expense
1	Flex Printing (6 X 3)	01	Rs. 1357/-
2	Breakfast and Lunch (Guest)	10	Rs. 1850/-
3	Flex Printing with ribit (6 X 3)	03	Rs. 1400/-
4	Petrol Expenses		Rs. 305
5	Prize Distribution		Rs. 2500
6	Flex Printing (Print world)		Rs. 1711
7	Acrylic Sheet		Rs. 7500
8	Plamplet Printing (Both Sides) (1/8)	1000	Rs. 3400/-
9	Printing of Order form and delivery form (Zerox)	440	Rs. 2000/-
Total Expenses:			22023

Revenue Generated through Actual sale of Gomay Ganesh Idol

Sr.	Gomay Ganesh Idol Purchased	Quantity/ Particulars	Total Revenue
1	City Pride Junior College Parents	47	Rs. 21103/-
2	MBA@IICMR Students and Parents	5 Online	Rs. 2245/-
3		10 Cash	Rs. 4791/-
Total Revenue			28139

Total Generated Revenue from live Project = Rs. 6116/-



MBA@IICMR/Eco-Friendly-Gomay-Ganesh-live-research-proiect/A.Y.2021-22

Evaluation:

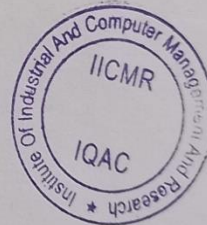
Standardised assessment in terms of learning through experience and active participation of the student in preparing the report in detail about the whole process of starting with planning to execution within the stated timeline and difference of planning and execution while also going through marketing process till delivery of the idols to final consumers will be done of the selected students.

References:

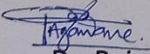
1. Dr. Vipin Kumar, Director, National Innovation Foundation, India.
2. Shri. Rajesh Patil, Hon. PCMC Commissioner, Pune.
3. Mr. Madhsudhan Nair, CEO, Enhance Life Sciences Pvt. Ltd.
4. Mr. Rinal Shah, Product Manager, Tricolour Innovations Pvt. Ltd.
5. Mr. Nirav Nayan, Finance Manager, Ticolour Innovations Pvt. Ltd.
6. Mr. Jay Dholakiya, PMI, Pune- Deccan India Chapter.
7. Dr. Suryakant Katti, Ex.VP. Aditya Birla Group. (Associated with Iskon).
8. Mr. Kiran Vaidya, MD, Autocluster, PCMC, Smart city.
9. Dr. Sanjay S Lakade, Prof. & HOD, RSCOE, Pune.

Appendix:

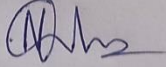
1. Letter of Support
2. Presentation PPT
3. Flyer of Ganesh Idol
4. Order Booking Form
5. Delivery And Payment details Form
6. Payment and revenue receipt



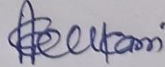
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Coordinators'

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MBA@IICMR

**NATIONAL ₹
CONFERENCE**

2022

National Conference 2022

***Multi-Disciplinary Approach for rejuvenating
Business Processes***

Date: 8th & 9th July 2022

Report



A two day International Conference was successfully conducted by MBA@IICMR on 8-9 July 2022 in hybrid mode , where around 200 participants and Speakers attained the conference in offline/online mode. Institute received a very good response from participants in terms of research papers where 197 abstract were received out of which 115 were accepted out of which 97 authors submitted their papers and 68 were there to present their work at conference and 125 participants attended the conference in offline/online mode . This International Conference made an attempt to understand how the evolutionary trends have taken place in the Indian industry and how they have been accepted by the industry. The national Conference also made us understood the future of Indian Business in various business functions and how the general face of management is changing in the current business scenario.

Objectives:

- To understand the current business trends and how they have shifted from traditional trends through the process of redefining and restructuring.
- To anticipate the future trends and challenges.

Scope

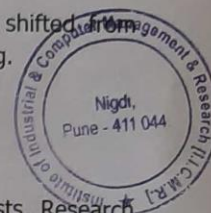
Enhance the Knowledge, Skill and Ability of Academicians, Industrialists, Research Scholars and Students by understanding the changing role of Marketing, HR, Finance, Operation and Systems in Business in the Digital era.

Highlights of the National Conference :-

- ❖ Participative learning with industry experts
- ❖ Understanding Business operations and processes
- ❖ Discussion about changes and challenges of emerging trends
- ❖ Experiential Learning through interactions.

Day 1 :

The day one started with inaugural ceremony where Chief Guest Dr. Parag Kalkar Dean, SPPU, Pune and Key-note speaker Dr. Jagadish Barik Jt. President, Aditya Birla Group, Thailand along with Dr. Abhay Kulkarni Director IICMR and Dr. Manisha Kulkarni HOD MBA@IICMR were present this inaugural session was followed by three parallel track wise technical sessions , there session chair for technical session one were Dr. Shailesh Kasande and Dr. Poorna Shankar the second session was chaired by Dr. Bharat Kasar and Dr. Sudhir Hasamnis whereas the sessions chair for third session were Dr. Ashutosh Misal and Mr. Suryakant Katti where around 10-11 presenters in each track presented their



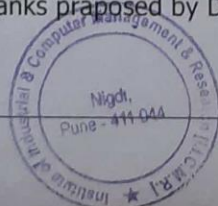
research work in online/offline mode. For day end sessions there were two speakers , Dr. Pratima Khandelwal, Founder at FlyHigh Educational Excellence Services, Bangalore spoke about "Agility and Adaptability: the pathways to Business Resilience" and Ms. Diane Bacchus Co-founder at Ahhaa, California discussed about "Exploring Human Potential for Rejuvenating Business Processes"

Day 2:

The day for the conference was started with review of day 1 given by Dr. Madhura Deshpande which by followed by the inaugural session for day 2 where three international speakers were present , Mr. Onkar Joshi Vice President, Global Markets and Enterprise Technology, Singapore spoke about Use of AIML in Banking Operation after that Mr. Guru Shankar Sharaf Group, Tanzania gave insight about Use of Technology in Revisiting Supply Chain Management Processes and at the end Mr. Sundeep Khishty Commercial Digital Solutions Architect Leader at NSW Govt. Sydney spoke about Recasting ICT for Profitable and Inclusive Growth, this inaugural session was followed by three parallel technical session the session chair for first panel were Mr. Hemant Apastambh and Dr. Mancharkar for session two Dr. Shrikant Kallulkar and Dr. Naresh Motiyani and for panel three there were Mr. Jay Dholakiya and Mr. Uday Saraf , in each panel around 10-11 presenters showcased their research work through online/ offline mode.

These technical sessions were followed by the panel discussion session where three eminent speakers were present. Mr. S Deen Dayalayan Center for Excellence in Organization, Chennai , Mr. Himanshu Nautiyal Business coach (PCC) Founder CEO, Arham Corporate Excellence, Mumbai, Maharashtra and Mr. Dushyant Pathak Plant Head, Elkem South Asia Private Ltd., Nagpur, Maharashtra the panel discussion was moderated by Dr. Abhay Kulkarni and topic for panel discussion was Developing and Sustaining High Performance TEAMS .

The panel Discussion was followed by the valedictory session where Ms. Chaitralekha Potnis President at Peel College of Professional Studies, Mississauga, Ontario, Canada was guest of honor and he spoke about Revisiting Academic Processes for Business Excellence the Chief guest for the valedictory session was Mr. Shishir Joshipura, CEO & Managing Director, Praj Industries discussed about Revisiting Business Processes for Sustainable, Profitable and Inclusive Growth. Finally at valedictory function the certificates were distributed to the participants who were present physically, the conference ended with the vote of thanks proposed by Dr. Vinod Bhelose .



Ref.: IICMR/MBA/2022-23/National Conference/report





Ref.: IICMR/MBA/2022-23/National Conference/report

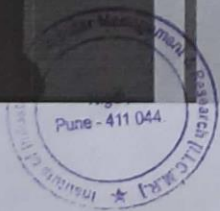
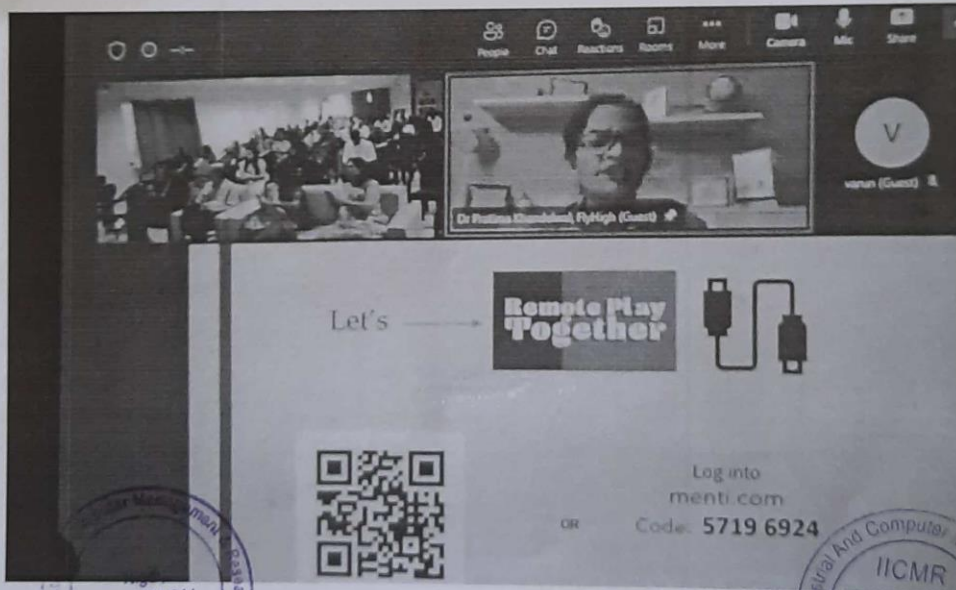


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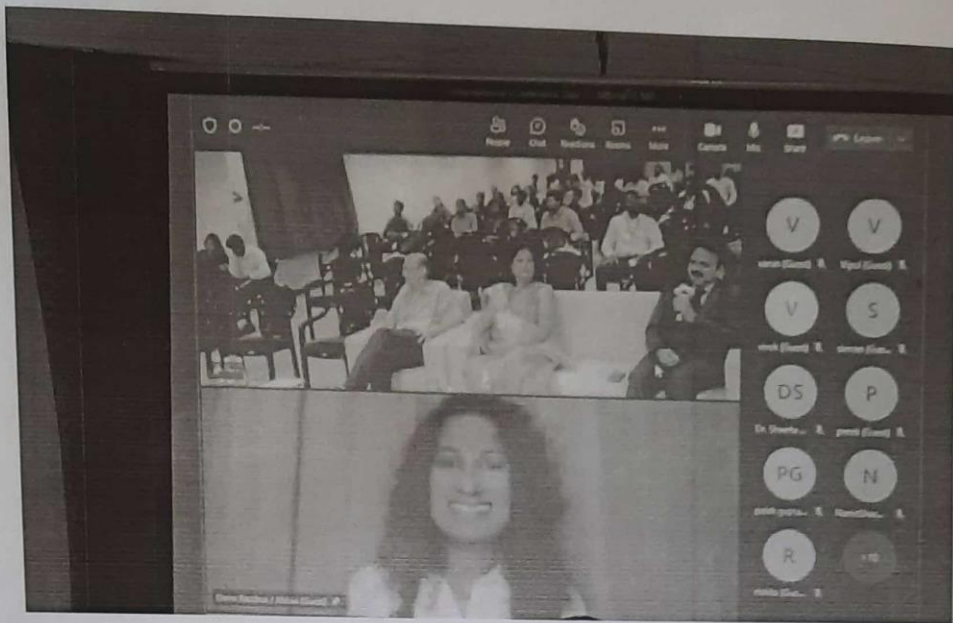
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HOD, MBA@IICMR

Approved by,

Dr. Abhay Kulkarni
Director

