



5. No. 18, Plot No. 5/3, CTS No. 205, Behind Vandevi Temple, Karvenagar, Pune – 411052

3.2.1 Institution has created an ecosystem for innovations, Indian Knowledge System (IKS), including awareness about IPR, establishment of IPR cell for Year 2020-21.

Sr. No	, ,			
1	National Conference on Start-up, a key to Social change			
2	Workshop on "The Secrets of writing a Research paper and Publishing it in High Quality Scopus/UGC CARE listed journals."			
3	Online Workshop on "A session on Financial Literacy " on World Investor Week			





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National Conference on Start-up, a key to Social change

NCSS 2021

Date of the Event: (DD/MM/YYYY)	06/02/2021	Duration:	10.00 AM - 05.10 PM
Day of the Event:	Saturday	Venue:	Online

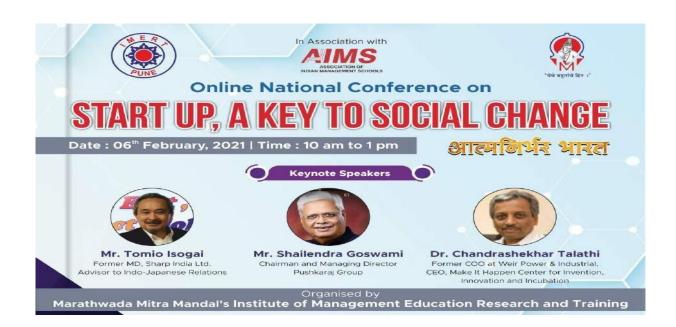
Sr. No.	Speaker / Resource person		
1	Mr. Tomio Isogai, Advisor in Indo-Japanese Relations, Former MD Sharp India Ltd		
2	Dr. Chandrashekhar Talathi, CEO, Make It Happen Center for Invention, Innovation and Incubation. Former CEO Weir Power & Industrial		
3	Mr. Shailendra Goswami, Chairman and Managing Director, Pushkaraj Group.		
4	Dr. Sharad Patil, Director IQAC, Sandeep University, Nashik.		

Sr. No.	Topics Covered
1.	Tomio sir delivered topics related to conference topic comprising the land, culture, andpeople from both
	sides (Japan and India), especially secrets of Japan's recovery; Challenges at work – Covid 19; 3 Ms of TPS
	and India - Japan the strongest partners.
2.	Dr Talathi put light upon various initiatives by GOI related to the topic and also covered 11start-ups, future





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	of entrepreneurship, one stop solution by MMCIII.
3.	Goswami sir shared details of Make in India, it's Challenges and steps to be taken toachieve through a variety of examples.
4.	Dr Patil discussed about various Start-ups, examples from Fashion brands, non profit organisations; Vietnam based businesses and local entrepreneurs during his Valedictoryspeech.







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Sr. No.	Brief report /Description on the event	Duration
1	Address by Conference Convenor (Dr Pranav Kayande)	10:00 AM to 10:10 AM
2	Inauguration of the NCSS 2021 conference and unveiling of the proceedings with ISBN published by IMERT and Sambodhi UGC CARE listed journal with ISSSN by the hands of Dr Jitendra Bhandari Director, IMERT.	10:10 AM to 10:20 AM
3	Welcome note by Director , IMERT (Dr Jitendra Bhandari)	10:20 AM to 10:40 AM
4	Keynote speaker (Dr Chandrashekhar Talathi)	10:45 AM to 11:25 AM
5	Address by Guest of Honour (Mr. Shailendra Goswami)	11:30 AM to 12:10 PM
6	Address by Chief Guest (Mr. Tomio Isogai)	12:15 PM to 1:00 PM
7	Vote of Thanks (prof. Pranjal Jadhav)	1:00 PM to 1:10 PM
8	Comparing of morning session was handled by prof. Aparna Shastri	10:00 AM to 1: 30 PM





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9	Research Paper Presentations (Track I) by Research Scholars (Chaired by Dr Bharati Gupta, HOD MMCOE MBA)	2:00 PM to 4: 30 PM
10	Research Paper Presentations (Track II) by Research Scholars (Chaired by Dr Rahul Jagtap, MMCOE MBA)	2:00 PM to 4: 30 PM
11	Valedictory function Address by Dr Sharad Patil	4:30 PM – 5:00 PM
12	Unveiling of Certificates of participation and Certificates of UGC CARE listed journal publication by the hands of Dr Sharad Patil.	5:00 PM – 5:10 PM
13	Comparing of afternoon slots Tracks I and II was handled by Dr Pranav Kayande and prof. Praful Sarangdhar respectively.	2:00 PM to 4:30 PM





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National Conference on Start up for Social change NCSS 2021 organised by MMs IMERT in association with AIMS (Association of Indian Management Schools), Hyderabad was held on 06/02/2021 using Online platforms – Live streaming of the morning first half (10.00 AM to 1.00 PM) held through YouTube using Streamyard and conduction of afternoon sessions (Tracks I, Track II and Valediction function) happened through Google meet app, under guidance of Dr Jitendra Bhandari (Director, IMERT) and Dr Rupendra Gaikwad (Coordinator, IQAC). Special thanks to Shri. Shivajirao Ganage President, Prin. Bhausaheb Jadhav Executive President, Shri. Kishor Mungale Secretary, Marathwada Mitra mandal Trust and Dr Milind Jagtap Adjunct Professor IMERT for their wholehearted support for making this event a success.

Sr. No.	Coordinated by
1.	Dr Pranav Kayande
	(Convener NCSS 2021)
2.	Prof.Praful Sarangdhar
	(Co-convener NCSS 2021)





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Participants –

Sr. No.	Researcher	Affiliation	Paper Title
1	Mr Sudam Shinde	Research Scholar, D Y Patil SM,Charholi (Bk), Pune.	An empirical study on impact of recommendation by Kith on purchasebehaviour of green milk products in Ahmednagar District.
2	Mr Prakash Tambe	Research Scholar - IMERTPune	The effect of lockdown on the globalfloriculture industry
3	Mr Swapnil S Patil.	Research Scholar, D Y Patil SM,Charholi (Bk), Pune.	Risk tolerance of investors with referenceto Mutual Fund as an investment avenue.
4	Ms Aparna Shastri	Asst. Prof, IMERT Pune	OCTAPACE culture an antecedent tosuccessful start-up: An extensive bibliometric analysis
5	Mr Siddharth Karale	Assistant Professor- SINHGAD BUSINESS SCHOOL - SBS - STES,Erandwane, Pune	"Private labels in retail sector" A Profit Making MANTRA" During "COVID -19-Lockdown With Special reference to selected retail outlets in Pune city
6	Mr Vikas Adhegaonkar Mr Praveen Suryavanshi	Research Scholar, D Y Patil SM,Charholi (Bk), Pune. Research Scholar, D Y Patil Institue of Master of Computer Applications and Management	Dynamic Optimum Capital Structure Adjustment Model of BSE Listed Indian Manufacturing – A Case Study of Engineering Goods Industry A study of increase upi payments during lockdown
8	Dr. Pushpraj Wagh	Yashaswi Education Society's International Institute of management Science, Chinchwad, Pune	A study of consumer behavior towards cosmetic products with reference to lakme





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	9	Mr. Mayuresh Ghare	Research Scholar , Department of Research, Innovations and Consultancy (DRIC), MES Garware College of Commerce, Pune	"Entrepreneurship Development in India– A Review"
	10	Dr.Vijit Chaturvedi	Professor,Amity Business School, Amity University, Noida Uttar Pradesh	Start Up's-A driver for sustainable social change-A descriptive insinuation
	11	Dr Jitendra Bhandari	Director, IMERT Pune	Consumer behaviour towards e-shopping in pune city
	12	Mr Yogesh Khomane	Research Scholar - IMERT Pune	"A study of consumption of mobile data among rural consumers of pune district during lockdown"
	13	Mr Praful Sarangdhar	Asst.Professor, IMERT Pune	A study on emerging concept of cloud kitchen in india
	14	Mr Vidyanand Joshi	Research Scholar - MIT, Loni Kalbhor, Pune	Study Constructed on Factors Influencing Jobseekers in Recruitment and Selection Process across IT Organization
	15	Ms Pranjal Jadhav	Asst.Professor, IMERT Pune Assistant Professor, Jayawant	Improving and developing performance through effective mentoring management system to bring on innovative progress in an individual
			Institute of Management Studies, Tathawade, Pune.	Impact of Reverse Migration on Rural Finance
	16	Mr Manesh Palav		





17	Mr Sachin Kshirsagar	Asst.Professor, IMERT Pune	ne A STUDY ON FINANCIAL DERIVATIVES w.r.t GMR infrastructure	
18	Ms Sushma Sathe	Asst.Professor, Chetan Dattaji Gaikwad Institute of Management Studies, Pune, India	Knowledge and perception of employees to invest in health insurance during COVID-19 pandemic	
19	Mr Vivekanand Gaikwad	Assistant Professor, IMERT Pune	"A study of effective employee engagement in IT sector; A systematic study of emerging trends and challenges in business"	
20	Ms Ulka Kalaskar	Research Scholar , IMERT Pune	"Urbanization Key to Development Of The City: Municipal Bonds"	
21	Dr Abhiiit Shivane	Assistant Professor, IMDR Pune	Analytical study of growth in online certification programmes/courses during COVID-19 Pandemic	





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It all started with -





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Marathwada Mitra Mandal

Marathwada Mitra Mandal, Pune is a Public Charitable Trust registered under Bombay Public Trust Act, 1950 under Registration No. F-338 P dated 19.1.1967. It is established through the inspiration of socially and educationally charged personalities, with the motto "Yethe Bahutanche Hit" (Welfare of Masses). The trust has created excellent facilities of education in various fields of education such as Management, Law, Commerce, Pharmacy, Engineering, Architecture, Interior Design, etc. which provide excellent education to more than 12000 students.



IMERT

IMERT is conceived as an unique growth oriented institute approved by AICTE, New Delhi and accredited with the prestigious A+ grade by NAAC. IMERT offers two-year full time MBA programme affiliated to Savitribai Phule Pune University for which the students are admitted through the admission procedure conducted by Directorate of Technical Education (DTE), Maharashtra state. The institute was established in 1994 and has a legacy of 25 years.



About Conference

National Conference on 'Start up, a key to Social Change' aims to provide a platform for researchers, academicians and professionals around the country to have in-depth discussions, experience & idea sharing and presenting their research results in the area of Entrepreneurship, Innovation and Value creation.

This conference aims to bring together researchers and practitioners to facilitate the discussion on the broad topics of this theme. The main objectives of the conference are to provide a platform for aspiring entrepreneurs, academia, industry, Government and policy makers to share their

The conference will pave the way to establish business or research relations and entrepreneurship development. The conference will include:

- Keynote address from eminent persons
- Research paper and Case Study presentation





Call for Papers

Authors are invited to submit their original and unpublished manuscripts based on empirical research, experiences, value based decision making or promising ideas that demonstrate research focusing on a variety of aspects needed to achieve strategies for excellence.



Publication Opportunities

Based on the reviewers' comments, the papers shall be considered for publication in UGC CARE listed journals or Peer reviewed journals with ISSN. All authors will receive e-certificate of participation.





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- **Submission Guidelines**
- · Authors should submit their original and unpublished papers in word format. The manuscript should not be under the process of publication or should not have been submitted to any
- · Abstract of not more than 300 words and 5-7 keywords bearing the author's name(s), contact details and e-mail id(s) should be emailed to conference 2021@mmimert.edu.in.
- Full paper should not exceed 7000 words (all inclusive) and APA format (Times New Roman, 12pt, single spacing) should be followed throughout the manuscript.
- Registration will be confirmed only after the payment of registration fee and at least one author must be present for the conference and paper presentation.







Marathwada Mitra Mandal's

INSTITUTE OF MANAGEMENT EDUCATION RESEARCH AND TRAINING

(IMERT), Pune

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Mr. Tomio Isogai Former MD, Sharp India Ltd. Advisor to Indo-Japanese Relations



Mr. Shailendra Goswami Chairman and Managing Director Pushkaraj Group



Dr. Chandrashekhar Talathi Former COO at Weir Power & Industrial, CEO, Make It Happen Center for Invention, Innovation and Incubation



Patrons



Hon. Shri Bhausaheb Jadhav

Exe. President, Marathwada Mitramandal Pune

Hon. Dr. Milind Jagtap

Adjunct Professor, IMERT, Pune



Hon. Shri Shivajirao Ganage

President, Marathwada Mitramandal Pune

Hon. Shri Kishor Mungale

Secretary, Marathwada Mitramandal Pune

Dr. Jitendra Bhandari Director, IMERT, Pune



Dr. Pranav Kayande Associate Professor, IMERT, Pune Mob.: 80079 59069



Dr. Rupendra Gaikwad IQAC Coordinator, IMERT, Pune



Prof. Praful Sarangdhar Assistant Professor, IMERT, Pune Mob.: 97676 58935

Address

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Some Glimpses from the event - Morning- First Half -

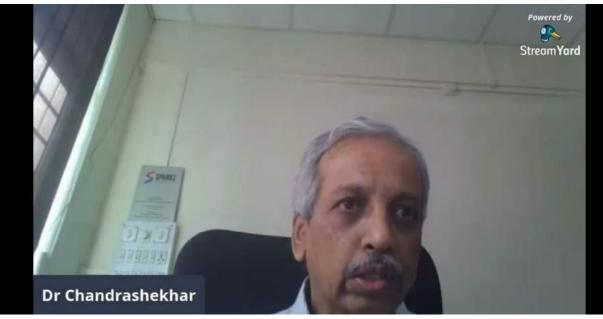




























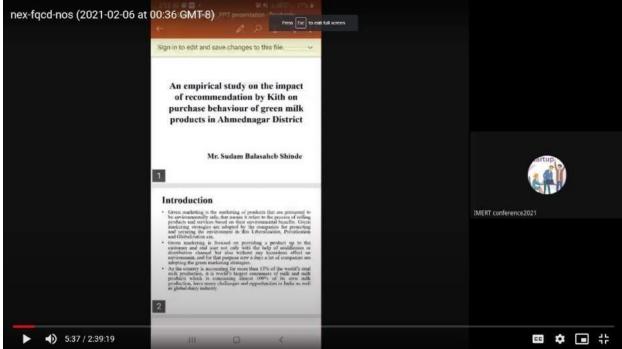




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Some Glimpses from the event - Afternoon - Second Half -

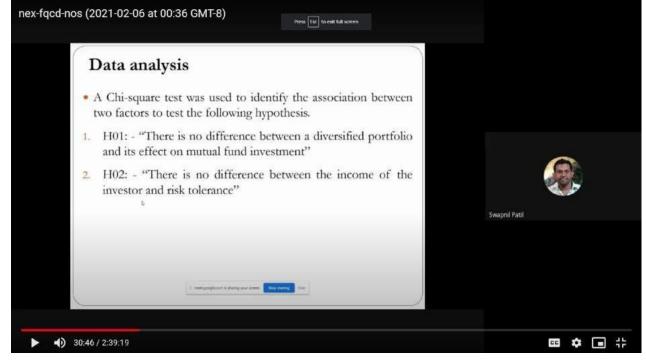


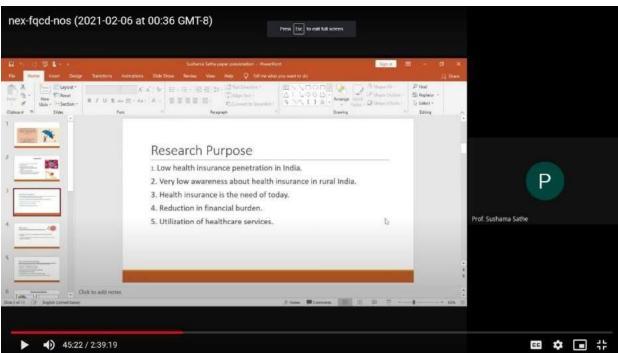






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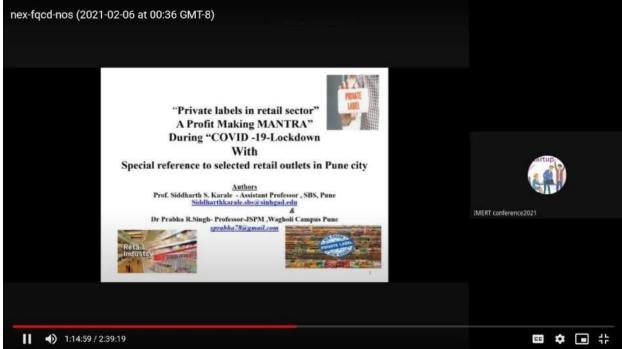












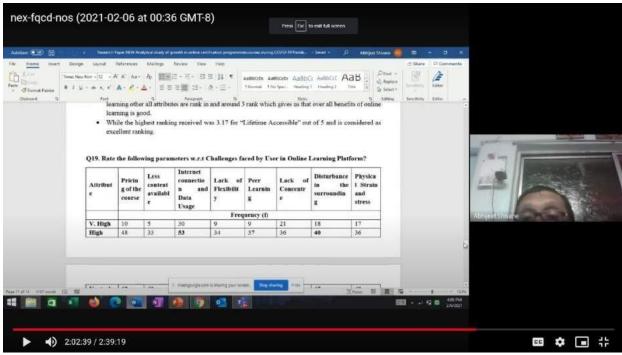


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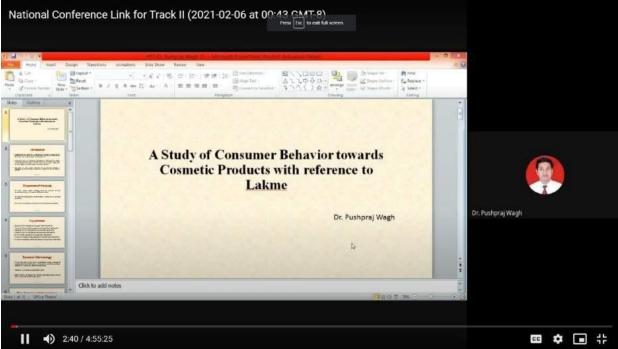






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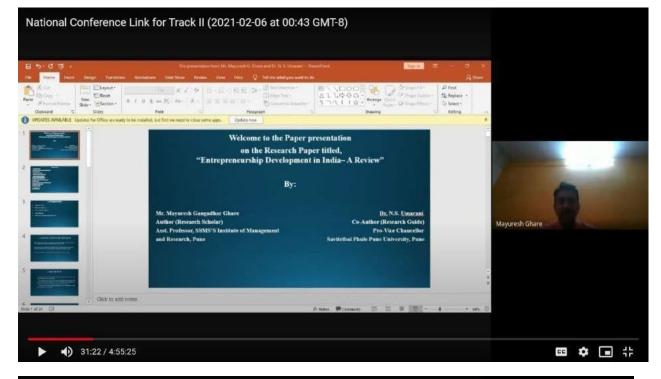








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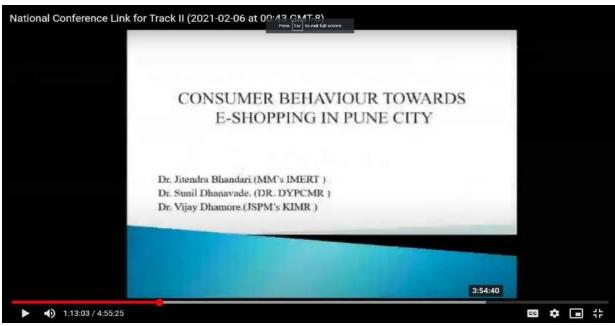






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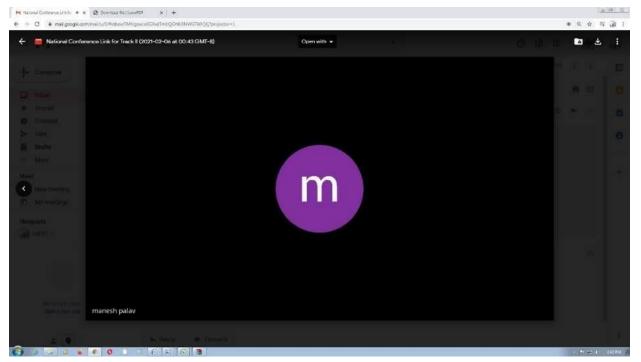






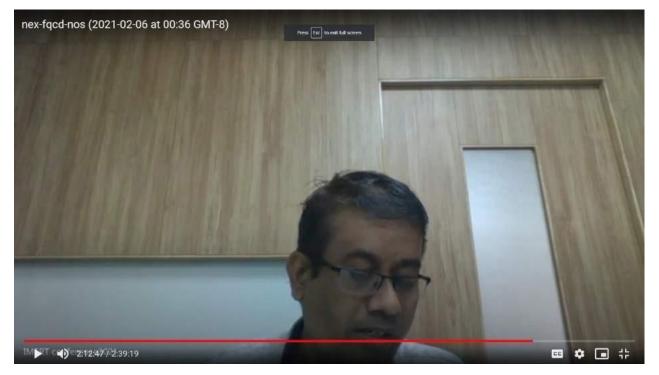












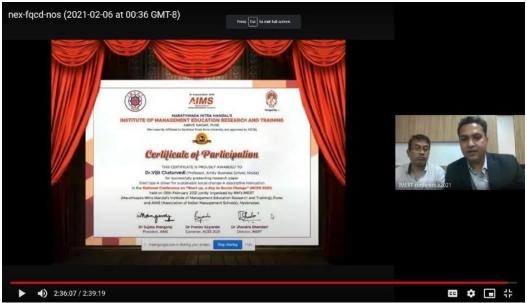






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Prepared By Faculty Dr. Pranav Kayande

Reviewed by IQAC Coordinator Dr. Rupendra Gaikwad

Approved by Incharge Director Dr. Jitendra Bhandari





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A NATIONAL LEVEL FDP

Date of the Event: (DD/MM/YYYY)	20/02/2021	Duration:	From -11am To- 1pm
Day of the Event:	Saturday	Venue:	Manthan

Sr. No.	Speaker / Resource person
1	Dr. M.Gurusamy

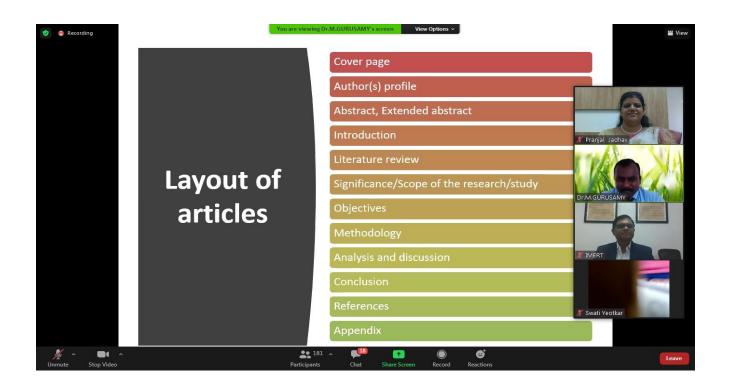
Sr. No.	Topic
1.	"The Secrets of writing a Research paper and Publishing it in High Quality Scopus/UGC
	CARE listed journals."

Sr. No.	Brief report on the event
1	An online Faculty Devlopment Programme was initiated by IQAC and jointly executed by PGRC and FDP committee of IMERT. The FDP was focused on "The Secrets of writing a Research paper and Publishing it in High Quality scopus/UGC care listed journals." The resource person was Dr M.Gurusamy, who is a nationally acclaimed editorial Board member of many Journals. He is also a receipent of many awards for excellence in academics and research in management science. The programme was conducted on Zoom platform.
	The number of registered participants was 473 from Noida to Coimbatore covering whole of the country. The participants were enthusiastic enough to remain logged in till the end of the programme. Dr. M. Gurusamy unveiled the secrets of writing a research paper and he also shared the ways of how to publish it in high quality Scopus or UGC CARE listed journals.
	Feedback of the programme from participants was excellent. The participants expected such many more value additions from IMERT. Dr. Rupendra Gaikwad delivered preamble as well as handled the Q & A session. and Prof. Pranjal Jadhav anchored the programme and also proposed the vote of thanks. The participants were given online attendance certificates.













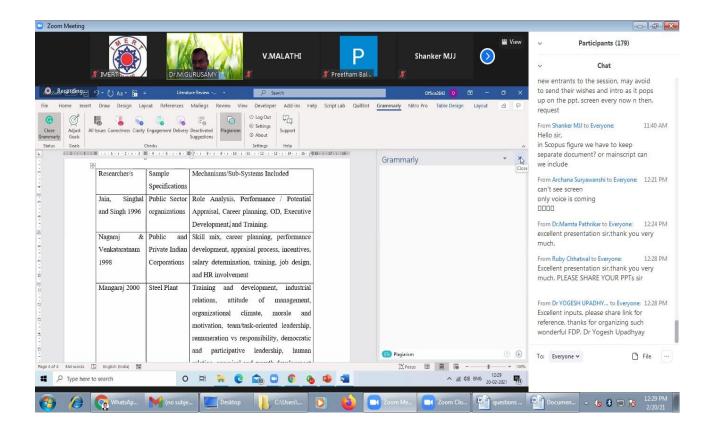








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Prepared By Faculty Dr. Rupendra Gaikwad

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Approved by Incharge Director Dr. Jitendra Bhandari

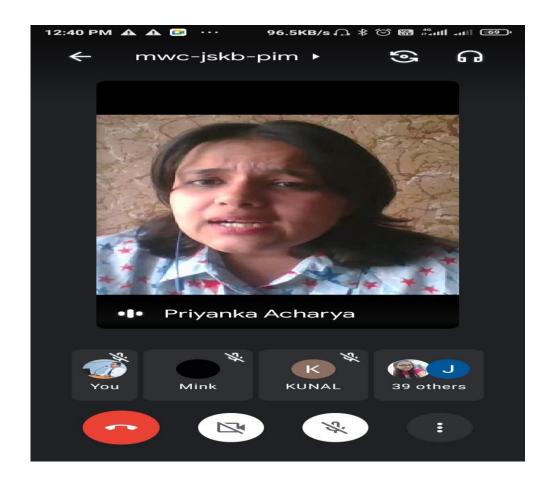




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World Investor Week - Workshop on Financial Literacy.









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As a part of World Investor Week, IMERT in collaboration with BIAP (Board of Industry Academia Partnership) conducted a session on Financial Literacy on 28 Nov 2020. BIAP conducts various programs to bridge gap between Industry and Academics.

Ms. Priyanka Acharya (learning and Development Professional) as a representative of Securities Exchange Board of India conducted awareness session for students of MBA SEM III. She spoke about various investment options and risk factors and rewards related to the investment. She spoke about risk in Equities and gains, Mutual fund options available with various companies. Ms Mink Panjwani from BIAP and Prof Praful Sarangdhar from MM's IMERT coordinated the session.50 students attended the program

Prepared by: Faculty Prof Praful Sarangdhar

Reviewed by: IQAC Coordinator Dr. Rupendra Gaikwad

Approved by: Incharge Director Dr. Jitendra Bhandari