



Since 1994

**Marathwada Mitra Mandal's**  
**INSTITUTE OF MANAGEMENT EDUCATION RESEARCH AND TRAINING**  
**(MM's IMERT), Pune**

**1. No. 18, Plot No. 5/3, CT5 No. 205, Behind Vandevi Temple, Karvenagar, Pune – 411052**



3.2.2 Number of workshops/seminars/conferences during Year 2020-21.

Sr. No	Name of workshops/seminars/conferences
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 “Stock Market Terminologies”
4	Online Workshop on “Current Trends in E-commerce”
5	Online Workshop on "A session on Financial Literacy " on World Investor Week
6	Online Workshop on Digital Marketing



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3.2.2 Number of workshops/seminars/conferences including programs conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship during the year 2020-21.

National Conference on Start-up,  
a key to social change.



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

### NCSS 2021

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

<b>Sr. No.</b>	<b>Speaker / Resource person</b>
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.

<b>Sr. No.</b>	<b>Topics Covered</b>
1.	Tomio sir delivered topics related to conference topic comprising the land, culture, and people 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 11 start-ups, future



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	of entrepreneurship, one stop solution by MMCIIL.
3.	Goswami sir shared details of Make in India, it's Challenges and steps to be taken to achieve 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 Valedictory speech.

In Association with  
**AIMS**  
ASSOCIATION OF  
INDIAN MANAGEMENT SCHOOLS

Online National Conference on  
**START UP, A KEY TO SOCIAL CHANGE**

Date : 06<sup>th</sup> February, 2021 | Time : 10 am to 1 pm

**आत्मनिर्भर भारत**

**Keynote Speakers**

**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

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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 NCCS 2021 conference and unveiling of the proceedings with ISBN published by IMERT and Sambodhi UGC CARE listed journal with ISSN 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. Pranjali 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. Bhausahab 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.

<b>Sr. No.</b>	<b>Coordinated by</b>
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 purchase behaviour of green milk products in Ahmednagar District.
2	Mr Prakash Tambe	Research Scholar - IMERT Pune	The effect of lockdown on the global floriculture industry
3	Mr Swapnil S Patil.	Research Scholar, D Y Patil SM, Charholi (Bk), Pune.	Risk tolerance of investors with reference to Mutual Fund as an investment avenue.
4	Ms Aparna Shastri	Asst. Prof, IMERT Pune	OCTAPACE culture an antecedent to successful start-up : An extensive bibliometric analysis
5	<b>Mr Siddharth Karale</b>	<b>Assistant Professor- SINHGAD BUSINESS SCHOOL - SBS - STES, Erandwane, Pune</b>	“Private labels in retail sector” A Profit Making MANTRA” During “COVID -19-Lockdown With Special reference to selected retail outlets in Pune city
6	<b>Mr Vikas Adhegaonkar</b>	<b>Research Scholar, D Y Patil SM, Charholi (Bk), Pune.</b>	Dynamic Optimum Capital Structure Adjustment Model of BSE Listed Indian Manufacturing – A Case Study of Engineering Goods Industry
7	<b>Mr Praveen Suryavanshi</b>	<b>Research Scholar, D Y Patil Institute of Master of Computer Applications and Management</b>	A study of increase upi payments during lockdown
8	<b>Dr. Pushpraj Wagh</b>	<b>Yashaswi Education Society's International Institute of management Science, Chinchwad, Pune</b>	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	Improving and developing performance through effective mentoring management system to bring on innovative progress in an individual
16	Mr Manesh Palav	Assistant Professor, Jayawant Institute of Management Studies, Tathawade, Pune.	Impact of Reverse Migration on Rural Finance



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1

17	Mr Sachin Kshirsagar	Asst.Professor, IMERT Pune	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 Abhijit 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 –

The poster features a light blue background with a network of white dots and lines. At the top left is the IMERT Pune logo. To its right, it says 'In Association with' followed by the AIMS logo (Association of Indian Management Schools). Further right is the logo of Marathwada Mitra Mandal with the motto 'येथे महाराजे हिल ।'. The main title 'START UP, A KEY TO SOCIAL CHANGE' is in large, bold, red letters with a white outline. Below it, a purple banner contains the text 'आत्मनिर्भर भारत' in gold. The date '06<sup>th</sup> February, 2021' is centered between two horizontal lines. At the bottom right, it says 'Online Conference' in a blue, slanted font. The bottom left corner has a dark blue and purple geometric pattern. At the bottom center is the A+ NAAC accreditation logo. The text 'Organised by Marathwada Mitra Mandal's Institute of Management Education Research and Training' is at the bottom right. Five small white dots are at the very bottom.

In Association with  
**AIMS**  
ASSOCIATION OF  
INDIAN MANAGEMENT SCHOOLS

येथे महाराजे हिल ।

**National Conference on**  
**START UP, A KEY TO  
SOCIAL CHANGE**

**आत्मनिर्भर भारत**

**06<sup>th</sup> February, 2021**

**Online Conference**

Organised by  
Marathwada Mitra Mandal's  
**Institute of Management Education  
Research and Training**



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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 research and ideas.

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

In Association with

**AIMS**  
ASSOCIATION OF  
INDIAN MANAGEMENT SCHOOLS

### 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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## Tracks of The Conference



- All the other topics related to themes will be welcomed.
- Themes are indicative. Authors can submit paper(s) on any topic related to the theme of the conference.

## 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 journal.
- 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 [conference2021@mmimert.edu.in](mailto:conference2021@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.

## Important Dates



## Registration Fees

₹ 2500/- per paper



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**Keynote Speakers**



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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

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Secretary, Marathwada Mitramandal Pune

**Hon. Shri Bhausaheb Jadhav**  
Exe. President, Marathwada Mitramandal Pune

**Hon. Dr. Milind Jagtap**  
Adjunct Professor, IMERT, Pune

**Conference Chair**

**Dr. Jitendra Bhandari**  
Director, IMERT, Pune

**Conference Co-Chair**

**Dr. Rupendra Gaikwad**  
IQAC Coordinator, IMERT, Pune

**Convener**

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

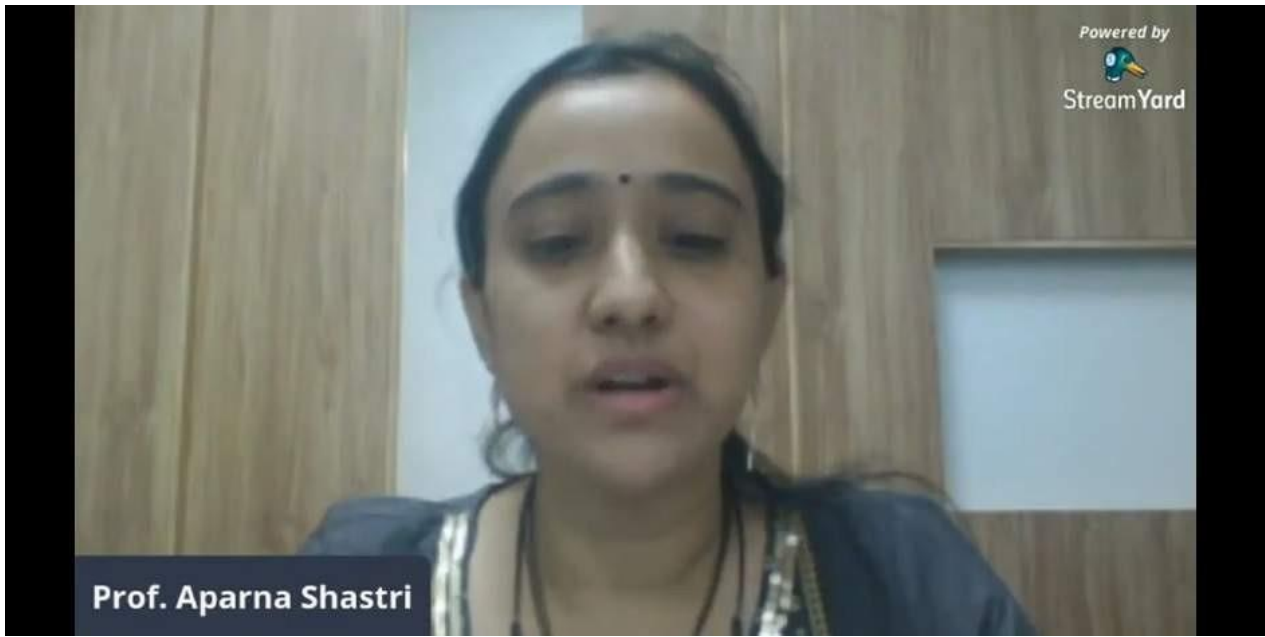
**Co-Convener**

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

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## Some Glimpses from the event – Morning- First Half –





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Dr. Chandrashekhar

### Starting a Startup

- Do your homework
- Figure out your market
- Get some advice
- Have a clear social mission
- Figure out the financials
- Legalise it
- Start showing off
- Write your business plan
- Prove you're making a difference

**Funding Options**

- Incubators
- Corporate
- Impacting Investors
- Competitions
- Crowd Funding

आत्मनिर्भर भारत

Powered by StreamYard

Tomio Isogai

### World Map from the Japanese Standard

*It's a totally different perspective!*

世界地図 (世界地図が中心)



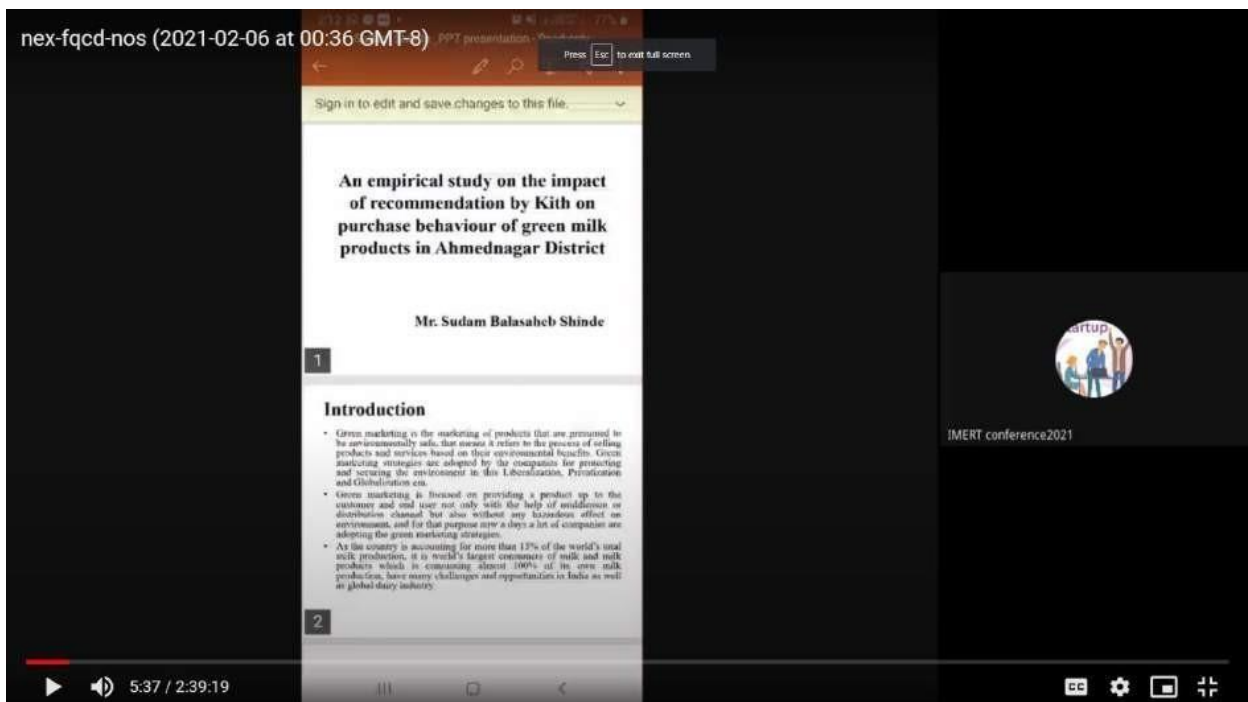
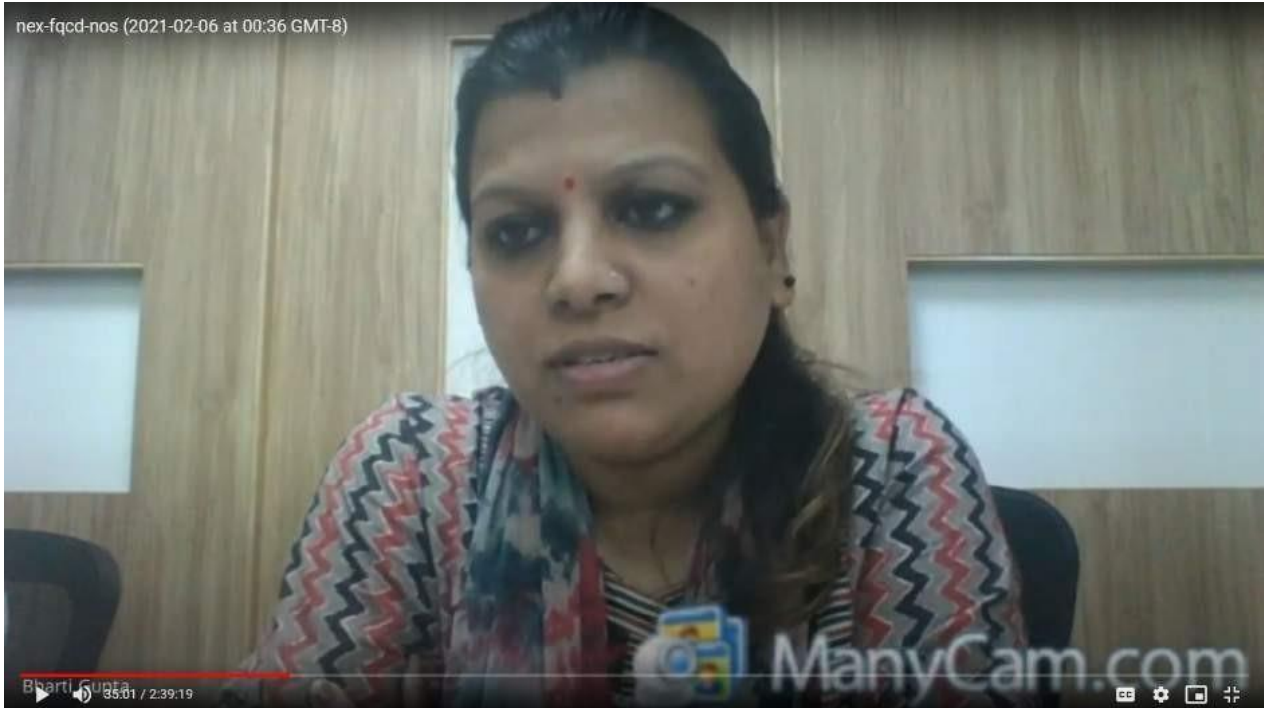
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**Some Glimpses from the event – Afternoon - Second Half –**





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nex-fqcd-nos (2021-02-06 at 00:36 GMT-8)

Press **Esc** to exit full screen.

### Data analysis

- A Chi-square test was used to identify the association between two factors to test the following hypothesis.

1. H01: - “There is no difference between a diversified portfolio and its effect on mutual fund investment”
2. H02: - “There is no difference between the income of the investor and risk tolerance”

30:46 / 2:39:19

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### Research Purpose

1. Low health insurance penetration in India.
2. Very low awareness about health insurance in rural India.
3. Health insurance is the need of today.
4. Reduction in financial burden.
5. Utilization of healthcare services.

45:22 / 2:39:19



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nex-fqcd-nos (2021-02-06 at 00:36 GMT-8)

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**Title – “OCTAPACE culture an antecedent to successful start-up : An extensive bibliometric analysis”**

1

**AUTHOR – APARNA SHASTRI  
CO-AUTHOR 1 – PRANJAL JADHAV  
CO-AUTHOR 2 – VIVEKANAND GAIKWAD**

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1:00:06 / 2:39:19


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**“Private labels in retail sector”  
A Profit Making MANTRA”  
During “COVID -19-Lockdown  
With  
Special reference to selected retail outlets in Pune city**

Authors  
Prof. Siddharth S. Karale - Assistant Professor , SBS, Pune  
[Siddharthkarale.sbs@sinhgad.edu](mailto:Siddharthkarale.sbs@sinhgad.edu)  
&  
Dr Prabha R.Singh- Professor-JSPM ,Wagholi Campus Pune  
[sprabha78@gmail.com](mailto:sprabha78@gmail.com)



IMERT conference2021

1:14:59 / 2:39:19

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nex-fqcd-nos (2021-02-06 at 00:36 GMT-8)

### TREAND ANALYSIS OF UPI DURING COVID-19



- Miss. Prachi Jawade  
- Prof. Praveen Suryavanshi



1:47:04 / 2:39:19

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learning other all attributes are rank in and around 3 rank which gives us that over all benefits of online learning is good.

- While the highest ranking received was 3.17 for "Lifetime Accessible" out of 5 and is considered as excellent ranking.

**Q19. Rate the following parameters w.r.t Challenges faced by User in Online Learning Platform?**

Attribut e	Pricin g of the course	Less content availabl e	Interact ion and Data Usage	Lack of Flexibilit y	Peer Learnin g	Lack of Concentr e	Disturbance in the surroundin g	Physica l Strain and stress
Frequency (f)								
V. High	10	5	30	9	9	21	18	17
High	48	33	53	34	37	36	40	36

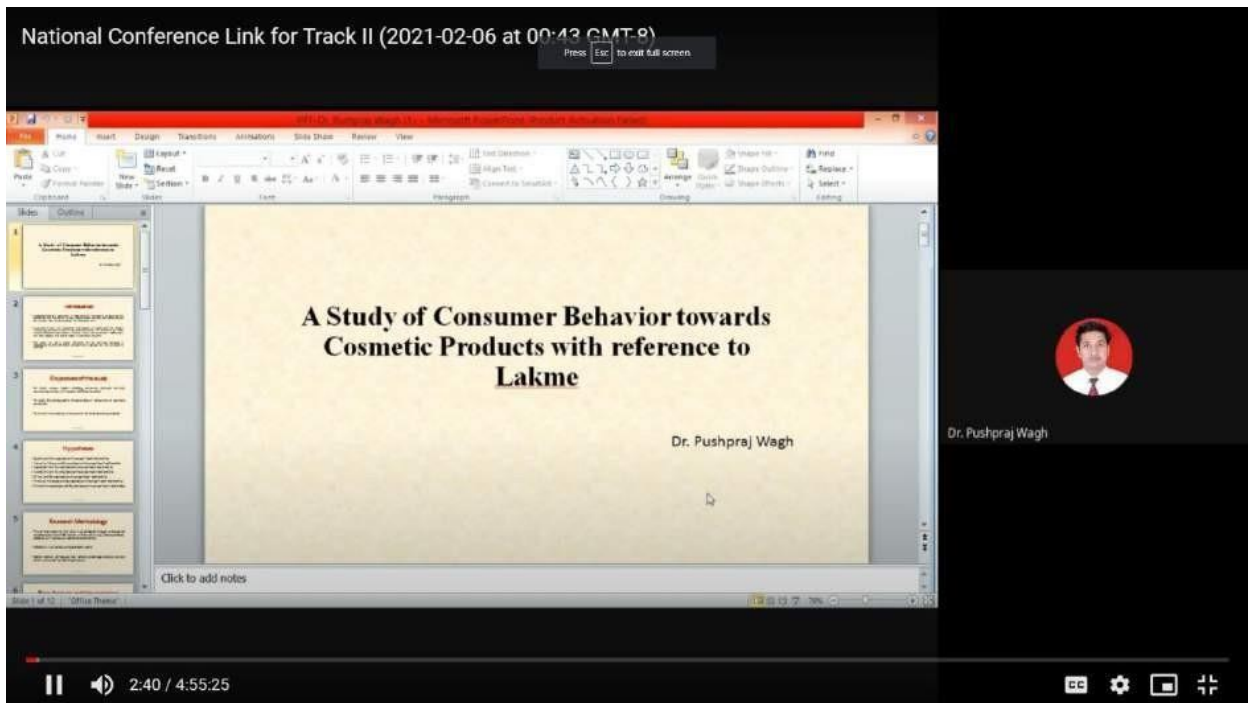


2:02:39 / 2:39:19



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National Conference Link for Track II (2021-02-06 at 00:43 GMT-8)

31:22 / 4:55:25

National Conference Link for Track II (2021-02-06 at 00:43 GMT-8)

**Objective -1 To understand the role of social start up in economic development**

- In Indian context after the global recession hit the world first start up started to take shape. In India after great recession majority IT professionals and similar other such professionals started looking for this option.
- According to Inc Report India boasts more than 6000 startups and in last 10 years best talent has been limited to corporations and slowly the gap is getting bridged and we have examples like Milk basket, Epigamia, Storyxpress, Paytm
- There are **three dominant factors** that led to growth of entrepreneurship like- **Information Technology, Consumerism, and Innovation**. In India from historic times we are entrepreneurial in nature, Indian Traders use to travel to Egypt, Burma and Vietnam among other countries.
- The Global Entrepreneurship Monitor estimates that some 20% intend to be entrepreneurs. Since entry of IBM in India during 1950's set foundation of IT driven support followed by TCS and then names like Patni system which created difference
- In policies and growing middle class with higher incomes also led to better choice and consumerism thus giving rise to e-commerce, specialized retail ,hyper delivery network and creation of hyper delivery networks. This was witnessed with large consumer brands like Amazon and Uber and Walmart acquired Flipkart at \$22billion.
- The other important aspect that led to growth was **Innovation curve**. There was lot of advancement in terms of B2B models and high IP driven innovation.

39:20 / 4:55:25





Since 1994



National Conference Link for Track II (2021-02-06 at 00:43 GMT-8)

## Result and Discussion

*H1: There is a need for a change in selection practices in the Organization. ( $\mu \neq 3$ )*

	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Selection Process [There is a need for a change in selection practices in the Organization.]	-26.596	154	.000	-1.671	-1.80	-1.55

V  
Vidyanand Joshi

1:08:20 / 4:55:25

National Conference Link for Track II (2021-02-06 at 00:43 GMT-8)

## CONSUMER BEHAVIOUR TOWARDS E-SHOPPING IN PUNE CITY

Dr. Jitendra Bhandari.(MM's IMERT )  
 Dr. Sunil Dhanavade. (DR. DYPCMR )  
 Dr. Vijay Dhamore.(JSPM's KIMR )

3:54:40

1:13:03 / 4:55:25



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National Conference Link for Track II (2021-02-06 at 00:43 GMT-8)

Urbanization Key to Development Of The City: Municipal Bonds

Ulka Kalaskar

1:25:19 / 4:55:25

National Conference Link for Track II (2021-02-06 at 00:43 GMT-8)

**INTRODUCTION**

Food industry is going through many innovations and restaurants are using high technology to promote their brands. One of the new trends observed is Cloud kitchen. Increasing internet penetration and supportive logistic or delivery system is helpful to customers. Till few years pizza was only food ordered online. The development in food ordering apps has increased online food ordering and home delivery. Increasing millennial population, use of smart phones, internet services and app based technology are promoting online food ordering. Increasing number of restaurants and food junctions/outlets are increasing customer base using online portals for the growth of business. According to Deloitte convenience is important for millennial order food online or dines out at least once or more than once in a month.

meet.google.com is sharing your screen

IMERT conference 2021

1:32:21 / 4:55:25



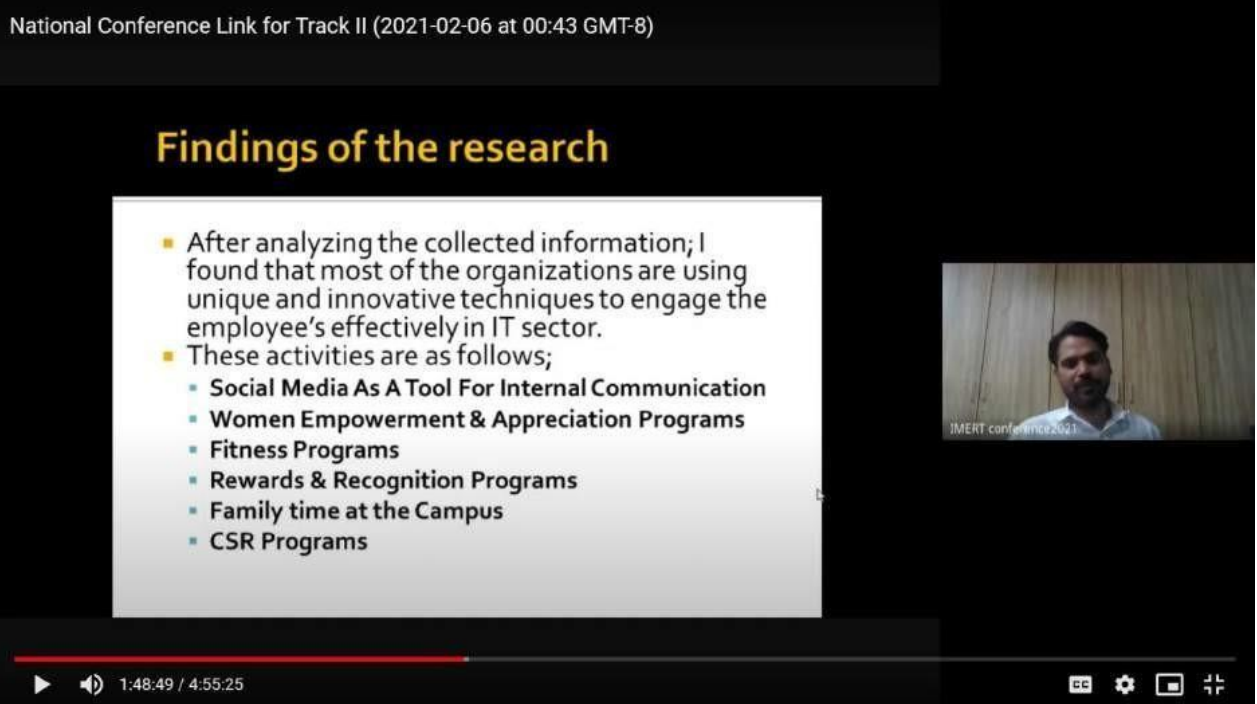
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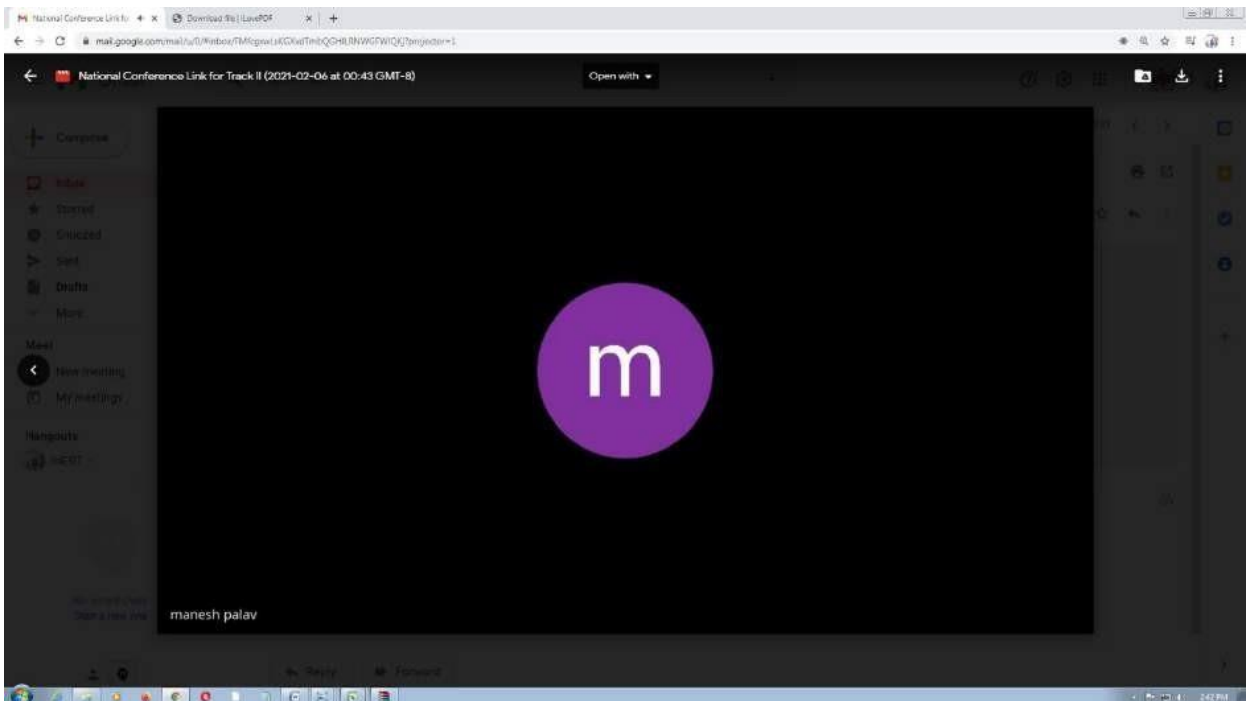
National Conference Link for Track II (2021-02-06 at 00:43 GMT-8)

## Findings of the research

- After analyzing the collected information; I found that most of the organizations are using unique and innovative techniques to engage the employee's effectively in IT sector.
- These activities are as follows;
  - Social Media As A Tool For Internal Communication
  - Women Empowerment & Appreciation Programs
  - Fitness Programs
  - Rewards & Recognition Programs
  - Family time at the Campus
  - CSR Programs



1:48:49 / 4:55:25



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manesh palav



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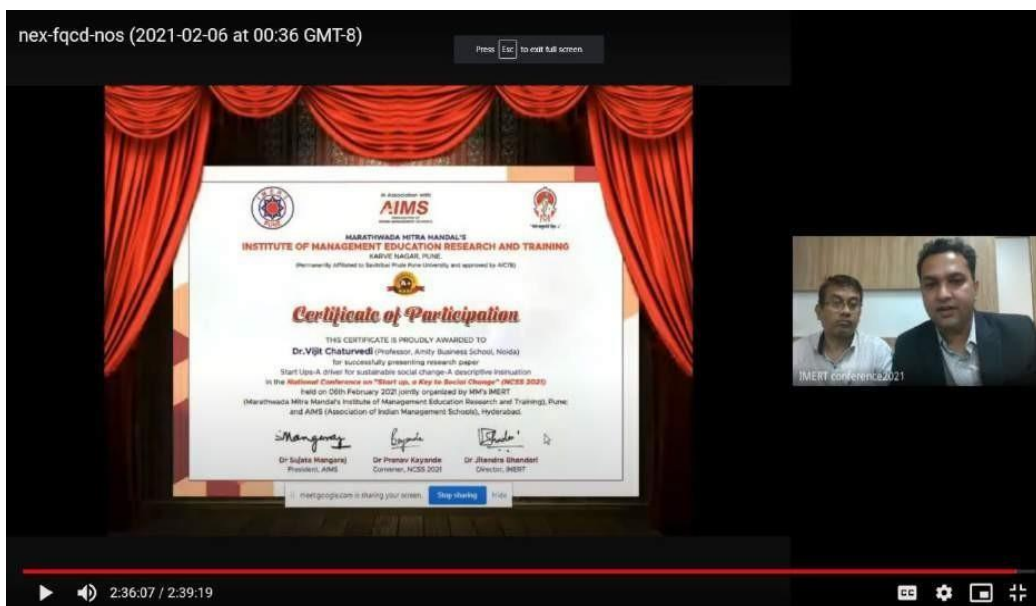
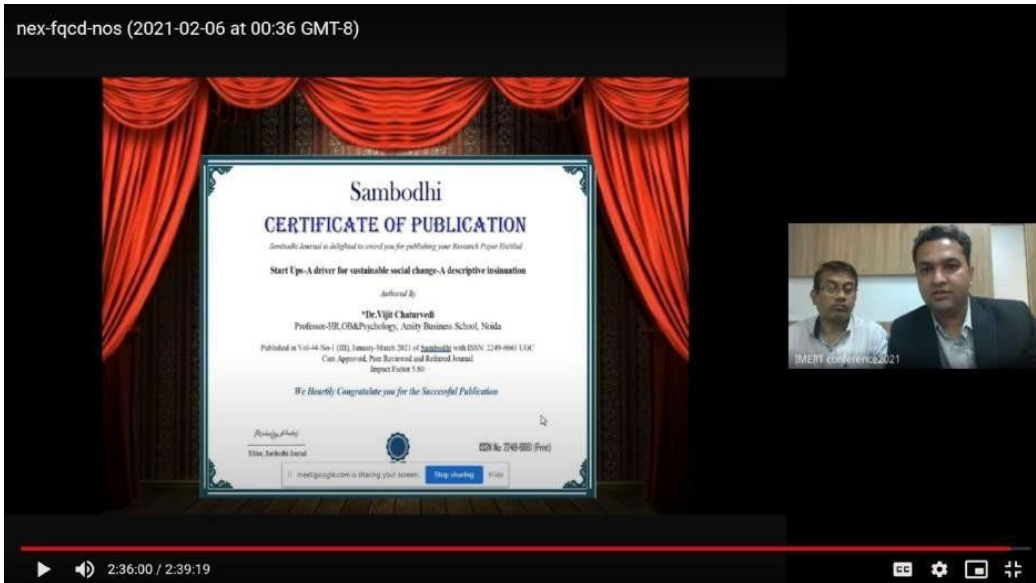
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Prepared By	Faculty	Dr. Pranav Kayande
Reviewed by	IQAC Coordinator	Dr. Rupendra Gaikwad
Approved by	Incharge Director	Dr. Jitendra Bhandari



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3.2.2 Number of workshops/seminars/conferences including programs conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship during the year 2020-21.

Workshop on “The Secrets of writing a Research paper and Publishing it in High Quality Scopus/UGC CARE listed journals.”



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**A NATIONAL LEVEL FDP**

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

<b>Sr. No.</b>	<b>Speaker / Resource person</b>
1	Dr. M.Gurusamy

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

<b>Sr. No.</b>	<b>Brief report on the event</b>
1	<p>An online Faculty Development 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 receipt of many awards for excellence in academics and research in management science. The programme was conducted on Zoom platform.</p> <p>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.</p> <p>Feedback of the programme from participants was excellent. The participants expected such many more vlaue additions from IMERT. Dr. Rupendra Gaikwad delivered preamble as well as handled the Q &amp; A session. and Prof. Pranjal Jadhav anchored the programme and also proposed the vote of thanks. The participants were given online attendance certificates.</p>



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Unpin Video Recording... 160 Participants

From Aijaz Ahmed Mulla to Everyone  
can't agree more

- Dr.M.GURUSAMY
- V.MALATHI
- Shanker MJJ
- Swati Yeotkar

IMERT Unmute Stop Video Share Screen Pause/Stop Recording Reactions Leave

You are viewing Dr.M.GURUSAMY's screen View Options

## Layout of articles

- Cover page
- Author(s) profile
- Abstract, Extended abstract
- Introduction
- Literature review
- Significance/Scope of the research/study
- Objectives
- Methodology
- Analysis and discussion
- Conclusion
- References
- Appendix

Pranjal Jadhav Dr.M.GURUSAMY IMERT Swati Yeotkar

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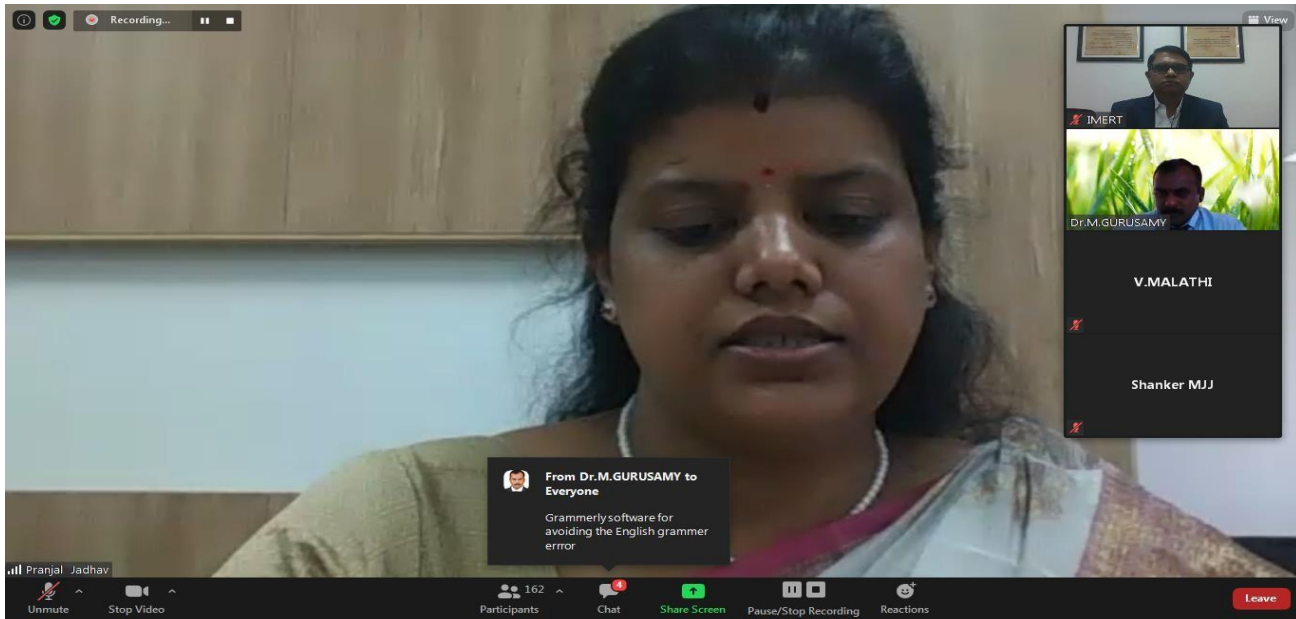




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The screenshot shows a Zoom meeting interface. At the top, there are participant avatars for IMERT, Dr. M. Gurusamy, V. Malathi, and Shanker MJJ. The main window displays a presentation slide with a table. To the right, a chat window shows messages from participants. A Grammarly tool is overlaid on the slide, showing a 9% plagiarism score.

Researcher/s	Sample Specifications	Mechanisms/Sub-Systems Included
Jain, Singhal and Singh 1996	Public Sector organizations	Role Analysis, Performance / Potential Appraisal, Career planning, OD, Executive Development, and Training.
Nagaraj & Veukataram 1998	Public and Private Indian Corporations	Skill mix, career planning, performance development, appraisal process, incentives, salary determination, training, job design, and HR involvement
Mangaraj 2000	Steel Plant	Training and development, industrial relations, attitude of management, organizational climate, morale and motivation, team/task-oriented leadership, remuneration vs responsibility, democratic and participative leadership, human

Chat messages:

- From Shanker MJJ to Everyone: 11:40 AM Hello sir, in Scopus figure we have to keep separate document? or manuscript can we include
- From Archana Suryawanshi to Everyone: 12:21 PM can't see screen only voice is coming
- From Dr.Mamta Pathrikar to Everyone: 12:24 PM excellent presentation sir,thank you very much.
- From Ruby Chhatwal to Everyone: 12:28 PM Excellent presentation sir,thank you very much. PLEASE SHARE YOUR PPTs sir
- From Dr YOGESH UPADHY... to Everyone: 12:28 PM Excellent inputs. please share link for reference. thanks for organizing such wonderful FDP. Dr Yogesh Upadhyay

Prepared By Faculty Dr. Rupendra Gaikwad

Reviewed by IQAC Coordinator Dr. Rupendra Gaikwad

Approved by Incharge Director Dr. Jitendra Bhandari



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3.2.2 Number of workshops/seminars/conferences including programs conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship during the year 2020-21.

Online Workshop on “Stock Market Terminologies”



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(IMERT), Pune**

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**REPORT OF GUEST LECTURE FOR MBA II<sup>nd</sup> YEAR STUDENTS**

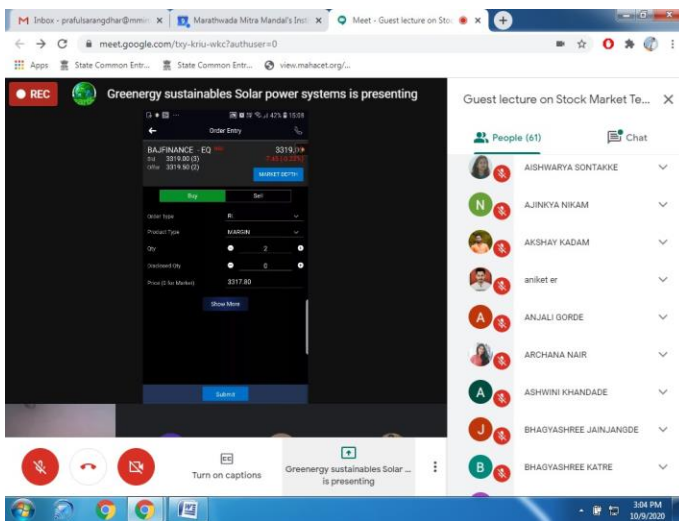
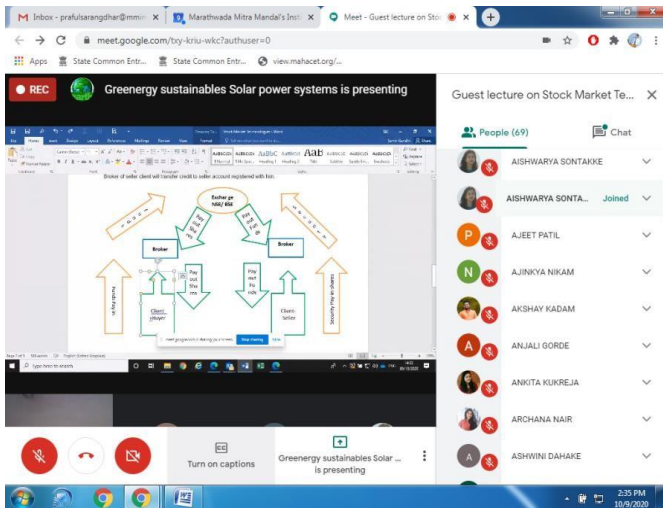
Marathwada Mitra Mandal's IMERT Pune organised Guest Lecture /webinar for MBA II<sup>nd</sup> year students on "Stock Market Terminologies" speaker for the lecture was Mr. Sameer Gandhi, Stock Market Consultant and Founder of Kanchan Investments. Dr. Rupendra Gaikwad, Head of Dept, IMERT formerly welcomed and introduced Mr Sameer Gandhi. Being an engineer by qualification he choose to enter the stock market and is one of the successful names in Pune E- Stock Broking ltd. and diverted into Green energy and is supplying solar systems.

Mr. Gandhi explained the basic concepts of stock market, Forms of business are Sole Proprietary firm, Partnership Firm, Private Ltd companies and Public Ltd companies.

Why shares are sold by companies to collect equity capital, Capital can also be collected through debts. Usually public ltd companies raise capital through public offerings. Public ltd companies to raise capital from public need to register their company with SEBI. Stock market is a place where two types of people come together one who needs funds for business and other who have excess fund and want to invest in business. When you buy a share of any company you become partial or proportionate owner of that company. Share market is divided into two parts; Primary Market: IPO, FPO, Offer for sale takes place. Secondary Market is where sellers and buyers come together through e-platform to trade the shares and earn money. He explained the transaction at stock market through flow chart. He logged in the portal which showed live status of buying and selling of shares at secondary market. Various reports generate through the portal, with some examples he showed the demo how trading takes place. How documentation takes place, when you buy shares. Contracts from brokers and other related documents received. How does Dmat account function, who all can open dmat account? what is concept of T+2 Transaction day and second working day after transaction your accounts will be settled , shares will be sold from your dmat or if you have purchased shares amount will get deducted and shares will be seen in your dmat account. How people earn money from the market and what can make you lose money in market is a question of experience and study.



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Students asked several questions related to the topic and Mr Gandhi answered them in skilful manner. Prof Praful Sarangdhar proposed vote of thanks to Mr. Gandhi, to HOD IMERT, to management of Marathwada Mitra Mandal and to Director In charge Dr. Jitendra Bhandari for giving opportunity to conduct the program. Dr. Pranav Kayande gave technical support to the program. Program was conducted on online platform of Google Meet and more than 75 students attended the Guest Lecture.

Prepared By	Faculty	Prof Praful Sarangdhar
Reviewed by	IQAC Coordinator	Dr. Rupendra Gaikwad
Approved by	Incharge Director	Dr. Jitendra Bhandari



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3.2.2 Number of workshops/seminars/conferences including programs conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship during the year 2020-21.

Online Workshop on “Current Trends  
in E-commerce”



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**REPORT OF GUEST LECTURE FOR MBA II<sup>nd</sup> YEAR STUDENTS**

Marathwada Mitra Mandal's IMERT Pune organised Guest Lecture /webinar for MBA II<sup>nd</sup> year students on 24 September 2020, 3:00 PM. Topic of session was ***“Current Trends in E-commerce”***. Prof. Praful Sarangdhar, Faculty of MM's IMERT welcomed and introduced the speaker Mr. Vasim Shaikh, Sales Manager, Dunzo Mumbai.

Mr. Vasim started interaction with students on Career prospective and opportunities in various sectors for management students. He explained the increasing importance of E-commerce in life of every individual and during Covid 19 how E-commerce companies performed for satisfying daily needs of the customers. He discussed concept like market place, Artificial Intelligence, Machine learning, entertainment industry etc He listed the Ecommerce companies like Swiggy, Zomato, Food panda, Uber eats, Flipkart, Amazon and Dunzo and how these Ecommerce players work and what mechanism they follow. How Dunzo is different from other Apps and helpful for very small needs of the customers like getting grocery from stores, food from favourite restaurants, even getting your clothes from laundry can be down through Dunzo App.

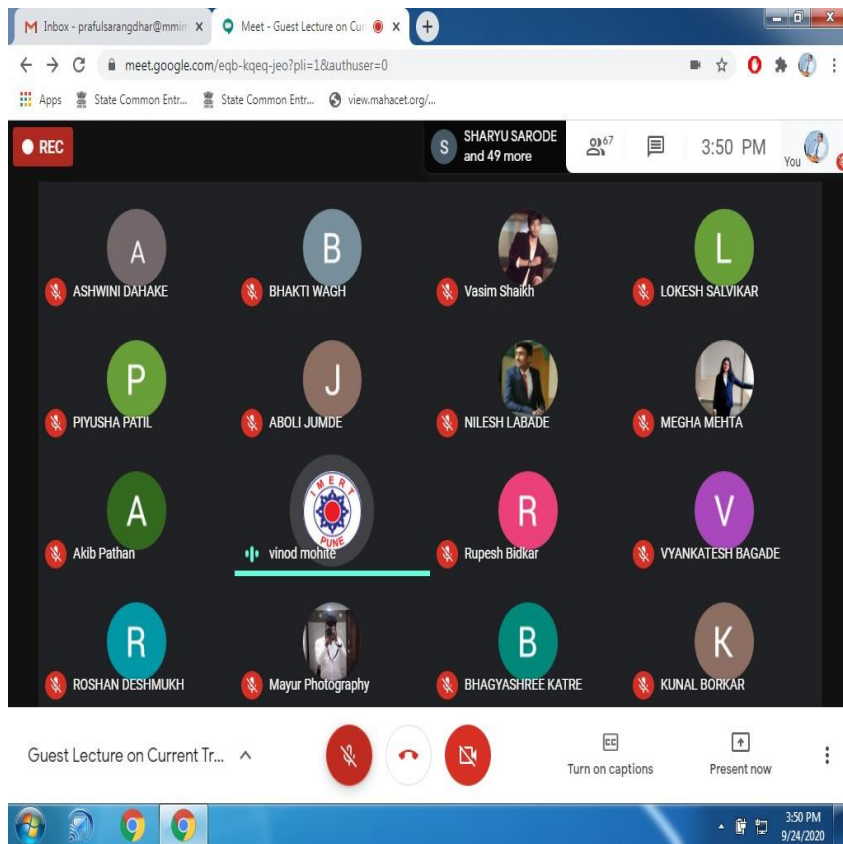
He spoke about the work culture at E-commerce companies and in various companies like Google, Netflix and there flexible working hours. Work culture and reporting systems in Sales and marketing organisations. Mr. Vasim shared his own experience at Uber Eats and Dunzo. He established the connect between academics and industry with extra efforts of certification with various skills/domains like Communication Skills, Selling skills, MS Excel, Digital marketing, Business Analytics etc. He made students aware about the competition around them for any job profile of a good renowned company. Smartness and presence of mind with knowledge, for group discussions and interviews is key to success. Importance of communication in corporate world and what are expectations of industry from management graduate was very clearly explained by Mr. Vasim. At the end students asked several questions related to opportunities in sector and preparation for the placement, certification programs etc.



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70 students attended the webinar through the platform of Google Meet. Prof Praful Sarangdhar delivered vote of thanks to the guest speaker. Dr. Pranav Kayande member of Guest lecture committee gave all the technical support for smooth functioning of the webinar.



Prepared By	Faculty	Prof Praful Sarangdhar
Reviewed by	IQAC Coordinator	Dr. Rupendra Gaikwad
Approved by	Incharge Director	Dr. Jitendra Bhandari





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3.2.2 Number of workshops/seminars/conferences including programs conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship during the year 2020-21.

Online Workshop on "A session on Financial Literacy " on World Investor Week



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World Investor Week – Workshop on Financial Literacy.

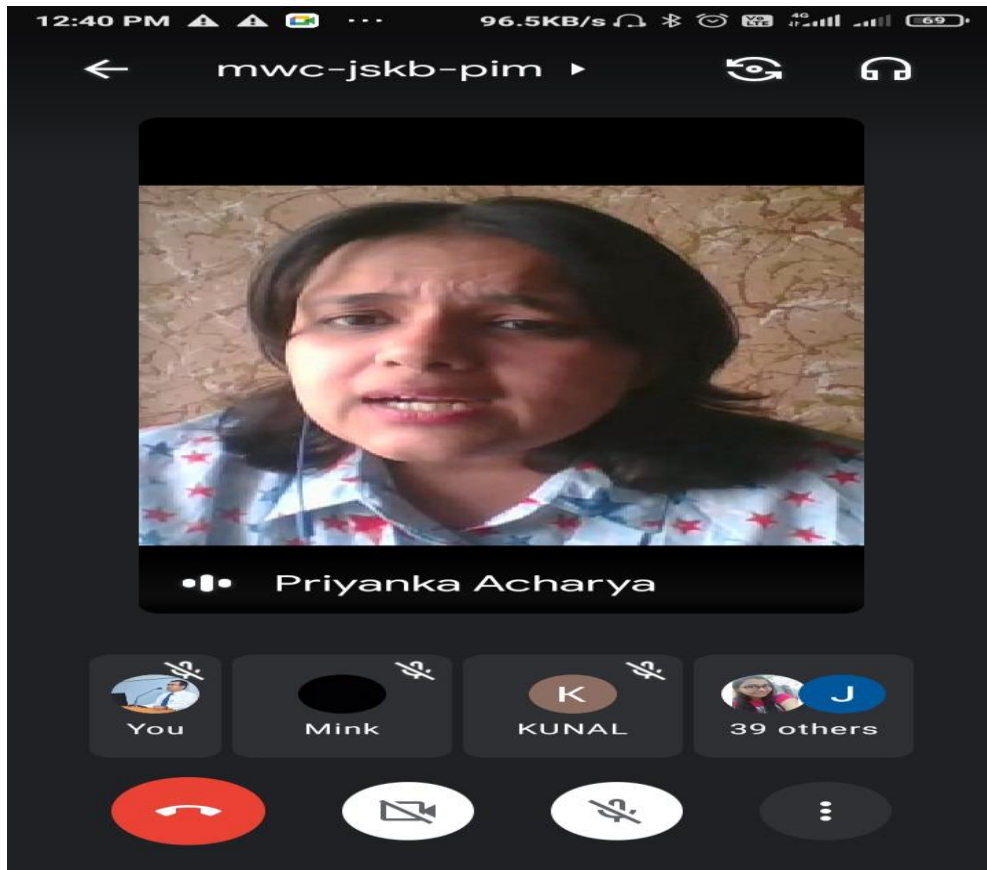
**विश्व निवेशक सप्ताह 2020**  
**World Investor Week 2020**  
 23-29 नवम्बर, 2020  
 November 23-29, 2020

**निवेशक जागरूकता: आर्थिक सुरक्षा का रास्ता**  
**INVESTOR AWARENESS: A KEY TO FINANCIAL WELL-BEING**

*अपनी जरूरतों और लक्ष्यों को ध्यान में रखकर ही निवेश करें*  
*Plan and invest according to your needs and goals*

भारतीय प्रतिभूति और विनियम बोर्ड  
 Securities and Exchange Board of India

WORLD INVESTOR WEEK 2020

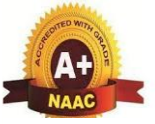




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As a part of World Investor Week, IMERT in collaboration with BIAP (Board of Industry Academia Partnership) conducted a session on Financial Literacy on 28 Nov 2020. BIAP conducts various programs to bridge gap between Industry and Academics.

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



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3.2.2 Number of workshops/seminars/conferences including programs conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship during the year 2020-21.

Online Workshop on Digital Marketing



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## Webinar on Digital Marketing

<b>Date of the Event: (DD/MM/YYYY)</b>	16/12/2020 & 17/12/2020	<b>Duration:</b>	<b>From -11:00 To -01:00</b>
<b>Day of the Event:</b>	Wednesday & Thursday	<b>Venue:</b>	IMERT (Webinar)

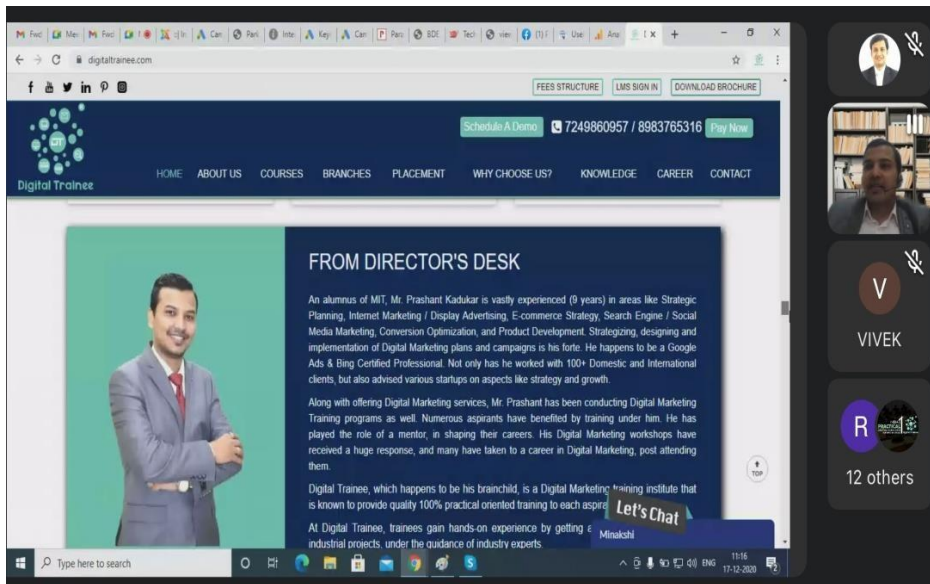
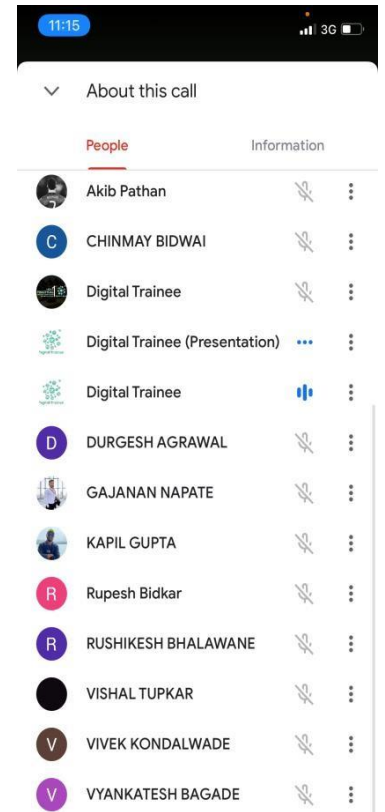
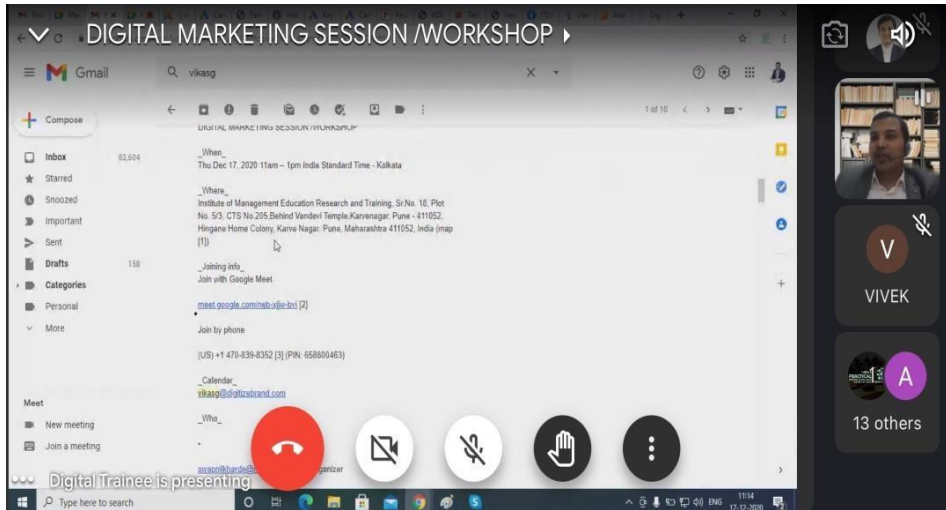
<b>Sr. No.</b>	<b>Speaker / Resource person</b>
	Mr.Prashant K.,Founder & CEO,Digital Trainee,Pune

<b>Sr. No.</b>	<b>Topics Covered</b>
1.	Google Ads
2.	Search Engine Optimization (SEO)

<b>Sr. No.</b>	<b>Brief report /Description on the event</b>
	<p>The Webinar on Digital Marketing was organized on 16th &amp; 17th December 2020.Mr.Prashant K., Founder &amp; CEO, Digital Trainee, Pune was the resource person for the Workshop. The topics such as Google Ads and SEO (on-page &amp; Off-page) were covered in the workshop. The webinar helped the students to understand the usage &amp; importance of SEO for ranking of the website. How to create Google Ads &amp; Google Analytics accounts and their functioning was covered in the webinar. A total of 18 students from Marketing Specialization attended the webinar.</p>



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Prepared By	Faculty	Prof Swapnil Kharde
Reviewed by	IQAC Coordinator	Dr. Rupendra Gaikwad
Approved by	Incharge Director	Dr. Jitendra Bhandari