

# IMED NEWS

Issue: August 2021

Bi-Annual News Letter

Vol. 28 | August 2021



**BHARATI VIDYAPEETH**  
(Deemed to be University), Pune, India

**Institute of Management & Entrepreneurship Development, Pune**

Accredited with 'A+' Grade (2017) by NAAC | Category-I University Status by UGC

Ranked among Top 75 B-Schools in India by NIRF 2020, MHRD, Govt. of India



**Dr. Patangrao Kadam**

Founder, Bharati Vidyapeeth, Pune

Founder-Chancellor, Bharati Vidyapeeth (Deemed to be University), Pune

## Director's Message

Greetings to All !

It gives me great pleasure to present this newsletter for Term-II of the Academic Year 2020-21.

The Term-II was also challenging because of the Covid 19 Pandemic. We however continued with online teaching learning process effectively along with other online activities like national seminars on Marketing, Finance, HR, and AICTE Sponsored FDP on AI and Deep Learning, along with guest lectures and workshops, Alumni Meets, Entrepreneurship Development Cell activities.

In this term IMED received grants from AICTE for three proposals, two FDP's under ATAL (AICTE Training and Learning Academy) and one International Conference:

- 1) FDP: The Master Class- Artificial Intelligence And Deep Learning : 31st May to 4th June 2021  
All 200 seats Full.
- 2) FDP: Innovation Management- to be held in September 2021
- 3) Conference: International Conference on "Emerging Markets"- 8 to 10 July 2021

The online mode did not restrict the conduct of 'Expressions', the International Management and Cultural Fest, which was celebrated with the same great zeal and enthusiasm with a large number of participants from various colleges. Activities like Fit India, IMAC (IMED Music and Art Club), Self Defense etc., continued regularly as per time table.

I am very happy to share that our placement drive is well going on in online mode with more than 50 blue chip companies giving placements to more than 253 students so far in India and abroad, in companies like TCS, Tech Mahindra, Reliance Retail, Accenture, Principal Global, ICICI Bank, Tata AIG, ICICI Prudential, Flipkart, Property Pistol, Yes Securities, IDFC Bank Hamleys, Scaler, Absolute Reports, Design Café, Veritas, Herbinger, Bitwise etc. Many more are in pipeline.

All precautionary measures against the spread of corona virus are being followed at IMED, as per guidelines issued by Govt. and our University. Safety of all is our priority and accordingly cleanliness, sanitization, social distancing, use of masks, thermal screening etc. are regularly practiced.

This Newsletter is a snapshot of the various curricular, co-curricular and extra-curricular activities conducted by IMED like online Seminars, workshops, FDPs, Dr.Patangraoji Kadam National Elocution competition, C-Googly, Expressions, Social initiatives through NSS etc.

As a team, IMED will always keep trying to reach greater heights with your support and best wishes.

Stay Safe, Stay Connected, Stay Happy!

**Dr. Sachin S. Vernekar**

Dean FMS BVDU, Director IMED

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संजय धोत्रे  
SANJAY DHOTRE



राज्य मंत्री  
इलेक्ट्रॉनिकी और सूचना प्रौद्योगिकी, संचार एवं  
मानव संसाधन विकास मंत्रालय  
भारत सरकार

Minister of State  
Electronics & Information Technology,  
Communications and  
Human Resource Development  
Government of India

Dear Sachin Shripad Vernekarji,  
सुप्रिय प्रणाम,

11<sup>th</sup> June, 2020

It is a great pleasure to congratulate your institution for finding an eminent position in NIRF's India Rankings-2020. It is an acknowledgement of high academic standards set by the institution under your able leadership. Please convey my congratulations to each one of your team which has worked tirelessly to achieve this feat.

Academic Institutions are bedrock of nation building. Apart from academic excellence, they also play a major role in bringing out the best in every student, and responsible for his or her overall development. Therefore, I believe, apart from setting highest standards in academic excellence, it is also important to expand the role outside the academic sphere. This may include mentoring of other educational institutions in the neighbourhood, in improving their academic excellence. You may also think of sharing your expertise with other government/ non-government institutions to help them deliver their services in more effective manner, or to help the local community to address other problems like environmental degradation, water security, energy security etc. This on one hand will bring the academics closer to the real world issues, and on the other hand will actively encourage the students to put their brain and energy into such issues, making them active agents in building New India.

I once again extend my best wishes to you.

With regards,

(Sanjay Dhotre)

Sachin Shripad Vernekar  
Bharati Vidyapeeth's Institute of Management and Entrepreneurship  
Development , NIRF Rank-63 in Mgmt.  
Pune  
Maharashtra



कार्यालय : इलेक्ट्रॉनिक्स निकेतन, 6, सी.जी.ओ. कॉम्प्लेक्स, नई दिल्ली-110003, दूरभाष : 011-24368757-58 फैक्स : 011-24360958  
Office : Electronics Niketan , 6, C.G.O. Complex, New Delhi-110003, Tel. : 011-24368757-58, Fax : 011-24360958  
E-mail : mos-office@meity.gov.in, Website : www.meity.gov.in



**Hon'ble. Prof. Dr. Shivajirao Kadam**  
Chancellor, Bharati Vidyapeeth,  
(Deemed to be University), Pune



**Hon'ble. Dr. Vishwajeet Kadam**  
Secretary, Bharati Vidyapeeth, Pune  
Pro-Vice Chancellor, Bharati Vidyapeeth,  
(Deemed to be University), Pune



**Hon'ble. Prof. Dr. Manikrao Salunkhe**  
Vice Chancellor, Bharati Vidyapeeth,  
(Deemed to be University), Pune

## IMED Achievements

### RANKINGS 2020-21:

1. National Institutional Ranking Framework: For last 5 consecutive years IMED is ranked among Top 75 B Schools in India by NIRF MHRD, Govt of India.
2. It is one of 10 in Maharashtra and only 2 in Pune who are ranked in top 75 Institutes in India.
3. AICTE Lilawati Award 2020 for Digital Literacy Team of IMED

### PLACEMENT HIGHLIGHTS

Number of Companies for Placement	More than 150
Highest Domestic Salary	Rs.18.10 LPA
Highest International Salary	Rs.54.01 LPA
Average Salary	Rs.7.5 LPA
The number of students Placed till date :	260

## MBA Placement 2021

*Congratulations.!!!!*

Ms. Shivani Shisodiya	Ms. Priya Bansal	Mr. Aman Khushwah	Mr. Lokesh Goyal	Mr. Yash Jain	Mr. Rohit Kumar
Mr. Gaurav Kumar	Ms. Dipanshi Tiwari	Mr. Divyanshu Patel	Ms. Sona Narang	Mr. Yogita Sharma	Mr. Sunny Kumar



*Congratulations.!!!!*



Mr. Pulkit Malviy



Mr. Steven P.



Mr. Ninod Ganore



Mr. Vyshakh K.



Ms. Nidhi Kumari



Mr. Shrestha Raj



Ms. Risha



Ms. Jayana Daksha



Mr. Sourabh Bavsar



Ms. Priyanka



Mr. Raushan Kumar



Mr. Shivansh Sujesh



Mr. Anurag



Ms. Puja Kumari



Mr. Abhumanyu Kumar



Ms. Shivani Kumari



Mr. Harshit Sharma



Mr. Ansi Yadav



Ms. Amar Chaudhary



Ms. Deepali Pawar



Mr. Shubham Kothari



Ms. Sagar Shukla



Mr. Nitisha Gangal



Mr. Vaibhavi Nilangekar



Ms. Pranjali Srivastava



Ms. Mehul Gupta



Ms. Varsha Singh



Mr. Harsimar Singh



Ms. Saloni Sharma



Mr. Ankit Kumar



# Congratulations!!!!



Mr. Abhi Singh



Ms. Mehak Saluja



Mr. Luv Kush Pandey



Ms. Manali Jog



Ms. Sikha Sinha



Mr. Raushan Pandey



Mr. Nikhil Kumar



Ms. J. Srikanth



Mr. Sakshi Divya



Ms. Chesta Dhingra



Mr. Deepak Manshani



Mr. Kritika Bansal



Ms. Chitra Saini



Ms. Pranav Rai



Mr. Kunal Kumar



Mr. Gaurav Kumar



Mr. Praveen Singh



Mr. Mahesh Aglawe



Mr. Abhinav Jha



Mr. Paras Khandelia



Mr. Dhruv Anand



Ms. Ashtra Batra



Ms. Angela



Ms. Annesha Pal



Mr. Gajanan Morkal



Ms. Anshi Tripathi



Mr. Avi Arora



Mr. Yash Khadilkar



Mr. Kartik Garg



Mr. Ankit Gill

# Congratulations!!!!



Ms. Trusha Harmalkar



Ms. Khushboo Kumari



Mr. Janmejy Kumar



Mr. Nitin Kuckreja



Ms. Pranjali Kothe



Mr. Shubhankar B



Ms. Nikita Gupta



Ms. Priya Jain



Ms. Kirti Kapoor



Ms. Shruti Bhatnagar



Ms. Pratiksha Shrivastava



Ms. Sweety Dumbre



Mr. Vinod Albane



Ms. Simran



Mr. Avantika Pathak



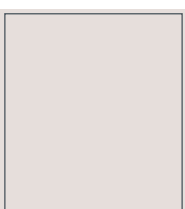
Mr. Tushar Kumar



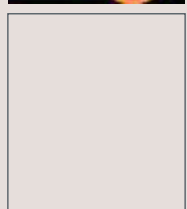
Mr. Abhishek Saxena



Mr. Aditya Rankhambe



Ms. Charushree Dogwar



Ms. Komal Singh



Ms. Shweta Chauhan



Ms. Pratiksha Shrivastava



Ms. Pragati Jaiswal



Mr. Kaushal Saroha



Mr. Aniket Joshi



Mr. Nikunj Bhatia



Ms. Rupam Sinha



Mr. Chiranjeev Srivastava



Ms. Diksha



Mr. Raj Sharma



# Congratulations!!!!



Ms. Kritika Bansal



Mr. Prashant Deshwal



Ms. Nisha Pankaj



Mr. Ankit Yadav



Ms. Dipa Bala



Mr. Janmejy Kumar



Ms. Aparna



Ms. Shrishti Gupta



Mr. Alok Singh



Mr. Ravi Rathi



Mr. Trideep Das



Ms. Preeti Chauhan



Ms. Shruti Bhatnagar



Ms. Priyanka Ahlawat



Ms. Amisha Ahlawat



Mr. Vardhan Khare



Mr. Aman



Mr. Navneet Gandhi



Ms. Sonali



Ms. Priyanka Jaiswal



Ms. Pratiksha Shrivastava



Ms. Rashmi Ghatol



Mr. Ujjawal S.



Ms. Kiran Konde



Mr. Jayesh Prarate



Mr. Pranay Patni



Mr. Ketan Poojari



Ms. Komal Varma



Ms. Risha



Ms. Anuja Shree



*Congratulations!!!!*



Ms. Nikita Kalra



Mr. Debashish Gahan



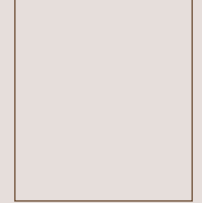
Ms. Amisha A



Ms. Aparajita Keshri



Mr. Pratik Anand



Ms. Prapti Shah



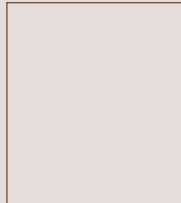
Mr. Rohit Raj



Mr. Ahish Sharma



Mr. Siddharth Shah



Ms. Aanchal Khilwani



Mr. Chinmay Malhotra



Ms. Neha Chabra



Ms. Kirti Choudhary



Mr. Dev Talyan



Ms. Sonal Raj



Mr. Amandeep Joshi



Ms. Natasha Myrthong



Mr. Vivek Kumar



Ms. Minla Patel



Ms. Sayali More



Ms. Nivedita Ranjan



Ms. Vaishali Tiwari



Mr. Himanshu V.



Mr. Abu Bakar



Ms. Nisha Pankaj



Ms. Tanya Kashyap



Mr. Vikram Rathore



Ms. Akanksha Singh



Mr. Kartik Jadhav




Ms. Prayati Borkar

## MCA Placements 20-21


Names of the Student	Company Name
1. Anjali Gautam	Veritas
2. Taher Ali Shaikh	Harbinger
	Xoriant
3. Swati Rani	Testbook EDU Solutions
4. Joyna Purtana 5. Mahesh	Einnovation Technologies (Qualitat)
6. Yuvraj Singh 7. Vivaswan Sahasrabudhe 8. Abhinav Agrawal 9. Nikhil Singh 10. Priyanka Bajpai 11. Joyna Putrana 12. Surabhi Vishwakarma 13. Pallavi Jain	IncubXpert
14. Aparna Agarwal 15. Arpita Baid 16. Sorya Singh 17. Vivaswan Sahasrabudhe	TCS
18. Surabhi Srivastava	Western Union
	AXA Business Solutions
19. Mohan Bakshi 20. Shivani Patil 21. Himanshu Dixit	Posit Source
22. Mahesh Patil	Rack Infotech
23. Niharika Soman 24. Samarпита Trivedi	OmniPresent Technologies
25. Rishi Kumar Rai	Script IT Solutions
26. Aishanya Shukla	Crownstack Technologies
27. Aman Gupta	Winklix
28. Abhishek Tiwari	Vinove Software LTD
29. Piyush Singhal	eClerx
30. Priyanka Singh	Shingora Technology
31. Mohinder Singh 32. Abhinav Agarwal 33. Pinki Suri	Hungreebee

34. Pooja Mishra 35. Raushan Raj 36. RituVerma	Avanzens
37. Aditya Khante	Info Origin
38. Sagar Kumar Dubey	Erudition
39. Aman Raj	Tech Citi Software
40. Niharika Soman	Piton Systems
41. Varun Chaudhary	TECHZERT SOFTWARE
42. Arpit Vyas	FINNEW SOLUTIONS
43. Drashti Gupta	Natural Support Consultancy Services
44. Shaik Noormohammed	ASPIRE FINTECH
45. Abhishek Kumar 46. Surabhi Vishwakarma	MalakStar Software



## Student Exchange Program

Two BBA Students, Saumya Raj Kumar Pandey and Kanak Tyagi, got selected for an all paid six Months Student Exchange Program with Linnaeus University, Sweden.



### Director’s Participation at National and International Level

Dr. Sachin S. Vernekar was invited as Chief Guest / resource person in the following events in 2020-21:

- Key note speaker in a webinar on Online Campus Essentials organized by (AICTE) with Dr. Anil Saharabuddhe, Chairman AICTE.
- Guest of Honor for ‘AICTE Training and Learning (ATAL) Academy Online FDP on “Leadership and Excellence” on 11th January 2021.
- Resource Person at Global Education Summit on Entrepreneurship on 20th January 2021 organised by LNCT University, Bhopal.
- Guest of Honor at Teerthanker Mahaveer University, Moradabad, Orientation Session on NEP on 22nd January 2021.
- Resource Person for a session on “Plagiarism &

Ethics in Research” on April 10, 2021 at Neville\_Wadia\_Institute\_PhD-Coursework.

- Guest of honor to the inaugural program of Induction of MBA 2020-22 Batch scheduled on Saturday, 27th ,Feb,2021 Dr. D.Y.Patil Center for Management & Research, Chikhali, Pune.
- Chief Guest in Online International Conference, Emerging Opportunities and Challenges in Indian Economy: Interdisciplinary Approach, on 18th October 2020 at Rizvi college of Arts, Science and Commerce
- Key note speaker in Refresher Course on ‘Post Covid 19 scenario in Corporate World, 14th October 2020 organized by Goa University.
- Panel speaker in the three day International Webinar on “National Education Policy-2020” organized by Kalinga Institute of Technology, Bhubneshwar Odisha.



## MCA Placement 2020-2021

**VERITAS**



Anjali Gautam

**HARBINGER**



Taher Ali Shaikh

**INCUBXPRT**



Yuvraj Singh



Nikhil Singh



Priyanka Bajpai



Joyna Putrana



Pallavi Jain

**TESTBOOK EDU SOLUTIONS**



Swati Rani

**OMNIPRESENT TECHNOLOGIES**



Niharika Soman



Samarpita Trivedi

**TCS**



Aparna Agarwal



Arpita Baid



Shorya Singh



Vivaswan Sahasrabudhe

**WESTERN UNION**



Surabhi Srivastava

**POSIT SOURCE**



Mohan Bakshi



Shivani Patil



Himanshu Dixit

**INFOTECH TECHNOLOGY**



Mahesh Patil

**SCRIPT IT SOLUTIONS**



Rishi Kumar Rai

**CROWNSTACK TECHNOLOGIES**



Aishanya Shukla

**RAINET TECHNOLOGY**



Aman Gupta

**VINOVE SOFTWARE LTD**



Abhishek Tiwari

**ECLERX**



Piyush Singhal

**SHINGORA TECHNOLOGY**



Priyanka Singh

**ERUDITION**



Sagar K. Dubey

**PITON SYSTEMS**



Niharika Soman

**AVANZENS**



Raushan Raj



Pooja Mishra



Ritu Verma

**INFO ORIGIN**



Aditya Khante

**TECH CITI SOFTWARE**



Aman Raj

**FINNEW SOLUTIONS**



Arpit Vyas

**NATURAL SUPPORT CONSULTANCY SERVICES**



Drashti Gupta

**HUNGREEBEE**



Mohinder Singh



Abhinav Agarwal



Pinki Suri

**TECHZERT SOFTWARE**



Varun Chaudhary

**ASPIRE FINTECH**



Shaik Noormohammed

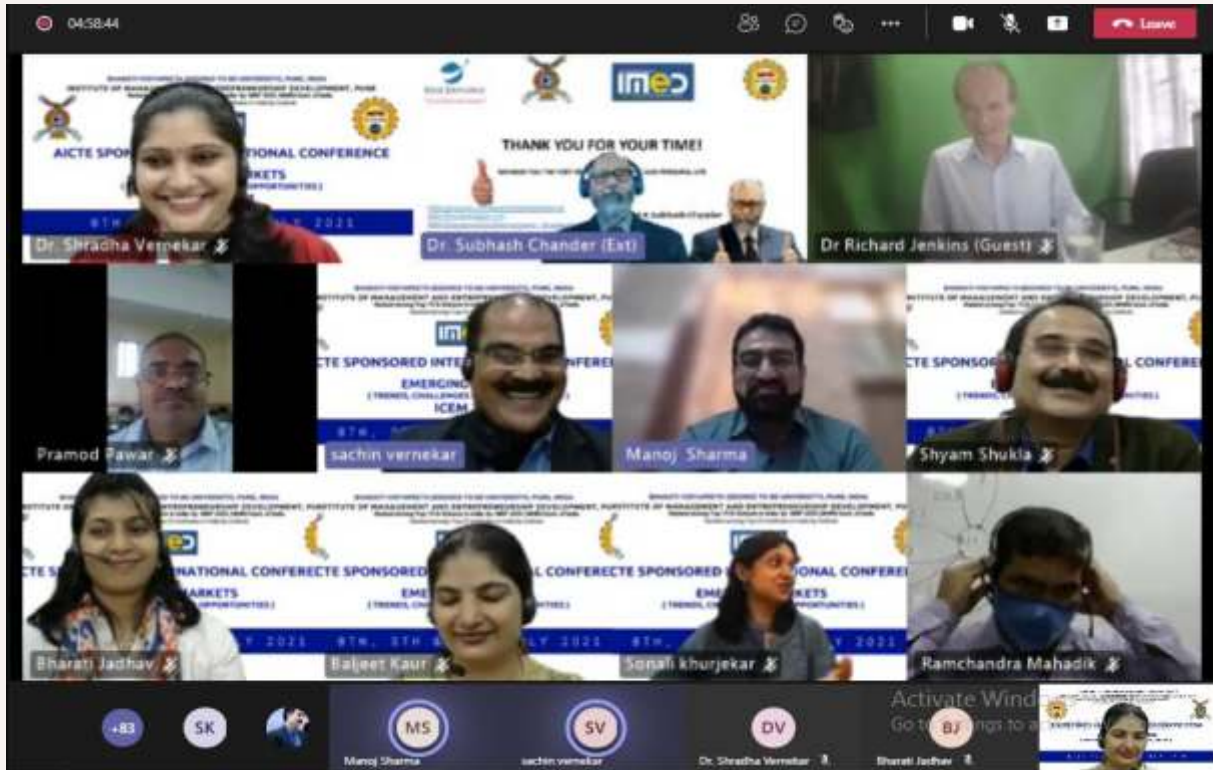
**MALAKSTAR SOFTWARE**



Abhishek Kumar



Surabhi Vishwakarma





**BHARATI VIDYAPEETH (DEEMED TO BE UNIVERSITY), PUNE, INDIA**

**INSTITUTE OF MANAGEMENT AND ENTREPRENEURSHIP DEVELOPMENT, PUNE**



Ranked among Top-75 B-Schools in India by NIRF 2020, MHRD Govt. of India  
Ranked among Top-25 Institutes in India by Outlook



**AICTE TRAINING AND LEARNING (ATAL) ACADEMY  
ONLINE FACULTY DEVELOPMENT PROGRAMME**

**ON**

**"THE MASTER CLASS"**

**ARTIFICIAL INTELLIGENCE AND DEEP LEARNING**

**31<sup>st</sup> MAY - 4<sup>th</sup> JUNE 2021**

*Valedictory Ceremony*

**4TH JUNE 2021**

**FRIDAY 3:00 PM**

*Inaugurated by*



**Dr. Sachin S. Vernekar**

Dean (FMS), BV(DU)

Director-IMED, Pune, India(CHAIRMAN)



**Hon'ble Dr. Manikrao Salunkhe**

Vice Chancellor, Bharati Vidyapeeth  
(Deemed to be University), Pune



**Mr. Sudheendra Rao**

Director,  
Datalore Labs Private Limited,  
Bangalore



**Dr. Avinash Mishra**

Scientist, IIT Delhi



**Mr. Prashant Rajore**

Ex IIT Mumbai  
Sr. Faculty Art of Living International Foundation  
Bangalore



**Dr. PK Mishra**

Director,  
Adapro Ltd, Bangalore



**Mr. Anil Suthar**

Data Scientist,  
NielsenIQ, Mumbai



**Mr. Atul Kahate**

Author and Visiting Faculty of Computer Science



**Mr. Anand Ayush**

SINANT GLOBE TECHNOLOGY &  
MANAGEMENT CONSULTING

**Dr. Shyam Shukla**  
ATAL FDP COORDINATOR  
shyam.shukla@bharatividyaapeeth.edu  
(+91- 9372164983)

**Organising Team**

Prof. Deepak Navalgund  
Dr. Baljeet Kaur  
Dr. Bharati Jadhav  
Dr. Shradha Vernekar  
Dr. Ranpreet Kaur

Dr. Sachin Ayarekar  
Dr. Sonali Khurjekar  
Dr. Pramod Pawar  
Dr. R. V. Mahadik  
Dr. Swati Desai



## ATAL FDP on

"The Master Class- Artificial Intelligence, Machine Learning and Deep Learning" IMED organized a 5 day FDP under AICTE Training And Learning (ATAL) Academy Online Faculty Development Programme on "The Master Class- Artificial Intelligence, Machine Learning and Deep Learning" from 31st May to 4th June 2021. Dr. Shyam Shukla was the Coordinator of this ATAL FDP sponsored by AICTE.

### Objectives of the FDP:

- To conceptualize the basic ideas and techniques underlying the design of intelligent systems.
- To make participants understand and explore the mechanism of mind that enable intelligent thought and action.
- To make participants understand how to deal with uncertain and incomplete information.

### Topics covered:

#### Artificial Intelligence & Machine Learning

- Python implementation
- Open source visual programming tools
- Orange or Knime or Rapidminer
- Introduction to regression modelling
- Error metric
- Decision Trees
- Random Forest
- Introduction to clustering
- Distance measures
- Agglomerative hierarchical method
- Dendrogram cutting for obtaining clusters
- K means clustering
- Use case - Brain MRI image segmentation (Healthcare) in Python/Orange

- Neural network architecture and also Art of living.

200 faculty members from all across India from different AICTE approved Institutes attended this workshop.

The ATAL FDP was conducted on MS Team Platform. Hon'ble Dr. Manikrao Salunkhe, Vice Chancellor, Bharati Vidyapeeth (Deemed to be University), inaugurated the FDP. He inspired the participants with the applications of AI and deep learning in educational context. Dr. Sachin Vernekar, Dean FMS BVDU and Director IMED welcomed all guests.

Hon'ble Dr. Ravindra Soniji Director ATAL FDP welcomed all and given the statistics of all the ATAL FDP conducted so far. He further informed the gathering for creating Guinness Book of World Records by ATAL FDP.

Mr. V Suresh Chairman CII, IGBC Hyderabad informed the audience about the CII and steps taken by them to boost the trade.

Dr. Sachin Vernekar Dean FMS BVDU spoke about National Education Policy and emphasized that it is right time to enhance the skills of faculties on AI, Machine Learning and Deep Learning. Further he briefed about the Bharati Vidyapeeth (Deemed to be University) and Institute of Management and Entrepreneurship Development, Pune.

Hon'ble Dr. Anil Sahasrabudhe Chairman thanked IMED for joining ATAL FDP. Inauguration ceremony. He emphasized through such programmes we will not only empower the faculties who in turn empower the students but also achieve the objectives and goals of National Education Policy. He inspired all the audience for attending ATAL FDP.

Prof. Ajit Singh Director, WRO, AICTE proposed formal vote of thanks



Hon. Dr. Manikrao Salunkhe, Vice chancellor, BV(DU) Inaugurating ATAL FDP at IMED, Pune

## FDP Schedule:.

Day & Date	10.00AM to 11:30AM	11.40AM to 1:40PM		2:30PM to 4:30PM
31/05/2021 Monday	AICTE Inaugural Function Introduction to AI Mr. Sudhendra Rao	AI/ML project workflow, Class room Mr. PK MISHRA	1.40PM to 2.30PM LUNCH	Python/Open source visual programming tools Mr. Anil Suthar
01/06/2021 Tuesday	Introduction to regression modelling Mr. Anand Ayush	Errormetric Mr. Sudhendra Rao		Dummy variables Use case Dr.Avinash Mishra
02/06/2021 Wednesday	Introduction to Classification Models Dr.Avinash Mishra	Decison Trees Mr. Sudhendra Rao		Random Forest, Use case Art of Living MR. Anil Suthar Mr. Prashant Rajore
03/06/2021 Thursday	Demonstration & Hands on session Mr. Amol Kulkarni	Introduction to clustering Dr.Avinash Mishra		Analyzing cluster outputs Mr. Anand Ayush
04/06/2021 Friday	Neural network architecture Dr. Atul Kahate	LIFE SKILL MANAGEMENT Dr. Sachin S. Vernekar		Evaluation/Feedback Valedictory Dr.Shyam Shukla & team

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**ICEM-2021**

**AICTE SPONSORED INTERNATIONAL CONFERENCE  
 ON EMERGING MARKETS (ICEM) 2021**

**8th ,9th & 10th July 2021**

*Foreign Delegates*



**Dr. Ravindra Rena**  
 Professor of Economics,  
 North West University,  
 Mafikeng, South Africa



**Dr. Richard Jenkins**  
 Director HRD,  
 My Resources,  
 Malaysia & Australia



**Dr. Bernardo Nicoletti**  
 Professor of Management  
 Science/Operations,  
 Temple University,  
 Rome



**Dr. Aneta Szymanska,**  
 MBA Program Director,  
 WSH University of Business  
 in Wroclaw, Poland



**Dr. Subhash Chander**  
 International Trainer  
 (HR, OD & TD)  
 Kuwait



**Mr. Pavan Choudhary**  
 CEO and Managing Director  
 of Vygon India Pvt. Ltd.



**Mr. Eun, Kyung Ki**  
 Sr. Supplier Development  
 Engineer, Wartsila Corporation  
 South Korea



**Dr. Sonia Billore**  
 Professor, Linnaeus  
 University, Sweden



**Dr. Ismaila Abdullahi,**  
 Nasarawa University,  
 Nigeria



**Ms. Monica Kilam**  
 Senior Project Manager  
 Canon, Australia



**Dr. Preeti Wadhwa**  
 Sessional Faculty,,  
 School of Business,  
 Seneca College,  
 ON Canada



**Dr. Zafar Iqbal,**  
 Depaul University,  
 Chicago, USA



**DR. ACHYUT WAGLE,**  
 Kathmandu University,  
 School of Management,  
 Kathmandu, Nepal



**Mr. Abhishek Tandon,**  
 Business Development  
 Manager, Safeen Feeders at  
 Abu Dhabi Ports, UAE



**Mr. Behzad Panahi M.S,**  
 Country Head (India),  
 Thran JONOBC  
 Co-Iran



**Ms. Devike Krishnan,**  
 Malaysia Shell Petroleum,  
 Dubai



**Rudrajeet Pal,**  
 Docent Professor,  
 Faculty of Textiles, Engg. & Buss.  
 University of Boras Sweden.



**Dr. Veena T. Nandi**  
 Professor, University of  
 Bedfordshire, UK, Muscat, Oman

*Thank You !!*

**BHARATI VIDYAPEETH (DEEMED TO BE UNIVERSITY), PUNE, INDIA**

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Ranked among Top-25 Institutes in India by Outlook



**ICEM-2021**

**AICTE SPONSORED INTERNATIONAL CONFERENCE  
ON EMERGING MARKETS (ICEM) 2021**

## *Organizing Team*



**Dr. Sachin S. Vernekar**  
Dean FMS, BVDU,  
Director-IMED  
**Chairman**



**Dr. Shradha Vernekar**  
**Coordinator**



**Dr. Shyam Shukla**  
**Coordinator**

## *Organizing Team Members*



**Dr. Bharati Jadhav**



**Dr. Sonali Khurjekar**



**Dr. Baljeet Kaur**



**Dr. Swati Desai**



**Dr. Ranpreet Kaur**



**Mr. Deepak Navalgund**



**Dr. Sachin Ayarekar**



**Dr. Pramod Pawar**



**Dr. Ramchandra Mahadik**



**BHARATI VIDYAPEETH (DEEMED TO BE UNIVERSITY), PUNE, INDIA**

**INSTITUTE OF MANAGEMENT AND ENTREPRENEURSHIP DEVELOPMENT, PUNE**



Ranked among Top-75 B-Schools in India by NIRF 2020 MHRD Govt. of India  
 Ranked among Top-25 Institutes in India by Outlook



# ICEM-2021

**AICTE SPONSORED INTERNATIONAL CONFERENCE  
 ON EMERGING MARKETS (ICEM) 2021**

## *Key Speakers*



**Hon'ble Prof. Dr. Manikrao Salunkhe,**  
 Vice Chancellor,  
 BVDU, PUNE



**Dr. Sachin S. Vernekar**  
 Dean FMS, BVDU,  
 Director-IMED  
 Chairman



**Dr. Manoj Dixit**  
 Vice Chancellor,  
 Avadh University,  
 Faizabad, India



**Dr. A. M. Gurav**  
 Dean Commerce Dept.,  
 Shivaji University Kolhapur,  
 India



**Dr. Anoop Pandey**  
 Professor in Commerce  
 H.N. Bahuguna University  
 Uttarakhand, India



**Mr. Manoj Sharma**  
 Co-chairman National  
 Council on Industrial  
 Relations, Policy &  
 Reforms, CHRO-Adani  
 Electricity Mumbai Ltd.



**Dr. Prasantha C.**  
 Coordinator Research  
 Center,  
 SDM College of Engg.  
 Karnataka, India



**Dr. Gurpreet Batra**  
 Director-Center for Business  
 Policy Research &  
 Development, Punjabi  
 University,  
 Patiyala, India



**Dr. Manjula Jain**  
 Associate Dean Academics,  
 Theerthankar Mahaveer  
 University,  
 Moradabad, UP, India



**Dr. Gitika Kapoor**  
 Professor, R. A. Podar  
 Institute of Management,  
 Jaipur, India

*Special Thanks!!*

## ICEM2021:

In the challenging times of the COVID-19 outbreak and the subsequent lockdown, Bharati Vidyapeeth's IMED has persistently taken efforts to be engaged with variety of learning activities. We believe that there's no lockdown for learning.

Institute of Management & Entrepreneurship Development, Pune (IMED) has organized AICTE SPONSORED INTERNATIONAL CONFERENCE ON EMERGING MARKETS (ICEM) 2021 on 8th to 10th July 2021. The international conference was a great platform to encourage innovative ideas in the field of marketing at global level. The participants from 14 countries like came together to share and present their ideas.

The esteemed resource persons like Directors, International Trainers, Professors, experts etc. from different parts of the globe Australia, South Africa, South Korea, Kuwait, Rome, Vegan, Sweden, Malaysia etc. have graced the conference by guiding the participants.

Dr. Sachin Vernekar, Dean FMS BVDU and Director-IMED, chairman of this conference,

welcomed all international guest with 'Indian Namaste'. He said in this pandemic it is the best way to wish others and spread positivity. He briefed about Bharati Vidyapeeth.

Dr. Shrdha Vernekar, Co-ordinator, ICEM 2021, welcomed all guests and participants by elaborating on "VasudhaivKutumbakam" and "Atithi Devo Bhavo". She has given an idea about three days of International conference.

Dr. Manikrao Salunkhe, Vice Chancellor, Bharati Vidyapeeth (Deemed to be University), E-Inaugurated the conference. In his inaugural speech he congratulated the organizing team of the international conference. In the inaugural speech he delivered creative, collaborative and developmental approaches of Emerging Markets. He stated that Emerging Markets will create more innovation. He concluded his speech with remarks on future markets.

The conference proceeding is released at the hands of Dr. Manikrao Salunkhe.

Mr. Eun Kyung Li, Senior Supplier development Engineer, Wartsila Korea, Busan, SOUTH KOREA the key speaker, shared his experience in marketing. He delivered his views on "Emerging Market based on Co-operation between India and Korea in the field of shipbuilding equipment industry"

Dr. Sonia Billore, Professor, Department of Marketing School of Business and Economics Linneuniversitetet, SWEDEN, key speaker thrown a light on Global goals of sustainability, cultural development of society around us. In her speech she also discussed on economic growth, social inclusion and environmental balance.

Mr. Pavan Chaudhary, CEO and Managing Director of Vygon India Pvt. Ltd. INDIA:

In his speech remarked on how pandemic is shaping social structure and market also.

Dr. Bernardo Nicoletti, Professor of Management, Science/Operations, Temple University, Rome, ITALY spoke on Management after the pandemic globally and in emerging countries.

Vote of thanks of the Day 1 given by Dr. Shyam Shukla, coordinator ICEM-2021.

The conference was based on the theme Emerging Markets-Trends, Challenges and Opportunities

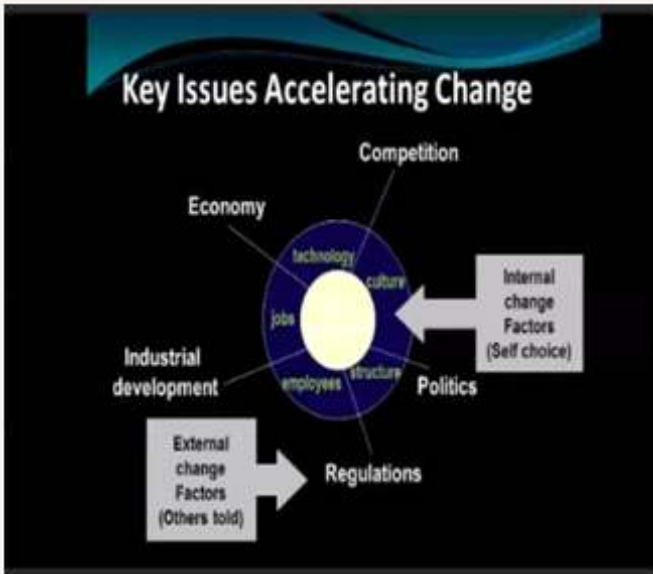
There were three different tracks BUSINESS and ECONOMICS IN EMERGING MARKETS, TECHNICAL ASPECTS IN EMERGING MARKETS, ENTREPRENEURSHIP DEVELOPMENT IN EMERGING MARKETS. Organizing Team members include Dr. Deepak Navalgund, Dr. Baljeet Kaur, Dr. Sonali Khurjekar, Dr. Swati Desai, Dr. Bharati Jadhav, Dr. Ramchandra Mahadik, Dr. Ranpreet Kaur, Dr. Sachin Ayarekar, Dr. Pramod Pawar

## WORKSHOPS and GUEST LECTURES

### ➤ Corporate HR Guest Lecture

As best practices of IMED, we hold lectures under the 80/20 pattern from the industry experts. On 12/12/2020, we arranged a CORPORATE HR LECTURE on Organizational Behavior by Dr. Shulgana Sarkar. The Lecture was about The

Concept of "Change" In a Working Organization And How The Change affects The Employers as well as the Company On Multilevel . The lecture included an interactive Question and Answer round as well as some Detailed Case Studies.



- What are emotions accompanying change?**
- Disbelief
  - Annoyance
  - Avoidance
  - Disappointment
  - Blaming
  - Given up
  - Hostility and sabotage
  - Acceptance
  - Optimism

A screenshot of the guest lecturer’s presentation from the lecture.

➤ **Indian rupee outlook and management**

IMED organized the webinar called "Indian rupee outlook and management" on January 23. The special talk was focused on the Entrepreneurship scopes in the Financial Market and the Global Market. Mr. Sameer Lodha, Founder Director,

QuantArt, was the guest speaker, and talked about the global market and the various opportunities it offers to MBA students with regards to Indian money after they pass out and how they can become entrepreneurs in this industry. Similarly Mr. Lodha explained the various nuances of the industry and how to be a successful investor.

Some of the key points of his address were-

- Massive opportunities in this industry. Especially for MBA graduates.
- India helped bring this industry into the spotlight.
- India is the leader in many areas.
- To start a food business one needs FSSI, Fire and Labour licenses.

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**imeD**  
**WEBINAR**  
 ON  
**INDIAN RUPEE OUTLOOK AND MANAGEMENT**

**DAY :**  
**23RD JANUARY 2021**  
**TIME: 11.30 AM**



**Dr. Sachin S. Vernekar**  
 Dean FMS, BVDU,  
 Director-IMED



**Resource Person:  
 Sameer Lodha**  
 Founder Director, QuantArt  
 Ex. Executive Director, JP Morgan Chase  
 and Asso. Director Global Market HSBC  
 Alumni IIM, Calcutta

**Link: <https://bit.ly/3s3ffKU>**



### ➤ Introduction to Capital Market and Role of Depository

To start off the proceedings for the evening, Ms. Ashwini Khedkar introduced the audience to the basic outline and understanding of what are the types of market: primary and secondary, along with their differences.

She made the students understand that at a young age knowing the difference between Savings and Investments helps. She talked about the importance of investing in the Capital market and made the audience realize the significance of DEMAT and talked about the significance of the Depository System and how one can put their nominations to it.

The guest lecture by Mr. B M Khaja Mohideen started with him explaining about the various Acts as established by law about the Capital Market that one with the intent of being an investor should have

knowledge about. He explained in brief the role and functions of the Stock Market and how it functions for traders and brokers. He briefly talked about the various Exchanges like: NSE, BSE and MSE and Depositories like: National Securities Depositories Ltd. and Central Depository Services Ltd.



The guest speaker Ms. Ashwini Khedkar being introduced by faculty coordinator, Dr. Bharat Jadhav.

## Savings Vs Investment



www.cdslindia.com



The money that you earn is your income and what you keep aside for your future needs instead of spending **is savings**



Savings is parking your cash safe and liquid form

Investment is making your savings give you good returns

The big difference between saving and investing is the risk of loss of capital (principal) - So **INVEST WISELY...**

KSA – eKYC Service Agent
ASA – Authentication Service Agent
KUA – eKYC User Agent

The session in play while explaining the basic concepts.

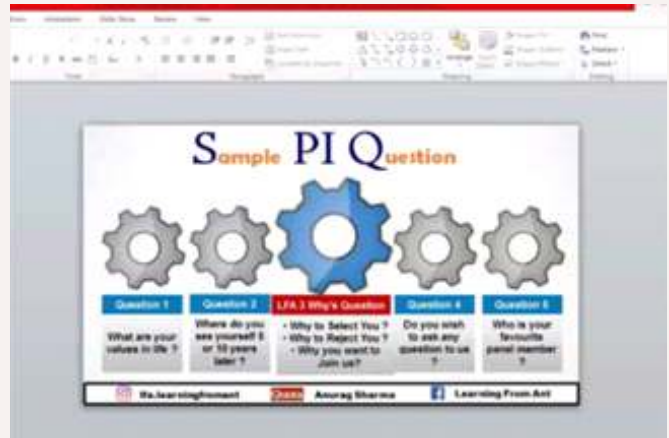
➤ **Session on Interview Techniques and Resume Building**

Mr. Anurag Sharma, Founder-Learning from Ant was the Guest Lecturer and explained the term "Interview" and its importance. Various phases of the interview like greeting to the panellists, body language, voice modulation, personality assessment, etc were elaborated. The most crucial part of an interview was highlighted as 'Introducing yourself'.

Mr. Anurag gave the guidance to prepare for the interview:

- Write an Autobiography (helps to write an introduction)
- Academic and Social Awareness (current affairs, newspapers)
- Situation based Questions
- Achievement Analysis

A sample resume was shared to give an overview. The techniques to build a resume were explained very well. He suggested that a resume must be usually of one page.



The speaker explains about an Interview and its essential questions.

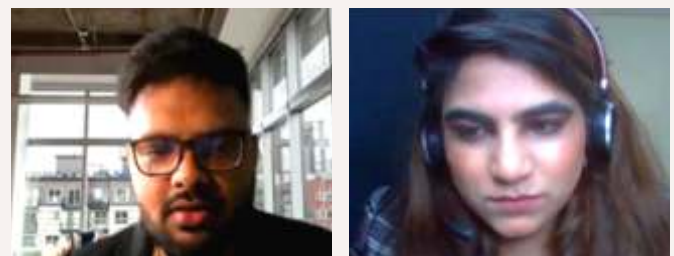
➤ **Careers in Finance and how to ace Finance Case study**

This webinar was conducted on April 10, 2021. The guest speakers were CA Harsh Agarwal and CA Leela Pai, founders of EDUYOU. The webinar was focused on the topic of careers in the financial sector and how to be successful in the sector.

Mr. Harsh explained the concepts through various slides and past experiences while Ms. Pai did the same along with enlightening the students on the case study competitions. It felt reassuring, filled with positive thinking and ways to make our careers better.

Ms. Pai explained various concepts of College and corporate level competitions through the experience that she had gained during her MBA. She explained the different ways to achieve success through various simple steps.

Mr. Harsh and Ms. Pai also told the students about various apps that are useful for MBA students like: LinkedIn, Internshala and Dare2Compete.



The speakers CA Harsh Agarwal and CA Leela Pai, addressing the students.

### ➤ Confidential Personal Counseling Center (CPCC)

On 3rd June 2021, Bharati Vidyapeeth IMED's Confidential Personal Counseling Center (CPCC) has organized Group Counseling sessions for MBA students of IMED as a part of their curriculum. The resource person of the seminar was Mrs. VrindaWalimbe, founder and facilitator of Happy Minds Counseling and Life Skills Coaching Services. The topic of the seminar was 'Overcoming Procrastination'. Mrs. Vrinda very well explained the underlying causes of procrastination with some examples. Also, the types of procrastinators were discussed like Thrill Seeker, Avoider, and Indecisive. To overcome procrastination she also elaborated some anti-procrastination like Self Awareness, Goal Clarification, Maintaining the Goal Journal, Weekly activities record, and the most important Urgency and Importance Matrix, etc were explained to the students. Also, a task was given to the students where few questions were given to the students to understand and overcome procrastination. The session was very insightful and informative for the students.

## Seminars And Conferences

### ➤ FDP on 'Mindfulness- being with yourself' on International Women's Day

On the occasion of International Women's Day on 8th March 2021, Faculty Development Programme on 'Mindfulness- being with yourself'. The resource persons were Mrs.KavitaVartak, Entrepreneur, CEO Founder Parivartan Events and Mrs. VrundaWalimbe, Founder and Facilitator, Happy minds counselling and life skills coaching services. Their sessions were very effective to create positivity and balance in minds in this pandemic situation.

### ➤ National Conference on "Banking and Finance"

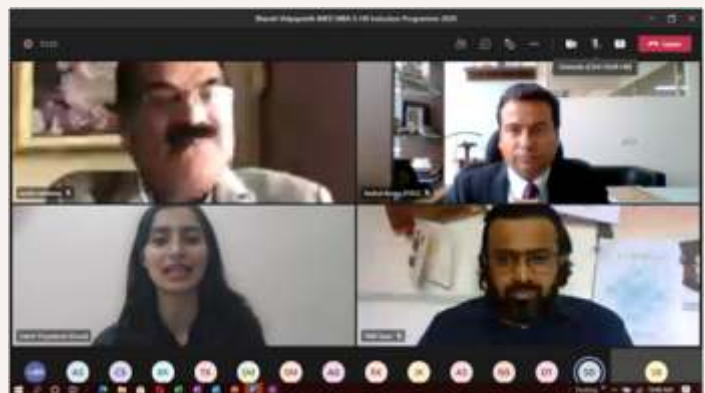
IMED conducted a National Conference on "Banking and Finance" on April 16, 2021. The guest speakers were Mr. Janak Shah, co-founder, The Money Roller,

guidance, and Mr. Anshul Arzare, Executive director, Yes Securities(I) Ltd. It was an online conference conducted live, via the Microsoft teams app. The webinar was focused on the topic of careers in the Banking and Financial sector, investment opportunities, future decisions, and how to be successful in the various investment sectors, based on the guests' personal experiences during their time as students and working professionals.

After the guest speakers' address to the students, the Research Paper competition started. A total of 9 papers were presented, individually and in groups.

### WINNERS

Sr. No.	Name of the student	Category	Result / Position
1	Ankita Khaire and Ankit Shekhar	PG	Winner
2	Shubhangi Mishra & Soumya Sharda	PG	1st Runner up
3	Tejas Gujar and Shreya Agrahari	PG	2nd Runner up
1	AdyaTewari	UG	Winner
2	Harkamal Singh	UG	1st Runner up
3	Ishita Maheshwari	UG	2nd Runner up



Event Coordinator with Guest Speakers



## Marketing Seminar

### Strategic Marketing Management

The Department of Marketing of IMED, organized a Two-Day National Seminar on ‘Strategic Marketing Management- During and Post COVID-19 Scenario’ on Friday, 23rd April and Saturday 24th April 2021 via Microsoft Teams app. The objective of the seminar was to provide a platform to the students of IMED where they can present their research papers and to keep them abreast of the latest developments in the field of Marketing Management.

The Guest of Honor and resource persons were:

1. Mr. Ramesh Sangare ,President and CEO HRDC Group

2. Mr. Mohan Patil, Sr. GM Bosch (India)
3. Mr. Kiran Pawar (Star Alumni), Director Ultra IN Ex
4. Mr. Vishal Sinha – National Head – Sales, Bitwise
5. Mr. AjitNarkhede – Sales Manger, Henkel Group
6. Mr. Sudhindra Rao: Co-founder & Director Datalore Labs

It was a 2-day event. The second day entailed a research paper competition with research papers from IMED and other colleges across India.

Sr. No.	Name of the student	Category	Research Paper Title	Track	Result / Position
1	Shubhangi Mishra & Soumya Sharda	PG	A study on Influencer Marketing in India	Track 1	Winner
2	Archita Mishra ,Deepak Yadav and Guru K	PG	Tourism Marketing: Amid and Post COVID-19 Pandemic in India	Track 1	1st Runner up
3	Akshita Singh and Ankita Kumar Nim	PG	Impact Of Covid-19 On Consumer Behavior On Food Delivery Services	Track 1	2nd Runner up
4	Tejas Gujar and Shreya Agrahari	PG	Ecommerce: consu. Beh and covid 19	Track 2	Winner
5	Sarvesh Sharma and Tavishi	PG	Covid 19 Pandemic and its impact on buying behaviour	Track 2	1st Runner up
6	Arihan Prakash, Gazal,Adishwar, Abhinn	PG	Digital marketing and covid	Track 2	1st Runner up
7	Vinit &Rishika Sinha	PG		Track 2	2nd Runner up
1	Apoorva Singh	UG	Covid-19 pandemic and it's impact on consumers behaviour		Winner
2	Rohit Raj	UG	stra. Mkt mgmt during covid 19		1st Runner up

## HR SEMINAR-Sustainable HRM Practices Post Covid-19

IMED conducted a National Conference on "Sustainable HRM practices post Covid-19" on May 14, 2021. The guest speakers were Ms. Dhanya Narayanan, COO, Rubicon, and Dr. Shulgana Sarkar. It was an online conference conducted live, via the Microsoft teams app. The webinar was focused on the topic of careers in the HR sector, investment opportunities, future decisions, and how to be

successful in the various Human Resource sectors and it was based on the guests' personal experiences during their time as students and working professionals.

After the successful completion of the Seminar, the Presentation Competition Took Place. There were a total of 6 presentations. There were a total of 6 presentations. The event was successfully conducted. It was a great educational experience for the attendees.



Event Coordinators with Guest Speakers

### Winners from IMED, Pune:

S.N	Name	Paper Titles
1.	Arushi Agarwal	Employee Experience during Work From Home - A Paradigm Shift
2.	Tejas Gujar and Shreya Agrahari	SMEs: Employee Engagement & Covid 19
3.	Priyanshi Srivastava	Role of Happiness Quotient in Work-Life Balance improves Employee Engagement

### Winners from other Universities/ Colleges:

S.No.	Name	Paper Titles
1.	Anshul Das	THE COVID-19, ECONOMIC DOWNTURN AND POLICY RESPONSE
2.	Varsha Belurkar and Surikuchi Lakshmi Saroja	WELL-BEING A QUINTESSENTIAL COMPONENT IN THE POST-PANDEMIC WORLD
3.	Sukriti Sood	ANALYSING ORGANISATIONAL SUPPORT PROVIDED TO EMPLOYEES DURING WORK FROM HOME

## Founder's Day Celebration

Bharati Vidyapeeth (Deemed to be University) celebrated 26th Foundation day on 26TH April 2021. On this occasion, IMED organized a webinar on National Educational Policy via Microsoft Teams app.

The guest speaker of the webinar Dr. Praveen Revankar, Director, CIT Department, Yashada Pune delivered an insight into key aspects and implementation of National Educational Policy 2020 to all the students and faculty members. Dr.PraveenRevankar explained the key principles of National Educational Policy. He also explained the importance of innovative and critical thinking in the current policy.

This webinar was educationally and professionally beneficial for all the attendees to understand the importance of the National Education Policy and the most important understanding the implementation and future strategies of NEP 2020.



Dr. Praveen Revankar addressing the students.

## XPRESSIONS 2021

"Xpressions" is an International Management and cultural fest which annually takes place at I.M.E.D. This year marks the Participation of 600+ Participants across different events. The Inauguration Ceremony marked the beginning of the 3-day Event.

The event began with Ganesh Vandana song by Kavya followed by Welcome Note and Briefing given

by Dr. Praveen Mane Sir, Event's Chief Convener.

Dr. Sachin S. Vernekar E-Inaugurated the event followed by the Chief Guest, Mr.DeepakLokhande's address on importance of active event participation to the gathering.

Throughout the 3 days of the event, the organisers and the participants kept everyone entertained through various events. they were-

1. **BEST ENTREPRENEUR-** The event was conducted under the guidance of Dr. Bharati Jadhav, Dr. Shradha Vernekar and CA ArtilPatil. The judge for the event was Mr. Puneet Raman. The motive of this event was to find out the authenticity, time management, critical thinking, and communication skills of their ideas.

Number of Participants:

1. Post-graduation:34 Participants
2. Under-graduation: 44 participants

2. **SOLO SINGING-** Music binds soul, hearts and emotions. Unlike the past XPRESSIONS this year was held online due to the pandemic; still the response received was overwhelming. Students from various colleges across India participated in the event. Round 1 was an elimination round held on 26th April'21.Videos were collected from the participants and a total of top 15 participants were selected for Round 2. Round 2 was a live performance round which was conducted on Microsoft Teams on 28th April'21 at 12:30 in the noon. Judgment was done on the criteria of diction, vocal quality, rhythmic interpretation, dynamics and song choice/preparation.

Number of Participants:

- Round 1: 59 Participants  
Round 2: 15 participants



3. **AD MAD Show-** An 'Advertisement Making Competition' in which participants have to showcase your creativity in Marketing products and services, which are given below. Because it is conducted digitally so there will be 2 rounds, selected participants from round-1 will be performing in round-2.  
Number of Participants: 68
4. **BEST MANAGER-** The aim of this event was to identify the student with the traits of a good manager. It also aims to find out how he demonstrates the skills, knowledge and talents of a good manager. The Best Manager will be carried in 2 rounds.  
Number of Participants: 92
5. **Dance event-**Students had to undergo two rounds, first round was a qualifier round where students were supposed to send their dance videos in any dance form. The Second round was the Live Dance Performance Round where students were given 4 Mins each to showcase their talent in any dance form.  
Number of Participants:  
31, 3 were Non- Imedians and other were from IMED
6. **Treasure Hunt** -It was a clue based event where Students had to undergo two rounds, first round was a qualifier round where students were supposed to solve 4 clues within a time limit. The Second round was a Final Round where students were given 4 clues with a time limit ,each clue having 2 questions.  
Number of Participants: 131
7. **Mr. & Miss Xpression-** It was a management event where Students had to undergo three rounds, first round was a qualifier round where students were supposed to send a video of 1 min.  
The Second round was a Coordination round where students had to showcase their talent, on the theme: Real life Superheroes,in 3 min.  
The third round was the Q & A round where the finalist were asked general question related to their understandings and from 3rd final round Mr. & Miss Xpression and Mr. Miss confident was selected.  
Number of Participants: 53 Participants
8. **Book/Movie Review-** Students had to review their favourite books or movies.
9. **Prize Distribution Ceremony-**  
The Prize Distribution ceremony marked the end of the 3 day Event, Xpressions 2021. Started with the journey video of Xpressions which startled the virtual audience, followed by Singing Performance of Bello who is NRI student of I.M.E.D. The event picked up the pace.  
Students of I.M.E.D. conveyed their Excitement for Xpressions through a Dance Video and Xpressions Journey Video. Winners and runner-up of various events were announced for different events of Xpressions.

Following is the consolidated list of the winners of all the events:

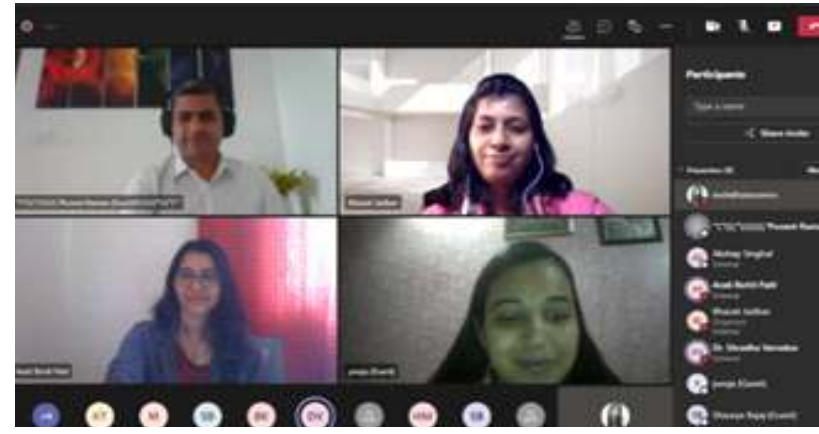
Position	Date	Event Name	Name	Course	College
1	28th April 2021	Best Entrepreneur	Suhani Juneja	BBA	IMED, Pune
2			Sachin Goyal	BBA	IMED, Pune
3			Vinit Venkateswran	MBA	IMED, Pune
1	28th April 2021	Solo Singing	Anarta Bhaskar	BSC Physics	Holikar Science College
2			Shivraj Rajendra Pawar	BAMS	Bharati Vidyapeeth College of Ayurveda
3			Kavya Pant	MBA	IMED, Pune
1	28th April 2021	AD MAD Show	Ashwani Gupta	BBA	IMED, Pune
2			Kshitiz Gunjan	MBA	IMED, Pune
3			Nidhi Mishra	MBA	IMED, Pune
1	29th April 2021	Best Manager	Arushi Agarwal	MBA	IMED, Pune
2			Bhagya Garg	BBA	IMED, Pune
3			Kriti Sharma	BBA	IMED, Pune
1	29th April 2021	Dance	AdyaTewari	BBA- 2nd semester	IMED, Pune
2			Ashwini Gupta & Neha Kumari	BBA- 3rd semester & MBA- 2nd semester	IMED, Pune
3			Yash Bagle& Gopal	BBA- 2ns semester &B.Tech - 4th semester	IMED & Indira Gandhi Technical University.

1	29th April 2021	Treasure Hunt Event	Mansi Tewari	BBA	IMED, Pune
2			Rishika Sinha	MBA	IMED, Pune
3			Soumya Sharda	MBA	IMED, Pune
Mr. Xpression	30th April 2021	Mr. & Miss Xpressions	Dhruv Bhatia	MBA	IMED, Pune
Miss. Xpression			Arushi Agarwal	MBA	IMED, Pune
Miss Confident			Sonia Mishra	VPM'S TMC	Thane Law College
Mr. Confident			Aryan Srivastava	BBA	IMED, Pune
1	30th April 2021	Book & Movie Review	Mrityunjay Singh	MBA,	GLA University
2			Shashvat Padghan	BVsc& AH	IMED, Pune
3			AakankshaPalan	BBA	IMED, Pune

### Glimpses from XPRESSIONS 2021







## C GOOGLY 2021

Bharati Vidyapeeth (DU), Institute of Management and Entrepreneurship Development organizes C Googly-Technical Intercollegiate Competitions every year. Consistently from the last eight years MCA Programme has taken initiative to organize this techno event. C Googly 2021 was the 10th year of this technical extravaganza.

It was held on 3rd and 4th May 2021 virtually. The aim of the competitions was to encourage a desire for technical expertise, rational thinking, logical thought process and perceptive decision-making. for DBMS and SQL. This event will help students enhance their technical knowledge for databases. The selected students of round 1 were to solve 1 Case Study and Draw ERD on Paper and also solve one SQL Query Based question within the time limit.

### C-GOOGLE RESULT:

#### Undergraduate

S.No	Event	Position	Name of the College
1	Coding Ninja	Winner: Archita Gaur	IMED, Pune
		Runner Up: Durgesh Tiwari	
2	Break the Query	Winner: Raunak Mishra and Tanmay Khatri	IMED, Pune
		Runner Up: Durgesh Tiwari	
3	Design Dreams	Winner: SomenBhakat	IMED, Pune
4	Quizzards of Qz	Winner: Harshit Singh	Symbiosis Institute of technology, Pune
		Runner Up: Varun Sultania	IMED, Pune
5	Creative Muse	Winner: Yash Bagle	IMED, Pune
		Runner Up: Ishita Maheshwari	

#### Post graduate

S.No.	Event	Position	Name of the College
1	Coding Ninja	Winner: Parth Arora	IMED, Pune
		Runner Up: AnuKeshwani	MIT SOM, Pune
2	Break the Query	Winner: DipaliKakde and Vinay Kumar	IMED, Pune

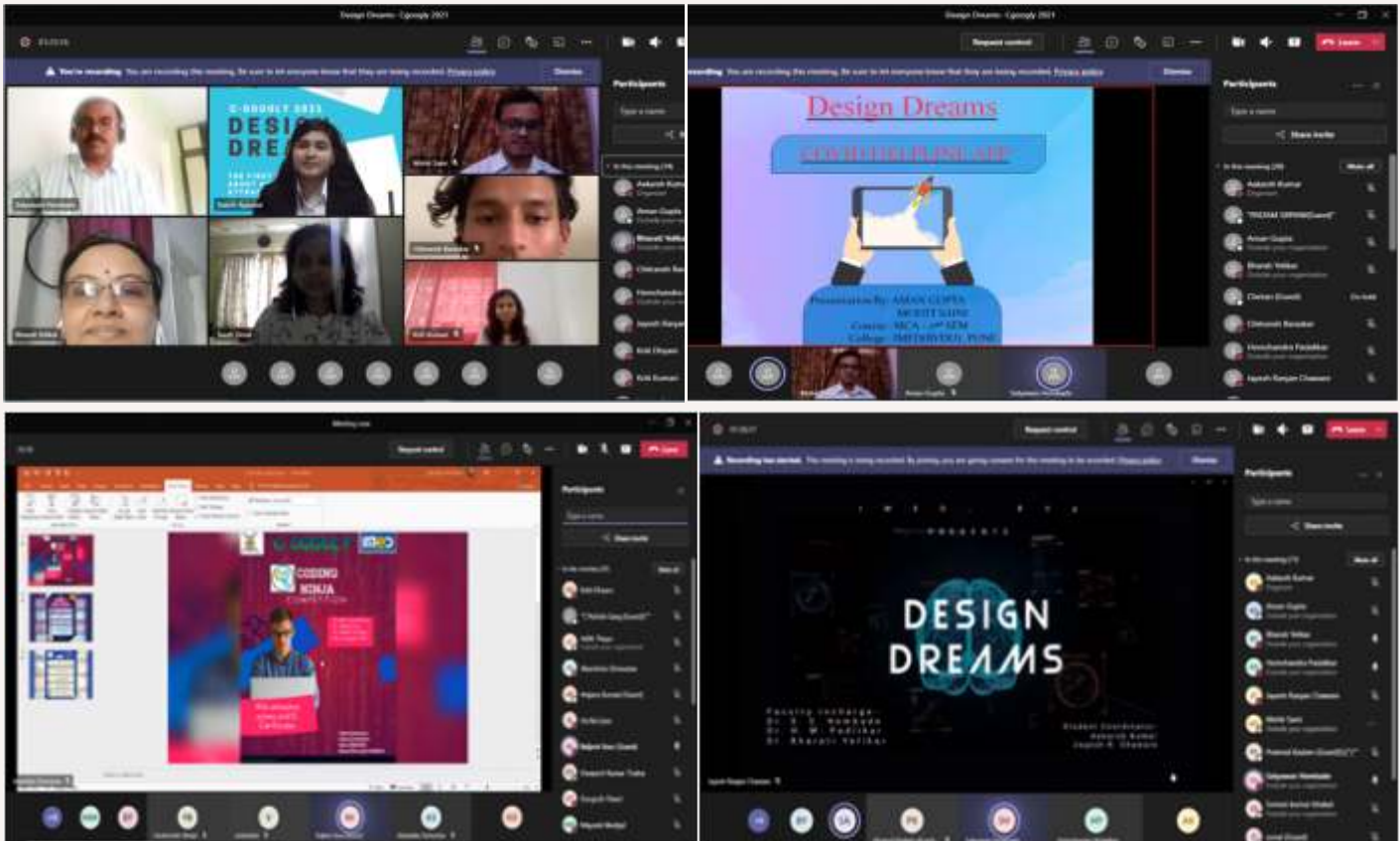


		<b>Runner Up:</b> Kriti Kumari and Rakshanda Suryawanshi	
3	<b>Design Dreams</b>	<b>Winner:</b> Mohit Saini and Aman Gupta	IMED, Pune
		<b>Runner Up:</b> Kriti Kumari and Vinay Kumar	
4	<b>Quizzards of Qz</b>	<b>Winner:</b> Purushottam	MIT SOM , Pune
		<b>Runner Up:</b> Shubhechha Dalal	MIT School of Management
5	<b>Creative Muse</b>	<b>Winner:</b> Mohit Saini	IMED, Pune
		<b>Runner Up:</b> Dipali Kakde	

## Glimpses of the C Googly Event







## Entrepreneurship Development Cell

### ➤ Career opportunities through Entrepreneurship

IMED organized the live event on December 15, 2020. It was a live event which included addresses by two guest speakers: Ms. Aditi Mehta, Entrepreneur, Hospitality industry and Ms. Namita Pandya, Entrepreneur, Gems and Jewelry.

The special talk was focused on the Entrepreneurship scopes in the Hospitality industry and the Gems and Jewelry industry.

Ms. Pandya talked about the IIGJ and the various courses it offers to MBA students in the Gems and Jewelry industry after they pass out and how they can become entrepreneurs in this industry. She explained the working of the Jewelry industry and the various courses IIGJ offers to help students enter this industry. She informed the attendees about the growth of the industry and how Indian jewelry is exported to 80 countries.

Similarly Ms. Mehta explained the various nuances of the hospitality industry and how to be a successful entrepreneur in this industry. She explained the ins and outs of the hospitality industry. She talked about her own experience with Entrepreneurship in the industry.

### ➤ "LIFE SKILLS & FAST TRACK CAREER"

This seminar on Life Skills & Fast Track Career in continuation was conducted by Entrepreneurship Development Cell of IMED, Pune on 19th December 2020.

The Seminar was Conducted by Mr. Puneet Raman Founder & Director Prowisdom Growth Private Ltd, To provide the students with an insight into the different components of Entrepreneurship and the mindset required.

It was aimed to make the students come up with a

group and identify the issues in their respective sectors and work on those issues.

➤ **"Entrepreneurship: Life Skills and Fast Track Career"**

E.D. Cell Conducted a Seminar on life Skills and fast Track career on January 30th 2021, It was hosted by Mr. Puneet Raman Founder & Director Prowisdom Growth Private Ltd.

To start off with the session, Mr. Raman discussed the various components of a business model whose idea should be clear for every budding entrepreneur and further emphasized on Customer base and Value. He also gave inputs on how to think like an Entrepreneur.

➤ **"National Education Policy with Focus on innovation, entrepreneurship and start up policy"**

IMED organized the webinar called "Focus on innovation, entrepreneurship and startup policy" on February 8, 2021. The talk was focused on the Entrepreneurship scopes in regards with the new education policy introduced in 2020.

The guest for the event was Dr Jyoti Gogte, Mentor and trainer for start -ups and entrepreneurs. Dr.Gogte talked about the new education policy introduced by the government of India in 2020 and the various opportunities it offers for entrepreneurs in the future.

Her speech covered everything from the history of Education Policy to the clinical analysis of the current trends and the future possibilities of the global economy.



Dr. Jyoti Gogte addressing the students.

➤ **"Business Plan for Start-Up"**

The Innovation and Entrepreneurship Development Cell IMED, Pune organized an online workshop on "Business Plan for Startup" on 10th April 2021 for the students of Bharati Vidyapeeth IMED, Pune.

The Seminar was Conducted by Puneet Raman, Founder Prowisdom. Mr. Puneet Raman gave insights about the startups and business plans. He explained the important aspects of market research which helps to solve the problem and customer needs in the business. The students got an overall understanding about the business plan.



Mr. Puneet Raman addressing the students.

➤ **MENTORING FOR START-UPS WITH SUCCESSFUL START-UP FOUNDERS**

ED Cell of IMED conducted a webinar on "Start-ups" on June 05, 2021. The guest speakers were Mr. Tinoo Ubale, Mr. Roshan Rawal, and Ms. Jiya Rajvanshi. It was an online conference conducted live, via the Microsoft teams app. The webinar was focused on the topic of start-ups and how to be successful through the various ups and downs. The webinar was based on the guests' personal experiences during their time as students and working professionals. Focused on students and the opportunities for them, it was an insightful session.



## ➤ INTELLECTUAL PROPERTY RIGHTS AND IP MANAGEMENT FOR STARTUP AND ENTREPRENEURS

Our Guest of Honour Mr Sunil Bhatambrekar covered Several Aspects of Intellectual property Rights and IP management , and how Those aspects are Beneficial for Startup and Entrepreneurs . He Illustrated What Exactly is A patent and How it Protects an Idea Through legal Documentation ,Time Periods of Patent and How it varies from Country to country,Why is IPR necessary,Benefits of Patent,People Involved in a Patent ranging from attorney/Agent to software Developers,How a Patent Works in An Indian legal system,Usage of The Patents and how patent Information is under Utilised and causes behind the Under usage,

He also shed Light on types of IPRs Which Included -  
1. Patent 2. Design/ Appearance 3. Trade Secret 4. TradeMark 5. Copyright 6. geographical Indications tags,How a Patent protection works?,The Concept of Main Patent and The Peripherals Patents associated with them,

## ➤ LEGAL AND ETHICAL STEPS OF START UP

This seminar was organised by IMED's ED Cell. To start off the proceedings for the afternoon, Mr Anil Singh introduced the audience to the basic understanding of the term 'start up'. From very early on in his guest speech, he started off by sharing his experiences of how he came to decide upon starting up a company of his own and what all are the essential aspects that the youth and young entrepreneurs should think and consider before doing the same as well.

Mr. Singh then started off by explaining about the various Legal and essential aspects like, licenses and permits to be registered for before actually setting up a startup.

He introduced the students to the lines of GST Registration, FSSAI License, Import Export Code requirements, Udyog Aadhar Registration, etc. Which are the documents and paperwork necessary for setting up any new startup in our nation. He further discussed the Zonal laws and explained that startups

should have a knowledge of the local laws for the commercial use of agriculture, school and hospital properties.

The session was followed by Dr. Sachin S. Vernekar's positivity filled address to the guest speaker and the students. Which was later followed by a Question and Answer Round.



Mr. Anil Singh speaking on Ethical Issues.

## "Community Work Through Entrepreneurship Development 2021" (CWTED)

The goal of this activity is fostering social responsibility and community engagement among students while enhancing their managerial and entrepreneurial skills. Thus, improving the quality of teaching and learning by bridging the gap between theory and practice via community engagement.

In this, students connect with local unorganized entrepreneurs (vendor/self-employed person) who were affected by the Pandemic. Students tried to understand the challenges and issues faced by these people and mentored them. They also tried to find solutions for their problems and groom them to enhance their business activities During the COVID-19 Era.

The Event was A Great Success with Overall participation of 38 teams (120 students) from Both U.G. And P.G. category. Each presentation was to include the facts, figures and relevant information on how they went about completing their CWTED Project work. They were asked to also add pictures, videos and multimedia objects showcasing their involvement in the project.





Jury Members, Faculty Coordinators, Student Organisers and participants



Students while helping some of the local business owners.



CWTED Project Presentation of one of the teams in play.



CWTED Project Presentation of one of the teams in play.

**Results of CWTED 2021:**

CWTED2021	WINNERS	1st rank	2nd rank	3rd rank	Consolation Prize
PG	Track1	<b>Ankita Khaire,</b> Abhishek Hargapur, Ann Mary Dacruz, Shivani Ingawale, Karishma Sharma	<b>Tejas Gujar</b> Priyamvada Priya, Shashank Parashar, Shubham Sharma, Vaibhav Singh Bisen	<b>Shubhangi Mishra,</b> Samridhee Suman, Sarvesh Gupta, Sneha Acharya, Vatsal Gupta	<b>Apurva Chandane,</b> Anusha Kaul Archita Mishra Akarshak Negi
	Track2	<b>Arihan Prakash,</b> Neha Kumari, Astha Srivastava, Abhinn Godika, Ajay Kumar	<b>Srajan Shrivastava,</b> Sakshi Priyadarshi, Soumya Sharda, Vashita Tokhi, Vinit Venkateswaran	<b>S VENKAT,</b> Shreya Agrahari, Simran Seth, Smriti Ohri	<b>Rishi Tiwari,</b> Rishabh Tiwari , Siddhant Babaria , Vishal Kumar Singh
UG	Track1	<b>Rajat Kumar</b> Khushboo Rathi Mrunal Mahajan Muskan Khandelwal	<b>Samirah Khan,</b> Ritu Choudhary Kanhaiya Agarwal Khushi Sahu	NA	NA
	Track2	<b>Manas Mishra,</b> Kushal Agarwal, Osheen Rana,	<b>Kaushik Kr Dewangan,</b> Mayank Patidar, Pranshi Chandra,	NA	NA

## Alumni Meets

### Sahyog 2020 - Alumni Meet-1

Dr. Sachin Vernerkar, Director, IMED beginning with a welcome note to the attendees and the Resource People for the afternoon. His speech focused on the importance of Alumni Meets as a binding bridge between the Alumni and the IMED family of students and faculty members.

**Mr. Ashish Singh's Address:** His speech was focused on explaining to the students that in their professional and personal spheres what holds lessons and teachings is getting inspiration from failure stories more than the successful ones. He highlighted that those help in identifying your strengths better and encourage you to improve them. He also said that in the era of developing times of Digital Marketing along with a growing understanding required in Artificial Intelligence due to which it is important to constantly keep learning new trends and technologies online.

**Mr. Sudhanshu Behra's Address:** He focussed on explaining to the audience about: People Change Industries, Instead One Should Change the Job but Not the Industry. He talked about how one should be clear about what they are expecting from the job that they do. Then make an aim and focus one's heart and soul on thoroughly achieving those goals. In the end, he explained how the right knowledge helps achieve better outcomes with appropriate information.



Mr. Ashish Singh and Mr. Sudhanshu Behra

### Sahyog 2020 - Alumni Meet-2

**Address by Mr. Vaibhav Deshmukh:** His address initiated with his focus on how Alumni Meets help students understand the importance of having a better understanding of the industry and work culture in the world outside.

**Address by Mr. Shailesh Deshmukh:** His address involved a presentation including his perspective on various topics like:

- The Traditional HR Approach
- Increasing changes in the Work Demographics
- Change in the Workforce and Team building these days.
- Use of HRR Bots and how they help the employees at work.
- Expected trends of HR Professionals for 2021 and further.

Address by Ms. Bhavna Ranjan: She emphasized the importance of being familiarized with the ongoing technological and AI advancements along with having a clear vision that everyone starts small, however taking up those small opportunities and making them into something concrete is what one's main aim should be.



Guest speakers, Mr. Vaibhav Deshmukh, Mr. Shailesh Deshmukh, and Ms. Bhavna Ranjan were introduced by IMED's Faculty Coordinator Mr. Shyam Shukla and the Student coordinators.

### Sahyog 2021 –Alumni Meet-3

Mr. Yatish Shah was welcomed by the Faculty Coordinator of the Event, Dr. Shyam Shukla. This was followed by welcoming Dr. Sachin S. Vernekar, Dean FMS, BVDU, and Director, IMED. Dr. Vernekar emphasized the importance of learning the ongoing Industry trends considering that it'll help students step into the industry eventually.

Mr. Shah's address initiated with his focus on the much essential and debated concept of the Indian Economy which was the loss in GDP. He focused on how the GDP figure was at -23.9% in the previous year but has now jumped to -7.5% at the previous quarter of the year 2020-21, which was anticipated to be between -8% to -10%, which was better than expected. He also explained that the sectors which helped achieve this figure are:

- i. Agriculture
- ii. Manufacturing
- iii. Electricity
- iv. Consumer Utility

He also expressed how the GDP is expected to be between 7%-8% at the end of the ongoing quarter i.e., the final quarter of 2020-21 financial years. Not just speaking for the specific Banking Sector, Mr. Shah rather explained that the significance of Artificial Intelligence, Analytics, etc has become important as an integral part of the working process in all the organizations of various sectors now. He even explained its relevance by giving the example of various IT-based companies who have shifted their field of work completely online for the employees, for the online year of 2021 as well.



The Faculty Coordinator Dr. Shyam Shukla welcomed the Guest Speaker, Mr. Yatish Shah, and Dr. Sachin S. Vernekar, Dean IMED.

### SAHYOG 2021 - Alumni Meet -4

An International Alumni Meet was conducted on 30th January 2021 organized by Corporate Resources Centre IMED for the students to get an overview of the international industry trends.

**Address by Ms. Shruti Vernekar:** The audio message of Ms. Shruti was shared with the students containing an overview of the current scenario and the industry trends. She also shared her experience and facts about the VUCA world.

**Address by Mr. Umesh Ghai:** He explained to the students how productivity has increased in this Covid era. In the US, the fresher is getting the opportunity and are instructed to work in the office for practical experience whereas the experienced employees are ordered to work from home. He shared a few strategies to improve one's productivity.

**Address by Mr. Masood Naik:** a member of NITI AAYOG sir very well explained the government scheme and benefits of the startups. The importance of innovation and helpfulness to society was shared by sir. Some of the private entities are initiating and funding new startups. He also shared important aspects of 4.0 and discussed various facts with the students. Sustainability is the main factor when it comes to earning and learning. Cross-culture trends and insights were shared with the students.



Mr. Umesh Ghai addressing the students.  
Mr. Masood Naik addressing the students.

### SAHYOG 2021 - Alumni Meet -5

On May 22nd, the last installment of Sahyog, the Alumni Meet was organised online. the guest speakers for the same were, Mr. Rajesh Tiwari, Advisor-MPT KSGM Myanmar and Mr. Abhishek Tandon, BDM, Safeen Feeders, Abu Dhabi ports, United



Arab Emirates. The event started with Hon'ble Director sir welcoming the guests and he then emphasised on how students will get to learn from these alumni and industry experts.

This was followed by Mr. Tiwari's address wherein, after revisiting his college days at IMED, he focused on how students should understand the difference in the college life and world waiting out there. He also mentioned how for good industrial growth being a team player is important and how one should be adaptive to the latest advancements and changing technologies.

Then Mr. Tandon initiated his address with emphasis on learning as many skills and areas of specialization that one can. He focused his speech on the importance of having the necessary skill set in today's world. He also expressed that one learns a lot outside the classroom through additional courses and Internships which further help attain one's desirable job. He concluded by explaining that one should have a work-life balance and never let the work impact one's health at any cost.

### Summer Internship Orientation Program

To brief the students about the Summer Internship Program-Its Importance, need and the process, Orientation session was organised on the 19th June 2021 for students of MBA-Ist Year (Gen. And HR ) and BBA-IInd Year. The speaker was Mr. Jeetendra Bapna, Senior Manager and Chief Business Mentor, Aditya Birla Capital.

Ms. Shubhangi Mishra, MBA-I Year student welcomed the guests and all the participants to the orientation. She also introduced Mr. Jitendra Bapna.

Mr. Jitendra gave the students a deep insight on the importance of the SIP and the importance of doing the SIP in terms of placements and acquiring knowledge of the Industry. He told them to select an organization not on the size or brand name but on the knowledge that they can acquire working there and the learning that they get from the same. He also addressed students' questions about selecting a Specialization in their next years.

Mr. Deepak Navalgund proposed the vote of thanks at the end.

Bharati Vidyapeeth (Deemed To Be University), Pune, India  
Accredited with A+ Grade (2017) by NAAC | Category - I University Status by UGC

**IMED**  
INSTITUTE OF MANAGEMENT AND ENTREPRENEURSHIP DEVELOPMENT, PUNE-38  
Ranked among Top-75 B-Schools in India by NIRF 2020 MHRD Govt. of India

Webinar  
Importance and benefits of Summer Internship Project (SIP)

**Mr Jitendra Bapna**  
Senior Manager and Chief Business Mentor  
Aditya Birla Capital

Dr. Sachin Vernekar  
Dean FMS BV(DU), Director IMED

SATURDAY  
19th June 2021  
10.30 AM IST  
WEBINAR LINK  
<https://rb.gy/tmlwsz>

## NSS Activities

S.NO	Activities	Date	Volunteers		Beneficiaries	Description
			Male	Female		
1.	Constitution Day - Preamble Reading	26 <sup>th</sup> November 2020	25	20	45	In this activity all the participants created a short video guiding, informing and spreading awareness to showcase "Anti-Corruption".

2.	Fit IMED 15 days Challenge	25 <sup>th</sup> Dec. 2020 – 8 <sup>th</sup> Jan 2021	82	68	150	Under this movement, the NSS unit of IMED conducted a FIT IMED CHALLENGE for the first year students and those interested.
3.	Road Safety Awareness Campaign	31 <sup>st</sup> December 2020	73	27	8000	IMED, Pune organized a Road safety Awareness Campaign on 31 <sup>st</sup> December 2020 under the guidance of Director Dr. Sachin S. Vernekar and leadership of NSS Programme Officer, Dr. Vijay SS. Phalke along with all the staff with the motive of spreading awareness about road safety and wishing people a Happy New Year.
4.	National Elocution Competiti on	15 <sup>th</sup> January 2021	5	10	131	IMED, Pune organized “Dr.Patangrao Kadam 7 <sup>th</sup> National Elocution Competition 2021” Saturday, 9 <sup>th</sup> January 2021
5.	Prakaram Diwas	23 <sup>rd</sup> January 2021	29	21	55	IMED, Pune celebrated 125 <sup>th</sup> Birth Anniversary of Netaji Subhash Chandra Bose on 23 <sup>rd</sup> January 2021
6.	Our Constituti on - Essay Competiti on	26 <sup>th</sup> January 2021	8	6	16	NSS Unit of IMED organized an “Essay competition” in which activities were performed by volunteers for selection . This activity was conducted on 26 January 2021.
7.	Cleanlines Drive in society	26 <sup>th</sup> January 2021	0	1	150	On the occasion of Republic day we decided to take the pledge to make our society clean
8	Polio Vaccinatio n – Essay Writing	31 <sup>st</sup> January 2021	-	-	25	IMED, Pune organized an essay writing competition to spread awareness among children about Polio and its prevention on 31 <sup>st</sup> January 2021
9	Historical Monument s - Poster Making	12 <sup>th</sup> February 2021	-	-	30	IMED, Pune organized a poster making competition on 12 <sup>th</sup> February 2021. The theme for the competition was Historical places of India.

10	COVID19 Vaccination Awareness	13 <sup>th</sup> February 2021	67	35	14247	IMED, Pune organised <b>covid vaccination awareness</b> activity. In which all the volunteers were required to share the covid Vaccination posters to as many people as much they can.
11	Shivaji Maharaj – Elocution Competition	17 <sup>th</sup> February 2021	-	-	22	IMED, Pune organized Elocution competition on 17 <sup>th</sup> February 2021. The activity was organized on the occasion of Chattrapati Shivaji Maharaj Jayanti
12	Chattrpati Shivaji Maharaj Jayanti	18 <sup>th</sup> February 2021	-	-	100	IMED, Pune celebrated Shivaji Jayanti this year on 18 <sup>th</sup> February 2021
13.	<b>Road Safety Awareness</b>		45	55	150	IMED organized an activity on “Road Safety Awareness” on 17 <sup>th</sup> February 2021 to 19 <sup>th</sup> February 2021
14.	<b>Matribhasha Diwas</b>		26	24	100	The theme of the event was ‘Matribhasha Humari Pehchan’ and the volunteers were supposed to attend a live event, essay, poem writing on 21 <sup>st</sup> February and quiz, poster on 22 <sup>nd</sup> February
15.	<b>Selection of volunteer at National Level</b>		<b>Name of the volunteer</b>			
	Pre RD Camp Selection	20 <sup>th</sup> –29 <sup>th</sup> Nov. 2021	NR Mohitha			NR Mohitha represented IMED at the national level.
	RD Camp Selection	1 <sup>st</sup> – 31 <sup>st</sup> Jan. 2021	NR Mohitha			

	<b>Initiatives by Government of India</b>		<b>Volunteers Participation</b>	<b>Nature of activity</b>
1.	Early Childhood & Education Life	5 <sup>th</sup> September 2020	45	Webinar
2.	Launch of age appropriate Fitness protocol under Fit India by Hon’ble PM	24 <sup>th</sup> September 2020	42	Webinar
3.	Jan Andolan for COVID19 Appropriate behaviour	12 <sup>th</sup> October 2020	82	Pledge



# Glimpses of NSS



## International Day of Yoga

### "BE WITH YOGA, BE AT HOME"

Yoga allows you to rediscover a sense of wholeness in your life, where you do not feel like you're constantly trying to fit broken pieces together. The numerous benefits of Yoga make it a popular practice for people across the globe, especially in times of a pandemic when mental and physical health is under stress.

Bharati Vidyapeeth (Deemed to be University) IMED ,PUNE organized various activities prior to and on International Day of Yoga on 21st June 2021.

#### 1) 5 DAYS FITNESS CHALLENGE from 17th June to 21st June 2021

The challenge included a Family Interaction Activity, Workout session, Yoga poses, Covid awareness, Guest session on the occasion of International Yoga day. Participation was exceptionally well. Volunteers participated actively. Because of covid-19 situation this activity was also conducted in a virtual mode.

The registration for the activity was done through google form. All the volunteers actively participated in the event and we received active participation of the volunteers throughout the 5 days. The activity was guided by NSS programme officer Dr.VijayPhalke. Pictures of the volunteers doing activities were uploaded on IMED NSS Instagram handle. All the participants who actively participated in the competition were given certificates. The activity was very well coordinated and managed by Mr.Aashish, Ms Sakshee, Mr.Padam, Ms.Ritu.

#### 2) Live yoga session on 21st June

Online session was conducted by YogacharyaDr. Amol Patil where he told about different yoga poses and their importance in everyday life. 101+ volunteers and 35 faculty members joined the session. Director Dr.SachinVernekar inaugurated session with his words of wisdom and motivated participants with his active participation. Some of the pictures of volunteers doing activities :-



## Student Corner

Congratulations to IMED GEMS who have participated and performed exceptionally well in intercollegiate competitions!!

Name of the Event	Organised by	Result	Participants name
Model United Nations	International Model United Nations Online Conference 66.0	secured BEST DELEGATE AWARD	BAVNEET KAUR UGRA
ASET MUSIC FEST 2021	AHALIA SCHOOL OF ENGINEERING & TECHNOLOGY	secured 3rd position	ANNUPRITTA

## Faculty Corner

Congratulations on your Doctorate !!!!



**Nilesh R. Mate**

Research Topic : An assessment of Entrepreneurial Potential in Agro - Exports of India  
 Date : 28.01.2021  
 Research Guide: Dr. H. G. Abhyankar



**Dr. Bharati V. Yelikar**

- Research Topic : A Study of Evolution of Information and Communication Technology in Indian Banking
- Date : 15th March 2021
- Research Guide: Dr. Sachin A. Kadam

### Congratulations Team IMED for First Prize under ‘Literacy’ Category for the AICTE Lilawati Award 2020 !!!

The ‘Digital Literacy’ team of Bharati Vidyapeeth (Deemed To Be University) IMED was awarded the First Prize under ‘Literacy’ Category for the AICTE Lilawati Award 2020 at the hands of Union Minister of Education Hon. Dr. Ramesh Pokhriyal ‘Nishank, on 11th April 2021. The ‘Digital’ Literacy’ team led by Prof. Kirti Gupta included Dr. Anuradha Yesugade, Dr. Rajita Dixit, Dr. Hema Mirji, Mrs. Pallavi Chopade and Student Ms. Shweta Tate carried out interventions based on Digital Literacy, Financial Literacy and sensitization on Technology Addiction among children and youth that impacted almost 2000 individuals (women from the unorganized sector, children and youth) Winner team received a cash prize of Rs. 1,00,000/- and Certificate of Merit.

### FDP-MDP

Sr. No	Date	Topic	Name of the Resource Person	No. of Participants
1	15/07/2020	FDP on E-Content development	Dr. Shrikant Thakar	34
2	20/08/2020	FDP on Time optimization for educators	Dr. Subhash Chander	38
3	14/09 to 19/09/2020	FDP on NEP, Teaching - Learning and Evaluation Methodology	Dr. Amol Charegaonkar, Dr. Revankar, Dr. Mehata	39



4	19 <sup>th</sup> October to 24 <sup>th</sup> October 2021	FDP on Ved Magic	Dr. Sangita Shard	33
5	23/11/2020 to 28/11/2020	FDP on NEP, Online teaching and Interdisciplinary Research	Dr. Shailesh Kasande and Dr.Hembade, Dr. Santosh Bothe, Mr. Paresh Pandey	39
6	25 <sup>th</sup> March 2021	Workshop on capital market	Ms Ashwini Khedkar and Mr. B. M. Khwaja	36
7	11 <sup>th</sup> May to 17 <sup>th</sup> may 2021	FDP on Research Guidance and Outcome Framework	Dr. Lata Patil, Dr. Sachin Vernekar, Dr. Netaji Jadhav,	41
8	30 <sup>th</sup> May to 4 <sup>th</sup> June 2021	AICTE ATAL FDP on Artificial Intelligence	Dr. P. K. Mishra, Mr. Prashant Rajore, Dr.Avinash Mishra, Mr. Anil Suthar, Mr. Anand Aayush, Mr Atul Kahate and Sudhendra Rao	200

#### List of SDP

Sr. No	Date	Topic	Name of the Resource Person	No. of Participants
1	3/10/2020	Use of ICT tools in Administration work	Dr. Pramod Pawar	14
2	1 <sup>st</sup> March 2021	Work Ethics and Team Building	Dr. Sachin Ayarekar, Dr. Pramod Pawar	13

#### List of MDP

Sr. No	Date	Topic	Name of the Resource Person	No. of Participants
01	22 <sup>th</sup> May 2021	Customer Satisfaction	Dr.ShyamBhurke, Mr. Jayant Oak, and Dr. Sachin Vernekar	185
02	12 <sup>th</sup> June 2021	Marketing for Bank	Dr.ShyamBhurke	182
03	26 <sup>th</sup> June, 2021	NPA Management	Mr. Ram Apraj	167

#### Workshop for students

Sr. No	Date	Topic	Name of the Resource Person	No. of Participants
1	2 <sup>nd</sup> Nov to 7 <sup>th</sup> November 2021	Workshop on Ved -Magic	Dr. Sangita Shard	147
2	25 <sup>th</sup> March 2021	Workshop on capital market	Ms Ashwini Khedkar and Mr. B. M. Khwaja	113

**Publication Details: (Academic Year June 2020 to May 20201  
Publication in International Journals : (For A.Y. 2020-2021) :**

Sr. No.	Author/s	Title of The Paper	Name of the Journal	Publication Details
1.	Dr. Sachin S. Vernekar Sanjay Kumar Dhar	Impact of DevOps on Project Management Methodologies - An Empirical Study	International Journal of Engineering Development and Research (www.ijedr.org)	ISSN: 2321-9939 IJEDR 2021 Feb Year 2021?, Volume 9, Issue 1 Page No. 94-98
2.	Dr. Sachin S. Vernekar Sanjay Kumar Dhar	Impact of Devops skills on Project Management Outcome – An Empirical Study	European Journal of Molecular & Clinical Medicine	ISSN 2515-8260 Volume 7, Issue 8, Month 2020?? Page Number 5282-5291
3.	Dr. Sachin S Vernekar Dr Chanakya Kumar Ms. RutujaKharade	Human Resource Analytics in this pandemic: Do You Really Need It? This Will Help You Decide!	Sambodhi : UGC Care Journal, Peer Reviewed and Referred Journal	ISSN - 2249-6661 Volume: 44 Issue No: 1 (VI) Page No. 27-32 Jan-March 2021 Impact Factor 5.80
4.	Dr. Kirti Gupta, Ms. Manisha Verma	Managing Students Stress In Higher Educational Institutions	ShodhSarita: An International, Quarterly Bilingual Peer Reviewed Refereed Research Journal Approved UGC CARE	ISSN NO : 2348-2397 Volume: 7 Issue No: 28 Page No. 54-58 Oct- December-2020 Impact Factor: 6.1
5.	Dr.SonaliKhurjekar	A Study To Explore The Future Of Homeschooling As An Alternative Education Method In India	Shodh Sanchar Bulletin : An International, Bilingual Peer Reviewed Refereed Research Journal Approved UGC CARE	ISSN NO : 2229-3620 Volume: 10 Issue No: 40 Page No. 86-92 Oct- December-2020
6.	Dr.Ranpreet Kaur	An Empirical Study On Faculty Perceptions For Effectiveness Of Online Teaching	ShodhSarita : An International Bilingual Peer Reviewed Refereed Research Journal Approved UGC CARE	ISSN - 2348-2397 Volume: 7 Issue No: 28 Page No. 146-150 Oct- December-2020

7.	Dr.Ranpreet Kaur, Dr.SushmaVerma	Students' Perception of Online Learning in Post Graduate Management Programme: An Empirical Analysis	HEF's Indian Journal of Higher Education	ISSN NO : 0976-1314 Volume: 11 Issue No: 11 Page No. 5-15 December 2020 www.highereduforum.org
8.	Ms. Pallavi Chopade, Dr. Kirti S. Gupta	Occupational Disability Among Soldiers: Reconnoitre On TheTrends	International Journal of Management (IJM) Scopus Indexed Journal Impact Factor (2020): 10.1471 www.jifactor.com	ISSN Print: 0976-6502 ISSN Online: 0976-6510 Volume: 12 Issue No: 1 Page No. 929-939 January 2021 Impact Factor: 10.1471 DOI: 10.34218/IJM.12.1.2021.080
9.	Dr. Vinod S. Ingawale, Dr.SunilDhanawade Suvankar Das	A Study On The Effectiveness Of Social Media Marketing Practices ToIncrease Brand Visibility	Sardar Patel Institute of Economic and Social Research ANVESAK : A bi-annual Journal ISSN: 0378-4568 UGC CARE Group – I Journal	ISSN: 0378-4568 Volume : 51 Issue No: 1 (VI) Jan-June 2021 Page No. 28-35
10.	Prabhat Kumar, Anthony Rose, Vimal Bhatt, Krishna Murari	Why SMES adopt CSR Practices? A Study on the CORE Reasons For Engagement	ShodhSarita UGC Approved Care Listed Journal	ISSN:2348-2397 Volume: 08 Issue No: 29 Page No. January - March 2021
11.	Tejas Gujar, Dr.Bharati Jadhav	Environmental Analysis to analyze various environmental factors affecting ESSITY and identify the key drivers amongst them	Shodh Sanchar Bulletin, UGC Approved Care Listed Journal	ISSN –2229-3620 Volume: 11 Issue No: 41 Page No. Jan-March 2021
12.	Dr. Kirti Gupta Dr. Anuradha Yesugade	Increasing Screen Time of Youth during Pandemic !	Shodh Sanchar Bulletin, UGC Approved Care Listed Journal	ISSN –2229-3620 Volume: 11 Issue No: 41 Page No. Jan-March 2021



13.	Dr. Sonali Dharmadhikari Dr. Shweta Joglekar	An Empirical Study on Techniques to Create a Positive Learning Environment	Shodh Sanchar Bulletin, UGC Approved Care Listed Journal	ISSN: 2229-3620 Volume: 11 Issue No: 41 Page No. Jan-March 2021 Page number: 181 to 186
14.	Dr. Sachin Ayarekar Mr. Vikrant Nangare	"Entrepreneurship Development Through Management Institutes In Western Maharashtra: Need For Policy Interventions"	Vidyabharati International Interdisciplinary Research Journal UGC Approved Care Listed Journal	ISSN 2319-4979 March 2021
15.	Dr. Sachin Vernekar, Dr. Pravin Mane, Deepak Navalgund, Dr. Shyam Shukla.	Comparative Study between Swedish and Indian Education System	Elementary Education Online  PUBLISHER : Advanced Research Trentz  Indexing: Scopus EBSCO, DOAJ, Index Copernicus	Volume: 20 Issue No: 5 EEO. 2021; 20(5): 4897-4903 doi: 10.17051/ilkonline.2021.05.546 April 2021
16.	Dr. Sachin Ayarekar Mr. Vikrant Nangare	"Entrepreneurship Education System and the Impact of Management Institutes in Western Maharashtra"	BULLETIN MONUMENTAL	e-ISSN 0007-473X Volume : 22 Issue No. No. 4 Page Number: April 2021
17.	Dr. Hrishikesh Bhagat , Dr. Vinod Ingawale , Mr. Yogesh Gurav , Mr. Aakash Yadav	A Study of Consumer Behavior with reference to Online Book Selling in India	Turkish Journal of Computer and Mathematics Education International Referred Peer-Reviewed Journal.	E-ISSN - 1309-4653. Volume : 12 Issue No. No. 11 Page Number: 6333-6340 May 2021
18.	Prof. Nilesh Mahajan , Irfan Khatik	Fracture detection: A quick survey of deep learning models	International Journal of Creative Research thoughts (IJCRT) An International Open Access, Peer-Reviewed, Refereed Journal www.ijcrt.org UGC Approved Journal No. 49023 (18)	ISSN: 2320-2882 Volume : 9 Issue No: 5 Page No. 9321-9325 Impact Factor 7.97 May 2021

19.	Ms. Arushi Agrawal Dr. Anuradha Yesugade	From strangers to lenders: - Financial Disruption, p2p in India	International Journal of Creative Research Thoughts (IJCRT) www.ijcrt.org : An International Open Access, Peer Reviewed, Refereed Journal UGC Approved Journal No. 49023 (18)	ISSN: : 2320-2882 Volume : 9 Issue No: 6 Page No. 505-511 Impact Factor 7.97 June 2021
20.	Dr. Deepali Pisal	Covid-19, Pandemic (Affects and Recovery)	International Journal of Creative Research Thoughts (IJCRT) www.ijcrt.org An International Open Access, Peer Reviewed, Refereed Journal UGC Approved Journal No. 49023 (18)	ISSN: : 2320-2882 Volume : 9 Issue No: 6 Page No. Impact Factor 7.97 June 2021
21.	Dr. Ramchandra Mahadik. Tejas Gujar	"To determine the factors inhibiting Small medium enterprises (SME's) to adopt "Social Media Marketing"	Journal of Huazhong University of Science and Technology	ISSN: : 1671-4512 Volume : 50 Issue No: 05 Page No. Impact Factor 7.97 June 2021

### Faculty Participation

Name of the Faculty Member	Choose Event you participated in	Level of the Event	Detailed Title of the event
Dr. Hema Mirji	FDP	National Level	Emerging Trends in Organizational Behaviour
Dr. Sonali Dharmadhikari	Conference	International Level	International Conference on Innovations in Management Science
Dr. Sonali Dharmadhikari	FDP	National Level	Online Faculty Development Programme on "OUTCOME BASED EDUCATION"
Dr. Ranpreet Kaur	Conference	International Level	3rd HEF International Research Conference
Dr. Ranpreet Kaur	FDP	National Level	AICTE Training And Learning (ATAL) Academy FDP
Dr. Ranpreet Kaur	FDP	National Level	AICTE Training And Learning (ATAL) Academy - Operations Management FDP-

Dr. Anuradha Yesugade	Conference	National Level	One Day National Multidisciplinary Online Conference on "Crisis of Covid-19, and India: Implications, Challenges and Remedies"
Dr. Anuradha Yesugade	FDP	National Level	Five days Faculty Development Program on Journey to Research and Beyond
Dr. Anuradha Yesugade	Workshop	National Level	One Day Online Workshop on "OBE Concepts & Implementation and Digital Preparedness for NBA" organized by Internal Quality Assurance Cell(IQAC), Maharashtra Institute of Technology, Aurangabad
Dr. Anuradha Kiran Yesugade	Workshop	International Level	One Week International Level Workshop on Google Workspace Applications
DrRajita Y Dixit	FDP	National Level	Faculty Development Program on "Entrepreneurship Development" Organised By Faculty of Management Studies and NewGen IEDC, MRIIRS Sponsored by AICTE, New-Delhi
Dr. Rajita Dixit	FDP	National Level	AICTE Training And Learning (ATAL) Academy Online Elementary FDP on " Design Thinking
Dr. Hema Mirji	FDP	National Level	"Instructional Design for Effective Teaching"





## Alumni Speak



**Mr. Rajesh Tiwari**

Advisor-MPT KSGM  
(Sales, Planning and Strategy,  
Yangon, Myanmar)

“I thank the institute and the faculty members for all the efforts put in by them, along with the perseverance and right moves have paid off finally. All my batch mates are doing well in their respective jobs which reflect the quality of the students the institute has produced.”



**Mr. Abhishek Tandon**

BDM, Safeen Feeders, Abu Dhabi  
Ports, United Arab Emirates

“IMED was more than an Institute to me. It's a privilege to be connected to this institution. A place where I gained knowledge, best needed for survival in the outer world and confidence. Right from day 1 energy and enthusiasm is what I experienced, be it faculty or students. I am what I am today because of the curriculum, the teaching methodology adopted by the professors. The computer Lab was our innovation center/lab and the problems solved there were the most complicated problems solved till date. An Amazing institution which teaches you self-discipline, confidence and problem solving are essential traits to start your journey.”



**Ms. Monica Kilam**

Senior Project Manager, Code Blue  
(Fujifilm Group), Australia

“My College days are unforgettable and in fact those days are the happiest & fruitful days in my life. I proudly feel that I cherished every moment of my college. My experience in IMED was just amazing. I got infinite love & lessons from my teachers, their teachers made me do “Work Hard” for the way to success. Miss those days of IMED. Just want to thank the wonderful faculty of IMED.... I am proud to be an IMEDian.”

## Newsletter Editorial Board

**Advisor : Dr. Sachin S. Vernekar,**  
Dean FMS BV(DU), Director IMED

### Faculty Editors



Dr. Bharati Jadhav



Dr. Seema Tarnekar

### Students Editors



Mr. Akash Badlani



Ms. Anusha Kaul



Ms. Apurva Chandane



Mr. Aman Kumar



Mr. Arihan Prakash

## SUCCESS KEY

### Use Kind Words and Actions

We are responsible for what we are, & whatever we wish ourselves we are, We have the power to make ourselves, If what we are now has been the result of our own past actions, It certainly follows that whatever we wish to be in future can be produced by our present actions So we have to know how to act.

### Connect to your values

People who feel more connected to the company's mission and feel like their work is valuable or meaningful are more likely to be happy on the job. If you begin to feel like your work is meaningless, look at the big picture : work for pharmaceuticals company? Think of the lives being saved. Or consider how showing up each day aligns with your personal values The money you earn supports your life outside of work, and whether that's your family or a hobby, it's a good reason to keep coming in with smile.

**Dr. Sachin S. Vernekar**

# IMED – 'Where Dreams Become Reality'



## (Deemed to be University), Pune, India **Institute of Management and Entrepreneurship Development, Pune**



Erandawane, Pune- 38. Maharashtra, India

Accredited with 'A+' Grade (2017) by NAAC | Category-I University Status by UGC  
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### RANKING

- IMED is ranked among the Top 75 B-Schools in India by NIRF 2020, MHRD Govt. of India.
  - It is for the fifth year continuously it is ranked in Top 75 in India.
  - IMED is one of the only Two in Pune and One of the only 10 Institutes in Maharashtra ranked in Top 75 by NIRF, MHRD, Govt. of India
- Outlook in association with ICARE (Indian Centre for Academic Rankings and Excellence) ranked IMED:
- 13th among Top 50 Institutes in West Zone
  - 25th among Top University – Constituent Colleges

**Dr. Sachin S. Vernekar**

Dean FMS BVDU, Director, IMED

### PROGRAMMES

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2 year full time programme Dual specialization : Marketing, Finance, HR, IT, IB, Banking & Insurance, Retail and Hospitality Management

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### History:

Established by Bharati Vidyapeeth in 1978, IMED is one of the Premier Business Schools in Western part of India.

### Salient Features :

- Collaboration with Linnaeus University, Sweden for Student and Faculty Exchange
- Well Established Digital Learning Hub for Blended Learning
- Outlook -ICARE India ranked IMED 13th among top 50 Institutes in west zone and 25th among top in University -Constituent College in India.
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### INSTITUTE OF MANAGEMENT AND ENTREPRENEURSHIP DEVELOPMENT

Erandwane, Pune - 411038. Maharashtra, India

Tel. : +91 20 25425517, 25448005

E-mail : info.imed@bharatividyaapeeth.edu

Website : www.bvuniversity.edu.in /

imed.bharatividyaapeeth.edu



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