

Bharati Vidyapeeth (Deemed to be University), Pune
Abhijit Kadam Institute of Management and Social Sciences,
Solapur

Report on

IQAC of AKIMSS, Solapur organized

Series of International Web Seminars (Second Seminar)

***Theme: "The Secrets of Most Successful Companies: Insights into
Banking and Software Industries"***

Topics

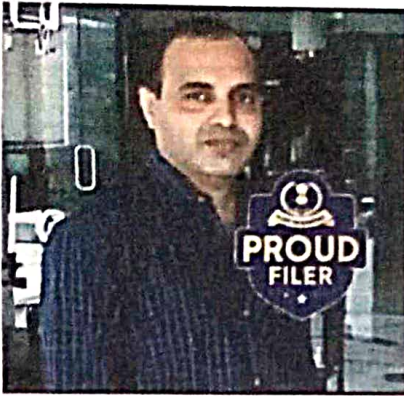
***Topics 1: Online Sales: Opportunities and Challenges in the
Pandemic Era***

Topic 2: A Blueprint to make a Winning Proposition

- Location: Online (Microsoft Teams)
- Date: Saturday, May 22nd2021
- Time: 5.00 pm to 8.30 pm IST
- Attendees: MBA & MCA Students and all the faculty members.

Session 1:

Online Sales: Opportunities and Challenges in the Pandemic Era by Dr. Sachin Warade



Executive Summary

On May 22nd 2021, at 5.00 pm IST Dr. Sachin Warade (Ex Business Head and Zonal Manager) HDB Financial Services and HDFC Bank, Pune, INDIA disclosed some of the most interesting facts about "Online Sales: Opportunities and Challenges in the Pandemic Era". He was a sales professional for more than 15 years; he had the perfect bird's eye view about the topic.

He started with his brief introduction about how he became a sales enthusiast from an engineer and his experiences during his tenure at different positions in different companies with varying responsibilities.

As pandemic has made everything and everyone to go online it had an impact how the sales is done as well. Dr. Sachin gave us some intriguing insights about the same and explained how the sale have changed and gone from paper to paper, hand to hand to hands free and online with digital money.

Dr. Sachin emphasized the paramount importance about the online existence of a business and how it's a game changer. If a business has to spread its wings, explore new horizons, to have competitive advantage or to generate profit online existence is crucial. He explained it by giving different examples from local to international observations of business around him.

He then stated the legitimate meaning of an "MBA" and also later answered a query from a student who asked regarding "how a person with no capital can start his own business?" with a beautiful example and description about the same.

As the session came to the end many students had many such interesting questions like relations between sales and marketing, how can a bank recover NPA online and so on and so forth, all the questions were answered in a very detailed and easy understandable manner.

Welcome note by Dr. Pritam Kothari (HOD, Management)

Vote of Thanks by Dr. Prabhat Kumar (Secretary, IQAC)

Session 2: A Blueprint to make a Winning Proposition by Mr Satish Sinha



Executive Summary

On May 22nd 2021, at 6.30 pm IST (Princeton Time: 9.00 am to 10.00 am), Mr Satish Sinha, Associate Vice President, Zensar Technologies, Princeton, NJ, USA, proposed a practical way of forming "A Blueprint to make a Winning Proposition". His services and propositions are recognized by Gartner, ISG, Everest Group and other market leading analyst company. He being a person who rose from the ashes like a phoenix to the glory that very people have in this world with his complete dedication, passion and on top off all hard work, he is the ideal person to explain about the above mentioned topic.

Modern loyalty and rewards programs are abundant and varied. But to differentiate not only a business but also as an individual in today's crowded market, one has to develop a unique and compelling value proposition to attract new customers and increase sales. "The ideal winning proposition is a mix of a company's strengths, customer needs and competitive differentiation. It combines the uniqueness of the brand with the top priorities of its customers."

Mr. Sinha stated about the rule which rules the world i.e. 80/20 rule, 80% of the people are the follower of the 20% innovators and creative thinkers. He emphasized us to be in 20% and become a creator instead of executioner. He was distinctive with his opinion that there are no short cut to success and it can be only achieved by hard work, persistence and patience.

Agenda and take away from the session:-

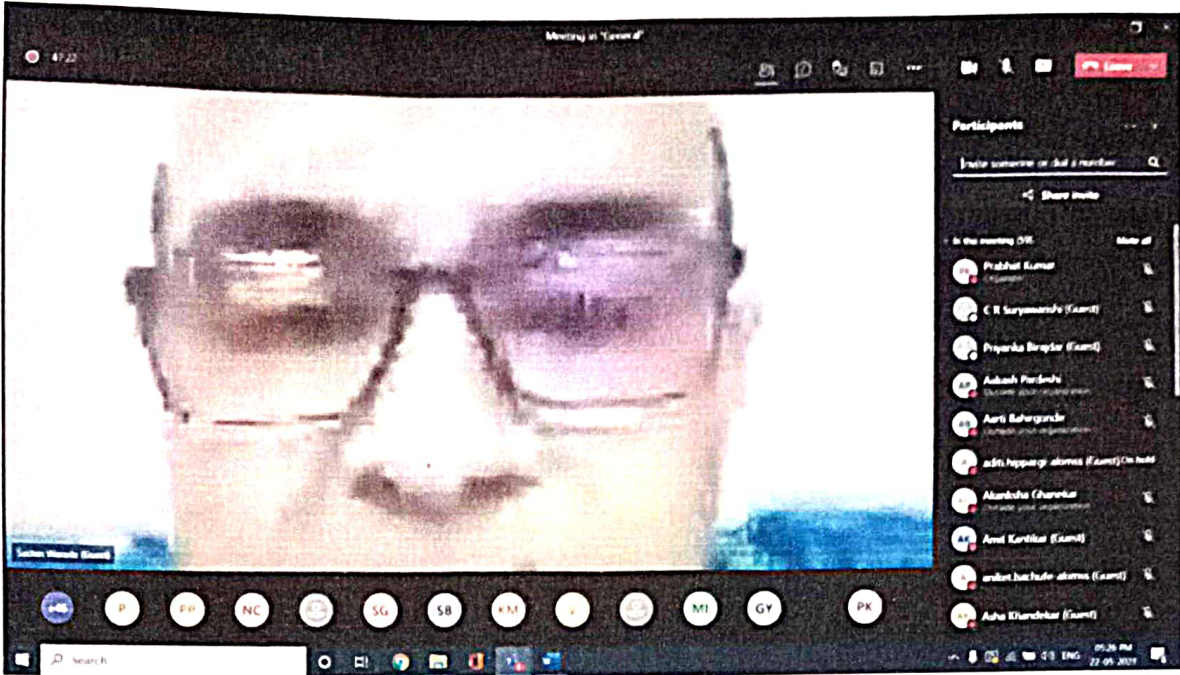
1. Understand what really is a Winning Proposition?
2. Understand how and why this is so relevant to each one of you during your education?
3. Understand why a winning proposition is so critical for a successful business?
4. Understand schematic of how to develop a winning proposition?
5. Understand how does your MBA program helps you prepare for future to make / contribute in a winning proposition.

After the compelling presentation, Mr. Sinha answered queries such as GTM, data scaling, COE, value addition, AR and VR and some carrier advice. He cleared not only the queries of the students also the faculty members who were actively participating during the session.

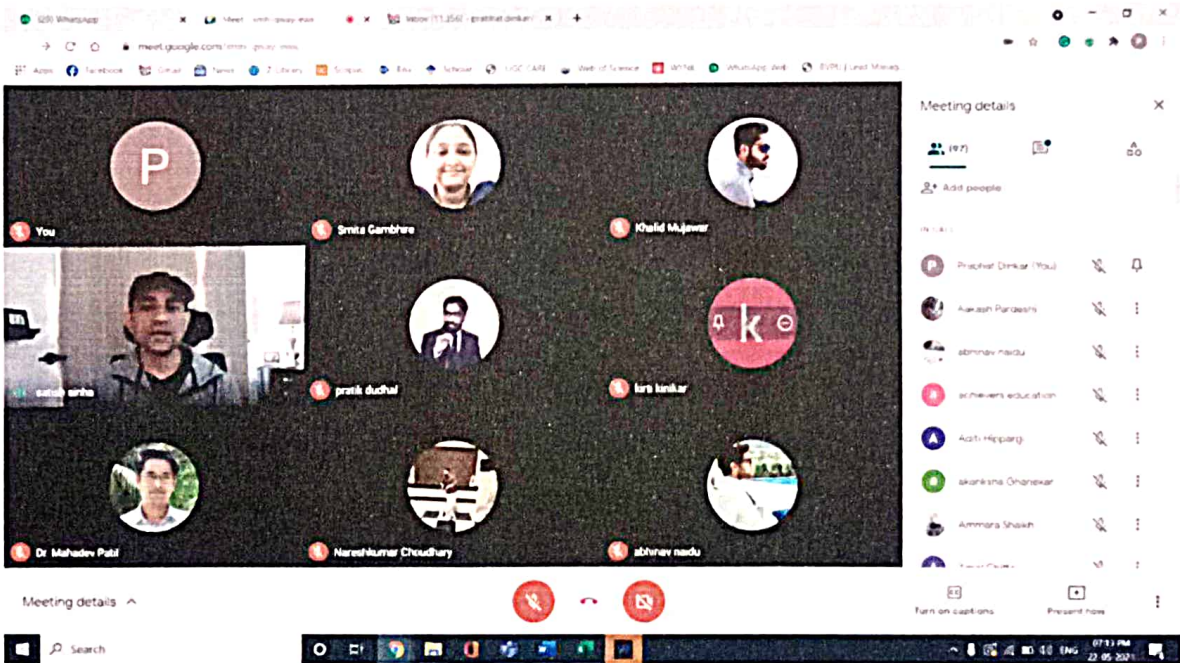
Welcome Address by Dr. Prabhat Kumar (Secretary, IQAC)

Vote of Thanks by Mr. Abhinav Naidu (Student, MBA-I)

SESSION 1 SCREENSHOT



SESSION 2 SCREENSHOT




Director

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and Social Sciences, Solapur