

# 1) Workshop on Prototype/Process Design and Development –Prototyping

## Under the Institute Innovation Council's (IIC) Activity

### Report

Sinhgad Institute of Management and Computer Application, (SIMCA), Pune has organized a day seminar on “**Workshop on Prototype/Process Design and Development –Prototyping**”, on June 9, 2021. The workshop focused on Prototyping Design Thinking. Interested faculty and students have attended the workshop. The program started at 11:00 am with the welcome address by Ms. Priya Shinde. The opening remarks and introduction given by Guest speaker Prof. Prajakta Joshi she has experience of 28 years, she is Entrepreneurship Innovation Educator, NEN Faculty and a Leader.

She highlighted design thinking and the tools and techniques of prototyping. She emphasized how we can think differently and how we have to be passionate about our goals.

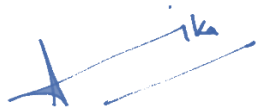
She shared her research work and talked about her experience in all these years. She gave several examples of prototyping. She also explains how prototyping is used in various fields like Engineering, Architecture, etc.

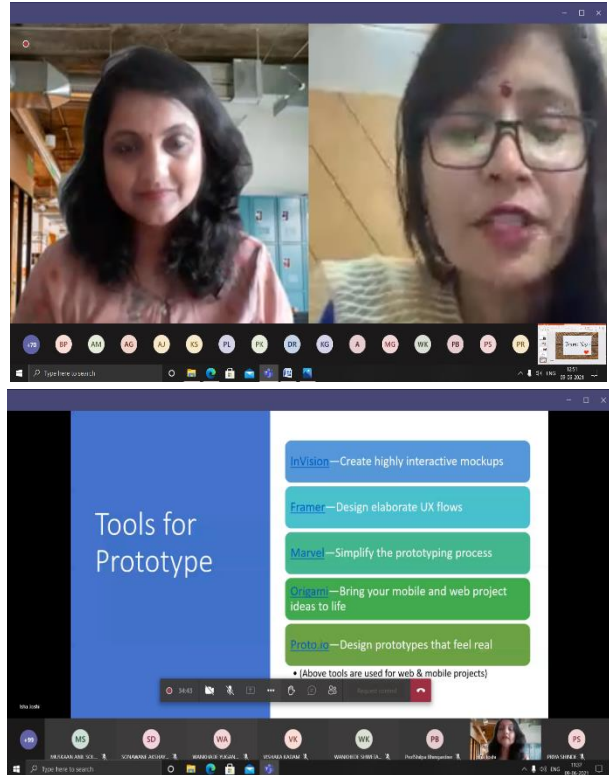
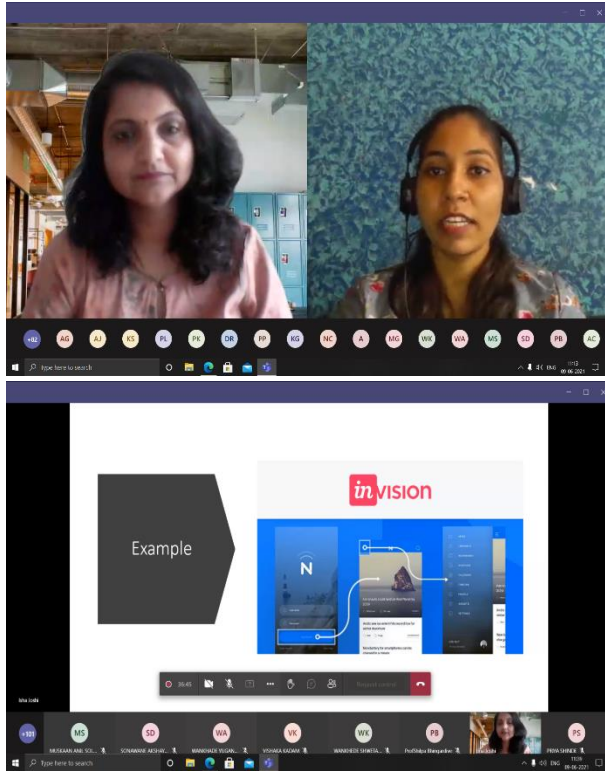
Professor Prajkta Joshi shared her experience of starting a travel community platform and fulfilled women's dreams to travel solo. Prof. Prajakta Joshi decided to empower women differently. PWST-Pune Women Solo Travelers is a community-based organization run by women for women!! She used media and a social media platform to reach out to every woman. Her hard work and dedication paid off by receiving and achieving various rewards.

She presented her work and observations in tourism growth in social, political, economic sectors. Also emphasized on how to use social media platforms for encouraging women and many more.

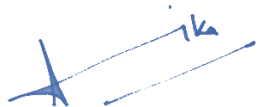
At the end of the program, Dr. Anamika Singh (Director, SIMCA) shared her experience of attending the workshop and appreciated the inspiring work done by guest Prof. Prajakta Joshi. Ma'am has ended the session by thanking the guest speaker for such an interesting and informative session and for being with us.

### Glimpses of the session:





Flyer of the Event:





Our Source of Inspirations

 <b>Hon. Prof. M. N. Navale</b> <small>Founder President, Sinhgad Institute</small>	 <b>Hon. Dr. (Mrs.) Susanto Navale</b> <small>Secretary, Sinhgad Institute</small>	 <b>Hon. Mrs. Parshwa M. Navale</b> <small>Auditor, Vice President (Admin), STES</small>	 <b>Hon. Mr. Rohit M. Navale</b> <small>Vice President (HR), STES</small>
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**Workshop on Prototype/Process Design and Development - Prototyping**  
Under the Institute Innovation Council's (IIC) Activity

JOIN us via Microsoft Teams  
 On  
**09<sup>th</sup> JUNE 2021 at 11:00 AM**

<b>Guest Speaker</b>  <b>Prof. Prajakta Joshi</b> <small>Entrepreneurship and Innovation Educator, NEN Faculty Leader</small>	<b>Convener</b>  <b>Dr. Anamika Singh</b> <small>Director, SIMCA</small>
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:-Co-ordinators:-  
**Prof. Ashwini Chavan (+91-91589 82850)**  
**Prof. Shilpa Bhigardive (+91-7066902989)**

Sinhgad Technical Education Society's  
**SINHGAD INSTITUTE OF MANAGEMENT AND COMPUTER APPLICATION, (SIMCA), PUNE - 411041**  
(Affiliated to University of Pune, Approved by AICTE & Accredited by NAAC 'A' Grade)

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# Session on Talk with Start-up Founder /Co-Founder Under the Institute Innovation Council's (IIC)Activity:

## REPORT

Date:- 24/08/2021

Sinhgad institute of management and computer application (simca) Narhe, has organised a Live session on "Talk with Start-up Founder/Co-Founder "on the occasion of celebrating the World entrepreneurship day on August 24,2021. The session was focused on an interactive session regarding start-ups, interested students have attended the session. The session started at 4 pm with the welcome address by Mr. Abhishek Singh addressing the guest Mr. Pritesh Singh Co-founder and CTO at carselonadaily. He is currently working with the excellent people in the motor vehicle industry.

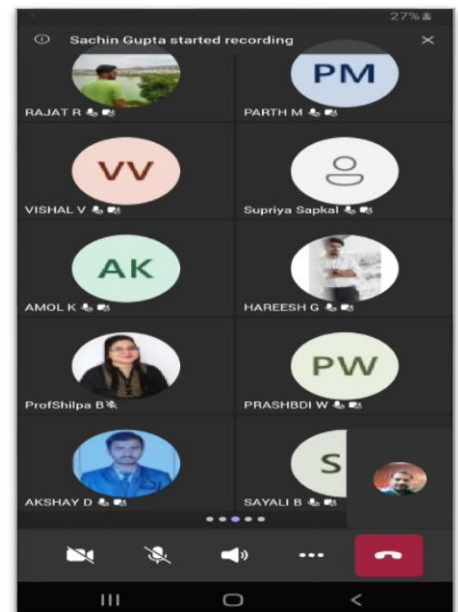
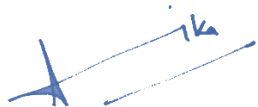
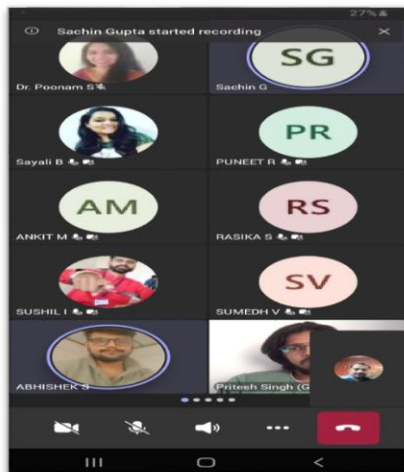
Mr. Pritesh Singh started with briefing about the introduction of start-ups. He clearly described about the difference between starting a business and a start-up. Then moving on he described on what to focus on while starting a start-up and how to get the investments for the start-ups.

Mr. Pritesh Singh clearly mentioned the steps for starting a start-up and the major requirements and experiences needed. He shared his life experience from joining the college to how he started the start-up and gave advices on what others should do while planning for a start-up. He explained about the importance of having a vision and goal to achieve the target.

The session started interactive, lots of students had their doubts and shared their experience, Mr. Pritesh Singh helped to solve their doubts and motivated others to start start-ups. He gave examples of different start-ups and explained how they achieved their success.

At the end of the session Prof.Sachin gupta gave a short description on entrepreneurs. He shared his experience of the session and ended the session thanking the guest speaker for the informative session.

### GLIMPSES OF THE SESSION





**FLYER OF THE EVENT**

Our Source of Inspiration

Hon. Prof. M. N. Navale  
Founder President, SIES

Hon. Dr. (Mrs.) Sunanda Navale  
Secretary, SIES

Hon. Mrs. Rachana M. Navale  
Vice President (Admin), SIES

Hon. Mr. Rohit M. Navale  
Vice President (W), SIES

**SIMCA Celebrates World Entrepreneurship Day**  
under Institute Innovation Council's (IIC) Activity

**Organising Activity on**

**Talk with Start-up Founder/Co-Founder**

**Mr. Pritesh Singh**  
Co-founder & CTO at Carselonadaily,  
Delaxo Technologies Pvt. Ltd.

**Co-ordinators:-**  
Dr. Poonam Sawant (+91-9604160594),  
Dr. Shilpa Bhingardive (+91 - 7066902989)

**Date & Time:-**  
24<sup>th</sup> August 2021  
04:00 PM

**Platform:-**  
Microsoft Team

**Convener**

  
Dr. Anamika Singh  
Director, SIMCA

Sinhgad Technical Education Society's

**SINHGAD INSTITUTE OF MANAGEMENT AND COMPUTER APPLICATION,**  
**(SIMCA), PUNE - 411041**

(Affiliated to Savitribai Phule Pune University, Approved by AICTE & Accredited by NAAC 'A' Grade)

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**FACULTY DEVELOPMENT PROGRAM**

**TRAIN THE TRAINER**

**Date:-7&8 APRIL 2022**

**VENUE:-CTC, LONAVALA**

**SUMMARY REPORT BY :- DR MILIND A MARATHE, PROFESSOR,  
SIMCA**

**Date:-7<sup>th</sup> April 2022**

**Time:-10-1 pm**

**Session1**

**Resource Person:-Prof Mr Govind D Apte**

**Theme:- Case study Teaching Methodology**

**Some of the key points covered in the session:-**

The case method changes the role of the students from passionate absorbers to Partners in the joint process of learning

Role of Teacher is seen as:-

Provoking argumentative Thinking

Guide with own contribution

Taking final position on view points

Constant probing

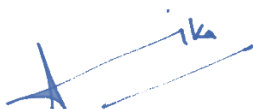
Use contrast and comparison for learning

Case method of teaching helps in

Analytical skill development

Conceptual understanding

Deductive reasoning



## Session2

**Time:-2-5 pm**

**Resource Person:- Prof Govind D Apte**

**Theme:-Case study discussion-following cases were discussed:-**

- 1.The Chattanooga Ice Cream Division
2. Birch Paper Company
3. Atlantic Computer:-A bundle of pricing options

**Case Study: The Chattanooga Ice Cream Division, Case study, HBS case study**

Background Analysis

Falling Trend of ice cream consumption

Loss of sale for regular flavours

Shifting blame

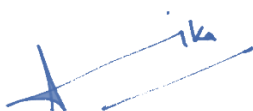
Inexperienced staff

Management failure to launch new products

Inexperienced CEO

Weak R&D

No synergy in Decision Making





## **Case Study : Birch Paper Company,HBS case study**

Birch Paper company was a medium sized, partly integrated paper company, producing white and Kraft papers and Paperboard

### **Key learning**

Decentralise responsibilities and authority

Each division profit and ROI

Northern Division – Display box with Thompson Division – Designed by Thompson, Reimbursed by Northern for cost of design

Profit Margins are squeezed

Contribution is equal to overheads

Marked price=\$430

Target price=\$480

Variable cost=\$280

Any price above Variable cost

## **Case Study: Atlantic Computer:-A bundle of pricing options, HBS Case study**

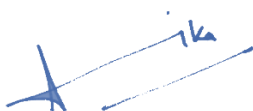
Key factors influencing the pricing strategy

1. Atlantic computer could stay with the status quo and offer software tools for free
2. Charge a price equal to its competitor
3. Charge a price based on cost plus pricing
4. Charge a price based on value based pricing

### **Key learning:-**

Design marketing strategy in support of Marketing channel and pricing

Highly reliable product



Customer centric approach

Product differentiation

Buying behaviour is different in different segments

Take a part of benefit, Shadow pricing

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**Date:-8<sup>th</sup> April 2022**

### **Session1**

**Time:-**10.00 am -1.00 pm

**Resource Person:-Dr Sharad Joshi, Management Consultant**

**Theme:-**Teaching Pedagogy for Management Institutes

**Some of the key points covered in the session:--**

Dr Sharad Joshi had send a case study titled 'National Stell Indutsries Limited,an IIM Ahmedabad case study and a chapter (Title;-At the firing line of Business) ,adopted from a novel on Automobile industry Titled 'Wheels'.

Dr Joshi used reference of the case study and the chapter from the book during the session.

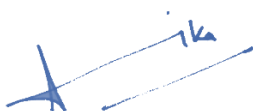
Qualitative Research Methods Grounded Theory – Developing a theory to explain a research problem

(Farmer suicides)

Ethnography-exploration of cultural groups (e.g. millennial) with a view to understanding a way of life from the point of view of its participants

Phenomenology- Understanding a phenomenon directly irrespective of its social and historical context (e.g. Film Institute standoff)

Ethnomethodology – Study of methods which individuals employ to create order (e.g. succession process) and to learn from them



Action research – Research focusing on action and knowledge in an integrated fashion through a cyclical and participatory means (e.g. agile methodology)  
Case Study – In depth analysis of a single or small number of units.

The purpose is to learn from them and to develop theory (Pharma MNC's)

## Session 2

**Time:-** 2.00pm-5.00pm

**Resource Person:-** **Dr Daniel Penkar, Director SIOM, Pune**

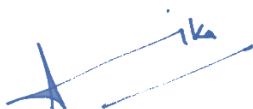
**Theme:-** What it's like to work in Management Institute

**Some of the key points covered in the sessions are as follows:-**

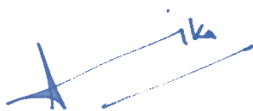
9P's in Training/Teaching

P= Planning – Preparing – Practice P= Pronunciation, P= Pitch, P= Pace,  
P=Pause, P=Pride, P=Passionately

1. How to maintain control on your session?
2. Anticipate difficulties in the session
3. Ask yourself the objective and the bigger picture of a particular session
4. Should we make objective of the session clear to the class / Audience
5. What combination I can use in teaching
  - Involve me and I learn
  - Tell me and I hear
  - Show me and I see
6. What is vicious circle in training/Teaching
  - +ve vicious circle
  - ve vicious circle
7. Understanding the audience is it important?
8. Can we take advantage of gestures in teaching?
9. Should there be an agenda with us before and during the lecture and session?



10. Why role of confidence is important in teaching /
11. Why is it important for faculty to come to class on time or before time?
12. How important is Time Management in teaching
13. Start- Maintain End with lively pace and Talk Why?
14. Phrases Quotes. Important statements or words of wisdom are they important
15. Is feedback from the students important in teaching / training?
16. Why are certain activities / exercise important in teaching?

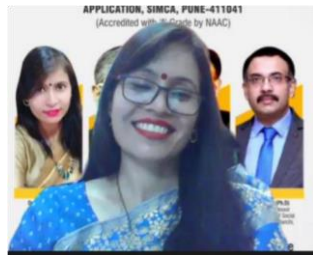




**Sinhgad Technical Education Society's  
Sinhgad Institute of Management & Computer Application, Pune**

**Report of Induction Programme**

Two days online Induction programme for MBA Batch 2021-2023 was conducted by Sinhgad Institute of Management & Computer Application (SIMCA), Pune on 28<sup>th</sup> – 29<sup>th</sup> December 2021 under the aegis of Sinhgad Technical Education Society (STES). The objective of the program was to acclimatize the students to the new environment and get them acquainted with legacy and culture of Sinhgad Institutes and Academics, Placement various activities and events at SIMCA.



**Dr. Anamika Singh,**  
Director, SIMCA, Pune



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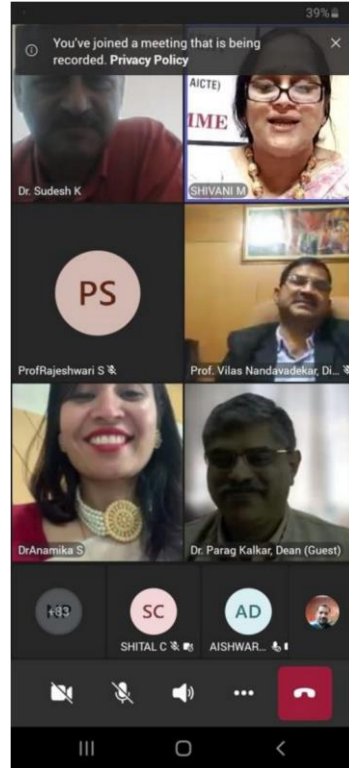
On Day 1 (Tuesday, 28<sup>th</sup> of December 2021), the Induction was inaugurated by Dr. Anamika Singh, Director, SIMCA, She extended a warm welcome to students of MBA 2021 -2023 batch .She has presented a two year comprehensive academic plan leading to Holistic development .This in turn will offer them a competitive advantage in the corporate world, She shared interesting success stories of Elon Musk, Tesla.

This was followed by the Mr. Nitesh Khatlawala, CEO Puspadin Investment. The theme for his session was Career in Finance. He stressed on the importance of blending the conceptual and practical learning for the budding managers. He elaborated on core banking, stock market, commodities market etc

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The next session was followed by Dr. Parag Kalkar, Dean, Commerce and Management, Savitribai Phule Pune University (SPPU) stressed a theme that studying in a B school is like working in a company. The Budding managers will have to invest 10 to 12 hours per day for learning and evolving as a professional.

The last session of the day was by Mr. Baliram Mutagekar, VP (HR), the theme of his session was 'Bridging The Gap Between Industry Expectations and Offering'. He stressed on the industry challenges and importance of developing the soft skills.

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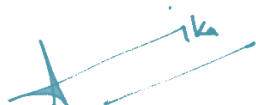


Day 2 (Wednesday, 29th of December 2021) started with Dr. Rik Das, the lead Data scientist (Computer Vision and Research ) Siemens .He enlightened the audience on ‘Significance of business Analytics’. He elaborated on pre and post pandemic scenario in the industry and the skills to be developed by the students for a successful career in Business Analytics.

It was followed by a fruitful session by Dr. Shridhar Rajpathak, Director, Garware Technical Fibres limited .The theme for his session was International Business. He highlighted the nuances of International Business focussing on agile organizations, International Operations, expectations of professionals and bottom line as Customer and consumer loyalty,

This further was followed by a session by Dr Tansen Chaudhari, COO, FluidControls India Limited Pune, The theme for his session was operations management. Key points were ‘Interaction among three gods -continuous preservation, destruction and creation cycle

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SIMCA - MBA 2021 INDUCTION DAY -2 (Wednesday, 29th December 2021) @9am To 5pm

45:00

You're recording. You are recording this meeting. Be sure to let everyone know that they are being recorded. Privacy policy

Attendees (35)

The slide titled "Process of Business Analytics" shows a circular flowchart with six steps: Discover a business need, Collect data, Analyze data, Predict outcomes, Find the best solution, and Plan & Monitor. The second slide, titled "BUSINESS ANALYTICS", features a Venn diagram with three overlapping circles labeled "Business Analytics", "Data", and "Insights".

RD

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9:25 AM 12/29/2021

SIMCA - MBA 2021 INDUCTION DAY -2 (Wednesday, 29th December 2021) @9am To 5pm

01:04

Recording has started. This meeting is being recorded. By joining, you are giving consent for this meeting to be recorded. Privacy policy

The slide illustrates the STP process. At the top, a yellow arrow labeled "MARKETING" points to a sequence of blue arrows: "Segmentation", "Targeting", "Positioning", "Approach", and "Customer". Below this, a diagram shows an orange being segmented, an arrow hitting a red apple (targeting), and a box for "POSITIONING" which branches into "PRODUCT" and "PRICE" (top) and "PLACE" and "PROMOTION" (bottom). The "POSITIONING" box contains the text "Build and improve brand equity to chosen target".

Rajpathak (Guest)

Dr. Milind...

Prof. Nitin K...

DHEND...

Prof. Rajesh...

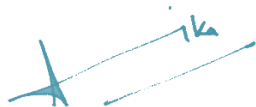
On hold

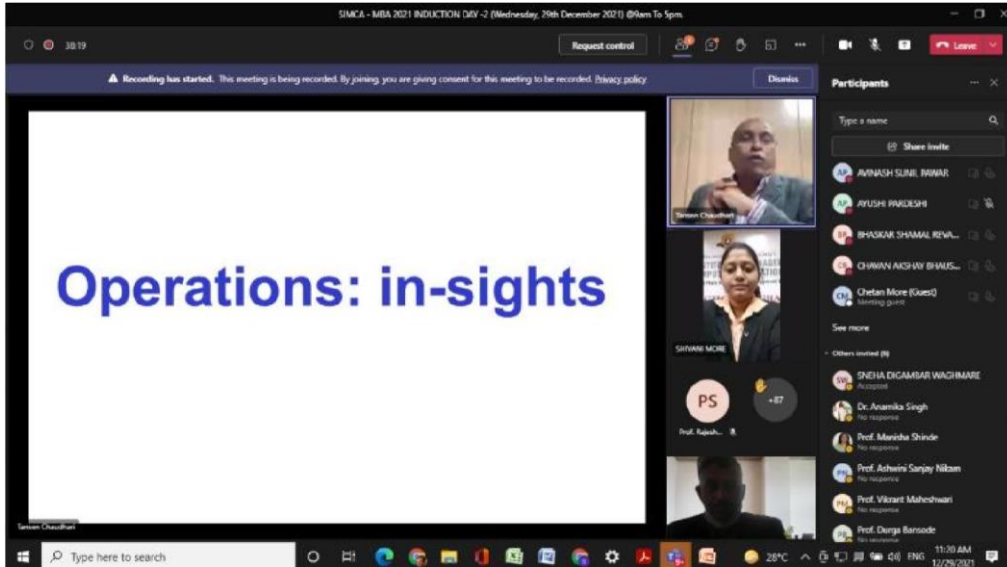
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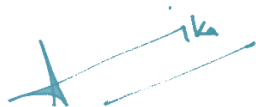
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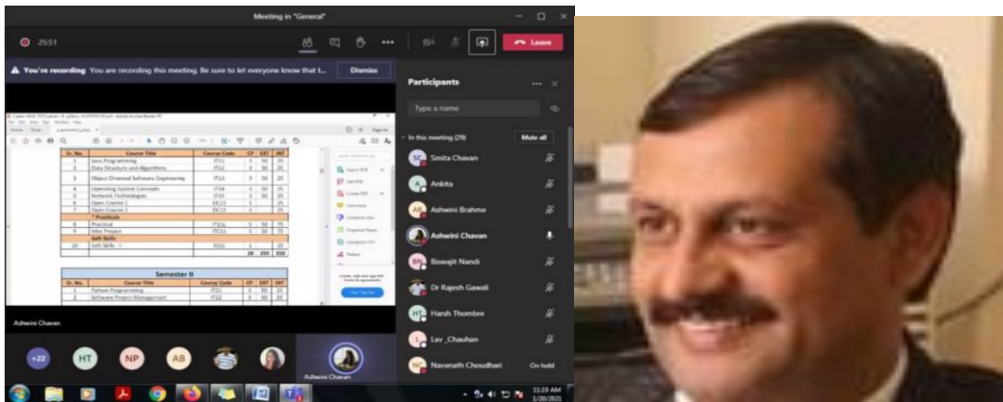
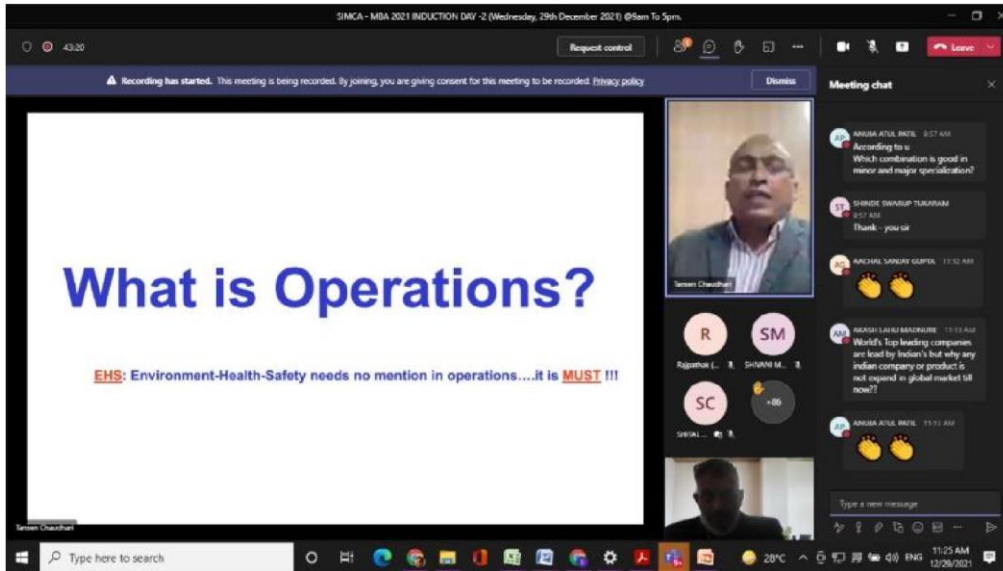
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Post lunch session was conducted by Dr Sudesh SharmaMBA ,SIMCA He has discussed the MBA syllabus (2019 ) pattern and shared the teaching learning methodology .He elaborated on the Choice Based Credit System Courses, Major and minor specializations ,Program outcomes (POs) and course outcomes(COs)

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**Mr. Prathamesh Shinde**  
Saint Gobian Glass India Pvt. Ltd.  
Area Manager - Projects and  
Processing, Maharashtra and Goa



**Mr. Chinmay Deshmukh**  
Branch Manager,  
Cholamandalam Finance



**Mr. Amol Gadre**  
Mahindra Finance,  
Deputy Manager,  
HR Analytics and Quality

Alumni Panel Discussion was held on 29<sup>th</sup>December 2021 at 2: 30 pm, MBA alumni of SIMCA joined the discussion via Microsoft Teams: The discussion revolved around various points like Industry Expectation from freshers. Importance of participation of students in various activities and events organized by the Institute in term of holistic development of the students and Post COVID scenario in the corporate world and its impact on the corporate career

Mr. Prathamesh Shinde, Area Manager (Saint Gobian Glass)spoke on open and learning culture at SIMCA and how students were delegated responsibilities of various activities and events

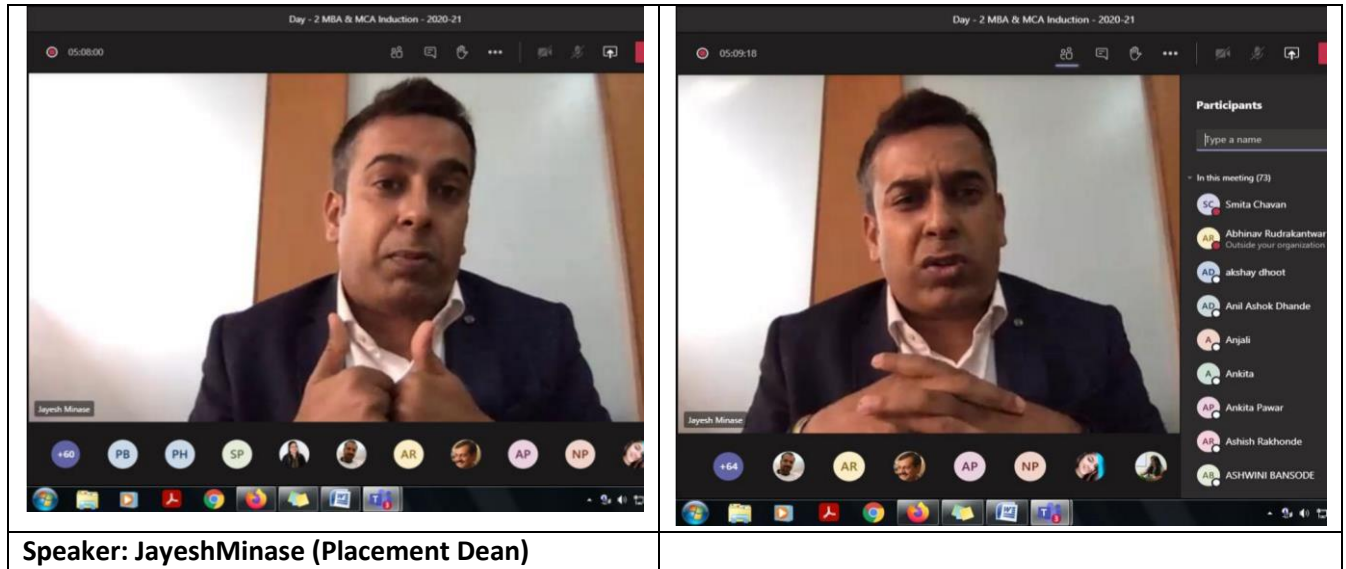
Mr. Chinmay Deshmukh, Branch Manager (Cholamandlam Finance)elaborated on effective use of resources made available to them like library, alumni session, guests sessions etc

Mr. Amol Gadre, (Deputy Manager-HR Analytics and Quality) who is MBA HR Alumni shared his views :on mentoring and guidance given to the students

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Session on 'Placement Talk' was conducted by Dr. Jayesh Minase, Dean Placements MBA Sinhgad Institutes. The objective of the session was to develop clarity among the students in terms of their academic and career interests, and guided them in achieving their short and long-term goals. He stressed on developing problemsolving ability, creative thinking, and acquisition and development of transferable skills,



Prof Rajeshwari Shinde faculty member at SIMCA proposed the vote of thanks to the STES' patrons Hon. Prof. M. Navale, Founder President, Hon. Dr. Sunanda Navale, Founder Secretary, Hon. Mrs. Rachana Navale Ashtekar, Vice-President(Admin) and Hon. Mr. Rohit Navale, Vice-President(HR), eminent speakers and students, Team SIMCA

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**SINHGAD INSTITUTE OF MANAGEMENT AND COMPUTER APPLICATION**

**NARHE, Pune 41**

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Title : Panel discussion on Entrepreneurship under Institution Innovation Council (IIC)  
of MoE's Innovation Cell

Date : 24<sup>th</sup> August 2021

Time : 5 pm to 6 pm

Faculty Coordinator: Prof. Manisha Shinde, Prof. Sachin Gupta

Venue : Online Platform through MS Teams

Moderator: Prof. Manisha Shinde

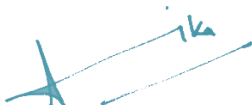
Panel members: SIMCA Alumni Entrepreneurs -

- 1) Mr. Natansh Dubey (MBA) - MNG Legal (Founder Partner)
- 2) Mr. Aniket Yadav (MBA(IT)) - Tech Celestial Innovations (Director)
- 3) Mr. Pritesh Singh (MCA) - Carselonadaily (Co-founder)

Attendees: All students of MBA and MCA, All faculty members of MBA and MCA

Objectives of the activity:

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- To spark conversation between a group of entrepreneurs and thought leaders, so that the students can learn from their discussion and interaction
- To provide the students, panelists personal experiences, opinions and share how to tackle the problems

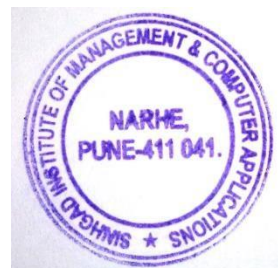
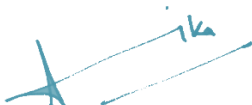
### **Table Plan**

Sr No	Activity/Guest/Speaker	Time
1.	A short speech on Entrepreneurship by Prof. Sachin Gupta	5.00 pm to 5.05 pm
2.	Introduction of all the panel members by Prof. Manisha Shinde	5.05 pm to 5.15 pm
3.	Panel discussion by a moderator Prof. Manisha Shinde	5.15 pm to 5.55 pm
4.	Vote of Thanks by a student	5.55 pm to 6.00 pm

#### Activity Background -

The **"Panel discussion on Entrepreneurship"** was a Ministry of Education Innovation Cell (MIC) driven activity arranged under Institution Innovation Council of MoE's Innovation Cell, to promote World Entrepreneurs Day. The entrepreneurs of MBA were identified by Prof. Manisha Shinde.

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The program started with the short speech on Entrepreneurship by Prof. Sachin Gupta. Then, the panel discussion started with the introduction of all the entrepreneurs by the moderator Prof. Manisha Shinde. The discussion continued by asking various standard and personal questions to the entrepreneurs by Prof. Manisha Shinde like -

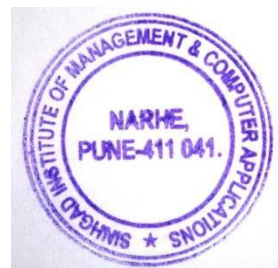
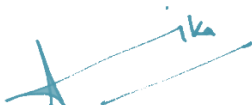
- a) How did the idea for your business come about?
- b) What was the key driving force to become an entrepreneur?
- c) How did you come up with the name of your company?
- d) About their journey from SIMCA to entrepreneur
- e) How do you market your business?

All the entrepreneurs answered and shared their personal experiences, their opinions with the students. All the three panel members had done their SIP Summer Internship Program with the entrepreneurs only. So, the moderator advised the audience students to not to avoid SIP with the entrepreneurs which generally students does. Finally, all the entrepreneurs were asked to speak about give message to all the students and were asked to share 3 key points to become a successful entrepreneur. The session was concluded by the vote of thanks by a student of MCA.

#### Student's Feedback-

- Students were very happy with the panel discussion as the panel members shared their experiences, their success path which will definitely encourage and motivate the students
- Students learnt about the different funding policies, the formalities required to become an entrepreneur.

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Prof. Manisha Shinde

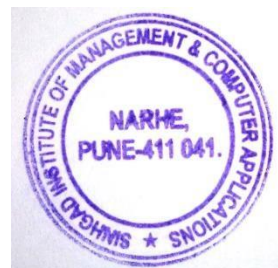
Meet Coordinator

Dr. Anamika Singh Parents

Director (SIMCA)

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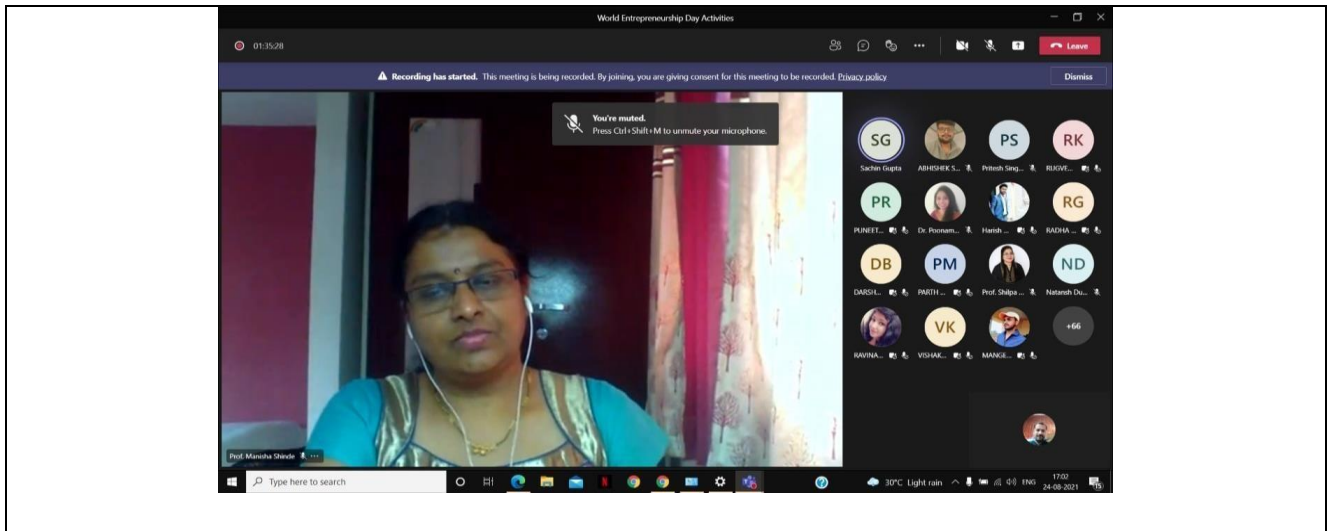
Sinhgad Technical Education Society

SINHGAD INSTITUTE OF Management and Computer Application

Narhe, Pune 41

Glimpses of the Event "Panel discussion on Entrepreneurship " By

**SIMCA**

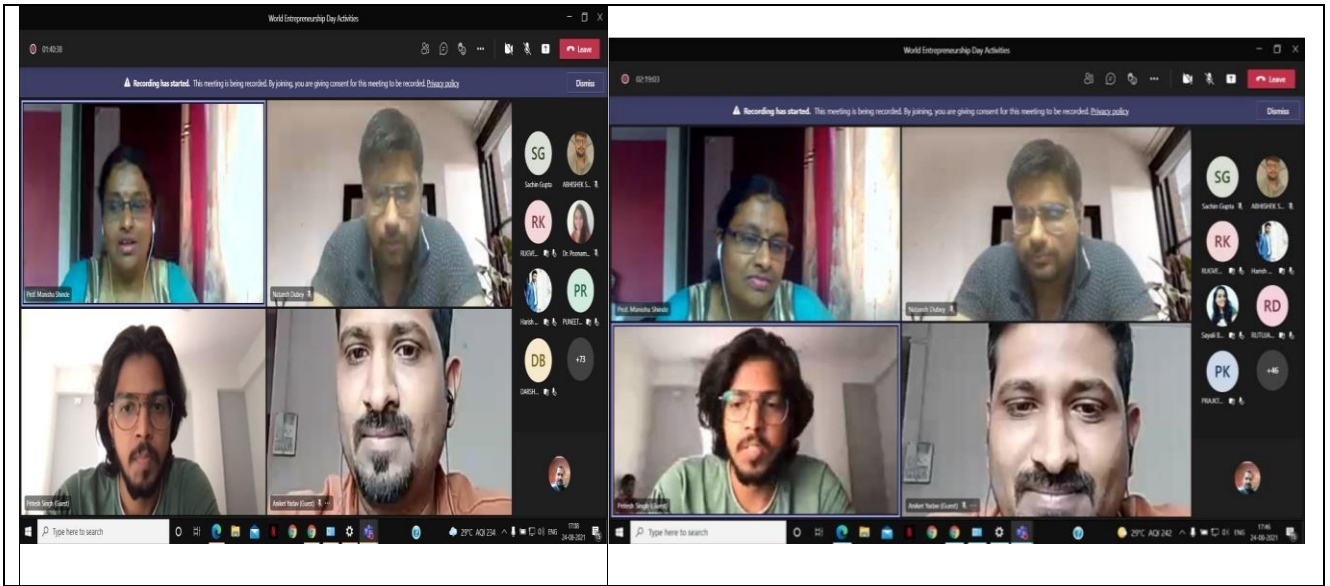


**A short speech on Entrepreneurship by Prof. Sachin Gupta**

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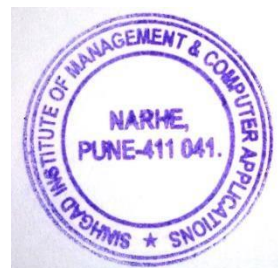




**Introduction of panel members and panel discussion by Prof. Manisha Shinde**

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**Sinhgad Institutes**  
**Sinhgad Institute of Management and Computer Application (SIMCA), Narhe**  
**Alumni Meet Report 2022**

Sinhgad Institute of Management and Computer Application (SIMCA), Narhe has organized 'Rendezvous – Online Alumni Meet 2022' on Saturday 25<sup>th</sup> June 2022 between 5pm to 7pm. It was an incredible reunion of alumni, students, faculty and staff members though it was on the virtual platform Microsoft Team. It gives immense pleasure to present the report of Alumni Meet 2022.

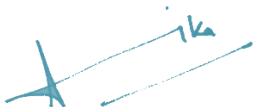
The main objective of the scheduled meet:

1. To encourage, foster and promote close relations among the alumni.
2. To maintain communication flow of Alumni and current batch students.
3. To provide a forum for the Alumni for exchange of ideas on academic, cultural and social issues of the day by organizing and coordinating reunion activities of the Alumni.
4. To keep a roster of all Alumni and their pertinent data.
5. To provide career development and guidance.

The Alumni Association of SIMCA achieves these objectives by hosting an Alumni Meet every year through communications, interaction in various ways namely alumni meet, mock interviews, guest sessions, and inviting alumni as a judge in the various institute's events and many more.

**Schedule: Alumni Meet 2022**

Timing	Sessions	Resource Person	Key Point Discussed
05:00-05.30 pm	Welcome Note and Directors Address	Dr. Anamika Singh Director SIMCA Prof. Rajeshwari Shinde – Host Alumni Meet	Updates about SIMCA and various events happening.
05.30 pm-06.30 pm	Alumni Association Review	Dr. Milind Marathe, Professor, SIMCA-MBA, Natanash Dubey - Alumni Association President Pritesh Singh - Alumni Association Vice President	-Alumni Association Review - Industry interaction, Future activities, Career Services



06.30-7.00 pm	Alumni Interaction	Alumni Representative- Prajwal Shetty C.H.Meena, Hrishikesh Kale, Nitin Dhopatkar , Trupti Sagar Kewal Bagawe, Rani Prajapati	-Industry interaction, Startup Support, Knowledge and Experience sharing -Internship and Placement Opportunities
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Prior to the annual alumni meet, the event registration details were shared to the alumni through various social media platform and mail was also sent to all alumni. Total 120 Alumni's enthusiastically attended this online alumnus meet.

Dr. Anamika Singh, Director- SIMCA extended warm welcome and updated alumni about various activities and initiatives of SIMCA. Mr. Natansh Dube, President SIMCA Alumni Association shared his views and industry experience to the audience also expressed his gratitude for such a wonderful Alumni Meet Event.

Mr. Pritesh Singh, Vice President SIMCA Alumni Association joined the event from New Delhi & was thankful to be part of this event. Mr. Hrishikesh Kale, Kewal Bagawe, Nitin Dhopatkar Trupti Sagar shared their experiences being a part of SIMCA family and his experiences about the management profession in general.

Prajwal Shetty from batch (12 -14) expressed that there should be one common platform to be devised, wherein all the alumni can communicate and share job vacancies, in their company, their achievements in professional career.



A handwritten signature in blue ink, consisting of a stylized 'X' followed by some illegible characters.

C.H.Meena (HR) from batch (15 -17) added that, job requirements will be provided by our company if there is any common platform.

Prof. Manisha Shinde appealed to the alumni team to provide the details of alumni of their respective batches.

Afterwards Dr. Vilas Nandavadekar, Director SIMCA –MCA shared his experience and achievements of his career along with his thoughts on Alumni activities. He urged the alumni to contribute in enhancing Knowledge and skill domains of current students by conducting guest lectures, webinars, and seminar.

Dr. Milind Marathe, Research Head, emphasized on the role alumni in strengthening the department and stressed on building of strong bonding between juniors and the seniors for overall growth of the department

Dr. Sudesh Sharma, Academic Head, enlightened students with his views. He stressed on the importance of dedication and persistence in gaining success in carrier.

All the participants attended the alumni meet with great enthusiasm and made the alumni meet a great success with exchange of thoughts and ideas. It was a good stress reliever for students and alumni, change from their routine work and academic life. It was a nice gesture from Alumni to declare support and any help required as per their capacity for betterment of SIMCA.

The event was concluded with formal vote of thanks to everyone for their contributions to put their best effort in arranging this grand alumnus meet. SIMCA family express sincere gratitude towards all the alumni for sparing their valuable time and contributing towards making it a memorable evening. Thank you very much again.

**Dr. Anamika Singh**  
Director, SIMCA.

## **Photos of Online Alumni Meet 2022**

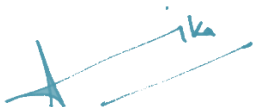
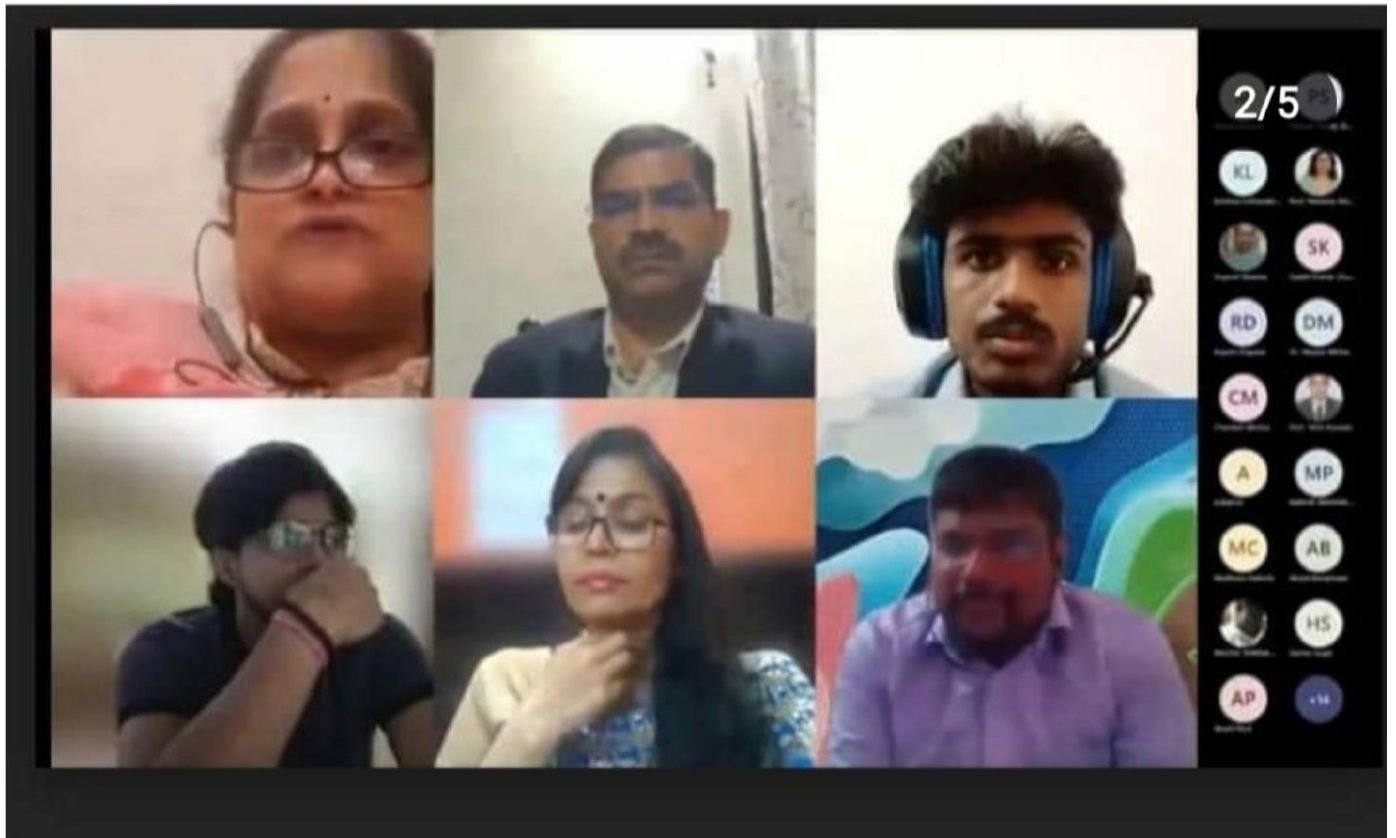


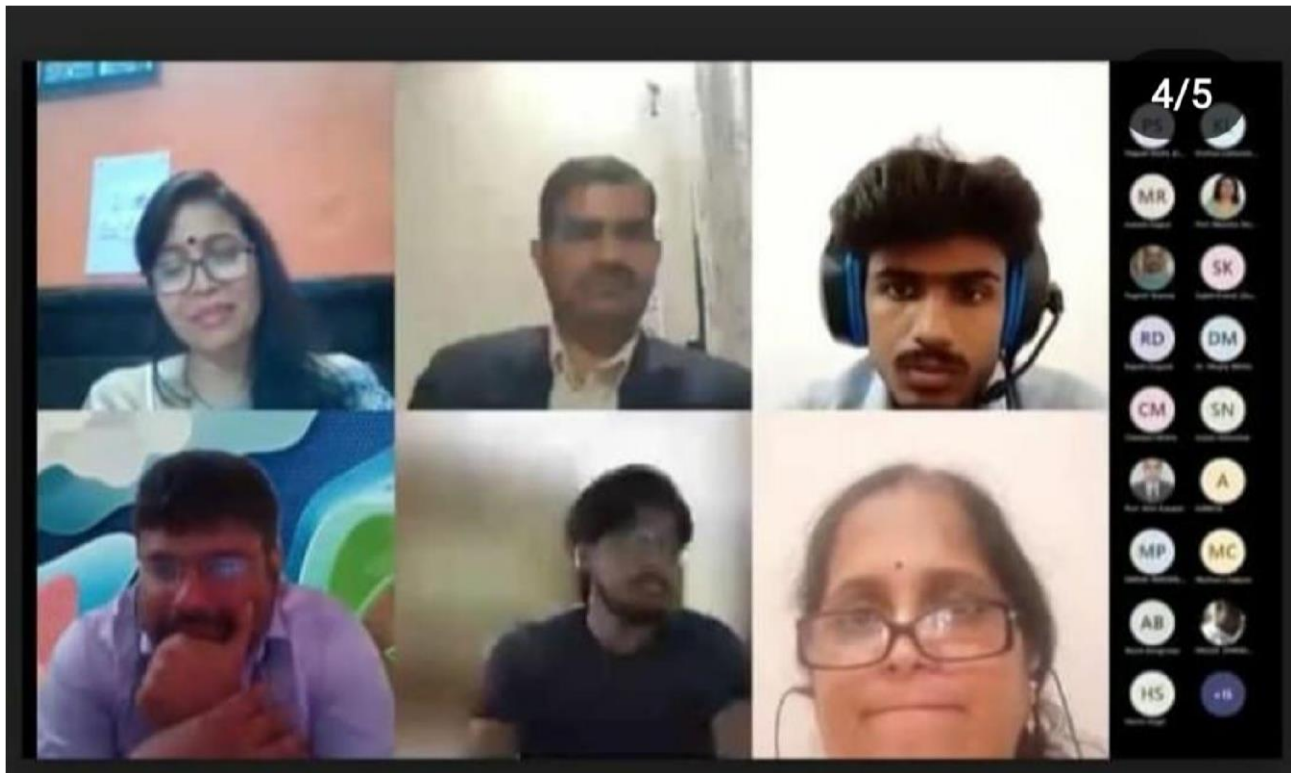
Photo: Inaugural 'Rendezvous – Online Alumni Meet 2022'



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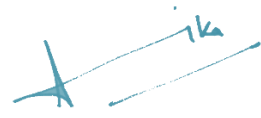


## Alumni forever

1. **Networking Opportunities**
2. **Alumni Events**
3. **Career Services**
4. **Volunteer Opportunities for Mentoring**
5. **Give Back to Future Students of your own Institute**
6. **Staying Connected to Your Alma Mater and Email Access**
7. **Startup support with Knowledge resource center/computer lab**

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**Sinhgad Technical Education Society's  
Sinhgad Institute of Management & Computer Application,  
Pune**

**PRESS RELEASE**

**A 3 days Online International FDP (Faculty Development Program) on**

**"Innovations in Techno-Management and Strategic Case-based Teaching Learning" was conducted by Sinhgad Institute of Management & Computer Application (SIMCA), Pune on 6<sup>th</sup> – 8<sup>th</sup> August 2021 under the aegis of Sinhgad Technical Education Society (STES).**

**The FDP attracted more than 700 faculty participants from all across**

**India as well as from overseas countries such as France, Ghana, Ethiopia, Cambodia, Gambia, Pakistan, Morocco, Libya, Algeria, Bangladesh, Oman, Phillipines, etc**



**Dr. Anamika Singh, Director,**

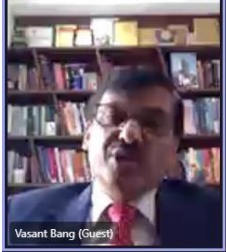


**Dr. Vikas Singh, Vice-Chancellor, ITM**



**Dr. Parag Kalkar, Dean, Commerce & Business**

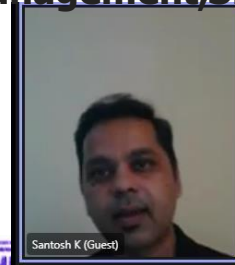
**SIMCA, Pune**



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**University Raipur**

**Management, SPPU**



**Mr. Santosh Karmane,  
Vice-President, Cyber  
Security, DBS Asia**



**Dr. Vasant Bang, Dr. Prashant Salwan,  
Faculty Director, Faculty, IIM, Indore**

**DELTA-M**



**On Day 1 (Friday, 6<sup>th</sup> of August 2021), the FDP was inaugurated by Dr. Anamika Singh, the dynamic Director, SIMCA, by welcoming the eminent Guests of Honour and Participants and highlighting the purpose of FDP and importance of Case Based Teaching in Management Courses. This was followed by the session of Dr. Parag Kalkar, Dean, Commerce and Management, Savitribai Phule Pune University (SPPU) stressing on the changes that has affected teaching and learning due to Covid-19 pandemic and how leading institutions like Harvard Business School (HBS) are adapting to the change. Another Guest Dr. Vikas Singh, Vice-Chancellor, ITM University, Raipur delved on the need for learning through the Case Studies, citing few examples from his own personal career life. Dr. Rik Das, the Third Eminent Faculty Guest Speaker from Xavier**

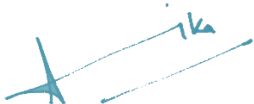
**Institute of Social Service (XISS), Ranchi, Jharkhand, focused on making the learning more interesting by use of problem solving methods.**

**Day 2 (Saturday, 7<sup>th</sup> of August 2021) saw Dr. Vasant Bang, the Faculty Director, DELTA-M elaborating from different perspectives through a full Case Study on Tata Motors.**

**Day 3 (Sunday, 8<sup>th</sup> of August 2021) witnessed fruitful session by Dr. Prashant Salwan of IIM, Indore going into the details of Presenting, Preparing and Writing of the interest building case studies. This was followed by another session by Mr. Santosh Karmane, Vice-President Cyber Security, Business Continuity & Risk, DBS Asia Hub 2 on the new challenges for Cyberscecurity @2021.**

**The FDP was formally closed with vote of thanks by Dr. Milind Marathe, Head, Research, SIMCA thanking the STES steering team Prof. M. Navale, Founder President, Dr. Sunanda Navale, Founder Secretary, Mrs. Rachana (Navale) Ashtekar, Vice-President and Mr. Rohit Navale, Vice-President, the participating faculty members,**

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## SINHGAD INSTITUTE OF MANAGEMENT AND COMPUTER APPLICATION

NARHE, Pune 41

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Title : Poster Presentation of Innovative and Creative business plan

Date : 18th May, 2022

Time : 11 am to 1 pm

Attendees: MBA I year students

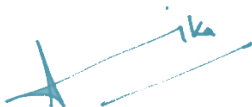
### Objectives of the activity:

- To encourage the students to develop Innovative and Creative business plan.
- A poster presentation provides a visual representation of your research through text, charts, graphs, and other visual aids.
- A poster presentation allows viewers to read your research material at their own leisure and to interact with you—perhaps asking questions about your methods or your findings.

### Activity Background -

The **"Poster Presentation of Business Plan"** was arranged by Dr. Milind Marathe. On 18<sup>th</sup> May students came with preparation to present their Posters with PPT. All groups of students presented efficiently.

The evaluation of all the Posters was done by Dr. Milind Marathe. According to evaluation done, the winner was declared by Dr. Megha Mehta.

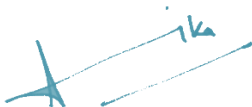
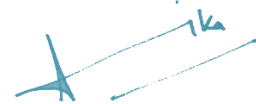


Here is the list of Winners and Runner-up of the activity.

Topics	Winner	Runner-up
Women Entrepreneurship	Pradnya Jadhav	Prashant Motipwal
	Anuja Patil	Omkar Pawar
	Tejal Indulkar	Sneha Tawade
	Abhijeet Patil	
Business Startup	Sagar Dalal	Ajit Pawar
	Prachi Gokhale	Rutuja Pawar
	Umesh Vanke	
	Roshan Gualve	
	Shristi Sinha	

#### Outcomes -

- Students get interacted with each other through group activity.
- It provides students with an opportunity to learn by doing, in turn strengthening the learning.
- Enhanced understanding along with facilitating creative thinking and extensive research and reading.





Dr. Milnd Marathe  
Poster presentation Coordinator

Dr. Anamika Singh  
Director (SIMCA)



**Sinhgad Technical Education Society**

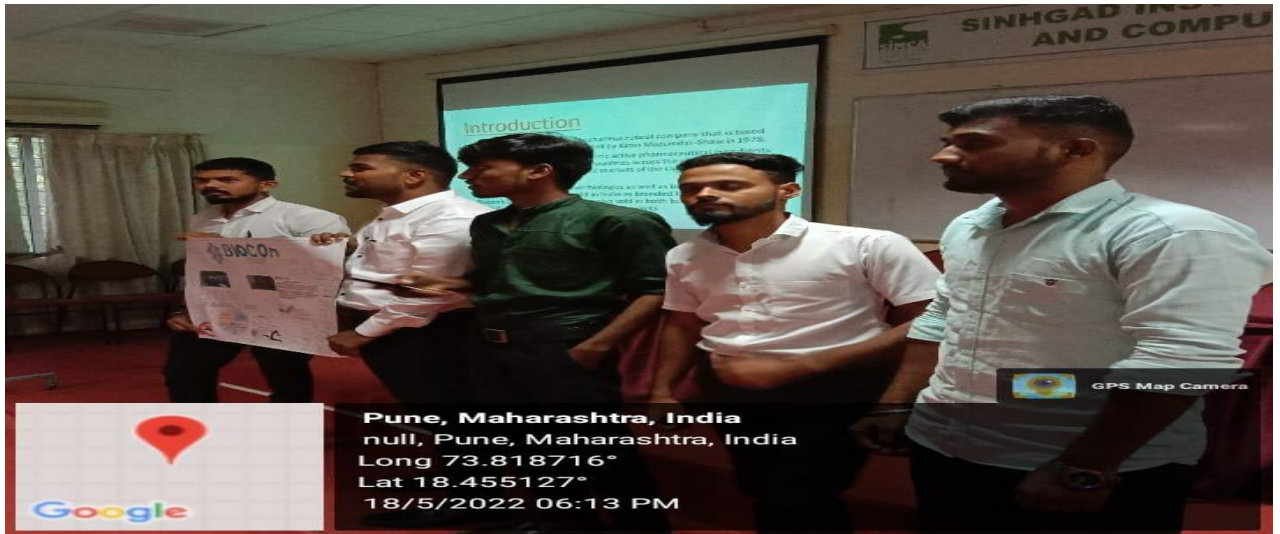
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Glimpses of the Event "Poster Presentation of business plan" By  
SIMCA



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# POSTER PRESENTATION ON BUSINESS PLAN

**ACTIVITY UNDER IIC**

**COORDINATORS:-**

DR.MILIND MARATHE, DR.SEEMA CHOURE, DR.MECHA MEHETA, PROF.ASHWINI NIKAM, PROF.PRASHANT KUMBHAR



**18TH MAY,  
2022**



**11AM-  
1PM**



**DR.ANAMIKA SINGH, DIRECTOR, SIMCA**

✓ 16

