

**3.2.1: Institution has created an ecosystem for innovations, Indian Knowledge System (IKS), including awareness about IPR, establishment of IPR cell, Incubation centre and other initiatives for the creation and transfer of knowledge/technology and the outcomes of the same are evident**

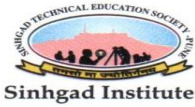
## Indian Knowledge System (IKS),

| Sr. No. | Particulars   | Page No. |
|---------|---|----------|
| 1       | Introduction of Indian Ethos and Business Ethics in Syllabus Actual Syllabus copies | 3        |
| 2       | Marathi Bhasha Savardhan Din  | 07       |
| 3       | International Yoga day  | 12       |

The introduction of the course "402 – Indian Ethos & Business Ethics" by Savitribai Phule Pune University's MBA program reflects a strategic initiative to impart Indian Knowledge System (IKS). The primary Program Educational Objective (PEO) is to cultivate graduates with an appreciation for the significance of Indian ethos and values in managerial decision-making, fostering value-centered leadership. The course is designed to achieve specific Course Outcomes (COs) that enhance cognitive abilities and practical skills among learners.

The syllabus encompasses a comprehensive approach to understanding Indian ethos and business ethics. Learners are expected to remember and describe major theories and concepts while exploring contemporary issues in business ethics. Understanding is developed through the classification and recognition of key elements, such as Karma and Karma Yoga, with a focus on their relevance in a business context. The application of principles, theories, models, and frameworks is emphasized to incorporate value systems into work culture and the workplace.

Through analytical and problem-solving exercises, students are encouraged to apply and exhibit comprehension and practice of Indian ethos and value systems. The course further delves into the analysis and evaluation of ethical business behavior, promoting sustainable



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## S. K. N. SINHGAD SCHOOL OF BUSINESS MANAGEMENT

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business practices, improving profitability, and enhancing business relations and employee productivity. Notably, the curriculum also addresses the creation and resolution of ethical dilemmas in various business areas, drawing on norms, theories, and models of Eastern Management.

The content of the course covers a broad spectrum, including the relevance of Indian ethos at the workplace, the Indian model of management within socio-political contexts, and lessons from Indian heritage scriptures. It aims to instill a deep understanding of Indian values, ethics, and management models, contributing to the holistic development of MBA graduates with a strong foundation in Indian Knowledge Systems.



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## MBA Syllabus

SPPU - MBA Revised Curriculum 2019 CBCGS & OBE Pattern

### Master of Business Administration (MBA) – Revised Syllabus 2019

2 year, 4 Semester Full time Programme  
Choice Based Credit System (CBCS) and Grading System  
Outcome Based Education Pattern

MBA I effective from AY 2019-20

MBA II effective from AY 2020-21

**1.0 Preamble:** The revised MBA Curriculum 2019 builds on the implementation of the Choice Based Credit System (CBCS) and Grading System initiated in the AY 2013. The curriculum takes the MBA programme to the next level in terms of implementing Outcome Based Education along with the Choice Based Credit System (CBCS) and Grading System.

#### 2.0 Definitions:

##### 2.1 Outcome Based Education:

**2.1.1 Outcome Based Education (OBE) Approach:** Outcomes are about performance, and this implies:

- There must be a performer – the student (learner), not only the teacher
- There must be something performable (thus demonstrable or assessable) to perform
- The focus is on the performance, not the activity or task to be performed

**2.1.2 Programme Educational Objectives (PEOs):** Programme Educational Objectives are a set of **broad future-focused student performance outcomes** that explicitly identify what students will be **able to do with what they have learned, and what they will be like** after they leave school and are **living full and productive lives**. Thus PEOs are what the programme is preparing graduates for in their **career and professional life** (to attain within a **few years** after graduation<sup>1</sup>).

**2.1.3 Graduate Attributes (GAs):** Graduate Attributes (GAs) are the **qualities, knowledge and capabilities** that students are encouraged to take responsibility for developing throughout their studies and are the **defining characteristics** of the students passing out of the MBA program. These attributes include, but go **beyond, the disciplinary expertise or technical knowledge**.

**2.1.4 Programme Outcomes (POs):** Programme Outcomes are a set of **narrow statements** that describes what students (learners) **of the programme** are expected to know and be able to perform or attain **by the time of graduation**.

**2.1.5 Programme Specific Outcomes (PSOs):** Programme Outcomes are a set of **narrow statements** that describes what students (learners) **of a particular specialization of the programme** are expected to know and be able to perform or attain **by the time of graduation**. PSOs are also a function of the various course combinations offered by the Institute.

**2.1.6 Learning Outcomes:** A learning outcome is what a student CAN DO as a result of a learning experience. It describes a **specific task** that he/she is able to perform at a **given level of competence under a certain situation**. The three broad types of learning outcomes are:

- Disciplinary knowledge and skills
- Generic skills
- Attitudes and values

**2.1.7 Course Outcomes (COs):** A set of specific statements that describes the **complex performances** a student should be capable of as a result of **learning experiences within a course**.

**2.1.8 Teaching and Learning Activities (TLAs):** The set of **pedagogical tools and techniques** or the teaching and learning activities that aim to **help students to attain** the intended learning outcomes and engage them in these learning activities through the teaching process.

**2.1.9 Outcome Based Assessment (OBA):** An assessment system that asks course teachers to first identify what it is that we expect students to be able to do once they have completed a course or program. It then asks course teachers to provide evidence that they are able to do so. In other words, how will each learning outcome be assessed? What **evidence of student learning** is most **relevant for each learning outcome** and **what standard or criteria** will be used to evaluate that evidence? Assessment is therefore a key part of outcome-based education and used to determine whether or not a qualification has been achieved.

**2.2 Credit:** In terms of credits, for a period of one semester of 15 weeks:

<sup>1</sup> Graduation refers to passing out of the MBA programme. Graduation does NOT refer to 10+2+3/4 degree e.g. BA, BE, etc.

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SPPU - MBA Revised Curriculum 2019 CBCGS & OBE Pattern

- a) every ONE hour session per week of L amounts to 1 credit per semester
- b) a minimum of TWO hours per week of T amounts to 1 credit per semester,
- c) a minimum of TWO hours per week of P amounts to 1 credit per semester,

Each credit is a combination of 3 components viz. Lecture (L) + Tutorials (T) + Practice (Practical / Project Work / Self Study) (P) i.e. LTP Pattern. Indicative LTP, for each course, is documented in the syllabus.

The course teacher may modify the LTP of the course in view of the course requirements, nature of the course, the level of learners and the type of pedagogy and assessment tools proposed. The modified LTP shall have to be approved by the Director / Head of the Department / Designated academic authority of the Institute.

- 2.3 Session:** Each teaching-learning, evaluation session shall be of 60 minutes. However, institutes shall have the flexibility to define their time slots in a manner as to use their faculty and infrastructure resources in the best possible way and ensure effective learning.
- 2.4 Course Announcement:** The institute shall announce the elective courses and specializations it proposes to offer the students out of the wider course basket. It is not mandatory to offer all the specializations and all the electives. The decision of the Director shall be final in this case. However, in the spirit of Choice Based Credit System, institutes should offer choices to the students for the elective courses and not offer only the minimum number of electives.
- 2.5 Course Registration:** It is mandatory for every student, to register every semester, for the courses opted for that semester. Each student, on admission shall be assigned to a Faculty Advisor who shall advise her/him about the academic programs and counsel on the choice of courses considering the student's profile, career goals and courses taken in the earlier semesters. With the advice and consent of the Faculty Advisor, the student shall register for a set of courses he/she plans to take up for the Semester. Students shall have to register for the courses for the semester within first week of Semester I and immediately after conclusion of the preceding term for subsequent Semesters II, III and IV.

**3.0 MBA Programme Focus:**

**3.1 Programme Educational Objectives (PEOs):**

1. **PEO1:** Graduates of the MBA program will *successfully integrate core, cross-functional and inter-disciplinary aspects of management theories, models and frameworks with the real world practices and the sector specific nuances to provide solutions to real world business, policy and social issues in a dynamic and complex world.*
2. **PEO2:** Graduates of the MBA program will possess excellent *communication skills, excel in cross-functional, multi-disciplinary, multi-cultural teams, and have an appreciation for local, domestic and global contexts so as to manage continuity, change, risk, ambiguity and complexity.*
3. **PEO3:** Graduates of the MBA program will be appreciative of the significance of *Indian ethos and values in managerial decision making and exhibit value centered leadership.*
4. **PEO4:** Graduates of the MBA program will be ready to *engage in successful career pursuits covering a broad spectrum of areas in corporate, non-profit organizations, public policy, entrepreneurial ventures and engage in life-long learning.*
5. **PEO5:** Graduates of the MBA program will be recognized in their chosen fields for their *managerial competence, creativity & innovation, integrity & sensitivity to local and global issues of social relevance and earn the trust & respect of others as inspiring, effective and ethical leaders, managers, entrepreneurs, intrapreneurs and change agents.*

**3.2 Programme Outcomes (POs):** At the end of the MBA programme the learner will possess the

1. **Generic and Domain Knowledge** - Ability to articulate, illustrate, analyze, synthesize and apply the knowledge of principles and frameworks of management and allied domains to the solutions of real-world complex business issues
2. **Problem Solving & Innovation** - Ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by systematically applying modern quantitative and qualitative problem solving tools and techniques.

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1. Project Management by K.Nagarajan, New Age International Publications
2. Principles and Practices of Auditing by Ravindar Kumar & Virendar Sharma, PHI.
3. Principles and Practices of Banking by Indian Institute of Banking & Finance, MacMillan India Ltd.
4. Financial Management by Prasanna Chandra, TMGH
5. E business: A Canadian perspective for a Networked World , Gerald Trites, J. Efrim Boritz Pearson

|                    |                   |   |
|--------------------|-------------------|---|
| <b>Semester IV</b> |                   | <b>402 – Indian Ethos &amp; Business Ethics</b> |
| <b>3 Credits</b>   | <b>LTP: 2:1:1</b> | <b>Compulsory Generic Core Course</b>           |

**Course Outcomes: On successful completion of the course the learner will be able to**

| CO#     | COGNITIVE ABILITIES | COURSE OUTCOMES   |
|---------|---------------------|---|
| CO402.1 | REMEMBERING         | DESCRIBE major theories, concepts, terms, models and framework of Indian ethos and business ethics. DISCOVER the contemporary Issues in Business Ethics   |
| CO402.2 | UNDERSTANDING       | CLASSIFY and RECOGNIZE Karma, Karma Yoga and discover its relevance in business setting, ILLUSTRATE the business ethical decision rationale derived from Indian Heritage Scriptures.                      |
| CO402.3 | UNDERSTANDING       | APPLY Principles, Theories, Models and Framework of Indian ethos and business ethics in order to incorporate value system in work culture and work place.   |
| CO402.4 | APPLYING            | DEVELOP and EXHIBIT analytical, problem solving skills, and work ethos by COMPREHENSION and PRACTICE of Indian ethos and value system   |
| CO402.5 | ANALYSING           | IMPLEMENT, EVALUATE, and FACILITATE ethical business behavior and promote sustainable business ecology, improve profitability, foster business relation and employee productivity.                        |
| CO402.6 | CREATING            | ELABORATE Ethical dilemmas in different business areas of marketing, HRM and Finance and ADAPT dilemma resolution interventions by referring to certain norms, theories and models of Eastern Management. |

1. **Indian Ethos and Values : Its relevance at Workplace: Indian Ethos-** Meaning, Features, Need, Evolution, Relevance, Principles Practiced by Indian Companies, Requisites, Elements, Role of Indian Ethos in Managerial Practices, Triguna Theory-OSHA Model. Work Ethos meaning, dimensions of Work Ethos. **Values** - Concepts, Values in business, Value system in work culture, and Values of Indian Managers, Relevance of Value Based Management in Global Change; Impact of values on Stakeholders; Trans-Cultural Human Values, Ethics v/s Ethos, Eastern Management v/s Western Management. (8+1)
2. **Indian Model of Management:** Concept of Indian Model of Management in the Indian socio-political environment, Laws of Karma and its relevance in business settings, Indian Heritage in Business-Management. Production and Consumption: Management lessons from Indian heritage scriptures (like Mahabharata & Ramayana), Leadership Pointers from Kautilya's Arthashastra, VEDA Model of Leadership, Corporate Rishi Model, Theory K, WE theory ( West-East Theory) (8+1)
3. **Business Ethics as Applied ethics:** Meaning, Characteristics of Business Ethics, Importance of Business Ethics (Long Term growth, Cost reduction, Risk mitigation, Limited resources, etc.) Types of Business Ethics (Transactional Ethics, Participatory Ethics, Recognition Ethics), Factors influencing business ethics. Categories of Ethics (Personal, Professional, Managerial) Business Code of Conduct), Approaches to Business Ethics: Consequentialist & Non- Consequentialist Theories of Ethics - Deontological Theory & Teleological Theory, Kohlberg Six stage moral development. (8+1)
4. **Ethical decision making in business matrix:** Framework of Ethical decision making, Ethical dilemmas in different functional areas of Business (Finance, Marketing HRM and International Business), Intellectual Property Rights and Business Ethics, Ethical challenges for Managers, Ethical Decision Making process, it's Model -STEP Model, PLUS Filter Model. (8+1)
5. **Applications of Ethical Principles to Contemporary, Moral and Ethical problems / issues related to Business:** Contemporary cases on Corporate Strategy and Climate Change, Corporate Strategy and Natural resource depletion, Corporate Social Responsibility, transparency and accountability, Social Media and E-Platforms. Current ethical issues like Bank scams, Airlines etc. (8+1)



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**Suggested Text Books:**

1. Business Ethics (Concept, Application, Framework and Cultural Impact) k. Aswathappa, J. Ushar Rani, Sunanda Gundavajhala, Himalaya Publishing House
2. Ethics in Management and Indian Ethos, Biswanath Ghosh , Vikas Publishing House
3. Indian Ethos of Management, Tushar Agarawal and Nidhi Chandorkar, Himalaya Publication House.
4. Indian Ethos and Values for Managers, Khandelwal , Himalaya Publishing House

**Suggested Reference Books:**

1. Indian Ethos & Values In Management, Nandagopal R, Ajith Sankar, Tata McGraw Hill Publishing Co. Ltd.
2. New Mantras in Corporate corridors From Ancient Routes to Global Roots, Subhas Sharma, New Age International Publishers
3. Business Ethics: Concepts and Cases, Velasquez, Pearson Education India.
4. Corporate Chanakya , Radhakrishnan Pillai , Jaico Publishing House

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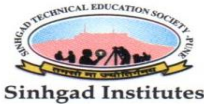
### **Marathi Language Celebration**

A Marathi Language Celebration Week focused on imparting the Indian Knowledge System (IKS) would be a vibrant and culturally enriching initiative. This event aims to celebrate the Marathi language, which is not only a linguistic aspect but also a carrier of traditional knowledge, wisdom, and cultural values inherent in the Indian ethos. The integration of Marathi language and IKS serves as a unique approach to preserving and promoting India's rich cultural heritage.

During this week-long celebration, various activities and events can be organized to achieve the following objectives:

1. **Language Promotion:** The primary focus would be to celebrate and promote the Marathi language. Language is a crucial carrier of culture and knowledge, and promoting Marathi helps in preserving linguistic diversity and the associated knowledge embedded in the language.
2. **Cultural Showcases:** Organize cultural events, exhibitions, and performances that showcase the unique aspects of Marathi culture, traditions, art, music, and dance. These events can serve as a platform to impart IKS through visual and performing arts.
3. **Lectures and Workshops:** Conduct lectures and workshops that delve into the connection between the Marathi language and Indian Knowledge System. Experts can share insights on how the language has been a repository of traditional knowledge, philosophies, and historical narratives.
4. **Literature and Poetry Readings:** Promote Marathi literature and poetry readings to highlight the literary richness of the language. Many classical Marathi texts carry profound philosophical and cultural insights that contribute to the broader Indian Knowledge System.
5. **Interactive Sessions:** Facilitate interactive sessions where participants can engage in discussions about the importance of preserving and promoting regional languages for the transmission of indigenous knowledge.
6. **Storytelling Sessions:** Storytelling is an effective way to transmit cultural values and knowledge. Organize storytelling sessions in Marathi, focusing on tales that carry moral, ethical, and cultural lessons embedded in the Indian ethos.
7. **Language Competitions:** Engage students and participants in language competitions that encourage the use of Marathi. This can include essay writing, poetry competitions, and debates that touch upon cultural and traditional aspects.

By combining the celebration of the Marathi language with the imparting of Indian Knowledge System, this week-long event can foster a deeper appreciation for the linguistic and cultural diversity of India while promoting the transmission of traditional knowledge to younger generations.



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**Format of Report for Extension activity**

Academic Year: 2023

Day and Date: 14<sup>th</sup> to 28<sup>th</sup> January 23

Organising Unit / Agency / Collaborating agency

IQAC cell activity No: 35

Number of Student Participants: 100

Teachers: Prof. Kalpana Sayankar-

Prof. Aditya Jangle

Title of the activity: --Marathi Bhasha Sanvardhan Pandharvada-2023 celebration

Objectives of the activity: 1) -To preserve the glory of Marathi language  
2) - For Conservation of Marathi language in all over  
Maharashtra

Nature of the Activity: Hands on/ Visit/Guest Lecture/Survey/Physical Work/any other

Brief Report

Outcomes of the activity: - 1) Students able to express their views in Marathi language  
2) The students were encouraged to read more marathi  
books to gain fluency in the language.

Nature of the Activity: Marathi Bhasha Savrdhan Pandharvada" is celebrated from 1 to 15 January every year to preserve the gloryof Marathi language and for conservation of Marathi language in all over Maharashtra. Our institute also celebrated Marathi bhasha pandharvada to promote, conserve and intensify the use of Marathi language. Various activities were held at institute level. Students also participated and presented poem on the various subjects.They understood that language is a tool to facilitate communication and expression of thoughts. SKNSSBM arranged visit to Marathi books

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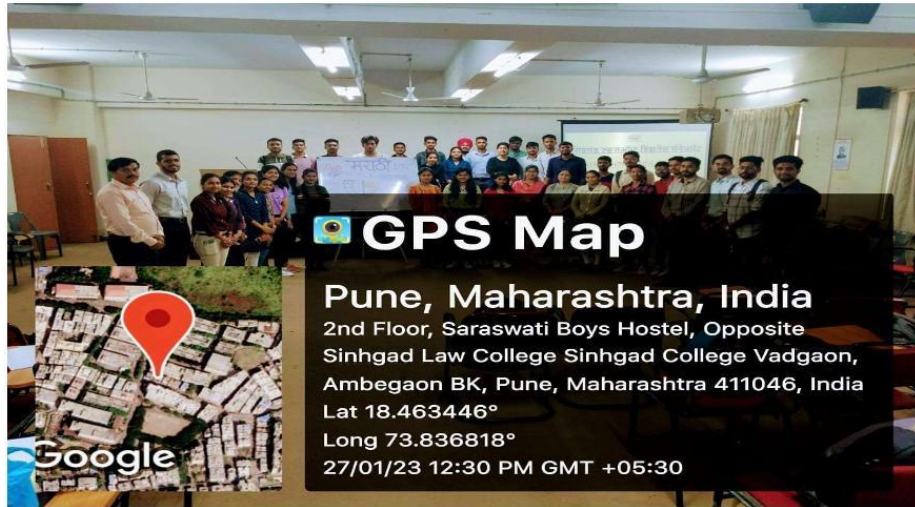
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exhibition at to motivate the students to read more Marathi books to gain fluency in the language.

Photos:





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### **International Yoga Day**

Celebrating International Yoga Day as a means to impart Indian Knowledge System (IKS) is a thoughtful and holistic approach to promoting the traditional wisdom and cultural heritage embedded in the practice of yoga. International Yoga Day, observed on June 21st every year, provides a global platform to showcase and share the ancient Indian knowledge system of yoga with people worldwide. Here's how the celebration of International Yoga Day contributes to the imparting of IKS:

1. **Yoga as a Mind-Body Discipline:** Yoga is not just a physical exercise; it is a holistic mind-body discipline that originated from ancient Indian scriptures and philosophical traditions. By celebrating International Yoga Day, participants can experience the integration of physical postures (asanas), breath control (pranayama), meditation, and ethical principles (yamas and niyamas) that form the core of yoga philosophy.
2. **Cultural Heritage and Traditions:** International Yoga Day celebrations can incorporate cultural elements, such as traditional music, dance, and rituals, to showcase the rich heritage and traditions associated with yoga. This helps in connecting participants to the broader cultural context of Indian philosophy and spirituality.

Every year Sinhgad Technical Education Society's S.K.N. Sinhgad School of Business Management celebrates International Yoga Day to promote Indian Knowledge system among the students.



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## International Yoga Day Report

**SKN Sinhgad School Of Business Management, Ambegaon (BK), Pune - 411041 Celebrates**



# International Yoga Day

## 21 JUNE 2023

**Venue**  
Seminar Hall  
SKNSSBM

**Time**  
10 AM To 11 AM



**DR. PRACHI PARGAONKAR**  
DIRECTOR  
SKNSSB

**Ms. MAITHILEE DILIP NEMIWANT**  
YOGA TRAINER

**PROF. MANJULA DHULIPALA**  
Co-ORDINATOR

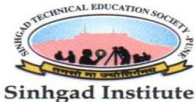
**DR. ROZA PARASHAR**  
TOR

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## S. K. N. SINHGAD SCHOOL OF BUSINESS MANAGEMENT

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S. No. 10/1, Ambegaon (Bk.), Pune - 411041. Phone : +91 20 2435 4036

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**Prof. M. N. Navale**  
M.E. (Elect.) MIE, MBA  
Founder President

**Dr. (Mrs.) Sunanda M. Navale**  
B.A., M.P.M., Ph.D.  
Founder Secretary

**Dr. Prachi Pargaonkar**  
M.Com., Ph.D., FCA  
Director

| Sinhgad Technical Education Society's              |   |
|--|---|
| S.K.N. Sinhgad School of Business Management, Pune |   |
| <b>Name of the Program</b>                         | <b>"International Yoga Day Celebration" at SKNSSBM</b>                                |
| <b>Objective :</b>                                 | To celebrate International Yoga Day. To learn Yoga for mental and physical well being |
| <b>No. of participants :</b>                       | 40  |
| <b>Date:</b>                                       | 21 <sup>st</sup> June 2023 June 2023  |
| <b>Time</b>  | 10 .00 am to 11.00 am   |
| <b>Venue:</b>                                      | Seminar Hall  |
| <b>Participants</b>                                | MBA I and II Students, Teaching and non- Teaching staff                               |
| <b>Faculty coordinator:</b>                        | Prof. Manjula Dhulipala, Dr. Roza Parashar  |
| <b>Guest Speaker :</b>                             | Ms. Maithilee Nemiwant - Yoga Trainer   |
| <b>Director :</b>                                  | Dr. Prachi Pargaonkar – Director ,SKNSSBM   |

The purpose of International Yoga Day is to raise awareness of the value of yoga in fostering physical, mental, and spiritual well-being on June 21.

Celebration of International Yoga Day in colleges has three main goals in mind: to increase public knowledge of the health benefits of yoga, to promote active involvement, and to promote a climate of holistic wellbeing among both students and staff.

SKNSSBM celebrated the International Yoga Day on 21<sup>st</sup> June at the seminar hall of the college. The Guest of the Day was Ms. MAITHILEE DILIP NEMIWANT a well-known yoga trainer, SKN Medical college and general hospital. With respected Director madam, Dean, all the faculty members, teaching and non-teaching staff, students, enthusiasm the program started. The program started with welcoming of the guest.

Guest speaker started the session by reciting the shlokas. She further explained an Asana is a body posture that is performed to benefit the health and mind.

Mam started with giving the information about the common myths and facts about Yoga, continued with Important Principles of Yoga that are- Stability, comfort, Ease and Non-duality.

Then everyone performed the Asanas-

Samasthiti, Tadasana, Vrukshasana, Trikonasana, Dandasana, Bhadrasana, Vajrasana, Uttana-Manduk-Asana, Shashankasana and Sukhasana.



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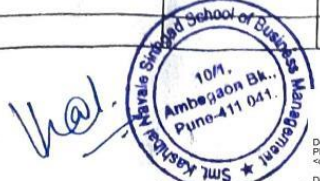
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| 2   | Omkar S. Pise        | B   | [Signature] |
| 3   | Yash. A. Jlotode.    | A   | [Signature] |
| 4   | Kunchalwar Priyanka  | E   | [Signature] |
| 5   | Aniket Vijay Fatkar  | A   | [Signature] |
| 6   | Poojwal Sanjay Ahir  | A   | [Signature] |
| 7   | Sharvari Ajay Ghate. | C   | [Signature] |
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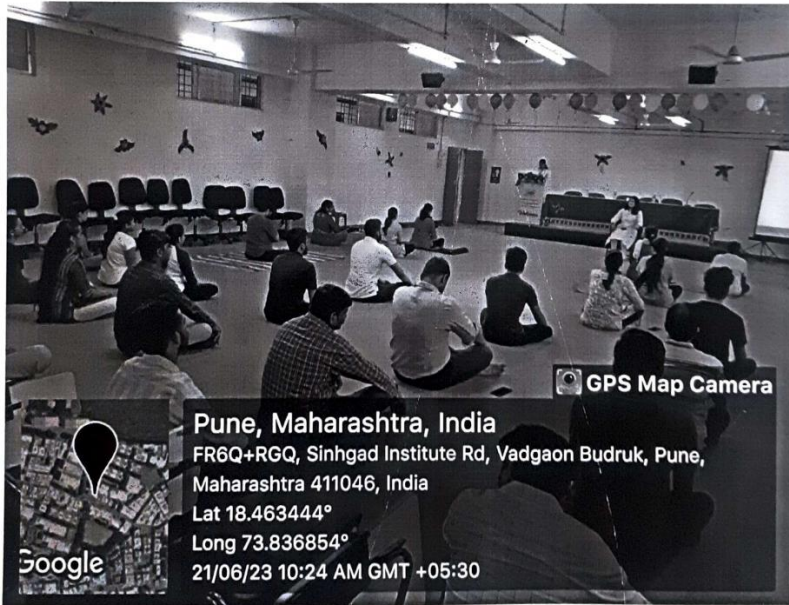
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*Prachi*

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After this yoga trainer took breathing exercises to give importance and correct style of breathing.

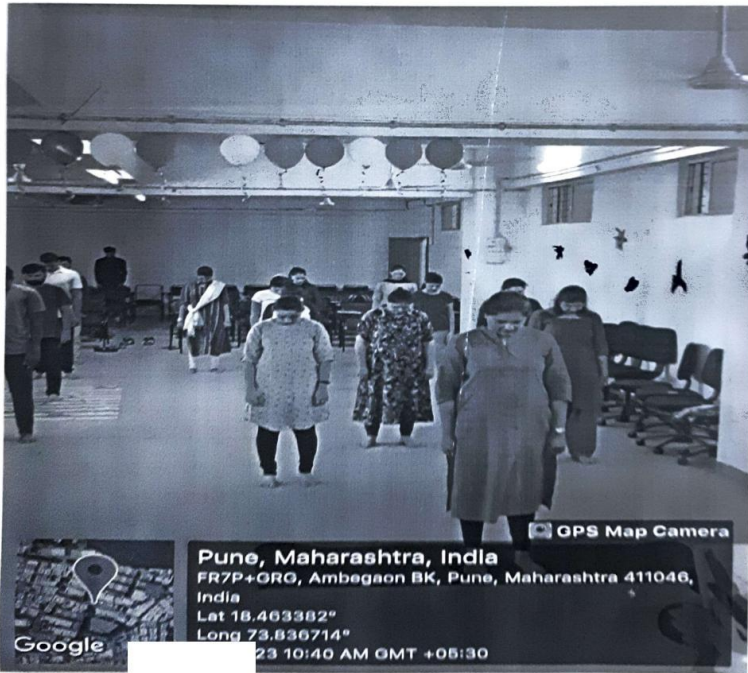
Everyone did yoga with eagerness and enjoyed the session. Lastly, many participants asked their queries where it was answered by the Guest.

At last the program ended with the concluding speech of guest speaker and vote of Thanks was expressed by Sushmita Verma MBA I Student to madam for her guidance.

**Dr. Prachi Pargaonkar**  
Director



Photographs of the Program:



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