

# IMED NEWS

Issue: June 2022

Bi-Annual News Letter  
Vol. 29 | July 2022



**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 2021, 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 2021-22.

The Term-II was very exciting since students joined college physically after Covid-19 Pandemic. There was huge participation from students for national seminars on Marketing, Finance, HR, along with guest lectures and workshops on Entrepreneurship Developments, Alumni Meets, and Entrepreneurship Development Cell activities.

'Expressions', the International Management and Cultural Fest, was celebrated with great zeal and enthusiasm with a large number of participants from various colleges. Events like Shark Tank, Launchpad gave a lot of practical learning to the budding entrepreneurs of IMED.

I am very happy to share that our placement drive is going great with more than 100 Blue Chip companies giving placements to more than 300 students till now. Companies like Hindustan Unilever Ltd., Reliance Industries Ltd., Michelin Tyres, VIVO Global, Mphasis Ltd., Reliance BP Mobility Ltd., NeilsenIQ, NPCI Ltd., XIAOMI Technologies, ICICI Bank, ICICI Prudential Life insurance Ltd., Orient Cement Ltd., Fujitsu Consulting Pvt.Ltd., Accenture, Bank of America, Reliance Jio Platforms, Tech Mahindra, HDFC Life Insurance Ltd., Birlasoft Ltd., Dalmia Cements, TATA AIG, etc. to name a few have recruited IMED students.

I am sure, this year also we will achieve 100% Placement by end of June.

Though relaxed, 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 Seminars, workshops, FDPs, Dr. Patangraoji Kadam National Elocution competition, Expressions, Social initiatives through NSS, E D Cell, etc.

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

Stay Safe, Stay Healthy, Stay Happy!

Dr. Sachin S. Vernekar

Dean FMS BVDU, Director IMED

## In this Issue

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Key to Success



**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

- IMED has been ranked consistently in the top 75 B-Schools in India by NIRF-2021, MHRD, Govt. Of India for the last six years.
- IMED'S Entrepreneurship Development Club has received grant under AICTE - Scheme for Promoting Interests, Creativity and Ethics among Students (SPICES)

## Director's Participation

**Entrepreneur EDUCATION INNOVATION AWARDS**

17<sup>TH</sup> JAN, 2022  
VIRTUAL

I AM SPEAKING  
#EDUCATION2022

**DR. SACHIN VERNEKAR**  
Dean & Director, Faculty of Management Studies, Bharati Vidyapeeth University, Pune

NOMINATE NOW  
[entrepreneurindia.com/edawards](http://entrepreneurindia.com/edawards)

Official Magazine: Entrepreneur  
Supporting Association: All India Management Association (AIMA)  
Supported By: NIC  
Session Partner: JAIN ONLINE

**DPU**  
Global Business School & Research Centre

WORKSHOP ON  
**NBA Accreditation Process**

**Guest Speaker**  
**Dr Sachin Vernekar**  
Dean, Bharati Vidyapeeth, Pune & Director, Institute of Management and Entrepreneurship Development, Pune

16<sup>th</sup> June 2022  
11.00 AM

## Director's Participation



Dr.Sachin Vernekar speaking at a Panel discussion on NEP 2020 at the ARDORCOM Sponsored 1st And Biggest Offline event of 2022,ARDORCOM Higher Education Conclave & Awards held on 6th May 2022 at Four Points Sheraton Pune.



Dr.Sachin Vernekar being Interviewed by Mr Chetan Anand, founder ARDORCOM, after the Conclave



The Education Expo, Daily Sakal Vidya inaugurated at the hands of Mr.Suraj Mandhare, (IAS) Education Commissioner, Maharashtra State along with Mr. Tejas Barve(Actor) and Dr. Sachin Vernekar



After the motivational talk, students thanking Dr. Sachin Vernekar at the Education Expo by Daily Sakal Vidya



## Bharati Vidyapeeth's IMED faculty and students visit to Sweden under Exchange Program.

Two Students of IMED MBA program-Ms.Shweta Gupta and Ms. Manali Arya- have been selected by Linnaeus University(LNU),Sweden to be a part of the students exchange program under the Linnaeus-Palme Students Mobility Program. These students will be undergoing a full semester study in LNU from September 2022 to January 2023.

These students will undergo rigorous studies in various Management subjects during their stay in Linnaeus University. This exchange program is fully Sponsored by the LP Program under the Swedish Council of Higher Studies, Sweden.

Dr. Bharati Jadhav visited LNU in April-May 2022 for delivering lectures on Marketing and Innovation Management for the Students. One more faculty Dr. Shraddha Vernekar will be visiting LNU in October 2022 for a period of 21 days.



Dr. Bharati Jadhav Asst. Prof. IMED for Innovation Masters Program, LNU Sweden  
Dr. Soniya Billore, Program Coordinator LNU Sweden

## Placement Highlights 21-22

- The highest salary : **Rs 54 LPA (International)** Rs.18 LPA(Domestic)
- The average salary : **Rs.7.6 LPA**
- Students placed till date: **320**
- Some of Our recruiters : Hindustan Unilever Ltd, Reliance Industries Ltd., Michelin Tyres, VIVO Global, Mphasis Ltd, Reliance BP Mobility Ltd., NeilsenIQ, NPCI Ltd., XIAOMI Technologies, ICICI Bank, ICICI Prudential Life insurance Ltd., Orient Cement Ltd., Fujitsu Consulting Pvt.Ltd., Accenture, Bank of America, Reliance Jio Platforms, Tech Mahindra, HDFC Life Insurance Ltd., Birlasot Ltd., Dalmia Cements, TATA AIG, etc.





## PLACEMENT HIGHLIGHTS



Mr. Jatin Purushwani



Mr. Suraj Netke



Mr. Vivek Mishra



Ms. Surbhi Laxmi



Ms. Tanu Kumar Sonkar



Ms. Rishika Sinha



Mr. Mihir Pandey



Mr. Kartikey Verma



Mr. Abhin Godika



Ms. Vidyashree



Mr. Sahil Mondal



Ms. Prachi



Mr. Aman Shahi



Ms. Ankita Khaire



Mr. Mudit Menali



Ms. Renata Sequeira



Mr. Shiva m Kharya



Ms. Shubhangi Gupta



Mr. Satish Kumar Gupta



Ms. Pallavi Gupta



Ms. Neha Mohite



Mr. Shivam Lad



Mr. Abhishek Hargapur



Mr. Ankit Shekhar



Mr. Manik Mayur





Ms. Priyanshi Srivastava



Ms. Sukriti Agarwal



Ms. Sakshi Priyadarshi



Ayushi Verma



Simran Tyagi



Mr. Gaurav Gupta



Mr. Anurag Kaushal



Mr. Rushikesh Thakare



Ms. Apurva Chandane



Ms. Gazal Soni



Mr. Kundan Patil



Mr. Pradumn Dubey



Ms. Palak Kapoor



Ms. Simran Tyagi



Mr. Kshitiz Gunjan



Mr. Anirudh Koley



Ms. Aditi Gupta



Mr. Vaibhav Jadhav



Mr. Rohit Kumar



Mr. Atul Priyadarshi



Mr. Rishabh Tiwari



Ms. Soumya Sharda



Mr. Dhruvv Bhatia



Ms. Pragya Shri



Mr. Tushar Surve







Jayesh Mate



Shilpa Kumari Bharadwaj



Mr. Abhay Shukla



Mr. Ishtpreet Singh



Ms. Arushi Agarwal



Ms. Lini Thomas



Mr. Sunny Choudhary



Mr. Shiv Shankar



Mr. Purshottam Jha



Mr. Murari Jha



Ms. Purvi Jain



Mr. Kushagra Rastogi



Mr. Mayuresh Suryawanshi



Mr. Nikunj Mishra



Ms. Archita Mishra



Ms. Mrudula Naykodi



Ms. Akrati Gupta



Ms. Divya Jain



Ms. Diksha



Ms. Kavya Pant



Mr. Linu Thomas



Ms. Nikki Kumari



Mr. Rahul Yadav



Mr. Chandan Sharma



Mr. Devansh Tripathi







Ms. Shubhangi Mihsra



Mr. Prasad Gaikwad



Ms. Anchal Dwivedi



Ms. Vashita Tokhi



Mr. Aman Kumar



Mr. Mayank Sharma



Mr. Shirish Waragade



Mr. Rishabh Pandey



Ms. Pratiksha Singh



Mr. Manoj Kumar Sahu



Mr. Alpesh Gujar



Ms. Nikita Boob



Mr. Vatsal Gupta



Mr. Aakash Badlani



Mr. Kushagra Rastogi



Mr. Nikunj Mishra



Ms. Archita Mishra



Mr. Sumit Kapooria



Mr. Himanshu Ujlayan



Ms. Dhanashree Bhabutkar



Mr. Shreyas Mahamune



Mr. Abhin Godika



Ms. Neha Kumari



Ms. Rajeshwari Thengil



Mr. Yash Sukhwani



Mr. Naveen Bhushan Singh



Mr. Ritik Roushan



Ms. Sushmita Roy



Mr. Srajan Srivatstava



Ms. Prajakta Desale





Ms. Riya Singh



Mr. Rishabh Raj



Mr. Vansh Bharadwaj



Ms. Sukriti Bala



Ms. Ashita John



Shivam Patil



Ms. Sneha Acharya



Ms. Nidhi Mishra



Ms. Priyanka Rathore



Ms. Megha Prakash



Nikhil Bharadwaj



Akansha Singh



Ms. Anusha Kaul



Mr. Shivam Anand



Mr. Kota Sandeep



Mr. Mayank Manchanda



Mr. Arun Aswal



Mr. Suraj Tripathi



Mr. Sarvesh Sharma



Mr. Shreyas Raj



Mr. Shreyas Biyani



Aryan Trivedi



Mr. Aashik Kumar



Krishnpreet Kour Makhija



Mr. Aditya Mishra



Ms. Kumari Amrita Singh



Utkarsh Agarwal



Ms. Shivangi Singh



Ojashwi Gupta



Ms. Nancy Bisen





## CRC Activities

Deepak Navalgund and Dr. Shyam Shukla



Dr. Sachin Vernekar signing MoU Mr. Atharva Mhaisekar, founder ADM EDUABROAD Consultants.



Dr. Sachin Vernekar signing MoU Mr. D. P. Iyer, Business Head, Passion Infotech Pvt. Ltd.



IMED Esteemed Alumni Mr. Himalaya Sethi, Founder, The Leading Solutions being felicitated on his visit to IMED



Dr. Vinod Nair, Director, NOVARTIS, USA and Mrs. Suruchi Nair, Esteemed Alumni settled in USA being felicitated during their visit to IMED



Dr. Sachin Vernekar, Dean FMSBVDU and Director IMED felicitating Mr. Binit Singh, Head HR, IDBI INTECH after the signing of the MOUS between IMED and IDBI INTECH.



## Webinars and Seminars

### Marketing

#### WEBINAR ON DIGITAL MARKETING

In line with IMED's 80:20 initiative, the lecture was organised on 8th January 2022 at Microsoft Teams from 10:00 am to 12:30 pm for the students of MBA(G) and MBA (HR) who are in Sem I and Sem III of their course. The webinar was organised Under the Moderation of Mr. Yogesh Gurav, the session began by welcoming the guest speaker Mr. Sagar Bhagirath, a Practicing Digital Marketer and Consultant. The session revolved around the basics of digital marketing where the topics like Google Marketing, SEO, SEM, working of ads, Google Ads keyword research, Google ad campaigns, Remarketing, Social Media Marketing, Facebook Marketing, Instagram Marketing, LinkedIn Marketing, Content Marketing, Email Marketing, Affiliate Marketing and Reporting and analysis were elaborated. The whole idea of the seminar conducted by Mr. Sagar was to educate the student and make them realise the true essence and power of Digital marketing and how to effectively use it for personal and for organisational advantage. The session was indeed very informative on the subject. Students were given an overview of different applications of analytics, their scope and career opportunities in same.



#### NATIONAL MARKETING SEMINAR

The Marketing Club of IMED organized a national seminar on Marketing Strategies in a VUCA World on 19th April 2022 at 10 am. The event was conducted in seminar hall of IMED. The resource persons were Mr Rajesh Vegad, Regional Sales Manager, Cognex Corporation and Mr Roni Rundlett, Executive, Unilever Foods Solutions. The objectives of the webinar were to prepare a platform for idea sharing with respect to Emerging Trends in Marketing for value addition in today's global era, motivate students to update and carry out research related to Marketing and to interact with the students in order to provide career and vocational guidance. The event was conducted in two slots, in the first slot the guest speakers were invited to share their insightful thoughts in order to guide the students. The first guest was Mr Rajesh Vegad, started his speech by talking about 4E's of Marketing. Sir advised students to focus on the needs of Gen alpha in order to be a successful future marketer. He briefed about how to utilize emotion to build a brand that resonates with the user. According to him when future is considered the Virtual World is for real. He even stressed upon importance of Artificial Intelligence in marketing. Mr Second Speaker Mr. Roni Rundlett explained marketing tools with the help of his own experience in hospitality industry of HUL. He used strategies like Consumer Awareness, Brand Value, Exploration of unconventional channels and technology. Moreover Sir talked about how their company survived during pandemic and was successful in minimizing the losses and grabbing new opportunities during and post Covid. This entire strategy was based on inhouse consumption as the consumers were aware about their needs. In second slot research papers were presented by the student delegates. There were total 10 teams who participated. The winners of the competition were:

1	Prize	Stuti Dua	Anushka Raghuvanshi Ashutosh Pidurkar
2	Prize	Chetan Chavan Disha Solanki	Kirti Shukla, Muskan Tejwani and S. Nitesh Krishna
3	Prize	Shweta Gupta Shejin Alex Verghese	Rushal Chaudhari Gayatri Mahajan



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## The Marketing Club of IMED organizes a National Seminar on MARKETING STRATEGIES IN A VUCA WORLD



**Dr. Patangraoji Kadam**  
Founder, Bharati Vidyapeeth, Pune



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



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



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



**Mr. Rajesh Vegad**  
Regional Sales Manager (South Asia)  
Cognex Corporation



**Dr. Sachin S. Vernekar**  
Dean RMS, BVPU,  
Director-IMED



**Mr. Raj Kumar Jha**  
Manager (Sales) Hindustan  
Unilever Ltd.



**Mr. Kooli Rundiatt**  
Executive, Unilever Foods  
Solutions

**19th April 2022**  
**10:00 A.M.**

**IMED** *Where Dreams Become Reality*

Snapshots from Marketing Seminar



## Finance Club Webinars and Seminars

### INTRODUCTION TO CAPITAL MARKET AND ROLE OF DEPOSITORY

The Finance club of IMED organized a webinar on 24th March 2022 from 3pm to 4.30 pm. The topic of the webinar was 'Introduction to Capital Market and Role of Depository'. The resource person was Mrs. Ashwini Thorat. The objective of the webinar was to deliver the basic knowledge on Capital market, Financial Planning and Investments. The webinar initiated with the introduction of CDSL (Investor Protection Fund Trust) which was incorporated in 1997. The webinar revolved around areas like Need for Saving, Inflation and Investing, Financial Planning and Investment Planning, Investment Asset Classes and Asset Allocation, Mutual Fund, Introduction to Capital Market, Pre-requisites for buying/selling shares in security market, Benefits of Demat Account and CDSL Digital Services. The guest speaker advised student to invest in Mutual Funds' SIP (Systematic Investment Plan. The Do's and Don'ts before Trade along with recommendations for investors were explained, At the end various courses through platforms like NISM and various competitions related to financial markets were also suggested.

### NATIONAL FINANCE SEMINAR



A National Finance Seminar was organised by Finance Club of IMED on 8th of April 2022. The theme for this seminar was "Digitalization and Sustainability: Innovative Environs for Finance and business". The objectives of this event were to prepare a platform for idea sharing with respect to Emerging Trends in Finance for value addition in today's global era, to motivate



students to update and carry out research in Current Trends in Banking Sector, Risk Management and Financial Innovations and to interact with the students in order to provide career and vocational guidance. The event was anchored by Miss Sonal Surve and event began at 10:25 with Director sir and Dr. Sonali Dharmadhikari welcoming the guests. The event was conducted in two slots, in the first slot the guest speakers, Mr. Prasad Barje, Director, SBILD Pune and Dr. Sandeep Sahasrabhude, MD, Moneywise Wealth Planners were invited to share their insightful thoughts in order to guide the students. Dr. Sandeep Sahasrabhude gave a detailed insight into Cryptocurrency and Block chain technology whereas Mr. Prasad Barje covered areas like Bank, Digitalization, Digital transformation, Fintech Digital Currency, Neo-banks, Crowd funding, Financial Derivatives and Investment Banking. In second slot research papers were presented by the students. As per the rules, students were given seven minutes for presentation, where participants were evaluated on the five parameters-Presentation skills, Content, Research outlook, Research methodology and Impact and contribution of research. There were various subthemes on which research papers were presented by the student delegates. The session was quite informative and interesting where the students got an insight to the various aspects of finance. The guidelines provided by the mentors helped the participants to analyse the real-life business problems. The winners of the competition were:

1	Prize	Madhav Chaudhary Ritika Pundir	Anushka Raghuvanshi Ashutosh Pidurkar
2	Prize	Arushi Agarwal	Stuti Dua Vartika Sundrani
3	Prize	Chetan Chavan Disha Solanki	Yash Bagle, Shashwat Naveen Sharma



## HR Webinars And Seminars

### NATIONAL HR SEMINAR

A National HR Seminar was organised by HR Club of IMED on 4th of April 2022. The theme for this seminar was “Agile Leadership”. The objectives of this event were to develop the understanding of the concept of human resource management and to give the insight into the significance of agile leadership. The guest speakers were Mr. Devendra Dutta Mishra, Executive director Maharashtra Metro Rail Corporation Limited, Pune and Ms. Megha Rawal, Multi-Dimensional HR Professional. The event began by welcoming the guests by Director sir and Dr. Pravin Mane. The event was conducted in two slots, in the first slot the guest speakers were invited to share their insightful thoughts in order to guide the students. The first speaker Mr. Devendra Dutta Mishra gave a sneak peek into his past job experience and profile. He mentioned that story of Chhatrapati Shivaji Maharaj is based on agile management. Shivaji Maharaj was a master technician who won several battles not just based on his gallantry but sound planning and strategies. He covered the areas like optimum utilisation of resources and importance of doing SWOT Analysis. Also, he related management with Bhagwat Geeta teachings. Second speaker Ms. Megha Rawal put forth the significance of empowering the employees and growing with the team for a sustainable business. She talked about innovation, stressed on the factor about agile leadership, talked about companies having thought teams. She focused on the points of Vision, Mission, Collaboration, Social responsibility and Collective leadership. In the second part students presented the research paper on various topics. Results for the same are as follows

1 Prize	Ansi Yadav
2 Prize	Anku Singh, Disha Bajaj
3 Prize	-Deep Narayan Upadhyay, Agrashi Tiwari -Dyaneshwari Gabhe, Akshada Jhakkan Utkarsha Nagulpelli



## Corporate Day

### WEBINAR ON ANNUAL BUDGET 2022

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Ranked among Top 75 B-Schools in India by NIRF 2021 MHRD Govt. of India

**CORPORATE RESOURCE CENTRE (CRC)**

Welcomes you to Corporate Day

ON

**DAY : 05TH FEBRUARY 2022, SATURDAY**  
**TIME: 11:20 AM**

**Dr. Potangraji Kadam**  
Founder, Bharati Vidyapeeth, Pune

**Hon'ble Prof. Dr. Shivajirao Kadam**  
Honorary, Bharati Vidyapeeth, Pune

**Hon'ble Dr. Vishwajit Kadam**  
Secretary, Bharati Vidyapeeth, Pune

**Hon'ble Dr. Rakesh Kaur**  
Regional Manager, Castrol India Ltd.

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

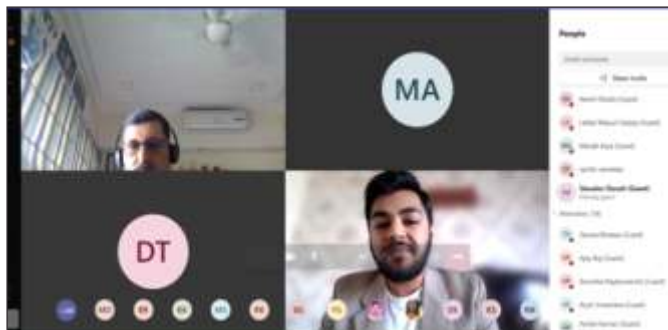
**Coordinators**  
Mr. Deepak Navgund  
Dr. Shyam Shukla

<http://surl.li/ajsl>

On 5th February 2022, Corporate Resource Centre organised a seminar on “BUDGET2022” at 11:20 AM as India’s Budget 2022 was presented in Parliament on 1st February 2022. The guest speaker Mr. Rakesh Kaur, Regional Manager, Castrol India Ltd covered the facets of Digital Currency, Transport and Expenditure in relation to the budget. Furthermore, he gave an overview of key indicators of Union Budget 2022 and pointed out that the budget is focused on four key pillars of development: inclusive development, productivity enhancement, energy transition and climate action. Thereafter, the talk dived into the basics of Equity Investments. The session was quite informative and interesting where students got insights to various aspects and financial terms highlighted in the Annual Budget 2022-23. This understanding of the budget helped the students to analyse various sectors that would be benefited through various schemes. All the real-life examples and illustrations helped students to grasp the pertinent areas relating to the financial market and overall economy. Students were intrigued to get more such sessions on equity investments and other finance related topics.

### Webinar on MS Teams

On 5th March, Corporate Resource Centre organised a webinar on MS Teams. The webinar commenced with a brief introduction of our guests Mr. Vasudev Danait and Mr. Jatin Bhatia by Manali Arya in a demure and gratifying way. And thereafter our guests of the day showered the students with some inspirational and insightful words. This was followed by introduction of six sigma and lean principal. The objective of the session was to interact with all the students and to share their IMED and corporate experiences. The seminar revolved around the topics like Basic Quality Tools (Run Chart, Control chart, Check sheet, Histogram etc.), Problem Solving/RCA/FA (Cause and Effect Diagram, Failure Modes and Effects Analysis (FMEA) and Continual Improvement (Kaizen, Mistake Proofing, Process Map etc.) The session was very well organised, and every concept was explained with the help of real-life examples. The content shared was easy to comprehend and was related to real business situations. Students got foundational insights to the various aspects of a Lean Six Sigma.



Mr. Jatin Bhatia sharing his insightful thought

### SEMINAR ON DATA ANALYTICS

On 12th of March 2022, Corporate Resource Centre (CRC) of IMED organized a Seminar on “Business Data Analytics”. The session started with warm welcome speech & introduction of the guest speaker, Dr. Satish Chinchorkar (Director – Veracity, Ex Delivery Head Persistent Systems) by Manali Arya (Host for the event). The discussion was centered on Business and its objectives, what is Business Analytics, Significance of Business Analytics, Types of Business Analytics, Major Components of Business Analytics and Future of Business Analytics. The session was really fruitful with learnings on Contextual Applications Steps, Data Modelling, Principles of probability and Applications, .

Market Basket Analysis, Product Affinities, Optimization and Apriori. Overall, it was great opportunity for the students to interact and listen to such a qualified person.



Students understanding the concept of Data.

### Alumni Day (CRC Event)

Corporate Resource Centre of IMED organised an online Alumni Day on 16/04/2022 for the students of MBA-I (Gen. and HR)/BBA-I/II and BBA-III from 11.20AM to 12.30PM. Resource persons for the event were Ms. Kajal Pandey, -IMED Alumni, Deputy Manager Aditya Birla Capital and Mr. Shubhendu Tuli-IMED Alumni, Associate, HeadOut. The seminar was moderated by Dr. Shyam Shukla and hosted by Shweta Gupta and Manali Arya. The session was extremely beneficial for all the participants as they were able to extract some really insightful inputs through the experiences and journey of the two Guest Speakers, Alumni of IMED. The speakers suggested that believe in building good relations with your faculty, classmates and colleagues. Growth should be your ultimate motive- never refrain from working mode, focus on networking and your communication skills, never loose on opportunities, take initiatives, take full advantage of all the platforms like ED Cell, NSS, CRC and others to realise your potential. The session ended with the zeal of Learn Good, Grow Good!





Ms. Kajal Pandey, Deputy Manager Aditya Birla Capital-IMED Alumni and Mr. Shubhendu Tuli-IMED Alumni, Associate, Head Out interacting with the students.



## Innovation & Entrepreneurship Development Cell

Dr. Bharati Jadhav & Dr. Shradha Vernekar

### WEBINAR: INNOVATION, ENTREPRENEURSHIP & DESIGN THINKING

The webinar was conducted by Entrepreneurship Development Cell, IMED, Pune on February 12, 2022, on topic 'Innovation, Entrepreneurship and Design Thinking' in collaboration with Institution's Innovation Council (IIC). The objective of this webinar was to interact with BBA, BCA, MCA and MBA first year students and introduce them the field of design thinking, innovation and entrepreneurship. The guest speakers were – Mr. Niket Karajagi, Founder Atyaasa Online, Mr. Satish Patil, IMED Alumnus 1987-89 batch, President Atyaasa Online and Ms. Pooja Tahalyani, IMED Alumnus 2016-18 batch, Founder & Head of Operations, Mabio World. The session was indeed very informative on the subject, what design thinking is and how one can develop the aptitude for same by applying simple approaches to finding solution to a daily occurring problems. The speakers also emphasized on how today's VUCA world is intensifying and how design thinking can be of use on product, services, and ideas across the industries. Miss Pooja on the other hand talked about taking calculated risk, maintaining network, and also quoted how important data analytics is in today's world.

Dr. Bharati Jadhav proposing vote of thanks to the guest speakers, Mr. Niket Karajagi and Mr. Satish Patil for their

remarkable inputs on the subject of Innovation and Design Thinking.

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**Dr. Patangrao Kadam**  
 Founder, Bharati Vidyapeeth, Pune

  
**Dr. Shivraj Kadam**  
 Chancellor,  
 Bharati Vidyapeeth(DU), Pune

  
**Dr. Vishwajit Kadam**  
 Secretary, Bharati Vidyapeeth,  
 Pro Vice Chancellor,  
 Bharati Vidyapeeth(DU), Pune

  
**Prof. Dr. Manikrao Salunkhe**  
 Vice Chancellor  
 Bharati Vidyapeeth(DU), Pune

**Innovation and Entrepreneurship Development Cell Welcomes You For Innovation, Entrepreneurship and Design Thinking**

**Date: Saturday, 12th February 2022, Time: 11:20 am**

  
**Dr. Satish S. Vernekar**  
 Dean FMS, BTPU  
 Director IMED

  
**Mr. Niket Karajagi**  
 Founder  
 Atyaasa Online

  
**Mr. Satish Patil**  
 IMED Alumnus 1987-88 Batch  
 President: Atyaasa Online

  
**Ms. Pooja Tahalyani**  
 IMED Alumnus 2016-18  
 Founder & Head of operations,  
 Mabio World

**Co-ordinators:**  
**Dr. Bharati Jadhav**  
**Dr. Shradha Vernekar**  
**Mr. Deepak Navaigund**

**Link to join:**  
<https://tinyurl.com/innovation-EDCell>

**IMED.....WHERE DREAMS BECOME REALITY**

### Webinar on Lean Start-Up & Minimum Viable Product/Business

On 16th April, ED Cell organised a webinar on "Lean Start-Up & Minimum Viable Product/Business". The session started off by the Host for the day introducing the guest speaker Dr Aditya Vij. He started off by speaking about the change India is witnessing by the Start-up wave and youngsters passionately coming up with new ideas. How creating a Minimum Viable Product creates an impact in the company and affects the Product as a whole. By the end of the webinar every student went through the entire start-up journey. He encouraged students to think out of the box and be resilient enough to come back to where it all fell off. Because starting off new business is very fragile and must be treated very vulnerably. Overall, it was very enlightening session for all of the students.



**Bharati Vidyapeeth (Deemed to be University), Pune** 

**INSTITUTE OF MANAGEMENT & ENTREPRENEURSHIP DEVELOPMENT, PUNE**  
 Ranked among Top 75 B-Schools in India By NIRF 2020, MHRD Govt. of India

  
 Dr. Potangrooj Kadam  
 Founder, Bharati Vidyapeeth, Pune

  
 Dr. Shivajiraj Kadam  
 Chancellor, Bharati Vidyapeeth(DU), Pune

  
 Dr. Vishwaji Kadam  
 Secretary, Bharati Vidyapeeth, Pune  
 Vice Chancellor, Bharati Vidyapeeth(DU), Pune

  
 Prof. Dr. Manikrao Salunkhe  
 Vice Chancellor, Bharati Vidyapeeth(DU), Pune

**Innovation and Entrepreneurship Development Cell Welcomes You**

**Lean Start-up & Minimum Viable Product/ Business**

**Date: Saturday, 16th April 2022**  
**Time: 10.00 am to 11.30 am**

  
 Dr. Sachin S. Vernekar  
 Dean FMS BVPU  
 Director IMED

**Co-ordinators:**  
**Dr. Bharati Jadhav**  
**Dr. Shraddha Vernekar**

  
 Dr. Aditya Vij  
 Director, Imperitive Sourcing

**Link to join-**  
<https://tinyurl.com/innovation-EDCell>

**IMED.....WHERE DREAMS BECOME REALITY**

## ICC CALENDAR ACTIVITY UNDER MENTOR MENTEE SCHEME

.On 22nd February 2022, ICC Calendar Activity was organised in Association with VPM'S Polytechnic, Thane under Mentor Mentee Scheme to address the students from total five mentee institutes from all over Maharashtra including IMED. The session was organised between 10:00 am to 12:30 pm and the guest speakers for the session were - Dr. Nilay Yajnik, Former Vice Chancellor, Navrachana University, Vadodara and Dr. Vineet Kumar Yadav, Asst. Prof. Dept. of Production Engineering, NIT Trichy. The session was aimed to have a discussion on Managing Innovation and Process of Innovation Development and introduce the concept of Design thinking and Critical Thinking for innovation. This webinar had a number of key learnings for the attendees namely golden rules on strategic innovation, need of cross-disciplinary and innovative teams, networking web for innovation, Creativity and Design Thinking along with its relevance and real-life case

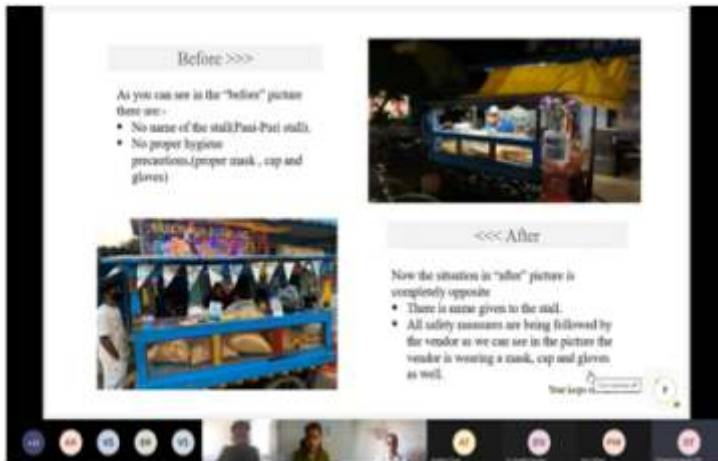
studies. Furthermore, some amazing tools and techniques were suggested to foster creativity, innovation and design thinking.

Question-Answer Session post Dr. Nilay Yajnik Presentation. Dr. D. K. Nayak, Principal, VPM's Polytechnic also raised a question as to how to attract students towards innovation knowing the fact it's a risky venture. Second speaker Dr. Vineet Kumar Yadav, Asst. Prof, Dept. of Production Engineering, NIT, Trichy was welcomed to address on Design Thinking and Critical Thinking for Innovation.

## CWTED COMPETITION 2022

The CWTED (Community Work Through Entrepreneurship Development) is a unique initiative of IMED where students are encouraged to help entrepreneurs having small unorganized businesses, that include various street vendors like vegetable and fruit sellers, grocery stores, set ups like tea stalls, snack stalls, and many more. Under the guidance of respective mentors allotted to different teams, students were encouraged to turn the Adversity into Opportunity by lending a helping hand to society and providing innovative ideas and effective solutions to uplift the business, sustain growth and run for a long period. In order to showcase the strategies used by the teams in 6 months, various outcomes and the transformational journey of the vendor, CWTED Competition was organised by Innovation and Entrepreneurship Development Cell on 26th of February 2022. The event was inaugurated by our Honourable Director Sir, Dr. Sachin S Vernekar and further the competition was conducted in two tracks. The faculty coordinators were Dr. Bharati Jadhav and Dr. Shraddha Vernekar along with the student organizing team: Sonal Surve, Vighnagar Wagh, Stuti Dua and Anviksha Tiwari. Total 26 teams participated out of which 13 teams competed in each track. Judges for track one were Dr. Sachin Ayerkar and Shyam Shukla and track two participants were judged by Dr. Pravin Mane and Mr. Deepak Navalgund. Participants were given five minutes for PPT presentation followed by Questions by the judges. The questions put up by judges revolved around the outcomes of the project, the strategies used by the students to elevate the vendor's business, the authentication of the transformational journey of the vendor and on the implementation plan undertaken by teams. Participants got the opportunity to work as a team and learnt the real essence of management. Students got to step into the shoes of the

Vendor and realised how difficult and challenging it was for these unorganised businesses to survive and expand. Working with the vendor provided the students with the chance to get the taste of entrepreneurship and its world. The event was a great success with 26 teams participating out of which 6 winners were declared.





**Bharti Vidyapeeth (Deemed to be University), Pune**  
**Institute of Management & Entrepreneurship Development**  
Ranked among Top-75 B-Schools in India by NIRF 2020 MHRD Govt. of India

**COMMUNITY WORK THROUGH  
 ENTREPRENEURSHIP DEVELOPMENT  
 2022**

**PRESENTATION COMPETITION**  
**Turning Adversity into Opportunity**



**On 26th February  
 2022  
 10.00 am**

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

**Organizing Team:**  
 Sonal Surve: 9137568137  
 Vighnagar Wagh: 9867031541

**Volunteers:**  
 Stuti Dua: 8588035717  
 Anviksha Tiwari: 7985267368

**Faculty Co-ordinators:**  
**Dr. Bharati Jadhav**  
**Dr. Shradha Vernekar**

WINNERS	FIRST PRIZE	SECOND PRIZE	THIRD PRIZE
TRACK 1	Sonal Surve, Vighnagar Wagh, Taruna Ninawe Tarun Jaipal, Sumit Kumar	Ashutosh Kumar, Ankit Aman Chelsi Jain, Aniket Kumar Anany Kumar Singh, Gaurav Raj	Shrenik Kabade Kashvee Soni Prathmesh, Pareek
TRACK 2	Vartika Sundrani, Harshada Wadekar, Pritesh Waghmare, Varad Shitole	Paridhi Agarwal, Onkar Mohite, Palak Pawar	Bhavina Raja, Chetan Chavan, Aman Yadav, Aamir Uddin Khan, Avinash Kumar Singh, Gulshan Lahapure



Director Sir addressing the students on CWTED Competition.





## WEBINAR: WOMEN START-UPS LEGAL PERSPECTIVE (PMA)

On 24th March, Pune Management Association (PMA) organised a webinar on “Women Start-Ups A legal Perspective” The guest speakers for the day were Mr Sachin Sakhare, Sopan Aghav, Samidha Gandhi and Dr Bharati Jadhav. The objective of the session gave an overview about the various legal aspects of start-up and how budding women entrepreneurs are conquering the market by their sheer dedication and handwork. With the increasing demand of building own brand and company, knowing how to cover every aspect to start a business or company is very important and this session provided clarity and vision of how to build something from scratch while keeping in mind the legal aspects of it. The session was indeed very informative about the subject, corporate laws playing crucial role in forming and setting up a business



### Key Takeaways:

- Progress towards women entrepreneurial development has increased ten-fold. However, female entrepreneurs continue to face multiple obstacles in their journey. One of them being the barriers imposed by the legal and regulatory framework of the economies they work in.
- Legal framework for Startups, SMEs and MSMEs.

**Speaker :Adv. Ritu Agwekar**  
Founder, R.Agwekar and Associates  
Legal Advisor & Trainer(PAN INDIA)

**March 24, 2022 | 7.30 PM**

Register:  
<https://tinyurl.com/2552u7tn>  
[www.punemanagement.org.in](http://www.punemanagement.org.in)



## LAUNCH PAD

Launch Pad Food Fiesta was organized by Entrepreneurship development cell, under Xpressions 2022, wherein the objective of the event was to provide a platform to the students to demonstrate their culinary knowledge and Entrepreneurial Skills. This event was inaugurated with ribbon cutting ceremony at the hands of director sir and our honorable guests. Director sir along with the guests visited all the stalls and tasted the offerings of respective participating teams.

Three best stalls were awarded which are as follows:

1st prize- Shake It

2nd prize- Stick Picks

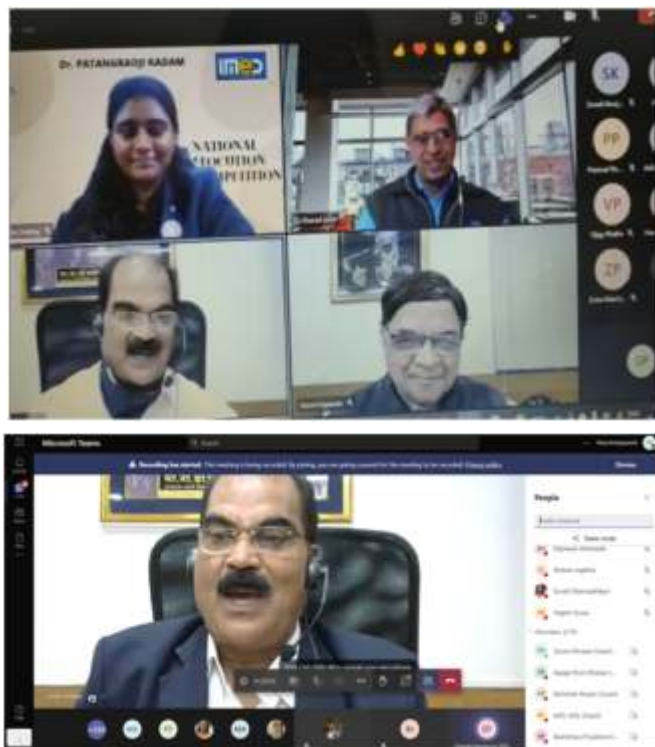
3rd prize-Sanck-O-Pedia



## Dr. Patangraoji Kadam National Elocution Competition, 2022

National elocution competition was organized by Bharati Vidyapeeth (Deemed to be university), Institute of Management and Entrepreneurship Development, Pune on 10th January 2022 at 10 am. Students studying in Jr. College, Undergraduate and Post Graduate across India were eligible for participating in the competition. Students across 12 different states of India participated. The competition was divided into two different rounds. Students were divided into six groups for elimination round. 18 students across different groups were selected for the final round. The final round was judged by Dr. Sharad Joshi and Dr. Jayant Oak. The event went successfully and lasted till 5 in the evening. Host for the final round requested Director Sir to announce the results which marked the end of the fruitful Contest. Winners were as under

Position/Prize	Winners
1st	Stuti Dua and Parshwa Bohra
2nd	Rajvardhini Pawar and Aanshika Yadav
3rd	Rohan Kavade and Tejas Patil
Runner up (Consolation Prize)	Sonal Surve



Director sir addressing the students.

**Bharati Vidyapeeth**  
(Deemed to be University), Pune (India)  
A Society established on 15th July 1987 by NMAC & Chartered by the Govt. of India in 1987  
**INSTITUTE OF MANAGEMENT AND ENTREPRENEURSHIP DEVELOPMENT**  
Pune  
★ Ranked among Top 25 B-Schools in India by NIRF IMED Govt. of India for consecutive 5 years ★  
**ORGANIZES**  
**DR. PATANGRAOJI KADAM**  
National Elocution Competition 2022  
Monday, 10th January 2022

**वक्तृत्व स्पर्धासाठी विषय**  
1. शिक्षण विभागाचे कार्यक्षेत्र विकासाचे क्षेत्र  
2. गरीब विकासासाठी शिक्षण क्षेत्राचा अर्थ व महत्त्व  
3. महत्वाचे कार्यक्षेत्र - जगाच्या विकासासाठी शिक्षण  
4. शिक्षण क्षेत्राचे विकास क्षेत्राचे विकास क्षेत्र  
5. शिक्षण क्षेत्राचे विकास क्षेत्राचे विकास क्षेत्र  
6. शिक्षण क्षेत्राचे विकास क्षेत्राचे विकास क्षेत्र  
7. शिक्षण क्षेत्राचे विकास क्षेत्राचे विकास क्षेत्र  
8. शिक्षण क्षेत्राचे विकास क्षेत्राचे विकास क्षेत्र  
9. शिक्षण क्षेत्राचे विकास क्षेत्राचे विकास क्षेत्र  
10. शिक्षण क्षेत्राचे विकास क्षेत्राचे विकास क्षेत्र

**Topics for Elocution**  
1. Social Transformation through Education  
2. Education: The Changing System  
3. Implementation of New Education Policy: Student Perspective  
4. Women Empowerment: Skill Development of India  
5. Post Pandemic Challenges for Educators  
6. Creativity and Innovation in the field of Education  
7. Language in the 21st Century  
8. Impact of Technology on Education  
9. Importance of Digital Literacy among youth  
10. Freedom of Speech in India or "One"

**PRIZES**  
**First Prize**  
Rs 10,000/-  
Trophy & Certificate  
**Second Prize**  
Rs 8,000/-  
Trophy & Certificate  
**Third Prize**  
Rs 5,000/-  
Trophy & Certificate

**ORGANIZING COMMITTEE**  
Dr. Sachin Ayankar, BCT200643 Dr. Vijay Phale, BCT2014104 Dr. Pramod Pawar, BCT200752  
Dr. Sarali K. Kulkarni, BCT200643 Dr. Hemant Kulkarni, BCT200643 Dr. Suresh V. Varkar, BCT200643  
1 and 2nd of Engineering 7th January, 2022 Dr. Sachin S. Varkar, BCT200643  
Chairman IMED Director IMED

**No Registration Fee**  
For Online Registration Visit : [imed.bharativedyapeeth.edu](http://imed.bharativedyapeeth.edu)  
Mail for Queries : [pramod.pawar@bharativedyapeeth.edu](mailto:pramod.pawar@bharativedyapeeth.edu) [sachin.ayankar@bharativedyapeeth.edu](mailto:sachin.ayankar@bharativedyapeeth.edu)

## ONLINE CYBER SECURITY TRAINING

All India Council for Technical Education (AICTE), Ministry of Education and Cyber Peace Foundation have joined hands to train five lakh students in India on cyber security skills. This initiative is named as E-Saksham Training divided into four levels, for that matter, level 1 training session was scheduled on 16th January 2022 at Zoom Meetings from 10:00 am to 12:00 pm. All IMED students of MBA and MCA attended the training programme. The project was planned to address the demand for skilled people in the cybersecurity sector. The aim of the programme was to address the issues that have come up such as cybercrimes, harassment, and abuse with the technological advancements and to build a secure ecosystem. The host for the session, Mr. ILN Rao (Cyber Peace foundation) began the session and invited the speaker Dr. Rakshit Tandon (Cyber Peace Foundation). The session revolved around the basics of cyber security and online safety, including the topics: Data Privacy and Digital Foot-print, Cyber Ethics and



Responsible Behaviour, Digital Wellbeing and Cybercrime and Reporting. Participants got to know about the consequences of avoiding the data protection. Some amazing Hacks, websites, applications and government support initiatives were introduced to the students. This was an amazing session which gave the opportunity to students to get the training and also receive a certificate for the same through an assessment test. The training programme organised by AICTE in collaboration with CPF is a great move. The first level training webinar gave foundational insights to students not only to protect their data but also to see their career in cyber security.

## WOMEN'S DAY 2022

On the auspicious occasion of International Women's Day on 8th of March, IMED celebrated the event with aim to provide a platform to help forge positive change for women. The guests for the event were Senior Police Inspector Neelima Pawar, Ms Pooja Tahalyani, Founder and Head operations Mabio World, Dr Shivali Ingawale, Founder, SHAKTI TSDA, Dr Shilpa Suresh, Co-Founder, SHAKTI TSDA, Dr Sangita Shirude, Co-Founder, SHAKTI TSDA, Mrs Vishakha Doshi, Co-Founder, SHAKTI TSDA. The two host for the event were Stuti Dua and Shweta Gupta. The event started with felicitation of the guests by our esteemed Director sir. The guest speakers shared their valuable insights based on their experiences which were easy to comprehend and guided the young ladies. There was a refreshing question and answer round by team SHAKTI TSDA. It was followed by the various fun activities and handmade cards that were presented to the teachers by the organising team, followed by vote of thanks proposed by Vartika Sundrani. The event was a great success as it was very well organised.



Director sir felicitating the guest speakers on the occasion of Women's Day.

## AICTE-VETERAN'S SPEECH ON PATRIOTISM

AICTE had signed an MoU on 25th December 2021 with Veterans India for the overall development of UG and PG students of AICTE approved institutions by bringing in patriotic touch that enables the youth to grow in all three dimensions (Mansa, Vacha and Karmana). (The MoU can be viewed on AICTE website).

Accordingly, the institute has organized speech on Patriotism by Col. Maneesh Joshi on 22/03/2022 at 11.00am to 12.30 pm at Seminar Hall for the MBA-I/MCA-I students. The event was coordinated by Dr. Hema Mirji, Dr. Deepali Pisal, Dr. Vijay Phalke. The objectives behind the session were bringing nationalism and patriotism in students getting experiences of war veterans and personality development and understanding Strategy building practices. Ms. Sonal Surve, introduced the speaker, Col Maneesh Joshi., the guest was felicitated at the hand of Dean FMS and Director- IMED, Pune Dr. Vernekar. Col. Maneesh Joshi highlighted on the concept of Indianness, factors for national character or spirit building the essentials are not only physical conditioning like geographical area but also homogeneity in terms of race, culture is also very important. He Also elaborated on the necessity of virtues like sincerity, benevolence and loyalty etc. He discussed about the contribution of Lee Kwan Yew for nation building activity of Singapore. Later students interacted with him on various queries in Q & A session. In all, 182 students attended the session and they were found to be keenly engaged in the whole session.

## Session on Indian Constitution (NSS)



The NSS team of Bharati Vidyapeeth (Deemed to Be University), Institute of Management and Entrepreneurship Development (Pune), organized a guest session “Indian Constitution” on the occasion of 131st Birth Anniversary of Dr. Babasaheb Ambedkar and Azadi Ka Amrit Mohostav on 16th April 2022 at 10:00 am to 11:30 am. The activity was guided under our NSS program officer Dr. Vijay SS Phalke along with Faculties Dr. Shreyash Dingankar, Dr. Sucheta Kanchi, Ms. Pratima Gund and organized by Sakshi Yadav and Varun Sultania.



The guest speaker Adv. Asim Sarode talked about the origin of Indian Constitution, the struggle our great leader did, value of our constitution, the essential part of our differences and how peaceful co-existence, economic and social equality, progress and development. Government support and contribution is vital for achieving these common goals. While the aspirations and aims (Sovereign, Social, Secular, Democratic, Republic, Justice, Equality, Liberty) of the Constitution of India spelt out in its Preamble reflect the aspirations of the Indian society, the Directive Principles of the State Policy in Indian Constitution prescribe measures the Government should take in order to achieve the common good of the people and the overall development of the society. Indeed, it was great session and students got a direction to take ahead the country in light of becoming responsible citizens with curbing the unnecessary practices happening in the name of tradition and festivity.



Director Sir welcoming the guest speaker Adv. Asim Sarode on the occasion of 131th Birth Anniversary of Dr. Babasaheb Ambedkar and Azadi Ka Amrit Mohostav.





## NSS

01	Majhi Vasundhara Pledge	28 <sup>th</sup> – 30 <sup>th</sup> December 2021
02	Majhi Vasundhara Awareness On Renewable Energy	29 <sup>th</sup> – 30 <sup>th</sup> December 2021
03	Covid-19 Awareness Drive	30 <sup>th</sup> December 2021
04	Road Safety Awareness	31 <sup>st</sup> December 2021
05	National Essay Competition	12 <sup>th</sup> – 16 <sup>th</sup> January 2022
06	National Girl Child Day	24 <sup>th</sup> January 2022
07	Patriotic Run	26 <sup>th</sup> January 2022
08	National Voter's Day	25 <sup>th</sup> January – 15 <sup>th</sup> March 2022
09	Indian Constitution Session	16 <sup>th</sup> April 2022
10	Blood Donation Camp	4 <sup>th</sup> May 2022
11	World Bicycle Day	3 <sup>RD</sup> June 2022



***Mr. Nayan Patankar*** ('Winner ' in category - II. (Student)

All india Council for Technical Educations (AICTE) launched "AICTE FIT INDIA CHALLENGE" on Independence day i.e.15th August,2021 for the students of AICTE approved institutions.



Dr. Vijay Phalake, Dr. Sucheta Kanchi, Shreyash Dingankar



## SPORTS CORNER

### SPORTS MEET 2022

#### Men

SR NO	EVENT	WINNER
1	Cricket 1 <sup>st</sup> prize	MBA SY A
2	Cricket Runner up	BBA FY C
3	Cricket 2 <sup>nd</sup> Runner up	BBA TY C
4	Volleyball 1 <sup>st</sup> prize	MBA SY A
5	Volleyball Runner up	BBA TY B
6	Tug of War 1 <sup>st</sup> prize	MBA SY A
7	Tug of War Runner up	BBA FY A
8	Tug of War 2 <sup>nd</sup> Runner up	BBA SY A
9	Basketball 1 <sup>st</sup> prize	BCA FY
10	Basketball Runner up	BBA FY
11	Table tennis 1 <sup>st</sup> prize	Abhishek Singh
12	Table tennis Runner up	Pradyot Jain
13	Table tennis 2 <sup>nd</sup> runner up	AviPunnetha
14	Chess 1 <sup>st</sup> prize	Abhishek Singh
15	Chess Runner up	Rohan Bajpay
16	Chess 2 <sup>nd</sup> Runner up	Pratyush Jain

#### Women

Sr No	Events	Winners
1	Cricket 1 <sup>st</sup> prize	MBA FY HR
2	Cricket Runner up	BBA TY C
3	Tug of war 1 <sup>st</sup> prize	BBA FY B
4	Tug of war Runner up	BBA TY C
5	Chess 1 <sup>st</sup> Prize	Anusha Raj
6	Chess Runner up	MayuriLatkar
7	Chess 2 <sup>nd</sup> Runner up	Dhyaneshwari

### Best Sportsmen Prizes

Title	Name
Best Rollball player 2022	YashTayde
Best Cricket player 2022	Abhirajpatil
Best sportsman of the year 2022	Abhishek Singh
Best sportsmen IMED	Tejas Gujar

### Intercollegiate

BVDU Intercollegiate Volleyball Tournament Men 2021 -2022 Winner
BVDU Intercollegiate Volleyball Tournament Women 2021 -2022 Winner
BVDU Intercollegiate Table Tennis Tournament Men 2021 -2022 Winner
BVDU Intercollegiate Football Tournament Men 2021 -2022Runners Up
BVDU Intercollegiate Basketballl Tournament Women 2021 - 2022Runners Up

### Faculty Corner FDP

Date	Topic	Name of the Resource Person
01/03/2022	Prowess e-database	Mr. Rajat Gupta
23/05/2022 to 25/05/2022	FDP on e-databases for Research	Mr. Rajat Gupta, Mr. Date, Mr. Kantisingh Patil



**Ms. Pratima Gund** ('Winner ' in category - II. (Faculty)

All india Council for Technical Educations (AICTE) launched "AICTE FIT INDIA CHALLENGE" on Independence day i.e.15th August,2021 for the students of AICTE approved institutions.





Dr. Netaji Jadhav







# Xpressions

Xpressions 2022, International Cultural and Management Fest

The most awaited event “Xpressions 2022”, an International cultural and management fest was organized from 6th May 2022 to 8th May 2022. The inauguration ceremony took place on 6th May 9.30 am at basketball court of the college. The chief Guest for the ceremony was CA and Advocate, Mr. Mohit Aggarwal, President and Founder, Interlink Foundation. Our guest of honor was Mr Mahendra Jagtap, Senior Police Inspector, Kothrud Police station. The ceremony began with a welcome dance by remembering Lord Shiva. Post this the host invited the guests and director sir to speak a few words. This was followed by a powerpack performance by flash-mob team of IMED. The event was inaugurated at the hands of Dean FMS BVDU, Director IMED Pune, Dr Sachin S. Vernekar.

Launch Pad Food Fiesta was organized under Xpressions 2022 wherein the objective of the event was to provide a platform to the students to demonstrate their culinary knowledge and Entrepreneurial Skills. This event was inaugurated with ribbon cutting ceremony at the hands of director sir and our honorable guests. Director sir along with the guests visited all the stalls and tasted the offerings of respective participating teams.

‘Xpressions’ is an eagerly awaited inter-collegiate fest for students. The fest was organized for three days with several different themes. The entire college was beautifully decorated all the three days.

## DAY 1

### Theme: Traditional Day

#### Events:

- **Technophilia**

Tech Paper presentation includes giving presentation on the trending papers that belongs to different branches like engineering, computer application and IT Technology and

concepts. The judgement was based on how the candidates presented the paper in given time and coverage of all major aspects of the topic and delivery of content to the audience.

- **Shark Tank**

Shark Tank was conducted to provide the opportunity to the students to unleash their inner entrepreneur, by undergoing challenging rounds to unfold the best of their qualities. The judgement was based on Clarity, Sustainability, Presentation, Time Management, Potential for future progression, Feasibility and Practicability.

- **Valorant**

It was a gaming event in which one had to compete with other team and those who scores the highest is winner.

- **Treasure Hunt**

Treasure hunt received massive participation. Around 35 teams participated in this competition. It was conducted in 6 different rounds. The first two rounds were conducted in the reading hall wherein clues were given and participants had to identify the correct answer. 4 teams were selected for the upcoming rounds.

- **Lord of Cubicles**

Manager creates a vision, articulate a vision, passionately own the vision, and relentlessly drive it to completion. The competition was conducted in two rounds. The round 1 consisted of group discussion based on case study. The round 2 consisted of presentation of solutions on the given case study. The participants had to argue as a manager and carry the informative information as a marketer.

- **Awaaz**

The street theatre was more direct, brief, concise expression the objective of which was

to convey a particular idea or portray a significant meaning. The highlight of the street theatre was that it broke the formal barriers and approached the people directly.

## DAY 2

### Theme: Back to School

#### Events:

- **5 Star Review**

In this the participants were supposed to review the movie of their own choice. This was conducted in two rounds. In round 1, the participants were supposed to write a maximum 500 words write up saying why they love a particular movie. The selected participants had to give a live review in front of the audience. The contestants were given maximum 4 minutes to give the review in the form of presentation, role play, act or narration. The judgement was based on Confidence, Uniqueness, Creativity, Quality of the review, and covering of all the related aspects within the frame.

- **Khayal**

Open mic encompasses many arts such as poetry, storytelling, standup comedy etc. Only 5 minutes were allowed per entry. Participants came up with their original creative work. The best two participants were awarded.

- **Click Shots**

It was a photography event in which one had to capture image related to the given theme and explain the relevance of the image to the chosen theme. The participants had to report with their own camera/phone and other photography equipment. The photography was allowed inside the college campus only. Filters were strictly prohibited. Participants were given 2 minutes to explain their work.

- **Nakaab**

This was a face painting event in which the participants were supposed to paint faces of their partners. A team of 2 from the same institute was required. Participants were judged based on Creativity, innovation, uniqueness, neatness, design, presentation and relevance to the theme given.

- **Dare to Do**

Courage is knowing what not to fear. Dare to do allowed participants to be brave enough to do something that challenges their soul. The participants had to fill up a form given by the organizing team and shortlisted candidates had to go through a Q&A round based on their form. Qualifying participants from 1st round had to undergo several tasks designed by the organizing team.

- **Ad Maniac**

In ad maniac the creativity goes hand in hand with madness. The objective of this event was to acquaint the students about promotional strategies in marketing through advertisements in best possible ways.

## DAY 3

### Theme: Red Carpet

#### Events:

- **Humming**

‘Humming’ (Singing) was designed to test the abilities of the candidates against other performers and help them improve. It engaged the emotions, promoted self-esteem and social inclusion and supported social skill development among the participants.

- **Feet on Fire**

The theme of the competition was Indie-Fusion. Each contestant had to prepare a dance performance of 5 to 6 minutes. the judgement was done on the basis of Facial Expressions, Body Language, Presentation and



performance, Overall clarity and impact, choreography. It was one of the most energetic event.

- **War of Bands**

War of bands was a music contest and competition in which several bands competed for the title of the best band. The time limit for performance was 15 minutes. the organizers provided the drum sets and the sound system. The judgement was done on the basis of the theme given which was 'Bollywood'. Teams were advised to prepare accordingly.

- **Glamour Nova**

Fashion is art. This competition provided an opportunity for all the participants to show off a particular aesthetic, a particular mood, a particular feel, or a point of view. theme for fashion show was 'Nature'. The judgement was done on the basis of Costumes, Theme, Walking Stance, Props and attitude.

The winners were felicitated at the prize distribution ceremony and trophies were awarded by Dean FMS BVDU, Director IMED Pune, Dr Sachin S. Vernekar.

The annual cultural fest was held in the college premises in a befitting manner. The event was diligently organized. There was a soul to it. A soul that was vibrant, contagious and exuberant. The event's success is credited to the organizing committee of Xpressions 2022.



Director Sir felicitating the guest of honor Senior Inspector Mahendra Jagtap, Kothrud Police Station on the occasion of Xpressions 2022.



Director Sir along with guests and Faculty members inaugurating Xpressions 2022, annual fest of IMED.



Director Sir, Dr. Sachin S Vernekar along with the honorable guests CA Mohit Aggarwal and Senior Inspector Mr. Mahendra Jagtap inaugurating the Launchpad, an event from Xpressions 2022.









## Inter College Competition



**BHARATI VIDYAPEETH (DEEMED TO BE UNIVERSITY), PUNE (INDIA)**  
**INSTITUTE OF MANAGEMENT AND ENTREPRENEURSHIP DEVELOPMENT**

Accredited with 'A' grade(2017) by NAAC , , re-accredited with 'A+' by NAAC (3rd Cycle)  
 Category-I University status by UGC, Ranked among Top 75 B-Schools in India by NIRF, MHRD, Government of India.



### Congratulations to IMED Gems- Intercollegiate at State & National Level Achievers !!!



**Ms. Sonal Prashant Surve**  
 First Prize 17th Online Elocution Competition 2021  
 Divine Life Society, Pune Branch  
 First Prize Safamama (Gandharva '22)  
 Second Prize Elocution Competition (Springz '22)  
 Second Prize in National Level Elocution Competition  
 (S.P. College, Pune)  
 First Prize in Debate Competition (Amity Global Business School, Pune)



**Ms. Arushi Agrawal**  
 First Position  
 Anusandhan Summer Internship  
 Project Presentation Competition  
 MIT World peace University



**Ms. Akshita Singh**  
 Second Position  
 Anusandhan Summer Internship  
 Project Presentation Competition  
 MIT World peace University



**Ms. Bavneet Kaur Ugra**  
 Best Delegate Award  
 Model United Nations  
 International Model United  
 Nations Online Conference 66.0



**Ms. Annupritta**  
 Third position  
 ASET Music Fest 2021  
 Ahalia School of  
 Engineering & Technology



**Ms. Stuti Dua**



**Mr. Neel Mota**  
 Second Prize  
 Crossroads: National level Case Study Competition Social Development and  
 Research Association in partnership with Vivekananda Global University



**Ms. Vartika Sundrani**



**Mr. Yogesh Rathee**



**Ms. Shweta Gupta**  
 Third Prize  
 Crossroads: National level Case Study Competition Social Development and  
 Research Association in partnership with Vivekananda Global University



**Mr. Shejin Alex**



**Mr. Samar Jain**  
 Second Prize Business Plan Competition  
 Amity Global Business School, Pune



**Mr. Salman Haidar**  
 Second Prize Business Plan Competition  
 Amity Global Business School, Pune



**Mr. Sanskar Bothra**  
 Second Prize Business Plan Competition  
 Amity Global Business School, Pune

**Dr. Sachin S. Vernekar ,Dean FMS BVDU & Director and Team IMED**  
**Dr. Ranpreet Kaur & Dr. Bharati Jadhav-Team Off Campus**

Dr. Ranpreet Kaur, Dr. Bharati Jadhav

## Congratulations Ph.D Awardees

Sr. No	Name of the Student	Month and Year of Award	Name of the Guide	Title of the thesis
1	Mr. Sanjay Dhar	Jan 2022	Dr. SachinVernekar	A Study of effectiveness of training of IT Managers on Project Management with special reference to DEVOPS
2	Mr. abhay Kumar Sharma	March 2022	Dr. Mahesh Shitole	A Comparative study of Marketing of products of Telecom services provider with special reference to Kolhapur
3	Ms. PallaviChopde	March 2022	Dr. Kirti Gupta	Career Transition of Military Personnel with Special Reference to Disabled Soldiers.
4	NiketTajne	April 2022	Dr. Kirti Mahajan	Pattern Recognition Framework for Transliterating MODI Script for Visually Impaired People.
5	KamlapatiTripathi	April 2022	Dr. Ashutosh Gaur	An Evaluation and Design of Knowledge Discovery Techniques for Talent Forecasting in Human Resource Application
6	Leena Gokhale	April 2022	Dr. Kirti Mahajan	A Study of Big Data Visualization Tools and Techniques to Develop Efficient Suite for Enhancing Business Decision.
7	GautamBillore	April 2022	Dr. SachinVernekar	Study of Impact of Cultural Barriers on Internationalization of Indian SME's in Nordic Region
8	Manisha Verma	April 2022	Dr. Kirti Gupta	A Study on Workplace Spirituality and Employee Stress Management.
9	RupaliPawar	April 2022	Dr. Kirti Mahajan	A Proposed Integration Architecture Based on Prince 2 and Scrum Framework: A Study for Better Project Management.

Dr. Sucheta Kanchi





**Publication Details: January 2022 to June 2022**  
**Publication in International Journals:**

Sr. No	Author/s	Title of The Paper	Name of the Journal	Publication Details
1.	Prof.Dr. Sachin S Vernekar  Prof. Dr chanakyakumar  Ms. Rutujakharade manager	Learning Analytics: - A Perception Study Of Analytics In Educational Institutions	Bengal, Past and Present  UGC Care Group 1 Journal	ISSN – 0005-8807 Volume: 140 Issue No: I Jan-June 2022 Page No. 167-173
2.	Dr. Sachin S. Vernekar	Human Resource Analytics In This Pandemic: Do You Really Need It? This Will Help You Decide!	Journal of Management and Entrepreneurship	ISSN – 2248-9622 Volume: 12 Issue No: 3 Page No. 138-146 March 2022 Impact Factor 5.8
3.	BharatiYelikar , RichaBanagiri, Aruna Dev Rroy	The Impact of Vocational Guidance on Career Choice	International Management Review  The journal is indexed in the UGC CARE-I category, EBSCO, and ProQuest.	ISSN:1551-6849 Volume: 18 Special Issue Page No. 11-19 Jan 2022  <a href="http://www.americanscholarpress.us/journals/IMR/journal%20IMR.php#collapse%20S2">http://www.americanscholarpress.us/journals/IMR/journal IMR.php#collapse S2</a>
4.	Dr.AnuradhaYesugade Ms. AarushiAgrwal	A perception study of Neo banking as a Fintech Revolution	International Journal of Engineering Research and Applications (IJERA)	ISSN – 2248-9622 Volume: 12 Issue No: 3 Page No. 138-146 March 2022 Impact Factor 5.8
5.	Dr.SonaliDharmadhikari UzmaAyubSarkhot	Impact Of Gst On Non-Banking Financial Companies	Shodhsamhita  UGC CARE  Group 1 Journal	ISSN No. 2277-7067 Volume : 9, Issue No: 1(I), Page No.37-40 March 2022 2022-2023
6.	Dr.Shyam Shukla RajendraDhanger	Emerging Markets – Trends, Challenges And Opportunities For E-Marketing	Journal of Emerging Technologies and Innovative Strategies (JETIR)  An International Scholarly Open Access, Peer Reviewed, Refereed Journal ww.jetir.org	ISSN – 2349-5162 Volume: 9 Issue No: 4 Page No. 476-481 April 2022 Impact Factor 5.8

7.	Dr.HemaMirji DhananjayBhavsar	Study the Influence of Human Capital on the Economic and Organizational Development of Automobile Companies	Journal of Management and Entrepreneurship JME	ISSN: 2229-5348 Special Issue April 2022 Page Number 21-68
8.	Mr.PradeepPatil, Dr. Vinod S. Ingawale, Dr. Suresh Suryawanshi, Dr.SurajKamble	An Empirical Study On Impact Of Promotion Mix On Awareness Level And Admission With Respect To Technical And Professional Institutes In Pune.	Journal of the Maharaja Sayajirao University of Baroda  UGC CARE Group I Journal	ISSN : 0025-0422 Volume -56, Issue No.5 (1) May 2022 Page No. 1-20
9.	Mr.Pradeep R. Patil Ms. YogeshwariDeshmukh Dr.Vinod S. IngawaleMs.PratimaG undDr.SureshSuryawa nshi	Changing Consumer Preferences For Skin Care Product	Journal Of Education: RabindraBharati University  UGC CARE  Peer Reviewed and Refereed Journal	ISSN - 0972-7175 Volume: 25 Issue No: 5 (I) Page No. 138-146 May 2022 Impact Factor 5.8
10.	Dr.Bharati Rajiv Jadhav, Dr.Sonali Prasad Dharmadhikari and Dr. Shweta TusharJoglekar	B-Schools Students' Readiness Towards Entrepreneurship As A Career Option: A Critical Analysis And Reflection	Stochastic Modeling & Applications  UGC CARE  Approved Journal	ISSN: 0972-3641 Volume: 25 Issue No 3 Page No.: 1960 – 1967  (July-December, Special Issue 2021 Part - 3)

### Papers Presented in International Conferences :

Sr. No.	Author/s	Title of the Paper	Name of the Conference	Organizer	Publication Details
1.	Dr Pravin Mane  Pankaj Roy Gupta	An empirical study on Teacher Performance Analytics to measure the impact of environmental factors by using the design of Circularity Measurement Framework	International Conference on Circular Economy and Sustainability, 2022	DES Institute of Management Development and Research, Pune,	18-19 March Best Research Paper Award (2 <sup>nd</sup> )



2.	Dr Pravin Mane Pankaj Roy Gupta	Application of HR Analytics Techniques for Creating Business Value by Predicting Employee Performances in Automobile Industry	3rd International conference on "Stakeholder well-being through Value Creation"	S. P.Mandali's Prin. L.N. Welingkar Institute of Management Development and Research (We school)	27-28 Jan 2022
3.	VirajMohite Dr. Vinod Ingawale	UPVC Windows Manufacturing Industry Analysis Using Porter's Five Forces Model	Interdisciplinary International Conference" on	Ajeenkya DY Patil University, Pune, India in association with American National Open University, UNIFACVEST University Brazil, University of Southern Mindanao, Philippines	6-8 Oct 2021
4.	Dr. Kirti Mahajan and Ms. Pragnya Nigam	"BCI System, Current Gaps and Its Future in Home Automation"	International Conference on Computer Science and Management (CICCSM-2021)	Panipat Institute of Engineering and Technology, Chennai, India	29-31 Dec 2021

### Publication in Books :

Author/s	Title of The Chapter	Name of the Book	Publication Details
Prof. (Dr.) Kirti Mahajan Mr. Sunil Sahu	IoT - Based Digital Marketing	USE OF IOT Internet of Things	Publisher: Namya Press ISBN No 978-1-956861-10-5 Page No 1 -10
Prof.(Dr.) Kirti Mahajan Mr. Sunil Sahu Kavita Rani	Depression Detection And Anxiety Using AI And Mobile Device	Applications of Artificial Intelligence in Real World	Publisher: Taurean Publications ISBN NO 978-93-9107436-4 Page Number 77-91
Prof. (Dr.) Kirti Mahajan Dr.Vijaya Kumar Gudivada, Mr. PratipathiRatnaKumar& Mr. Chanda Raj Kumar	Full Book	Software Engineering	Publisher: Shanlax Publications ISBN No 978-93-94899-24-7

Dr. Anuradha Yesugade



## Alumni Speak



Thanks to IMED, the faculty has always been supportive and inspiring guides, and also challenging taskmasters. The peer group at IMED was intellectually stimulating, and with some, I have made friends for life...

**Rajesh Gidde**  
Project Manager IT  
Celsa Group, United kingdom



IMED has nurtured me and made me what I am today. IMED made me more disciplined and helped me to grow not only professionally but holistically...as a good human being.

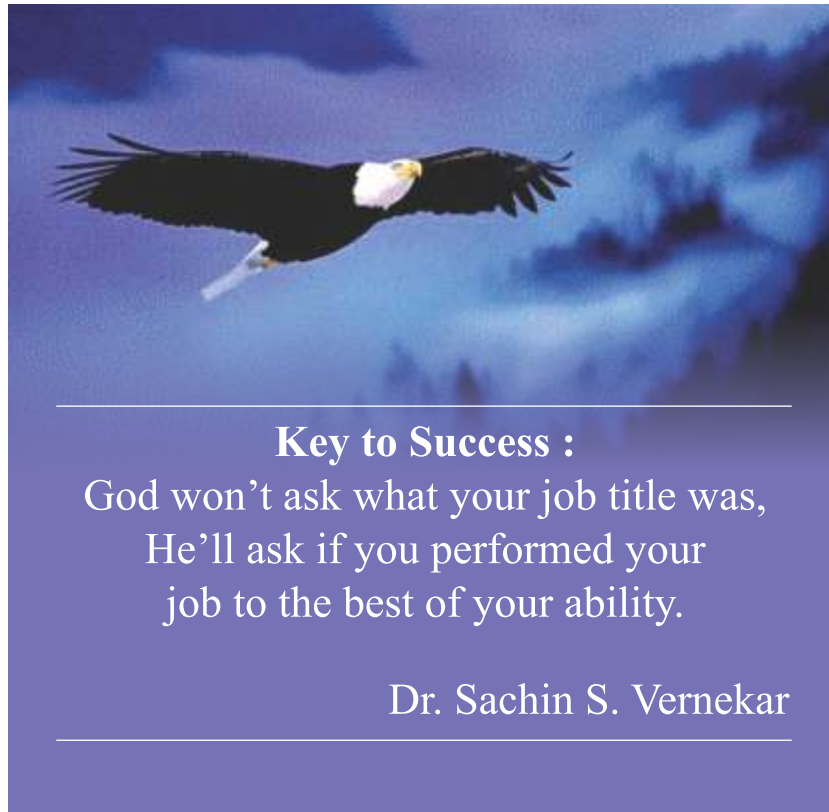
**Samir Kaul**  
Director HR Strategy and Planning  
Saudi Telecom Company Bahrain, Bahrain



I am thankful to entire IMED faculty for teaching us business strategies and concepts, in theory and in absoluteness. All of them made a point that each of us surely learns to use our skills in reality.

**Harshit Burmee**  
Associate  
Amazon  
Santa Clara, Sunnyvale, US





## Editorial Board

**Advisor : Dr. Sachin S. Vernekar**, Dean FMS, BVDU, Director, IMED  
**Faculty Editor : Dr. Bharati Jadhav, Mr Deepak Navalgund**



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(Deemed to be University), Pune, India

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

Erandwane, Pune- 38. Maharashtra, India

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- Outlook in association with ICARE (Indian Centre for Academic Rankings and Excellence) ranked IMED:
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- 25th among Top University – Constituent Colleges

**Dr. Sachin S. Vernekar**

Dean FMS BVDU, Director, IMED

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