

**BUNTS SANGHA'S S.M. SHETTY COLLEGE OF SCIENCE, COMMERCE AND MANAGEMENT
STUDIES, POWAI
PERMANENTLY AFFILIATED TO UNIVERSITY OF MUMBAI
IMC RBNQ CERTIFICATE OF MERIT 2019
ISO 21001:2018 CERTIFIED**

Student Enrichment Activity Approval Form

Department: Department of Accountancy & Financial Management.

Program: Alumni Diaries (1st lecture series) – Intra-collegiate Seminar on ‘Sustainable Entrepreneurship – Marketing, Communications & Networking’.

Objectives:

- To give a broad overview of Sustainable Entrepreneurship and how to start your own business
- To orient students on Effective Use of Marketing, Communications & Networking in business

Need: Students must be aware and updated on the Recent trends in Marketing, Communications and Networking in business. Undergraduate students need to be oriented and trained on Sustainable Entrepreneurship and become job creators.

Content: Sustainable entrepreneurship – case studies, strategies and business ideas.

Resource Person: Ms. Preet Kaur Sethi, (BCom Alumni – 2020-21)
Entrepreneur - Maharani Jindan, Digital Marketer, Consultant

Date: 07th July, 2023

Timing: 10.30 am to 11.30 am

Venue: 6th floor- Room No. 608

Cost/Budget: N/A

Proposed by: Department of Commerce

VERIFIED BY:



Prof. John Menezes

Convenor of the seminar



Prof. Sandesha Shetty

Vice principal & Coordinator



Dr Sridhara Shetty

Principal

BUNTS SANGHA'S




PRINCIPAL

Bunts Sangha's S.M. Shetty College
of Science, Commerce & Management Studies
Powai, Mumbai-400 076.
Tel. 022-6132 7352
Email: college@buntsangha.org

S.M. SHETTY COLLEGE OF SCIENCE, COMMERCE AND MANAGEMENT STUDIES, POWAI
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Minutes of the Meeting

DATE: 30-06-2023

Venue : 6th floor-Vice Principals Cabin

Agenda : Duty allocation for Seminar - “Sustainable Entrepreneurship – Marketing, Communications & Networking”



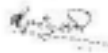

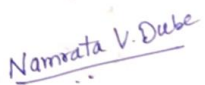
A meeting was held to allocate duties among the professors and decide the schedule of the session for the seminar.

The meeting concluded with thanks from the Coordinator.

Teachers’ Duty List

NAME	DUTY DETAILS
Asst. Prof. Sandesha Shetty	Delivering introductory remarks during the seminar and Proposing the Vote of Thanks
Asst. Prof. Priya Nadar	Creating whatsapp message and promotional message to be circulated amongst students’ groups
Asst. Prof. Namrata Dube	Technical Session, Generating and circulating Attendance cum feedback form during the seminar
Asst. Prof. John Menezes	<ul style="list-style-type: none">● Preparing schedule and poster of the event● Contact resource person, scheduling date and time of seminar, overall management of the seminar, Anchoring the seminar● Welcoming the participants, Introduction of Resource Person and Handling Q & A.● Report Writing

Members present for the meeting:

Mr. Sandesha Shetty- Vice Principal and B.Com Coordinator	
Asst. Prof. John Menezes	
Asst. Prof. Priya Nadar	
Asst. Prof. Vijay Vishwakarma	
Asst. Prof. Namrata Dube	




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Notice/ Whatsapp Message

Greetings to All,

The Department of Accountancy & Financial Management of Bunts Sangha's S.M. Shetty College, Powai is organizing ALUMNI DIARIES (1st Lecture Series)

An Intra-collegiate Seminar on - Sustainable Entrepreneurship – Marketing, Communications & Networking

Resource Person – Ms. Preet Kaur Sethi
Entrepreneur, Digital Marketer, Consultant
Expertise -Digital Marketing & Communications
Specialization-Marketing
Experience- Digital marketing at POPxo, VP Youth Marketing - Bioayurveda, Consultant Doterra, Entrepreneur Maharani Jindan
Year of Graduation -2021
(B.Com Alumni - Batch 2020-21)

Date – 7th July, 2023
Time – 10:30am onwards
Venue - 6th Floor, Room No. 608

Note

1. No Registration Fess
- 2 .E- Certificate will be provided to the registered participants subject to attendance and submission of feedback form (within 7 working days)

For further queries kindly contact -
Asst. Prof. John Menezes

Regards,
The Department of Accountancy & Financial Management



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S.M.Shetty College of Science, Commerce
and Management Studies, Powai
NAAC Accredited 'A' Grade
IMC RBNQ Certificate of Merit 2019
ISO 21001 : 2018 Certified



Department of Accountancy and Financial Management

Presents

An Intra-collegiate Seminar on –
“Sustainable Entrepreneurship – Marketing, Communications &
Networking”

Date: 07th July, 2023

Time: 10.30 am to 11.30 am

Program Schedule

Welcome Address	<p>Dr. Sridhara Shetty <i>Principal</i> Bunts Sangha's S.M.Shetty College of Science, Commerce & Management Studies, Powai</p>
Technical Session	<p>Ms. Preet Kaur Sethi, <i>(BCom Alumni – 2020-21)</i> Entrepreneur, Digital Marketer, Consultant</p>
Q & A	<p>Prof. John Menezes <i>Faculty, Department of Accountancy and Financial Management</i> Bunts Sangha's S.M.Shetty College of Science, Commerce & Management Studies, Powai</p>
Vote of Thanks	<p>Prof. Sandesha Shetty <i>Vice Principal & HOD - Department of Accountancy and Financial Management.</i> Bunts Sangha's S.M.Shetty College of Science, Commerce & Management Studies, Powai</p>




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SEMINAR POSTER



Bunts Sangha's
S.M.Shetty College of Science, Commerce and
Management Studies, Powai. Mumbai - 76
(Permanently Affiliated to University of Mumbai)



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**DEPARTMENT OF ACCOUNTANCY
& FINANCIAL MANAGEMENT**

organizes an INTRA-COLLEGIATE Level Seminar on

**“Sustainable Entrepreneurship – Marketing,
Communications & Networking”**



Resource Person – Ms. Preet Kaur Sethi
Entrepreneur, Digital Marketer, Consultant

7th July, 2023

10:20 a.m

(Room no. 608)

#AlumniDiaries

E-Certificate will be issued to all



P. Sethi
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Report

Event: Alumni Diaries (1st lecture series) – Intra-collegiate Seminar

Topic: “Sustainable Entrepreneurship – Marketing, Communications & Networking”

Date: Friday, 7th July, 2023

Timing: 10:30 am to 11:30 am

Venue: 6th floor, Room No. 608

Scope: Students of BCom (Undergraduate) Programme

Resource Person: Ms. Preet Kaur Sethi, (BCom Alumni – 2018-19)
Entrepreneur, Digital Marketer, Consultant

Objective:

- To give a broad overview of Sustainable Entrepreneurship and how to start your own business
- To orient students on Effective Use of Marketing, Communications & Networking in business

Highlights- The seminar started with the Welcome Address by Principal Dr. Sridhara. After that Asst. Prof. John Menezes – Convenor of the seminar, introduced the resource person - Ms. Preet Kaur Sethi, (BCom Alumni – 2020-21), Entrepreneur, Digital Marketer, Consultant. Ms. Preet oriented and guided the participants about the overview of Sustainable Entrepreneurship, Role and Scope of Marketing, Networking and Communications in modern businesses. She supplemented the topic with relevant case studies and also at the end of the seminar shared her real life experience of handling her brand Maharani Jindan and its associated products. She aptly discussed about the USP of Products and services in businesses and how it can be made successful. It was followed by a Question-Answers session where queries raised by participants related to the seminar topic were

answered by the resource person. Session came to an end with a vote of thanks proposed by CS Sandesha Shetty – Vice Principal & BCom Coordinator.

Total 109 (M-65 F-44) participants attended the seminar.

Team Members for the event:

Asst. Prof. Sandesha Shetty – Vice Principal and BCom Coordinator

Asst. Prof. John Menezes - Convener of the Seminar

Asst. Prof. Dr. Vijay Vishwakarma - Member - Department of Accountancy and Financial Management

Asst. Prof. Priya Nadar - Member - Department of Accountancy and Financial Management

Asst. Prof. Namrata Dube - Member - Department of Accountancy and Financial Management

Asst. Prof. Remya Goerge - Member - Department of Accountancy and Financial Management



Asst. Prof. John Menezes
Convener of the seminar



Asst. Prof. Sandesha Shetty
Vice Principal & Coordinator




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PHOTOS



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Attendance

Sr. No.	Roll No	Full Name	Class	Gender
1	1	ABDUL MUIZ MOHAMED	TYBCOM A	MALE
2	3	ANUSHA SHAKTIDHARAN	TYBCOM A	FEMALE
3	5	BAROT VATSAL PRATAP	TYBCOM A	MALE
4	6	CHAUHAN ARUNSINGH MAHIPALSINGH	TYBCOM A	MALE
5	8	CHOUDHARY AAYUSH PRAMOD	TYBCOM A	MALE
6	9	DIVAKAR ASHISH CRISTOFER	TYBCOM A	MALE
7	12	HARIJAN SANTOSH SAHADEV	TYBCOM A	MALE
8	13	INAMDAR RIDA MUSHTAQ	TYBCOM A	FEMALE
9	14	JAIN JAINAM ASHOK	TYBCOM A	MALE
10	17	JOGU BABITA NARSIMHA	TYBCOM A	FEMALE
11	18	KALE VEDANT MANGESH	TYBCOM A	MALE
12	19	KARKERA ANIKET SURENDRA	TYBCOM A	MALE
13	20	KHAN FIZA AFZAL	TYBCOM A	FEMALE
14	24	KOLI GAYATRI PIRAPPA	TYBCOM A	FEMALE
15	25	KONAR SANTOSH MUTHU	TYBCOM A	MALE



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16	26	KORDE AJAY DATTATRAY	TYBCOM A	MALE
17	27	KOTIAN ANISH SUDHIR	TYBCOM A	MALE
18	29	MAKRANI DANISH PERWAIZ	TYBCOM A	MALE
19	32	MAURYA NIMISH UMANATH	TYBCOM A	MALE
20	33	MIRANDA ERICK MICHAEL	TYBCOM A	MALE
21	34	MORE SAMIKSHA SANTOSH	TYBCOM A	FEMALE
22	37	SANDHU JASHANDEEP AMARJEET SINGH	TYBCOM A	MALE
23	38	SAYED SHAHID AFRIDI MUKHTAR	TYBCOM A	MALE
24	39	SHAIKH MARYAM ANJUM NASEEM ULLAH	TYBCOM A	FEMALE
25	41	SHARMA ROSHNI RAMBABU	TYBCOM A	FEMALE
26	42	SHETTY DARSHAN UDAYA	TYBCOM A	MALE
27	43	SHETTY NIKHIL MANJUNATH	TYBCOM A	MALE
28	44	SHETTY PRATHVI SADANAND	TYBCOM A	MALE
29	45	SHETTY SAAHIL JAGDISH	TYBCOM A	MALE
30	47	SILELAN AKANKSHA ANAND	TYBCOM A	FEMALE
31	48	SINGH ANCHAL DHARMENDRA	TYBCOM A	FEMALE
32	49	SINGH ANKIT ARVIND	TYBCOM A	MALE
33	51	SINGH KULDEEP ARVIND	TYBCOM A	MALE
34	52	SINGH RIYA RAKESH	TYBCOM A	FEMALE
35	53	SUVARNA AISHWARYA SURESH	TYBCOM A	FEMALE
36	55	VISHWAKARMA PRATHAMESH SHITLAPRASAD	TYBCOM A	MALE
37	56	YADAV SAURABHKUMAR DHARMRAJ	TYBCOM A	MALE



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38	57	ANSARI JASMINE YAWAR HUSSAIN	TYBCOM A	FEMALE
39	58	ANSARI ZUBAIR IDRISH	TYBCOM A	MALE
40	59	BOHAT ARYAN RAKESH	TYBCOM A	MALE
41	60	BONOLU NIKHIL ANAND	TYBCOM A	MALE
42	64	GUDDI MAHESH RAJU	TYBCOM A	MALE
43	66	HARSHAL SUNIL GUMGAONKAR	TYBCOM A	MALE
44	69	KHAN DANISH MUSHTAQ	TYBCOM A	MALE
45	73	KOLI SHALINI ANAND	TYBCOM A	FEMALE
46	74	KORGAONKAR KRUTIKA SHANKAR	TYBCOM A	MALE
47	76	MHASKE ANUJA JAGDISH	TYBCOM A	FEMALE
48	78	NAYAK ASHALESHA RAJESHBHAI	TYBCOM A	FEMALE
49	79	NAYAK SIDHARTH RAMESH	TYBCOM A	MALE
50	80	NIKAM AVINASH SURESH	TYBCOM A	MALE
51	82	PHADALE MAYUR SHYAMSUNDAR	TYBCOM A	MALE
52	83	RAJPUROHIT MAHESHSINGH BHARATSINGH	TYBCOM A	MALE
53	85	SHAIKH RUSTAM ALAM ABDUL KALAM	TYBCOM A	MALE
54	86	SHARMA AARTI SHREEGOPAL	TYBCOM A	FEMALE
55	87	SHARMA KUSUM HEMENDRA	TYBCOM A	FEMALE
56	88	SHETTY SVASTI MANURAJ	TYBCOM A	FEMALE
57	89	SHRIRAM AMISHA MAHESH	TYBCOM A	FEMALE
58	90	SINGH HARSH AMAR	TYBCOM A	MALE
59	96	YADAV ASHISH RAMAVTAR	TYBCOM A	MALE



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60	97	JAIHWAL LAXMI MANOJ	TYBCOM A	FEMALE
61	131	ANCHAN ROSHNI SURESH	TYBCOM B	FEMALE
62	132	BAJAJ AVI ASHWANI	TYBCOM B	FEMALE
63	135	BORICHA DISHA RAMESH	TYBCOM B	FEMALE
64	136	CHALKE SHUBHAM UTTAM	TYBCOM B	MALE
65	138	CHAURASIYA TUSHAR PREMSHANKAR	TYBCOM B	MALE
66	142	GUPTA POOJA AJAY	TYBCOM B	FEMALE
67	143	HADKAR KUNAL PRASHANT	TYBCOM B	MALE
68	145	JAIN SUJAN JINACHANDRA	TYBCOM B	MALE
69	147	KALYANITHAYA SARVAJNA SHANKARA NARAYANA	TYBCOM B	FEMALE
70	148	KHAN ASHNA NAAZ HASAN	TYBCOM B	FEMALE
71	150	KHAN JAFER SARDAR HUSAIN	TYBCOM B	MALE
72	151	KHAN MOHAMMAD NADEEM MOHAMMAD YAHYA	TYBCOM B	MALE
73	152	KUKIYAM ANKITA PREMNATH	TYBCOM B	FEMALE
74	153	JANSI ARULMANI	TYBCOM B	FEMALE
75	154	NADAR VIJAYAN MOORTHY	TYBCOM B	MALE
76	155	NINGAWALE APEKSHA ANIL	TYBCOM B	FEMALE
77	157	K MARIYAMMAL KUMAR	TYBCOM B	FEMALE
78	159	POOJARY VIPUL RAGHURAJ	TYBCOM B	MALE
79	161	SAINI KARAMJIT SINGH KULDIP SINGH	TYBCOM B	FEMALE
80	162	SHAIKH HASAN SARFUDDIN	TYBCOM B	MALE



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81	165	SHARMA RAGHAV SOHANLAL	TYBCOM B	MALE
82	166	SHARMA SHUBHAM KULDEEP	TYBCOM B	MALE
83	168	SHETTY ABINAV KRISHNA	TYBCOM B	MALE
84	170	SHETTY DHANIKSHA NITYANAND	TYBCOM B	FEMALE
85	171	SHUKLA BINITA PRAMODKUMAR	TYBCOM B	FEMALE
86	174	SURJIT SINGH DHARAM SINGH	TYBCOM B	MALE
87	177	SUVARNA NISHITH RAMESH	TYBCOM B	MALE
88	182	VISHNOI SUNIL MOHANRAM	TYBCOM B	MALE
89	184	YADAV GUDDU SURESH	TYBCOM B	MALE
90	185	YADAV JAYA JAIPRAKASH	TYBCOM B	FEMALE
91	189	ALAM RAUNAK MOHAMMAD NAUSHAD	TYBCOM B	MALE
92	199	DAS KALPANA NEMAI	TYBCOM B	FEMALE
93	200	DIAS SUNNY CLIVE	TYBCOM B	MALE
94	206	JADHAV SONAL SANJAY	TYBCOM B	FEMALE
95	207	JAIN DISHA FUTARMAL	TYBCOM B	FEMALE
96	209	KAHAR PARITA RAJKUMAR	TYBCOM B	FEMALE
97	212	KHAN NOOMAAN RUSTOM	TYBCOM B	MALE
98	215	MAHADIK SAYLI SUNIL	TYBCOM B	FEMALE
99	218	NAIK BUSHRA ABDUL RAZZAK	TYBCOM B	FEMALE
100	219	NAYAK ADITYA SANTOSH	TYBCOM B	MALE
101	220	NIKAM POOJA ANIL	TYBCOM B	FEMALE
102	221	PARAB AVANISH VISHNU	TYBCOM B	MALE



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103	224	RAO JUDE JEEVARATHNAM	TYBCOM B	MALE
104	234	SHAIKH MOHD SARFARAZ MOH FARUK	TYBCOM B	MALE
105	240	SIDDIQUI ADDNAN AMIR	TYBCOM B	MALE
106	243	SOLANKI ALTAF MUSTAK	TYBCOM B	MALE
107	245	UNAVANE KUNAL KAILASH	TYBCOM B	MALE
108	251	KOTHARI ASTHA SURESH KUMAR	TYBCOM B	FEMALE
109	252	SHAIKH SHAMA IRFAN AHMED	TYBCOM B	FEMALE



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DEPARTMENT OF ACCOUNTANCY AND FINANCIAL MANAGEMENT

CERTIFICATE OF PARTICIPATION

This is to Certify that
Mr. /Ms. MAHADIK SAYLI SUNIL has participated in the Intra Collegeiate Level Webinar
on "Sustainable Entrepreneurship- Marketing Communication And Networking " organized
by Department of Accountancy and Financial Management on 7th July 2023.


Prof. John Menezes
 Convener


CS. Sandesha Shetty
 Vice-Principal and
 B.com Coordinator




Dr. Sridhara Shetty
 Principal

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Feedback

Event: Alumni Diaries (1st Lecture Series) Intra Collegiate Seminar

Topic: “Sustainable Entrepreneurship – Marketing, Communications & Networking”

Date: Monday, 07th July, 2023

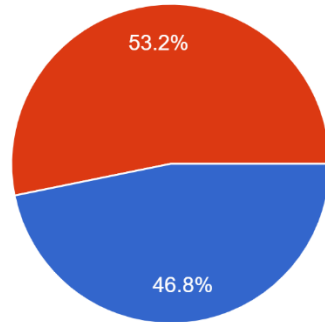



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Gender

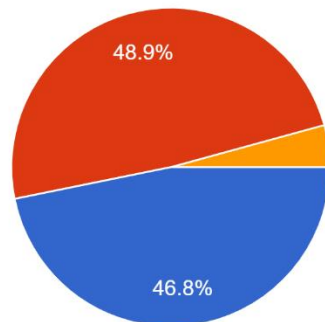
47 responses



- Male
- Female
- Other

How would you rate the content covered in the Seminar?

47 responses



- Very Good
- Good
- Average
- Poor
- Very Poor

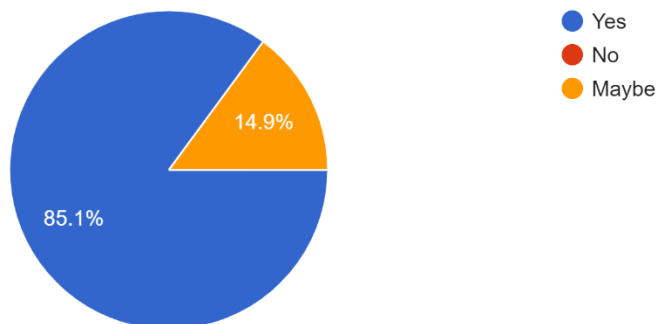


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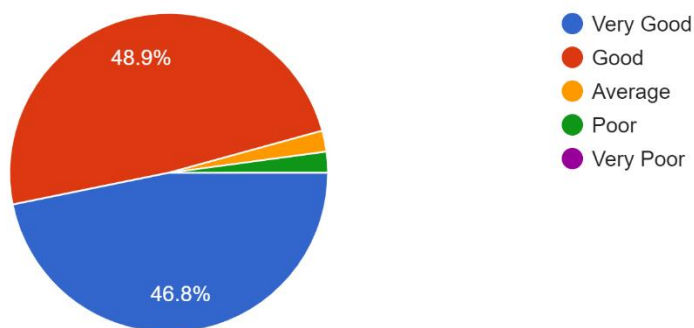
Do you believe that the seminar has helped you learn the aspects of Marketing Communications & Networking

47 responses



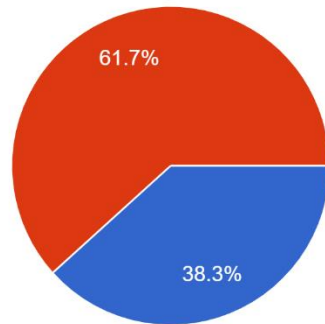
How would you rate the presentation/content of the Resource Person - Ms. Preet Kaur Sethi

47 responses



Overall rating of the session

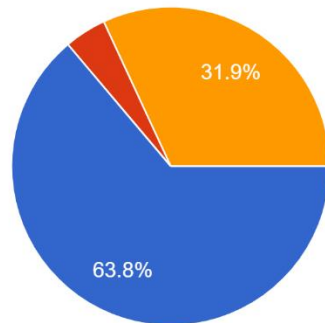
47 responses



- Very Satisfied
- Satisfied
- Neither Satisfied nor Dissatisfied
- Dissatisfied
- Very Dissatisfied

Were your expectations met?

47 responses



- Yes
- No
- Maybe

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S.M. Shetty College of Science, Commerce and Management Studies, Powai
B.COM DEPARTMENT

ACTION TAKEN REPORT

Actions taken by B.COM Department for the feedback provided in Alumni Diaries (5th lecture series) – Intra-collegiate Seminar on ‘**Sustainable Entrepreneurship – Marketing, Communications & Networking**’.

DATE	Feedback Received	Action Taken
07-07-2023	<ul style="list-style-type: none">● Participants appreciated the seminar and gained immensely from the same.● They have suggested having such sessions in the future.● More training / life skills seminar should be conducted.	B.COM Department will organize more such events for students where students get to learn and acquire skills for their careers and gain necessary course and career orientation




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