

Modern Education Society's  
**NESS WADIA COLLEGE OF COMMERCE**

19, Late Prin. V. K. Joag Path, Pune 411001, Maharashtra State (India)



## **Criterion III**

### **Research Innovation and Extension**

#### **3.2.2 Workshops / Seminars / Conferences**

**(Academic Year 2020-21)**

## 1. Webinar on 'Sports: Lessons in Leadership, Team-work & Entrepreneurship' (19<sup>th</sup> September 2020)

**Ms. Diva Daruwala, alumna of the College** shared her experiences of life, basketball and what she has learned about endurance, mental toughness, team building and leadership from her stint as a basketball player. **87 students and 7 teachers attended.** Exemplifying resilience & 'the show must go on' attitude during the Covid-19 crisis, an online webinar (on Zoom) was held on 19th September at 5:00 p.m. on the topic 'Sports: Lessons in Leadership, Team-work & Entrepreneurship' by the Start-up & Innovation Cell of the college.

Diva Daruwala, a young sports enthusiast and basket-ball player & student of Ness Wadia College was invited to speak on the topic. At the outset of her talk, she stated that entrepreneurship is a lifestyle and a mind-set in which discipline is pivotal. Discipline is exactly what sports teaches one. Being ready to work consistently & persistently is what facilitated Diva to excel in sports. She drew a fine comparison between sports injuries and ups & downs any entrepreneur has to encounter in course of running his/her enterprise; if you play a sport, injury is inevitable and so is it with any enterprise/venture. Further, winning and losing are part and parcel of any sport/game, both can give us valuable learnings. She emphasised the significance of 'balance'- physical & mental both to be able to have sustained success in any walk of life.

She opened some pages of her personal life to explain how certain situations motivated rather challenged her to become more adaptable and flexible in her approach. Till class 9, she was in Pune and was into basketball after which she moved to Abu Dhabi where there was surprisingly no basketball court at all ! Initially she was frustrated but she didn't cease her morning runs and exercise. She was offered an opportunity to join the athletics team of the school which she readily accepted. She underlined the importance of actually doing and exploring rather than doing nothing and sitting back and waiting for opportunities to come our way. She mentioned that right now is the time to invest in ourselves and learn valuable skills. This is the age of accessibility and using it efficiently is our responsibility. She explained the importance of surrounding ourselves with positive and motivating folks/friends/people through the concept of 'environment stimulus' - the environment in which we are exerts an influence on us/stimulates us to do something, either positive or negative.

At the end, she also took some questions from the audience and addressed them.

Recording:

[https://www.youtube.com/watch?v=Oqojv\\_-3fjw](https://www.youtube.com/watch?v=Oqojv_-3fjw) (Webinar Part 1)

<https://www.youtube.com/watch?v=MBG2VU4QHt4&t=73s> (Webinar Part 2)



Modern Education Society's  
Ness Wadia College of Commerce, Pune  
Start-up & Innovation Cell

Webinar on '**SPORTS & LESSONS IN  
LEADERSHIP, TEAMWORK &  
ENTREPRENEURSHIP**'

Date: 19 September 2020  
(Saturday)

Time: 5:00 p.m. to 5:45 p.m.

Speaker : Ms Diva Daruwalla  
(Best Ness Girl 2018-19)

Platform : Zoom



\* Prior registration is mandatory

Let's learn more about  
achievement through  
sports !



Dr M. Noronha  
Coordinator

Dr M.K Sanap  
Head, Start-up &  
Innovation Cell

Prof Girija Shankar  
I/c. Principal



## 2. Training Programme on “How to use Google Classroom and Google Meet” (06/10/2020-08/10/2020)

An online training programme on “How to use Google Classroom and Google Meet” for online teaching was organized during October 06-08, 2020. During this training programme **Ms. Jayashree Venkatesh, Ms. Seema Purandare and Ms. Ashwini Waghmare** demonstrated the use of various Google online tools and their use for online teaching.

## 3. Orientation for Students

**Report on Webinar Friday, 16th October, 2020**

**Topic: Orientation for Students**

**Speaker: Dr. Mariam Noronha, Coordinator, SIC, NWCC**

The webinar began with opening remarks by Dr. Mariam Noronha, Coordinator, Startup and Innovation Cell of the College. She welcomed the attendees and went on to explain the structure and overall working of the Startup and Innovation Cell of the College.

She began her talk with some insight into the inception of the Cell; the Cell has been established in June, 2019, under the aegis of the CIIE (Centre for Innovation, Incubation and Enterprise), of SPPU (Savitribai Phule Pune university). It is Chaired by the Principal, Headed by Dr. Manohar.K.Sanap and Coordinated by her. 5 students are members of the Core Committee. The Cell is required to work as per the guidelines issued by CIIE, in line with which the Cell had 3 sub-cells the IPR (Intellectual property Rights) Cell, Social Entrepreneurship Cell and Industry Interaction Cell headed by Dr. Bharat Rathod, Dr. Rajesh Raut and Ms. Jasmin Shikalgar and Dr. Deepa Dani respectively. Ms. Seema Purandare was faculty in-charge of various Startup Clubs. The Book Club functions under the guidance of Dr.Noronha who oversees the working of the Cell.

Thereafter Dr. Noronha explained the difference between business, startups and entrepreneurship. Though all 3 terms are different, they are often used synonymously. She said that “Business is solving problems and making a profit while doing so”, “Startups are business ventures powered by technology and with high potential for growth” and “entrepreneurship is a way of life”. One can be entrepreneurial without even running a business because it is a mindset. Every business is not a startup.

She then went on to explain innovation in business with a wide range of examples ranging from Apple’s revolutionary products that are trendsetters, Amazon’s reinvention (from books to e-books, to Kindle to Audible to Prime), the Rubiks’s cube (best selling toy), Nutella (a product that evolved as a solution to shortage of cocoa in War times), how IKEA

to the rise of Social Media Influencers, Food Stylists, Artists, Illustrators and even Harry Potter and Calvin and Hobbes. All the examples were across a spectrum of innovations even though we do not usually see them that way.

Dr. Noronha exhorted students to be inspired by these and other examples of successful people. She said that very often lack of funds, faith in our own abilities, apprehensions of friends and family, lack of resources and our own limitations prevent us from taking the leap of faith and starting even a side hustle. Turning points come at any point in life and one can always start small if nothing else. She encouraged students to observe, spot problems and niches, use their artistic skills and creativity, bootstrap ventures, build teams and give the right man the right job. All these tips were aligned with instilling an entrepreneurial attitude among attendees.

The orientation ended with a request to all to register with the Cell as members/volunteers and to join the webinar lined up on Monday, 19th October, 2020 where CA Amrut Deshmukh will share his journey from the corporate world to social entrepreneurship as Founder of the Mission Make India Read.

Number of Students attendees: 28

#### 4. SIC Webinar on Self-Reliance & Entrepreneurship:

Epitomising versatility and vanquishing personal encounters to keep the show on track even during the pandemic, the Startup And Innovation Cell of the college held the first in its series of online webinars (on Zoom) on **19th October, 2020** at 5:00 p.m. on the topic : Self Reliance and Entrepreneurship (Part-1).

The webinar began by opening remarks of I/C. Principal Prof. Girija Shankar. She greeted a cordial welcome to the speaker **Mr. Amrut Deshmukh**. The Principal also welcomed the students and attendees, and congratulated Dr Mariam Noronha Coordinator, Start -Up And Innovation Cell) for taking endeavours in actively organising such worthwhile and efficacious events so that the best reaches the students .

Amrut Deshmukh, who calls himself an outdated Chartered Accountant, is a social entrepreneur popularly known as the Booklet Guy, was invited to speak on the topic. He is steering upon a mission to cultivate the habit of reading amongst the youth of India, Mission Make India Read. Taking the session forward, he stated about commencement of his journey as a CA and further enunciated the series of three failed startups incepted by him leaving him dejected thereupon.

Today he has more than 16 lakh young enthusiasts who are reading books with him using his free mobile app called 'Booklet' because of some great reading innovation. He narrated how his brother's piece of advice, "Whenever you feel stuck in life, read randomly," helped

him develop the habit of reading and draw helpful insights therefrom. He mentioned that his giving up CA for setting up his social enterprise was an 'investment in the society' and the return thereon would be the 'social rate of return' he would reap - put simply, the positive impact he would have made in the society. Initially, owing to the fact that the common person finds it difficult to dedicate sufficient time to completely read a book, he created short summaries and shared it on WhatsApp. After a while he realised that this needed to be scaled up and merely WhatsApp wasn't serving the purpose in its entirety. He emphasised that since he had taken up such a noble cause, his friends in the field of IT (Information Technology) readily agreed to develop the Booklet app for absolutely no money/remuneration; Further, he shared how a lady who had no eyesight/divyaang immensely benefited from the audio summaries he had created. He was also invited to a conference for the disabled/visually challenged/blind to share his story.

In this way, Mr Deshmukh exhorted students and teachers to commit to reading thus enriching their own lives. He also mentioned that 'Abundance is the enemy of motivation' because of which we must not become complacent and passive when there's a lot, instead, we must finish tasks one by one, little by little. He also addressed questions of the attendees in the Q&A session to their satisfaction.

No. of attendees - 94

Students - 87

Teachers - 7 ( Prof. Girija Shankar, Dr. Mariam Noronha, Ms. Seema Purandare, Dr Bharat Rathod, Dr Dipak Wayal, Ms.Vijayalaxmi Pujari, Ms. Soniya Iyengar)

*Modern Education Society's  
Ness Wadia College of Commerce*  
**Startup and Innovation Cell**

*Organizes A Webinar Series on  
Self Reliance and Entrepreneurship*



**Speaker: Amrut Deshmukh**  
*Social Entrepreneur Founder, Mission Make India Read*

*Monday 19 October, 2020*

*5pm-6pm*

*Platform : Zoom*

## **5. Webinar on “Career Interests Driven by Self Awareness and Purpose” (27 October, 2020):**

**Mr. Ujjwal Gulati, Founder, Mindfulness with Mandalas** spoke on Career Interests Driven by Self Awareness and Purpose. Most people are unhappy at work because they have chosen careers based on what society expected of them or in search of a better salary package. In his talk Ujjwal shared his own story and spoke about the importance of finding one's purpose in life, creating a career based on our strengths vis-a-vis what others want us to do or what is trendy. **75 students and 2 teachers attended.**





# Modern Education Society's Ness Wadia College of Commerce

19, Late Prin. V.K Jaog Path Pune- 411001 Maharashtra (India)

## STARTUP AND INNOVATION CELL Presents Webinars on: Self Reliance & Entrepreneurship



**Ujjwal Gulati**  
Founder Mindfulness with  
Mandalas



**Anita Tikoo**  
Landscape Architect and  
Food Blogger.  
Founder: A Mad Tea Party



**Sonal Singh**  
India's Most Powerful  
Women Award 2020.  
Co- Founder and Director Fittr  
a fitness Startup.

 **27, 28 &  
31 Oct.**       **5:00 - 6:00 pm**       **Zoom**

- 1) 27 October 2020 : Mr Ujjwal Gulati- Career interests driven by Self- Awareness & purpose.
- 2) 28th October 2020 : Ms Anita Tikoo - A conversation with an architect, food blogger and sustainable living advocate
- 3) 31st October 2020 : Ms Sonal Singh - Winning Mindset

## 6. SIC Webinar on Self-Reliance and Entrepreneurship (28 October, 2020):

### Report on the SIC Webinar on Self-Reliance & Entrepreneurship

**Speaker: Anita Tikoo**

**Wednesday, 28th October, 2020**

The Startup And Innovation Cell of the college organised the third in its series of online webinars(on Zoom) on 28th October, 2020 at 5:00 p.m.on the topic : **Self Reliance and Entrepreneurship (Part-3).**

The webinar commenced with a brief welcome by Mr. Rohan Aaron, student member of the Core-Committee of the Cell and host of the event. Rohan introduced the speaker Mrs. Anita Tikoo, before handing over the conduct of the session to her.

**Anita Tikoo** is a Landscape Architect and Food Blogger, Founder, “A Mad Tea Party”. A practicing Landscape Architect who enjoys cooking with seasonal ingredients grows a considerable number of greens, herbs, fruits and vegetables she uses in her own terrace garden. She conducts Food Workshops (presently online) where like-minded people join her in the kitchen on weekends to cook with locally sourced seasonal ingredients. She has been baking sourdough breads at home for years using her lively wild yeast starter and local flours.

The central idea governing the theme of the series of webinars(Self Reliance and Entrepreneurship) was indeed articulated and verbalized in an impeccable manner by the speaker, Anita. She shed light on her journey from a landscape artist and a food blogger. She kept the session interactive by frequently throwing questions and confronting the audience, thereby ensuring their absolute attention.

At the outset of her talk, she mentioned that - like other young people, she also did not like to cook food but enjoyed a lot reading about the cuisines. This stimulated her to initiate writing her own blogs to share recipes that she made. Moreover she stated cooking is not merely a hobby but indeed a life skill and all of us should know how to cook a decent meal. She went on to explain about the workshops she conducted ,which often made her feel pleasure, gratified and merrymaking.

In this way, Mrs Tikoo exhorted students and teachers to learn cooking as a life skill thus enriching their own lives. She also addressed questions of the attendees in a very interactive and satisfactory manner.

No. of attendees - 67

Students - 64

Teachers - 4 ( Dr. Mariam Noronha ,Ms. Seema Purandare, Dr Deepa Dani, Ms. Jasmin Shikalgar)

Institutes:

- Ness Wadia College of Commerce
- Balaji college of Arts and Commerce
- Modern Law College
- Symbiosis College of Arts and Commerce
- St. Miras College



# Modern Education Society's Ness Wadia College of Commerce

19, Late Prin. V.K Jaog Path Pune- 411001 Maharashtra (India)

## STARTUP AND INNOVATION CELL Presents Webinars on: Self Reliance & Entrepreneurship



**Ujjwal Gulati**  
Founder Mindfulness with  
Mandalas



**Anita Tikoo**  
Landscape Architect and  
Food Blogger.  
Founder: A Mad Tea Party



**Sonal Singh**  
India's Most Powerful  
Women Award 2020.  
Co- Founder and Director Fittr  
a fitness Startup.

 **27, 28 &  
31 Oct.**  **5:00 - 6:00 pm**  **Zoom**

- 1) 27 October 2020 : Mr Ujjwal Gulati- Career interests driven by Self- Awareness & purpose.
- 2) 28th October 2020 : Ms Anita Tikoo - A conversation with an architect, food blogger and sustainable living advocate
- 3) 31st October 2020 : Ms Sonal Singh - Winning Mindset

## 7. SIC Webinar on Self-Reliance and Entrepreneurship (31 October, 2020)

### Report on the SIC Webinar on Self-Reliance & Entrepreneurship

**Speaker: Sonal Singh**

**Saturday 31st November, 2020**

The Startup And Innovation Cell of the college organised the fourth in its series of online webinars(on Zoom) on 31th October, 2020 at 5:00 p.m.on the topic : **Winning Mindset**.

The webinar commenced with a brief welcome by Ms. Sumedha Datta, student volunteer of the Cell and anchor of the event. Sumedha introduced the speaker Mrs. Sonal Singh, before handing over the conduct of the session to her.

Sonal Singh is the Co-founder and Director of Fittr a fitness start-up and recently has received India's #39 Most Powerful Women Award 2020 by Business Today.

Sonal firmly believes that when you value courage over comfort, great things happen. Having developed a strong work ethic early-on, Sonal started helping her parents at their stores in Canada after-school & during holidays at the age of 11. She attributes her great customer excellence skills to this experience! Sonal has also been raising awareness on domestic violence in the community and conducting workshops for low-income women in partnership with NGO Udayan Care, Sonal has been awarded the REX Karmaveer Chakra global fellowship and We Are the City's Rising Star Award. Sonal writes & speaks regularly about wellness and emotional fitness in her blog Fit Mind | Fit Body.

She took over the session and accentuated the purpose of the her talk -

**“How do you create a winning mindset?”**Taking an interactive and illuminating session ahead ,she enlightened the attendees with *5 Tips to Cultivate a Winning Mindset*, believing crucial to develop a winning mindset :

- 1) Know one's purpose
- 2) Body language, enthusiasm, staying motivated, positive attitude and confidence
- 3) The importance of understanding and applying the concept of “*appreciate vs expect*”,*put simply to inculcate optimism and praise what you possess*.
- 4) The significance and vitality of getting support to pursue in direction for our objectives (getting guidance, surrounding yourself with like-minded, positive people.)
- 5) The need to focus on our mistakes and learn from them, reflect and celebrate our success

She firmly believes that “The Biggest Credit to Your Success is You”and “Your most important sale in life is to sell yourself to yourself.” Never discount the importance of learning, she emphasized. She went on by precepting that - “grab every opportunity we get and learn from our experiences and failures, as we learn more when you fail”.

In this way, the Speaker exhorted students and teachers to learn how to cultivate a winning mindset . She also addressed queries of the attendees in a very interactive and satisfactory manner . Also she shared the importance of meditation and other fitness techniques.

**Particulars:**

No. of attendees - 65

Students - 62

Teachers - 3 (Dr. Mariam Noronha, Ms. Seema Purandare, Ms. Jasmin Shikalgar)

Institutes:

- Ness Wadia College of Commerce
- Balaji college of Arts and Commerce
- St. Mira's College



# Modern Education Society's Ness Wadia College of Commerce

19, Late Prin. V.K Jaog Path Pune- 411001 Maharashtra (India)

## STARTUP AND INNOVATION CELL Presents Webinars on: Self Reliance & Entrepreneurship



**Ujjwal Gulati**  
Founder Mindfulness with  
Mandalas



**Anita Tikoo**  
Landscape Architect and  
Food Blogger.  
Founder: A Mad Tea Party



**Sonal Singh**  
India's Most Powerful  
Women Award 2020.  
Co- Founder and Director Fittr  
a fitness Startup.

 **27, 28 &  
31 Oct.**       **5:00 - 6:00 pm**       **Zoom**

- 1) 27 October 2020 : Mr Ujjwal Gulati- Career interests driven by Self- Awareness & purpose.
- 2) 28th October 2020 : Ms Anita Tikoo - A conversation with an architect, food blogger and sustainable living advocate
- 3) 31st October 2020 : Ms Sonal Singh - Winning Mindset

Sl. No.	Workshop / Seminar / Conference Name	Organized By	Date	Duration	Mode	Remarks
1	Workshop on Financial Literacy for Women	Ness Wadia College of Commerce, Pune	15/01/2021	2 Days	Online	Workshop was conducted for women students to create awareness about financial literacy.
2	Workshop on Career Guidance	Ness Wadia College of Commerce, Pune	22/01/2021	1 Day	Online	Workshop was conducted for students to provide career guidance.
3	Workshop on Entrepreneurship	Ness Wadia College of Commerce, Pune	29/01/2021	1 Day	Online	Workshop was conducted for students to provide information about entrepreneurship.
4	Workshop on Digital Marketing	Ness Wadia College of Commerce, Pune	05/02/2021	1 Day	Online	Workshop was conducted for students to provide information about digital marketing.
5	Workshop on Leadership Skills	Ness Wadia College of Commerce, Pune	12/02/2021	1 Day	Online	Workshop was conducted for students to provide information about leadership skills.
6	Workshop on Time Management	Ness Wadia College of Commerce, Pune	19/02/2021	1 Day	Online	Workshop was conducted for students to provide information about time management.
7	Workshop on Communication Skills	Ness Wadia College of Commerce, Pune	26/02/2021	1 Day	Online	Workshop was conducted for students to provide information about communication skills.
8	Workshop on Problem Solving	Ness Wadia College of Commerce, Pune	05/03/2021	1 Day	Online	Workshop was conducted for students to provide information about problem solving.
9	Workshop on Critical Thinking	Ness Wadia College of Commerce, Pune	12/03/2021	1 Day	Online	Workshop was conducted for students to provide information about critical thinking.
10	Workshop on Decision Making	Ness Wadia College of Commerce, Pune	19/03/2021	1 Day	Online	Workshop was conducted for students to provide information about decision making.
11	Workshop on Team Building	Ness Wadia College of Commerce, Pune	26/03/2021	1 Day	Online	Workshop was conducted for students to provide information about team building.
12	Workshop on Conflict Resolution	Ness Wadia College of Commerce, Pune	02/04/2021	1 Day	Online	Workshop was conducted for students to provide information about conflict resolution.
13	Workshop on Stress Management	Ness Wadia College of Commerce, Pune	09/04/2021	1 Day	Online	Workshop was conducted for students to provide information about stress management.
14	Workshop on Self-Management	Ness Wadia College of Commerce, Pune	16/04/2021	1 Day	Online	Workshop was conducted for students to provide information about self-management.
15	Workshop on Goal Setting	Ness Wadia College of Commerce, Pune	23/04/2021	1 Day	Online	Workshop was conducted for students to provide information about goal setting.
16	Workshop on Personal Finance	Ness Wadia College of Commerce, Pune	30/04/2021	1 Day	Online	Workshop was conducted for students to provide information about personal finance.
17	Workshop on Social Media Marketing	Ness Wadia College of Commerce, Pune	07/05/2021	1 Day	Online	Workshop was conducted for students to provide information about social media marketing.
18	Workshop on Content Marketing	Ness Wadia College of Commerce, Pune	14/05/2021	1 Day	Online	Workshop was conducted for students to provide information about content marketing.
19	Workshop on Email Marketing	Ness Wadia College of Commerce, Pune	21/05/2021	1 Day	Online	Workshop was conducted for students to provide information about email marketing.
20	Workshop on Search Engine Optimization	Ness Wadia College of Commerce, Pune	28/05/2021	1 Day	Online	Workshop was conducted for students to provide information about search engine optimization.
21	Workshop on Pay Per Click Advertising	Ness Wadia College of Commerce, Pune	04/06/2021	1 Day	Online	Workshop was conducted for students to provide information about pay per click advertising.
22	Workshop on Affiliate Marketing	Ness Wadia College of Commerce, Pune	11/06/2021	1 Day	Online	Workshop was conducted for students to provide information about affiliate marketing.
23	Workshop on Influencer Marketing	Ness Wadia College of Commerce, Pune	18/06/2021	1 Day	Online	Workshop was conducted for students to provide information about influencer marketing.
24	Workshop on Video Marketing	Ness Wadia College of Commerce, Pune	25/06/2021	1 Day	Online	Workshop was conducted for students to provide information about video marketing.
25	Workshop on Podcasting	Ness Wadia College of Commerce, Pune	02/07/2021	1 Day	Online	Workshop was conducted for students to provide information about podcasting.
26	Workshop on YouTube Marketing	Ness Wadia College of Commerce, Pune	09/07/2021	1 Day	Online	Workshop was conducted for students to provide information about YouTube marketing.
27	Workshop on Instagram Marketing	Ness Wadia College of Commerce, Pune	16/07/2021	1 Day	Online	Workshop was conducted for students to provide information about Instagram marketing.
28	Workshop on Facebook Marketing	Ness Wadia College of Commerce, Pune	23/07/2021	1 Day	Online	Workshop was conducted for students to provide information about Facebook marketing.
29	Workshop on Twitter Marketing	Ness Wadia College of Commerce, Pune	30/07/2021	1 Day	Online	Workshop was conducted for students to provide information about Twitter marketing.
30	Workshop on LinkedIn Marketing	Ness Wadia College of Commerce, Pune	06/08/2021	1 Day	Online	Workshop was conducted for students to provide information about LinkedIn marketing.
31	Workshop on Snapchat Marketing	Ness Wadia College of Commerce, Pune	13/08/2021	1 Day	Online	Workshop was conducted for students to provide information about Snapchat marketing.
32	Workshop on TikTok Marketing	Ness Wadia College of Commerce, Pune	20/08/2021	1 Day	Online	Workshop was conducted for students to provide information about TikTok marketing.
33	Workshop on Pinterest Marketing	Ness Wadia College of Commerce, Pune	27/08/2021	1 Day	Online	Workshop was conducted for students to provide information about Pinterest marketing.
34	Workshop on RSS Marketing	Ness Wadia College of Commerce, Pune	03/09/2021	1 Day	Online	Workshop was conducted for students to provide information about RSS marketing.
35	Workshop on Dribbble Marketing	Ness Wadia College of Commerce, Pune	10/09/2021	1 Day	Online	Workshop was conducted for students to provide information about Dribbble marketing.
36	Workshop on Behance Marketing	Ness Wadia College of Commerce, Pune	17/09/2021	1 Day	Online	Workshop was conducted for students to provide information about Behance marketing.
37	Workshop on DeviantArt Marketing	Ness Wadia College of Commerce, Pune	24/09/2021	1 Day	Online	Workshop was conducted for students to provide information about DeviantArt marketing.
38	Workshop on SoundCloud Marketing	Ness Wadia College of Commerce, Pune	01/10/2021	1 Day	Online	Workshop was conducted for students to provide information about SoundCloud marketing.
39	Workshop on YouTube Music Marketing	Ness Wadia College of Commerce, Pune	08/10/2021	1 Day	Online	Workshop was conducted for students to provide information about YouTube Music marketing.
40	Workshop on Spotify Marketing	Ness Wadia College of Commerce, Pune	15/10/2021	1 Day	Online	Workshop was conducted for students to provide information about Spotify marketing.
41	Workshop on Apple Music Marketing	Ness Wadia College of Commerce, Pune	22/10/2021	1 Day	Online	Workshop was conducted for students to provide information about Apple Music marketing.
42	Workshop on Amazon Music Marketing	Ness Wadia College of Commerce, Pune	29/10/2021	1 Day	Online	Workshop was conducted for students to provide information about Amazon Music marketing.
43	Workshop on Google Play Music Marketing	Ness Wadia College of Commerce, Pune	05/11/2021	1 Day	Online	Workshop was conducted for students to provide information about Google Play Music marketing.
44	Workshop on Pandora Marketing	Ness Wadia College of Commerce, Pune	12/11/2021	1 Day	Online	Workshop was conducted for students to provide information about Pandora marketing.
45	Workshop on Last.fm Marketing	Ness Wadia College of Commerce, Pune	19/11/2021	1 Day	Online	Workshop was conducted for students to provide information about Last.fm marketing.
46	Workshop on SoundCloud Marketing	Ness Wadia College of Commerce, Pune	26/11/2021	1 Day	Online	Workshop was conducted for students to provide information about SoundCloud marketing.
47	Workshop on YouTube Music Marketing	Ness Wadia College of Commerce, Pune	03/12/2021	1 Day	Online	Workshop was conducted for students to provide information about YouTube Music marketing.
48	Workshop on Spotify Marketing	Ness Wadia College of Commerce, Pune	10/12/2021	1 Day	Online	Workshop was conducted for students to provide information about Spotify marketing.
49	Workshop on Apple Music Marketing	Ness Wadia College of Commerce, Pune	17/12/2021	1 Day	Online	Workshop was conducted for students to provide information about Apple Music marketing.
50	Workshop on Amazon Music Marketing	Ness Wadia College of Commerce, Pune	24/12/2021	1 Day	Online	Workshop was conducted for students to provide information about Amazon Music marketing.



## 8. Workshop on “Business Lean Canvas Model” was organized. (6 and 7 November, 2020)

Resource Person. **Ms. Sunanda Verma Bhatta, Co-Founder, The Daftar, Pune** enlightened the students about the elements of the Lean Canvas Model. Students were assigned a common problem statement and asked to come up with their solutions in this format. 17 students presented their ideas.





## **9. Learning Entrepreneurship from Movies an activity in Association with the Arts Association of the College was conducted (3 April, 2021)**

The Arts Association of the College together with the Startup and Innovation Cell of the College undertook an interesting activity of teaching through movies. Students were asked to select any one movie out of a list of movies such as *Lagaan*, *Chak de India*, *Mission Mangal*, *Guru*, *Harishchandrachi Factory*, *Dangal*, *Aladdin*, *The Jungle Book*, *The Martian* and *The Lion King*. After watching the movie the students were required to assimilate their learning, create a presentation and share the same with others at a webinar organized for this purpose. This activity was designed to enhance student's appreciation of the arts, cinema and encouraged them to learn from observation, summarise and express what they learned. **17 students and one teacher shared their learning.**



Start-up & Innovation Cell  
and Arts Association

## Activity on 'LEARNING ENTREPRENEURSHIP FROM MOVIES'



### LIST OF MOVIES

1. Lagaan
2. Harishchandrachi Factory
3. Chak De India
4. The Martian
5. Aladdin
6. The Jungle Book
7. The Lion King
8. Guru
9. Dangal
10. Mission Mangal

**ROLLING THE REEL OF MOVIES  
TO DRIVE THE ENTREPRENEURIAL  
MINDSET !**

**DATE : 3rd April 2021**

**Let's apply the art  
of film sense !**

- \* Why not club entertainment with worthwhile learning by watching a movie/film & drawing entrepreneurial attitudes/tendencies ?
- \* Share your learnings with the rest & learn from the rest through their learnings !
- \* Let's create an environment of learning through fun



Dr. M. Noronha  
Coordinator,  
Start-up &  
Innovation Cell  
and Arts  
Association

Dr. M.K. Sanap  
Head, Start-up  
& Innovation  
Cell

Prof. Girija Shankar  
I/c. Principal



## **10. 'Gup-shup with Student Startup Founders' - Panel Discussion with 6 student entrepreneurs from Bennett University was conducted. Panelists (10 April, 2021):**

- 1) Pradyumn Mane, Founder of Physics Mindboggler, B.Tech. in Engineering Physics.
- 2) Anchal Aggarwal, cofounder of - B.Tech. in Biotechnology.
- 3) Tunap Paul - B.Tech. in Computer Science.
- 4) Hardik Agarwal - BBA in Marketing.
- 5) Shrey Tyagi - B.Tech. Computer Science.
- 6) Zaid Naim - BBA in Entrepreneurship.

**Total no. of student attendees: 66**

**Total no. of teacher attendees: 3**

**Total no. of panelists: 6**

## **11. Webinar on IPRs (Intellectual Property Rights) for Entrepreneurs was organized (27 April 2021):**

**S&IC (Startup and Innovation Cell)**

**Webinar on IPRs (Intellectual Property Rights) for Entrepreneurs**

**Speaker: Mr. Shridhar Kulkarni, Co-Founder, LegaLogic Consulting, Pune**

**Tuesday, 27 April, 2021**

**4 m to 5.40 pm**

On 27 April, 2021, the Startup and Innovation Cell of the College organized a webinar on Intellectual Property for Business. The lecture was delivered by Mr. Shridhar Kulkarni, Co-Founder, LegaLogic consulting Pune's leading corporate legal consultancy firm.

The event began with his introduction by student member of the Core Committee of the S&IC, Mr. Rohan Aaron, TY BCom. Dr. Asha Jadhav, In-Charge Principal, Dr. Prakash Chaudhary, Vice-Principal and Dr. Mariam Noronha, Coordinator S&IC gave their opening remarks.

Mr. Kulkarni began his talk by explaining the term "intellectual property" which consists of 3 parts:-

A. Product of human creation

B. It Comprises of two distinct forms:-

a) Artistic work and b) industrial property

He also explained the different types of intellectual property:-

1. Invention

It is a new product that comprises an innovative step for the application. It is protected by a patent which an exclusive right is granted so that no one uses his invention without his consent.

2. Artistic work

It is creating something new in field of art like writing a book, drawing, publishing new music, etc.

3. Symbol logo

It means giving a logo to a product but no one can use that logo except its company.

C. Registration of the same

He further explained "design registration" which means having a design or shape or a pattern of a specific product to be registered and marketing in such a way that the field is known by

Design registration offers the advantages of an increase in market potential, promotion of creativity and safeguarding the features of the product. The requisites are it must be new and must not be disclosed to the public.

He went on to say that GIs (Geographical Indications) and Designs are the lesser known and talked about among IPRs but they are growing in importance. Geographical Indications (GIs) are products which originate from a specific territory and are known globally. They help you to gain an edge over competition.

Trade Secrets are not defined under any law. They refer to the manner in which one does business. Trademarks can be registered by 10 years, renewable thereafter; they are more commonly known in the business domain. Copyright is an IPR that need not be registered and can be enforced if one can prove that one was the original creator/author of that piece of work. Trademarks and Copyrights must be registered. This is imperative to protect one's trademark/patent. Patents offer strong protection and include product and processes. Designs are about the visual aspects and building of machinery/products, buildings/architecture, etc. Ownership of design can be transferred/leased.

He went on to explain a little about the importance of registration of intellectual property as follows:-

1. IPRs can become an important revenue stream because they can be sold/licensed.
2. Facilitates differentiation and enhances competitiveness.
3. Protects oneself/one's ideas.
4. An important branding/marketing tool.
5. Enables the owner of the IPR to gain the first mover advantage.

6. Reduces the cost of fighting disputes elsewhere.

His talk was enriched with several familiar brands and examples such as:

Bisleri is a company that sells packaged water, packaged water is an industry but people usually ask for Bisleri instead of a packaged water bottle, similarly people ask for a Coke instead of a cold drink.

While discussing that trademark is a symbol, word, signature, name, etc. which helps to distinguish between one brand and another. He gave the classic example of “Kirkoskar” which is written in a distinct style and facilitates instant recall of the graphic when mentioned.

For GI's the *Puneri Pagdi* and *Kolhapuri Chappals*, for design the Bisleri bottle/Coke Bottle, for patents, the very contemporary and much talked about vaccine manufacture in India were cited.

Brands are acquired to cash in on their goodwill and reach. One recent example from the education sector, Byjus acquisition of Aakash Tutorials was quoted as an example. Aakash Tutorials had a well established reputation as a leading competitive examination preparatory institute and Byjus chose to acquire it to eliminate competition and consolidate its position as a leading educational service provider.

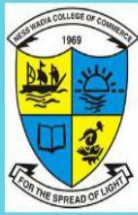
GIs and Patents are territorial rights and a good amount of homework must be done by brands/companies/individuals seeking to register the same. One must find out who one's competitors are and whether they are using a similar trademark. One must check if a domain name is already registered. All this must be done as preparation before one gets attached to an idea and envisions its implementation. Registering a trademark though not mandatory is advisable. Similarly in case of patents, one must first carry out a patent search.

Finally, Mr. Kulkarni shed some light on how one can protect one's IP from being compromised. He suggested that one must have a Non Disclosure Agreement, define Confidential Information and include a strict IP clause.

The session ended with an animated question-answer session.

Number of Students Attended: 74

Number of teachers attended: 6



**NESS WADIA COLLEGE OF COMMERCE, PUNE**

## Start-up & Innovation Cell

### **WEBINAR ON "INTELLECTUAL PROPERTY RIGHTS FOR ENTREPRENEURS"**



Google Meet



27th April 2021  
4:00 p.m.



Intellectual Property Rights empower individuals and organisations to profit from their creativity and inventions.

The knowledge of intellectual property and rights arising thereof can prove to be invaluable to entrepreneurs and startup founders.

Let's learn and get to know more on this topic through the webinar which is being organised.



Registration Link : <https://forms.gle/6rT2hqXgdVuQxmSu7>



Speaker : Mr Shridhar Kulkarni  
(Co-founder, LegaLogic Consulting)

Clickable Registration Link : <https://forms.gle/KJGoo7PcVqxrSnHQ6>

For any queries, please contact : (1) Rohan Aaron - 9763308385 (2) Taher Vohra - 97301 09152  
(3) Radhika Sharma - 77700 48427 (4) Sumedha Datta - 75358 29656