

SN	Modules/ Units
1	<b>International HRM – An Overview</b>
	<p>a) <b>International HRM – An Overview:</b></p> <ul style="list-style-type: none"> <li>• International HRM- Meaning and Features, Objectives, Evolution of IHRM, Reasons for Emergency of IHRM, Significance of IHRM in International Business, Scope/Functions</li> <li>• Difference between International HRM and Domestic HRM</li> <li>• Approaches to IHRM- Ethnocentric, Polycentric, Geocentric and Regiocentric</li> <li>• Limitations to IHRM</li> <li>• <b>Qualities of Global Managers</b></li> <li>• Organizational Dynamics and IHRM</li> <li>• Components of IHRM- Cross Cultural Management and Comparative HRM</li> <li>• Cross Cultural Management- Meaning, Features, Convergence of Cultures, Role of IHRM in Cross Culture Management, Problems of Cross Cultural Issues in Organizations, Importance of Cultural Sensitivity to International Managers</li> <li>• Comparative HRM- Meaning, Importance, Difference between IHRM and Comparative HRM</li> <li>• Managing Diversity in Workforce</li> <li>• Dealing with Cultural Shock</li> </ul>
2	<b>Global HRM Functions</b>
	<p>a) <b>Global HRM Functions:</b></p> <ul style="list-style-type: none"> <li>• International Recruitment and Selection- Meaning- Sources of International Labour Market, Global Staffing, Selection Criteria, Managing Global Diverse Workforce</li> <li>• International Compensation – Meaning, Objectives, Components of International Compensation Program, Approaches to International Compensation</li> <li>• HRM Perspectives in Training and Development - Meaning, Advantages, Cross Cultural Training, Issues in Cross Cultural Training</li> <li>• International Performance Management – Meaning, Factors Influencing Performance, Criterion used for Performance Appraisal of International Employees, Problems Faced in International Performance Management</li> <li>• Motivation and Reward System- Meaning, Benchmarking Global Practices</li> <li>• International Industrial Relations – Meaning, Key Issues in International Industrial Relations, Trade Union and International IR</li> </ul>

SN	Modules/ Units
3	<b>Managing Expatriation and Repatriation</b>
	<p>a) <b>Managing Expatriation and Repatriation</b></p> <ul style="list-style-type: none"> <li>• Concepts of PCNs (Parent-Country Nationals), TCNs(Third-Country Nationals) and HCNs(Host-Country Nationals)</li> <li>• Expatriation- Meaning, Reasons for Expatriation, Factors in Selection of Expatriates, Advantages of Using Expatriates, Limitations of using Expatriates, Role of Family, the Role of Non-expatriates, Reasons for Expatriate Failure, Women and Expatriation, Requirements/Characteristics of Effective Expatriate Managers</li> <li>• Repatriation- Meaning, Repatriation Process, Factors affecting Repatriation Process, Role of Repatriate, Challenges faced by Repatriates</li> </ul>
4	<b>International HRM Trends and Challenges</b>
	<p>a) <b>International HRM Trends and Challenges:</b></p> <ul style="list-style-type: none"> <li>• Emerging Trends in IHRM</li> <li>• Off Shoring – Meaning, Importance, Off Shoring and HRM in India</li> <li>• <b>International Business Ethics and IHRM</b> – Meaning of Business Ethics, Global Values, International Corporate Code of Conduct, Criminalization of Bribery, Operationalizing Corporate Ethics of HR in Overall Corporate Ethics Programme</li> <li>• Managing International Projects and Teams- Meaning, How Projects are Managed across the World and Challenges in Managing International Projects across the World</li> <li>• HR in MNCs – Industrial Relations in MNCs</li> <li>• Role of Technology on IHRM</li> <li>• IHRM and Virtual Organization- Meaning and Features of Virtual Organization, Difference between Virtual Organization and Traditional Organization, Managing HR in Virtual Organization</li> <li>• Growth in Strategic Alliances and Cross Border Mergers and Acquisitions- Impact on IHRM</li> <li>• Knowledge Management and IHRM</li> </ul>

SN	Modules/ Units
1	<b>Introduction of Services Marketing</b> <ul style="list-style-type: none"> <li>• Services Marketing Concept, Distinctive Characteristics of Services, Services Marketing Triangle, Purchase Process for Services, Marketing Challenges of Services</li> <li>• Role of Services in Modern Economy, Services Marketing Environment</li> <li>• Goods vs Services Marketing, Goods Services Continuum</li> <li>• Consumer Behaviour, Positioning a Service in the Market Place</li> <li>• Variations in Customer Involvement, Impact of Service Recovery Efforts on Consumer Loyalty</li> <li>• Type of Contact: High Contact Services and Low Contact Services</li> <li>• Sensitivity to Customers' Reluctance to Change</li> </ul>
2	<b>Key Elements of Services Marketing Mix</b> <ul style="list-style-type: none"> <li>• The Service Product, Pricing Mix, Promotion &amp; Communication Mix, Place/Distribution of Service, People, Physical Evidence, Process-Service Mapping-Flowcharting</li> <li>• Branding of Services – Problems and Solutions</li> <li>• Options for Service Delivery</li> </ul>
3	<b>Managing Quality Aspects of Services Marketing</b> <ul style="list-style-type: none"> <li>• Improving Service Quality and Productivity</li> <li>• Service Quality – GAP Model, Benchmarking, Measuring Service Quality -Zone of Tolerance and Improving Service Quality</li> <li>• The SERVQUAL Model</li> <li>• Defining Productivity – Improving Productivity</li> <li>• Demand and Capacity Alignment</li> </ul>
4	<b>Marketing of Services</b> <ul style="list-style-type: none"> <li>• International and Global Strategies in Services Marketing: Services in the Global Economy- Moving from Domestic to Transnational Marketing</li> <li>• Factors Favouring Transnational Strategy</li> <li>• Elements of Transnational Strategy</li> <li>• Recent Trends in Marketing Of Services in: Tourism, Hospitality, Healthcare, Banking, Insurance, Education, IT and Entertainment Industry</li> <li>• Ethics in Services Marketing: Meaning, Importance, Unethical Practices in Service Sector</li> </ul>

SN	Modules/ Units
1	<p><b>Retail Management- An overview</b></p> <p>a) <b>Retail Management:</b></p> <ul style="list-style-type: none"> <li>• Introduction and Meaning, Significance, Factors Influencing Retail Management, Scope of Retail Management</li> </ul> <p>b) <b>Retail Formats:</b></p> <ul style="list-style-type: none"> <li>• Concept of Organized Retailing: Factors Responsible for the Growth of Organized Retail in India, Multichannel Retailing: Meaning and Types, E-tailing: Meaning, Advantages and Limitations</li> </ul> <p>c) <b>Emerging Trends in Retailing</b></p> <ul style="list-style-type: none"> <li>• Impact of Globalization on Retailing</li> <li>• I.T in Retail: Importance, Advantages and Limitations, Applications of I.T. in Retail: EDI, Bar Coding, RFID Tags, Electronic Surveillance, Electronic Shelf Labels</li> <li>• FDI in Retailing: Meaning, Need for FDI in Indian Retail Scenario</li> <li>• Franchising: Meaning, Types, Advantages and Limitations, Franchising in India</li> <li>• Green Retailing</li> <li>• Airport Retailing</li> </ul>
2	<p><b>Retail Consumer and Retail Strategy</b></p> <p>a) <b>Retail Consumer/Shopper:</b></p> <ul style="list-style-type: none"> <li>• Meaning of Retail Shopper, Factors Influencing Retail Shoppers, Changing Profile of Retail Shoppers, Market Research as a Tool for Understanding Retail Markets and Shoppers</li> </ul> <p>b) <b>CRM in Retail:</b></p> <ul style="list-style-type: none"> <li>• Meaning, Objectives</li> <li>• Customer Retention Approaches: Frequent Shopper Programme, Special Customer Services, Personalization, Community</li> </ul> <p>c) <b>Retail Strategy:</b></p> <ul style="list-style-type: none"> <li>• Meaning, Steps in Developing Retail Strategy, Retail Value Chain</li> </ul> <p>d) <b>Store Location Selection:</b></p> <ul style="list-style-type: none"> <li>• Meaning, Types of Retail Locations, Factors Influencing Store Location</li> </ul> <p>e) <b>HRM in Retail:</b></p> <ul style="list-style-type: none"> <li>• Meaning, Significance, Functions</li> <li>• Organization Structure in Retail: Meaning, Factors Influencing Designing Organization Structure, Organization Structure for Small Stores/Single Stores/Independent Retailers and Retail Store Chain/Department Store</li> </ul>

Sr. No.	Modules / Units
1	<b>Introduction to Integrated Marketing Communication</b>
	<ul style="list-style-type: none"> <li>• Meaning, Features of IMC, Evolution of IMC, Reasons for Growth of IMC.</li> <li>• Promotional Tools for IMC, IMC planning process, Role of IMC in Marketing</li> <li>• Communication process, Traditional and alternative Response Hierarchy Models</li> <li>• Establishing objectives and Budgeting: Determining Promotional Objectives, Sales vs Communication Objectives, DAGMAR, Problems in setting objectives, setting objectives for the IMC Program.</li> </ul>
2	<b>Elements of IMC – I</b>
	<ul style="list-style-type: none"> <li>• <b>Advertising</b> – Features, Role of Advertising in IMC, Advantages and Disadvantages, Types of Advertising, Types of Media used for advertising.</li> <li>• <b>Sales promotion</b> – Scope, role of Sales Promotion as IMC tool, Reasons for the growth, Advantages and Disadvantages, Types of Sales Promotion, objectives of consumer and trade promotion, strategies of consumer promotion and trade promotion, sales promotion campaign, evaluation of Sales Promotion campaign.</li> </ul>
3	<b>Elements of IMC – II</b>
	<ul style="list-style-type: none"> <li>• <b>Direct Marketing</b> - Role of direct marketing in IMC, Objectives of Direct Marketing, Components for Direct Marketing, Tools of Direct Marketing – direct mail, catalogues, direct response media, internet, telemarketing, alternative media evaluation of effectiveness of direct marketing</li> <li>• <b>Public Relations and Publicity</b> – Introduction, Role of PR in IMC, Advantages and Disadvantages, Types of PR, Tools of PR ,Managing PR – Planning, implementation, evaluation and Research, Publicity, Sponsorship – definition, Essentials of good sponsorship, event sponsorship, cause sponsorship</li> <li>• <b>Personal Selling</b> – Features, Role of Personal Selling in IMC, advantages and disadvantages of Personal Selling, Selling process, Importance of Personal Selling</li> </ul>
4	<b>Evaluation &amp; Ethics in Marketing Communication</b>
	<ul style="list-style-type: none"> <li>• <b>Evaluating an Integrated Marketing program</b> – Evaluation process of IMC – Message Evaluations, Advertising tracking research – copy testing – emotional reaction test, cognitive Neuro science – online evaluation, Behavioural Evaluation – sales and response rate, POPAI, Toll free numbers, QR codes and facebook likes, response cards, Internet responses, redemption rate Test Markets – competitive responses, scanner data, Purchase simulation tests</li> <li>• <b>Ethics and Marketing communication</b> – stereotyping, targeting vulnerable customers, offensive brand messages – legal issues – Commercial free speech, misleading claims, puffery, fraud, questionable B2B practices</li> <li>• <b>Current Trends in IMC</b> – Internet &amp; IMC, Advertising on internet, PR through Internet Banner, Sales promotion on Internet, direct marketing on internet.</li> </ul>

Sr. No.	Modules / Units
1	<p><b>Introduction to Ethics and Business Ethics</b></p> <ul style="list-style-type: none"> <li>• <b>Ethics:</b> Concept of Ethics, Evolution of Ethics, Nature of Ethics- Personal, Professional, Managerial <b>Importance of Ethics</b>, Objectives, Scope, Types – Transactional, Participatory and Recognition</li> <li>• <b>Business Ethics:</b> Meaning, Objectives, Purpose and Scope of Business Ethics Towards Society and Stakeholders, Role of Government in Ensuring Business Ethics <b>Principles of Business Ethics</b>, 3 Cs of Business Ethics – Compliance, Contribution and Consequences Myths about Business Ethics Ethical Performance in Businesses in India</li> </ul>
2	<p><b>Ethics in Marketing, Finance and HRM</b></p> <ul style="list-style-type: none"> <li>• <b>Ethics in Marketing:</b> Ethical issues in Marketing Mix, Unethical Marketing Practices in India, Ethical Dilemmas in Marketing, Ethics in Advertising and Types of Unethical Advertisements</li> <li>• <b>Ethics In Finance:</b> Scope of Ethics in Financial Services, Ethics of a Financial Manager – Legal Issues, Balancing Act and Whistle Blower, Ethics in Taxation, Corporate Crime - White Collar Crime and Organised Crime, Major Corporate Scams in India, Role of SEBI in Ensuring Corporate Governance, Cadbury Committee Report, 1992</li> <li>• <b>Ethics in Human Resource Management:</b> Importance of Workplace Ethics, Guidelines to Promote Workplace Ethics, Importance of Employee Code of Conduct, Ethical Leadership</li> </ul>
3	<p><b>Corporate Governance</b></p> <ul style="list-style-type: none"> <li>• Concept, History of Corporate Governance in India, Need for Corporate Governance</li> <li>• Significance of Ethics in Corporate Governance, <b>Principles of Corporate Governance</b>, Benefits of Good Governance, Issues in Corporate Governance</li> <li>• Theories- Agency Theory, Shareholder Theory, Stakeholder Theory and Stewardship Theory</li> <li>• Corporate Governance in India, Emerging Trends in Corporate Governance, Models of Corporate Governance, Insider Trading</li> </ul>
4	<p><b>Corporate Social Responsibility (CSR)</b></p> <ul style="list-style-type: none"> <li>• Meaning of CSR, Evolution of CSR, Types of Social Responsibility</li> <li>• Aspects of CSR- Responsibility, Accountability, Sustainability and Social Contract</li> <li>• <b>Need for CSR</b></li> <li>• CSR Principles and Strategies</li> <li>• Issues in CSR</li> <li>• Social Accounting</li> <li>• Tata Group's CSR Rating Framework</li> <li>• Sachar Committee Report on CSR</li> <li>• Ethical Issues in International Business Practices</li> <li>• Recent Guidelines in CSR</li> <li>• Society's Changing Expectations of Business With Respect to Globalisation</li> <li>• Future of CSR</li> </ul>

Sr. No.	Modules / Units
1	<p><b>Introduction to business research methods</b></p> <ul style="list-style-type: none"> <li>• Meaning and objectives of research</li> <li>• Types of research– a) Pure, Basic and Fundamental b) Applied, c) Empirical d) Scientific &amp; Social e) Historical f) Exploratory g) Descriptive h) Causal</li> <li>• Concepts in Research: Variables, Qualitative and Quantitative Research</li> <li>• Stages in research process.</li> <li>• Characteristics of Good Research</li> <li>• Hypothesis-Meaning, Nature, Significance, Types of Hypothesis, Sources.</li> <li>• Research design– Meaning, Definition, Need and Importance, Steps in research design, Essentials of a good research design, Areas / Scope of research design and Types-Descriptive, Exploratory and causal.</li> <li>• Sampling– <ul style="list-style-type: none"> <li>a) meaning of sample and sampling,</li> <li>b) methods of sampling-i) Non Probability Sampling– Convenient, Judgment, Quota, Snow ball</li> <li>ii) Probability– Simple Random, Stratified, Cluster, Multi Stage.</li> </ul> </li> </ul>
2	<p><b>Data collection and Processing</b></p> <ul style="list-style-type: none"> <li>• Types of data and sources-Primary and Secondary data sources</li> <li>• Methods of collection of primary data <ul style="list-style-type: none"> <li>a) Observation- i) structured and unstructured, ii) disguised and undisguised, iii) mechanical observations (use of gadgets)</li> <li>b) Experimental i) Field ii) Laboratory</li> <li>c) Interview – i) Personal Interview ii) focused group, iii) in- depth interviews - Method,</li> <li>d) Survey– Telephonic survey, Mail, E-mail, Internet survey, Social media, and Media listening.</li> <li>e) Survey instrument– i) Questionnaire designing.</li> <li>f) Types of questions– i) structured/ close ended and ii) unstructured/ open ended, iii) Dicotomous, iv) Multiple Choice Questions.</li> <li>f) Scaling techniques-i) Likert scale, ii) Semantic Differential scale</li> </ul> </li> </ul>
3	<p><b>Data analysis and Interpretation</b></p> <ul style="list-style-type: none"> <li>• Processing of data– i) Editing- field and office editing, ii) coding– meaning and essentials, iii) tabulation – note</li> <li>• Analysis of data-Meaning, Purpose, types.</li> <li>• Interpretation of data-Essentials, importance and Significance of processing data</li> <li>• Multivariate analysis– concept only</li> <li>• Testing of hypothesis– concept and problems– i) chi square test, ii) Zandt-test (for large and small sample)</li> </ul>
4	<p><b>Advanced techniques in Report Writing</b></p> <ul style="list-style-type: none"> <li>• Report writing – i) Meaning , importance, functions of reports, essential of a good report , content of report , steps in writing a report, types of reports, Footnotes and Bibliography</li> <li>• Ethics and research</li> <li>• Objectivity, Confidentiality and anonymity in Research</li> <li>• Plagiarism</li> </ul>

Sr. No.	Modules / Units
1	<p><b>Foundations of Entrepreneurship Development:</b></p> <ul style="list-style-type: none"> <li>• <b>Foundations of Entrepreneurship Development:</b> Concept and Need of Entrepreneurship Development Definition of Entrepreneur, Entrepreneurship, Importance and significance of growth of entrepreneurial activities Characteristics and qualities of entrepreneur</li> <li>• <b>Theories of Entrepreneurship:</b> Innovation Theory by Schumpeter &amp; Imitating Theory of High Achievement by McClelland X-Efficiency Theory by Leibenstein Theory of Profit by Knight Theory of Social change by Everett Hagen</li> <li>• <b>External Influences on Entrepreneurship Development:</b> Socio-Cultural, Political, Economical, Personal. Role of Entrepreneurial culture in Entrepreneurship Development.</li> </ul>
2	<p><b>Types &amp; Classification Of Entrepreneurs</b></p> <ul style="list-style-type: none"> <li>• Intrapreneur – Concept and Development of Intrapreneurship</li> <li>• Women Entrepreneur – concept, development and problems faced by Women Entrepreneurs, Development of Women Entrepreneurs with reference to Self Help Group</li> <li>• Social entrepreneurship – concept, development of Social entrepreneurship in India. Importance and Social responsibility of NGO's.</li> <li>• Entrepreneurial development Program (EDP) – concept, factor influencing EDP. Option available to Entrepreneur. (Ancillarisation, BPO, Franchise, M&amp;A)</li> </ul>
3	<p><b>Entrepreneur Project Development &amp; Business Plan</b></p> <ul style="list-style-type: none"> <li>• Innovation, Invention, Creativity, Business Idea, Opportunities through change.</li> <li>• Idea generation – Sources – Development of product / idea,</li> <li>• Environmental scanning and SWOT analysis</li> <li>• Creating Entrepreneurial Venture – Entrepreneurship Development Cycle</li> <li>• Business Planning Process – The business plan as an Entrepreneurial tool, scope and value of Business plan.</li> <li>• Elements of Business Plan, Objectives, Market and Feasibility Analysis, Marketing, Finance, Organization &amp; Management, Ownership,</li> <li>• Critical Risk Contingencies of the proposal, Scheduling and milestones.</li> </ul>
4	<p><b>Venture Development</b></p> <ul style="list-style-type: none"> <li>• Steps involved in starting of Venture</li> <li>• Institutional support to an Entrepreneur</li> <li>• Venture funding, requirements of Capital (Fixed and working) Sources of finance, problem of Venture set-up and prospects</li> <li>• Marketing: Methods, Channel of Marketing, Marketing Institutions and Assistance.</li> <li>• New trends in entrepreneurship</li> </ul>



SN	Modules/ Units
1	<b>Introduction to Business Ethics</b> <ul style="list-style-type: none"> <li>• Business Ethics – Concept, Characteristics, Importance and Need for business ethics. Indian Ethos, Ethics and Values, Work Ethos,</li> <li>• Sources of Ethics, Concept of Corporate Ethics, code of Ethics-Guidelines for developing code of ethics, Ethics Management Programme, Ethics Committee.</li> <li>• Various approaches to Business Ethics - Theories of Ethics- Friedman's Economic theory, Kant's Deontological theory, Mill &amp; Bentham's Utilitarianism theory</li> <li>• Gandhian Approach in Management and Trusteeship, Importance and relevance of trusteeship principle in Modern Business, Gandhi's Doctrine of Satya and Ahimsa,</li> <li>• Emergence of new values in Indian Industries after economic reforms of 1991</li> </ul>
2	<b>Indian Ethical Practices and Corporate Governance</b> <ul style="list-style-type: none"> <li>• Ethics in Marketing and Advertising, Human Resources Management, Finance and Accounting, Production, Information Technology, Copyrights and Patents</li> <li>• Corporate Governance: Concept, Importance, Evolution of Corporate Governance, Principles of Corporate Governance,</li> <li>• Regulatory Framework of Corporate Governance in India, SEBI Guidelines and clause 49, Audit Committee, Role of Independent Directors, Protection of Stake Holders, Changing roles of corporate Boards.</li> <li>• Elements of Good Corporate Governance, Failure of Corporate Governance and its consequences</li> </ul>
3	<b>Introduction to Corporate Social Responsibility</b> <ul style="list-style-type: none"> <li>• Corporate Social Responsibility: Concept, Scope &amp; Relevance and Importance of CSR in Contemporary Society.</li> <li>• Corporate philanthropy, Models for Implementation of CSR, Drivers of CSR, Prestigious awards for CSR in India.</li> <li>• CSR and Indian Corporations- Legal Provisions and Specification on CSR, A Score Card, Future of CSR in India.</li> <li>• Role of NGO's and International Agencies in CSR, Integrating CSR into Business</li> </ul>
4	<b>Areas of CSR and CSR Policy</b> <ul style="list-style-type: none"> <li>• CSR towards Stakeholders-- Shareholders, Creditors and Financial Institutions, Government, Consumers, Employees and Workers, Local Community and Society.</li> <li>• CSR and environmental concerns.</li> <li>• Designing CSR Policy- Factors influencing CSR Policy, Role of HR Professionals in CSR</li> <li>• Global Recognitions of CSR- ISO- 14000-SA 8000 – AA 1000 – Codes formulated by UN Global Compact – UNDP, Global Reporting Initiative; major codes on CSR.</li> <li>• CSR and Sustainable Development</li> <li>• CSR through Triple Bottom Line in Business</li> </ul>

		<p>stereotype images, roles etc.)</p> <ol style="list-style-type: none"> <li>2. Role of media in social construction of gender, Changing attitudes &amp; behaviour for empowerment of women : Movements of change</li> <li>3. Gender equality and media</li> <li>4. Hegemonic masculinity in media</li> <li>5. Gender issues in news media (TV, radio, newspapers &amp; online news)</li> </ol>	
<b>GLOBALISATION AND MEDIA CULTURE</b>			
<b>IV</b>	<b>GLOBAL, LOCAL, CONSUMER AND THE RECENT TRENDS</b>	<ol style="list-style-type: none"> <li>1. Media imperialism</li> <li>2. Globalisation and Local culture- Issues and Perspectives, threat to regional and local identities, Impact of global culture and its relevance in media and gender</li> <li>3. Consumer culture and media in the era of globalisation.</li> <li>4. <b>Digital Media culture:</b> Recent trends and challenges</li> <li>5. <b>Media and Globalisation:</b> Global economic flows, global cultural flows, homogenization &amp; fragmentation, glocalization, creolization, globalization &amp; power.</li> </ol>	<b>(12)</b>

**SYLLABUS DESIGNED BY:-**

1. PADMAJA ARVIND(CONVENOR)
2. RANI D'SOUZA
3. RUMINA RAI

**INTERNAL EVALUATION METHODOLOGY**

1. CONTINUOUS ASSIGNMENTS
2. ORAL & PRACTICAL PRESENTATIONS
3. GROUP/INDIVIDUAL PROJECTS
4. CLASS TEST
5. OPEN BOOK TEST
6. GROUP INTERACTIONS
7. QUIZ

**REFERENCE**

1. MEDIA AND CULTURAL STUDIES: MEENAKSHI GIGI DURHAM AND DOUGLAS M.KELLNER
2. CULTURAL STUDIES- THEORY AND PRACTICE - CHRIS BARKER
3. AN INTRODUCTION TO CULTURAL STUDIES- PROMOD K. NAYAR
4. CULTURE CHANGE IN INDIA- IDENITY AND GLOBALISATION - YOGENDRA SINGH
5. INDIAN MEDIA IN A GLOBALISED WORLD- MAYA RANGANATHAN USHA M. RODGRIGUES
6. MEDIA GENDER AND POPULAR CULTURE IN INDIA- TRACKING CHANGE AND CONTINIUTY - SANJUKTHE- DASGUPTA

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Sr. No	Modules /Units
1	<b>Globalisation and Indian Society</b>
	Understanding the concepts of liberalization, privatization and globalization; Growth of information technology and communication and its impact manifested in everyday life; Impact of globalization on industry: changes in employment and increasing migration; Changes in agrarian sector due to globalization; rise in corporate farming and increase in farmers' suicides.
2	<b>Human Rights</b>
	Concept of Human Rights; origin and evolution of the concept; The Universal Declaration of Human Rights; Human Rights constituents with special reference to Fundamental Rights stated in the Constitution
3	<b>Ecology</b>
	Importance of Environment Studies in the current developmental context; Understanding concepts of Environment, Ecology and their interconnectedness; Environment as natural capital and connection to quality of human life; Environmental Degradation- causes and impact on human life; Sustainable development- concept and components; poverty and environment
4	<b>Understanding Stress and Conflict</b>
	Causes of stress and conflict in individuals and society; Agents of socialization and the role played by them in developing the individual; Significance of values, ethics and prejudices in developing the individual; Stereotyping and prejudice as significant factors in causing conflicts in society. Aggression and violence as the public expression of conflict
5	<b>Managing Stress and Conflict in Contemporary Society</b>
	Types of conflicts and use of coping mechanisms for managing individual stress; Maslow's theory of self-actualisation; Different methods of responding to conflicts in society; Conflict-resolution and efforts towards building peace and harmony in society

Sr. No.	Modules / Units
1	<b>Overview of Indian Society</b>
	Understand the multi-cultural diversity of Indian society through its demographic composition: population distribution according to religion, caste, and gender; Appreciate the concept of linguistic diversity in relation to the Indian situation; Understand regional variations according to rural, urban and tribal characteristics; <b>Understanding the concept of diversity as difference</b>
2	<b>Concept of Disparity- 1</b>
	Understand the concept of disparity as arising out of stratification and inequality; Explore the disparities arising out of gender with special reference to violence against women, female foeticide (declining sex ratio), and portrayal of women in media; Appreciate the inequalities faced by people with disabilities and <b>understand the issues of people with physical and mental disabilities</b>
3	<b>Concept of Disparity-2</b>
	Examine inequalities manifested due to the caste system and inter-group conflicts arising thereof; <b>Understand inter-group conflicts arising out of communalism</b> ; Examine the causes and effects of conflicts arising out of regionalism and linguistic differences
4	<b>The Indian Constitution</b>
	Philosophy of the Constitution as set out in the Preamble; The structure of the Constitution-the Preamble, Main Body and Schedules; <b>Fundamental Duties of the Indian Citizen</b> ; <b>tolerance, peace and communal harmony</b> as crucial values in strengthening the social fabric of Indian society; Basic features of the Constitution
5	<b>Significant Aspects of Political Processes</b>
	The party system in Indian politics; Local self-government in urban and rural areas; the 73rd and 74th Amendments and their implications for inclusive politics; Role and significance of women in politics

**Topics for Project Guidance: Growing Social Problems in India:**

- Substance abuse- impact on youth & challenges for the future
- HIV/AIDS- awareness, prevention, treatment and services
- Problems of the elderly- causes, implications and response
- Issue of child labour- magnitude, causes, effects and response
- Child abuse- effects and ways to prevent
- Trafficking of women- causes, effects and response

**Note:**

**Out of the 45 lectures allotted for 5 units for Semester I, about 15 lectures may be allotted for project guidance**

Sr. No.	Modules / Units
1	<b>Solid Waste Management for Sustainable Society</b>
	Classification of solid wastes – Types and Sources of Solid Waste ; Effects of Solid Waste Pollution- Health hazards, Environmental Impacts; Solid Waste Management – solid waste management in Mumbai- Schemes and initiatives run by MCGM – <b>role of citizens in waste management in Mumbai</b>
2	<b>Agriculture and Industrial Development</b>
	Environmental Problems Associated with Agriculture: Loss of Productivity, Land Degradation ,desertification - Uneven Food Production – Hunger, Malnutrition and Food Security – Sustainable Agricultural practices Environmental Problems Associated with Industries – pollution -Global warming, Ozone Layer Depletion , Acid rain, - <b>Sustainable Industrial practices</b> – Green Business and <b>Green Consumerism</b> , Corporate Social Responsibility
3	<b>Tourism and Environment</b>
	Tourism: Meaning, Nature, Scope and importance –Typology of tourism-classification; Tourism potentials in India and challenges before India; New Tourism Policy of India; Consequences of tourism : Positive and Negative Impacts on Economy, Culture and environment- Ecotourism
4	<b>Environmental Movements and Management</b>
	<b>Environmental movements in India:</b> Save Narmada Movement, Chipko Movement, Appiko Movement, Save Western Ghat and Save Jaitapur; Environmental Management: Concept, need and relevance; Concept of ISO 14000 and 16000; Concept of Carbon Bank and Carbon Credit.EIA - Environment Protection Acts – Concept and components of Geospatial Technology- Applications of GST in Environmental Management.
5	<b>Map Filling</b>
	Map filling of Konkan and Mumbai (Environmentally significant features and GST centers) using point, line and polygon segment. Concept and Calculation of Environmental Performance Index (EPI)

Sr. No.	Modules / Units
1	<b>Environment and Ecosystem</b>
	Environment: Meaning, definition, scope and its components; concept of an ecosystem : definition, Characteristics, components and types, functioning and structure; Food Chain and Food Web- Ecological Pyramids - Man and environment relationship; Importance and scope of Environmental Studies.
2	<b>Natural Resources and Sustainable Development</b>
	Meaning and definitions ; Classification and types of resources, factors influencing resource; Resource conservation- meaning and methods- I and non-conventional resources, problems associated with and management of water, forest and energy resources- resource utilization and sustainable development
3	<b>Populations and Emerging Issues of Development</b>
	Population explosion in the world and in India and arising concerns- Demographic Transition Theory - pattern of population growth in the world and in India and associated problems - Measures taken to control population growth in India; Human population and environment- Environment and Human Health - Human Development Index - The World Happiness Index
4	<b>Urbanisation and Environment</b>
	Concept of Urbanisation- Problems of migration and urban environment-changing landuse, crowding and stress on urban resources, degradation of air and water, loss of soil cover impact on biodiversity, Urban heat islands - Emerging Smart Cities and safe cities in India - Sustainable Cities
5	<b>Reading of Thematic Maps and Map Filling</b>
	Reading of Thematic Maps(4 Lectures) Located bars, Circles, Pie charts, Isopleths, Choropleth and Flow map, Pictograms - Only reading and interpretation. Map Filling: (4 Lectures) Map filling of World (Environmentally significant features) using point, line and polygon segment. Concept and Calculation of Ecological Footprint

Modules / Units	
Sr. No.	
1	<p><b>Introduction to Advertising</b></p> <ul style="list-style-type: none"> <li>• Definition, Evolution of Advertising, Importance, Scope, Features, Benefits, Five M's of Advertising</li> <li>• Types of Advertising – consumer advertising, industrial advertising, institutional advertising, classified advertising, national advertising, generic advertising</li> <li>• Theories of Advertising : Stimulus Theory, AIDA, Hierarchy Effects Model, Means – End Theory, Visual Verbal Imaging, Cognitive Dissonance</li> <li>• Ethics and Laws in Advertising : Puffery, Shock Ads, Subliminal Advertising, Weasel Claim, Surrogate Advertising, <b>Comparative Advertising Code of Ethics</b>, Regulatory Bodies, Laws and Regulation – CSR, Public Service Advertising, Corporate Advertising, Advocacy Advertising</li> <li>• Social, cultural and Economic Impact of Advertising, the impact of ads on Kids, Women and Advertising</li> </ul>
2	<p><b>Strategy and Planning Process in Advertising</b></p> <ul style="list-style-type: none"> <li>• Advertising Planning process &amp; Strategy : Introduction to Marketing Plan, Advertising Plan- Background, situational analysis related to Advertising issues, Marketing Objectives, Advertising Objectives, Target Audience, Brand Positioning (equity, image personality), creative Strategy, message strategy, media strategy, Integration of advertising with other communication tools</li> <li>• Role of Advertising in Marketing Mix : Product planning, product brand policy, price, packaging, distribution, Elements of Promotion, Role of Advertising in PLC</li> <li>• Advertising Agencies – Functions – structure – types - Selection criteria for Advertising agency – Maintaining Agency-client relationship, Agency Compensation.</li> </ul>
3	<p><b>Creativity in Advertising</b></p> <ul style="list-style-type: none"> <li>• Introduction to Creativity – definition, importance, creative process , Creative strategy development – Advertising Campaign – determining the message theme/major selling ideas – introduction to USP – positioning strategies – persuasion and types of advertising appeals – role of source in ads and celebrities as source in Indian ads – execution styles of presenting ads.</li> <li>• Role of different elements of ads – logo, company signature, slogan, tagline, jingle, illustrations, etc –</li> <li>• Creating the TV commercial – Visual Techniques, Writing script, developing storyboard, other elements (Optical, Soundtrack, Music)</li> <li>• Creating Radio Commercial – words, sound, music – scriptwriting the commercial – clarity, coherence, pleasantness, believability, interest, distinctiveness</li> <li>• Copywriting: Elements of Advertisement copy – Headline, sub-headline, Layout, Body copy, slogans. Signature, closing idea, Principles of Copywriting for print, OOH, essentials of good copy, Types of Copy, Copy Research</li> </ul>

**CLARA'S COLLEGE OF COMMERCE**

**Yari Road, Versova, Andheri, Mumbai-61**

CCC/NSS/2021-22/14

02-12-2021

**NOTICE**

**Blood Donation Campaign – December 14, 2021**

All students of Clara's College of Commerce are hereby informed that the NSS unit of Clara's College of Commerce is conducting a Blood Donation Campaign on December 14, 2021 (Tuesday) in college auditorium from 8:00 am onwards. A healthy person can donate blood every three months. Without any harm to his body. All students who are above the age of 18 are hereby requested to come forward for this noble cause and register themselves for donating blood in this campaign.



**Principal  
Claras College of Commerce  
Yari Road, Versova,  
Andheri (W), Mumbai-400 061**

A handwritten signature in black ink, appearing to read "Dr. Madhwar Gitte". Below the signature, the word "Principal" is printed in a small font.

**(Dr. Madhwar Gitte)  
Principal  
Clara's College of Commerce  
Yari Road, Versova,  
Andheri (W), Mumbai - 400 061**



**CLARA'S COLLEGE OF COMMERCE**  
**YARI ROAD, VERSOVA, ANDHERI (W), MUMBAI-61.**

**BLOOD DONATION DRIVE**

- A) DATE: 14<sup>th</sup> DECEMBER, 2021  
B) PLACE: AUDITORIUM  
C) HOURS DEVOTED: 8 Hrs.  
D) LEVEL: COLLEGE LEVEL ACTIVITY  
E) STRENGTH OF THE STUDENTS: 18

Category	Male	Female	Total
N.S.S.	06	12	18

F) DESCRIPTION

"Blood knows no caste, creed, color, religion or race. There is no substitute to blood, it cannot be manufactured. It is that one thing that binds all of us."

Blood Donation Drive was organized on 14th December, 2021 in association with Ekata manch and Mahatma Gandhi Seva Mandir Blood Bank. The event witnessed more than 650 participants. 275 approved blood bottles were successfully collected. All the volunteers actively participated in managing the programme. The registrations for the same were started well in advance. Volunteers encourage the students to take active participation in blood donation drive.

This drive helped to create awareness amongst the students and it also emphasized the need to donate blood for the needy people. The advantages for the same were also made known to the students. The session ended with a vote of thanks to the chair.

  
Principal

**Dr. Madhukar Gitte**  
**Principal**  
**Clara's College of Commerce**  
Yari Road, Versova,  
Andheri (W), Mumbai - 400 061



**Prepared by:**

**Ms. Ruchita Pandhare**

## REPORT OF Virtual Session on Domestic Violence

Date: 17th September, 2021

Duration: 01:00 Hour

Age FDP: Both

Class: All Classes

Topic: Virtual Session on Domestic Violence

### Objectives

1. To sensitize everyone regarding Domestic Violence
2. To create awareness about its legal prospective and importance understanding what is domestic violence and how come one be protected from such violence

Number of Registered Participants: 50

No of Participants /Beneficiaries: 37

Organizer: Women Development Cell of Clara's College of Commerce

Resource Person: Ms. Janaki Misra

### REPORT

Clara's College of Commerce organized an online Session on Virtual Session on Domestic Violence on 17th September, 2021 at 12:00 PM through zoom platform for the students and faculties. The main objectives behind organizing this event were to sensitize everyone regarding Domestic Violence and to create awareness about its legal prospective and importance understanding what is domestic violence and how come one be protected from such violence.

Ms. Janaki Misra, Assistant Professor S.N.D.T. Women's University Law School, Juhu Campus Mumbai was the speaker for the session. The session dealt with creating awareness about the need and importance of Domestic Violence and relating provisions of the same. The lecture was well structured and covered various aspects on the legal provisions on the Domestic Violence. She has discussed the Domestic Violence Act of 2005, narrated how to find domestic violence helpline and counseling in India and later on focused on the immerging issues. She discussed various other statutory provisions of the India and government and judiciary initiatives to overcome the problems. She has also thrown lights on various ways through which domestic violence is committed. Relevant queries were raised from the side of student and faculty delegates. They got justified answers from the speaker. The interactions were very relevant and meaningful. Participants would be benefited with this event.

The program ended with a vote of thanks by a committee member.

WDC Coordinator Mrs. Jisha Varghese organized activity as an in-charge and anchored the programme.

The numbers of beneficiaries were

Category	Male	Female	Total
Students	11	12	23
Faculty	5	9	14
<b>TOTAL</b>	16	21	37

**Outcome:**

Participants would be benefitted due to this webinar on "Domestic Violence" as they gain knowledge regarding its legal prospective and also its importance in individuals life to understand about their rights and know more about what exactly is domestic violence.

Mr. Ajay Kaul Sir, Secretary, Mr. Prashant Kashid Sir, Activity Chairman and Principal Dr. Madhukar Gitte guided and encouraged to conduct the activity. The entire faculty helped in conducting the event successful.



Dr. Madhukar Gitte  
Principal

Submitted by  
Ms. Minal Sharma



Hyper of the Virtual Session on Domestic Violence conducted on 17 September 2021



CHILDREN WELFARE CENTER'S  
CLARA'S COLLEGE OF COMMERCE  
KASBROAD, KASBROOK ANDHRA (WASTE)  
MUMBAI 400001

WOMEN DEVELOPMENT CELL  
Organises

**VIRTUAL SESSION ON DOMESTIC VIOLENCE**  
On 17th September, Friday  
At 12 PM



Register in advance for the session  
<https://forms.gle/5eWMWSRUZ1kuFHP6>

PRINCIPAL-  
DR. MADHUKAR GITTE

Organising Committee-  
MRS. JISHA VARGHESE  
ADV. MINAL SHARMA  
MR. REETESH SINGH

Women Development Cell  
OF  
Clara's College of Commerce  
Organises

Virtual Session on Domestic Violence

Date: 17th September, 2021

Time: 12:00 PM

Register for the session in advance

Link for registration: <https://forms.gle/5eWMWSRUZ1kuFHP6>

Note: 1. Registration is free

2. Webinar will be conducted on Zoom meet.

3. Link for the session will be shared with registered participants.

Organising Committee-

Mrs. Jisha Varghese

Adv. Minal Sharma

Mr. Reetesh Singh

(Mob-7738407325)

Thanks & Regards

Dr. Madhukar Gitte

Principal

Clara's college of Commerce

**CLARA's COLLEGE OF COMMERCE,  
Yari Road Versova**

Notice/NSS/ 2021-22

21/10/2021

**NOTICE**

***"Vigilant India, Prosperous India"***

The vigilance Awareness week is organized every year during the last week of October. The objective of this endeavor is to encourage citizens to collectively participate in the prevention of, and the fight against corruption and to raise public awareness on this very important issue. This year also Vigilance Awareness Week is being organized from 26th October to 1st November 2021.

- NSS Unit Of Clara's College Of Commerce is observing Vigilance Awareness week\* and we are organizing **Quiz Competition**.
- Participants can attend this Quiz from **26th October 2021 to 1st November 2021**

Link for quiz -

<https://forms.gle/4855eZ443A5uBHKaA>

Students who attend this quiz will get an e-certificate.



  
Principal,

Dr. Madhukar Gitte

**Principal**  
**Claras College of Commerce**  
**Yari Road, Versova,**  
**Andheri (W), Mumbai-400 061**

# CLARA'S COLLEGE OF COMMERCE

Yari Road, Versova, Andheri (W), Mumbai-61

Report on Vigilance Awareness Week

Date: 30<sup>th</sup> October 2021 To 5<sup>th</sup> November 2021

SDP/FDP: SDP

Class – All Classes

**Objective:** To raise public awareness and to make citizens conscious of their right to live in a corruption-free society.

**Number of Participants: 27**

**Organizer: NSS**

**\*Vigilant India, Prosperous India\*\***

Vigilance Awareness Week is organized every year during the last week of October. The objective of this endeavor is to encourage citizens to collectively participate in the prevention of, and the fight against corruption and to raise public awareness on this very important issue. This year also Vigilance Awareness Week is being organized from 26<sup>th</sup> October to 5<sup>th</sup> November 2021.

On the occasion of Vigilance Awareness Week, N.S.S. Unit of Clara's College Of Commerce from 30<sup>th</sup> October 2021 to 5<sup>th</sup> November 2021 organized a quiz competition. The quiz, in keeping with the theme of the year, "India @ 75: Self Reliance with Integrity."

Mr. Ajay Kaul Sir, Secretary, Mr. Prashant Kashid Sir, Activity Chairman, and Principal Dr. Madhukar Gitte guided and encouraged to conduct the activity. The entire faculty helped in conducting the event successfully.

**Number of Beneficiaries:**

Category	Male	Female	Total
Total	07	20	27

Submitted by  
Ruchita Pandhare



  
Principal  
Clara's College of Commerce  
Yari Road, Versova,  
Andheri (W), Mumbai-400 061

Timestamp	Email address	Score
10/30/2021 12:25:59	ruchitapandhare68@gmail.com	
10/30/2021 12:43:54	mohitebhavika03@gmail.com	
10/30/2021 12:52:32	omkardangle18@gmail.com	
10/30/2021 12:53:15	sayyulakhani@gmail.com	
10/30/2021 12:53:15	reetesh.singh@gmail.com	14/15
10/30/2021 12:53:15	siddiquiayasha884@gmail.com	
10/30/2021 13:00:42	hepsibhalakomma123@gmail.com	
10/30/2021 13:05:59	sakshimalhotra153@gmail.com	
10/30/2021 13:14:43	ibrahimsonar11@gmail.com	
10/30/2021 13:22:49	mamdani zoya 15@gmail.com	
10/30/2021 14:57:26	rehyvijay555@gmail.com	14/15
10/30/2021 14:57:26	lanaazmakwana01@gmail.com	
10/30/2021 15:40:33	samarsingh2379@gmail.com	
10/30/2021 16:24:17	rachelpille9@gmail.com	
10/30/2021 16:33:03	kainatmemon4545@gmail.com	
10/30/2021 16:33:03	jishajoy86@gmail.com	
10/30/2021 16:15:33	kainatmemon4545@gmail.com	
10/30/2021 16:32:38	khadijasakri72@gmail.com	
10/30/2021 20:10:20	kashishdalal2004@gmail.com	
11/1/2021 18:49:34	kashishdalal2004@gmail.com	
11/1/2021 18:55:22	kashishdalal2004@gmail.com	
1/4/2022 12:26:38	cindrellaroy20@gmail.com	
1/4/2022 13:02:28	bhumikaterekar@gmail.com	
1/4/2022 13:38:36	khanmisuu302@gmail.com	
1/4/2022 14:14:17	mmakrani375@gmail.com	
1/4/2022 14:29:02	gsanskar8023@gmail.com	
1/4/2022 14:30:09	bhagyeshreedeuba@gmail.com	
1/4/2022 14:58:23	kodrenasimsk@gmail.com	
1/5/2022 8:29:55	asakharkar20@gmail.com	
1/5/2022 8:30:41	jamikhani1416@gmail.com	
1/5/2022 8:37:27	qureshialtaf722@gmail.com	
1/6/2022 8:21:30	hojagenikita@gmail.com	

Full Name (As required)	College Name	Class
14 / 15 Ruchita Pandhare	Clara's College of Com NA	
14 / 15 Bhavika C Mohite	Clara's College of Com SYBMS - Finance	
13 / 15 Omkar arjun dangle	Claras college of com Fybms	
13 / 15 Sayyada siptan lakhan	Claras college of com FYBCM	
Reetesh Singh	Claras college of com Faculty	
13 / 15 Ayesha Aslam Siddiqui	Clara's college of com Fybcom	
14 / 15 Hepsibha palakomma	Clara's College of com 13th FYBMS	
11 / 15 Sakshi Malholra	Clara's College of Com SYBMS	
11 / 15 Ibrahim sonar	Claras college of com Fybcom	
14 / 15 Mamdani Zoya Irfan	Clara's college of com Fybcom	
Vijaykumar Makvana	Clara's college of com Faculty	
12 / 15 Tanaaz Makwana	Clara's college of com SYBMS	
5 / 15 Singh Samar mukesh	Clara college BMS	
12 / 15 Rachel Ganesh pille	Clara's college of com FYBCOM	
12 / 15 kainat panavadh	Clara's college of com 13th	
14 / 15 Jisha Verghese	Clara's college of com Faculty	
11 / 15 kainat Memon	Clara's college of com 13th fybom	
15 / 15 KHADIJA FAROOQ SA	Clara's college of com FYBAF	
13 / 15 Kashish Irshaad Dalal	Clara's College of Com FYBMS	
15 / 15 Kashish Irshaad Dalal	Clara's College of Com FY BMS	
12 / 15 Syndrella Chandan roy	Claras College of com Sybcom	
15 / 15 Bhumika Ganesh Tere	Clara's Sybms	
13 / 15 Misba Javed Khan	Clara's College of com Sybcom	
14 / 15 MAHIRA Taj MOHD M	Clara's college of com SYBCOM	
14 / 15 GUPTA SANSKAR SA	CLARA'S COLLEGE C TYBAF	
13 / 15 Bhagyeshwari bhim de	Clara's college of com Sybcom	
14 / 15 Nasir Shamsuddin Koc	Claras College Of Com SYBCOM	
13 / 15 Ayesha Sakharkar	Claras college of com SYBCOM	
11 / 15 Ayaan Khan	Clara's College of com SYBCOM	
11 / 15 ALTAF QURESHI	CLARAS COLLEGE O SYBCOM	
10 / 15 Hojje Nikita Namdev	Clara's college FYBAF	

RESPONSE SHEET- VIGILANCE WEEK -30TH

Roll number	Gender	Contact Number
04	Female	7506201608
	Female	07045937576
	Male	9324233326
	Female	9920892010
	Male	7208930720
	Female	9137166510
	Female	7039212200
	Female	7498375671
	Male	9372564284
	Female	9136863382
	Male	9867172766
	Female	7045474953
	Male	9789955749
	Female	8433665024
	Female	9867517632
	Female	9594620818
	Female	9867517831
	Female	9321478797
	Female	9321601907
	Female	9321601907
	Female	8652405132
	Female	7506521743
	Female	9148218728
	Female	9920933073
	Male	750655617
	Female	9082528440
	Male	7507418300
	Female	7977391582
	Male	7710922609
	Male	9819690115
	Female	8591028963





CLARA'S COLLEGE OF COMMERCE  
Yari Road, Versova, Mumbai.

NOTICE

Notice/15-A/2021-22

24.01.2022

Students are hereby informed that IQAC Cell in association with all departments of Clara's College of Commerce is organizing Student Development Programs (SDP) on "Intellectual Property Rights" on 1<sup>st</sup> February, 2022 at 10.00 a.m.

All the students are requested to attend the webinar on the above mentioned date.

(Dr. Gitte Mathhukar)

Principal

**Principal**  
**Claras College of Commerce**  
Yari Road, Versova,  
Andheri (W), Mumbai-400 061



**CLARA'S COLLEGE OF COMMERCE**  
Yari Road, Versova, Andheri (West), Mumbai

**Report on "Students Development Program (SDP) on Intellectual Property Rights"**

**Date: 1/2/2022**

**Duration:60 Min**

**SDP/FDP/Class: SDP**

**Title: "Students Development Program (SDP) on Intellectual Property Rights"**

**Name of Resource Person: CS Bhumi Bakulesh Tolia**

**Objectives: To aware students about Intellectual Property Rights.**

**No. of participants: 79**

**Organiser: IQAC in association with all departments of Clara's College of Commerce**

Clara's College of Commerce had organised an online session with title- Students Development Program (SDP) on Intellectual Property Rights on Zoom platform on 1<sup>st</sup> February, 2022 at 10.00 am. The main objective of the session was to educate the students about the concept and importance of Intellectual Property Rights. Mrs. Aafreen Shah (from Organising Committee) welcomed Ms. CS Bhumi Bakulesh Tolia (the resource person) a prominent speaker who is always trying to enlighten young minds.

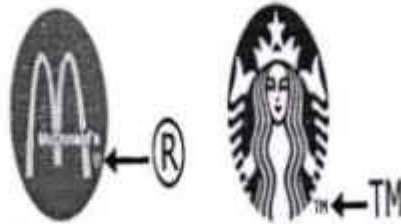
CS Bhumi madam explained the concept of IPR with easy yet interesting examples and gave detailed information about the difference between the different sub topics like Patents, Trademark, Copyright, Geographical Indicators and Trade Secret.

She cleared the doubts of all the participants in the question answers session which was conducted by Mr. Amit Bansod (BMS Co-ordinator).





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The distribution of beneficiaries was as follows:

Class	Female	Male	Total
FYBCOM	52	27	79

Mrs. Ruchita Pandhare (from Organising Committee) offered the vote of thanks to the chair.

Report prepared by:

Asst.Prof. Reetesh Rajesh Singh

Dr. Madhukar Gitte

Principal

**Principal**  
**Claras College of Commerce**  
 Yari Road, Versova,  
 Andheri (W), Mumbai-400 061



**ZOOM LINK OF "Students Development Program (SDP) on Intellectual Property Rights"**

<https://us02web.zoom.us/join/joinMeeting?zEkdEytqDIsGNQfRE026K9IOdjivFyA1ZYc>

**FLYER OF "Students Development Program (SDP) on Intellectual Property Rights"**

**CLARA'S COLLEGE OF COMMERCE**

Yari Road, Versova, Mumbai-400061

Organises an Online Session for  
SDP on

**INTELLECTUAL  
PROPERTY  
RIGHTS**



CS Bhumi Dakulesh Tolia

1 FEBRUARY 2022  
10.00AM TO 11.00AM

@ZOOM APP

Regards  
Dr. Madhukar Gitte  
Principal

Dr. Babita Kanojia  
Activity In Charge



*M. Butte*  
Principal  
Claras College of Commerce  
Yari Road, Versova,  
Andheri (W), Mumbai-400 061

**DUTY LIST OF "Students Development Program (SDP) on Intellectual Property Rights"**

**Date: 1st Feb 2022**

**Day - Tuesday**

**Time - 10:00 - 11:00 am**

**Duty List**

Sr. No	Duties	Name of faculty
1	Flyer	Mr. Shripad Joshi
2	Registration	Adv Minal Sharma
3	feedback	Ms. Poonam Lad
4	Certificate	Ms. Poonam Lad
5	Report Writing	Mr. Reetesh Singh
6	Online Platform	Ms. Poonam Lad
7	Notice, Attendance screen short and Photo	Mr. Sameer Gandhi
8	Introduction of Guest	Mrs. Aafreen Shah
9	Vote of thanks	Mrs. Ruchita P
10	Question - Answer Session	Mr. Amit Bansod

**ATTENDANCE OF "Students Development Program (SDP) on Intellectual Property Rights"**

Sr. No.	Name (Original Name)	Gender
1	Surendra Chaudhary	Male
2	Farheen Sayed	Male
3	Babita Kanojia	Female
4	Aafreen Shah	Female
5	priyanka mandavkar (9 SYBCOM priyanka mandavkar)	Female
6	Misba khan	Female
7	samar singh	Male
8	Neha Patil	Female
9	Eleena Johnson	Female
10	Minal Sharma	Female
11	Mustafa Sidhpurwala	Male
12	Ruchita Pandhare	Female



13	Alim Boghani	Male
14	Amit Bansod	Male
15	Haya Saifi	Female
16	Reetesh Singh	Male
17	Aastha Kaskar	Female
18	Tanuja Jogmerkar	Female
19	Sofiya Babji	Female
20	Saroj Gamare	Female
21	Noman Kazi	Male
22	Bhumi Tolia	Female
23	Jiya Koli	Female
24	Amrez (Amrez Lochur)	Male
25	Khushi Bavkar	Female
26	ALTAF QURESHI	Male
27	Meenaz Shaikh	Female
28	Yaasar Syed	Male
29	Ayesha Merchant (Ayesha Merchant)	Female
30	Vicky Sawant	Male
31	Shahabaz Shaikh	Female
32	Hiba Merchant	Female
33	Dhanrupa Deuba	Female
34	Khadija Sakri (Khadija Sakri)	Female
35	Kinjal Bhende	Female
36	Shafiq Sayyad	Female
37	Sheryl Cusher	Female
38	Firdous Khan	Female
39	Shivdas Kumthe	Male
40	Shahid Ansari	Male
41	Jafar Khan	Male
42	Prabhavati Manjrekar	Female
43	Vijaykumar Makwana	Male
44	Vanshika Mehta	Female
45	Shravani Haldankar	Female
46	CHRISTINA KOLI	Female
47	Yash Raj	Male
48	Simran Gupta	Female
49	Sameer Gandhi	Male
50	Dhruv Ravariya	Male
51	Dhananjai Singh Rathore	Male
52	Bhumika Terekar	Female
53	Zoya Fatima Raza	Female
54	Madhukar Gitte	Male
55	Shaikh Alfiya	Female
56	Saniya Shaikh	Female
57	Khushi Sawat	Female
58	Poonam Aherkar	Female



59	Celina D'souza	Female
60	Jisha Varghese	Female
61	Mahvish Shaikh	Male
62	Nikita Hojge	Female
63	Prerna Nayak	Female
64	Priyanka Mohite	Female
65	Mayur Sodhaviya	Male
66	SHIFA LAKDAWALA	Female
67	Alina Khan	Female
68	Vaibhav Awari	Male
69	Pankaj Singh	Male
70	Hafsha Mansuri	Female
71	Anchal Gupta	Female
72	Fiza Solkar (Fizaah Solkar)	Female
73	Kashish Koli	Female
74	Pathak Gaurav 01 (Gaurav Pathak)	Male
75	Anjali Singh	Female
76	Pal Geetanjali	Female
77	Siddhart Dloyd	Female
78	Zoha Qureshi	Female
79	Ayaan Waghani	Male



**SREENSHOTS OF "Students Development Program (SDP) on Intellectual Property Rights"**

Close

Participants (95)

Search

- Amit Bansod
- Clar's College of Com...
- Mind Sharma
- Aabreen Shah
- Babita Karojia
- Ruchita Pandhare
- Aastha Kaskar
- Alim Boghani
- Aina Khan
- Amrezyboom
- Anchal Gupta
- Ayesha Merchant
- Bhurnika Terkar
- Priyanka Mohite
- Reetesh Singh
- samar singh
- Sameer Gandhi
- Saniya Shaikh
- Saroj Ganiare
- Shahabz Shaikh
- Shahid Antari
- Shaikh Aliya
- Sheryl Cusher
- SHIFA LAKDOWALA
- Shivdas Kumbho
- Shrawani Holankar
- Sirran Gupta
- Surendra Chaudhary

- Celina D' Souza
- CHRISTINA KOLI
- Dhanraj Singh Rathore
- Dharmraj Desai
- Dibay Ravariya
- Eleena Johnson
- Firdous Khan
- Hafsa Mansuri
- Hiba Merchant
- Jafar Khan
- Jisha Varghese
- Jiya Koli
- Jiya Koli
- Khadija Salim
- Khushi Bavkar
- Khushi Sawant
- Kingal Bhende
- Madhur Gite
- Mahwish Shaikh
- Mayur Sudhaviya
- Meenaz Shaikh
- Misba Khan
- Mustafa Sidhpurwala
- Neeta Patil
- Neelita Hogge
- Noman Kazi
- Pankaj Singh
- Prabhavati Mangrekar
- Prerna Nayak
- pryanka mandekar







Timestamp	Email Address	Score	Full Name (As required)
2/1/2022 10:38:58	getminal22@gmail.com	0	Adv. Minal Sharma
2/1/2022 11:11:06	waghaniayaan2@gmail.com	0	Ayaan Idris Waghani
2/1/2022 11:11:22	nayakprema15@gmail.com	0	Prema Nayak
2/1/2022 11:11:29	relyvijay555@gmail.com	0	Vijaykumar Makwana
2/1/2022 11:11:31	bavkarkhushi@gmail.com	0	Khushi Bharat Bavkar
2/1/2022 11:11:45	hojagenikita@gmail.com	0	Nikita Namdev Hojge
2/1/2022 11:11:48	syedyaasarhussain@gmail.com	0	Syed Yaasar Hussain
2/1/2022 11:12:04	alimbhogani@gmail.com	0	Boghani Alim Arif Dau
2/1/2022 11:12:16	zohaqureshi675@gmail.com	0	Qureshi Zoha Moham
2/1/2022 11:12:19	fizasolkar27346@gmail.com	0	Fiza solkar
2/1/2022 11:12:29	jiyakoli710@gmail.com	0	Jiya Rajesh koli
2/1/2022 11:12:38	kinjalbhende@gmail.com	0	Kinjal premnath bhenc
2/1/2022 11:12:41	sarogamare19@gmail.com	0	Saroj Sanjay Gamare
2/1/2022 11:12:41	zoyafatimaraza@gmail.com	0	Zoya Fatima Hasan R.
2/1/2022 11:12:47	geetanjali88@gmail.com	0	Geetanjali Pal
2/1/2022 11:12:48	aasthakaskar@gmail.com	0	Aastha R Kaskar
2/1/2022 11:12:55	amit_bansod@rediffm.com	0	Amit Aahok Bansod
2/1/2022 11:13:19	saniyashaikh6095@gmail.com	0	Saniya akbar ali shaikl
2/1/2022 11:13:37	mehvishshai@gmail.com	0	Shaikh Mahvish Imran
2/1/2022 11:13:55	nehapatil2919@gmail.com	0	Neha Patil
2/1/2022 11:14:18	kashishkoli20@gmail.com	0	Kashish Koli
2/1/2022 11:14:25	christinakoli21@gmail.com	0	Christina Bona koli
2/1/2022 11:14:42	babitaakhi@gmail.com	0	Dr. Babita Kanojia
2/1/2022 11:16:36	ruchitapandhare68@gmail.com	0	Ruchita Pandhare
2/1/2022 11:17:00	djrocks952@gmail.com	0	Dhananjai Singh Rath
2/1/2022 11:21:26	mandavkarp593@gmail.com	0	Priyanka Dattaram Ma
2/1/2022 11:23:52	bhumikaterekar@gmail.com	0	Bhumika Ganesh Tere
2/1/2022 11:35:24	shrvn48@gmail.com	0	Shravani Haldankar
2/8/2022 11:52:35	poonamlad43@gmail.com	0	Poonam Lad



M Rutter

IPR

**Principal**  
**Claras College of Commerce**  
 Yari Road, Versova,  
 Andheri (W), Mumbai-400 061

College/ Institute name	City	State	Mobile Number
Clara's College of Con	Mumbai	Maharashtra	9833620579
Claras college Of com	Mumbai	Maharashtra	7977620818
Claras college of comr	Mumbai	Maharashtra	+919324112361
Clara's College of Con	Andheri West	Maharashtra	9867172766
Clara's college of com	Mumbai	Maharashtra	8591104132
Clara's college	Mumbai	Maharashtra	8591028963
Clara's college of com	Mumbai	Maharashtra	7715979181
Clara's college of com	Mumbai	Maharashtra	7710863398
Clara's college of com	Mumbai	Maharashtra	8850734320
Clara's college of com	Mumbai.	Maharashtra.	9136862517
Clara's college of com	Mumbai	Maharashtra	8657645819
Clara's college of com	Mumbai	Maharashtra	7738864876
Clara's College of Con	Mumbai	Maharashtra	9820359762
Clara's college of corr	Mumbai	Maharashtra	9920426516
Clara's College of corr	Mumbai	Maharashtra	9321629460
Claras college of comr	Mumbai	Maharashtra	9136808188
Clara's College of Con	Mumbai	Maharashtra	7498054722
Clara's college of com	Mumbai	Maharashtra	9326031542
Claras college of comr	Mumbai	Maharashtra	9619084418
Clara's college of com	Mumbai	Maharashtra	7208760260
Claras college of comr	Mumbai	Maharashtra	+917506049006
Clara's college of com	Mumbai	Maharashtra	9136797352
Clara's College of Con	Mumbai	Mumbai	9320024245
Clara's College Of Cor	Mumbai	Maharashtra	7506201809
Patkar Varde college	Mumbai	Maharashtra	8080298299
Clara's college of com	Mumbai	Maharashtra	9324414452
Clara's	Mumbai	Maharashtra	7506521743
Clara's college of com	Mumbai	Maharashtra	9920882158
Clara's college	Mumbai	Maharashtra	7738782564



How satisfied were you	How relevant and help	[Registration Process]	[Learning Experience]
4	4	Good	Good
5	5	Good	Excellent
3	3	Excellent	Good
5	5	Excellent	Excellent
5	5	Excellent	Excellent
3	4	Good	Excellent
4	5	Good	Excellent
5	5	Good	Excellent
4	5	Good	Good
5	1	Excellent	Excellent
5	5	Excellent	Good
5	5	Excellent	Excellent
3	3	Good	Good
5	5	Excellent	Excellent
5	5	Good	Excellent
4	5	Excellent	Good
4	5	Excellent	Excellent
5	5	Good	Excellent
5	5	Excellent	Excellent
4	5	Excellent	Excellent
3	4	Good	Good
5	5	Excellent	Excellent
5	5	Excellent	Excellent
5	5	Excellent	Excellent
4	4	Good	Good
3	3	Good	Excellent
4	5	Good	Excellent
5	5	Good	Excellent
5	5	Good	Good



[Technical Support]	[Overall Rating]	Your Takeaways from Any Suggestions
Good	Good	Knowledge
Excellent	Excellent	Gi Tag
Good	Good	Learned some very basic and some some im
Excellent	Excellent	Intellectual property right
Excellent	Excellent	All of things No
Excellent	Good	No
Good	Good	Key procedures and re Please keep a detail w
Good	Excellent	This was an amazing webinar it will be helpfu
Good	Excellent	Thank you Ma'am I'll do patent of my stor
Good	Good	Lots of knowledge givr No
Good	Excellent	Good No
Excellent	Excellent	Set goals
Good	Good	IPR importance
Excellent	Excellent	knowledgeable ---
Good	Excellent	Will learn
Excellent	Excellent	Got to know about the topic in detail
Good	Excellent	Clarity of concept
Excellent	Excellent	This webinar motivated me
Excellent	Excellent	Many more knowledge i have earn with this s
Good	Excellent	Good knowledge abou No
Good	Average	Yes No
Excellent	Excellent	Yes No
Excellent	Excellent	More knowledge
Excellent	Excellent	Learned IPR basic
Good	Good	Learnt about various intellectual property righ
Good	Excellent	Helpful learning No
Good	Excellent	Got to know more abo No
Good	Excellent	Thank you very much for the session, it was v
Good	Good	No



Clara's College of Commerce  
Vari Road, Andheri (West), Versova, Mumbai-400061

## Notice

04 December 2021

Clara's College of Commerce INVITES ALL RESEARCH SCHOLARS AND FACULTY MEMBERS FOR One Day National Multidisciplinary E-Conference on "Post Covid Revival of the Indian Economy" in collaboration with University of Mumbai on Saturday, 18th December, 2021.

The Conference review panel and respective Journal reviewing teams will also review all papers of this conference jointly. All the selected research papers will be offered for publication in IJAIR having ISSN: 2394-7780 and Impact Factor 7.36

For Publishing Paper in SCOPUS, Web of Science and UGC CARE listed journals; the Article Processing Fee will be collected separately from the author depending on the journal.

\*Registration Fees: \*. Faculty- Rs. 700/- per author  
Research scholar - Rs. 400 per author  
Two papers of the same author (Faculty) – Rs. 900 – Per author  
Two papers of the same author (Research Scholar) – Rs. 600 – Per author  
Co-authors have to register separately for the paper.

\*UGC CARE Group II / Web of Science Listed Journals\*  
VB International Interdisciplinary Research Journal ISSN: 2319-4979  
International Journal of Biology, Pharmacy and Allied Sciences ISSN:2277-4998

\*UGC CARE Group II / Web of Science / ESCI Listed Journals\*  
Bioscience Biotechnology Research Communications (Special Issue) ISSN: 0974-6455  
Journal of Pharmaceutical Research International ISSN: 2456-9119

\*ABDC Listed Journals\*  
The Empirical Economics Letters (EEL) ISSN: 1681-8997

\*Scopus Listed Journals\*  
Natural Volatiles and Essential Oils E-ISSN: 2148-9637 Q3  
Turkish Journal of Physiotherapy and Rehabilitation ISSN 2651-4451

Registration link:

[https://docs.google.com/forms/d/e/1FAIpQLSiikuBMq\\_EtppbIKpKjpt5jImqN471gdguMTEP-hHzkFSAWq-Q/viewform?usp=pp\\_url](https://docs.google.com/forms/d/e/1FAIpQLSiikuBMq_EtppbIKpKjpt5jImqN471gdguMTEP-hHzkFSAWq-Q/viewform?usp=pp_url)

Sub Themes

- Marketing
- Accountancy
- ICT and Education
- Legal Perspective/Dilemma
- Economy & Environment

- Commerce & Management
- Mass Media
- Banking, Finance & Insurance
- HRM & HRA

**PAYMENT Details**

Name of Bank- New India Co-operative Bank Ltd  
Account Name- Clara's College of Commerce  
Account Number-005330010004487  
IFSC No- NICB0000005  
Branch- Yari Road, Versova, Andheri (West), Mumbai- 400061

**PAYMENT HAS TO BE MADE WITHIN TWO DAYS POST ACCEPTANCE OF RESEARCH PAPER**

Mode of Payment Accepted- Only NEFT/RTGS  
Paper Submission Mail Id- [cccnational2021@gmail.com](mailto:cccnational2021@gmail.com)  
Full Paper Submission: - 5th Dec, 2021  
Last date of registration - 12th Dec, 2021

After Registration Kindly Join the WhatsApp Group:  
<https://chat.whatsapp.com/B1OoUF1CRAG12BCen0n7F9>

Contact person for registration:  
Dr. Babita Kanojia- 9699240005  
Dr. Mamta Rajani -9769470738  
Mr.Reetesh Singh- 72089 30720



A handwritten signature in black ink, appearing to read "M. Gitte".

Thank you  
Regards,

Principal: Dr. Madhukar Gitte

**Principal**  
**Claras College of Commerce**  
**Yari Road, Versova,**  
**Andheri (W), Mumbai-400 061**

**REPORT OF: ONLINE ONE DAY NATIONAL MULTIDISCIPLINARY E-CONFERENCE ON POST-COVID REVIVAL OF THE INDIAN ECONOMY**

**Date:** Saturday, 18<sup>th</sup> December 2021

**Duration:** 10.30am to 5.00pm

**SDP/ FDP:** FDP and SDP

**Class** All Classes and Colleges at National Level

**Title: ONLINE ONE DAY NATIONAL MULTIDISCIPLINARY E-CONFERENCE ON POST-COVID REVIVAL OF THE INDIAN ECONOMY**

- Objectives:**
1. To sensitize society about Coronavirus dangers
  2. To understand the facets of the Indian Economy after Coronavirus
  3. To find solutions to revive the Indian Economy after the Pandemic

**The number of Registered Participants:**

**No of Participants /Beneficiaries:** 128

**The numbers of beneficiaries:**

<b>Category</b>	<b>Beneficiary</b>
Male	55
Female	73
<b>TOTAL</b>	<b>128</b>

**Organizer:** Clara's College of Commerce, Convener – Dr. Babita Kanojia

**REPORT**

Clara's College of Commerce in association with the University of Mumbai organized 'Online One Day National Multidisciplinary e-Conference on Post-Covid Revival of the Indian Economy' on Saturday, 18<sup>th</sup> December 2021 through the zoom app from 10.30 am to 5.00 pm. The topic for the conference was "Post-Covid Revival of the Indian Economy". The world is somehow coming out of the dangers of Coronavirus after its massive attack. Though there is a danger of the Omicron variant after Delta, society and government hand in hand have been taking precautions to tackle the dangers from new variants. The government of India has successfully run the vaccination campaigns and



because of it, the death and infection rates have gone down. Moreover, it is to note that the Government has succeeded in creating awareness about the pandemic amongst people. Therefore, the decision of unlocking the country and bringing it back to normal is a welcome step by the Government. The educational institutes need to become a torchbearer in the society in giving directions to the people as to how can we revive our economy. By keeping this view in mind, Clara's College of Commerce organized an 'Online One Day National Multidisciplinary e-Conference on Post-Covid Revival of the Indian Economy.

Dr. Ravindra Kulkarni, Pro-Vice-Chancellor of the University of Mumbai was in the chair as a chief guest for the conference. He talked about the horrendous situations after pandemics and expected from the participant's deliberations on the revival of the Indian Economy. Dr. R. K. Taylor, Associate Professor, Department of Business Administration, School of Business and Commerce Faculty of Commerce and Management Manipur University, Jaipur attended the conference as a Guest of Honour. Prof. Dr. Kulbhushan Chandel, Chairman, Dept. of Commerce Himachal Pradesh University, Shimla (India). Was present as a keynote speaker for the plenary session. Prof. Dr. Tejinder Sharma Chairman, Dept. of Commerce Kurukshetra University, Kurukshetra was a special speaker at the conference. Prin. Dr. Gopal. Kalkoti M.V Mandali's College of Commerce and Science Chairman, BoS in Business Economics, University of Mumbai graced the occasion by moderating the conference.

The Technical Session was chaired by Dr. Kuldeep Sharma, Asst. Professor and Head, Research Center, K.B.P. Hinduja College of Commerce, Mr. Jaydev Patel, Editor in Chief, No.1 India News addressed the gathering as a chief guest for the valedictory session.

### **Inaugural Session:**

Dr. Mamta Rajani compared the online conference at 10.30 am by playing Saraswati Vandana and offering a Pooja to Goddess Saraswati virtually. Principal Dr. Madhukar Gitte welcomed and felicitated all the guests. He introduced the theme of the conference to the gathering. Dr. Gitte stated the objectives of the conference. Dr. Madhukar Gitte highlighted the current scenario of the covid situation and the revival of the Indian economy.

Prof. Dr. R.D. Kulkarni Pro Vice-Chancellor University of Mumbai chief guest of the conference stressed the severity of the pandemic. He talked about how the tourism industry has faced the hardest hit during COVID and how they are trying to survive in the market. He focused on the area

of teaching and technology. He also talked about the development of the IT sector and various software developments that gave a boost to the digital economy during Covid-19. He came up with the view that technology can help make society more resilient in the face of pandemics and other threats. His talk was highly motivating.

Dr. R.K. Tailor Associate Professor, Department of Business Administration, School of Business and Commerce Faculty of Commerce and Management Manipur University, Jaipur attended the conference, as a guest of honor. He talked about the crisis faced during the pre-Covid scenario. He also talked about robotic automation development. He deliberated on the fact that technologies are playing a crucial role in keeping our society functional in a time of lockdowns and quarantines and these technologies may have a long-lasting impact beyond COVID-19. He also focused on the fact that contactless digital payments, either in the form of cards or e-wallets, are the recommended payment method to avoid the spread of COVID-19. He reiterated that digital payments enable people to make online purchases and payments of goods, services, and even utility payments as well as to receive stimulus funds faster.

## **Plenary Session:**

### **Keynote Speaker:**

Prof. Dr. Kulbhushan Chandel [Chairman, Dept. of Commerce Himachal Pradesh University, Shimla (India)]

### **Special Speaker:**

Prof. Dr. Tejinder Sharma [Chairman, Dept. of Commerce Kurukshetra University, Kurukshetra] and

### **Moderator:**

Prin. Dr. Gopal. Kalkoti: [M.V Mandali's College of Commerce and Science; Chairman, BoS in Business Economics, University of Mumbai]

### **The Highlights of the keynote speaker:**

Prof. Dr. Kulbhushan Chandel stated that every country has been affected but the recovery rate is also high. He stressed that the functions of Govt. are hampered by the waves one after another. Moreover, business activities across the globe have been affected and the current situation is experiencing slow economic growth,

### **The points discussed by Prof. Dr. Kulbhushan Chandel**

- Impact is not as huge on Primary sector
- Problem of Unemployment
- Impact on Aviation and Tourism
- Pharmaceutical industry
- Automobile industry
- Chemical Industry

- Electronics sector
- IT industry

He focused on the reliability of raw materials in our country and guaranteed a fruitful future. The mantra of Make in India to Make for World and Local to Vocal must be our focus India is focusing on 7000 different research projects such as Infrastructure, etc. He focused on the fact of resources sufficiency and defended policy mix and by government.

#### The Points discussed by Prof. Dr. Tejindra Sharma:

- Rebuilding of Economy; Atmanirbhar Bharat after COVID
- New opportunities for India
- Value Chain disruption
- Psychological Problems
- Sectoral Impact: Drugs, Textiles, Pharma, Logistics Automobiles
- Banking and SENSEX

The speaker talked about China India and Saudi Arabia, the USA are booming on top due to positive perception. He stated that India is a positive space as per OECD research. He told that the country is shaping through recovery by bouncing back again as we keep on walking he stated that the Business Redemption Index of India was low 45.8% but now it has grown well but in March negative prediction is considered due to the third wave of Omicron.


He came up with positive vibes and shared a to-do list:

- Focus on-demand creation, Knowledge creation
- Developing microenvironment as an investment will depend on the local and political background
- We need to create a safe and secure India
- Together we Can Together We will
- Self-confidence

Dr. Madhukar Gitte welcomed the guest, introduced the topic, and read reports at the end of the conference. Dr. Mamta Rajani compared the entire programme. Mr. Ajay Kaul Sir, Secretary, Mr. Prashant Kashid Sir, Activity Chairman, and Principal Dr. Madhukar Gitte guided and encouraged to conduct the activity. The entire faculty helped in conducting the event successfully.

Submitted by  
Mr. Shripad Joshi



  
Dr. Madhukar Gitte  
Principal  
Principal  
Claras College of Commerce  
Yari Road, Versova,  
Andheri (W), Mumbai-400 061

## CLARA'S COLLEGE OF COMMERCE

Yari Road, Versova, Andheri (W), Mumbai-61

### NOTICE

CCC/NSS/2021-22/06

15-09-2022

All the NSS volunteers are hereby informed that the N.S.S. Unit of Clara's College Of Commerce is conducting a Covid-19 Vaccination Drive in the local area. This is an area-level project 2. Volunteers need to complete at least 40 hours on this activity as per the NSS rule.

Following activities need to complete by volunteers under this project:

Sr. NO.	Name of the Activity	Dates of the Activity	Venue
1.	Collection of status of Covid-19 Vaccination data and awareness on Covid-19 Vaccination in respective local area	21 <sup>st</sup> , 22 <sup>nd</sup> , 23 <sup>rd</sup> , 24 <sup>th</sup> , and September 2022	Respective Local Area
2.	Participation in Vaccination centre organized by Municipal Corporation Of Greater Mumbai ( MCGM) and Ekata Manch	9 <sup>th</sup> , 10 <sup>th</sup> , 11 <sup>th</sup> December, 2022 And 5 <sup>th</sup> , 6 <sup>th</sup> , 7 <sup>th</sup> January, 2022	Clara's College Of Commerce, Ground Floor



  
Dr. Madhukar Gite

Principal  
Claras College of Commerce  
Yari Road, Versova,  
Andheri (W), Mumbai-400 061

Principal  
Clara's College of Commerce  
Yari Road, Versova,  
Andheri (W), Mumbai - 400 061

**CLARA'S COLLEGE OF COMMERCE**  
Yari Road, Versova, Andheri ( W), Mumbai-61

**Report on Covid-19 Vaccination Drive**

**Date:** 21<sup>st</sup> September 2021 to 11<sup>th</sup> December, 2021

**Objective:** To strengthen the World's largest vaccination drive.

**Number of Participants:** 12

**Organizer:** NSS UNIT

**Report**

In the view of Covid-19 pandemic, the N.S.S. Unit of Clara's College Of Commerce conducted Covid-19 Vaccination Drive in local area in order to keep them protected from corona virus. This is an area level project 2. Volunteers were asked to complete at least 40 hours on this activity as per NSS rule.

Following activities completed by volunteers under this project:

<b>Sr. Number</b>	<b>Name of the activity</b>	<b>Dates of the activity</b>	<b>Venue</b>	<b>Description</b>
1.	Collection of status of Covid-19 Vaccination data and awareness on Covid-19 Vaccination in respective local area	21 <sup>st</sup> , 22 <sup>nd</sup> , 23 <sup>rd</sup> , 24 <sup>th</sup> September 2021	Respective Local Area	Volunteers collected data of status of Covid-19 vaccination of peoples in their respective local area and created awareness on Covid 19 vaccination. Total beneficiaries were around 450 families.

2.	Participation in Vaccination centre organized by Municipal Corporation Of Greater Mumbai (MCGM) and Ekata Manch at Clara's College of Commerce premises	9 <sup>th</sup> ,10 <sup>th</sup> ,11 <sup>th</sup> December,2021 And 5 <sup>th</sup> , 6 <sup>th</sup> , 7 <sup>th</sup> January,2022	Clara's College Of Commerce, Ground Floor	A free vaccination drive was successfully organized by the Municipal Corporation Of Greater Mumbai(MCGM) And Ekata Manch at the Clara's College of Commerce premises with the objective of vaccinating everyone. More than 3600 people received the vaccination. NSS Volunteers along with Cultural students voluntarily worked in the vaccination
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NSS Volunteers were actively participated as volunteers to conduct this drive smoothly.

**Outcome:**

This drive allows the volunteers to themselves understand the harmful effects of Covid-19 and the vaccine that helps fight it, while also being able to help thousands of peoples be immune again this terrible disease. They also developed leadership quality.

**Number of Beneficiaries:**

Category	Male	Female	Total
Total	05	07	12

Submitted by

Ruchita Pandhare



*(Signature)*

Dr. Madhukar Gitte

Principal

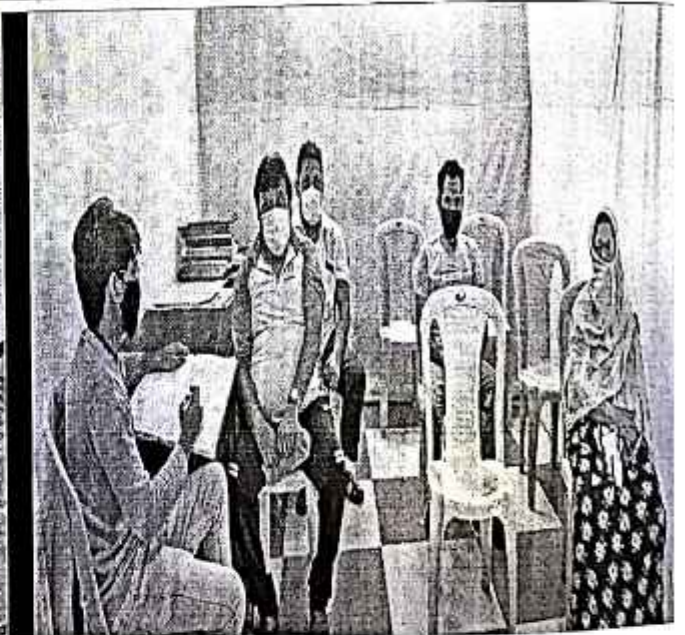
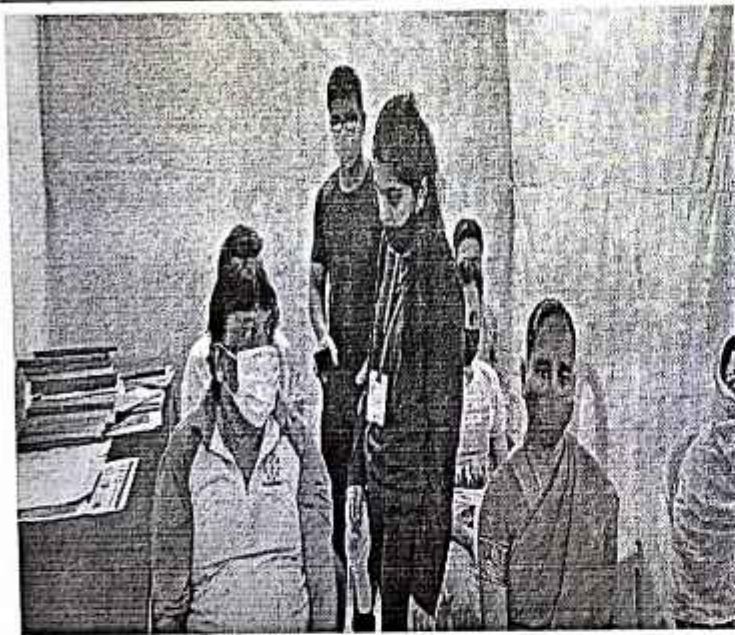
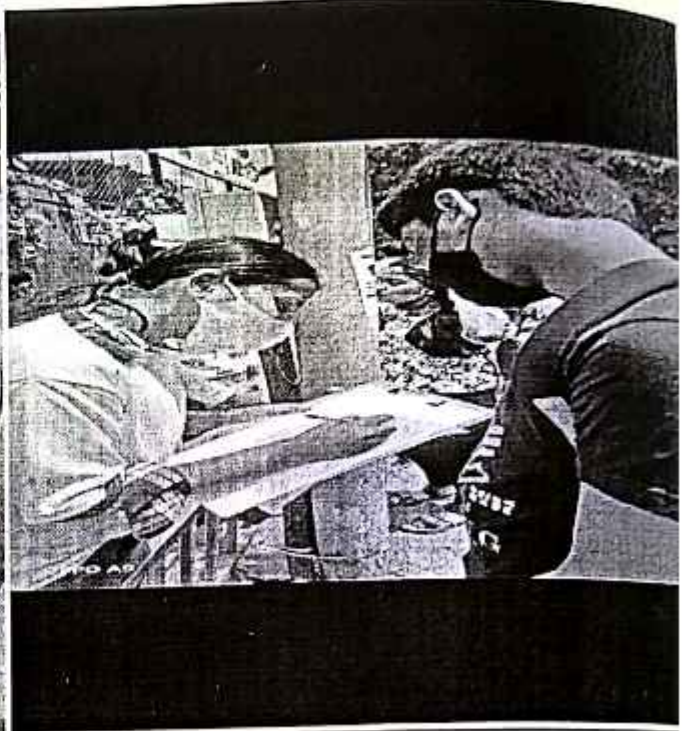
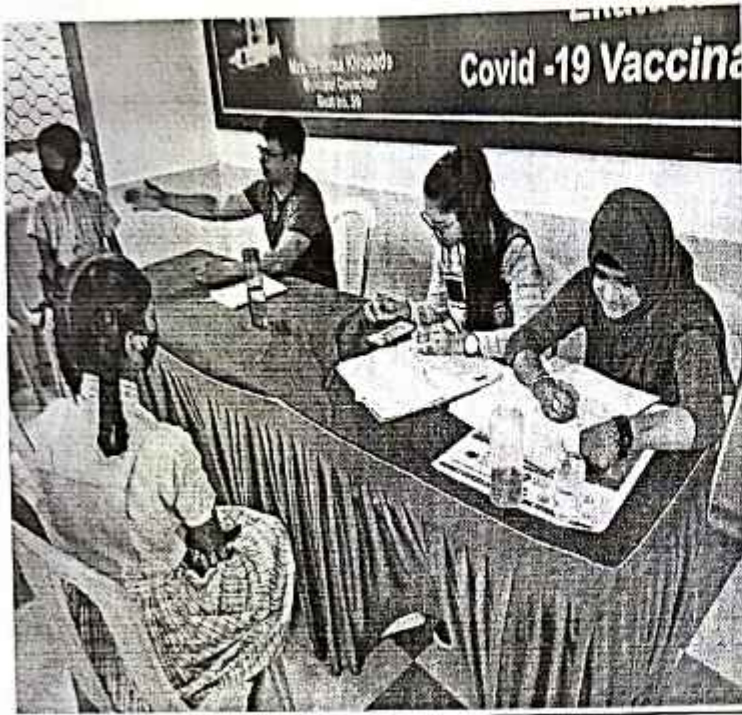
**Principal**

**Clara's College of Commerce**

Yari Road, Versova.

Andheri (W), Mumbai - 400 961

Photos of Covid-19 Vaccination Drive-Throughout the year-Area level Project:



REPORT OF: 'Online Quiz on Legal Awareness

Date: 13<sup>th</sup> July, 2021 to 14<sup>th</sup> July, 2021 SDP/ FDP/ Class B.Com/BAF/and BMS  
Departments in association with INTERNAL QUALITY ASSURANCE CELL (IQAC)

Title: 'Online Quiz on Legal Awareness

Name of the Resource Person: NA

Objectives: Creating Legal Awareness

No of Participants /Beneficiaries: 232

Organizer: Adv. Minal Sharma

### REPORT

CLARA'S COLLEGE OF COMMERCE organized a 'Online Quiz on Legal Awareness' on 13<sup>th</sup> July, 2021, 4pm to 14<sup>th</sup> July 2021, at 12: 00 pm via Google Form focusing on the importance of Legal Awareness. It was an Intercollegiate quiz appeared by the students and faculties of Clara's College and many other Commerce Colleges and the numbers of beneficiaries were 232

Category	Beneficiaries
MALE	80
FEMALE	152
<b>TOTAL</b>	<b>232</b>

"Ethics knows the difference between what you have a right to do and what is right to do. As Ignorance of the law excuses no man from practicing it, so let us see how much we know about it?"

Mode: Google Form

1. Registration for the quiz was free
2. This quiz was open for all
3. There were 15 questions and each question carried 1 marks.
4. E-certificates were been given immediately to only those participants who score 40% and above.


Link for the Quiz - <https://forms.gle/ihFxUnQhNUFtHCas7>

#### ORGANIZING COMMITTEE

1. Dr. Babita Kanojia
2. Dr. Mamta Rajani
3. Adv.Minal Sharma
4. Ms. Poonam Lad



**Principal**  
**Claras College of Commerce**  
Yari Road, Versova,  
Andheri (W), Mumbai-400 061

  
Dr. Madhukar Gite  
(Principal)

Submitted by

**Adv. Minal Sharma**



**CLARA'S COLLEGE OF COMMERCE**  
**Yari Road, Versova, Mumbai-400061**

**NOTICE**

**Notice/10/2021-22**

**17.08.2021**

All the students and faculty members are hereby informed that Internal Quality Assurance Cell (IQAC) in collaboration with all the Department of Clara's College of Commerce is organizing One Day National Webinar on "Intellectual Property Rights-A Key Aspect For Economic Development" on 20<sup>th</sup> August, 2021 at 11.00 a.m.

All the students and faculty members are requested to attend the same.



(Dr. Gitte Madhakar)  
Principal



**Principal**  
**Claras College of Commerce**  
Yari Road, Versova,  
Andheri (W), Mumbai-400 061

**REPORT OF: An Online Session on One Day National Webinar on "Intellectual Property Rights-A Key Aspect for Economic Development"**

**Date:** 20<sup>th</sup> August 2021

**Duration:** 1.30 Hours

**SDP/FDP:** Both

**Class:** All Classes

**Title:** An Online Session on One Day National Webinar on "Intellectual Property Rights-A Key Aspect for Economic Development"

**Objectives:**

1. To sensitize everyone regarding Intellectual Property Rights
2. To create awareness about its legal prospective and importance in economic development.

**Number of Registered Participants:** 60

**No of Participants/Beneficiaries:** 47

**Organizer:** Internal Quality Assurance Cell (IQAC) in collaboration with all the Departments of Clara's College of Commerce

**Resource Person:** CS Bhumi Tolia

**REPORT**

Clara's College of Commerce organized an online Session on One Day National Webinar on "Intellectual Property Rights-A Key Aspect for Economic Development" on 20th August 2021 at 11.30am through zoom platform for the students and faculties. The main objectives behind organizing this event were to sensitize everyone regarding Intellectual Property Rights and to create awareness about its legal prospective and importance in economic development.

CS Bhumi Tolia, (CS, MBL, LLB), Author for S.Y.B.Com, BBI, BMW, BFM on the subject business law and Vice president for human rights and social justice commission was the speaker for the session. The session dealt with creating awareness about the need and importance of Intellectual Property Rights (IPR) relating to economic development. The lecture was well structured and covered various aspects on Intellectual Property Rights (IPRs).

She has discussed the idea about the antecedents of IPR, narrated various issues of it and later on focused on the emerging issues on IPR. She discussed various statutory provisions of the India and WIPO initiatives to overcome the problems. She has also thrown light on Drafting Patent and Patent Prosecution in India.

Relevant queries were raised from the side of student and faculty delegates. They got justified answers from the speaker. The interactions were very relevant and meaningful. Participants would be benefitted with this event.

The program ended with a vote of thanks by a committee member.

**IQAC**

**Coordinator**

**Dr. Mamta**

**Rajani**

organized activity as an in charge and anchored the programme.



The numbers of beneficiaries were

Category	Male	Female	Total
Students	13	17	30
Faculty	8	9	17
<b>TOTAL</b>	21	26	<b>47</b>

**Outcome:**

Participants would be benefitted due to this webinar on "Intellectual Property Rights" as they gain knowledge regarding IPR, its legal prospective and also its importance in country's economic development.

Mr. Ajay Kaul Sir, Secretary, Mr. Prashant Kashid Sir, Activity Chairman and Principal  
Dr. Madhukar Gitte guided and encouraged to conduct the activity. The entire faculty helped in conducting the events successful.

Submitted by  
Ms. Minal Sharma



Dr. Madhukar Gitte  
Principal



**Flyer of the session on Intellectual Property Rights conducted on 20 August 2021**



**Clara's College Of Commerce**  
Yari Road, Versova-Andheri (West) Mumbai-400061  
(Affiliated to University of Mumbai)  
accredited by UGC

Internal Quality Assurance Cell (IQAC) in collaboration with all the Departments of Clara's College of Commerce Organises

**One Day National Webinar On " Intellectual Property Rights- A Key Aspect for Economic Development"**

RESOURCE PERSON: CS BHUMI TOLIA



**Date of the event: 20 August, 2021**

**Time: 11:30 am**

**Principal: Dr. Madhukar Gite**  
**Organising committee**  
IQAC Coordinator: Dr. Manisha Bajaj  
Dr. Babita Kharajia  
Ms. Prakash Lad  
Ms. Mani Sharma  
Mr. Ramesh Singh  
Mr. Vijay Maheshwar  
Mr. Faraz Tawar  
Mr. Anil Bansal

**Meet platform: Zoom**  
The link will be shared with Registered Participants on the WHATSAPP group prior to the Workshop.

*E-Certificates would be provided*

Clara's College of Commerce  
IQAC in collaboration with B.COM, BMS, BAF and  
BAMMC  
Organises,

A one day National Webinar on  
" IPR- A KEY ASPECT FOR ECONOMIC  
DEVELOPMENT "  
BY  
CS Bhumi Tolia

Date: 20/8/2021      Time: 11:30 am to  
12:40 pm  
**Duty List**

Sr. No.	Details	Name of Faculty
1	11:30 am	Dr. Manisha Bajaj
2	11:30 am to 11:45 am	Ms. Prakash Lad
3	11:45 am to 12:00 pm	Ms. Mani Sharma
4	12:00 pm to 12:15 pm	Mr. Ramesh Singh
5	12:15 pm to 12:30 pm	Ms. Prakash Lad
6	12:30 pm to 12:40 pm	Dr. Manisha Bajaj
7	12:40 pm to 12:55 pm	Dr. Manisha Bajaj
8	12:55 pm to 1:10 pm	Mr. Faraz Tawar
9	1:10 pm to 1:25 pm	Ms. Prakash Lad
10	1:25 pm to 1:40 pm	Dr. Manisha Bajaj

**FLOW OF SESSION**

Sr. No.	Time	Details
1	11:30 am to 11:45 am	Prize drawing
2	11:45 am to 12:00 pm	Introduction by Dr. Manisha Bajaj
3	12:00 pm to 12:30 pm	Webinar speech by Prof. Dr. Manisha Bajaj
4	12:30 pm to 12:40 pm	Resource person CS Bhumi Tolia
5	12:40 pm to 12:55 pm	Questions, Answers, Session and Feedback

You are invited to a Zoom meeting.  
When: Aug 20, 2021 11:30 AM India

Register in advance for this meeting:  
<https://us02web.zoom.us/join/zoom/register/1ZwuceqhrDsrHtw874MluVxhtYznVg8Urfaa>

After registering, you will receive a confirmation email containing information about joining the meeting.



Photos of the session on Intellectual Property Rights conducted on 20 August 2021



## Attendance of the participants for the Session on Intellectual Property Rights conducted on 20 August 2021

Meeting ID	Topic	Start Time	End Time	User Email	Duration (Participants)
4834700148	One Day National Webinar on Intellectual Property Rights - A Ka	06/20/2021 11:22:22 AM	08/20/2021 12:55	csce@clce.ac.in	50 / 47
Name (Original Name)	User Email	Total Duration (Minutes)	Score		
Clara's College of Commerce	csce@clce.ac.in	68	50%		
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Vijay Kumar	vijaykumar@gmail.com	42	50%		
Ruchita Pandey	ruchitapandey@gmail.com	30	50%		
Pratham Sandgani	pratham.sandgani@gmail.com	38	50%		
Falak Shukh	falak1312@gmail.com	41	50%		
Arvika Karmakar	arvika2019@gmail.com	39	50%		
Vishay Khambh	One Day National Webinar on Intellectual Property Rights - A Ka	34	50%		
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Deepa Shukla	shukla.deepa@gmail.com	14	50%		
Mehna Gupta	contactmehna@gmail.com	31	50%		
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Anshu Kulkarni	anshukulkarni@gmail.com	5	50%		
Ashish Kulkarni	kulkarni.ashish@gmail.com	4	50%		



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9-24-2021 13 41 23	yashshah1234@gmail.com	Shikha Pandey	Jyeshtha Maheshika Patil Assistant Professor	Gurgaon West, Mumbai	MAHARASHTRA	Female	987962009



Sl. No.	Name of the Candidate	Registration No.	Grade	Percentage	Grade	Percentage	Grade	Percentage
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Sl. No.	Name of the Candidate	Roll No.	Grade	Percentage	Remarks
1	ADARSH KUMAR SINGH	1001001	Pass	55%	
2	ADARSH KUMAR SINGH	1001002	Pass	55%	
3	ADARSH KUMAR SINGH	1001003	Pass	55%	
4	ADARSH KUMAR SINGH	1001004	Pass	55%	
5	ADARSH KUMAR SINGH	1001005	Pass	55%	
6	ADARSH KUMAR SINGH	1001006	Pass	55%	
7	ADARSH KUMAR SINGH	1001007	Pass	55%	
8	ADARSH KUMAR SINGH	1001008	Pass	55%	
9	ADARSH KUMAR SINGH	1001009	Pass	55%	
10	ADARSH KUMAR SINGH	1001010	Pass	55%	
11	ADARSH KUMAR SINGH	1001011	Pass	55%	
12	ADARSH KUMAR SINGH	1001012	Pass	55%	
13	ADARSH KUMAR SINGH	1001013	Pass	55%	
14	ADARSH KUMAR SINGH	1001014	Pass	55%	
15	ADARSH KUMAR SINGH	1001015	Pass	55%	
16	ADARSH KUMAR SINGH	1001016	Pass	55%	
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21	ADARSH KUMAR SINGH	1001021	Pass	55%	
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**M Buttey**  
Principal

**Claras College of Commerce**  
Yari Road, Versova,  
Andheri (W), Mumbai-400 061



# Clara's College Of Commerce

Yari Road, Versova-Andheri (West) Mumbai-400061

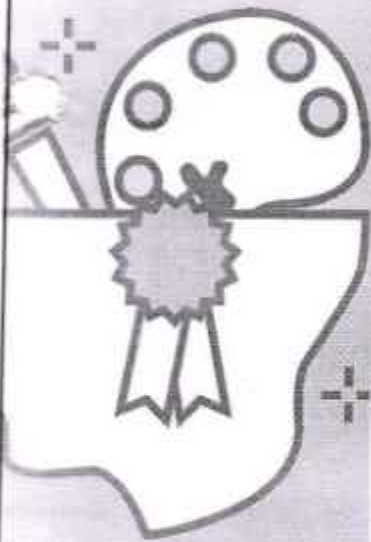
(Affiliated to University of Mumbai)

Accredited by NAAC

Internal Quality Assurance Cell (IQAC) in collaboration with all the Departments of Clara's College of Commerce Organises

One Day National Webinar On " Intellectual Property Rights-A Key Aspect for Economic Development"

RESOURCE PERSON: CS BHUMI TOLIA



**Date of the event: 20 August,2021**

**Time: 11:30 am**

**Principal: Dr. Madhukar Gitte**

**Organising committee**

**IQAC Coordinator:Dr.Mamta Rajani**

• Babita Kanojia

• Poonam Lad

• Minal Sharma

• Reetesh Singh

• Vijay Makwana

• Faisal Tanwar

• Amit Bansod

**Meet platform: Zoom**

The link will be shared with Registered Participants on the WHATSAPP group prior to the Workshop



*E-Certificates would be provided*

Clara's College of Commerce  
IQAC in collaboration with B.COM. BMS, BAF and BAMMC  
Organises,

A one day National Webinar on

“ IPR- A KEY ASPECT FOR ECONOMIC DEVELOPMENT “  
BY  
CS Bhumi Tolia

Date: 20/8/2021

Time: 11.30 am to 12.40 pm

Duty List

Sr. No	Duties	Name of faculty
1	Flyer	Dr. Mamta Rajani
2	Registration and feedback	Ms. Poonam Lad
3	Certificate	Ms. Poonam lad
4	Report Writing	Adv. Minal Sharma
5	Online Platform	Ms. Poonam Lad
6	Invitation letter and thanking letter, remuneration	Dr. Babita Kanojia
7	Introduction of Guest	Dr. Mamta Rajani
8	Vote of thanks	Mr. Faisal Tanwar
9	Question –Answer Session	Mr. Reetesh Singh



FLOW OF SESSION

Sr. No	Time	Details
1	11.15 am to 11.30 am	Participants join
2	11.30 am to 11.33 am	Introduction by Dr. Mamta Rajani
3	11.33 am to 11.35 am	Welcome speech by Principal Dr. Madhukar Gitte
4	11.35 am to 12.30 pm	Resource person CS Bhumi Tolia
5	12.30 pm to 12.35 pm	Question –Answer Session and feedback

M. R. Butte

Principal  
Clara's College of Commerce  
Yari Road, Versova,  
Andheri (W), Mumbai-400 061