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ICGPS-2024

  
Dr. M. C. Sonawale  
Treasurer  
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Dr. S.C. Wadhawa  
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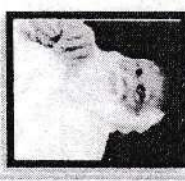


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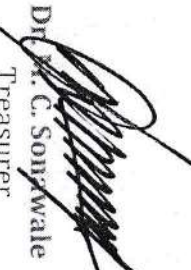
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# Certificate of Publication

STM JOURNALS  
Scientific Technical Medical

*We acknowledge the manuscript*

*Growth of Individual House Builders (IHB) in Raigad Districts*

*Submitted by*

*Sohil Shah*

*Published in*

*International Journal of Rural and regional Development*

*Year 2023*

*Volume 01*

*Issue 02*



*Ankara Nehruja*  
Director's Signature





STM JOURNALS

## Growth of Individual House Builders (IHB) in Raigad Districts

Sohil Shah<sup>1\*</sup>

### Abstract

The study delves into the dynamic landscape of individual house builders (IHBs) in Raigad district, exploring the substantial growth within the real estate industry and its related sectors. The emphasis is on residential structures, ranging from bungalows to row houses and small individual buildings, designed to accommodate diverse family structures. This surge in construction activities is attributed to factors such as the abundant availability of land, improved connectivity, burgeoning employment opportunities, urbanization trends, and the expanding middle class. The construction of these dwellings is executed through various approaches, involving professional builders, contractors, self-development, or outsourcing. Raigad district, in particular, has witnessed exceptional progress in this domain, establishing itself as a fertile ground for individual house builders. The interplay of favorable circumstances, including land accessibility and increased connectivity, has spurred a remarkable increase in residential construction. The study adopts a descriptive analysis methodology to achieve its objectives. By scrutinizing the challenges encountered by individual home builders (IHBs) in Raigad district, the research aims to provide a comprehensive understanding of the obstacles that may hinder the growth of this sector. Simultaneously, it explores the growth trajectory of IHBs in the region, shedding light on the factors contributing to their success. The significance of this study extends beyond the immediate context, offering valuable insights into the potential of the real estate industry in Raigad district. The focus on a niche market allows for a nuanced exploration of the intricacies involved, providing stakeholders, policymakers, and industry players with a robust foundation for informed decision-making. As urbanization and economic development continue to shape Raigad district, this study stands as a timely and relevant exploration of the evolving dynamics within the local real estate landscape.

**Keywords:** Individual House Builders (IHB's), Real Estate, Construction

### INTRODUCTION

The ascent of Individual House Builders (IHBs) stands as a transformative force within the real estate sector, profoundly influencing the landscape of independent residential properties, including Bungalows, Row Houses, and compact individual dwellings designed with meticulous attention to meeting the unique needs of families. This burgeoning trend not only shapes the real estate arena but also radiates its influence across various interconnected industries. IHBs encompass a diverse array of residential projects, all sharing the common goal of adapting to the ever-evolving and diverse requirements of homeowners. These projects can be executed by seasoned professionals, contracted construction firms, initiated as self-development ventures, or entrusted to external entities, underscoring the versatility of IHBs in addressing the dynamic housing needs of the populace.

One particular region that has experienced an exceptional upsurge in the realm of Individual House Builders is the Raigad district, situated

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within the Indian state of Maharashtra. The extraordinary growth in this district can be attributed to a constellation of influential factors, including the abundant availability of land, enhanced connectivity, burgeoning employment opportunities, the on-going process of urbanization, and the burgeoning middle-class demographic. The convergence of these dynamic forces, in conjunction with various socio-economic elements, has collectively positioned the Raigad district as a prominent hub for IHB projects, reshaping the local real estate landscape.

This comprehensive study has a dual focus: firstly, to unravel the factors driving the preference for individual residential structures; and secondly, to scrutinize the remarkable expansion of IHBs within the bounds of the Raigad district. Employing descriptive analysis, this research seeks to accomplish these objectives and, in doing so, to shed light on the potential and opportunities within the real estate sector specific to the unique niche market of Raigad. Through meticulous exploration of the underlying drivers fueling the ascendancy of IHBs and dissecting the market dynamics at play, this study aims to provide valuable insights for a diverse array of stakeholders within the real estate domain, including policymakers and investors. Furthermore, this research endeavour serves as a critical reference point for future investigations and inquiries.

The forthcoming sections of this paper will undertake a comprehensive examination of the key determinants steering the preference for individual residential structures in Raigad, the catalysts propelling the astounding growth of IHBs, and a thorough evaluation of the potential inherent in the real estate industry within the niche market of the Raigad district. These findings are anticipated to offer a holistic understanding of the unique dynamics at play in this region, providing a valuable foundation for the formulation of sustainable development strategies and sound investment decisions within the real estate sector.

#### LITERATURE REVIEW

Ana Maria Machado Toaldo (2015) [1], the debate between revisionists and conservationists in marketing theory is explored, particularly in the context of the adaptability and customer orientation of the traditional 4Ps (Product, Price, Place, and Promotion) in the marketing mix. It highlights Borden's initial flexible approach to the marketing mix concept and underscores the enduring significance of these concepts in contemporary marketing. The review emphasizes the critical role of security in e-commerce and digital marketing, revealing how security concerns are intertwined with each of the 4Ps and can either facilitate or hinder successful online retailing. Furthermore, it proposes the inclusion of a fifth "S" dimension for Security in the marketing mix, acknowledging its central importance in the digital environment. The review also introduces an equation for calculating perceived value in digital marketing, incorporating the influence of security on consumer perception and recognizing the evolving nature of security concerns and their impact on online consumer behaviour. (Toaldo, 2015) [1].

Mushaer Ahmed's (2021) [2], the focus is on assessing the environmental impact of cement manufacturing in Asia and proposing methods to enhance its environmental performance. The study accomplishes this through (i) describing the environmental consequences, (ii) clarifying the methodological approaches, and (iii) suggesting mitigation measures for sustainable cement production in the region. Notable contributors to environmental impact include overreliance on coal and limestone, outdated shaft kilns, and direct calcination methods.

To address these concerns, the literature suggests several mitigation measures, such as improving energy efficiency, utilizing alternative fuels, reducing the clinker-to-cement ratio, and embracing innovative technologies. While mature technologies are cost-effective and readily applicable, innovative solutions like waste heat recovery (WHR) and renewable energy generation require government support and research efforts. Carbon capture and storage (CCS) technology, although promising for emissions reduction, faces technological and economic challenges in becoming a commercial practice in the Asian cement industry. The review also emphasizes the influence of local

factors on mitigation strategies and identifies gaps in the literature that warrant further scientific exploration. (Ahemad, 2021) [2].

F. A. Rodrigues' (2010)', the substantial use of cement-based materials like concrete and mortars is highlighted, particularly their vital role in infrastructure development. However, it is acknowledged that the cement industry is a significant contributor to environmental issues, releasing 5–6% of global carbon dioxide emissions and various pollutants. (Rodrigues, 2010) [3].

The review emphasizes the potential for the chemistry of cement production to address these environmental challenges, citing alternative materials like calcium sulfoaluminates and  $\beta$ - $\text{Ca}_2\text{SiO}_4$ -rich cements to reduce carbon dioxide production and energy consumption. It also explores the use of industrial residues such as tires, oils, and municipal waste as supplementary fuel in cement plants, as well as concrete for waste encapsulation. (al., 2015) [4].

Moreover, the paper discusses the economic and properties-related aspects of cement, with a special focus on sustainability and the role of research and development in enhancing the industry's environmental performance. The review underlines the importance of exploring alternative materials, innovative possibilities, and recycling practices for a more sustainable future in cement production. (al, 2022) [5].

#### Objectives

- To analyse the growth trends of IHB's in Khalapur Taluka of Raigad District.
- To identify the problems encountered by IHB's & suggest the remedies
- To understand the ecosystem for working of IHB's

#### RESEARCH METHODOLOGY

The study is exploratory in nature as it is unique as the literature review carried out shows the different dimensions viz. environmental issues, marketing etc. The data is collected through both the primary and secondary sources. M. Arun et al. (2021) [6]. The primary data collected is qualitative in nature as interviews of individual home builders, contractors, and other entities involved in the entire ecosystem of IHB's. The data is also collected from the Khopoli NagarPalika as a sample of the Raigad District in Khalapur Taluka.

As research is exploratory in nature there is very little research identified. The data both qualitative (collected through primary source) K. Naveen Kumar et al. (2014) [7] and quantitative (collected from Khopoli NagarPalika) have been analysed using descriptive analysis.

The limitation of study is due to time factor and also in terms of data collected only from one area of Raigad district.

However, there is enough scope for further research as can be extended to several other areas where the potential of individual home builders is identified.

#### Analysis

Khopoli IHB's data from 2012 to 2023 (khopoli munciple council, n.d.) [8] (Table 1)

Table 1.

Year	Units
2011-12	113
2012-13	148
2013-14	169

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2014-15	149
2015-16	149
2016-17	100
2017-18	92
2018-19	16
2019-20	73
2020-21	110

Source: NagarPalika Khopoli

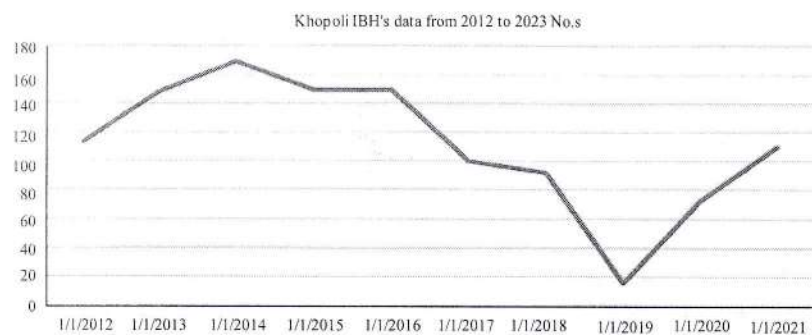


Figure 1. Forecasting 2024 to 2028.

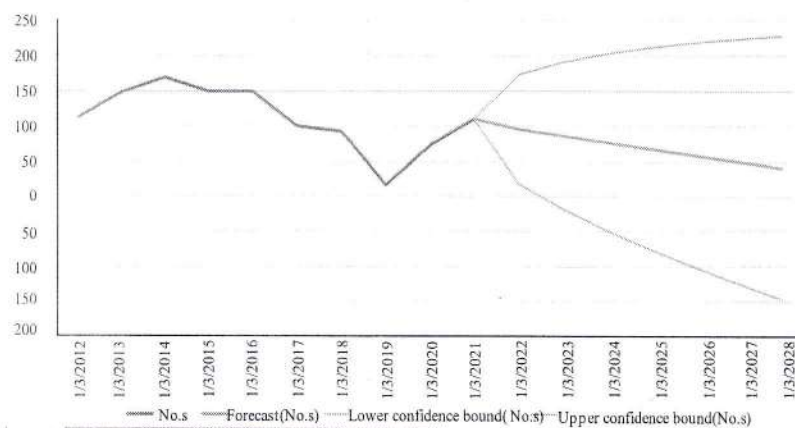


Figure 2. Break down the analysis into several parts.

#### Historical Data Analysis (2012-2023)

##### Trend Analysis

- There is an overall increasing trend in the number of units from 2012-2015.
- A significant drop is observed from 2015-2018.
- The lowest point is in 2018-19 with only 16 units.
- A slight recovery is seen in 2019-20 and 2020-21. (Figure 2)

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#### Key Observations

- The data appears to be somewhat volatile, with fluctuations in the number of units.
- There might be external factors influencing these fluctuations, such as market conditions or changes in demand or Pandemic.

#### Forecasting Analysis (2024-2028)

##### Forecasting Methodology

- The forecasting is done using a method that provides a point estimate as well as a range (confidence interval) for each forecast (Figure 1).
- The Lower Confidence Bound and Upper Confidence Bound indicate the range within which the actual values are likely to fall.

##### Point Estimates

- The forecasted values for 2024-2028 show a general decreasing trend.
- The forecasted values are: 77.08 (2024), 67.85 (2025), 58.62 (2026), 49.39 (2027), and 40.15 (2028) (Table 2).

Table 2.

Year	No.s	Forecast(No.s)	Lower Confidence Bound(No.s)	Upper Confidence Bound(No.s)
1/3/2012	113			
1/3/2013	148			
1/3/2014	169			
1/3/2015	149			
1/3/2016	149			
1/3/2017	100			
1/3/2018	92			
1/3/2019	16			
1/3/2020	73			
1/3/2021	110	110	110.00	110.00
1/3/2022		NA	NA	NA
1/3/2023		NA	NA	NA
1/3/2024		77.08056169	-48.31	202.47
1/3/2025		67.84902475	-75.70	211.40
1/3/2026		58.61748782	-101.07	218.30
1/3/2027		49.38595088	-124.98	223.75
1/3/2028		40.15441395	-147.78	228.09

Source: Forecasting projection with Excel

#### Confidence Intervals

- The wide range in confidence intervals suggests a high level of uncertainty in the forecasts.
- For instance, the Upper Confidence Bound for 2028 is 228.09, indicating a large range of potential outcomes.

#### Decision-Making Considerations

- Stakeholders should consider the high uncertainty in the forecasts when making decisions based on these projections.
- Factors affecting this uncertainty could include market dynamics, economic conditions, or changes in consumer behavior.

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**Table 3. Problems & remedies.**

Problems	Remedies
<b>Financial Constraints</b>	
Limited budget can restrict choices and quality.	Create a detailed budget with a contingency fund. Prioritize needs, explore cost-effective materials, and consider phased construction.
<b>Land Acquisition and Zoning Issues</b>	
Difficulty in finding suitable and affordable land; zoning regulations.	Research available land thoroughly. Consult local authorities, adhere to zoning regulations, and seek professional assistance if needed.
<b>Design and Planning Challenges</b>	
Developing a practical and aesthetically pleasing design.	Engage an experienced architect. Clearly define needs, prioritize functionality, and ensure compliance with local regulations.
<b>Contracting and Construction Issues</b>	
Finding reliable contractors; delays and quality control.	Vet contractors carefully. Have a detailed contract, inspect regularly, and maintain open communication. Address issues promptly.
<b>Permitting and Approval Processes</b>	
Navigating through bureaucratic processes.	Start early, work closely with local authorities, and hire professionals familiar with local regulations.
<b>Environmental and Sustainability Considerations</b>	
Balancing cost with environmental sustainability.	Research sustainable practices, consider long-term benefits, and explore grants or incentives for green building.
<b>Technology and Innovation</b>	
Keeping up with construction technologies.	Stay informed, attend workshops, and hire professionals with expertise in integrating smart home technologies.
<b>Project Management</b>	
Coordinating various aspects of the project.	Develop a comprehensive project plan, use project management tools, communicate regularly, and address issues promptly.
<b>Resale Value and Market Trends</b>	
Anticipating future market trends.	Stay informed about local real estate trends, design a home that balances personal preferences with broad market appeal, and consult with real estate professionals.
<b>Legal Issues</b>	
Dealing with legal matters.	Consult with legal professionals early, define terms clearly in contracts, and address legal issues promptly.

By addressing these issues with the suggested remedies, individual house builders can enhance the likelihood of a successful and satisfying home-building experience. Ilvitskaya S.V., Lobkov V.A., Lobkova T.V.2019 [9] Each remedy emphasizes proactive planning, effective communication, and leveraging professional expertise.

#### Ecosystem working for IHB'S

The ecosystem for individual house builders (IHBs) can vary based on the specific approach taken in the home-building process. Here's an overview of common scenarios: IHBs working through developers and IHBs engaging in redevelopment with architects and contractors, etc:

#### IHBs Working Through Developers

##### Homeowner (IHB)

Initiates the project, defines requirements, and collaborates with a developer.

##### Developer

- Acquires land or property for development.
- Collaborates with architects and designers to plan and design the project.
- Manages the construction process, including hiring contractors and overseeing the project.
- May offer pre-designed housing units or customizable options for individual homeowners.

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#### **Architects and Designers**

Collaborate with the developer to design housing units that meet the needs of individual homeowners.

#### **Contractors and Builders**

Engaged by the developer to execute the construction based on the design and plans.

#### **Real Estate Professionals**

May be involved in marketing and selling the developed properties to individual homeowners.

#### **IHBs in Redevelopment with Architects and Contractors**

##### **Homeowner (IHB)**

Initiates the project, often involving the redevelopment of an existing property.

##### **Architects and Designers**

- Engaged by the homeowner to assess the existing property and design the redevelopment.
- Work with the homeowner to create a customized design that meets their preferences and needs. Pavan N. Ghumare, K.A. Chauhan, S. M. Yadav (2019) [10].

##### **Contractors and Builders**

- Hired by the homeowner to execute the construction based on the architect's design.
- Manage the construction process, including coordinating with subcontractors and ensuring quality.

##### **Legal Professionals**

Assist with legal matters related to property redevelopment, zoning, and contracts.

##### **Financial Institutions**

May provide financing options for the redevelopment project.

#### **IHBs Working on Own:**

##### **Homeowner (IHB)**

Initiates and manages the entire home-building process independently.

##### **Architects and Designers (Optional)**

Engaged by the homeowner if professional design services are desired.

##### **Contractors and Builders (Optional)**

Hired directly by the homeowner if professional construction services are needed.

##### **Financial Institutions (Optional)**

Homeowner may seek financing independently if necessary.

##### **Legal Professionals (Optional)**

Engaged by the homeowner for legal advice or assistance with contracts.

#### **Common Elements Across Scenarios**

##### **Permitting and Approvals**

All scenarios involve navigating through regulatory processes to obtain necessary permits and approvals from local authorities.

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**Environmental Considerations**

There is an increasing emphasis on sustainable and eco-friendly construction practices in all scenarios.

**Market Trends and Resale Value**

Consideration of market trends and potential resale value of the property is relevant in all scenarios.

**Technological Advancements**

Incorporation of technological advancements in construction and smart home solutions is relevant across all scenarios.

**CONCLUSION**

In summary, This study illuminates the significant impact of Individual House Builders (IHBs) on the real estate sector in Raigad, Maharashtra. The growth of IHBs, driven by factors such as land availability, connectivity, employment opportunities, and urbanization, has reshaped the local real estate landscape. The research addresses the preference for individual structures and analyses the exceptional growth of IHBs in Raigad through descriptive analysis, offering valuable insights for the niche market.

Identified challenges faced by IHBs, including financial constraints and legal issues, are met with proactive remedies emphasizing planning and professional expertise. The analysis of IHB data from Khopoli reveals growth trends, and forecasting indicates potential challenges and opportunities in the coming years. The study introduces the IHB ecosystem, recognizing varied approaches such as working through developers or engaging in independent home-building.

While the study acknowledges limitations, like its focus on one area and time constraints, it proposes opportunities for further research in other Raigad districts. Overall, This research provides crucial insights for real estate stakeholders, guiding policymakers, investors, and individuals in the IHB ecosystem toward sustainable development and informed investment decisions in Raigad's evolving real estate sector.

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## MOE'S INNOVATION CELL INSTITUTION'S INNOVATION COUNCIL

MAHATMA EDUCATION SOCIETYS, RAIGAD (IC202426624)  
MY STORY - MOTIVATIONAL SESSION BY SUCCESSFUL INNOVATORS.

### OVERVIEW

**Objective:**

To break the barriers to pursue the entrepreneurial journey.

**Benefit in terms of learning/Skill/Knowledge obtained:**

Confidence building, increasing need for achievement and risk taking

**Academic Year:**

2023-24

**Program driven by:**

IIC Calendar Activity

**Month:****Program /Activity Name:**

My Story - Motivational Session by Successful Innovators.

**Program Type:**

Level 1 - Expert Talk

**Other:**

null

**Program Theme:**

Entrepreneurship & Startup

**Other:**

NA

**Date & Duration (Days):**

11/28/2023-11/28/2023-0

**External Participants, If any:**

4

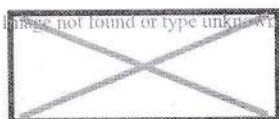
**Student Participants:****Faculty Participants:**

**Expenditure Amount, If any:**

3000

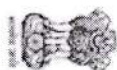
**Remark:**

Activity was scheduled on 28th November 2023 however was conducted on 24th February 2024 due to busy schedule of the speaker.

**ATTACHMENTS****Video:**<https://www.instagram.com/reel/C4GCe61hWLV/?igsh=MWd4NHR3Y3lhMWxqcQ==>**Photograph1:****Photograph2:** /uploads/institutes/monthlyReport/Photograph2/1025-IC202426624.jpg**Session plan, If any:** <http://localhost/uploads/institutes/monthlyReport/report/8242-IC202426624.pdf>

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the norms of Innovation Cell, Ministry of Education, Govt. of India during  
the academic calendar year 2023-24

*Abhay Jere*

Dr. Abhay Jere

Chief Innovation Officer  
Ministry of Education's Innovation Cell

Certificate No: 16138

*Dipankar Sahu*

Shri. Dipankar Sahu

Assistant Innovation Director  
Ministry of Education's Innovation Cell

Ashe Code: C-33898

Date: 04-03-2024

Name of the event:	Idea Generation Workshop
Conducted by:	PHiMSR
Date:	16 <sup>th</sup> March, 2024
Speaker/ Guest:	Dr. Priam Pillai & Dr. Celina Joy
Venue/ Online Platform	Seminar Hall
Activity Falls under Criterion/Criteria:	Criterion III



Report:

**Mahatma Education Society's  
Pillai HOC Institution of Management Studies and Research, Rasayani**

**Report on Idea Generation Workshop**

Date: 16/03/2024

The Pillai HOC Institute of Management Studies & Research (PHIMSR) hosted a captivating "Idea Generation Workshop" for its students. Dr. Priam Pillai, COO of the Mahatma Education Society (MES), led the session along with Dr. Celina Joy, offering an inspiring glimpse into the world of entrepreneurship at PHIMSR.

Dr. Priam Pillai highlighted the Pillai Centre of Innovation and Entrepreneurship, a dedicated resource for aspiring student entrepreneurs. The session pulsed with real-world examples of innovative ideas and individuals who identified problems and developed effective solutions. This exposure ignited an entrepreneurial spark within the students, equipping them with the tools and motivation to bring their own ideas to life.

PHIMSR remains committed to fostering the next generation of business leaders by actively promoting entrepreneurial thinking and providing the necessary support to turn dreams into realities.

Reported by:  
Abhishek Tripathi  
Thanks & Regards,



Team Management PHIMSR.

Photos/ Screenshot:



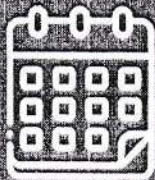




Mahatma Education Society's  
Pillai HOC Institute of Management Studies & Research



# **A WORKSHOP ON IDEA GENERATION BY DR. CELINA JOY ACADEMIC COORDINATOR, PIMSR**



**Saturday  
16th March, 2024**



**PHIMSR  
PILLAI HOCL EDUCATIONAL  
CAMPUS, RASAYANI**

**PILLAI HOCL EDUCATIONAL CAMPUS, RASAYANI**

Name of the event:	Six Thinking Hats
Conducted by:	PHiMSR
Date:	28 <sup>th</sup> February, 2024
Speaker/ Guest:	Dr. Ketan Vira
Venue/ Online Platform	Classroom No. 208
Activity Falls under Criterion/Criteria:	Criterion III



Report:

**Mahatma Education Society's  
Pillai HOC Institution of Management Studies and Research, Rasayani**

**Report on Six Thinking Hats by Dr. Ketan Vira**


Date: 28/02/2024

PHIMSR has recently organized a transformative session in collaboration with the Institution Innovation Council, igniting the minds of our bright management students with the power of structured thinking. Titled "Six Thinking Hats," the session unveiled a powerful technique designed to enhance the quality of decision-making and problem-solving processes.

Led by our esteemed director, Dr. Ketan Vira, the interactive session saw enthusiastic participation from our students, who eagerly embraced the opportunity to expand their cognitive horizons. Through engaging discussions and practical exercises, they delved into the intricacies of the six distinct thinking styles represented by the six colored hats.

As students donned each metaphorical hat, they were guided through a systematic exploration of different perspectives, fostering creativity, critical thinking, and collaborative engagement. Their active involvement and positive feedback underscored the session's immense value in nurturing holistic and strategic thinking among future leaders.

PHIMSR remains committed to providing enriching experiences that transcend traditional learning boundaries, equipping our students with the skills and mindset needed to thrive in an ever-evolving global landscape. With initiatives like the "Six Thinking Hats" session, we continue to inspire excellence and innovation, shaping the managers of tomorrow.

Reported by:  
Abhishek Tripathi   
Thanks & Regards,

Team Management PHIMSR.

Photos/ Screenshot:





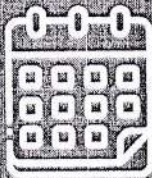


Mahatma Education Society's  
Pillai HOC Institute of Management Studies & Research



# A SESSION ON SIX THINKING HATS

**BY DR. KETAN VIRA**  
**DIRECTOR, PHIMSR**



**Wednesday**  
**28th February, 2024**



**PHIMSR**  
**PILLAI HOCL EDUCATIONAL**  
**CAMPUS, RASAYANI**

**PILLAI HOCL EDUCATIONAL CAMPUS, RASAYANI**

Name of the event:	My Story by successful Entrepreneur
Conducted by:	PHIMSR
Date:	24 <sup>th</sup> February, 2024
Speaker/ Guest:	Dr Snehal Sakpal
Venue/ Online Platform	Seminar Hall
Activity Falls under Criterion/Criteria:	Criterion III



Report:

**Mahatma Education Society's  
Pillai HOC Institution of Management Studies and Research, Rasayani**

**Report on My Story by successful Entrepreneur**


Date: 24/02/2024

Dr Snehal Sakpal has more of a leadership driven role in business development, sales management and people management. Focus is on acquiring new partners, Ideators and brands in the industry. managing brands Youtube marketing campaigns at Tonic Media Digital Pvt Ltd is something which he excels at.

Specialties: Travel industry and online business. people management, brand building online. Youtube management, Videography, Corporate Profiling.

In a captivating podcast session hosted by Pillai HOC Institute of Management Studies and Research, Rasayani, Dr. Snehal Sakpal engaged in a dynamic dialogue with PHIMSR director Dr. Ketan Vira exploring the transformative potential of management studies in sculpting students' destinies. Dr. Sakpal illuminated the profound impact of this discipline, not only in fostering professional acumen in domains such as business administration and entrepreneurship but also in nurturing personal development and fostering robust social networks. His compelling insights struck a chord with our students, igniting a fervor for growth and exploration.

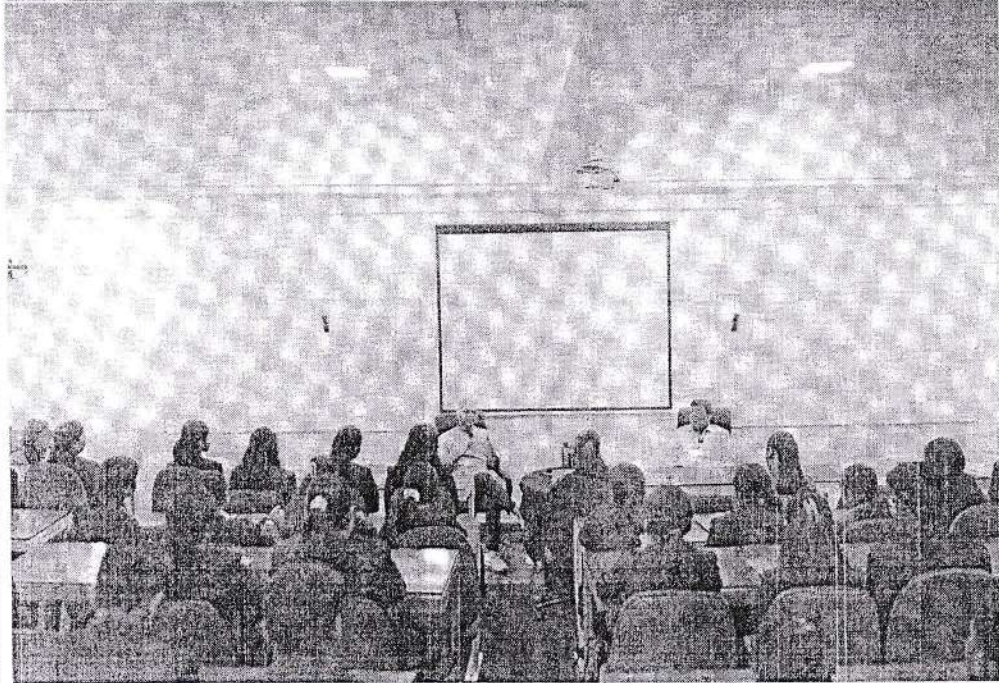
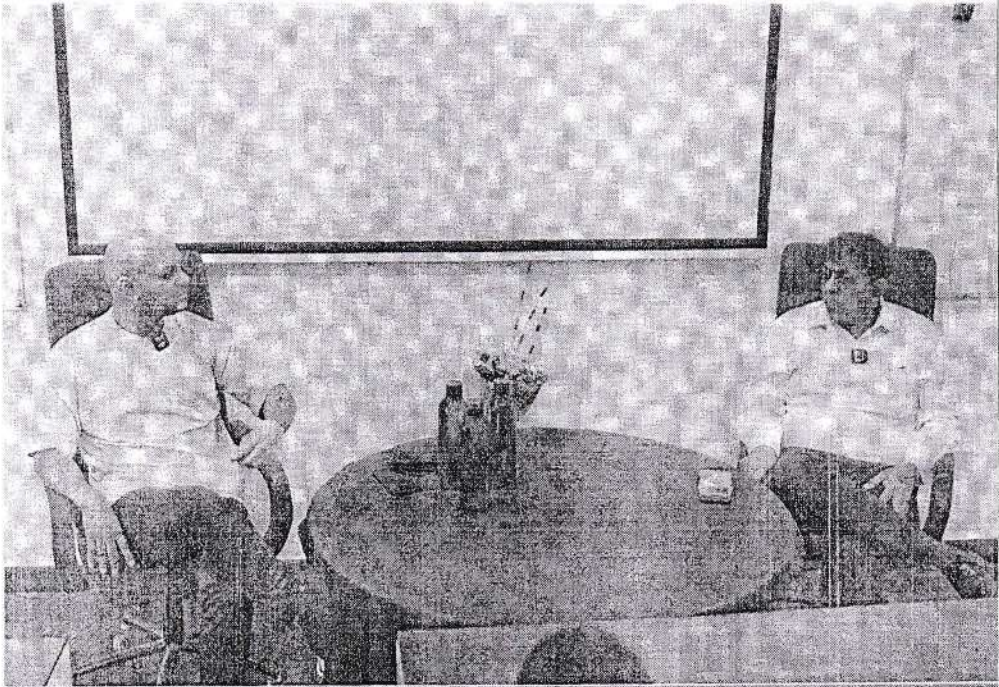
This illuminating session underscored the myriad career trajectories and invaluable skill sets cultivated through the pursuit of management studies, empowering our students to chart informed paths in their academic pursuits.

Reported by:  
Abhishek Tripathi   
Thanks & Regards.

Team Management PHIMSR.



Photos/ Screenshot:







Mahatma Education Society's  
Pillai HOC Institute of Management Studies & Research



# MY STORY

by successful entrepreneur

**DR. SNEHAL SAKPAL**

**Managing Director /  
Partner - P.A. Zaveri and  
Sons**



- ① [www.phimsr.ac.in](http://www.phimsr.ac.in)
- ② 201, Pillai HOC Institute of Management Studies & Research



**Saturday  
24 February 2024  
10:15 AM**





पेटेंट कार्यालय, भारत सरकार The Patent Office, Government Of India  
डिजाइन के पंजीकरण का प्रमाण पत्र | Certificate of Registration of Design

डिजाइन सं. / Design No. : 404806-001

तारीख / Date : 17/01/2024

पारस्परिकता तारीख / Reciprocity Date\* :

देश / Country

प्रमाणित किया जाता है कि संलग्न प्रति में वर्णित डिजाइन जो **DISPLAY DEVICE FOR DIGITAL MARKETING** से संबंधित है, का पंजीकरण, श्रेणी 20-02 में 1.Dr. Govind Shinde 2. Prof. Deepa Manoj Nair 3.Prof. Gaurav Deshmukh 4.Prof. Sheena Nair के नाम में उपर्युक्त संख्या और तारीख में कर लिया गया है।

Certified that the design of which a copy is annexed hereto has been registered as of the number and date given above in class 20-02 in respect of the application of such design to **DISPLAY DEVICE FOR DIGITAL MARKETING** in the name of 1.Dr. Govind Shinde 2. Prof. Deepa Manoj Nair 3.Prof. Gaurav Deshmukh 4.Prof. Sheena Nair.

डिजाइन अधिनियम, 2000 तथा डिजाइन नियम, 2001 के अध्याधीन प्रावधानों के अनुसरण में।

In pursuance of and subject to the provisions of the Designs Act, 2000 and the Designs Rules, 2001.

जारी करने की तिथि : 22/03/2024  
Date of Issue

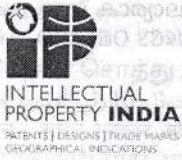


उच्चात पी. सिंह  
महानियंत्रक पेटेंट, डिजाइन और व्यापार चिह्न  
Controller General of Patents, Designs and Trade Marks

\*पारस्परिकता तारीख (यदि कोई हो) जिसकी अनुमति दी गई है तथा देश का नाम। डिजाइन का स्वत्वधिकार पंजीकरण की तारीख से दस वर्षों के लिए होगा जिसका विस्तार, अधिनियम एवं नियम के निबंधनों के अधीन, पाँच वर्षों की अतिरिक्त अवधि के लिए किया जा सकेगा। इस प्रमाण पत्र का उपयोग विधिक कार्यवाहियों अथवा विदेश में पंजीकरण प्राप्त करने के लिए नहीं हो सकता है।

The reciprocity date (if any) which has been allowed and the name of the country. Copyright in the design will subsist for ten years from the date of Registration, and may under the terms of the Act and Rules, be extended for a further period of five years. This Certificate is not for use in legal proceedings or for obtaining registration abroad.





ORIGINAL  
क्रम सं/ Serial No. : 163868



पेटेंट कार्यालय, भारत सरकार

The Patent Office, Government Of India

डिजाइन के पंजीकरण का प्रमाण पत्र

Certificate of Registration of Design

डिजाइन सं. / Design No. : 404745-001

तारीख / Date : 16/01/2024

पारस्परिकता तारीख / Reciprocity Date\* :

देश / Country :

प्रमाणित किया जाता है कि संलग्न प्रति में वर्णित डिजाइन जो **ROBOTIC DISPLAY DEVICE (FOR STRATEGIC MANAGEMENT AND PLANNING)** से संबंधित है, का पंजीकरण, श्रेणी 14-02 में 1.Dr. Ketan Vira 2. Dr. Sheeba Nair 3.Prof. Rashpal Kaur Saini के नाम में उपर्युक्त संख्या और तारीख में कर लिया गया है।

Certified that the design of which a copy is annexed hereto has been registered as of the number and date given above in class 14-02 in respect of the application of such design to **ROBOTIC DISPLAY DEVICE (FOR STRATEGIC MANAGEMENT AND PLANNING)** in the name of 1.Dr. Ketan Vira 2. Dr. Sheeba Nair 3.Prof. Rashpal Kaur Saini.

डिजाइन अधिनियम, 2000 तथा डिजाइन नियम, 2001 के अधधीन प्रावधानों के अनुसरण में।

In pursuance of and subject to the provisions of the Designs Act, 2000 and the Designs Rules, 2001.

जारी करने की तिथि :  
Date of Issue : 09/04/2024



हस्तात की पंक्ति

महानियंत्रक पेटेंट, डिजाइन और व्यापार चिह्न  
Controller General of Patents, Designs and Trade Marks

\*पारस्परिकता तारीख (यदि कोई हो) जिसकी अनुमति दी गई है तथा देश का नाम। डिजाइन का स्वत्वाधिकार पंजीकरण की तारीख से दस वर्षों के लिए होगा जिसका विस्तार, अधिनियम एवं नियम के निबंधनों के अधीन, पाँच वर्षों की अतिरिक्त अवधि के लिए किया जा सकेगा। इस प्रमाण पत्र का उपयोग विधिक कार्यवाहियों अथवा विदेश में पंजीकरण प्राप्त करने के लिए नहीं हो सकता है।

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EDITION  
2024

# NAVIGATING THE FUTURE OF PATENT LAW

Dr Shahista S Inamdar  
Dr Kalyanikutty S  
Dr Sheeba S Rajan



Foreword by:  
**Justice M N Krishnan**  
Former Judge, High Court of Kerala


WHITESMANN  
PUBLISHING


## NAVIGATING THE FUTURE OF PATENT LAW


Dr Shahista S Inamdar  
Dr Kalyanikutty S  
Dr Sheeba S Rajan

EDITION  
2024

WHITESMANN  
PUBLISHING

  
Dr. Shahista Salimkhan Inamdar is an accomplished legal scholar and educator, currently serving as an Associate Professor at Navjeevan Law College in Nashik, Maharashtra. With a rich academic background, including a Ph.D. in Law from Rasthra Sant Tukadoji Maharaj Nagpur University, she has dedicated nearly a 14 yrs to teaching and research in the field of law. Specializing in Business Law and Human Rights, Dr. Inamdar is a recognized Ph.D. guide at Savitribai Phule Pune University, guiding four research scholars. Her expertise extends to Family Law and Feminist Jurisprudence. Having shouldered the role of Principal at Navjeevan Law College for two years, Dr. Inamdar has actively contributed to the academic community. She has participated in numerous national and international seminars and conferences, totaling 70, showcasing her commitment to staying abreast of legal developments. Additionally, she has an impressive publication record with 30 research papers and articles in esteemed journals, focusing on topics such as Gender Justice, the Position of Women in Society, Muslim Women, Feminist Jurisprudence, and Human Rights. Dr. Inamdar's influence extends beyond academia, as she serves as a Brand Ambassador for Women Empowerment. Recognized for her outstanding contributions, she received the Real Super Women Award in 2020 and the Best Teacher Award in 2021 from the Institute of Scholars, Bengaluru. In 2022, she was honored with the Veerangana and Rani of Jhansi Awards, followed by the Karmayogi Awards in 2023.

  
Dr. Kalyanikutty S is an accomplished academician with over 18 years of teaching experience. She could gain experience in civil practice under the guidance of Sr Advocate Krishnakutty Achan in High Court of Kerala. She got interested in teaching law and from the year 2004, she has taught various law subjects for both graduates and postgraduate students. She holds a Doctorate in Law from the University of Mumbai. Presently she is associated with DM Harish School of Law, HSNL University, Mumbai. Besides contributing to academic discourse, Dr. Kalyanikutty S is a good reader and researcher.

  
Dr. Sheeba S. Rajan stands as a distinguished figure within both the realms of academia and legal practice, with a remarkable career spanning over two decades. Her expertise and contributions have left an indelible mark on institutions of national repute, including The School of Legal Studies at Kamur University, Kerala, Dr. D. Y. Patil College of Law, and MGM College in Mumbai, Maharashtra. Complementing her academic endeavors, Dr. Sheeba S. Rajan has also made significant strides as a legal practitioner, bringing her expertise to bear in the High Courts of both Kerala and Maharashtra. Her firsthand experience in the legal arena enriches her teaching with real-world perspectives, bridging the gap between theory and practice. One of Dr. Sheeba S. Rajan's notable areas of focus is her extensive research on the complex subject of surrogacy. Her scholarly inquiries have taken her across states such as Kerala, Karnataka, Maharashtra, Gujarat, and Delhi, delving deep into the legal, ethical, and socio-cultural dimensions of this intricate issue. Her pioneering work in this domain has garnered widespread acclaim and serves as a cornerstone for further discourse and policy development. In a significant addition to her scholarly contributions, Dr. Sheeba S. Rajan has authored a seminal book titled "Surrogacy and Its Legal Implications in India." This comprehensive work offers a thorough examination of the legal landscape surrounding surrogacy in the Indian context, exploring its implications from a myriad of perspectives, including legal, ethical, social, and medical.

PRICE INR 795/-



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**PROGRAM : MMS**

Semester	:	II
Title of the Subject / course	:	Business Research Methods
Course Code	:	
Credits	:	4
Duration in Hrs	:	40

**Learning Objectives**

1	To understand the importance of research and various methods that researcher used to investigate problems
2	Applying Modern Analytical tools for Business Management Decisions
3	To derive strategies from the research
4	To understand the challenges in collecting the data collection and analysis
5	To interpret the data to make meaningful decisions.

Prerequisites if any	
Connections with Subjects in the current or Future courses	

**Module**

Sr. No.	Content	Activity	Learning outcomes
1	Introduction to Research	Lecture	Meaning of research; Types of research- Exploratory research, Conclusive research; The process of research; Research applications in social and business sciences; Features of a Good research study.
2	Research Problem and Formulation of Research Hypotheses	Lecture	Defining the Research problem; Management Decision Problem vs Management Research Problem; Problem identification process; Components of the research problem; Formulating the research hypothesis- Types of Research hypothesis; Writing a research proposal- Contents of a research proposal and types of research proposals.
3	Research Design	Lecture	Meaning of Research Designs; Nature and Classification of Research Designs; Exploratory Research Designs: Secondary Resource analysis, Case study Method, Expert opinion survey, Focus group discussions; Descriptive Research Designs: Cross-sectional studies and Longitudinal studies; Experimental Designs, Errors affecting Research Design
4	Primary and Secondary Data	Field Work	Classification of Data; Secondary Data: Uses, Advantages, Disadvantages, Types and sources; Primary Data Collection: Observation method, Focus Group Discussion, Personal Interview method



Sr. No.	Content	Activity	Learning outcomes
5	Attitude Measurement and Scaling	Lecture	Types of Measurement Scales; Attitude; Classification of Scales: Single item vs Multiple Item scale, Comparative vs Non-Comparative scales, Measurement Error, Criteria for Good Measurement
6	Questionnaire Design	Lecture	Questionnaire method; Types of Questionnaires; Process of Questionnaire Designing; Advantages and Disadvantages of Questionnaire Method
7	Sampling and Data Processing	Case Study and SPSS / Excel	Sampling concepts- Sample vs Census, Sampling vs Non Sampling error; Sampling Design- Probability and Non Probability Sampling design; Determination of Sample size- Sample size for estimating population mean, Determination of sample size for estimating the population proportion Data Editing- Field Editing, Centralized in house editing; Coding- Coding Closed ended structured Questions, Coding open ended structured Questions; Classification and Tabulation of Data.
8	Univariate and Bivariate Analysis of Data	SPSS Lab / Excel	Descriptive vs Inferential Analysis, Descriptive Analysis of Univariate data- Analysis of Nominal scale data with only one possible response, Analysis of Nominal scale data with multiple category responses, Analysis of Ordinal Scaled Questions, Measures of Central Tendency, Measures of Dispersion; Descriptive Analysis of Bivariate data
9	Testing of Hypotheses	Analyzing Primary Data	Concepts in Testing of Hypothesis – Steps in testing of hypothesis, Test Statistic for testing hypothesis about population mean; Tests concerning Means- the case of single population; Tests for Difference between two population means; Tests concerning population proportion- the case of single population; Tests for difference between two population proportions.
10	Chi-square Analysis	Analyzing Primary Data	Chi square test for the Goodness of Fit; Chi square test for the independence of variables; Chi square test for the equality of more than two population proportions
11	Analysis of Variance	Lecture and Analyzing Primary Data	Completely randomized design in a one-way ANOVA; Randomized block design in two way ANOVA; Factorial design
12	Research Report Writing and Ethics in research	Lecture	Types of research reports – Brief reports and Detailed reports; Report writing: Structure of the research report- Preliminary section, Main report, Interpretations of Results and

Sr. No.	Content	Activity	Learning outcomes
			Suggested Recommendations; Report writing: Formulation rules for writing the report; Guidelines for presenting tabular data, Guidelines for visual Representations. Meaning of Research Ethics; Clients Ethical code; Researchers Ethical code; Ethical Codes related to respondents; Responsibility of ethics in research
13	Presentation / Report	PowerPoint	

#### Text books

1	Business Research Methods – Cooper Schindler
2	Research Methodology Methods & Techniques – C.R.Kothari
3	Statistics for Management – Richard L Levin

#### Reference books

1	D. K. Bhattacharya: Research Methodology (Excel)
2	P. C. Tripathy: A text book of Research Methodology in Social Science(Sultan Chand)
3	Saunders: Research Methods for business students (Pearson)
4	Marketing Research –Hair, Bush, Ortinau (2nd edition Tata McGraw Hill)
5	Business Research Methods – Alan Bryman& Emma Bell – Oxford Publications
6	Business Research Methods – Naval Bajpai – Pearson Publications

#### Assessment

Internal	40%
Semester end	60%



**PROGRAM : MMS**

Semester	:	<b>II - Elective</b>		
Title of the Subject / course	:	<b>Intellectual Capital and Patenting</b>		
Course Code	:			
Credits	:	<b>4</b>	Duration in Hrs	: <b>40</b>

**Learning Objectives**

1	To ensure the fact that students of Business and Managerial Studies are aware of the concept and respect of Intellect and Intellectually driven properties.
2	To know and study about the concept and types of Intellectual Property Rights.
3	To understand and appreciate the need to honour and not infringe upon the Intellectual Property Right of others.
4	To inculcate in the minds of the young managers, entrepreneurs and professionals, the processes and patterns that are emerging in the field of Intellectual Property.
5	To encourage the business fraternity to develop new products, ideas, constructs and properties on a continual basis.
6	To study, understand and acknowledge the trends across the globe in areas of Patenting and Intellectual Property Rights especially in the areas where India is a major player viz. Information Technology, Media, Automobiles and Education.

<b>Prerequisites if any</b>	Suited better for students who have studies Sciences or Law till their Graduation level but it certainly isn't a limiting factor.
<b>Connections with Subjects in the current or Future courses</b>	1. Understanding Innovation 2. Management for Technology 3. Business Intelligence 4. Information Technology Governance and Compliance 5. Business-to-Business

**Module**

Sr. No.	Content	Activity	Learning outcomes
1	Introduction to the concept of Intellect, Intellectual Property, Right, Duties and Intellectual Property Rights.	Class Room Discussions, Media Presentations	To appreciate the meaning of Intellectual Property
2, 3	Understanding of Philosophical and Legal Concept of Intellectual Property, Its importance, characteristics, features, impact.	Class Room Discussions, Case Studies, Media Presentations.	Understanding of the philosophical, ideological and Legal framework as used in the context of Intellectual Property.
4	The Economics behind Intellectual Property and Intellectual Property Rights.	Class Room Discussions, Case Studies, Media Presentations.	The relationship between Business and Intellectual Property Right and to appreciate the fact that the outlay incurred on protection of Intellectual Property isn't a Cost but an Investment for the Business
5, 6,	Types of Intellectual	Class Room	Understanding the actual scope and

Sr. No.	Content	Activity	Learning outcomes
7, 8	Property, namely, Trade Marks, Geographical Indications, Copyright, Industrial Design. Their respective definitions, characteristics, importance, scope, registration, infringement and protection. Indian Laws related to IPR.	Discussions, Case Studies, Media Presentations, real life case laws, judicial interpretations. Seminars, talks by legal experts should be encouraged at this stage to understand the statutory compulsions of Intellectual Property Rights.	extent of Intellectual Property. Their connection with Business and the need to protect them to ensure a congenial Business environment.
9, 10, 11	Patent : Definition, Importance, Development, Type, Features and Essentials. Process of Registration, infringements : types, Protection. Licensing process : Software Licensing, General Licensing, Compulsory Licensing. Indian Laws related to Patent.	Class Room Discussions, Case Studies, Media Presentations, real life case laws, judicial interpretations. Seminars, talks by legal experts should be encouraged at this stage to understand the statutory compulsions of Intellectual Property Rights. Also, have representatives of Organisations, R & D experts who have developed worked on Patents in particular and Intellectual Property Rights sphere in general.	Understanding the actual scope and extent of Intellectual Property. Their connection with Business and the need to protect them to ensure a congenial Business environment.
12	International Protocols, Conventions, Trends and Scenario of Intellectual Property Rights. TRIPS, GATT etc.	Class Room Discussions, Case Studies, Media Presentations.	Appreciating and Understanding the Global view of IPR
13	IP Management, Concept of IP Management, Intellectual Property and Marketing, IP asset valuation	Class Room Discussions, Case Studies, Media Presentations.	Management and Intellectual Property. Monetisation and Evaluating IP.



**Text books**

1	Indian Patents Act, Indian Copyright Act, Indian Trademarks Act, Indian Designs Act.
2	TRIPS Agreement
3	Cornish : Intellectual Property.

**Reference books**

1	Nair and Kumar : Intellectual Property Rights.
2	Narayanan : Patent Law
3	Saxena : Trade Related Issues of Intellectual Property Rights and Indian Patents Act.

**Assessment**

Internal	40%
Semester end	60%

# University of Mumbai



No. Thesis/ICD/2022-23/ 3915  
Mumbai- 400 098  
24<sup>th</sup> February, 2023

To.  
Dr. Ketan Shantilal Vira  
202 Skyrise Apts., 240 Central Avenue Road,  
Chembur.  
Mumbai - 400 071

Sir/ Madam,

This has reference to your application dated 22<sup>nd</sup> September, 2021 which was forwarded through the Director, GNVS Institute of Management, GTB Nagar, Sion-Kolowada (E), GBT Nagar Railway Station (E), Mumbai - 400 037, for recognition as a teacher of the University.

In this connection, I am directed to inform you that you have been granted recognition as a teacher to guide student for the Ph.D. degree in the subject of Management Studies of the University with effect from 08<sup>th</sup> December, 2022 upto superannuation of your services through GNVS Institute of Management, GTB Nagar, Sion-Kolowada (E), GBT Nagar Railway Station (E), Mumbai - 400 037.

Further, a copy of the Ordinances prescribing duties of recognized teacher of the University is enclosed, for your perusal.

Yours faithfully,

  
Deputy Registrar  
Research Administration & Promotion Cell

\*\*\*\*\*

Copy forwarded with compliments for information and necessary action:-

- 1) The Director, GNVS Institute of Management, GTB Nagar, Sion-Kolowada (E), GBT Nagar Railway Station (E), Mumbai - 400 037.
- 2) The Deputy Registrar, AAMS, University of Mumbai, Fort Campus, Mumbai- 400 032.  
This is action taken report of the Board of Deans at its meeting held on 08<sup>th</sup> December, 2022 vide item no. 3.60



# University of Mumbai

rapc@mu.ac.in



RAPC,  
UNIVERSITY of MUMBAI,  
Nanoscience & Nanotech Bldg  
Vidyanagari, Kalina,  
Santacruz(East) Mumbai 4000

RAPC/ ICD/2024-25/438

24<sup>th</sup> June, 2024.

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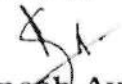
Sir/Madam,

This has reference to your letter No. HGHMIM/24-25/50 dated 10<sup>th</sup> June, 2024, requesting therein to enroll students under the guidance of Dr. Govind Shinde to pursue **Ph. D. (Commerce & Management)** Degree in the subject of Management Studies.

In this connection, I am to inform you that Dr. Govind Shinde is permitted to register the students for **Ph. D.(Commerce & Management)** Degree in the subject of Management Studies, through Hashmatrai & Gangaram Himathmal Mansukhani Institute of Management, Ulhasnagar, Thane subject to availability of intake capacity of the students in the College.

Please note that Dr. Govind Shinde is not allowed to undertake the students from other College / Institute / Department in future without prior permission of this University.

Yours,

  
**Umesh Avhad**  
Assistant Registrar.  
RAPC

Copy forwarded with compliments for information to :

1. The Principal, Pillai HOC Institute of Management Studies and Research, Pillai HOC Educational Complex, HOC Colony, Khalapur, Rasayani, **Raigad-410 207.**
2. Dr. Govind Shinde, Hashmatrai & Gangaram Himathmal Mansukhani Institute of Management Studies, C.H.M. Campus, C.H. M. Road, Opp. Railway Station. Ulhasnagar (W), **Thane- 421 003.**

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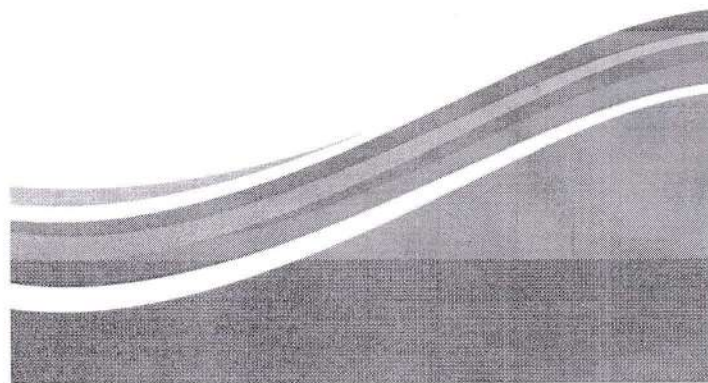
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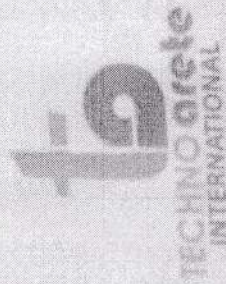
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