

**Mahatma Education Society
Pillai HOC Institute of Management Studies
and Research, Rasayani.**

3.2.1. QLM Innovation Ecosystem

Institution has created an ecosystem for innovations, Indian Knowledge System (IKS), including awareness about IPR, establishment of IPR cell, Incubation center and other initiatives for the creation and transfer of knowledge/technology and the outcomes of the same are evident.

(From AY 2019-20 TO AY 2023-24)


**Director
Pillai HOC Institute of
Management Studies & Research
Rasayani, Tal. Khalapur
Dist. Raigad - 410 207.**



Sr. No.	Indicators	Write up
1	Research	<p>PHIMSR has developed a robust innovation ecosystem, fostering student participation in intercollegiate conferences and research activities. Through various initiatives and collaborations with industry partners and academic experts, PHIMSR provides a dynamic platform for innovation. This environment enhances students' academic experiences, equipping them with practical skills and knowledge for future challenges in their respective fields.</p> <div data-bbox="550 548 1436 1198" style="border: 1px solid black; padding: 10px; margin: 10px 0;">  <p style="text-align: center;">Rajat Shikshan Sanstha's Veer Wajekar Arts, Science and Commerce College Mahalan Vibhag, Phunde District- Raigad (MS) India. 400702</p> <p style="text-align: center;">CERTIFICATE</p> <p>This is to certify that, Prof/Dr./Mr./Mrs./Miss. <u>Akshaykumar Raju Vishwakarma</u> of <u>Pillai HOC Institute</u> has participated/presented research paper entitled "<u>Future of Bais: Avenues & Challenges</u>" in One day International Multi-disciplinary Conference on "Global Paradigm Shift: Initiatives of India in Science, Education, Technology, Business and Climate" organized by Internal Quality Assurance Cell (IQAC) held on Wednesday, 10th January 2024.</p> <div style="display: flex; justify-content: space-around; margin-top: 10px;"> <div style="text-align: center;"> M. S. B. Ghavane Convener ICGPS-2024</div> <div style="text-align: center;"> D. M. C. Sopawale Treasurer ICGPS-2024</div> <div style="text-align: center;"> Dr. N. C. Wadhawa Convener ICGPS-2024</div> <div style="text-align: center;"> Dr. R. B. Patil Coordinator ICGPS-2024</div> <div style="text-align: center;"> Prin. Dr. P.G. Pawar Director ICGPS-2024</div> </div> </div> <div data-bbox="550 1243 1436 1915" style="border: 1px solid black; padding: 10px; margin: 10px 0;">  <p style="text-align: center;">Certificate of Achievement</p> <p style="text-align: center;">This is to certify that <u>Akshay Kumar Raju Vishwakarma</u> has won <u>Third</u> prize in the event <u>We4Tech 3.5</u> at WeBiz 2024 (Annual Business Management Fest, WeSchool) held on 6th-7th March 2024 at S.P. Mandali's Prin. L. N. Welingkar Institute of Management Development & Research, Mumbai.</p> <div style="text-align: center; margin-top: 10px;">  Prof. Dr. Uday Salunkhe Group Director WeSchool </div> <p style="text-align: center; margin-top: 10px;">Title Sponsors:</p> <div style="display: flex; justify-content: center; gap: 20px;">    </div> </div>



BHARATI VIDYAPEETH'S
 INSTITUTE OF MANAGEMENT STUDIES & RESEARCH,
 NAVI MUMBAI - INDIA

in Association with
MAHSA UNIVERSITY, MALAYSIA

CERTIFICATE
 OF APPRECIATION

This is to certify that

Ms. Sobhi H. Shah, Pillai's HOC Institute of Management Studies & Research
 has actively participated for international conference on "Vibrant Futuristic Trends for Sustainable Business and Technology for Transformation of Industries" held on 24th - 25th November, 2023.

Your presence and engagement during the conference sessions, discussions, and activities have greatly contributed to the exchange of knowledge, ideas, and collaboration among global scholars and experts.

DR. ANJALI KALSE

DR. SYRIAC NELLIKUNNEL DEVASIA

DR. ADITI BANERJEE

DR. SONAM GUPTA



Rayat Shikshan Sanstha's
Veer Wajekar Arts, Science and Commerce College
 Mahalan Vibhag, Phunde
 District- Raigad (MS) India.400702

CERTIFICATE

This is to certify that, Prof/Dr./Mr./Mrs./Miss. *Swapnil Kailash Abhang* of *Pillai HOC Institute* has participated/presented research paper entitled "Study on *Analysis Behaviour for Purchase of ---*" in One day International Multi-disciplinary Conference on "Global Paradigm Shift: Initiatives of India in Science, Education, Technology, Business and Climate" organized by Internal Quality Assurance Cell (IQAC) held on Wednesday, 10th January 2024.

Mr. G.D. Chavan
 Convener
 ICGPS-2024

Dr. J. C. Sonawale
 Treasurer
 ICGPS-2024

Dr. G. Wadhawa
 Convener
 ICGPS-2024

Dr. R. B. Patil
 Coordinator
 ICGPS-2024

Prin. Dr. P.G. Pawar
 Director
 ICGPS-2024



2	Innovation	<p>PHIMSR's Institution Innovation Council (IIC) has conducted events to foster innovation and knowledge transfer. Highlights include "My Story by Successful Entrepreneur" with Dr. Snehal Sakpal, "Six Thinking Hats" session by Dr. Ketan Vira, and the "Idea Generation Workshop" with Dr. Priam Pillai and Dr. Celina Joy. These initiatives underscore PHIMSR's commitment to nurturing creativity and innovation.</p> <p>Mahatma Education Society's Pillai Centre of Innovation and Entrepreneurship (PCIE) fosters entrepreneurial spirit by facilitating networking, enhancing skills, and providing technical expertise. PCIE supports innovative ideas from ideation to fruition, crucially contributing to the innovation ecosystem across all MES Higher Education Institutions, including PHIMSR. This initiative promotes knowledge transfer and reinforces a culture of innovation and excellence.</p> <p>Link: https://pcie.mes.ac.in/about/initiatives/</p>
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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:	Benefit in terms of learning/Skill/Knowledge obtained:
To break the barriers to pursue the entrepreneurial journey.	Confidence building, increasing need for taking
Academic Year:	Program Organized by:
2023-24	INSTITUTION'S INNOVATION COUNCIL
Month:	Program /Activity Name:
	My Story - Motivational Session by Successful Innovators.
Program Type:	Other:
Level 1 - Expert Talk	null
Program Theme:	Other:
Entrepreneurship & Startup	NA
Date & Duration (Days):	External Participants, If any:
11/28/2023-11/28/2023-0	4
Student Participants:	Faculty Participants:
67	7

Expenditure Amount, If any:	Remark:
3000	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=MWd4NHR3Y3BhMWxqcQ==
Photograph1:	
Photograph2:	/uploads/institutes/monthlyReport/Photograph2/1025-IC202426624.jpg
Session plan, If any:	http://localhost/uploads/institutes/monthlyReport/report/8242-IC'202426624.pdf

This report is electronically generated against report submitted on Institution's Innovation Council Portal.



“Pillai Centre of Innovation and Entrepreneurship”

Mahatma Education Society’s Pillai Centre of Innovation and Entrepreneurship is set up to encourage and inculcate the entrepreneurial spirit among the youth. It is a platform for networking, building entrepreneurship skills and providing access to high quality technical and managerial expertise. It is a forum to assist in developing entrepreneurs and support innovative ideas from ideation to fruition.

PCIE provides a forum for exchange of innovative ideas that stimulate economic growth and help build sustainable businesses thereby developing entrepreneurship skills among the youth and job creation within the community while envisaging a responsible approach towards the environment.

PHiMSR is an active member of PCIE & participate in all its programmes.



Pillai HOC Institute of Management Studies & Research,
Rasayani.

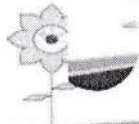


Presents

BUSINESS PLAN WORKSHOP 2021-22

- Business Plan can be of any Industry/Products.
- Business Plan to have a 5 year horizon.

Last Date for registration 25th December, 2020.



PILLAI CENTRE OF
INNOVATION AND
ENTREPRENEURSHIP

Pillai

BUSINESS PLAN COMPETITION 2022-23

- An opportunity to convert your unique idea into a business!!
- A chance to launch your own startup!!!
- The Pillai Centre of Innovation and Entrepreneurship is back with its flagship Business Plan Competition with a prize money of Rs. One Lakh.
- Register for the competition on the link given in the poster.
- This competition is only for students studying in Institutions under Mahatma Education Society's Pillai Group of Institutions.

Last date for
registration -
25th August 2022



PILLAI CENTRE OF INNOVATION AND ENTREPRENEURSHIP | LUNCHPAD X | INSTITUTION'S INNOVATION COUNCIL

Supported by IICs of

BUSINESS PLAN COMPETITION 2024

PRIZES WORTH MORE THAN ₹ 1 LAKH

LAST DATE TO REGISTER : MARCH 10TH 2024

CONTACT DETAILS

Prof. Richa Agarwal | PCE (94992 08203)
 Prof. Jyoti Prabh | PCACS (98925 08325)
 Prof. Krutisha R. Sawant | PMSB (98201 40651)
 Prof. Sarojini Lohar | PICA (98909 44152)
 Prof. Gulna Soy | PCIE (98337 09669)

- Students studying in institutions under Mahatma Education Society can participate in this competition.
- Register your team (2 to 5 members per team)
- The team may include an alumni of the college (provided the alumni has completed studies not earlier than 31st March 2022)
- A student can be member of maximum two teams.

Register Now - bit.ly/BusinessPlanCompetition2024

The Business Plan Workshop

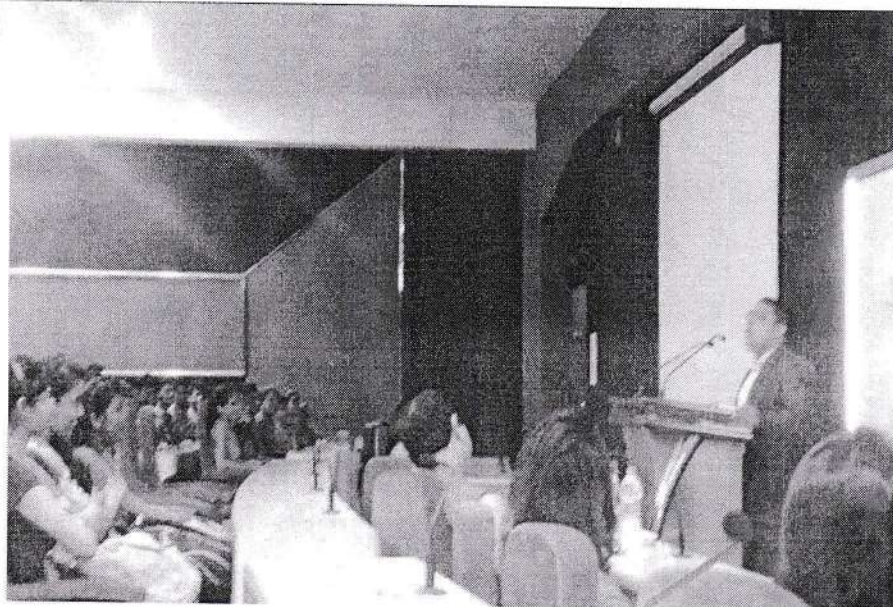
Date: 25th January 2021

Pillai HOC Institute of Management Studies and Research organized an insightful workshop on “Business Plan” on 21st January, 2021. The workshop took place at the Conclave 1 venue PHEC from 1:00 PM to 4:30 PM, focusing on guiding participants in developing effective and comprehensive business plans.

Mr. Vishal Thakkar, a seasoned entrepreneur and business strategist, served as the spokesperson for the event. His expertise in business planning and strategy provided participants with valuable insights into the intricacies of creating a well-structured business plan.

During the workshop, Mr. Thakkar covered various aspects of business planning, including market analysis, financial projections, competitive strategy, and risk assessment. Attendees had the opportunity to work on practical exercises and case studies, allowing them to apply their learning in real-world scenarios.

The success of the workshop owes a debt of gratitude to Dr. Pradip P Chatterjee, whose guidance and motivation played a pivotal role in organizing the event. His commitment ensured the seamless execution of the workshop, aligning with PHIMSR’s mission to provide practical and relevant skill development opportunities.



Name of the event:	Ilva Generation Workshop
Conducted by:	PLHMSR
Date:	16 th 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, Rasavani

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, CEO of the Mahatma Education Society (MES), led the session along with Dr. Ceena 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 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:
Amishak 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



PIMSR
PILLAI HOCL EDUCATIONAL
CAMPUS, RASAYANI

PILLAI HOCL EDUCATIONAL CAMPUS, RASAYANI

Six Thinking Hats

Name of the event:	Six Thinking Hats
Conducted by:	PIMSR
Date:	28 th 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

PHMISR 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.

PHMISR 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 PHMISR





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 th February, 2024
Speaker/ Guest:	Dr Snehal Sakpal
Venue/ Online Platform:	Seminar Hall
Activity Falls under Criterion/Criteria:	Criterion III

Report:

Mahatma Education Society's
Pillar HOC Institution of Management Studies and Research, Rasayam

Report on Mr. Story by successful Entrepreneur

13th 21/05/2024

Dr. Sohal Sakpal has more of a leadership driven role in business development, sales management and people management. Topics like Acquiring new partners, creating new brands in the industry, managing brands, Youtube marketing campaigns at Home Media Digital Pvt Ltd to something which he excels at.

Negotiating Travel industry and online business, people management, brand building, online Youtube management, Video-graphs, Corporate Publishing

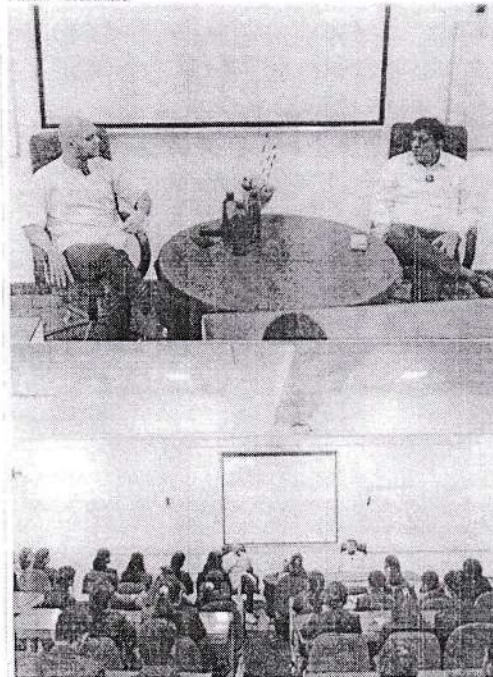
Dr. Sohal Sakpal presented a podcast session hosted by Pillar HOC Institution of Management Studies and Research, Rasayam. Dr. Sohal Sakpal engaged in a dynamic dialogue with PMSMR director Dr. Ketan Vora exploring the transformative potential of management studies in sculpting students' futures. Dr. 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 facilitating personal development and fostering robust social networks. His compelling insights struck a chord with our students, igniting a fervor for growth and exploration.

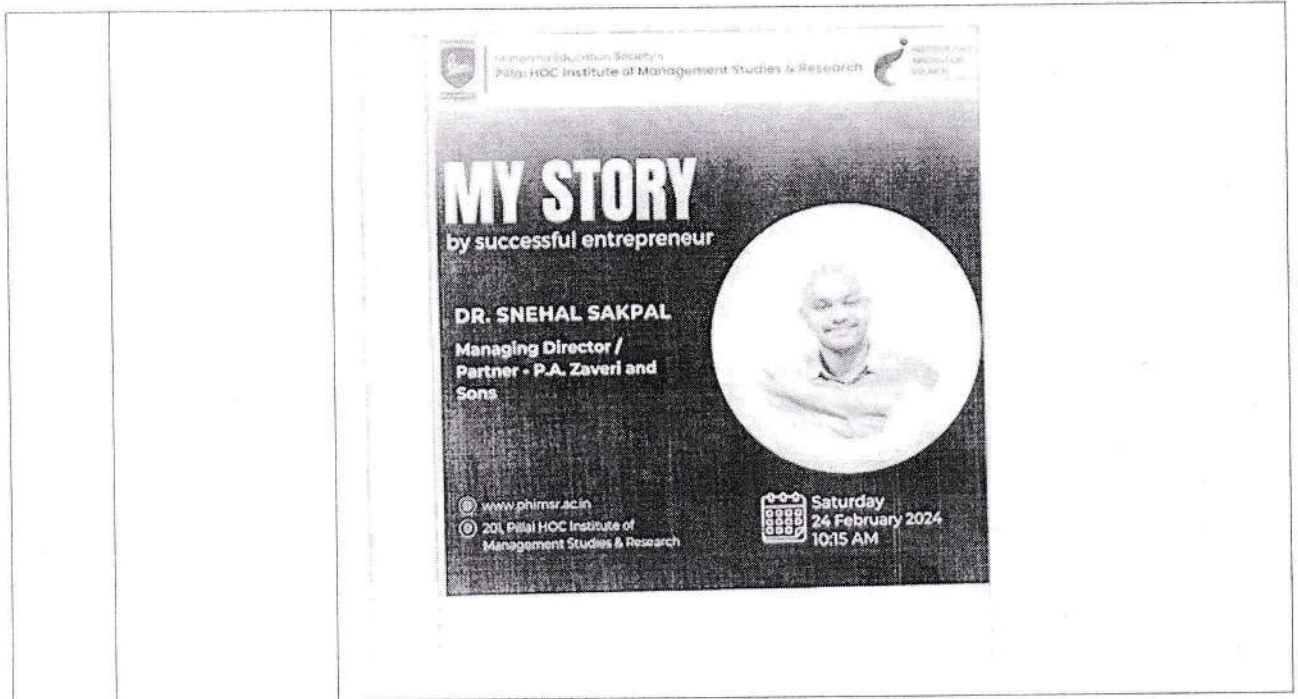
This illuminating session underscored the myriad career trajectories and invaluable skills cultivated through the pursuit of management studies, empowering our students to chart informed paths in their academic pursuits.

Reported by
Anishak Jyothsna
Thanks & Regards,

Team Management PMSMR

Photos: Screenshot

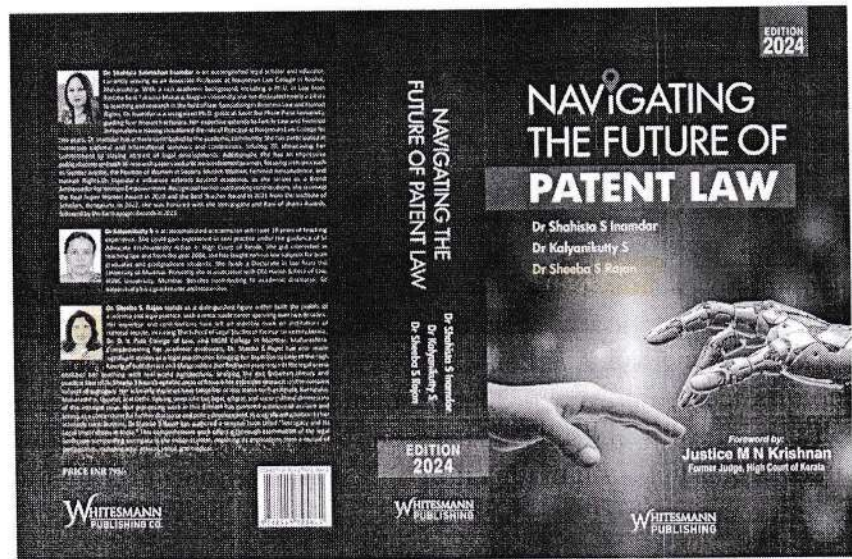




3

Patent

Dr. Sheeba Nair's patent book demonstrates PHIMSR's commitment to fostering an innovation ecosystem. Her work exemplifies the institution's initiatives in creating and transferring knowledge, encouraging research, and supporting intellectual property development. This initiative not only contributes to the academic community but also promotes a culture of innovation and excellence among students and faculty.



PHIMSR faculty members received patent certificates for innovative designs like the "Robotic Display Device for Strategic Management and Planning" and "Display Device for Digital Marketing," illustrating the institution's commitment to fostering an innovation ecosystem. These patents enhance academic and professional growth, showcasing

4

Dedicate
Subjects

PHIMSR fosters a dynamic innovation ecosystem through courses like "Business Research Methods" and "Intellectual Capital and Patenting." These subjects equip students with essential research and innovation skills, promoting knowledge creation and transfer. By integrating these into the curriculum, PHIMSR nurtures a culture of innovation, preparing future leaders to drive advancements in various fields.

PROGRAM : MMIS

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	
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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

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 sizes- 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 Hypotheses - 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 Schandler
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 Sciences (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	: II - Elective		
Title of the Subject/ course	: Intellectual Capital and Patenting		
Course Code	:		
Credits	: 4	Duration in Hrs	: 40

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.

Prerequisites if any	Suited better for students who have studies Sciences or Law till their Graduation level but it certainly isn't a limiting factor
Connections with Subjects in the current or Future courses	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, Dames 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%

5

Ph.D Guide

Dr. Ketan Vira and Dr. Govind Shinde, Ph.D. guides at multiple institutions, foster an innovative ecosystem through ground breaking research and mentorship in cutting-edge projects. Under Dr. Shinde's guidance, five scholars have received Ph.D. awards, with six on going; Dr. Vira guides five scholars. Their initiatives enhance our institution's commitment to knowledge creation and dissemination.

University of Mumbai

rapc@mu.ac.in



RAPC,
UNIVERSITY OF MUMBAI,
Nanoscience & Nanotech Bldg,
Vidyanagar, Kalina,
Santacruz(East) Mumbai 400005

RAPC/ ICD/2024-25/438

24th June, 2024

The Director,
Hashmatrai & Gangaram Himathmal
Mansukhani Institute of Management,
C.H.M. Campus,
Smt. C.H.M. Road,
Opp. Railway Station,
Ulhasnagar (W),
Thane-421 003.


Sir/Madam,

This has reference to your letter No. HGHMIM/24-25/50 dated 10th 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.**

University of Mumbai



No. Thesis/CD/2022-23/3915
Mumbai- 400 098
24th February, 2023

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

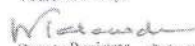
Sir/ Madam,

This has reference to your application dated 22nd 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 08th 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 08th December, 2022 vide item no. 3.60

Dr. Ketan Vira and Dr. Govind Shinde, esteemed members of the Research and Editorial Boards, drive innovation at our institution. Their leadership in research initiatives and knowledge transfer significantly enhances our ecosystem, fostering a dynamic environment for ground breaking discoveries and academic excellence.

MANTHAN: JOURNAL OF COMMERCE AND MANAGEMENT
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<p>Dr. Patience Aseweh Abor Senior Lecturer Department of Public Administration & Health Services Management University of Ghana Business School Accra, Ghana Email: pabor@ug.edu.gh</p>	<p>Mr. José-ignacio Antón Associate Professor Department of Applied Economics University of Salamanca Salamanca, Spain Email: janton@usal.es</p>
<p>Prof. Domenico Nicolo Professor Department of Business Economics University Mediterranean of Reggio Calabria Reggio Calabria, Italy Email: Domenico.nicolo@unirc.it</p>	<p>Prof. Miguel A. Orta Professor Department of Business Nova Southeastern University Florida, Florida, United States Email: morta19@bellsouth.net</p>
<p>Dr. Ketan Vira Director Priti Hoc Institute of Management Studies & Research Rajgad, Maharashtra, India Email: ketaovira@msv.ac.in</p>	<p>Prof. R.K. Mishra Professor Institute of Public Enterprise Osmansa University Campus Hyderabad, India Email: ramkumar.mishra@gmail.com</p>
<p>Prof. M. C. Pande Principal P. N. G. Government Post Graduate College Ramnagar, Uttarakhnad, India Email: pandemc2000@yahoo.co.in</p>	<p>Dr. Bijal Zaveri Dean & Director Faculty of Management Studies Pooj University Vasokhara, Gujarat, India Email: bijal.zaveri@poojuniiversity.ac.in</p>





Brindavan Journal Of Management & Computer Science
Dwarakanagar, Bagalur Main Road, Yelahanka, Bengaluru-560063
Email:brc@brindavancollege.com

4th August, 2020

DR. GOVIND P. SHINDE

PROFESSOR, MARATHA MANDIR'S, BABASAHEB GAWDE INSTITUTE OF MANAGEMENT STUDIES, MUMBAI CENTRAL, MUMBAI MAHARASHTRA

Dear Sir -Greetings from BJMC!!!

It is indeed a pleasure to inform you that considering your subject of expertise and research experience, Brindavan Research Committee deem it a pleasure to consider you as an **Editorial Board Member of Brindavan Journal of Management & Computer Science**. Your name will appear in our college website (<http://www.brindavancollegemba.com/research-editorial-board/>) under "Editorial Board".

We are sincerely thankful for your consideration to work with the Brindavan Research Committee and look forward for your support and guidance. Certainly, your inputs will prove to be vital in improving the content of BJMC Journal. Along with this, a lot of young researchers will also be benefited from your expert guidance. The appointment will be initially for one year commencing from September 1st, 2020. Your term may be renewed for further one year if both sides agree. As an editorial board member, you will be expected to:

- Recommend high quality papers for publication.
- Call for papers from your acquaintances.
- Review submitted manuscripts or provide referees.
- Hold vital decision on paper acceptance or rejection.
- Support to the quality control of the journal.
- Promote BJMC Journal in various ways, e.g. to promote Journal at relevant conferences and other events and inform accordingly.
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Your benefits as Editorial Member:

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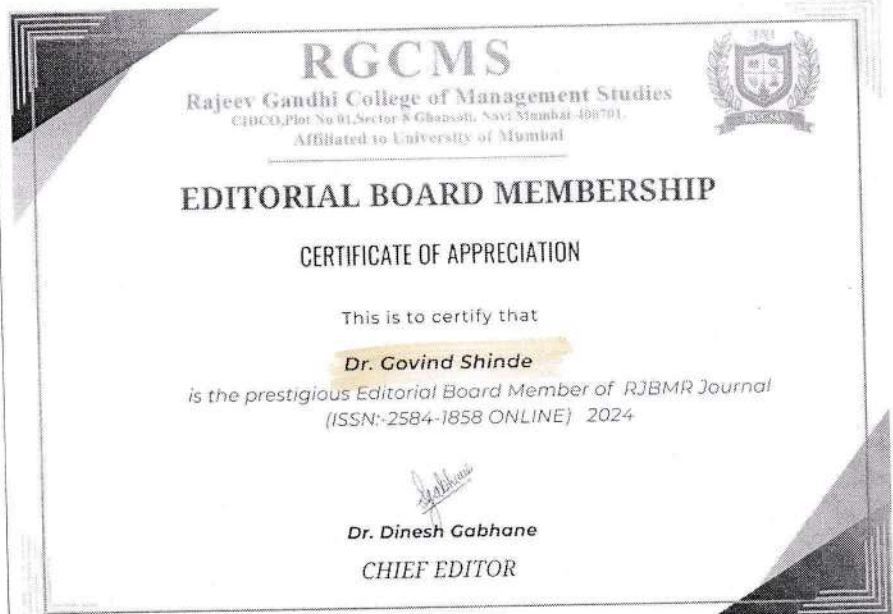
Subject to the above terms, you are welcome to the BRC Editorial Board. Kindly sign the copy of this letter and send the same for our records and return the scanned version via email to us. Thank you for your support!



With best Regards

Editor-in-Chief
Dr. Mohammed Arif Pasha
Brindavan journal of Management & Computer Science



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in recognition of an outstanding contribution as an Editor for the edited book titled

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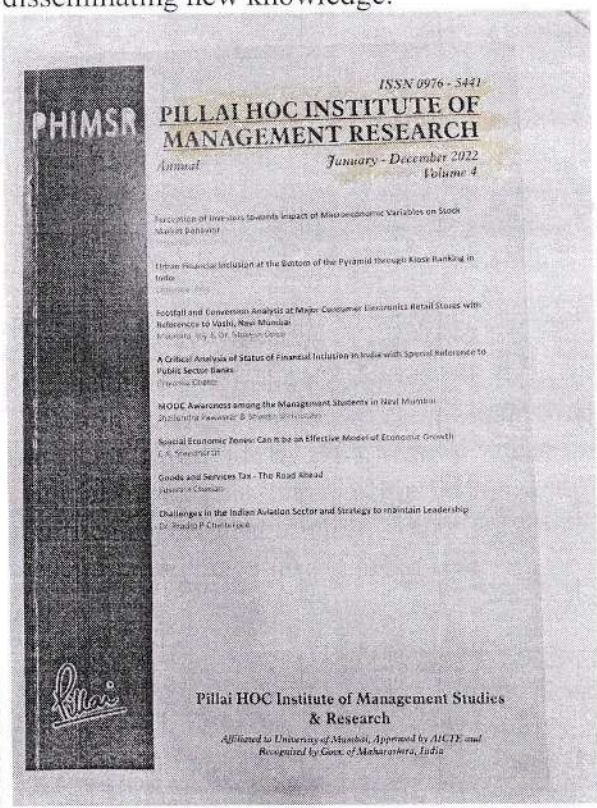
E-ISBN:978-93-5747-342-2 Publication Date : 25-February-2024
Print-ISBN:978-93-6252-381-5 Publication Date : 30-April-2024


Nanjesh Benuar
 Director, IIP Series

7

In-house Journal

Our institution’s in-house journal “Pillai HOC Journal of Management Research” exemplifies our commitment to innovation and knowledge transfer. It provides a platform for faculty and students to publish original research, share insights, and foster academic collaboration, significantly contributing to our vibrant ecosystem for creating and disseminating new knowledge.



ISSN 0976 - 3441

PILLAI HOC INSTITUTE OF MANAGEMENT RESEARCH

Annual January - December 2022 Volume 4

Perception of Investors towards Impact of Macroeconomic Variables on Stock Market Returns
 Urban Financial Inclusion at the Bottom of the Pyramid through Kiosk Banking in India
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PHIMSR

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PILLAI HOC INSTITUTE OF MANAGEMENT RESEARCH

Annual

January - December 2019

Volume 3

Attention Trends in India: Issues & Implications

Dr. Sushil K. Gupta

Ph.D. in Development Studies of Management Studies & Research

A Study on Wealth Effect of Market Efficiency in Selected Asian Stock Markets

Dr. Pratiksha Kulkarni

Ph.D. (MBA)

Financial Literacy Among Working Young in Urban India

Ms. Anshu K. Mishra

Doctoral Thesis in Institute of Management Studies & Research

Growth of Startup Ecosystems in India

Dr. Wilson Babbar

Research Fellow with a Specialisation in Strategy & Research

Operational Practices in Indian Banking Sector - A Case Study

Dr. Pratiksha Kulkarni

Ph.D. in Development Studies of Management Studies & Research

Startup India: Opportunities and Challenges: A Case of E-local And Travel Tourism in India

Ms. Sneha Wadgaonkar

Ph.D. (MBA)

Startup Initiative

Prof. Anil C.

Pillai HOC Institute of Management Studies & Research

Scale of the Marketing Analytics Practice in India: Exploratory Survey on Its Evolution

Prospects and Potential Challenges

Dr. Sushil K. Gupta

Ph.D. (MBA)

Startup: A Review of Evolution of Management Studies & Research

Understanding Black Schools

Prof. Sushil K. Gupta

Ph.D. (MBA)

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PILLAI HOC INSTITUTE OF MANAGEMENT RESEARCH

Annual

January - December 2018

Volume 2

Financial Process Innovation and its new trends in Banking Sector

Dr. Pratiksha Kulkarni

Ph.D. in Development Studies of Management Studies & Research

Inductive Use of Net Present Value

Prof. Pratiksha Kulkarni

Assistant Professor, PHS College of Management Studies, Aerial

A Study on Impact of Sustainable Electronics Export Processing Zone (SEEPZ) units in the creation of employment opportunities.

Prof. Dr. Sushil K. Gupta

Asst. Professor, Pillai HOC Institute of Management Studies & Research, New Pimpri

Globalizing Brand Science and Technology India - Initiation Taken by DST

Dr. Pratiksha Kulkarni

Asst. Professor, Pillai HOC College of Arts, Science & Commerce, Baramulla

The Role of Social Media Analytics as well as Cloud and Big Data in IT Industry

Dr. Pratiksha Kulkarni

Asst. Professor, Pillai HOC College of Engineering & Technology, Baramulla

Department of Computer Science, PHS, Baramulla

The War for Talent - A Global Perspective

Dr. Pratiksha Kulkarni

Asst. Professor, Pillai HOC Institute of Management Studies & Research

Start up India: Challenges and Opportunities

Dr. Pratiksha Kulkarni

Asst. Professor, Pillai HOC College of Arts, Science & Commerce, Baramulla

The Role of Social Media in Cloud Computing for Online Advertising

Dr. Pratiksha Kulkarni

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Understanding and Setting up Digital Marketing Strategy

Dr. Pratiksha Kulkarni

Asst. Professor, Pillai HOC College of Arts, Science & Commerce, Baramulla

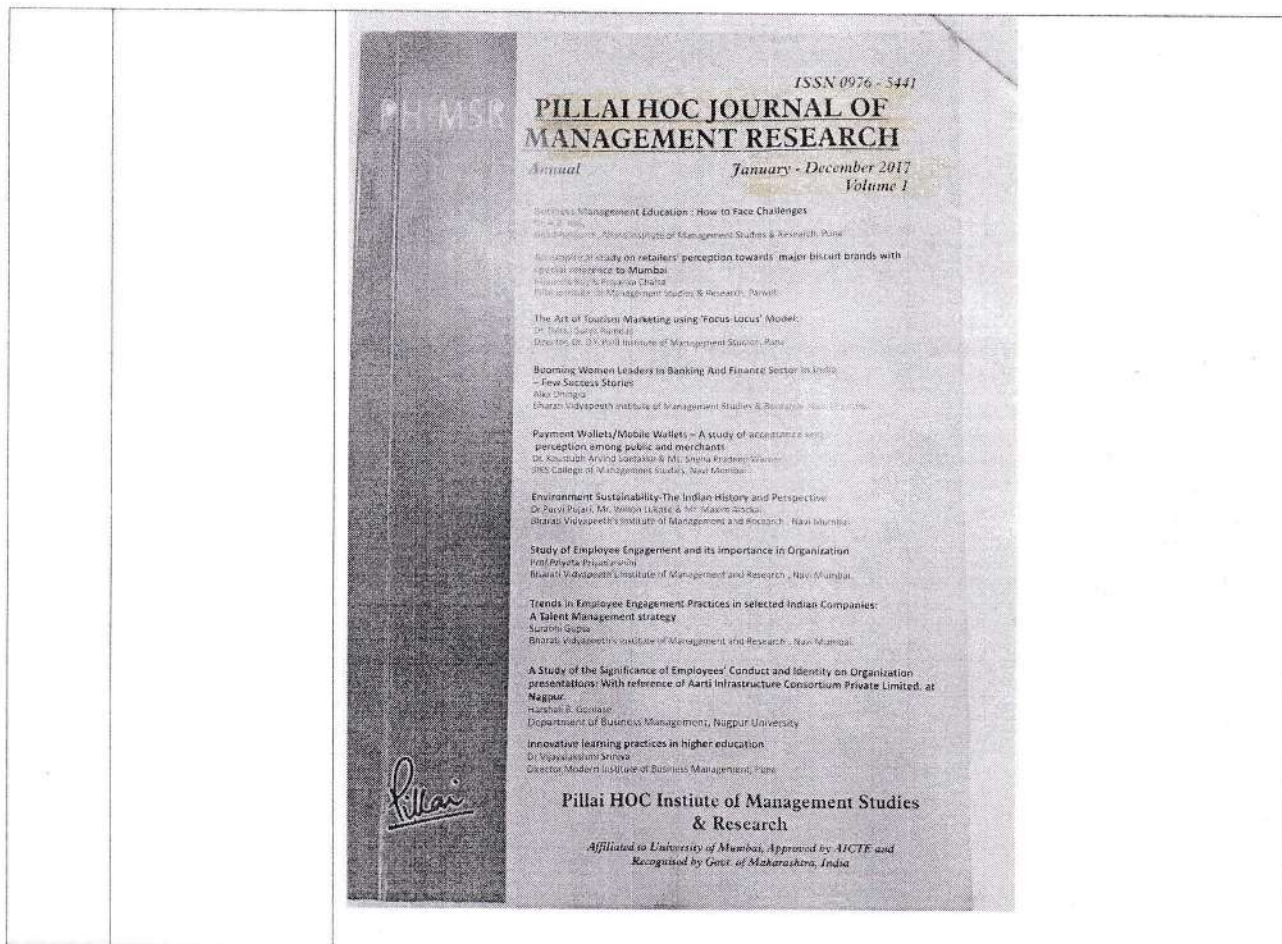
Creating Brand India: Strategies and Challenges

Dr. Pratiksha Kulkarni

Asst. Professor, Pillai HOC College of Arts, Science & Commerce, Baramulla

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8	Other Events	<p>PHIMSR fosters an innovation ecosystem through events like the "IPR" seminar and "Business Plan" workshop. Led by experts like Mr. Sunee Sabale and entrepreneur Mr. Vishal Thakkar, these sessions provide insights into intellectual property protection and business planning. Such initiatives equip students with essential skills for innovation and entrepreneurship, reflecting PHIMSR's commitment to nurturing a culture of creativity and strategic thinking.</p> <p>Link: 3.2.2 for IPR Sessions and Business Plan</p> <table border="1" data-bbox="550 1523 1204 2004"> <tr> <td>Name of the event:</td> <td>IPR Insights: Protecting your ideas</td> </tr> <tr> <td>Conducted by:</td> <td>PHIMSR</td> </tr> <tr> <td>Date:</td> <td>16th December, 2023</td> </tr> <tr> <td>Speaker/ Guest:</td> <td>Prof. Vishaka Rekhi</td> </tr> <tr> <td>Venue/ Online Platform:</td> <td>Seminar Hall</td> </tr> <tr> <td>Activity Falls under Criterion/Criteria:</td> <td>Criterion III</td> </tr> </table>	Name of the event:	IPR Insights: Protecting your ideas	Conducted by:	PHIMSR	Date:	16 th December, 2023	Speaker/ Guest:	Prof. Vishaka Rekhi	Venue/ Online Platform:	Seminar Hall	Activity Falls under Criterion/Criteria:	Criterion III
Name of the event:	IPR Insights: Protecting your ideas													
Conducted by:	PHIMSR													
Date:	16 th December, 2023													
Speaker/ Guest:	Prof. Vishaka Rekhi													
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 IPR Insights: Protecting your ideas

Date: 29-12-2023

On December 16th, 2023, Prof. Vishaka Rekhi, a renowned patent expert from Grey Matrix, conducted a workshop titled "IPR Insights: Protecting Your Ideas." The event aimed to educate participants on the intricacies of Intellectual Property Rights (IPR) and the importance of safeguarding their innovations. Prof. Rekhi provided a comprehensive overview of various forms of IPR, including patents, trademarks, copyrights, and trade secrets, emphasizing their relevance in today's competitive landscape.

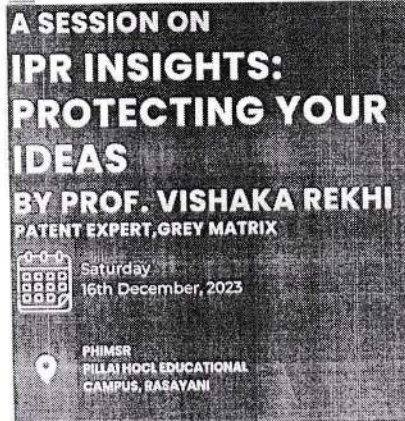
The workshop covered key topics such as the process of obtaining patents, the criteria for patentability, and strategies for maintaining and enforcing intellectual property rights. Prof. Rekhi shared real-life examples and case studies to illustrate the practical applications of IPR and the potential consequences of neglecting intellectual property protection.

Participants, comprising students and entrepreneurs, engaged in interactive discussions and activities designed to deepen their understanding of IPR. Prof. Rekhi also highlighted common pitfalls and mistakes to avoid during the patent application process, providing practical tips and best practices.


The event concluded with a Q&A session, where Prof. Rekhi addressed specific queries and offered personalized advice, ensuring that attendees left with a clear and actionable understanding of how to protect their ideas and innovations effectively. The workshop was a valuable resource for anyone looking to navigate the complexities of intellectual property and secure their creative and technological advancements.


Reported by
Aishwarya
Thomas & Regards,

 Pillai HOC Institute of Management Studies & Research



**A SESSION ON
IPR INSIGHTS:
PROTECTING YOUR
IDEAS**
BY PROF. VISHAKA REKHI
PATENT EXPERT, GREY MATRIX

 Saturday
16th December, 2023

 PHMSR
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CAMPUS, RASAYANI

PILLAI HOC EDUCATIONAL CAMPUS, RASAYANI

Name of the event:	IPR
Conducted by:	PHIMSR
Date:	15 th September 2020
Speaker/ Guest:	Mr. Suneet Sabale
Venue/ Online Platform:	Online
Activity Falls under Criterion/Criteria:	Criterion III

Report:

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

Report on IPR by Ms. Shruti Koli

Date: 17/09/2020

Pillai HOC Institute of Management Studies and Research hosted an enlightening seminar on "Intellectual Property Rights" on 15th September 2020. The seminar took place on google meet from 02:30 PM to 4:00 PM, focusing on the crucial topic of protecting and managing intellectual property in various fields.

Mr. Suneet Sabale, an esteemed expert in intellectual property law, was the spokesperson for the event. His in-depth knowledge and experience in the field provided participants with valuable insights into the world of intellectual property rights.

During the seminar, Mr. Sabale covered various aspects of intellectual property, including patents, copyrights, trademarks, and trade secrets. He explained the importance of protecting creative and innovative work, navigating legal processes, and maximizing the value of intellectual assets.

In conclusion, the "Intellectual Property Rights" seminar conducted by PHIMSR through online mode. Mr. Suneet Sabale's expert insights equipped participants with an understanding of the legal and strategic aspects of intellectual property protection. The event highlighted PHIMSR's commitment to fostering knowledge and awareness in critical fields.

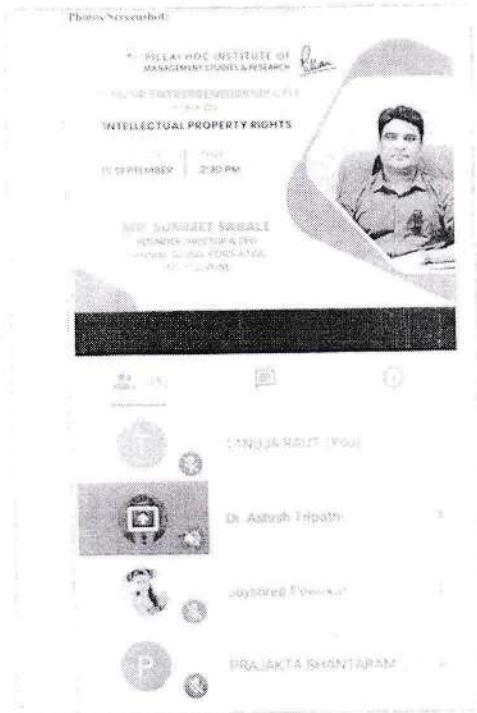
We would like to thank our Director, **Dr. Pradip Chatterjee** for his guidance and motivation in organizing the event. The overall participation and the enthusiasm in itself spoke the volume of success that this event has met with.

Reported by: 

Ms. Shruti Koli

Thanks & Regards,

Team Management PHIMSR



Name of the event:	Blueprint to Success: Student Business Plan Workshop
Conducted by:	PHIMSR
Date:	09th October, 2023
Speaker/ Guest:	Mr. Anup Shah
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 Blueprint to Success: Student Business Plan Workshop

Date: 11/10/2023

On October 9th, 2023, Mr. Anup Shah, Director of Shreya Securities, conducted a workshop titled "Blueprint to Success: Student Business Plan Workshop". This event aimed to guide students through the process of creating effective and robust business plans, essential for launching and sustaining successful ventures.

Mr. Shah began the workshop with an introduction to the fundamental components of a business plan, including executive summaries, market analysis, organizational structure, product line descriptions, and financial projections. He emphasized the importance of each section in attracting investors and guiding the business toward its goals.

Throughout the workshop, Mr. Shah shared insights from his extensive experience in the securities industry, highlighting real-world examples of successful business plans and common mistakes to avoid. Participants engaged in interactive exercises designed to help them develop their business ideas and translate them into comprehensive plans. They worked on identifying target markets, assessing competitors, and planning marketing strategies.

A significant portion of the workshop focused on financial planning, where Mr. Shah provided practical advice on budgeting, forecasting, and managing financial risks. He also discussed different funding options and strategies for pitching business plans to potential investors.

The event concluded with a dynamic Q&A session, where Mr. Shah addressed specific questions and provided personalized feedback on participants' business plan drafts. This workshop proved to be an invaluable resource for students, equipping them with the essential tools and knowledge to create compelling business plans and embark on their entrepreneurial journey.

Reported by *AJ*
Aditi Joshi
Thanks & Regards,



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



A WORKSHOP ON BLUEPRINT TO SUCCESS: STUDENT BUSINESS PLAN BY MR. ANUP SHAH

DIRECTOR, SHREYA SECURITIES



Monday
09th October, 2023



PHIMSR
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CAMPUS, RASAYANI

PILLAI HOCL EDUCATIONAL CAMPUS, RASAYANI

Name of the event:	Crafting Winning Strategies: Business Plan Workshop
Conducted by:	PIIMSR
Date:	06th December, 2022
Speaker/ Guest:	Mr. Ganesh Kamath
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 Crafting Winning Strategies: Business Plan Workshop

Date: 09-12-2022

On December 06th, 2022, Mr. Ganesh Kamath, Director of Organic Biotech Private Ltd, conducted a workshop titled "Crafting Winning Strategies: Business Plan Workshop". This event aimed to equip participants with the skills and knowledge needed to develop effective business plans crucial for entrepreneurial success.

Mr. Kamath initiated the workshop by emphasizing the importance of a well-crafted business plan in attracting investors, guiding business growth, and achieving strategic objectives. He broke down the essential components of a business plan, including the executive summary, company description, market analysis, organizational structure, product line, marketing strategy, and financial projections.

Drawing from his extensive experience in the biotech industry, Mr. Kamath shared real-world examples and case studies to illustrate successful business planning and common pitfalls to avoid. He highlighted the importance of thorough market research, clear value propositions, and realistic financial forecasts.

Participants engaged in interactive sessions and group exercises, where they brainstormed ideas, conducted market research, and developed sections of their business plans. Mr. Kamath provided personalized feedback and practical tips on improving their plans, focusing on clarity, coherence, and strategic alignment.

The workshop concluded with a dynamic Q&A session, where Mr. Kamath addressed specific queries and offered advice tailored to participants' business ideas. The event was an invaluable resource, providing attendees with the tools and insights necessary to craft compelling and effective business plans, setting the foundation for their entrepreneurial ventures.

Reported by:
Aditi Joshi *Aditi*
Thanks & Regards,



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



A WORKSHOP ON CRAFTING WINNING STRATEGIES: BUSINESS PLAN

BY MR. GANESH KAMATH
DIRECTOR, ORGANIC ISOTECH PRIVATE LTD



Tuesday
06th December, 2022



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