

**Deccan Education Society's
Brihan Maharashtra College of Commerce Pune 4**

Guest Lectures

Objective:

- Align Classroom learning with Industry
- Seek knowledge from Industry Experts
- Enhance listening skills of students

Guest Speaker	Year	Lecture Topic	Category		
			Problem Solving	Participative	Experiential
Karna Reddy	2020	Engagement Marketing			✓
Anjali Rege	2020	Clutter Management		✓	✓
RJ Gauti- Radio Mirchi (Online)	2021	Role of Media in the Pandemic			✓
Jatoth Sai	2021	Neuro marketing			✓
Anup Misal- Phool	2022	Recycling of flowers			✓
Sakshi Borde	2020	Resume' Building			✓
Shweta Raj	2020	Personality Development & social Media			✓
Karthik Ganpathy	2018	Opportunities in sports Management			✓
Neel Deshpande	2018	Opportunities in sports Management			✓
Sullaja Firodiya	2021	Green Mobility to Millions		✓	
Dr Bhushan Kelkar	2021	Industry 4.0		✓	

NOTE – The guest lectures mentioned above are representative sample of the varied Topics on which guest lectures have been organised.

Industry Visits

Objective:

- Practical exposure to students
- Learning beyond textbooks
- Sharpening of observation skills

Place of Visit	Year	Purpose of Visit	Category		
			Problem Solving	Participative	Experiential
Dharavi	Every year	Commercial activity in Slums		✓	
Devrai Village	Every year	Product Designing		✓	
Banjaras	Every year	Store Formats		✓	
Handloom Mela	Every year	Selling skills of salesmen		✓	
DES Students' Sabji Market	2020	Life skills & Environment Consciousness		✓	
LOFA Store	2020	New Product Designs		✓	
The Bombay Store	2018	Speciality Indian Store		✓	
Bal Apang Kalyankari Sanstha	2020	Reaching out to society		✓	
Chumbak Store	2020	Indian store for International Tourists		✓	
Forbes Marshal	2018	Industry Experience		✓	
Rasna Buzz	2020	India's first mocktail bar		✓	
Bombay Stock Exchange	Every Year	Exposure to Live Terminals			✓
National Stock Exchange	Every Year	Exposure to derivative trading			✓
RBI Archives	Every Year	Study of RBI Norms		✓	
SEBI	Every Year	Understand Regulations & Guidelines		✓	
Government of India Training Center for Honey Bee Keeping Specially to	2020	Understand Bee keeping		✓	

empower Rural Females					
Tribes of India- A Government of India Initiative to Promote Tribal Handicraft	2020	Appreciate Tribal Handicraft		✓	
Concept of Order to cash	2020	Understand the order to payment cycle		✓	
JadhavGarh Fort: Heritage Eco-tel by Vitthal Kamat	2020	Appreciate Culture & Heritage		✓	
Hyatt Pune: Award winning Asia's most beautiful Restaurant	2020	Glimpse of the Best in the Hospitality Industry		✓	
Travel and Tourism Fair: India's Largest Fair	2020	Exposure to different Travel & Tourism opportunities		✓	

NOTE – The visits mentioned above are representative sample of the different destinations both Big and Small visited by students.

INTERNSHIPS

Objective:

- Practical exposure to real work environment
- Learning beyond textbooks
- Work ethics and culture

PLACE	Year	Purpose	Problem Solving	Participative	Experiential	Evidences
Vidya sahakari	2020 2021 2022	Training		✓	✓	
Cosmos Cooperative Bank	2020 2021 2022	Training		✓	✓	

This internship is mainly for the Banking specialization students in the final semester for internal assessment.

Workshops

Objective

- Learn by doing
- Nurture Team spirit
- Foster future leaders
- Stimulate creative thinking

Activity	Year	Purpose of Activity	Problem Solving	Participative	Experiential
I Believe	2021	Personality Development		✓	✓
Madison Avenue	2019	Marketing Communication		✓	✓
BMCC LaunchPad	2021	Product Launch		✓	✓
Synergy-Fruit Salad Activity	Every Year	Team Building		✓	✓
Doodling Workshop- Mekhla Salimani	2022	Stress Management		✓	✓
Management Morals- The Birbal Way	2021	Story Telling & Lateral Thinking		✓	✓
Creative Workout - Nayana Mehta	2021	Design thinking		✓	✓
Bank Shop	2022	Workshop on Banking & Finance		✓	✓
Tally	Every year	Software Awareness			✓

NOTE – Most workshops in the above table were conducted online during the Lock down.

Activities

Objective

- Hone Organisational skills
- Build Teams and foster Leaders.
- Prepare for contingencies
- Inculcate Hospitality skills

Activity	Year	Purpose of Activity	Problem Solving	Participative	Experiential
Green n Clean-Hanuman Tekdi	Every Year	Environment consciousness		✓	
Joy of Giving Week	Every Year	Social Outreach		✓	
Selling Spree	Every Year	Sharpening selling skills		✓	
On-line Project Exhibition	2021	Research Exhibition		✓	
Case Study Repository	2021	Teaching through Cases	✓	✓	
ARTHVYAVAHAR-college Magazine	Ongoing	Encouraging Students to write		✓	
ICE	2018-19	Innovation, Creativity and Entrepreneurial mindset			
Students and Entrepreneurs Interface	2019-20	Interactions with BMCCpreneurs and other entrepreneurs			
Mile sur mera tumhara	2019-20	Cross Cultural sensitization		Yes	
	2021-22	Importance of Diversity		✓	
TED Talks	2020-21	Life skills and Personality Development		✓	

NOTE – Most of the activities are aligned to the subjects taught in class, sometimes with a little variation. It was a challenge to conduct some during the Pandemic.

Annual Events

Objectives:

- Stimulate creative thinking
- Build teams & inter-personal skills
- Prepare for contingencies
- Develop Culture sensitivity

Activity	Year	Purpose	Problem Solving	Participative	Experiential
TROIKA	Every year	Skill Development		✓	✓
Astitva	Every Year	Learning Indian heritage	✓	✓	✓

Emerge	Every Year	Senior & Junior students' first interface		✓	✓
KIOSK	Every Year	Understand marketing mix	✓	✓	✓
MOOT COURT	Every year	Legal Awareness	✓	✓	✓

NOTE – TROIKA & ASTITVA and MOOT COURT are inter-collegiate mega events with huge participation. Emerge and Kiosk are college events. These annual events were conducted online during the lockdown.

Web site Development

Objective

- Real Life Problem Solving
- Develop Analytical skills
- Software Development using Recent Technologies

Activity	Year	Purpose	Problem Solving	Participative	Experiential
Website Development https://juniberrysoaps.com/	2020-21	Technical Skill Development	✓	✓	✓
Website Development https://anitaapeearal.com/	2020-21	Technical Skill Development	✓	✓	✓
Pocket scanner App development	2020-21	Technical Skill Development	✓	✓	✓
ASTITVA Website	2020	Technical Skill Development	✓	✓	✓
TROIKA Website	2021	Technical Skill Development	✓	✓	✓
Social Media Pages for Heritage Collective	Every year	Technical Skill Development and Digital Marketing, Awareness	✓	✓	✓

Research Papers

Objective

- Develop aptitude for research
- Participate in inter-collegiate competitions
- Enhance Presentation skills

S.no	Topic	Student's name	Conference/Seminar	Year
1.	Swami Vivekanand's thoughts on Bhagavad-Gita	Sakshi Borde, Reva Joshi	Swami Vivekanand International Conference, BMCC	2018
2.	Role of women in sustainable development	Ashish Naik, Pratiksha Kshirsagar, Mugdha Chandorkar, Snehal	Research Competition, Garware College	2018
3.	Wear, repeat and rejoice - sustainable fashion	Rishal Pillay, Nidhi Bogham	Research Competition, Garware	2018
4.	Impact of Covid 19 on Performing Arts with special reference to classical music and dance performers in Pune city	Mitali Yarde	ICCMSSI, Research Culture Society	2021
5.	Sustainable economic development (through garbage disposal and terrace gardening)	Bhumi Agrawal	Research Competition, Garware College	2018
6.	Minimisation of food wastage	Bhumi Agrawal	International conference on sustainability, BMCC	2019
7.	US China trade war	Nikita Galgali	International conference on sustainability, BMCC	2019
8.	Armed conflicts and peace efforts: Paradigm shift in new world order (best paper award)	Ashish Deokar, Manali Jamkar	International conference on sustainability, BMCC	2019
9.	Fostering Social Development through Cultural Entrepreneurship – A case study	Mrunmayee Sonawale	IJAS Conference at Harvard University, Boston, USA	2019

10.	Astitva- Case study of preserving heritage and culture	Vaishnavi Deshpande	Sixth International Conference on Heritage and Sustainable Development, Spain	2018
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NOTE – The above are representative samples of research papers written by students and guided by BMCC faculty for various competitions and conferences.

Research as a tool of Learning

Objective

- Develop an aptitude for research
- Enhance Presentation skills
- Promote multidisciplinary approach

S.no	Topic	Student's name	Conference/Seminar	Year
1	Study of the different aspects of spirituality among the citizens of Pune city	Team Kalpak (15 Students)	D.G. Karve Chair Student Project	2020

Classroom Activities

S.no	Topic	Classes	Objective
1	Business plan	TY BCOM and MCOM	Develop Business Acumen
2	Role plays	ALL	Simulation and Experiential learning
3.	Group Discussion	ALL	Develop soft skills
4.	Filing of IT Returns	TY BCOM	Experiential learning
5.	Presentations	ALL	Develop soft skills and presentation skills

Concluding Note:

In addition to the above events and activities, Debates, Lateral thinking exercises, Quizzes, virtual visits are regularly conducted in classroom sessions. Problem solving through Case studies is an important method of teaching and learning. Recent addition to the college is the Case Study Repository where in Students and Teachers structure Indianized case-lets and cases for reference and study. The final year students make projects in their area of specialisation like Marketing, Finance, Human Resources, International Business, Computer application etc. It is a culmination of the knowledge gained in the three years of graduation.

2.3.1 Student centric methods, such as experiential learning, participative learning and problem-solving methodologies are used for enhancing learning experiences.

Representative pictures presented:

INDUSTRIAL VISITS

➤ **Visit to Hyatt by Tourism Students**



➤ **Visit to Chitale Bandhu**



➤ Visit to SEBI



➤ Visit to Forbes Marshall



➤ **Visit to Sericulture Training Center**



➤ **GUEST LECTURES**

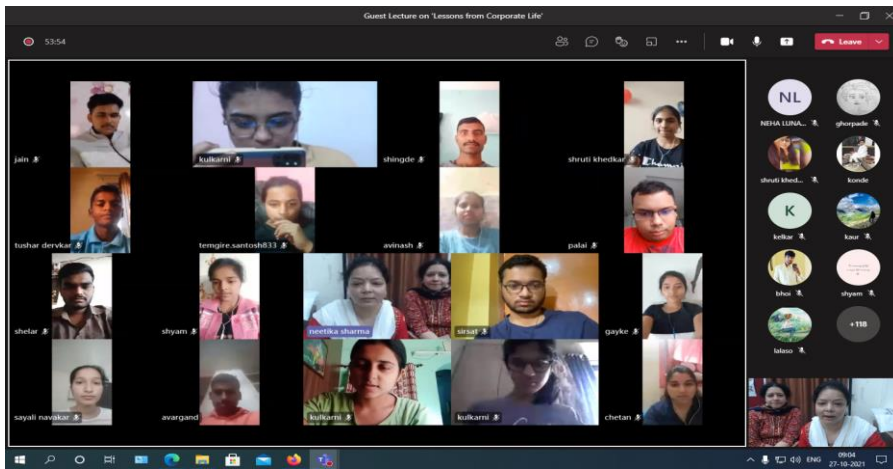
➤ **Guest lecture by Chitra Raste EXIM Bank**



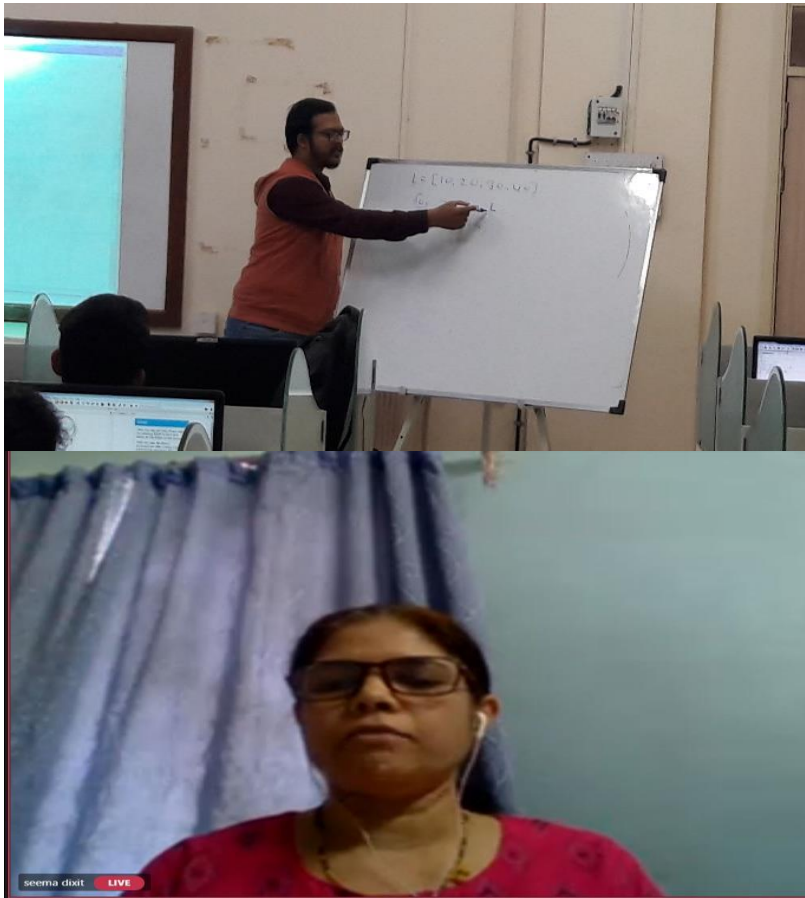
➤ Seminar on Toxic Free Living



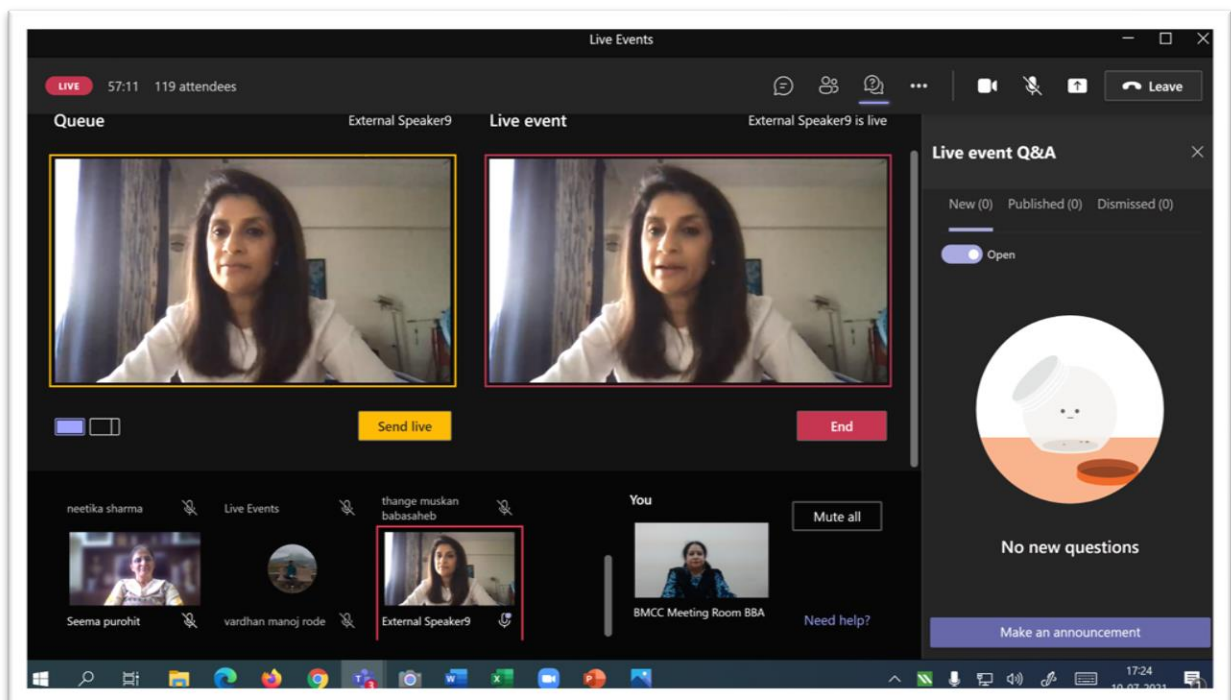
➤ Guest Lecture by Mr. Vishwas Datye



➤ Guest Lecture on Cyber Security and Python



➤ Guest Lecture by Sulajja Ferodia



➤ Guest Lecture by Dr. Shirish Limaye

Department of Business Practices
- Dr. Shirish Limaye

Deccan Education Society's
Brihan Maharashtra College of Commerce, Pune

Attendance for Guest Lecture
Date 4.5.22 Venue Room No. 8

Sr No	Name	Roll No.	Div	Designation	Signature
1	Jeet Zinzuvadiya	115	A		
2	Aysha Galkwad	81	A		
3	Prachin Ankaikar	02	A		
4	Sangram Khatpe	60	A		
5	Anjali Meze	78	A		
6	Tejashree Deshpande	27	A		
7	Pragati Chalkar	24	A		
8	Mrunal Arodhye	06	A		
9	Nishita Kulkarni	63	A		
10	Sipamini S. Nale	83	A		
11	Janaya Jagtap	44	A		
12	Disha Hajirke	163	B		
13	Aniyanka Singar	233	B		
14	Sakshi A. Panhal	211	B		
15	Abhinav R. Jadam	172	B		
16	Yashika P. Patil	216	B		
17	Shubha Kumari	217	B		
18	Shubha Jagtap	043	A		
19	Pooja Mandav	81	A		
20	Shikha Kogutkar	178	B		
21	Swazali Thakur	241	B		
22	Jayanti Chetani	23	A		
23	Pooja Bhandare	07	A		
24	Shraddha Lone	67	A		
25	Agamini Gunde	13	A		
26	Soave Lambe	111	A		
27	Kavya Phapale	93	A		
28	Kaushal Kulkarni	57	A		
29	Divyate Shrinani	26	A		
30	Shubhi Kalekar	53	A		
31	Madhika Patil	92	A		
32	Anchal Khandelwal	57	A		
33	Shraddha Bhandare	17	A		
34	Shraddha Bhandare	08	A		
35	Rutika Vichale	119	A		
36	Waksharajee Vaidyanath	114	A		
37	Shraddha Neel	105	A		
38	Rutuja S. Galkwad	82	A		

Deccan Education Society's
Brihan Maharashtra College of Commerce, Pune

Attendance for Guest Lecture on 'Business Ethics'
Date 04/05/22 Venue Room No. 8

Sr No	Name	Div	Designation	Signature
118	Prachi Singhal	A		
107	Amit Singhal	A		
122	Soham Abudhadi	A		
01	Tushar Agrawal	A		
35	Rachit Nayal	A		
94	Shraddha Patil	B		
47	Rajashree Jadhav	B		
91	Aditi Pragad Patre	A		
106	Shraddha Shrivastava	B		
97	Jashika Khatke	A		
100	Sakshi Gogate	A		
101	Siddhi Salunkar	A		
89	Sanya Patil	A		
48	Taha Tashi	A		
7	Ayush Parbi	A		
110	Anshul Sanyasirathi	A		
70	Archana Malpani	A		
198	Rishabh Mahajan	B		
226	Ashish Satpathi	B		
136	Shraddha M. Chavan	B		
222	Anaya R. Bhat	B		
267	Pratibha Deepak Malaviya	B		
126	Himani R. Bhand	B		
246	Sakshi Talankar	B		
160	Animesh Goyal	B		
82	Vedant Nair	B		
193	Shantam Lattate	A		
01	Tushar Agrawal	B		
157	Pranav Shrivastava	B		
157	Kudarkar Gargat	B		
30	Vishvjit B. B.	A		
37	Gauri Halkar	A		
39	Yash Jumarke	A		
74	Shraddha Mangal	A		
203	Pranav Tejram Meshram	B		
75	J. Surabhi Purohit	A		
65	Varad Kulkarni	A		

Deccan Education Society's
Brihan Maharashtra College of Commerce, Pune

Attendance for Guest Lecture on Business Ethics
Date 04/05/2022 Venue Class Room No: 8

Sr No	Name	Div	Roll No.	Designation	Signature
1	Saigraobad mane	A	-73		
2	Harsh Jain	A	-46		
3	Rishika Kumbhar	A	-64		
4	Chirag Muzwal	A	-79		
5	Kaushal Kadakia	A	50		
6	Saathik Rastogi	A	97		
7	Shraddha Kadam	A			
8	Nadeem Inamdar	A			
9	Vitesh Shetty	A			
10	Harsh Mane	A			
11	Pratik Patil	A			
12	Anay Patil	A			
14	Pitresh Patil	A	-86		
15	Bhavyesh Chaudhari	A	-21		
16	Kedar Gogwale	A	-33		
17	Bhushan Patil	A	-88		
18	Aditya Jagtap	A	-41		
19	Rohit Kadam	A	-51		
20	Tushar Bhandare	A	-12		
21	Yash Patil	A			
22	Aditya Nisgude	A	-85		
23	Aditya Jaywal	B	-170		
24	Siddhant Saha	B	-223		
25	Yash Chavan	B	-137		
26	Jashika Ghatge	B	-158		
27	Aman Aunani	A	-36		
28	Shivam Chaudhary	B	-139		
29	Zach Khan	A	-90		
30	Anushka Chaturvedi	B	-135		
31	Aranya Kawade	B	-179		
32	Saam Khond	B	-182		
33	Omkar Phapale	B	-218		
34	Amogh Deshpande	B	-164		
35	Ishar Shrivastava	B	-232		
36	Om Jadhav	B	-166		
37	Pranav P. Sonavane	B	-236		
38	Eshan Shelar	B	-229		

➤ Guest Lecture by Manik Damle

Guest Lecture Attendance by Manik Damle

Full Name	User Action	Timestamp	Full Name	User Action	Timestamp
neetika sharma	Joined	12/8/2021, 9:50:05 AM	chaware	Left	12/8/2021, 10:00:35 AM
uke	Joined	12/8/2021, 9:50:05 AM	rdgokhale	Joined	12/8/2021, 10:00:39 AM
buvaji	Joined	12/8/2021, 9:50:05 AM	simone shrivastava	Joined	12/8/2021, 10:01:20 AM
pawar	Joined	12/8/2021, 9:50:05 AM	shingde	Joined	12/8/2021, 10:01:39 AM
pawar	Joined	12/8/2021, 9:50:05 AM	meshram	Joined	12/8/2021, 10:01:46 AM
pawar	Left	12/8/2021, 9:50:36 AM	riya pardeshi	Joined	12/8/2021, 10:01:49 AM
pawar	Joined	12/8/2021, 9:50:50 AM	Gharmode Raturaj	Joined	12/8/2021, 10:02:04 AM
pawar	Left	12/8/2021, 9:52:23 AM	Gharmode Raturaj	Left	12/8/2021, 10:06:06 AM
pawar	Joined	12/8/2021, 10:03:44 AM	vitkar	Joined	12/8/2021, 10:02:18 AM
pawar	Left	12/8/2021, 10:15:13 AM	vitkar	Left	12/8/2021, 10:14:55 AM
thakur	Joined	12/8/2021, 9:50:05 AM	vitkar	Joined	12/8/2021, 10:15:07 AM
khandekar	Joined	12/8/2021, 9:50:05 AM	vitkar	Left	12/8/2021, 10:18:32 AM
khandekar	Left	12/8/2021, 10:08:28 AM	vitkar	Joined	12/8/2021, 10:18:39 AM
khandekar	Joined	12/8/2021, 9:50:05 AM	mahesh	Joined	12/8/2021, 10:02:26 AM
khandekar	Left	12/8/2021, 10:05:49 AM	mahesh	Left	12/8/2021, 10:13:10 AM
devdatt	Joined	12/8/2021, 9:50:05 AM	mahesh	Joined	12/8/2021, 10:13:41 AM
devdatt	Left	12/8/2021, 10:04:33 AM	kharjule	Joined	12/8/2021, 10:02:31 AM
Tanushree Khairnar	Joined	12/8/2021, 9:50:05 AM	raorane	Joined	12/8/2021, 10:02:33 AM
RAJAT SHINDE	Joined	12/8/2021, 9:50:05 AM	raorane	Left	12/8/2021, 10:16:41 AM
RAJAT SHINDE	Left	12/8/2021, 9:50:07 AM	raorane	Joined	12/8/2021, 10:16:50 AM
RAJAT SHINDE	Joined	12/8/2021, 9:53:07 AM	athawale	Joined	12/8/2021, 10:02:40 AM
sanjay	Joined	12/8/2021, 9:50:05 AM	athawale	Left	12/8/2021, 10:02:53 AM
krishna v yadhu	Joined	12/8/2021, 9:50:05 AM	athawale	Joined	12/8/2021, 10:04:14 AM
kaur	Joined	12/8/2021, 9:50:05 AM	athawale	Left	12/8/2021, 10:12:53 AM
deshpande	Joined	12/8/2021, 9:50:05 AM	athawale	Joined	12/8/2021, 10:13:22 AM
deshpande	Left	12/8/2021, 10:02:27 AM	kulkarni	Joined	12/8/2021, 10:02:41 AM
thale	Joined	12/8/2021, 9:50:05 AM	avinash	Joined	12/8/2021, 10:02:46 AM
pawar	Joined	12/8/2021, 9:50:05 AM	thakur	Joined	12/8/2021, 10:02:47 AM
pawar	Left	12/8/2021, 10:02:18 AM	narawade	Joined	12/8/2021, 10:03:41 AM
paithankar	Joined	12/8/2021, 9:50:05 AM	pawar	Joined	12/8/2021, 10:03:49 AM
paithankar	Left	12/8/2021, 9:56:34 AM	ingve	Joined	12/8/2021, 10:04:01 AM
paithankar	Joined	12/8/2021, 9:56:55 AM	leena	Joined	12/8/2021, 10:04:06 AM
sontakke	Joined	12/8/2021, 9:50:05 AM	nalawade	Joined	12/8/2021, 10:04:16 AM
patle	Joined	12/8/2021, 9:50:05 AM	gupta	Joined	12/8/2021, 10:04:17 AM
patle	Left	12/8/2021, 9:53:21 AM	jankar	Joined	12/8/2021, 10:04:27 AM
SALONI MANEDESHEMUKH	Joined	12/8/2021, 9:50:05 AM	gayatri sudha taduri	Joined	12/8/2021, 10:04:28 AM
chapte	Joined	12/8/2021, 9:50:05 AM	bhusewar	Joined	12/8/2021, 10:05:03 AM
wakhare	Joined	12/8/2021, 9:50:26 AM	mohini patre	Joined	12/8/2021, 10:05:03 AM
wakhare	Left	12/8/2021, 9:51:55 AM	khandekar	Joined	12/8/2021, 10:05:05 AM
VAIBHAV KOKARE	Joined	12/8/2021, 9:50:30 AM	shyam	Joined	12/8/2021, 10:05:09 AM
chandrakant	Joined	12/8/2021, 9:51:13 AM	shyam	Left	12/8/2021, 10:06:03 AM
chandrakant	Left	12/8/2021, 10:07:08 AM	diksha ujugare	Joined	12/8/2021, 10:06:04 AM
chandrakant	Joined	12/8/2021, 10:07:18 AM	deshmukh	Joined	12/8/2021, 10:06:35 AM
chandrakant	Left	12/8/2021, 10:07:26 AM	mangesh	Joined	12/8/2021, 10:06:40 AM
chandrakant	Joined	12/8/2021, 10:08:13 AM	ovhal	Joined	12/8/2021, 10:06:40 AM
raskar	Joined	12/8/2021, 9:51:35 AM	tejaswini maratkar	Joined	12/8/2021, 10:06:43 AM
shelar	Joined	12/8/2021, 9:51:36 AM	kaipilyawar	Joined	12/8/2021, 10:06:46 AM
kengale	Joined	12/8/2021, 9:52:19 AM	kaipilyawar	Left	12/8/2021, 10:10:36 AM

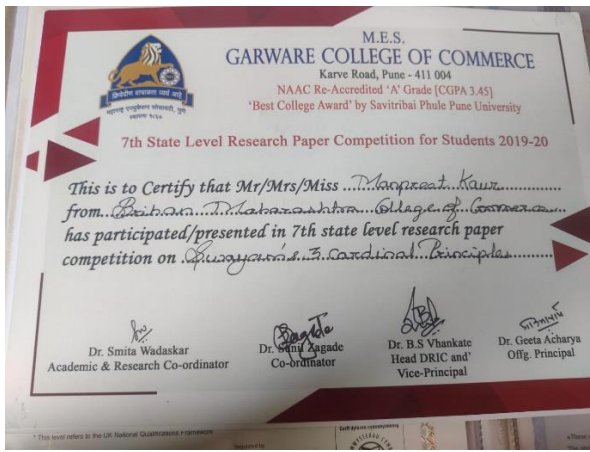
kengale	Left	12/8/2021, 10:08:47 AM	vardhan manoj rode	Joined	12/8/2021, 10:07:13 AM
khaparde	Joined	12/8/2021, 9:52:26 AM	chavan	Joined	12/8/2021, 10:07:37 AM
ghodake	Joined	12/8/2021, 9:52:46 AM	swapnil santosh karnawat	Joined	12/8/2021, 10:07:57 AM
ghodake	Left	12/8/2021, 9:59:17 AM	ahire	Joined	12/8/2021, 10:08:13 AM
jadhav	Joined	12/8/2021, 9:52:47 AM	ahire	Left	12/8/2021, 10:16:23 AM
jadhav	Left	12/8/2021, 10:03:11 AM	kalane	Joined	12/8/2021, 10:08:31 AM
jadhav	Joined	12/8/2021, 10:15:08 AM	ishika bhowmick	Joined	12/8/2021, 10:08:40 AM
anil	Joined	12/8/2021, 9:52:51 AM	ahiwale	Joined	12/8/2021, 10:08:45 AM
anil	Left	12/8/2021, 10:02:55 AM	kiran	Joined	12/8/2021, 10:08:48 AM
anil	Joined	12/8/2021, 10:20:12 AM	heggadi	Joined	12/8/2021, 10:08:48 AM
nikya joy	Joined	12/8/2021, 9:53:00 AM	ganorkar	Joined	12/8/2021, 10:09:20 AM
pawar	Joined	12/8/2021, 9:53:36 AM	ganorkar	Left	12/8/2021, 10:11:18 AM
ritesh	Joined	12/8/2021, 9:54:59 AM	aarti ghodke	Joined	12/8/2021, 10:09:38 AM
ritesh	Left	12/8/2021, 10:17:33 AM	aarti ghodke	Left	12/8/2021, 10:11:57 AM
ritesh	Joined	12/8/2021, 10:20:02 AM	natasha shankar jadhav	Joined	12/8/2021, 10:09:52 AM
kawale	Joined	12/8/2021, 9:55:14 AM	narayanrao	Joined	12/8/2021, 10:11:41 AM
SEJAL SHINDE	Joined	12/8/2021, 9:55:28 AM	narayanrao	Left	12/8/2021, 10:11:56 AM
shelke	Joined	12/8/2021, 9:55:30 AM	narayanrao	Joined	12/8/2021, 10:20:00 AM
shelke	Left	12/8/2021, 9:55:48 AM	waghmare	Joined	12/8/2021, 10:11:43 AM
shelke	Joined	12/8/2021, 10:05:09 AM	waghmare	Left	12/8/2021, 10:12:58 AM
karan patil	Joined	12/8/2021, 9:55:30 AM	jadhav	Joined	12/8/2021, 10:12:11 AM
raut	Joined	12/8/2021, 9:56:34 AM	jadhav	Left	12/8/2021, 10:15:11 AM
patil	Joined	12/8/2021, 9:57:37 AM	bhadane	Joined	12/8/2021, 10:12:50 AM
manik	Joined	12/8/2021, 9:57:51 AM	tanaya rakesh sakhare	Joined	12/8/2021, 10:12:54 AM
avinash	Joined	12/8/2021, 9:58:33 AM	tiwari	Joined	12/8/2021, 10:12:56 AM
kulkarni	Joined	12/8/2021, 9:59:30 AM	ranjeet	Joined	12/8/2021, 10:12:58 AM
dadas	Joined	12/8/2021, 9:59:43 AM	babasaheb	Joined	12/8/2021, 10:13:15 AM
aakanksha	Joined	12/8/2021, 9:59:47 AM	manik	Joined	12/8/2021, 10:14:04 AM
matey	Joined	12/8/2021, 9:59:52 AM	konde	Joined	12/8/2021, 10:14:30 AM
chaware	Joined	12/8/2021, 10:00:24 AM	machindra	Joined	12/8/2021, 10:15:29 AM

INTERACTIVE CLASSROOM SESSIONS





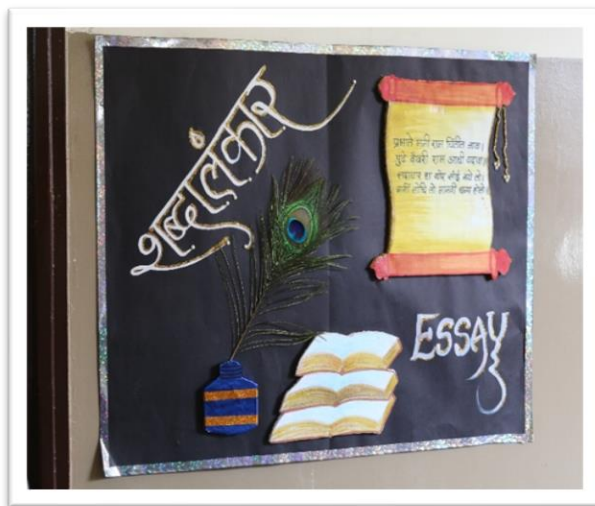
➤ **STUDENT PARTICIPATION AND ACHIEVEMENTS IN VARIOUS INTER AND INTRA COLLEGE ACTIVITIES**





CONDUSIVE LEARNING OPPORTUNITIES

➤ Essay Competition 2017



➤ Conversation with Rahul Deshpande



➤ Interaction with Senior Citizens



➤ Resume Writing



➤ Paper Presentation



➤ ICE

BRIHAN MAHARASHTRA COLLEGE OF COMMERCE, PUNE.
(Autonomous)

Innovation, Creativity & Entrepreneurship
2k21

**M- MENTOR
A- ACHIEVER
P- PASSIONATE
R- RESOURCEFUL
O- OUT OF BOX**

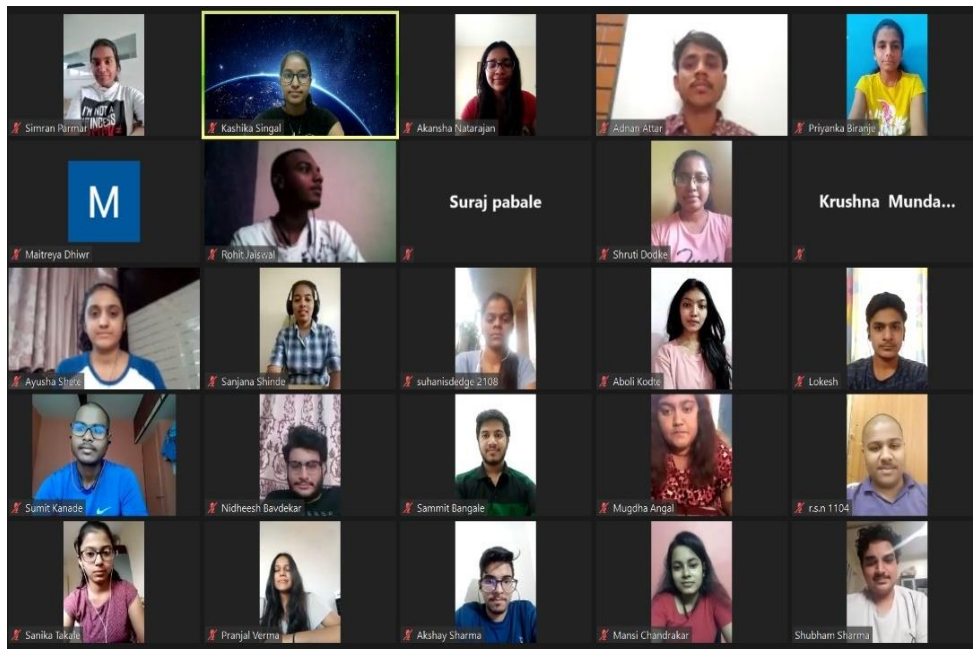
"IGNITE THE ENTREPRENEUR WITHIN YOU..."

Mr. Mayur Vora
Mapro Food Pvt.Ltd

**Save Date & Time
"16th April 2021, 4Pm".**



➤ ONLINE MOOT COURT



➤ Cross Cultural Sensitisation



**BRIHAN
MAHARASHTRA
COLLEGE OF
COMMERCE**

**मिले सुर
मेरा तुम्हारा**

Workshop on
**CROSS CULTURE
SENSITIZATION**

Info :-

- Venue - Tata Hall
- Date - 29 March 2022 &
30 March 2022
- Time- 8 AM TO 12 PM



ZCSR

A CSR Consultancy Firm

APRIL 2022



BUSINESS PLAN

PREPARED FOR
ZCSR LLP

PREPARED BY
Chirag Naik,
Smith Thavani, &
Zeel Patel

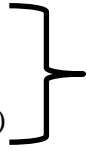
BEE- Assignment: Business Plan

Prepared by:

Chirag Naik (Roll Number 497)

Zeel Patel (Roll Number 560)

Smith Thavani (Roll Number 585)



TY B. Com

Division: E

Semester 6, BMCC

EXECUTIVE SUMMARY

ZCSR LLP is an innovative consulting firm that is attempting to help various companies to engage in Corporate Social Responsibility (CSR) duties and help them construct a customized plan and events according to their goals and objectives. With experienced professionals, our team will make sure the client receives full support and top-level consulting without any hindrances.

CSR has really changed the perspective of customers towards a company. According to the general public, the company which is really invested and serious about their CSR duties are much more responsible than the others.

Example: Customers are loyal to Tata because they feel Tata is helping the community to develop and reach certain goals important for the growth of the country. This depicts the importance of CSR in maintaining the goodwill of the company.

Our services include - constructing tailor-made plans with one-to-one consulting on CSR activities and their disclosure according to The Companies Act 2013

Since there is a rise in companies in Pune and PCMC area, it is beneficial for our firm to set up CSR Consultancy services to help such companies engage in CSR duties and responsibilities

The financial projections for the firm are considered to be around ₹2 lakhs (profit for the first year) while approximately ₹6.5 lakhs are estimated for the third year. According to the anticipated expenses and incomes, the probability of the business becoming successful is considered to be more.

Keys to Success:

1. Highly experienced team
2. A group of professionals with a broad range of specialty areas.
3. Excellence in fulfilling the promise—completely confidential, reliable, trustworthy expertise and information.

FIRM DESCRIPTION

Service Offered:

The main aim of the firm is to provide top-quality services to its clients. Our firm will not only provide suggestions but also construct a custom plan made according to the goals and needs of the client. Disclosure of CSR statements will be done with 100% transparency.

Our Mission

To provide companies with customized plans and services and help them contribute resources to the underprivileged community. Help the companies in fulfilling their CSR duties by funding or other means and make India free from hunger, poverty, and illiteracy

Our Vision:

To become a leading CSR Consulting firm. After the firm grows and finds a stable position in the market, new services like Accounting and Auditing services, Tax Consultancy services, and many more will be introduced in the Success Growth Sub-stage.

The firm is an LLP with Chirag, Smith, and Zeel as Designated Partners. The firm will be actively managed by the partners.

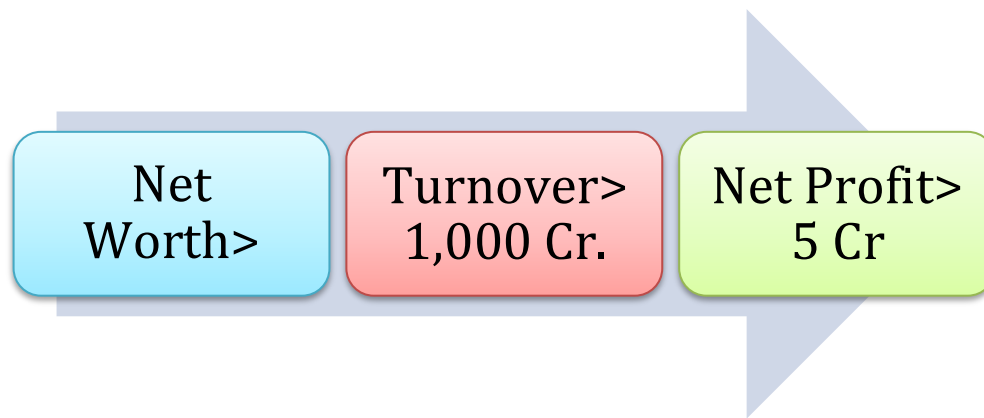
- **Chirag Naik** who is responsible for consulting and preparation of CSR statements.
- **Smith Thavani** as a consultant who will be helping the clients to comply with all the legal laws and formalities to be done along with a custom plan.
- **Zeel Patel** as a Marketer, will handle all the marketing sections and lead generations for the firm.

INDUSTRY ANALYSIS

The need for CSR consulting is increasing day by day. CSR consultants help firms understand how to leverage their line of business, capital, and tier assets to create value for both the community and the business. If the business is socially responsible then its goodwill automatically increases.

The current industry trends are more focused on **increasing the sustainability of the business by supporting local communities, helping small businesses, investing in green technologies**, and many more. It is important to disclose all the information with full transparency as mandated by The Companies Act 2013. The leading CSR consulting firms in India are PWC, KPMG, Deloitte, and Mckinsey.

The demand for CSR consultants is increasing since the Government of India has mandated CSR for companies having certain profit/turnover/net-worth, stated as below:



The firm carries a lot of potential for the future. Gradually, we will start providing other consultancy services like Tax Consultancy, Marketing, Sales Consulting, HR consulting, and Business consulting.

Management team & Firm structure

In order to enhance our overall CSR knowledge & provide the best CSR services to our clients, we are always trying to improve ourselves through which we establish our management objectives and to correctly implement the initiatives for achieving our goals.

As we are in the initial stages of our business, our business management comprises of us three itself. We 3 equally manage all the responsibilities of this firm,

As we grow we'll focus on hiring freshers who are looking to make a career in due diligence and statutory compliance roles. This will keep our costs low and we will be able to provide employment opportunities to those starting out with no experience.

Operational Plan

Our operational plan or our strategy is defined in 3 ways/types

1. **CSR Vision Alignment to Organization & Leadership Vision –**
It is important to have a long term CSR vision & strategy, focused on community development and change. We help organizations to align their CSR strategy to their organization's vision.
2. **Impact focused NGO Partnerships –**
While extreme efforts can bring change but in order to uplift a community, sustainable and planned approach is required. We help organizations to create partnerships aligned to the bigger vision for short, medium and long term.
3. **Community Change Focus –**
A change in the community happens through planned and sustainable efforts. The evolving concept of CSR focuses on organizations to plan interventions impacting communities positively and sustainably. The interventions could be long term in nature with small and medium term milestones.

Basically there are four types of CSR:

1. Philanthropic responsibility
2. Environmental responsibility
3. Ethical responsibility
4. Economic responsibility

Our CSR Operational plan approach follows a 4 step process. We start by understanding the current vision of the organization and its leadership. We also conduct discussions, survey, get to know their needs, with stakeholders on their vision and expectations from the CSR activities. Based on that, we help organizations create CSR vision and align the strategy in accordance with the vision. The strategic road map highlights short, medium and long term initiatives along with the milestones created to implement the strategic plan. We also help the organizations to identify NGO partners in the neighbourhood of their interest after muvh due-diligence. Once the partners are identified then the project objectives, goals, monitoring and evaluation parameters are identified. Then considering the firms needs & requirements we would suggest which type of CSR should be taken into consideration.

Market Analysis

91% of global citizens expect companies to do more than make a profit, they believe companies need to act responsibly & address issues. Consumers would switch brands to one associated with a social or environmental cause.

Social responsibility and ethical practices are vital for an organizations success in todays world. “The 2015 Cone Communications/Ebiquity Global CSR” study found that a staggering 95% of global consumers expect businesses to operate responsibly to address social and environmental issues. Furthermore, 84% say they seek out responsible products wherever possible.

As the above statistics show, consumers are increasingly aware of the importance of social responsibility, and actively seek products from businesses that operate ethically. CSR demonstrates that you’re a business that takes an interest in wider social issues, rather than just those that impact your profit margins, which will attract customers who share the same values. Therefore, it makes good business sense to operate sustainably.

Marketing Plan

CSR is a legal compliance that brings about a need for knowledge of the respective laws to ensure compliance and transparent documenting. With legal penalties that stand as tall as 25 lakhs, employing CSR specialists becomes a necessity.

CSR consultants hold valuable knowledge and experience in studying and working with CSR laws. This makes them experts in this field, to ensure that CSR projects are crafted and carried out in a way that is not just effective but is also legally compliant.

The success of a CSR project lies in the effective planning, monitoring, execution, learning and follow up of the same. Assigning a specialized individual or group ensures that an organization is able to set accurate objectives and in turn measure the outcomes of a project. The conducting of research surveys and assessments by a **CSR consultant** results in comprehensive reports and valuable recommendations. **CSR consultants** know what to look for in order to determine the trajectory of a project in transparent and honest reports, which include suggestions to improve and make the project more effective.

The common misconception is that CSR is merely a business looking to make a difference in the society or community around it. However, building a brand image of 'a business with a heart', through CSR activities, requires strategic planning. CSR consultants guide businesses to recognize how to effectively use their line of work, their capital and tier assets to create value for the community and the business.

Creating a **socially responsible business** becomes a powerful tool to create brand loyalty

A good example of the same is of TATA Industries and their numerous CSR projects, or BioCon with Ms. Kiran Mazumdar Shaw leading the CSR wing and making a change in society

Competitive Analysis

Who are our Competitors?

- Big 4 Accounting Firms
- Professionals such as Chartered Accountants, Company Secretaries who have their own firms
- NGOs offering CSR activity services
- Accounting & Legal consulting firms/organisations

Products Offered by our Competitors:

- Accounting and auditing services
- Statutory Compliance, Legal compliances services
- Tax consultancy services
- Charitable activities
- Other consultancy services such as HR payroll outsourcing, actuarial valuation, legal representation services and so on.

Competitors Sales Tactics & Content Strategy

Our competitors offer packages in bundles: such as statutory, legal, CSR in one bundle and charge appropriately. They offer tax consultancy which includes CSR expenditure as a part of saving tax by investing in CSR approved activities in a tax saving manner

Contracts between our competitors and our customers are entered into for a period of minimum two years on an average, ensuring steady inflow of revenue year on year

Our competitors offer assessing the organisation as a whole and finalising appropriate CSR investment options as their content in a CSR consultancy package

Marketing Strategy of Competitors:

- Through corporate magazines, journals, events
- Social Media platforms such as LinkedIn
- Through services which are already being provided such as accounting and auditing
- Word of mouth and goodwill of firms

SWOT Analysis of Our Firm against our Competitors:

Strengths:

- Low cost as compared to already well established firms with high operating costs
- Customer centric focus and one to one consultancy

Weakness:

- Start-up lacking goodwill, formal recognition in corporate sector
- Small scale operations, thus limiting our client list

Opportunities:

- Bag dissatisfied customers of large organisations
- Provide only CSR consultancy with up-to date compliances regarding regular updation of laws and regulations by Ministry of Corporate Affairs

Threats:

- Threat of inexperience of market in formal corporate sector
- Large initial outflow of expenditure leading to negative cash flows

Product design & Development Plan:

Our products are designed as follows:

CSR Expenditure Planning:

1. Assessing the compatibility of business with CSR
2. Finalisation of CSR investment options
3. Structure a tax-efficient mechanism

CSR Execution and Progress Mapping:

1. Setting up of CSR monitoring framework for our clients

2. Measuring progress and updating in case of any changes
3. Preparation of reports of CSR activities and compliance of the same for efficient review of top management of companies

Financial Projections

(Amounts are in Rs. Full figures)	Year 1	Year 2	Year 3
<u>Income</u>			
Revenue From Operations	18,00,000	22,50,000	27,00,000
Other Income	-	-	-
Total Income	18,00,000	22,50,000	27,00,000
<u>Expenses</u>			
Employee Benefit Expenses	12,00,000	13,20,000	14,52,000
Advertising and exhibition expenses	2,00,000	2,20,000	2,40,000
Travel & Conveyance	15,000	20,000	20,000
Insurance	60,000	60,000	60,000
Communication expenses	30,000	32,500	35,000
Rates and taxes	5,000	5,000	5,000
Miscellaneous expenses (Refreshments, Fees, Office Expenses)	10,000	15,000	18,000
Total Expenses	15,20,000	16,72,500	18,30,000
Profit Before Tax	2,80,000	5,77,500	8,70,000
Tax Expense	84,000	1,73,250	2,61,000
Profit After Tax	1,96,000	4,04,250	6,09,000

Conclusion

Social Activities as a corporate entity can help to build a reputation as a responsible business, which can, in turn, lead to **competitive advantage**

Companies often favour suppliers who have responsible policies, since this can reflect on how their customers see them. Some customers don't just prefer to deal with responsible companies - they insist on it. Being a responsible, sustainable business may make it easier to recruit new employees or retain existing ones. Employees may be motivated to stay longer, thus reducing the costs and disruption of recruitment and retraining.

ZCSR, will be the X-factor in any company's process of development as a socially-responsible company
With our society centric CSR plans, through the profits made by our client, we will help provide
opportunities for the under-privileged, keeping in mind the development of society as priority number 1

As we grow, a firm who gives back to society will remain who we are identified as and will remain so
that way.