



The South Indian Association's
The S.I.A. College of Higher Education
Affiliated to University of Mumbai
Re-accredited B+ by NAAC
P-88, MIDC Residential Area Dombivli Gymkhana Road,
Near Balaji Mandir, Dombivli (East), 421203.

ACTIVITY REPORTS
RESEARCH COMMITTEE
2022 - 23



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A session on Thrust Areas of Research

A Report

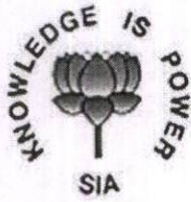
Date: 7 July 2022

A session for faculty members on "Thrust Areas of Research" was conducted by Research Committee on 7th July 2022. Dr. N. M. Patil discussed with the faulty members about various aspects of research in academics. The focus of the session was on proposal writing for the sanction of a Minor Research Project (MRP), research funding agencies like UGC, Mumbai University, Department of Science and Technology, CSIR etc, writing of a Research Paper and its publication in the journals on UGC CARE. In all 24 faculty members were present for the session. The session was followed by a discussion.


Convener




Principal
The S.I.A. College of Higher Education
DOMBIVLI (E)



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A Report on Student's Research Workshop

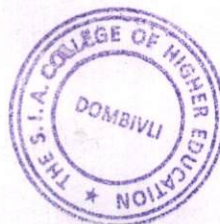
Date: 10 January 2023


Undergraduate research provides an opportunity for students to work with teachers to complete their research projects and produce research articles. With this view in mind, a one-day student's research workshop was conducted on 10th January at 10.00 am. in association with GICDE-University of Mumbai. The primary aim behind organizing this workshop was to equip final-year BMS, B&I, IT, and BAF students with research knowledge.

Dr. Keyurkumar M. Nayak, Director, Garware Institute of Career Education and Development (GICED), University of Mumbai was the resource person. Dr. Nayak discussed how to select a research topic. He suggested some of the areas of research and topics like the role of social media in digital marketing, Digital marketing of products and services, Big data analytics, Impact of microfinance on self-help groups, Ratio analysis of companies, SWOT analysis companies viz. Infosys and TCS, seventeen goals of sustainable development set by UNO. He guided the students on problem identification for a research project. In the second session, Dr. Nayak explained the general format of the research project and talked in detail about the title page, declaration, acknowledgment, the background of the study, introductory chapter, literature review, research methodology, objectives, sampling techniques, hypothesis, research gap, data analysis, findings, conclusion, suggestions, references and questionnaire schedule. He also talked about dos and don'ts of writing a report on research work and suggested a few websites be visited by students like the world economic forum and U. N. Website. The discussion was followed by a question-answer session.

In all 201 students including 112 boys and 89 girls participated in the workshop. Mrs. Booma V. Halpeth, Vice-principal introduced the guest and put forth the purpose of conducting the workshop while Dr. Nitinkumar M. Patil, convener, research committee, expressed a vote of thanks.


Convener,



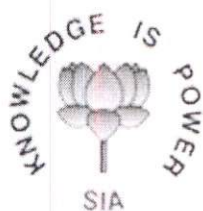

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ACTIVITY REPORTS
ENTREPRENEURSHIP DEVELOPMENT CELL

2022 - 23



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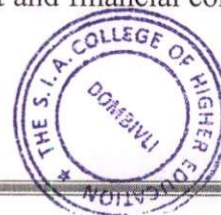
Entrepreneurship Development Cell

Report

The Entrepreneurship Development Cell of the college conducted a session titled, '**Once Upon a Start-up 2.0**' on the theme – '*Start-ups and Self-employment*' on **20th August 2022**. The resource persons for the session were Mr. Shreyas Pande and Mr. Deepak D Deshpande. A total of 79 girls and 65 boys from First Year, Second Year, and Third Year classes attended the session.

Mr. Shreyas Pande is a MBA post-grad from Nottingham Business School and has worked with Google in the early days of Android OS. He is the co-founder of Matek Engineering Pvt. Ltd. and Votago Analytics Pvt. Ltd. He spoke about his experience and challenges as an entrepreneur, the importance of passion and persistence, and the need for achievement that motivates every entrepreneur. His first start-up Matek Engineering made solar panels that could be used to generate steam. The second start-up Voltago Analytics is working in the field of data analytics and provides real-time stock market data to mutual funds. He noted that in entrepreneurship, one should not be scared of rejections and failures and should be ready to work 24/7. He stressed on the importance of financial management for an entrepreneur. Networking with the right people is a skill that every entrepreneur should develop. It is vital for a business to hire the right people who will be part of your start-up journey.

The second speaker for the day was Mr. Deepak Dattatray Deshpande. He completed his diploma in Insurance Marketing from Pune. He has been a LIC agent and financial consultant

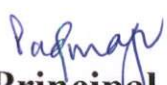


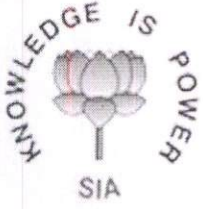
from 1986, possessing an experience of more than thirty-five years. He has been a member of MDRT (Million Dollar Round Table, USA) since 2000. He is also a cyclist and fitness enthusiast. Sir spoke about the importance of developing a proper vision, right mindset, self-confidence and leadership. He noted that our idea of happiness should include family, finance, physical health, society and spirituality. If all these six elements are balanced, an individual can live a satisfied life. As an insurance agent or financial consultant, the opportunities are endless. One should be well versed with finance and risk management and should possess excellent people skills. Knowledge about wealth management, client relationship and good research skills are the important requisites to succeed in this field.

The session ended with a Q & A where the speakers answered the questions from the audience. A Google Feedback form was circulated at the end of the session. We receive positive feedback from the respondents with 86.2% of the respondents stating that they have learnt something relevant from the session and 83.9% willing to attend similar sessions organised by the EDC in future.


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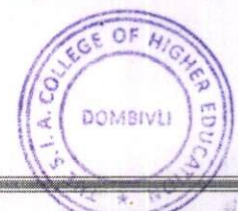
Report

Date: 17.12.2022

Entrepreneurship Development Cell

A session titled '**Exploring the World of Entrepreneurship**' was organised by the Entrepreneurship Development Cell of the college on 17th December, 2022. The resource persons for the session were Mr. Manish Ratnaparkhi, Director, 'Soliton NetLink Pvt. Ltd', & 'Multi Net Technologist' and Mr. Monish Rana, Founder Proprietor, Tech Solutions Mobile. A total of 49 boys and 66 girls from various streams attended the session.

Mr. Manish Ratnaparkhi is a founder director of several companies including Multi Net Technologist, Soliton NetLink Private Limited, Multi Net Services and Maan EV Motors. In the interactive session on '**Exploring the World of Entrepreneurship – Entrepreneurial Journey: Lessons, Skills and Strategies.**' that followed, Sir spoke on the various facets of entrepreneurship including its challenges related to raising finance, scaling up your business, facing competition, importance of networking etc. He also listed out the salient qualities of a good entrepreneur namely perseverance, dedication, patience, courage and creativity. He stressed on the importance of looking out for opportunities in business such as changing market trends, consumer preferences etc. He shared several anecdotes from his long experience as a seasoned entrepreneur. Sir addressed the queries of the learners with respect to job vs business, should one do MBA before starting a business, niche fields like electric scooters and franchising etc. He further explained the unique challenges of B2B venture as compared to B2C business. 'A businessperson needs to maintain work life balance by nurturing relationships, following schedule, knowing one's priorities and restricting unnecessary activities.'



The second speaker for the day was Mr. Monish Rana who joined us through Microsoft Teams from Vadodara. Sir is a founder proprietor of Tech Solutions Mobile. He and his team have been providing customized software solutions since past more than 26 years. Also, they have been carrying out ethical hacking assignments for banks, telecom and e-commerce companies. They have got the Best-App award from NASSCOM and have been featured on CNBC TV18's YoungTurks. Sir delivered the session on **Exploring the World of Entrepreneurship - Entrepreneurship as a Career option for youth.** "Entrepreneurship is taking business risk in the hope of making profit." Sir explained about financial risks, venture capital, and making a project report. He further spoke on the importance of selecting the right people to work with you and creating a winning strategy. He noted the need to balance own funds and borrowed funds in a venture. The most important facets of running a successful business are good management and leadership.

A google form was circulated at the end of the session for collecting feedback. We received overall positive response from the students with 80.4% of the respondents stating they learned something relevant in the session. Students also gave overall positive ratings for the content and coverage of the session.



Tarun S. Kuckian

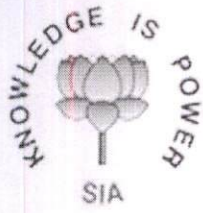
EDC Convenor



Dr. Padmaja Arvind

Principal

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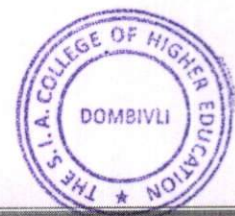
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Entrepreneurship Development Cell

Date: 19 December, 2022

An orientation session was conducted by Dr Keyurkumar M. Nayak, Director, University of Mumbai's Garware Institute of Career Education and Development and Mrs. Shubra Naik, faculty for the 30 hours short term certificate course on Entrepreneurship, Innovation & Venture Creation. The short orientation sessions were conducted in the SY and FY classrooms on 16th December, 2022.

The S.I.A. College of Higher Education, Dombivli (E) in collaboration with University of Mumbai's Garware Institute of Career Education and Development (UM - GICED) is conducting a 30 hour **Certificate Course on Entrepreneurship, Innovation and Venture Creation**. The Director of UM - GICED Dr. Keyurkumar M. Nayak and faculty for the certificate program, Mrs. Shubra Naik explained the details and the salient features of the STC to the students. The certificate program will cover modules on Entrepreneurship, Formalities for setting up a small business enterprise, Understanding ecosystem



& MSME, Government Support for Entrepreneurship Development and Practical/project.

The course fees for the 30 hours STC is Rs. 1250 only. The orientation which was conducted in SY and FY classes was attended by 371 students consisting of 220 girls and 151 boys.

A Google form was circulated where the interested students could register for the certificate course. A total of 54 students including 35 girls and 19 boys from BMS, BAMMC, BAF and B.COM registered for the certificate course.



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Date: 10 March, 2023

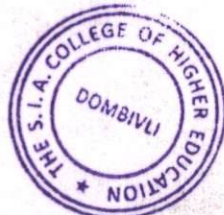
Entrepreneurship Development Cell

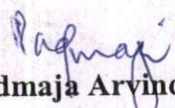
The Entrepreneurship Development cell of The S.I.A. college of Higher Education in collaboration with **University of Mumbai s Garware Institute of Career Education and Development** had organised a 30 Hour **Certificate Program on Entrepreneurship, Innovation and Venture Creation**. The Certificate program spread over 3 months from 28 January 2023 to 11 March 2023 was conducted in the college premises. The faculty for the certificate course was Prof. Shubra Naik from the Garware Institute. The pilot batch of the program had a total of 39 students (14 boys and 25 girls) from FY and SY classes. The fees for the certificate course was Rupees One thousand per head, fifty percent of which was sponsored by the management.

The syllabus for this Certificate program consisting of modules on Entrepreneurship; Formalities for setting up a Small Business Enterprise; Understanding of Ecosystem and MSME and Government Support for Entrepreneurship Development enabled the learners to understand and apply both the conceptual and practical aspects of entrepreneurship. We hope the teachings from the Certificate Program will propel the learners to boldly enter the world of business and startups and fulfil their entrepreneurial aspirations.


Tarun S. Kuckian

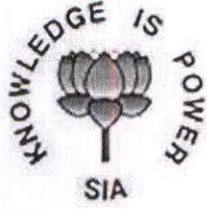
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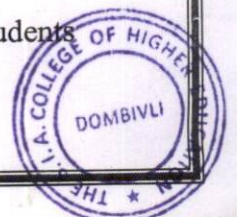
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Report

Hustlers 2023 Entrepreneurship Fest

The Hustlers Entrepreneurship Fest was organised on 11th March, 2023. The Fest was a part of the 30 hours Certificate Program on **Entrepreneurship, Innovation and Venture Creation**, conducted in collaboration with the University of Mumbai's **Garware Institute of Career Education and Development**. As a part of the Certificate program, the learners were required to do a group project applying the concepts taught in the course. All the seven stalls organised by students selling different varieties of eatables (pastry, cakes, chaat, pani pooris, coffee, beverages), selling accessories, gaming corner and tattoo making were creative and showcased the business skills of the learners in terms of marketing, branding and product placement. The Fest was open to the students and staff of the college. A total of 446 visitors including 189 male and 257 female participants attended the fest. All the stalls- owners were able to cover their capital and make a decent profit. This student led initiative helped promote entrepreneurial culture and mindset among the learners.

The seven stalls namely Friends Café, Jewellery Collection, Time Zone, S.I.A. Chaat Corner, Delightful Desserts, Rad Tattoos and Fruity Splash were conceptualised by the students under the guidance of Prof. Shubra Naik, faculty for the Certificate Course on Entrepreneurship, Innovation and Venture Creation. The fest attracted a large crowd of students

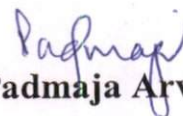


and faculty who enjoyed the food and products, as well as the games in the event. The fest also provided an opportunity for the students to network with each other and with potential customers. The Entrepreneurship Development Cell received positive feedback from the participants and the audience, and plans to continue this as an annual activity. We hope the Hustlers fest will inspire the learners to take greater leaps in the world of entrepreneurship.



Tarun S. Kuckian

EDC Convenor



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