



## **NCRD's Sterling Institute of Management Studies, Nerul, Navi Mumbai**

### **Entrepreneurship Cell**

The Entrepreneurship development cell of SIMS conducts regular guidance sessions where entrepreneurs and alumni share their success story and innovations conducted by them in their path to success. Students are also encouraged to use innovative methodologies/technologies during their Summer Internships and/or Dissertation.

Ideas and innovations flow steadily with the startup a beginning was done to nurture our students and transform, innovations in to a vital force for economic growth. Startups were initiated by the students for the latest innovations.

Dhiraj Bhalerao 2019 Batch Student from MMS had shown keen interest in writing Blogs on different areas of Marketing. To enhance his further skills, Entrepreneur Cell provided him the necessary platform to initiate and start a new organization. With the infrastructure facility given to him of the Computer Lab and Internet speed of 100Mbps, Dhiraj started Charlage Technologies, (Digital Marketing organization). His organization Charlage Technologies now works as Digital Marketing Trainer for MCED and Dhiraj is Member of Advisory Board MCED. Also he works on Google Ad Certification. He was supported to get Startup India learning Platform certifications (GOI Initiative).

Ganesh Sabale 2018 Batch, Student from MMS was interested in having a startup in Garment Industry, He was given a thorough guidance through the Entrepreneur cell and was motivated to have his own Startup. Ganesh started the Startup – Tiszz with the product range like T-shirts, Tracks, and Shirts. The startup was operating from Nerul E-Cell premises and had client coverage across Mumbai. The required support of Internet, Innovations' in Garment Industry was provided to Ganesh through Entrepreneur Cell.

<b>Name of Committee</b>	<b>Members</b>	<b>Department</b>
Entrepreneurship & Incubation Centre	Prof. Iftiqar Mistry - Convener	MMS
	Prof. Vikas Jadhav	MMS
	Prof. Sushma Sumant	MCA
	Prof. Santoshi Nagrani	MMS

## Activities Conducted Under E – Cell

### Webinar on “Digital Marketing Introduction and As A Career”

On the 27<sup>th</sup> of March 2021, an online live webinar session on the topic “**Digital Marketing Introduction and as a Career**” was arranged for the students of MMS department by NCRD’s Sterling Institute of Management Studies. **Mr. Dhiraj Bhalerao our alumnus** guided the students on the 7 main categories of Digital Marketing aspects. The Lecture was organized in order to groom the students to understand the future careers in the field of Digital Marketing.

The screenshot displays a Google Meet interface during a webinar. The browser tabs at the top include 'Inbox (7,379) - sonukhetre4@gmail.com', 'Meet - cij-eaxk-xqz', and 'WhatsApp'. The address bar shows the meeting URL: [meet.google.com/cij-eaxk-xqz?pli=1&authuser=0](https://meet.google.com/cij-eaxk-xqz?pli=1&authuser=0). The header bar indicates 'The Dhiraj Bhalerao Academy is presenting' and shows 34 participants, a chat icon, and the time 14:38. The main content area is titled 'About Us' and lists the following information:

- B.E. - Electrical Engineering  
Government Collage of Engineering, Jalgaon
- M.B.A.- Marketing  
Mumbai University
- Co-Founder & Director  
Charlage Technologies Pvt. Ltd.

A portrait of Mr. Dhiraj Bhalerao is shown next to the text. The right sidebar displays a grid of participant avatars, including 'The Dhiraj Bh...', 'Ibrahim Ladg...', 'Deepali Patel', 'Danish Khop...', 'Dhirajkumar ...', 'Supriya Shelke', 'Sivaramkrish...', 'kajal dhumal', 'Hrushikesh B...', 'Prachi Pawar', 'Sheetal Saras...', and 'Saurabh Trip...'. The bottom of the screen features a meeting controls bar with icons for mute, video, and chat, and a Windows taskbar at the very bottom showing the time 2:38 PM on 3/27/2021.

## **Webinar on “Decoding Indirect Tax in India”**

Covid- 19 Pandemic has created a huge impact on the lives of people. On the 13th of March 2021, an online live webinar session on the topic “**Decoding Indirect Tax in India**” was arranged for the students of MMS department by NCRD’s Sterling Institute of Management Studies. **Mrs. Ranganayaki Rangachari (CA)** started session by introducing herself and shared her experience about handling Clients Company. It was a good learning for students because they realized there is a huge difference in theory and practical and how things are happening.



The poster is for a webinar titled "Decoding Indirect Tax in India". It features the NCRD logo at the top left, which includes a stylized gear and the text "NCRD". To the right of the logo, the text reads: "Sterling Institute of Management Studies Internal Quality Assurance Cell (IQAC) Presents Live Webinar on". Below this, the title "“Decoding Indirect Tax in India”" is displayed in quotes. The date "Date: Saturday, 13th March, 2021" and time "Time: 2 pm to 4 pm" are listed. The speaker is identified as "By Ranganayaki Rangachari (CA)", with a small portrait photo of her to the left. Below her name, it says "Founder and Partner in Ritu Ranganayaki & Co.". At the bottom, the words "INDIRECT Taxes" are written in a large, bold, serif font, with "INDIRECT" on the top line and "Taxes" on the bottom line. Below the text, there are several stacks of gold coins of varying heights.

**Sterling Institute of Management Studies**  
**Internal Quality Assurance Cell (IQAC)**  
**Presents Live Webinar on**  
**“Decoding Indirect Tax in India”**  
**Date: Saturday, 13th March, 2021**  
**Time: 2 pm to 4 pm**  
**By**  
**Ranganayaki Rangachari (CA)**  
**Founder and Partner in Ritu Ranganayaki & Co.**  
**INDIRECT**  
**Taxes**

## **Webinar on Stock Mind: Virtual Trading Platform**

On the 9th of March 2021, an online live webinar session on the topic “Decoding Indirect Tax in India” was arranged for the students of MMS department. **Mr. Shubham Chourey, Regional Marketing Manager Mumbai, MPCG, ICICI Securities Ltd.** explained that, Virtual Stocks is stock market simulator that has all the features of a live stock market. Virtual Stocks introduces students to financial markets with a practical approach wherein the students are given access to our award winning platform with virtual money to practice live trading, thereby understanding the nuances of Stock Market.



**Sterling Institute of Management Studies**  
**Internal Quality Assurance Cell (IQAC)**  
**Presents Live Webinar on**

**“Stock Mind –A Virtual Trading Platform”**

**Date: Tuesday, 9<sup>th</sup> March, 2021**  
**Time: 2 pm to 4 pm**  
**By**  
**Mr. Shubham Chourey,**  
**Regional Marketing Manager,**  
**ICICI Securities**

**NCRD**  
**ICICI Securities**

**How to Develop your own Stock Market Mind?**

## Webinar on “Emerging Scope of Tax Laws”

The primary aim of this webinar was to provide guidance in tax law for interested students and awareness about Tax Laws in India and the presence of government policies framed for international trade. CA. Ritu Das Choudhury started session by introducing herself and shared her experience in doing international trading business and how taxes are charged.



**NCRD'S STERLING INSTITUTE OF MANAGEMENT STUDIES  
NERUL, NAVI MUMBAI  
(INTERNAL QUALITY ASSURANCE CELL INITIATIVE)**

**PRESENTS WEBINAR  
ON  
“EMERGING SCOPE OF TAX LAWS”**

**DATE: SATURDAY 6<sup>th</sup> FEB 2021  
TIME: 11.30 AM TO 1.00 PM  
BY  
RITU DASH CHOUDHARY(CA)**





## **Seminar on Presentation Skills by Andrew Steele**

Mr. Andrew Steele, Global Trainer, from Cambridge University was resource person for the seminar on “Presentation Skills”. It was power packed seminar. He gave an interactive audio visual presentation. He also invited students on stage to do the role-play; where the other student observers gave them feedback.



Mr. Andrew Steele, Global Trainer

## **Seminar on International Trade and Tax**

The main purpose of this seminar was to spread awareness about International Trade Practices followed in different countries and taxes charged for the same and the presence of government policies framed for International Trade. On 29<sup>th</sup> January 2020 CA Ritu Das interacted with the students.



CA Ritu Das interacting with MMS students



## **Seminar on Inspiring Analytical Abilities**

On 22<sup>nd</sup> November 2019 seminar on "Inspiring Analytical Abilities" by Prof. Vishvanath Naniwadekar was conducted in class room 102. The objective of this seminar was to harness Analytical Skill of MMS students. Analytical skill/ abilities are the skill of performing an analysis. It includes the ability to apply logical thinking in order to break complex problems into their component parts



Dr. Prashant Gundawar felicitating Prof. Vishvanath

## Seminar on Careers in Retail

The Seminar was organized to understand about the Future in Retail for the students on 15<sup>th</sup> November 2019. Following are the career opportunities in retail which students do came to know – Supply Chain Management, Data Sciences, E – tailing, Sales and Service Management, Category management, Audit and Review, Consultative selling, Customer Experience leader, Entrepreneurship Ventures, Customer relationship Management, Store Management, Visual Merchandising, Merchandise Analytics, Inventory and Shrinkage Management



Mr. Devendra Koli Addressing the Students

## **Seminar on Current Trends in IT**

The seminar was organized for third year MCA on 28<sup>th</sup> September 2019. He shared his industry experiences and explained in detail the latest technologies like Artificial Intelligence, Internet of Things (IoT), etc enhancing in I.T. field. He also spoke about career perspective domains in I.T. industries.



Mr. Rohit interacting with students

## **Seminar on Career Planning**

On the 4th April 2019, a seminar on the topic “Career Planning” was arranged for the students of MMS department to create awareness about the scope of various specializations in MMS and to understand the expectations of the corporate world.



## **Careers and Technology Seminar by ATS Learning Solutions, Mumbai**

NCRD's Sterling Institute of Management Studies organized a Seminar 11th of October 2018 by ATS Learning Solutions, Mumbai for MCA and MMS students on "Career and Technology". Mr. Sandeep Jethani, Director Operations, ATS Learning Solutions was the resource person. The session was dedicated at guiding students in making better career choices with the help of technology in all domains of their interest.



Mr. Sandeep Jethani during the Seminar



## **Seminar on Career opportunities in IT industry and Cyber Security**

Seminar on career opportunities in IT Industry and cyber security was conducted on 11th August 2018. The speaker Mr. Chetan Singh conveyed that a strong knowledge base, clear objective and focused approach are necessary for opting the appropriate line of action in career hunt and advancement. Citing various surveys they informed the participants that the job market is ripe with opportunities for the IT professionals.



## **Workshop on Supply Chain Management**

The workshop was organized on 23rd August 2016. The SCM training was focused on SCM – Performance and Risks to give a first-hand information and importance of Supply Chain Management (SCM) to MMS Sem III Operations Management Students. To keep them abreast about the current trends in the industry about SCM. Mr. Hemant Kale of Yashodhan Consulting was the resource person for the workshop.



Group Photo of the Trainer, the Director, and the Participants of the SCM

## **Seminar on Digital Marketing**

Seminar on Digital Marketing was arranged on 11<sup>th</sup> October 2017. The event was graced with Trainer Mr. Pranav (Co-founder – Digital Marketing Pundit). The objectives of seminar were - Understanding different ways to stay ahead of competition through Digital media. Knowing the factors that lead to business growth and generate revenues Understanding the methods of targeting the right audience. Understanding the techniques of creating a word-of-mouth business. Gaining knowledge on several ways to increase the brand awareness and generate positive word of mouth.



Trainer Mr. Pranav, delivering his valuable inputs on Digital Marketing

## **SEMINAR ON PROJECT DEVELOPMENT**

A seminar was organized for the TYMCA students. Ms. Kavita Vispute of SQUAD Technologies, Nerul, was the guest who guided the students on the topic PROJECT GUIDANCE IN DOT NET. She addressed on following topics:

1. How to Develop the Project
2. Project Planning
3. Project Designing

It was a very fruitful session. The speaker guided the students very well and the students got enriched with the tips that she gave for being a better software project developer.



Ms. Kavita Vispute, guest addressing the students

## **One Day Workshop on Decision Making and Mathematical Modeling**

A One day Orientation Program for MCA semester II (CBCGS) for the Course MCA205 - Decision Making and Mathematical Modeling was conducted on 9th February 2017 at NCRD's Sterling Institute of Management Studies, Nerul. It was in collaboration with University of Mumbai. Faculty members of other MCA institutes were invited for the program. Total 15 Faculty Members from other MCA institutes participated in this program. In orientation, the unit wise syllabus was discussed. Syllabus contents and question paper pattern was also discussed and weightage of various modules was decided. Prof. Aarti Karande & Prof. Sakina Shaikh were Resource Persons of the workshop.