

**CAMP EDUCATION SOCIETY'S
RASIKLAL M DHARIWAL'S
INSTITUTE OF MANAGEMENT
NIGADI, PUNE - 44.**

Event Report

Activity Title: “Business Innovations-It’s Impact on Employment and Entrepreneurship”

Date: 22/02/2018

Day: Thursday

**Venue: Camp Education Society’s Rasiklal M Dhariwal Institute of Management,
Nigdi, Pune-44**

Time: 9.30 am to 4.30 pm

Total Numbers of Participants: More than 100

Description of activity in brief with Photographs:

The “Business Innovations-It’s Impact on Employment and Entrepreneurship” is a One Day State Level Seminar conducted by our institute in association with Savitribai Phule Pune University QIP, on 22nd February 2018, Thursday. The basic objective of this event was to make the students acquainted with the concepts of innovation, invention and role of innovation in developing successful startups and creating employment opportunities in our economy.

The event begins with the Saraswati Pujan and with the felicitation of our honorable guests for the day. The Chief Guest for Inaugural Session was Mr. Shailesh Deshpande, Regional Sales Manager, Ralson India Ltd. The Inaugural session begins with the opening remark of our Honorable Chairman, Shri Walchand Sancheti sir, who highlighted the role of innovation in today’s business environment. Our Director, Dr. Bharat Kasar gave the brief introduction about this seminar. The Inaugural function was graced by the presence of Dr. Abhay Kulkarni, Director, IICMR, Dr. Milind Marathe, Director, IIMS, and Dr. Sunil Dhanawade, Director, DYPCMR.

The first session of the day begins with the felicitation of our resource person, Mr. Shailesh Deshpander. Sir delivered his lecture on “Innovation and Entrepreneurship”. In his lectures, he emphasized on Innovation, types of innovation, examples of successful business idea etc. Sir

during his lecture gave some real time domestic and international examples in order to make students comprehend upon the role of innovation in successful businesses.

The second session of the day begins with the felicitation of our resource person, Dr. Uday Bhalchandra, Zonal Business Head, SMC India. Sir delivered his lecture on “Role of Marketing strategy in developing and growing business”. In his lectures, he emphasized on small and simple but effective product ideas that can bring big business opportunities for a startup entrepreneur. Sir during his lecture gave some real time domestic and international examples in order to make students comprehend how small but effective ideas can change the life of the people around this world.

The third technical session of the day begins with the felicitation of our resource person, Mr. Rahul Bagale, Sr. Manager- HR, Lear Corporation. Sir delivered his lecture on “How innovation can change one’s life”. In his lectures, he emphasized on importance of innovation in today’s world by quoting some of the real time examples in the automobile sectors.

The valedictory session of the day begins with the felicitation of our resource person, Dr. C.M. Joshi, Director, RJSPMICMR. Sir delivered his lecture on “Importance of Innovation in sustainability of Business”. In his lectures, he emphasized on the role of Innovation and change in sustainability of business in long run. He also discussed the term “Reverse Innovation”- the concept which was coined by Vijay Govindrajan. Sir during his lecture gave some real time domestic and international case in point in order to make students comprehend upon the role of innovation in successful businesses. He stated during his lecture that it is only change which can help the business to serve its customer for a long term period. The main theme of this lecture was “Failing to change is equivalent to death of enterprise sooner or later”.

The entire seminar was successfully conducted and concluded under the guidance of our Director, Dr. Bharat Kasar, Dr. Asita Ghewari, Prof. Rajesh Londhe, Prof. Ritu Kasliwal, Prof. Vikrant Soman and Prof. Mehul Saudagar .

The anchors for this event were Mr. Jeetendrakumar Ojha, Ms. Madhura Joshi, Miss. Yasmin Ansari, Mr. Kastubh Bhavsar, Mr. Akash Patel, Mr. Vivek Gaikwad and Miss. Prajakta Sarode. The vote of thanks was proposed by Miss. Savita Ovhal and Miss. Sneha, student of MBA Ist year.