



*Confirmed*

DATE: 18/09/2019

To,  
THE PRINCIPAL,  
PRAHLADRAI DALMIA LIONS COLLEGE  
OF COMMERCE & ECONOMICS,  
MALAD WEST, MUMBAI

Subject: Invitation to BMM Students for event

Dear Sir/Madam,

We are managing GOLD & JEWELRY CONCLAVE 2019 on behalf TEFLA's Events,  
On 27<sup>th</sup> September, 2019 at Renaissance Hotel Powai, 4.00 pm onwards. We have a renowned  
motivation speaker Mr. Harish Bijoor who will be speaking on the topic "How to brand the Jewelry  
and Gold business and also going to give light on how to brand position a product in market.

The topics to be covered are as follows:

- Branding positioning
- Brand promotion
- Media role in brand creation

We would like to invite your institution to participate in this conclave.

We request to you send 100 student registration. We will provide Hi- Tea and snacks to the students  
and the entry will be free for students.

Kindly send in the entries latest by 23<sup>rd</sup> September, 2019 with name and details so that we can go  
ahead with the registration process.

Thanking You,

Your's truly,

A handwritten signature in blue ink, appearing to be 'Kash'.

For Star18 Lights & Sound

*Confirmed*  
*Srinivas*  
*18/09/19*



# Prahladrai Dalmia Lions College of Commerce & Economics

Sunder Nagar, Malad (West), Mumbai, 400 064.

IQAC 2019-20

Activity report

BMM Department / Committee/ Cell

IQAC Activity No: \_\_\_\_\_

Name of the Activity : <u>BMM visit</u>			
Date	Faculty	Department / Committee	Coordinator's Name
<u>27/09/2019</u>	<u>BMM Prof. Shilpi</u>	<u>BMM</u>	<u>Prof. Bharana Singh</u>
Time	Venue	Number of Participants	Nature: Outdoor / Indoor
<u>4:00</u>	<u>Renaissance, Powai</u>	<u>100</u>	<u>Outdoor</u>
Support / Assistance from :			

Brief Information about the Activity (Criterion No: \_\_\_\_\_)

TOPIC / SUBJECT OF ACTIVITY	<u>lecture on brand building</u>
OBJECTIVES	<u>1. to introduce different aspects 2. to provide practical exposure 3. 4.</u>
METHODOLOGY	<u>lecture cum visit</u>
OUTCOMES	<u>positive outcome and students gave a very good feedback.</u>

PROOFS & DOCUMENTS ATTACHED (Tick mark the proofs attached):

<input checked="" type="checkbox"/> 1. Notice & Letters	<input checked="" type="checkbox"/> 2. Student list	<input checked="" type="checkbox"/> 3. Activity Report	<input checked="" type="checkbox"/> 4. Photos	<input checked="" type="checkbox"/> 5. Feedback form
<input checked="" type="checkbox"/> 6. Feedback analysis	<input type="checkbox"/> 7. News clip with details	<input type="checkbox"/> 8. Certificate	<input type="checkbox"/> 9. Any other	<input type="checkbox"/> 10.

IQAC CELL ACTIVITY NUMBER : \_\_\_\_\_

Name of the teacher In charge & Signature	Name of the head / Committee In charge & Signature	Vice Principals Signature	IQAC Coordinators Signature & College Seal
<u>Prof. Shilpi. S. Dey</u> <u>Sdey</u>	<u>Prof. Bharana Singh</u> <u>Bms</u>	<u>Smo</u>	<u>S. Nanda</u>

DI/R-CpA/IQAC/00





**Prahladrai Dalmia Lions College of Commerce & Economics**  
Sunder Nagar, Malad (West), Mumbai, 400 064

ISO 9001:2015 Certified

**Date: 19<sup>th</sup> September, 2019**

**NOTICE**

All the students of BMM department are hereby being informed that an educational visit has been organised for students. Attendance is compulsory. Various topics pertaining to mass media will be covered here. Free entry for students with ID card. Hi tea will be provided to students.

Venue: Renaissance Hotel, Powai

Time: 4:00 pm to 7:00 pm

Date: 27<sup>th</sup> September, 2019

Students have to give their names by Friday, 20<sup>th</sup> September, 2019 to the teacher in charge:

Prof. Shilpi Sanjay Dey - 9769381797

Prof. Bhavana Singh

Course coordinator

DI/N-STD/GEN/00

Prof. Subhashini Naikar

SFC Vice Principal

Dr. N.N. Pandey

Principal





# Prahladrai Dalmia Lions College of Commerce & Economics

Sunder Nagar, Malad (W), Mumbai-400 064.

## Activity Attendance Report

Name of Activity: BMM lecture on brand building

Name of Subject / Association: brand building

Class: BMM Date: 27/9/19 Academic Year 2019-2020

Name of Teacher in charge: Shilpi C. Desai Sign. Of Teacher: Desai

Sr. No.	Roll No.	Name of student	Signature	Feedback : A = Good B = Satisfactory C = Unsatisfactory	Gender
1	1119	NIKHIL KAINTURA	<u>Nikhil</u>	A	M
2	1099	Dhruvi Twarakhi	<u>Dhruvi</u>	A	M
3	1011	Andya D'souza	<u>Andya</u>	A	M
4	1037	satish mordai	<u>satish</u>	A	M
5	1103	Ankit D vichhi	<u>Ankit</u>	A	M
6	1045	Deep Modi	<u>Deep Modi</u>	A	M
7	1047	Pranali V. Nanaware	<u>Pranali</u>	A	F
8	1024	Aditi Gupta	<u>Aditi</u>	A	F
9	1001	Omkar Desai	<u>Omkar</u>	A	M
10	1031	Kashid Ankita.	<u>Ankita</u>	A	M
11	1006	Tanmay Belvalkar	<u>Tanmay</u>	A	M
12	2092	Mihir Vichhi	<u>Mihir</u>	A	M
13	2093	Chandan Vishwakarma	<u>Chandan</u>	A	M
14	2087	Jami Tejari	<u>Jami</u>	A	F
15	2086	Anukul Thete	<u>Anukul</u>	A	M
16	2085	Sudarshan Lajhya	<u>Sudarshan</u>	A	M
17	2082	Leena Singhvi	<u>Leena</u>	A	F
18		Saurabh Vyngankar	<u>Saurabh</u>	A	M
19	2083	Aar Sawala	<u>Aar</u>	A	M

DI/R-A/Gen/00

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# Prahladrai Dalmia Lions College of Commerce & Economics

Sunder Nagar, Malad (W), Mumbai-400 064.

## Activity Attendance Report

Name of Activity: BMM lecture on brand building

Name of Subject / Association: Brand building

Class: BMM Date: 27/9/19 Academic Year 2019-2020

Name of Teacher in charge: Chulpi S. Day Sign. Of Teacher: [Signature]

Sr. No.	Roll No.	Name of student	Signature	Feedback : A = Good B = Satisfactory C = Unsatisfactory	Gender
	2081	Siddhant Singh	[Signature]	A	M
	2068	Pranav Jariy	[Signature]	A	M
	1014	Dixit Himil	[Signature]	A	M
	1008	Akash Bhatia	[Signature]	A	M
	1055	Raj Panday	[Signature]	A	M
	1004	Pranav Bansode	[Signature]	A	M
	1107	Kunal Waghmare	[Signature]	A	M
	2036	Hinith R. Kava	[Signature]	A	M
	2007	Rushabh Bhanusheli	[Signature]	A	M
	2026	Mosh Gupta	[Signature]	A	F
	2003	Megha Anin	[Signature]	A	M
	2001	Sheli Kharya	[Signature]	A	M
	2060	Pratik Pathak	[Signature]	A	F
	2033	Sneha Jha	[Signature]	A	F
	2037	Asma Khan	[Signature]	A	F
	2058	Parmar Hinal. H.	[Signature]	A	F
	2046	Priyanka Manuaya	[Signature]	A	F
	1021	Ashish Jaiswal	[Signature]	A	M

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DI/R-A/Gen/00





# Prahladrai Dalmia Lions College of Commerce & Economics

Sunder Nagar, Malad (W), Mumbai-400 064.

Activity Attendance Report

Name of Activity: BMM lecture on brand building

Name of Subject / Association: brand building

Class: BMM Date: 27/9/19 Academic Year 2019-20

Name of Teacher in charge: Shilpi S. Ray Sign. Of Teacher: Ray

Sr. No.	Roll No.	Name of student	Signature	Feedback : A = Good B = Satisfactory C = Unsatisfactory
20	2038	Kinnodwala deepak	<u>Deepak</u>	A
21	2050	Sakshi Gopal Mishra	<u>Sakshi</u>	A
22	2095	Apeksha waghela	<u>Waghela</u>	A
23	2084	NIDHI SUVARNA	<u>Nidhi</u>	A
24	2006	Vishnu Bhanalekar	<u>Vishnu</u>	A
25	2053	Saurabh More	<u>Saurabh</u>	A
26	2054	Sumit More	<u>Sumit</u>	A
27	2049	Hardik Mishra	<u>Hardik</u>	A
28	1017	Pooja Ghorpade	<u>Pooja</u>	A
29	1059	Itisha Pathak	<u>Itisha</u>	A
30	1058	Shivam Pathak	<u>Shivam</u>	A
31	1056	Shivampandey	<u>Pandey</u>	A
32	1105	Shubham mishra	<u>Shubham</u>	A
33	1064	Santula Varma	<u>Santula</u>	A
34	1030	Vishal Sonaware	<u>Vishal</u>	B
35	1091	Mahesh Suthar	<u>Mahesh</u>	B
36	1114	Muray H. Ked	<u>Muray</u>	A
37	1018	Rohini M. Jadhav	<u>Rohini</u>	A
38	1035	Aditya R. Mahalik	<u>Aditya</u>	A

Gender

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# Prahladrai Dalmia Lions College of Commerce & Economics

Sunder Nagar, Malad (W), Mumbai-400 064.

Activity Attendance Report

Name of Activity: BMM lecture on brand building

Name of Subject / Association: brand building

Class: BMM Date: 27/09/19 Academic Year 2019-20

Name of Teacher in charge: Shilpi S. Day Sign. Of Teacher: [Signature]

Feedback :  
A = Good  
B = Satisfactory  
C = Unsatisfactory

Grades

Sr. No.	Roll No.	Name of student	Signature	Feedback	Grade
1	1034	Balkrishna S. Kolte	[Signature]	A	M
2	1009	Mayurashwa - S. Bhirte	[Signature]	A	M
3	1032	Gaurav Erisman	[Signature]	A	F
4	1077	Priyanka T. Sawant	[Signature]	A	M
5	1054	Abhishek Diwale	[Signature]	A	F
6	1060	Pooja S. Patil	[Signature]	A	F
7	1063	Manasi V. Pawar	[Signature]	A	M
8	1057	Akshay H. Palei	[Signature]	A	M
9	1010	Mayank N. Chavre	[Signature]	A	F
10	1061	Shweta Nisha T. Patna	[Signature]	A	M
11	1078	Sneha D. Sawant	[Signature]	B	F
12	1072	Anjali Rawat	[Signature]	B	F
13	1085	Pratiksha Shinde	[Signature]	A	F
14	1076	Tanaya Sane	[Signature]	A	F
15	1075	Aniya Sakpal	[Signature]	A	M
16	2026	Omkar Hattarke	[Signature]	A	M
17	2030	Ankit Jangid	[Signature]	A	F
18	2025	Veena Naudeo Hattarke	[Signature]	A	M
19	2020	Bryan Fernandes	[Signature]	A	M

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DLR-A/Gen/00



# PRAHLADRAI DALMIA LIONS COLLEGE OF COMM. AND ECO.

Sunder Nagar, Malad (W), Mumbai-400 064.

## Activity Attendance Report

Name of Activity: BMM lecture on brand building.

Name of Subject / Association: Brand Building

Class: BMM Date: 27/9/19 Academic Year 2019-2020.

Name of Teacher in charge: Shilpi S. Nay Sign. of Teacher: [Signature]

Sr. No.	Roll No.	Name of student	Signature	Feedback : A = Good B = Satisfactory C = Unsatisfactory
1	1097	Shital Tiwari	[Signature]	A
2	1066	Neha Raj	[Signature]	A
3	1117	Mihir Kansara	[Signature]	A
4	2065	ABHAY RATILOD	[Signature]	A
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10				

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## REPORT OF EDUCATIONAL VISIT

PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE AND ECONOMICS

DATE:- 27th September , 2019

TIME:- 4:00 pm

The BMM department of PRAHLADRAI DALMIA COLLEGE had took their students of B.A.M.M.C. to an educational visit on 27th of September 2019 at the Renaissance. The educational visit was specially arranged for the students who want to start their own business or want themselves as marketing head. There was an excellent seminar organized by the tefla's a big name in marketing industry. They had seminar on gold and jewellery conclave where the main speaker was Mr. Harish Bijoor , he is a teacher at INDIA SCHOOL OF BUSINESS. Mr. Harish started his presentation with a basic question 'what is a brand?' and gave a rhetoric answer 'A brand is MAYA' later on he explained that a brand is basically a thought and there are 852 dominant brands into the jewellery business. Mr. Bijoor says 'Jewel market is a commodity market, jewellery is not a luxury item it is a basic need, it is a birth right of women, only 2.7% of gold jewellery is branded and other is commodity. He said that future of gold lies in brand gold usage, jewellery is shringaar accoutrement of India. Further he said India is a nation of entrepreneur and Mumbai is a city of media buyers. Sir Harish says ' After span of every 100 years there comes a new religion and the new religion of this generation is digitalism'. Later he explained about how the chain of digitalism which starts from the mobile he gave example of his life that his mobile is connected to his refrigerator so whenever if eggs are about to get over his refrigerator informs that to his mobile and his mobile which linked to the grocery store sends a message to the grocery store owner and till evening the eggs get delivered , the payment of the same is done via his credit card which is linked to his bank account this is further connected to the ICRA the connection is continued with the insurance company which is again linked with his car's company the motors company is linked to his aadhar card which is linked with pan card this pan card is linked with jewellery as it is mandatory to present your pan while purchasing gold the jewellery company is connected to the Facebook for marketing and the Facebook application is connected to the Cambridge analytical which stores all the data , this how digitalism works ' with this he ended his presentation Mr. Vijay Sardana gave him vote of thanks .

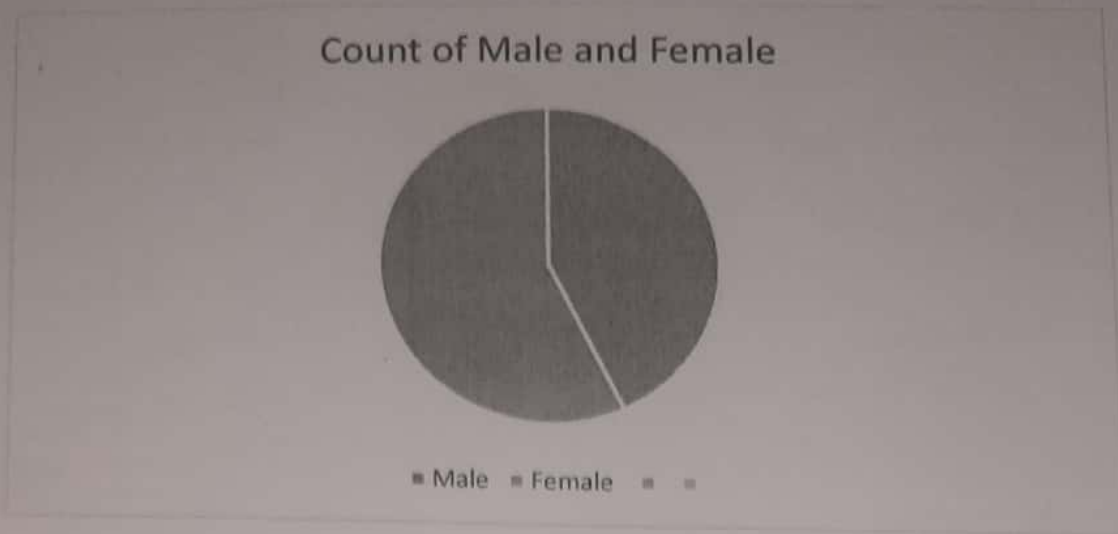
Further Mr. Vijay Sardana continued the seminar where he gave information about uses if gold and purpose of buying gold he said that from 1840 , 1 lakh 90 thousand ton of gold mined which is almost 80% also shared the value of gold which is used in international market the value of gold 1 ton equals 40 million dollars. Mr.Vijay says 'Gold is limited and is virtually similar' the biggest positive point of gold is that it moves faster as body temperature said Mr. Sardana with this note the seminar ended. Almost 100 students attended the seminar and gave a positive feedback.

By- Shray H Ved . (F.Y.B.A.M.M.C - B)

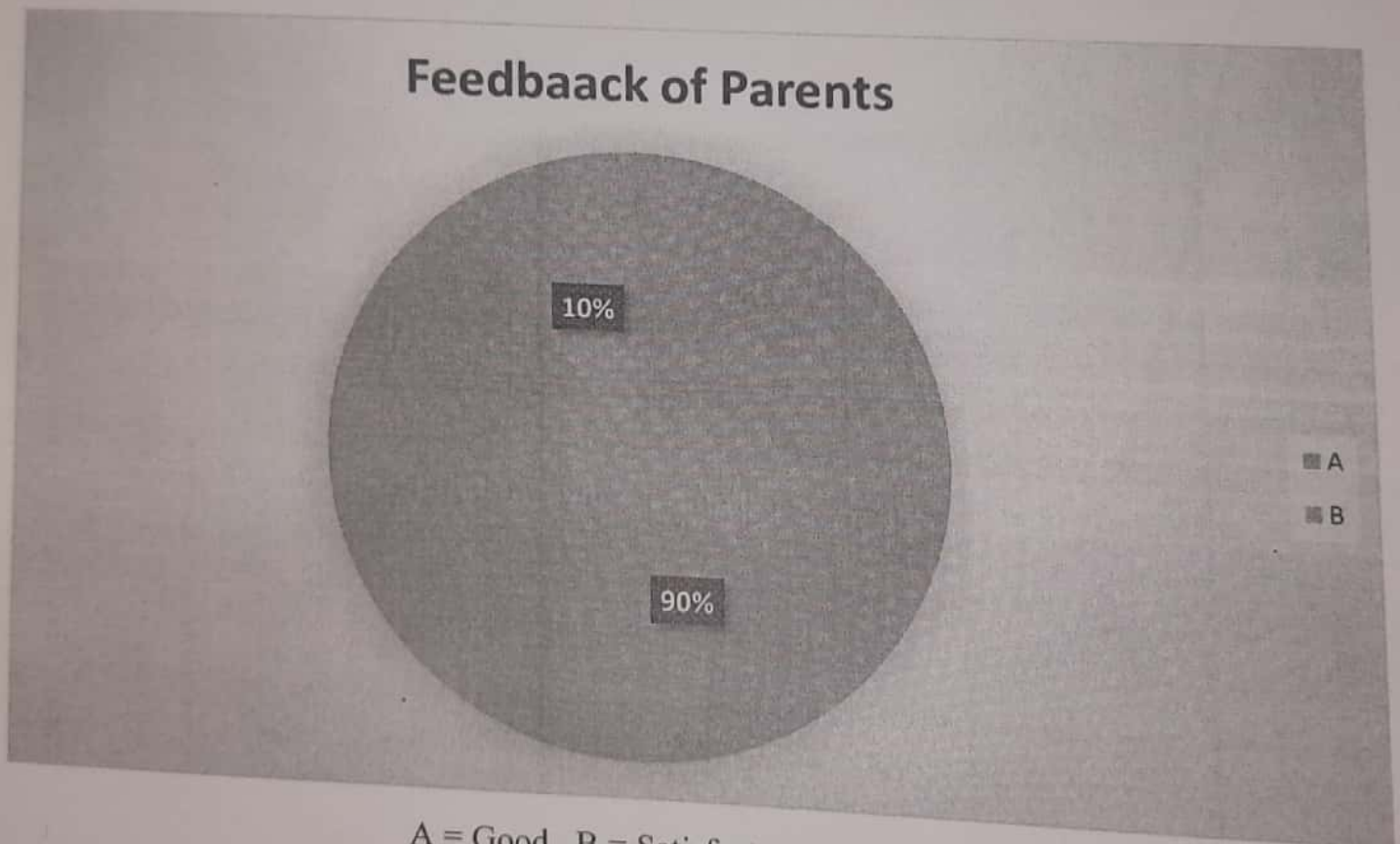
PHOTOS OF RENAISSANCE HOTEL, POWAI



## Feedback Analysis of BMM Visit to Renaissance, Powai



From 79 students, 54 students who are male and 35 students who are females.



A = Good , B = Satisfactory, C= Unsatisfactory

Out of 79 students who attended the session, 90% students have gave A grade which means good and 10% students have given B grade which means satisfactory.