



**Dr. D. Y. PATIL EDUCATIONAL FEDERATION**  
**Dr. D. Y. Patil Institute of Management and Entrepreneur Development**  
**Approved by AICTE, Affiliated to SPPU Pune**

Address: - Sr. No. 27/A/1/2C, Near Talegaon Railway Station, Towards HP Service Station, Varale, Talegaon, Pune,  
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**Dr. D. Y. Patil**

Founder Dr. D Y Patil Group

**Dr. Sushant Patil**

President

**Dr. Priyanka A. Singh**

Director

**CRITERION – III**  
**RESEARCH INNOVATION & EXTENSION**  
**3.2.- INNOVATION ECOSYSTEM**

**3.2.2.** Number of workshops/seminars/conferences including programs conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship during the last five years

Year	Name of the workshop/ seminar/ conference	Number of Participants	Date From – To
2018-2019	Copyright Protection and Enforcement in the Digital Era	24	March 17, 2018
2018-2019	Ethnographic Research: Immersion and Cultural Understanding”	27	July 21, 2018
2018-2019	Recent Trends in Research Methodology	30	Sept 18, 2018
2019-2020	IP Commercialization: From Research to Market	42	Apr 20, 2019
2019-2020	Sales and Customer Acquisition Techniques	29	Nov 14, 2019
2019-2020	Marketing and Branding Strategies for Startups	44	Dec 21, 2019
2020-2021	Impact on Public Health: Analyzing the Effects of COVID-19	47	May 10, 2020
2020-2021	Patent Protection	35	Sep 4, 2020
2020-2021	Intellectual Property Protection for Entrepreneurs	61	Nov 28, 2020
2021-2022	Survey Research: Design, Sampling, and Data Collection	42	June 19, 2021
2021-2022	Data privacy and IPR	50	Oct 25, 2021
2021-2022	Utilizing SPSS for data analysis	45	Dec 20, 2021
2021-2022	IPR Valuation and Financial Management:	37	Mar 13, 2022
2022-2023	Emerging Technologies and IP Challenges	43	May 13, 2022
2021-2022	Digital Marketing Trends in 2022	35	Oct 20, 2022
2021-2022	Transforming Business through Innovation and Inclusion	40	Nov 17, 2022
2022-2023	IPR and Entrepreneurship	41	Feb 17, 2023



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**"NOTICE"**

Date: 15/02/2023

Dear MBA / MCA Students,

**Subject: Seminar on "IPR and Entrepreneurship"**

This is to inform all MBA/MCA students (1<sup>st</sup> & 2<sup>nd</sup> Year) that an important seminar on Intellectual Property Rights (IPR) has been scheduled for:

**Speaker:** Prof. Lionel John D'Mello

**Date:** February 17, 2023

**Timing:** 10 to 01 PM

**Venue:** Seminar Hall, Dr. D Y Patil Institute of Management & Entrepreneur Development

The seminar aims to provide valuable insights into the significance of Intellectual Property Rights in the business world. Understanding IPR is crucial in today's competitive landscape, and this seminar will cover key aspects related to patents, trademarks, copyrights, and trade secrets.

We encourage all students to actively participate in this session, as it will not only enhance your knowledge but also contribute to your academic and professional growth.

Best Regards,

Co-Coordinator

[Adv. Ravi Chourasiya]

Director

[Dr. Priyanka Singh]

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**Seminar Report: "IPR and Entrepreneurship"**

**Date:** February 17, 2023

**Venue:** Seminar Hall, Dr. D Y Patil Institute of Management and Entrepreneur Development

**Chief Guest:** Dr. Priyanka Singh, Director - DYPIMED

**Speaker:** Mr. Lionel John D'Mello

**Event Coordinator:** Dr. Ravi Chourasiya

**Introduction:** The Seminar on "IPR and Entrepreneurship" was held at the Seminar Hall of Dr. D Y Patil Institute of Management and Entrepreneur Development on February 17, 2023. The event aimed to shed light on the crucial intersection between Intellectual Property Rights (IPR) and entrepreneurship, featuring insights from esteemed speaker Mr. Lionel John D'Mello.

**Keynote Address by Dr. Priyanka Singh:** Dr. Priyanka Singh, Director of DYPIMED, welcomed the audience and emphasized the importance of understanding and integrating intellectual property considerations into entrepreneurial ventures. She highlighted the role of innovation in driving economic growth and the significance of protecting intellectual assets in fostering a culture of entrepreneurship.

**Speaker Profile: Mr. Lionel John D'Mello:** Mr. Lionel John D'Mello, a seasoned expert in intellectual property law and entrepreneurship, brought a wealth of knowledge and practical experience to the seminar. With a background in legal practice and business consultancy, Mr. D'Mello has been at the forefront of advising startups and enterprises on navigating the complex landscape of intellectual property.

**Seminar Highlights:**

**1. Overview of Intellectual Property:**

- Mr. D'Mello began by providing a comprehensive overview of intellectual property, covering patents, trademarks, copyrights, and trade secrets. He highlighted the importance of identifying and protecting intangible assets.

**2. IPR as a Strategic Business Tool:**

- The speaker emphasized that entrepreneurs should view IPR not merely as a legal requirement but as a strategic tool for business success. He shared real-world examples



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illustrating how effective IPR management can contribute to market differentiation and competitiveness.

**3. Startups and IPR Challenges:**

- Mr. D'Mello discussed the unique challenges faced by startups in managing intellectual property. He addressed common misconceptions and provided practical tips for entrepreneurs to safeguard their innovations.

**4. IPR Funding Opportunities:**

- Exploring the financial aspect, the speaker delved into how intellectual property can serve as collateral for funding. He discussed various funding opportunities and incentives available for businesses with robust IP portfolios.

**5. IPR Enforcement Strategies:**

- Understanding the concerns related to IPR infringement, Mr. D'Mello shared insights into effective enforcement strategies. He discussed the role of litigation, alternative dispute resolution, and proactive measures to protect intellectual property.

**6. Q&A Session:**

- The seminar concluded with an engaging Q&A session, where participants had the opportunity to seek clarifications and share their experiences. Mr. D'Mello addressed queries on specific industries, emerging technologies, and recent legal developments.

**Closing Remarks by Dr. Ravi Chourasiya:** Dr. Ravi Chourasiya, the event coordinator, expressed gratitude to Mr. Lionel John D'Mello for his enlightening session. He encouraged participants to apply the knowledge gained in their entrepreneurial pursuits and reiterated the institute's commitment to fostering a culture of innovation and business excellence.

The seminar on "IPR and Entrepreneurship" provided a valuable platform for MBA students and faculty to gain insights into the strategic importance of intellectual property in the entrepreneurial landscape. The event was marked by a rich exchange of ideas and practical wisdom, contributing to the institute's mission of nurturing future business leaders.



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Dear Prof. Nalanda Kene

Subject: Invitation to Serve as Keynote Speaker - "Transforming Business through Innovation & Inclusion" Seminar

I hope this message finds you in excellent health and spirits. It is with great pleasure and excitement that I extend to you a heartfelt invitation to serve as the keynote speaker at our upcoming seminar on the compelling theme of "Transforming Business through Innovation & Inclusion."

Seminar Details:

Date November 17 2022

Time: 10.30 AM to 5. PM

Venue: Dr. D.Y. Patil Institute of Management and Entrepreneur Development

Topic: Transforming Business through Innovation & Inclusion

Your reputation as an esteemed expert in the field of innovation and inclusion has inspired us to seek your valuable insights for this event. Your contributions to the field are widely recognized, and we believe that your participation as our keynote speaker will significantly enhance the impact of the seminar.

Keynote Address:

We kindly request that you deliver a keynote address at the seminar. Your profound understanding of the role of innovation and inclusion in business transformation will undoubtedly serve as a source of inspiration and enlightenment for our diverse audience, which includes professionals, entrepreneurs, and individuals eager to stay at the forefront of business development.

If you have any questions or require further information, please do not hesitate to contact us

Thank you for considering this invitation. We look forward to the opportunity to collaborate with you and make this seminar a resounding success.

Sincerely,

Director

Dr. D.Y Patil Institute of Management and Entrepreneur Development



  
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**Seminar Report**

Topic Name: Transforming Business Through Innovation and Inclusion

Date November 17 2022

Keynote Speaker: Prof. Nalanda Kene

The seminar on "Transforming Business Through Innovation and Inclusion" featured Prof. Nalanda Kene as the keynote speaker. Prof. Nalanda Kene is a renowned researcher for inclusive business. This seminar report highlights the key points, insights, and recommendations shared by Prof. Nalanda Kene during her keynote address.

Prof. Nalanda Kene began by emphasizing the significance of inclusive business. He explained that inclusive education is not just a matter of providing equal opportunities but recognizing and celebrating diversity. Inclusive education ensures that all students, regardless of their background or abilities, receive the support and accommodations they need to succeed.

Prof. Nalanda Kene discussed the transformative impact of technology on business. He highlighted the role of digital tools, online learning platforms, and artificial intelligence in making business more accessible and personalized. He stressed the need for educators to adapt and embrace technology as a means to reach diverse learners.


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Conclusion:

Prof. Nalanda Kene

keynote address provided valuable insights into the transformative potential of inclusive business and the role of innovation in shaping the future of learning. His emphasis on the importance of adapting to change, leveraging technology, and valuing diversity resonated with the audience. The seminar served as a platform for a meaningful discussion on the future of education and pedagogy, with Prof. Atish's wisdom and expertise at the forefront.



  
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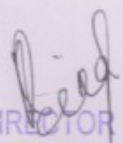
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ATTENDANCE SHEET

Stream :- MBA / MCA

Seminar Topic :- Transforming Business through Innovation & Inclusion.

Date: - 17 Nov 2022

Name	Contact Number	Signature
Shinde Chandrakant D	7218805443	Shinde
Burte Harshada P.	9022504661	Burte
Deshmukh Dhanraj	8080132899	Dhanraj
Pardeshi Rasika M.	7498253220	Rasika
Samiksha Pawar	9518301983	Pawar
Anandeshwari Singh	9398248049	97
Aishwarya Kotalwar	9175585303	Aishwarya
Vaishnavi Gaikwad	7382754611	Vaish
Sayali Chavan	9822901575	Sayali
Raut Vaishnavi	8668307683	Raut
Ashokrao Dhanashree	8600235227	Dhanashree
Sayali S. Ghone	9834625223	S. S. Ghone
Neha M. Kamble	9922855150	N. Kamble
Amruta Madhav	9623049055	Amruta
Omkar Kumbhar	8975553217	O. R. Kumbhar
Gurame Rutuja	8668436548	Rutuja
Lufame Bhagtashe	8208386724	Bhagtashe
Mane Pratiksha	9822871204	Pratiksha



  
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ATTENDANCE SHEET

Stream :- MBA / MCA

Seminar Topic :- Transforming Business through Innovation & Inclusion

Date: -

17 Nov 2022

Name	Contact Number	Signature
Dhage Siddhesh		Dhage
Aarti Shirsaj		Aarti.S
Gandge Ganpati		Gandge
Rahul Sunil		Rahul
Jadhav Siddharth		Jadhav
Jagtap Gaytri		Jagtap
Jagtap Prathmesh		Jagtap
Pradya Jalindar		Pradya
Yogesh Kamble		Yogesh K.K
Kapil Moon		Kapil
Kardale Ganesh		Kardale
Ganesh Shrikant		Ganesh
Mane Ajay		Mane
Avinash Bapu		Avinash
Sharvi Mane		Sharvi
Mane Vinay		Mane.V
Rutuja more		Rutuja
More Saket		More



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Date: October 6 2022

## Seminar Notice

This is to inform all MBA students FY and SY students that an important seminar on "Digital Marketing Research Trends in in 2022" has been scheduled on date October 20 2022

We are thrilled to announce that Prof. Ramgopal will be the keynote speaker for our upcoming event on the latest trends in Digital Marketing Research Trends. Prof. Ramgopal is a renowned expert in the field, and his insights and expertise promise to make this event a must-attend for professionals in the digital marketing industry.

The details are as shown below.

**Date:** October 20 2022

**Timing:** 10 AM to 05 PM

**Speaker:** Prof. Ramgopal

**Venue:** Seminar Hall, Dr. D Y Patil Institute of Management & Entrepreneur Development

  
Co-Coordinator



  
Director

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Date: October 5 2022

Prof. Ramgopal  
IGI, Pune

Subject: Invitation to Serve as Keynote Speaker - Digital Marketing Research Trends in 2022

I trust this message finds you in excellent health and spirits. It is with great enthusiasm that I extend a warm invitation to you to serve as the keynote speaker at our upcoming event focused on "Digital Marketing Research Trends in 2022." Your recognized expertise in this field makes you an ideal candidate to share your insights with our audience.

Event Details:

Event Name: Digital Marketing Research Trends in 2022

Date: October 20 2022

Time: 10 AM to 4 PM

Venue: Dr. D. Y. Patil Institute of Management and Entrepreneur Development

We are impressed by your significant contributions to the field of digital marketing research, and we believe that your participation as a keynote speaker will significantly enhance the quality of our event.

Keynote Address:

We kindly request that you deliver a keynote address at the event, focusing on the latest trends and insights in digital marketing research for the year 2022. Your deep knowledge and unique perspective will undoubtedly serve as a source of inspiration and enlightenment for our audience, which includes professionals, researchers, and students eager to stay updated with the latest developments in the field.

Thank you for considering this invitation. We look forward to the opportunity to work with you to make our event a memorable and insightful experience for all participants.



Director

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Seminar Report: Digital Marketing Research Trends in 2022

Date: October 20 2022

Location: Seminar Hall D.Y Patil Institute of Management & Entrepreneur Development

Welcome and Introduction to the Seminar

Introduction of Keynote Speaker: Prof. Ramgopal

Keynote Address: Topic: " Digital Marketing Research Trends in 2022"

Insights from Prof. Ramgopal on the significance of digital marketing research trends in 2022

Emerging Digital Marketing Platforms

Exploring new and emerging social media platforms, Utilizing platforms like TikTok, Clubhouse, and others for marketing. Case studies of brands that successfully leveraged these platforms

SEO and Content Marketing in 2022, SEO trends, including Google's core updates

Content marketing strategies for engagement and SEO. Prof. Ramgopal's expertise on optimizing content for search engines

Social Media Advertising and Influencer Marketing: The latest in social media advertising

Effectiveness of influencer marketing in the current landscape insights from Prof. Ramgopal on influencer marketing strategies

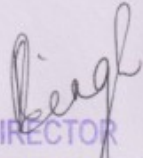
E-commerce and Conversion Rate Optimization Trends in e-commerce and online shopping

Strategies for optimizing conversion rates Case studies of successful e-commerce brands

Mobile Marketing and App-Based Advertising: The rise of mobile marketing

Strategies for advertising within mobile apps Prof. Ramgopal's insights on mobile marketing trends



  
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**Dr. D. Y. PATIL EDUCATIONAL FEDERATION**  
**Dr. D. Y. Patil Institute of Management and Entrepreneur Development**  
**Approved by AICTE, Affiliated to SPPU Pune**

Address: - Sr. No. 27/A/1/2C, Near Talegaon Railway Station, Towards HP Service Station, Varale, Talegaon, Pune, Maharashtra 410507. **Website:** dypatilef.com. dypatilimed.com **E- mail-** director.dypimed@dypatilef.com

**Dr. D. Y. Patil**

Founder Dr. D Y Patil Group

**Dr. Sushant Patil**

President

**Dr. Priyanka A. Singh**

Director

digital marketing

Future Outlook and Q&A

A look ahead at the future of digital marketing Interactive Q&A session with Prof. Ramgopal  
Closing remarks and thanks Conclusion: Summary of Key Takeaways Acknowledgment of the  
Keynote Speaker and Attendees Invitation to future events and networking opportunities This  
seminar report structure will help provide valuable insights into the digital marketing trends of  
2022 with Prof. Ramgopal as the keynote speaker. It covers a wide range of topics relevant to  
the digital marketing landscape, offering attendees a comprehensive view of the subject.



*Priyanka A. Singh*  
DIRECTOR  
DR.D.Y.P.I.M.E.D.  
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*Priyanka Singh*  
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President

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Director

ATTENDANCE SHEET

Stream :- MBA / MCA

Seminar Topic :-

Date :-

Digital Marketing Research Trends in 2022  
Oct. 20, 2022

Name	Contact Number	Signature
Vinit Kothare	7709856718	
Raju Pal	9833421999	
Pratik Patil	9175167034	
Sachin Chavan	9808878535	
Malunekar Rupesh	9503531267	
Padekar Shreyas	8080432216	
Atharva Walke	7030017818	
Tejas Badve	827564944	
Bhagat Rushikesh	7028166667	
Sawal Vishal	9623639110	
Yadav Priyanka	8605410157	
Agale Mrunal	7972322819	
Katrajkar Madhuri	7420089456	
Arhad Gayatri	9894929731	
Vaishnavi Dehmukh	7507223912	
Neha Londhe	8767199332	
Gore Shraddha	7620577521	



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Name	Contact Number	Signature
Ameru Ohker	8552815174	
Bhagat Dhananjay	7249408575	
Bhagat Sanika	8208928518	
Bhagwat Pratik	8668970891	
Bhavik Anand	7020996892	
Bhosale Shivaji	7387830909	
Bembane Dipak	9370075241	
Sejal Chandankbede	8956131970	
Akhilesh Chaudhary	7249466552	
Dhage Siddhesh	9146952671	
Dongapure Acroti	7350478363	
Ganpati Gondage	8010618908	
AKshata .A. Ghule	8308711187	
Pahul sunil Ingale	9960291452	
Siddharth S. Jadhav	9136203095	
Jagdhane Gajpati .B.	7757805906	
Jagtap prathamesh .B.	7020877770	
Jathar Pradnya	9529774262	



DIRECTOR  
DR.D.Y.P.I.M.E.D.  
Varale, Maval, Pune 410 507

# "NOTICE"

Date: 11/05/2022

Dear MBA / MCA Students,

**Subject: Seminar on "Emerging Technologies and IP Challenges"**

This is to inform all MBA/MCA students (1<sup>st</sup> & 2<sup>nd</sup> Year) that an important seminar on Intellectual Property Rights (IPR) has been scheduled for:

**Speaker:** Mr. Shailendra Khojare

**Date:** 13/05/2022,

**Timing:** 11 to 02 PM

**Venue:** Seminar Hall, Dr. D Y Patil Institute of Management & Entrepreneur Development

The seminar aims to provide valuable insights into the significance of Intellectual Property Rights in the business world. Understanding IPR is crucial in today's competitive landscape, and this seminar will cover key aspects related to patents, trademarks, copyrights, and trade secrets.

We encourage all students to actively participate in this session, as it will not only enhance your knowledge but also contribute to your academic and professional growth.

Best Regards,

Co-Coordinator

[Dr. Ravi Chourasiya]

Director

[ Dr. Priyanka Singh]

**DIRECTOR**

**DR.D.Y.P.I.M.E.D.**

**Varale, Maval, Pune 410 507**



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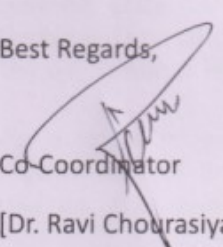
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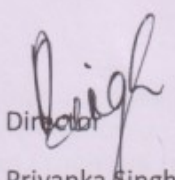
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09/05/2022

To,  
Mr. Shailendra Khojare,

**Subject: Invitation to Speak at Seminar on "Emerging Technologies and IP Challenges"**

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*big*  
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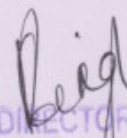
Thank you for your attention, and we eagerly look forward to your positive response.

Yours sincerely,



Dr. Ravi Chourasiya  
Seminar Coordinator



  
DIRECTOR  
DR.D.Y.P.I.M.E.D.  
Varale, Maval, Pune 410507



5/09/22, 12:07 PM

Dr. D. Y. Patil Educational Federation Mail - Subject: Invitation to Speak at Seminar on "Emerging Technologies and IP Challenges"



Dr.RAVI KUMAR CHOURASIYA <rkc.mba@dypatilef.com>

## Subject: Invitation to Speak at Seminar on "Emerging Technologies and IP Challenges"

Shailendra kho <khojareshailendra74@gmail.com>  
PMTto: "Dr.RAVI KUMAR CHOURASIYA" <rkc.mba@dypatilef.com>

Mon, May 09, 2022 at 12:06

Hi ! Dr. Ravi  
Thanks for the invitation, and I accept the invitation.  
Regards/ s. khojare

On Mon, May 09, 2022 at 12:03 PM Dr.RAVI KUMAR CHOURASIYA <rkc.mba@dypatilef.com> wrote:

09/05/2022

To,

Mr. Shailendra Khojare,

### Subject: Invitation to Speak at Seminar on "Emerging Technologies and IP Challenges"

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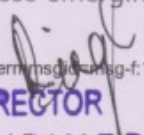
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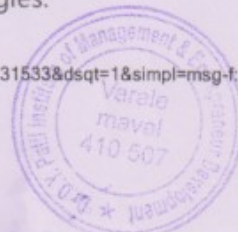
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<https://mail.google.com/mail/u/0/?ik=6ff8bd8a5e&view=pt&search=all&permmsgid=msg-f:1771467489032231533&dsqt=1&simpl=msg-f:17714674890...> 1/2

  
DIRECTOR

DR.D.Y.P.I.M.E.D.

Varale,Maval,Pune 410 507



5/09/22, 12:07 PM

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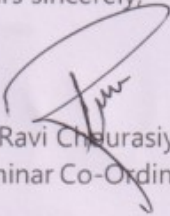
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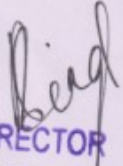
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Dr. Ravi Chaurasiya  
Seminar Co-Ordinator



  
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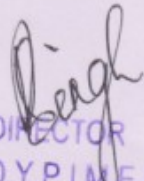
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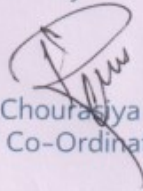
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**Dr. Sushant Patil**

President

**Dr. Priyanka A. Singh**

Director

Workshop Report: Emerging Technologies and IP Challenges

By Mr. Shailendra Khojare

Date: 13/05/2022,

Dr Priyanka Singh (Director- Dr DYPIMED),

Venue: Seminar Hall

On May 13, 2022, a workshop on "Emerging Technologies and IP Challenges" was held at the Seminar Hall. The workshop was organized by Dr. Priyanka Singh, the Director of Dr. DYPIMED (Dr. D. Y. Patil Institute of Management and Entrepreneurship Development). The session was conducted by Mr. Shailendra Khojare, an expert in intellectual property (IP) and emerging technologies.

The workshop aimed to provide participants with insights into the challenges and implications of intellectual property in the context of emerging technologies. The event was attended by professionals, researchers, and students interested in understanding the intersection of technology and intellectual property rights.

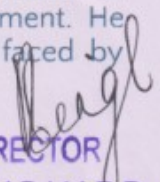
The workshop commenced with an opening address by Dr. Priyanka Singh, who highlighted the importance of understanding intellectual property rights in the rapidly evolving landscape of emerging technologies. She emphasized the need for innovation and proper IP management to leverage technological advancements effectively.

Mr. Shailendra Khojare, the workshop speaker, began by discussing the fundamental concepts of intellectual property and its relevance to emerging technologies. He explained the different types of intellectual property, including patents, trademarks, copyrights, and trade secrets, and their respective roles in protecting innovations.

Throughout the workshop, Mr. Khojare explored the challenges and complexities arising from emerging technologies in relation to intellectual property. He delved into topics such as artificial intelligence, blockchain, Internet of Things (IoT), and 3D printing, discussing their potential impact on IP rights and the legal implications associated with them.

Furthermore, Mr. Khojare shed light on the emerging IP challenges in various industries, including healthcare, biotechnology, software development, and entertainment. He shared real-life examples and case studies to illustrate the complexities faced by



  
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**Dr. D. Y. Patil**

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**Dr. Sushant Patil**

President

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Director

organizations in protecting their intellectual property assets amidst technological advancements.

The workshop also included interactive sessions and group discussions, allowing participants to engage in knowledge-sharing and brainstorming activities. Attendees had the opportunity to raise questions, share their experiences, and seek advice from Mr. Shailendra Khojare, who provided practical insights and guidance based on his expertise.

The event concluded with a closing address by Dr. Priyanka Singh, expressing gratitude to Mr. Shailendra Khojare for his valuable insights and thanking the participants for their active participation. Certificates of participation were distributed to all attendees to acknowledge their involvement in the workshop.

The "Emerging Technologies and IP Challenges" workshop, organized by Dr. Priyanka Singh and presented by Mr. Shailendra Khojare, proved to be a highly informative and engaging session. Participants gained a deeper understanding of the IP landscape in the context of emerging technologies, enabling them to navigate the challenges effectively and protect their intellectual property assets.

We extend our appreciation to Mr. Shailendra Khojare for sharing his expertise and to Dr. Priyanka Singh and the team at Dr. DYPIMED for organizing this enlightening workshop. We look forward to future events that foster knowledge exchange and promote awareness of emerging technologies and intellectual property rights.



*Beigh*  
**DIRECTOR**

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Dr. Priyanka A. Singh  
Director

ATTENDANCE SHEET

Stream :- MBA / MCA

Seminar Topic :- Emerging Technologies and Ip Challenges

Date :-

13/5/2022

Name	Contact Number	Signature
Prasad Wakchoure	8161556884	
Kaustubh Jayjude	7875879148	
Amist Garode	9579818348	
Jay wakchoure	7822957179	
Amar Londage	9373124232	
Sourav Nair	7796074796	
Pawar Akshay	7156802756	
Pratik Jadhav	97658550515	
Raj Shinde	9405007186	
Abhay Patil	9869556227	
Nilesh Gudalkar	9867070965	
OMBORAVAKE	8390119060	
Girish A. Gudape	7887950891	
Abhishek Dhone	9890338967	
Aniket Patil	9004189661	
Sandesh Kolekar	9370598590	
Atul Shingade	7028442535	
Rushikesh Kumawat	9322466709	



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Dr. Sushant Patil

President

Dr. Priyanka A. Singh

Director

ATTENDANCE SHEET

Stream :- MBA / ~~MCA~~

Seminar Topic :-

Date: -

Emerging Technologies & IP Challenges  
13/5/2022

Name	Contact Number	Signature
Sayali Giri	9511744511	
Sahil Nandanwar	7558281529	
Indrajit Ambhure	8552937673	
Nisha Mahajan	9356643680	
Snehal Gaikwad	8421264599	
Pratiksha Shinde	7715899381	
Sonam Kumari	9529167661	Sonam Kumari
Sakshi Gade	8605478282	
Sejal Godghate	9359312996	
Mahesh Tandelkar	8806276465	
Pooja Pande	9322232861	
chetana Thigale	8975192096	
Tisha Tank	9545066537	
Suhana Shaikh	7420941707	
Neha A. Suryawanshi	7756069355 / 9881835567	
Ratnaprabha Kharat	9130359852	
Ashrini Raut	7218745909	
Ashwini Bansode	9099633162	



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President

**Dr. Priyanka A. Singh**

Director

**Seminar Report: "IPR Valuation and Financial Management"**

**Date:** March 15, 2022

**Venue:** Seminar Hall, Dr. D Y Patil Institute of Management and Entrepreneur Development

**Chief Guest:** Dr. Tanaji Dabahde, Director - DYPIMED

**Speaker:** Mr. Lionel John D'Mello

**Event Coordinator:** Dr. Ravi Chourasiya

**Introduction:** The Seminar on "IPR Valuation and Financial Management" took place at the Seminar Hall of Dr. D Y Patil Institute of Management and Entrepreneur Development on March 15, 2022. The event aimed to provide profound insights into the valuation of Intellectual Property Rights (IPR) and its strategic integration into financial management. Renowned speaker Mr. Lionel John D'Mello, an expert in the field, shared his expertise with the attendees.

**Keynote Address by Dr. Tanaji Dabahde:** Dr. Tanaji Dabahde, Director of DYPIMED, opened the seminar by underscoring the vital connection between IPR and financial management. She emphasized the need for businesses, especially entrepreneurial ventures, to understand the financial implications of their intellectual property assets in a rapidly evolving economic landscape.

**Speaker Profile: Mr. Lionel John D'Mello:** Mr. Lionel John D'Mello, a distinguished authority in intellectual property law and financial management, brought a wealth of experience to the seminar. With a background in advising corporations and startups on leveraging intellectual property for financial gain, Mr. D'Mello has been a pioneer in integrating legal and financial strategies for business success.

**Seminar Highlights:**

**1. Understanding IPR Valuation:**

- Mr. D'Mello began by demystifying the concept of IPR valuation, explaining the methodologies and factors influencing the assessment of intellectual property assets. He illustrated the importance of recognizing patents, trademarks, and copyrights as valuable components of a company's balance sheet.

**2. Integration of IPR into Financial Statements:**



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President

**Dr. Priyanka A. Singh**

Director

- The speaker elucidated on how businesses can seamlessly integrate their intellectual property assets into financial statements. He provided practical insights into accounting practices that reflect the true value of intangible assets.

**3. Strategic Financial Planning with IPR:**

- Mr. D'Mello delved into the strategic aspects of financial planning with a focus on leveraging intellectual property. He discussed how businesses can use IPR as collateral for loans, attract investors, and enhance their overall financial position.

**4. Risk Management and IPR:**

- Addressing the risks associated with IPR, Mr. D'Mello outlined risk management strategies. He discussed the importance of safeguarding intellectual property assets against potential threats and mitigating financial risks.

**5. IPR Monetization Strategies:**

- The speaker provided valuable insights into various strategies for monetizing intellectual property. This included licensing agreements, joint ventures, and other innovative approaches that allow businesses to derive financial benefits from their IP assets.

**6. Case Studies and Real-world Examples:**

- To illustrate key concepts, Mr. D'Mello presented case studies and real-world examples of businesses successfully incorporating IPR valuation into their financial management practices. These practical examples resonated well with the audience.

**Q&A Session:**

- The seminar concluded with an interactive Q&A session, where participants engaged with Mr. Lionel John D'Mello on specific financial and legal challenges related to IPR. The speaker provided valuable insights, addressing queries from both students and faculty.

**Closing Remarks by Dr. Ravi Chourasiya:**

- Dr. Ravi Chourasiya, the event coordinator, extended his gratitude to Mr. Lionel John D'Mello for an enlightening session. He emphasized the significance of understanding the financial dimensions of intellectual property for the holistic education of MBA students.

The seminar on "IPR Valuation and Financial Management" not only contributed to the academic enrichment of MBA students but also offered practical knowledge that is crucial for entrepreneurs and



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business professionals. The event showcased the institute's commitment to providing a platform for the exchange of knowledge and ideas at the intersection of law, finance, and entrepreneurship.



*Beigh*  
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## "NOTICE"

Date: 13/03/2022

Dear MBA / MCA Students,

**Subject: Seminar on "IPR Valuation and Financial Management"**

This is to inform all MBA/MCA students (1<sup>st</sup> & 2<sup>nd</sup> Year) that an important seminar on Intellectual Property Rights (IPR) has been scheduled for:

**Speaker:** Mr. Lionel John D'Mello

**Date:** March 15, 2022

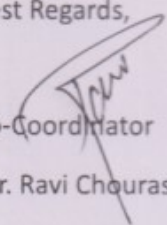
**Timing:** 01 to 05 PM

**Venue:** Seminar Hall, Dr. D Y Patil Institute of Management & Entrepreneur Development


The seminar aims to provide valuable insights into the significance of "IPR Valuation and Financial Management" in the business world. Understanding IPR is crucial in today's competitive landscape, and this seminar will cover key aspects related to patents, trademarks, copyrights, and trade secrets.

We encourage all students to actively participate in this session, as it will not only enhance your knowledge but also contribute to your academic and professional growth.

Best Regards,

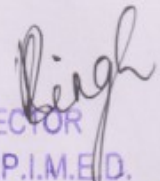
  
Co-Coordinator

[Dr. Ravi Chourasiya]

  
Director

[Dr. Tanaji Dabahde]



  
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Dr. Priyanka A. Singh  
Director

ATTENDANCE SHEET

Stream :- MBA / MCA

Seminar Topic :- IPR Valuation and financial M&A

Date: - 15/03/2022

Name	Contact Number	Signature
OMkar A		Aom
Abhishek Argahe		Arghade
Bhagat Dhananjay		Bhagat
Sanika Bhagat		Sanika
PARTIK B		Partik
Anand Bhavik		Anand
Bhasale Shiraji		Bhasale
Dipak Laxman B		Dipak
Chandankhede Sejal		Sejal
AKHILESH JEEVAN		Jeevan
Abhutesh Chauhan		Abhutesh
Dhage Siddesh		Dhage
Aarti Shivraj		Aarti
Gandage Ganapati		Gandage
AKSHATA GHULE		Akshata
INGALE RAHUL		Rahule
Jadav Siddharth		Jadav
Gayatri Jagdhane		Jagatri



  
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Date: 05/12/2021

## Seminar Notice

Dear MBA First-Year and Second-Year Students, we are excited to announce a significant seminar focusing on " Statistical Package for the Social Sciences (SPSS)" that has been announced for December 20, 2021.

In today's data-driven world, the ability to effectively analyze and interpret data is a critical skill for professionals across various fields. Whether you are an academic researcher, a business analyst, or a student, the Statistical Package for the Social Sciences (SPSS) is a powerful tool that can empower you to gain valuable insights from your data. Join us for an enlightening seminar on "Unlocking the Power of Data Analysis with SPSS."

Event Details:


Date: December 20, 2021.

Time: 11 AM to 5 PM

Venue: D.Y Patil Institute of Management and Entrepreneur Development Seminar Hall

Expert Speaker: Dr. Sanjay Gaure.



  
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To,  
Dr. Sanjay Gaure  
R.E.C Bhalki

14/03/2018

Dear Dr. Gaure,  
Subject: Invitation to Serve as Keynote Speaker

I hope this letter finds you in good health and high spirits. It is with great pleasure and excitement that I extend an invitation to you to serve as the keynote speaker at our upcoming event, "Utilizing SPSS for Data Analysis" scheduled for December 20 2021 at Dr. D. Y. Patil Institute of Management and Entrepreneur Development in Pune. Your expertise and contributions in SPSS make you an ideal candidate to inspire and enlighten our audience.

Event Details:

Event Name: Utilizing SPSS for Data Analysis"

Date: December 20 2021

Time: 11 Am to 5.30 PM

Venue Dr. D. Y. Patil Institute of Management and Entrepreneur Development

About You:

We are deeply impressed by your significant achievements and contributions to SPSS. Your extensive experience and in-depth knowledge of utilizing SPSS align perfectly with the focus of our event. We believe that your insights and expertise will greatly enrich our program.

We kindly request that you deliver a keynote address at the event, focusing on Utilizing SPSS for Data Analysis Your presentation will be a centerpiece of the program and will set the tone for the entire event.

We understand that your participation is of utmost importance, and we are committed to making your experience as comfortable and smooth as possible

Your presence as our keynote speaker would be an honor, and we kindly request your confirmation at your earliest convenience. Please let us know if you are available to accept this invitation, and if you have any specific requirements or preferences.

Sincerely,



Director

DIRECTOR

DR.D.Y.P.I.M.E.D.

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President

**Dr. Priyanka A. Singh**

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Seminar Report: Utilizing SPSS for Data Analysis

Date: December 20 2021

Location: Seminar Hall

Keynote Speaker: Dr. Sanjay Gaure

**Introduction**

The seminar on "Utilizing SPSS for Data Analysis" was a highly informative and engaging event held on December 20 2021 at Dr. D. Y. Patil Institute of Management and Entrepreneur Development. The keynote speaker for the seminar was the esteemed Dr. Sanjay Gaure, an expert in the field of SPSS. This report summarizes the key points and insights shared during the seminar.

**Keynote Address**

Dr. Sanjay Gaure's keynote address was the highlight of the seminar. He provided a comprehensive overview of SPSS, its significance in data analysis, and its practical applications. Some key takeaways from his address include:

**Introduction to SPSS:** Dr. Gaure explained the basics of SPSS, including its features, capabilities, and user-friendly interface.

**Data Management:** He discussed how SPSS can be used for effective data management, from data input and cleaning to transformation and manipulation.



*P. Singh*  
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**Statistical Analysis:** Dr. Gaure highlighted the powerful statistical analysis tools within SPSS, including descriptive statistics, hypothesis testing, and regression analysis.

**Data Visualization:** He emphasized the importance of data visualization through charts and graphs, showcasing how SPSS can create compelling visual representations of data.

**Real-World Applications:** Using real-world examples, Dr. Gaure demonstrated how SPSS has been applied in research, business, and various fields to gain actionable insights.

#### Interactive Q&A Session

Following the keynote address, Dr. Sanjay Gaure engaged with the audience in an interactive Q&A session. Attendees had the opportunity to ask questions and seek clarifications on various aspects of SPSS. The session was highly informative, with Dr. Gaure providing practical solutions and insights.

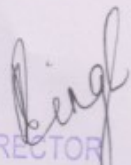
#### Networking Opportunities

The seminar provided ample opportunities for networking and knowledge sharing among the participants. Attendees had the chance to connect with Dr. Sanjay Gaure and fellow professionals, researchers, and students interested in SPSS.

#### Conclusion

The seminar on "Utilizing SPSS for Data Analysis" was a resounding success, thanks to the invaluable contribution of Dr. Sanjay Gaure. His expertise and insights have enriched our understanding of SPSS and its practical applications. The event served as a platform for



  
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President

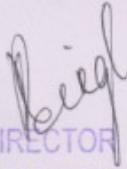
**Dr. Priyanka A. Singh**

Director

knowledge exchange and networking, leaving participants inspired and better equipped to leverage SPSS in their respective fields.

We extend our sincere appreciation to Dr. Sanjay Gaure for being the keynote speaker and sharing his knowledge with us.



  
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ATTENDANCE SHEET

Stream :- MBA / MCA

Seminar Topic :- Utilising

Date: - 5/12/2021

SPSS for Data Analysis

Name	Contact Number	Signature
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Arishkar Anil Pingale	9922743786	
Rasika Pardeshi	7498253220	
Madhuri Katojkar	7420089456	
Vaishnavi Gaikwad	9421212868	
Gurame Rutuja	8668436548	
Bante Harshada	9022504661	
Deshmukh Dhanshri	8080132899	
Anekar omkar	7230459123	
Bhagath D	7536921030	
Sanika B	7242503210	
Bhavik Anand	9421302314	
Bhosale Shivaji	7230901231	
Dipak	7621312102	
Charan Ashutosh	8030427251	
Dhage S. S.	9763512132	
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Ghule Akshata	9763312067	



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Director

**ATTENDANCE SHEET**

Stream :- MBA / MCA


Seminar Topic :-

Date: -

utilising SPSS for Data Analysis  
5/12/2021

Name	Contact Number	Signature
pratik akhase	-	PA
Argade Ravishankar		Ravishankar
Atre Pankaj		Pankaj A
Sumedh Baviskar		Sumedh
Bhagwant Shreyas		Shreyas B
Akhase pratik		Pratik
Argade Ravishankar		Argade Ravishankar
Pankaj Atre		Pankaj
Baviskar Sumedh		B. Sumedh
Saksh Bhade		Saksh
Bhise Deepak	-	Deepak
Akash Bhoge		Akash
Bodhe Gaurav		Gaurav
Bhise Nikita		Nikita
Channe Vijay		Vijay
Mamav C.		Mamav
Chindhe pratiksha		Pratiksha
Choudhary S		Chs.



  
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President

**Dr. Priyanka A. Singh**

Director

Date: October 5 2021

## Seminar Notice

This is to inform you all that the seminar on the topic "Data Privacy and IPR" scheduled on October 25 2021.

We are excited to inform you that Dr.Thomson will be the distinguished keynote speaker at our upcoming event centered on the critical themes of Data Privacy and Intellectual Property Rights (IPR). Dr.Thomson is a leading authority in the field and brings a wealth of knowledge and expertise to the discussion.

Event Details:

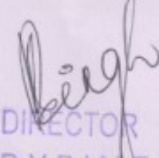
Date October 25 2021

Time: 11 AM to 5 PM

Venue: D. Y. Patil Seminar Hall

  
Director



  
DIRECTOR  
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Varale,Maval,Pune 410 507





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**Dr. D. Y. Patil**

Founder Dr. D Y Patil Group

**Dr. Sushant Patil**

President

**Dr. Priyanka A. Singh**

Director

Date: October 5 2021

Dear Dr. Thomson,  
ICCS, Pune.

I hope this message finds you in good health. I am pleased and excited to extend an invitation to you to serve as the keynote speaker at our upcoming event, focusing on "Data Privacy and IPR" The event is set to occur on October 25, 2021, at the Dr. D. Y Patil Institute of Management & Entrepreneur Development in Pune.

We have taken careful note of your exceptional expertise in the fields of data privacy, and intellectual property rights, and your profound insights into the General Data Protection Regulation (GDPR) and related areas. We firmly believe that your distinctive perspective and extensive knowledge will significantly enhance our event, offering our attendees invaluable insights and actionable strategies.

The primary goal of our event is to illuminate the evolving landscape of data privacy and intellectual property rights, with a special emphasis on the GDPR and its implications. Moreover, we aim to explore the broader implications and the future directions within this ever-evolving field. Your extensive experience and remarkable accomplishments are in perfect alignment with the event's theme.

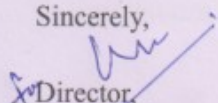
As the keynote speaker, we kindly request you to address our audience for approximately 45 minutes, followed by a 15-minute Q&A session during which participants can engage with you and seek clarifications on the subject matter.

Please inform us of your availability and any specific requirements you may have. We are highly flexible and willing to accommodate your schedule and preferences to ensure your participation is as comfortable and convenient as possible.

Your acceptance of this invitation would be a distinct honor for us and would unquestionably enhance the success of our event. Your contribution is eagerly anticipated by our participants, who are eager to learn from your extensive knowledge and experience.

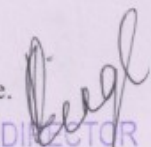
Thank you for considering our invitation, and we eagerly await the possibility of having you as our keynote speaker.

Sincerely,

  
Director,

Dr. D. Y Patil Institute of Management & Entrepreneur Development Talegaon, Pune.



  
DIRECTOR

DR.D.Y.P.I.M.E.D.

Varale, Maval, Pune 410 507



**Dr. D. Y. PATIL EDUCATIONAL FEDERATION**  
**Dr. D. Y. Patil Institute of Management and Entrepreneur Development**  
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**Dr. D. Y. Patil**

Founder Dr. D Y Patil Group

**Dr. Sushant Patil**

President

**Dr. Priyanka A. Singh**

Director

**Seminar Report on Data Privacy and IPR: GDPR and Beyond**

Date: October 25 2021

Venue: Seminar Hall Dr. D. Y. Patil Institute of Management and Entrepreneur Development

Speaker: Dr. Thomson V

The seminar on "Data Privacy and IPR: GDPR and Beyond" provided an in-depth exploration of the critical issues surrounding data privacy, intellectual property rights (IPR), and the General Data Protection Regulation (GDPR). This report summarizes the key insights, discussions, and recommendations derived from the seminar.

The seminar commenced with an introduction to the significance of data privacy and IPR in today's digital age. It emphasized the need for a comprehensive understanding of GDPR and its implications for individuals, businesses, and society as a whole.

This section delved into the fundamentals of data privacy, highlighting the importance of safeguarding personal information in an interconnected world. The ethical and legal dimensions of data privacy were explored.

An overview of IPR, including patents, copyrights, trademarks, and trade secrets, was provided. The connection between data, digital assets, and IPR was emphasized.

The GDPR, its key principles, and the rights it bestows upon individuals were discussed. The extraterritorial implications of GDPR were also examined.

This section explored the complex interplay between data privacy regulations and IPR. It discussed the challenges and synergies when protecting intellectual property while adhering to privacy laws

Real-world case studies were presented to illustrate how organizations navigate the delicate balance between data privacy, IPR, and regulatory compliance.

The seminar concluded by exploring strategies for a sustainable and compliant future in the data privacy and IPR landscape. Recommendations for organizations and policymakers were presented.

This section summarized the main takeaways from the seminar, emphasizing the need for continuous adaptation to the evolving data privacy and IPR landscape.



*Singh*  
DIRECTOR  
DR.D.Y.P.I.M.E.D.  
Varale, Maval, Pune 410 507



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**Dr. D. Y. Patil**

Founder Dr. D Y Patil Group

**Dr. Sushant Patil**

President

**Dr. Priyanka A. Singh**

Director

Key recommendations were provided, including implementing robust data protection measures, enhancing IPR strategies, and staying informed about regulatory changes.

We extend our gratitude to the speaker, participants, and organizers who contributed to the success of this seminar.

A list of references and resources used during the seminar is included for further reading and research.

This report offers a comprehensive overview of the seminar on "Data Privacy and IPR: GDPR and Beyond." It serves as a valuable resource for individuals, organizations, and policymakers seeking to navigate the intricate intersection of data privacy and intellectual property rights in the digital era.

Director

Dr. D. Y. Patil Institute of Management & Entrepreneur Development.



DIRECTOR  
DR.D.Y.P.I.M.E.D.  
Varale,Maval,Pune 410 507



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**Dr. D. Y. Patil**

Founder Dr. D Y Patil Group

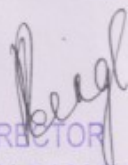
**Dr. Sushant Patil**

President

**Dr. Priyanka A. Singh**

Director



  
DIRECTOR  
DR.D.Y.P.I.M.E.D.  
Varale,Maval,Pune 410 507



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Dr. D. Y. Patil

Founder Dr. D Y Patil Group

Dr. Sushant Patil

President

Dr. Priyanka A. Singh

Director

ATTENDANCE SHEET

Stream :- MBA / ~~MCA~~

Seminar Topic :- Data Mining and IPR

Date :- 5/10/2021

Name	Contact Number	Signature
Sayali Giri	91511744511	
Sahil Nandanwar	7558281529	
Indrajit Ambhure	8552937673	
Nisha Mahajan	9356643680	
Snehal Gaikwad	8421264599	
Pratiksha Shinde	7715899381	
Sonam Kumari	9599167661	Sonam Kumari
Sakshi Gade	8605478282	
Sejal Godghate	9359312996	
Mahesh Tandelkar	8806276465	
Pooja Pande	9322232861	
chetana Thigale	8975192096	
Tisha Tank	9545066537	
Suhana Sheikh	7420941707	
Neha A. Anjanwarshi	7756069355 / 9881835567	
Ratnaprabha Kharat	9130359852	
Ashwini Raut	7218745909	
Ashwini Bansode	9099633162	



DIRECTOR  
DR.D.Y.P.I.M.E.D.  
Varale, Maval, Pune 410 507

## "NOTICE"

Date: June 17, 2021

Dear MBA Students,

**Subject:** Webinar on "Survey Research: Design, Sampling, and Data Collection"

This is to inform all MBA students (1<sup>st</sup> & 2<sup>nd</sup> Year) that an important seminar on Research Methodology has been scheduled for:

**Speaker:** Dr. Sheena Abraham - Poona Institute of Management Sciences and Entrepreneurship

**Date:** June 19, 2021

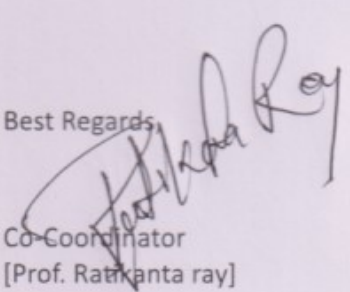
**Timing:** 10 to 01 PM

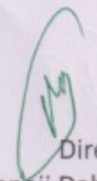
**Venue:** Digital Platform: Zoom cloud meeting

The seminar aims to provide valuable insights into the significance of Research Methodology in the business world.

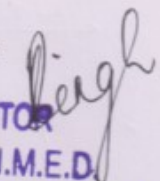
We encourage all students to actively participate in this session, as it will not only enhance your knowledge but also contribute to your academic and professional growth.

Best Regards,

  
Co-Coordinator  
[Prof. Ratikanta ray]

  
Director  
[Dr. Tanaji Dabhade]



  
**DIRECTOR**  
**DR.D.Y.P.I.M.E.D.**  
Varale, Maval, Pune 410 507



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**Dr. D. Y. Patil**

Founder Dr. D Y Patil Group

**Dr. Sushant Patil**

President

**Dr. Priyanka A. Singh**

Director

17/06/2021

To,  
Dr. Sheena Abraham  
Poona Institute of Management Sciences and Entrepreneurship (PIMSE)  
Camp, Pune - 410001

**Subject: Invitation to Speak at Webinar on "Survey Research: Design, Sampling, and Data Collection"**

Dear Dr. Sheena Abraham,

I hope this letter finds you well. On behalf of [Dr. DYPIMED], I am pleased to extend an invitation to you as a distinguished speaker for our upcoming webinar on the topic "Survey Research: Design, Sampling, and Data Collection." The webinar is scheduled to be held online on 19/06/2021, using the Zoom Cloud Meeting platform.

We have organized this webinar to delve into the intricacies of survey research, focusing on the fundamental aspects of design, sampling, and data collection. Considering your extensive expertise in the field and your notable contributions to research and academia, we believe that your insights and knowledge would significantly enrich our event.

**Webinar Details:**

Topic: Survey Research: Design, Sampling, and Data Collection

Date: 19/06/2021

Time: 11:00 AM.

Duration: Approximately 4 Hours

Venue: Zoom Cloud Meeting

As a speaker, we kindly request you to deliver a presentation that explores the essential components of survey research. We encourage you to discuss topics such as survey design principles, techniques for selecting appropriate sampling methods, effective data collection strategies, and best practices for data analysis. It would be invaluable if you could share practical examples and real-world applications to illustrate the concepts and engage our audience.



*Priyanka A. Singh*  
**DIRECTOR**  
**DR.D.Y.P.I.M.E.D.**  
Varale, Maval, Pune 410 507



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**Dr. Sushant Patil**

President

**Dr. Priyanka A. Singh**

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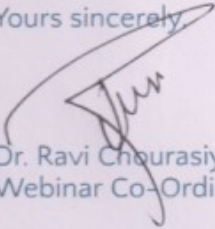
Your participation as a speaker would attract a diverse audience consisting of researchers, academicians, professionals, and students who are keen to enhance their understanding of survey research methodologies. Your expertise will contribute significantly to their knowledge and skill development in this field.

To ensure the success of the webinar, we kindly request your confirmation of participation by 17/06/2021. Furthermore, we would appreciate it if you could provide us with the title of your presentation and any specific requirements you may have regarding audiovisual aids or technical support during the webinar.

We are genuinely grateful for your consideration of this invitation and firmly believe that your presence would greatly enhance the quality and value of our webinar. If you have any questions or require further information, please do not hesitate to contact me at [rkc.mba@dypatilef.com] or [08407991877].

Thank you for your time and attention, and we eagerly anticipate your positive response.

Yours sincerely

  
Dr. Ravi Chourasiya  
Webinar Co-Ordinator



  
**DIRECTOR**  
**DR.D.Y.P.I.M.E.D.**  
Varale, Maval, Pune 410 507



Dr.RAVI KUMAR CHOURASIYA <rkc.mba@dypatilef.com>

**Subject: Invitation to Speak at Webinar on "Survey Research: Design, Sampling, and Data Collection"**

Dr.RAVI KUMAR CHOURASIYA <rkc.mba@dypatilef.com>  
To: sheena.abraham@pimse.com

Sat, Jun 17,2021 at 11:34 AM

17/06/2021

To,  
Dr. Sheena Abraham  
Poona Institute of Management Sciences and Entrepreneurship (PIMSE)  
Camp, Pune - 410001

**Subject: Invitation to Speak at Webinar on "Survey Research: Design, Sampling, and Data Collection"**

Dear Dr. Sheena Abraham,

I hope this letter finds you well. On behalf of [Dr. DYPIMED], I am pleased to extend an invitation to you as a distinguished speaker for our upcoming webinar on the topic "Survey Research: Design, Sampling, and Data Collection." The webinar is scheduled to be held online on 19/06/2021, using the Zoom Cloud Meeting platform.

We have organized this webinar to delve into the intricacies of survey research, focusing on the fundamental aspects of design, sampling, and data collection. Considering your extensive expertise in the field and your notable contributions to research and academia, we believe that your insights and knowledge would significantly enrich our event.

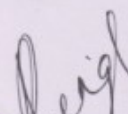
**Webinar Details:**

Topic: Survey Research: Design, Sampling, and Data Collection  
Date: 19/06/2021  
Time: 11:00 AM.  
Duration: Approximately 4 Hours  
Venue: Zoom Cloud Meeting

As a speaker, we kindly request you to deliver a presentation that explores the essential components of survey research. We encourage you to discuss topics such as survey design principles, techniques for selecting appropriate sampling methods, effective data collection strategies, and best practices for data analysis. It would be invaluable if you could share practical examples and real-world applications to illustrate the concepts and engage our audience.

Your participation as a speaker would attract a diverse audience consisting of researchers, academicians, professionals, and students who are keen to enhance their understanding of survey



  
**DIRECTOR**  
**DR.D.Y.P.I.M.E.D.**  
Varale, Maval, Pune 410 507

6/17/21, 11:35 AM

Gmail - Subject: Invitation to Speak at Webinar on "Survey Research: Design, Sampling, and Data Collection"

Dr.sheena abm <[sheena.abraham@pimse.com](mailto:sheena.abraham@pimse.com)>

**Subject: Invitation to Speak at Webinar on "Survey Research: Design, Sampling, and Data Collection"**

Dr.sheena abm <[sheena.abraham@pimse.com](mailto:sheena.abraham@pimse.com)>

Sat, Jun 17, 2021 at 11:35 AM

To: "Dr.RAVI KUMAR CHOURASIYA" <[rkc.mba@dypatilief.com](mailto:rkc.mba@dypatilief.com)>

Dear Dr. Ravi

It's an honor to be a part of this seminar and Will surely be present on time .

Regards/ Dr. Sheena

[Quoted text hidden]

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*Dr. D. Y. P. I. M. E. D.*  
DIRECTOR  
DR.D.Y.P.I.M.E.D.  
Varale, Maval, Pune 410 507



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**Dr. D. Y. Patil**

Founder Dr. D Y Patil Group

**Dr. Sushant Patil**

President

**Dr. Priyanka A. Singh**

Director

Webinar Report: Survey Research: Design, Sampling, and Data Collection

Speaker: Dr. Sheena Abraham - Poona Institute of Management Sciences and Entrepreneurship

Date: June 19, 2021

Director: Dr. Tanaji Dabade

Digital Platform: Zoom cloud meeting

On June 19, 2021, a webinar on "Survey Research: Design, Sampling, and Data Collection" was conducted online. The webinar featured Dr. Sheena Abraham, a renowned expert in the field of survey research, from the Poona Institute of Management Sciences and Entrepreneurship (PIMSE). The event aimed to provide participants with insights into the various aspects of survey research, including design, sampling techniques, and data collection methods.

The webinar took place on a digital platform, specifically Zoom Cloud Meeting, enabling participants from different locations to join and benefit from the knowledge shared by Dr. Sheena Abraham. The session lasted approximately two hours, including a presentation by Dr. Abraham followed by a question and answer session.

Dr. Sheena Abraham began the webinar by emphasizing the importance of survey research in various fields, such as academia, market research, social sciences, and business. She highlighted how surveys enable researchers to gather valuable data and make informed decisions based on the collected information.

During the presentation, Dr. Abraham discussed the key components of survey research design. She explained the significance of formulating clear research objectives, developing appropriate survey questions, and considering factors like survey length and response format. She emphasized the importance of pilot testing surveys to ensure their effectiveness and reliability.

In the next segment, Dr. Abraham delved into sampling techniques. She discussed probability sampling methods, including simple random sampling, stratified sampling, and cluster sampling. Additionally, she covered non-probability sampling methods, such as convenience sampling, snowball sampling, and quota sampling. Dr. Abraham elucidated the advantages, limitations, and appropriate usage of each technique, providing practical examples to enhance understanding.



*Beajl*  
DIRECTOR  
DR.D.Y.P.I.M.E.D.  
Varale, Maval, Pune 410 507



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**Dr. Sushant Patil**  
President

**Dr. Priyanka A. Singh**  
Director

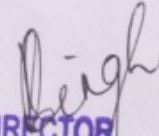
The final segment of the webinar focused on data collection methods. Dr. Abraham presented various data collection techniques, including face-to-face interviews, telephone surveys, online surveys, and postal/mail surveys. She discussed the strengths and weaknesses of each method, considering factors such as cost, response rates, and data quality.

Following the informative presentation, the webinar transitioned into a question and answer session, allowing participants to engage directly with Dr. Sheena Abraham. Attendees had the opportunity to seek clarifications, share their experiences, and inquire about best practices in survey research. Dr. Abraham provided detailed responses, offering valuable insights and practical advice.

Overall, the webinar on "Survey Research: Design, Sampling, and Data Collection" conducted by Dr. Sheena Abraham was highly informative and engaging. Participants gained a comprehensive understanding of the key components of survey research and acquired practical knowledge to enhance their research endeavors. Dr. Abraham's expertise and clear presentation style contributed to the success of the webinar, making it a valuable learning experience for all attendees.

We extend our gratitude to Dr. Sheena Abraham for sharing her expertise and to the Poona Institute of Management Sciences and Entrepreneurship (PIMSE) for organizing this insightful webinar. We look forward to future events that foster knowledge exchange and professional growth.



  
**DIRECTOR**  
**DR.D.Y.P.I.M.E.D.**  
Varale, Maval, Pune 410 507



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Development

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director.dypimed@dypatilef.com

Dr. D. Y. Patil

Dr. Sushant Patil

Dr. Priyanka A. Singh

Founder Dr. D Y Patil Group

President

Director

Attendance Sheet

Stream : MBA

Seminar Topic:

Date:

Survey Research Design, Sampling and data collection  
June 19 2021

Sr.No.	Name of the student	Sign
1	RAUT SRINIVAS EKNATH	Raut
2	BILOLIKAR KUNAL MAHESH	Kunal
3	TUNDALWAR MAYURI UDAY	Mayuri
4	GAUTAM SARITA RAMANAND	Sarita
5	PHADNIS AARYA ASHISH	Aarya
6	BANSOD SURAJ RAMCHANDRA	Suraj
7	KARANDE OMKAR RAJENDRA	Omkar
8	KHUSHBOO	Khushboo
9	RASKAR TEJAL VILAS	Tejal
10	PRATHMESH SHIVAJI JARAG	Prathmesh
11	KUMBHAR GANESH DIGAMBAR	Ganesh
12	CHALWADI UMESH RAGHU	Umesh
13	SHEWALE VIJAY SHANKAR	Vijay
14	GANESH CHANDRAKANT GORAD	Ganesh
15	DERE PRIYANKA SAMPAT	Priyanka
16	DINESHKUMAR YOGESH AGRAWAL	Yogesh
17	JADHAV DHIRAJ DHANAJI	Dhiraj
18	IRABATTIN VAISHNAVI SHANKAR	Vaishnavi
19	PRADNYA UTTAM SANGALE	Pradnya
20	MOKASHI AISHWARY DEEPAK	Aishwary
21	MISTRI RAKESH SURESH	Rakesh
22	RANPISE DHANASHRI BALASAHEB	Dhanashri
23	SHEETAL POPAT KHANDAGALE	Sheetal
24	GORE SHIVANI ANKUSH	Shivani
25	BANSODE KAVIRAJ NAVANATH	Kaviraj
26	RUCHIKA PATIL	Ruchika
27	SHEDGE SIDDHI DEEPAK	Siddhi



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director.dypimed@dypatilef.com

Dr. D. Y. Patil

Dr. Sushant Patil

Dr. Priyanka A. Singh

Founder Dr. D.Y Patil Group

President

Director

Attendance Sheet

Stream : MBA  
Seminar Topic:  
Date:

Survey Research: Design, Sampling and Data Collection  
June 17, 2021

Sr.No.	Name of the student	Sign
1	KARAN GOVIND MAHAJAN	
2	AMIT KUMAR SRIVASTAVA	
3	PATIL PRASAD MAHADEO	
4	BISANI KHUSHBU NARESH	
5	CHAUDHRI SWAPNIL ANILRAO	
6	ASHISH ANIL FOKMARE	
7	SHUBHANGI SUBHASH BALKATE	
8	KHARAT AKSHAY ASHOK	
9	PRAJAY BALKRUSHNA GHATGE	
10	SWAPNIL BHAUSAHEB UGALE	
11	PREM KRUSHNAT KARANDE	
12	KOMAL DATTATRAY GADE	
13	KAJAL ANIL BANSE	
14	JAYANT ASHOK SANKPAL	
15	ARTI BAJRANG KSHIRSAGAR	
16	VISHAL VISHNU BHUSE	
17	NIHAARAJE NAGNATH PATIL	
18	AKASHKUMAR SANJAY BODKHE	
19	KAUSHAL PIRAJI BHOSALE	
20	SWAPNALI SACHIN GADE	
21	DEEPAK PUNDLIK HELALE	
22	MANISH VILAS BAVISKAR	
23	PRADNYA ANIL CHAVAN	
24	YOGESH PANDIT AHER	
25	SHIRSAT ADARSH NAGORAO	
26	TEJAL MAHENDRA NAGARALE	
27	DARSHANA SACHIN MORE	
28	DHANANJAY VASANTA NIMJE	
29	VAIBHAV NAMDEV ZOMAN	
30	SANDIP RAMESH CHANDGUDE	
31	KUNAL TUKARAM PEDNEKAR	
32	ADITYA MANIKRAO DABHADE	



DIRECTOR  
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**Dr. D. Y. Patil**

Founder Dr. D Y Patil Group

**Dr. Sushant Patil**

President

**Dr. Priyanka A. Singh**

Director

Webinar titled: "Intellectual Property Protection for Entrepreneurs"

Date: 28/11/2020

Speaker: Adv. Ravi Chourasiya

Digital Platform : zoom cloud meeting app.

**Introduction:** This report provides an overview of the webinar titled "Intellectual Property Protection for Entrepreneurs" conducted by Adv. Ravi Chourasiya. The webinar took place on 28/11/2020 and was hosted on the Zoom cloud meeting digital platform. The webinar aimed to educate entrepreneurs on the importance of intellectual property protection and provide guidance on how to safeguard their innovative ideas and creations.

**Webinar Overview** The webinar commenced with an introduction to the significance of intellectual property (IP) and its relevance for entrepreneurs. Adv. Ravi Chourasiya, an expert in IP law, delivered a comprehensive presentation focusing on various aspects of IP protection and its practical implications for entrepreneurs.

1. **Understanding Intellectual Property** Adv. Chourasiya provided an overview of different forms of intellectual property, including patents, trademarks, copyrights, and trade secrets. He explained the legal framework surrounding these forms of protection and discussed the rights and benefits associated with each.
2. **Importance of Intellectual Property Protection for Entrepreneurs** The webinar highlighted the importance of intellectual property protection for entrepreneurs. Adv. Chourasiya discussed how IP protection can provide a competitive advantage, attract investors, and enhance the value of a business. He emphasized the need for entrepreneurs to be proactive in identifying and securing their intellectual property rights.
3. **Patent Protection** Adv. Chourasiya delved into the intricacies of patent protection, focusing on the process of obtaining a patent and the criteria for patentability. He explained the steps involved in conducting a prior art search, drafting a patent application, and navigating the patent examination process. The webinar also touched upon the significance of patent infringement and enforcement.
4. **Trademark and Copyright Protection** The webinar discussed the importance of trademark protection in establishing a unique brand identity and preventing infringement by competitors. Adv. Chourasiya explained the process of trademark registration and the benefits it offers to entrepreneurs. He also highlighted the relevance of copyright protection for creative works and the steps involved in securing copyright ownership.



*Priyanka A. Singh*  
DIRECTOR  
DR.D.Y.P.I.M.E.D.  
Varale, Maval, Pune 410 507



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5. Trade Secrets and Confidentiality Adv. Chourasiya shed light on the importance of trade secrets and maintaining confidentiality in business operations. He discussed the measures entrepreneurs should take to safeguard their trade secrets, including non-disclosure agreements (NDAs), internal security protocols, and employee training.
6. Q&A and Discussion The webinar concluded with a question and answer session, allowing participants to seek clarifications and share their concerns related to intellectual property protection. Adv. Chourasiya provided valuable insights and guidance tailored to the specific queries of the participants.
7. In conclusion, the webinar on "Intellectual Property Protection for Entrepreneurs" conducted by Adv. Ravi Chourasiya offered valuable insights into the significance of IP protection for entrepreneurs. The webinar provided entrepreneurs with a deeper understanding of the various forms of IP protection and the steps involved in securing and enforcing their intellectual property rights. The Zoom cloud meeting digital platform facilitated an interactive and engaging session, allowing participants to actively participate and seek expert guidance.



*Singh*  
**DIRECTOR**  
**DR.D.Y.P.I.M.E.D.**  
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**Dr. Sushant Patil**

President

**Dr. Priyanka A. Singh**

Director

To,  
Prof. Prajwal Randive  
Indira Group of Institute  
Pune

Date:25/08/2020

Sub: - Invitation to Serve as Keynote Speaker on " Patent Protection"

Dear Prof. Prajwal Randive

I trust this message finds you well and in great spirits. I am delighted to represent Dr. D. Y. Patil Institute of Management and Entrepreneur Development offering you a warm invitation to serve as a distinguished speaker at an upcoming seminar centered around the pivotal theme of "The Significance of Patent Protection." This seminar has been scheduled for September 4 2020.

We believe that your extensive knowledge and experience in the field of patent protection would be invaluable to our audience. Your insights and expertise would greatly contribute to our discussion about the significance of patent protection in today's dynamic business and innovation landscape.

We kindly ask for your confirmation regarding your availability and willingness to partake as a speaker in the seminar. Should you have any particular needs or preferences, please feel free to inform us, and we will make every effort to accommodate them.

We genuinely hope that you will graciously accept our invitation and join us at the Dr. D. Y. Patil Institute of Management & Entrepreneur Development to impart your expertise on the subject of copyright protection and enforcement in the digital age. Your presence is sure to enhance the seminar's success and intellectual vitality.

Thank you for your time and consideration.

Yours sincerely,

Director

Dr. D. Y. Patil Institute of Management & Entrepreneur Development



Varale, Maval, Pune 410 507

DIRECTOR  
DR.D.Y.P.I.M.E.D.



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To,  
Prof. Prajwal Randive  
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Thank you for your time and consideration.

Yours sincerely,

Director

Dr. D. Y. Patil Institute of Management & Entrepreneur Development



DIRECTOR  
DR.D.Y.P.I.M.E.D.  
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**Dr. Sushant Patil**

President

**Dr. Priyanka A. Singh**

Director

Date: August 25 2020

## Seminar Notice

This is to inform you all that the seminar on the topic "Patent Protection" scheduled on September 4 2020.

Overview: In an increasingly competitive and innovative world, patents play a pivotal role in safeguarding intellectual property and promoting progress. The "Importance of Patent Protection" seminar aims to shed light on the significance of patent protection in fostering innovation and economic growth. This event will bring together experts and enthusiasts to explore the intricacies of patents and their impact on business, technology, and society.

### Key Topics:

- The role of patents in stimulating innovation
- Patent application process and best practices
- Legal aspects and recent developments in patent law
- Patent protection in different industries
- Challenges and opportunities in the world of patents

### Event Details:

Date: September 4 2020

Time: 10 AM to 5 PM

Venue: D. Y. Patil Seminar Hall

**Director**  
DIRECTOR

DR.D.Y.P.I.M.E.D.  
Varale, Maval, Pune 410 507





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Founder Dr. D Y Patil Group

**Dr. Sushant Patil**

President

**Dr. Priyanka A. Singh**

Director

**Seminar Report on Patent Protection**

Seminar Title: Patent Protection

Date: September 4 2020

Venue: Dr. D. Y. Patil Seminar Hall

The seminar on "Patent Protection" convened on September 4 2020 at Dr. D. Y. Patil Institute of Management and Entrepreneur Development and brought together professionals, innovators, legal experts, and academics to discuss the importance of patent protection in the modern world. This report aims to encapsulate the key insights and discussions from the event.

**Table of Contents**

In today's fast-paced and highly competitive global landscape, innovation has emerged as a driving force behind economic growth and technological advancement. Businesses, inventors, and creators continually strive to develop ground-breaking ideas, products, and technologies that can revolutionize industries and improve our daily lives.

**Keynote Speakers**

Professor Prajawal is a distinguished figure in the field of patents with an extensive background and significant contributions to the domain. His career has been marked by a wealth of experience and a remarkable body of research work, making him a prominent authority in this field.

The session conducted by Professor Prajawal left students not only engaged but also filled with enthusiasm as they embarked on a journey of learning and skill development. Here are some of the key highlights and takeaways from the session.

Director

DIRECTOR

DR.D.Y.P.I.M.E.D.

Varale, Maval, Pune 410 507





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Dr. Sushant Patil  
President

Dr. Priyanka A. Singh  
Director

ATTENDANCE SHEET

Stream :- MBA / MCA

Seminar Topic :-

Date :-

patent protection  
Sept. 4 2020

Name	Contact Number	Signature
Yogesh Kamble	7028012344	
Kapil Moon	9325886041	
Gaurav Kardile	8308409889	
Gaurav Kshirsagar	4370996231	
Avinash Mane	7057496577	
Sharvi Mane	9545669927	
Mane Vinay	9022014201	
MD TABISH ANWAR	9325704365	
MORE Rutuja	7821832298	
More sanket	9518768631	
Mundlod pruthvi	9561794340	
Bhakti Naik	9028557879	
Pathan Aliza	9407898632	
gelmate.vaisnavi	9022496799	



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Dr. Sushant Patil  
President

Dr. Priyanka A. Singh  
Director

ATTENDANCE SHEET

Stream :- MBA / MCA

Seminar Topic :- Patent protection

Date :- Sept 4 2020.

Name	Contact Number	Signature
Prasad Wakchoure	8161556884	
Kaustubh Jayfude	7875873148	
Amrit Garode	9579818348	
Jay Wakchoure	7822957179	
Amor Landase	8376129837	
Sourav Nair	7796074796	
Pawar Akshay	7156802756	
Pratik Jadhav	97658550515	
Rai Shinde	9405007186	
Abhay Patil	9869556227	
Nilesh Gudalkar	9867070965	
OMBORAVAKE	8390119060	
Girish A. Gudape	7887350891	
Abhishale Diwane	9890338967	
Aniket Patil	9004189661	
Sandesh Kolekar	9370598590	
Atul Shingade	7028442535	
Rushikesh Kumawat	9322466709	



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**Dr. Sushant Patil**

President

**Dr. Priyanka A. Singh**

Director

Webinar Topic: "Impact on Public Health: Analyzing the Effects of COVID-19"  
Featuring: Dr. R.M. Indi, the Director of our Institute  
The webinar was held on 10/05/2020  
Digital Platform: ZOOM CLOUD MEETING

**Introduction:** This report provides an overview of the webinar on "Impact on Public Health: Analyzing the Effects of COVID-19" featuring Dr. R.M. Indi, the Director of [Institute Name]. The webinar was held on 10/05/2020 in an online format using the Zoom cloud meeting digital platform. The webinar aimed to analyze the impact of the COVID-19 pandemic on public health and provide insights into the strategies and challenges faced by healthcare systems.

1. **Webinar Overview** The webinar commenced with an introduction by the moderator, highlighting the significance of understanding the public health implications of the COVID-19 pandemic. Dr. R.M. Indi, an esteemed expert in the field, then delivered a comprehensive presentation focusing on the effects of COVID-19 on public health at the global and local levels.
2. **Effects on Public Health** Dr. Indi discussed the various effects of the COVID-19 pandemic on public health. He highlighted the rapid spread of the virus, the severity of its impact on vulnerable populations, and the strain it has placed on healthcare systems worldwide. The webinar explored the challenges faced in terms of testing, contact tracing, hospital capacity, and the availability of personal protective equipment (PPE) for healthcare workers.
3. **Healthcare Infrastructure and Response** The webinar delved into the impact of the pandemic on healthcare infrastructure. Dr. Indi discussed the need to adapt existing healthcare systems to handle the surge in COVID-19 cases, including the establishment of dedicated COVID-19 treatment centers, increasing ICU capacity, and ensuring adequate medical supplies. He emphasized the importance of coordination between healthcare facilities and government authorities in managing the crisis effectively.
4. **Mental Health and Social Implications** Dr. Indi addressed the mental health and social implications of the pandemic. He discussed the psychological distress caused by isolation, fear, and uncertainty, and the need for comprehensive mental health support systems. The webinar also explored the social consequences of the pandemic, such as the impact on education, employment, and social inequalities.
5. **Response Strategies and Lessons Learned** The webinar highlighted the response strategies implemented by different countries and their effectiveness in managing the public health impact of COVID-19. Dr. Indi discussed the importance of early detection, testing, contact tracing, and effective communication with the public. The session also



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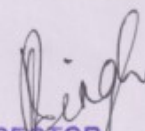
**Dr. Priyanka A. Singh**

Director

emphasized the significance of learning from this pandemic to better prepare for future public health crises.

6. Q&A and Discussion The webinar concluded with a question and answer session, allowing participants to engage with Dr. Indi and seek further clarification on the topics discussed. Participants actively shared their experiences, insights, and concerns related to the impact of COVID-19 on public health.
7. Conclusion In conclusion, the webinar on "Impact on Public Health: Analyzing the Effects of COVID-19" featuring Dr. R.M. Indi provided valuable insights into the challenges faced by healthcare systems and the broader implications of the pandemic on public health. The online format, using the Zoom cloud meeting digital platform, facilitated a seamless and interactive experience for participants. The expertise of Dr. Indi as the speaker and the active participation of the audience contributed to a comprehensive understanding of the public health impact of COVID-19.



  
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**DR.D.Y.P.I.M.E.D.**  
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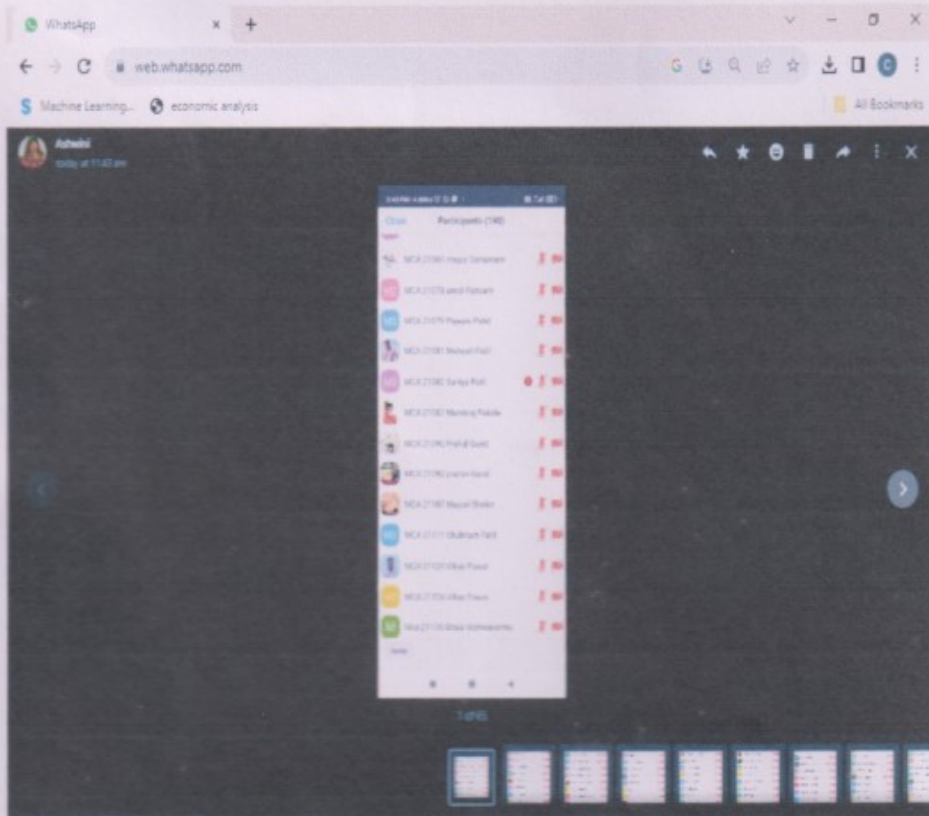
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President

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Director

09/10/2019

To,  
Dr. Rajesh Jhalawala  
Symbiosis School of Business Management  
Pune

**Sub: - Invitation to speak on "Marketing and Branding Strategies for Startups." as a keynote speaker.**

Dear Dr. Rajesh Jhalawala,

Warm greetings from Dr. D. Y. Patil Institute of Management & Entrepreneur Development! I am writing to extend a heartfelt invitation to you to be a distinguished speaker at our upcoming seminar on the topic of "Marketing and Branding Strategies for Startups." The event is scheduled to take place on the 19th of October 2019.

We are well aware of your expertise and extensive experience in the field of marketing and branding, particularly for startups. Your insights and knowledge would be invaluable for our seminar, which aims to provide aspiring entrepreneurs and students with a comprehensive understanding of effective marketing and branding strategies to foster the growth of startups.

We kindly request you to deliver a session of approximately 3 hours, allowing ample time for an in-depth exploration of the topic. Your expertise and perspectives on marketing and branding strategies for startups will undoubtedly provide valuable guidance to our participants, who will include students, aspiring entrepreneurs, and professionals.

Dr. D. Y. Patil Institute of Management & Entrepreneur Development will cover all your travel expenses, including airfare and accommodation. Additionally, we would be delighted to offer you an honorarium as a token of our appreciation for your valuable time and contribution. We will make all necessary arrangements to ensure a smooth experience during your presentation, including providing audio-visual equipment and any other presentation aids you may require.



*Priyanka A. Singh*  
**DIRECTOR**  
**DR.D.Y.P.I.M.E.D.**

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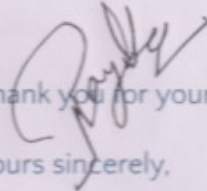
President

**Dr. Priyanka A. Singh**

Director

We kindly request you to confirm your availability and willingness to participate in the seminar as a speaker

We sincerely hope that you will accept our invitation and join us at Dr. D. Y. Patil Institute of Management & Entrepreneur Development to share your expertise on marketing and branding strategies for startups. Your presence will undoubtedly contribute to the success and intellectual vibrancy of the seminar.

  
Thank you for your time and consideration.

Yours sincerely,

Dr. R. M. Indi  
Director

Dr. D. Y. Patil Institute of Management & Entrepreneur Development



  
DIRECTOR  
DR. D. Y. P. I. M. E. D.  
Varale, Pune 410 507



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## "NOTICE"

Date: 16/12/2019

Dear MBA Students,

**Subject: Workshop on "Marketing and Branding Strategies for Startups"**

This is to inform all MBA students (1<sup>st</sup> & 2<sup>nd</sup> Year) that an important seminar on Entrepreneurship Development has been scheduled for you and details are:

**Speaker:** Dr. Rajesh Jhalawala - Symbiosis School of Business

**Date:** 21/12/2019

**Timing:** 10 to 01 PM

**Venue:** Seminar Hall, Dr. D. Y. Patil Institute of Management & Entrepreneur Development

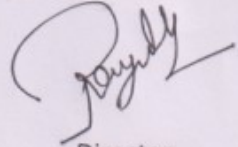
The seminar aims to provide valuable insights into the significance of Entrepreneurship development in the business world. Understanding ED is crucial in today's competitive landscape.

We encourage all students to actively participate in this session, as it will not only enhance your knowledge but also contribute to your academic and professional growth.

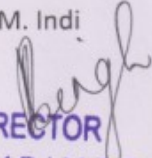
Best Regards,

  
Co-Coordinator

Prof. Ratikanta ray

  
Director

Dr. R.M. Indi

  
**DIRECTOR**  
**DR.D.Y.P.I.M.E.D.**  
Varale, Maval, Pune 410 507





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**Workshop report on "Marketing and Branding Strategies for Startups"**

By Dr. Rajesh Jhalawala - Symbiosis School of Business

Date 21/12/2019

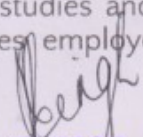
Chief guest Dr. R.M. INDI (Director),

Venue: Seminar Hall, Dr. D Y PATIL INSTITUTE OF MANAGEMENT & ENTREPRENEUR DEVELOPMENT -PUNE.

**Introduction:** This report aims to summarize the workshop on "Marketing and Branding Strategies for Startups" conducted by Dr. Rajesh Jhalawala from Symbiosis School of Business. The workshop took place on 21/12/2019 at the Seminar Hall of Dr. D Y Patil Institute of Management & Entrepreneur Development, Pune. Dr. R.M. Indi, the Director of the institute, graced the event as the Chief Guest.

1. **Workshop Overview** Dr. Rajesh Jhalawala initiated the workshop by emphasizing the significance of effective marketing and branding strategies for startups. He explained that in today's competitive business landscape, startups need to differentiate themselves and build a strong brand identity to succeed. The workshop aimed to provide insights into various marketing techniques and branding strategies that can help startups establish their presence in the market.
2. **Importance of Marketing for Startups** The workshop delved into the importance of marketing for startups. Dr. Jhalawala discussed the role of marketing in creating awareness, generating leads, and driving customer acquisition. He emphasized the need for startups to understand their target audience, conduct market research, and develop effective marketing campaigns to reach and engage potential customers.
3. **Branding Strategies for Startups** Dr. Jhalawala highlighted the significance of branding for startups and explained how it contributes to building trust, loyalty, and a distinct identity in the market. He discussed the elements of branding, including brand positioning, brand messaging, visual identity, and brand personality. The workshop focused on helping startups develop their unique brand proposition and effectively communicate it to their target market.
4. **Digital Marketing Techniques** The workshop provided insights into various digital marketing techniques that startups can leverage to enhance their visibility and reach. Dr. Jhalawala discussed the importance of having a strong online presence through website development, search engine optimization (SEO), content marketing, social media marketing, and email marketing. He emphasized the need for startups to embrace digital channels and utilize them strategically to connect with their target audience.
5. **Case Studies and Best Practices** The workshop incorporated case studies and best practices to illustrate successful marketing and branding strategies employed by



  
DIRECTOR  
DR.D.Y.P.I.M.E.D.  
Varale,Maval,Pune 410 507



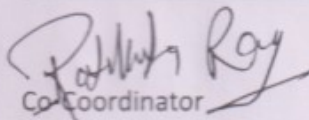
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**Dr. D. Y. Patil Institute of Management and Entrepreneur Development**  
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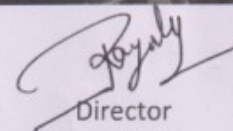
startups. Dr. Jhalawala shared examples of startups that effectively utilized innovative marketing approaches to create a strong brand presence and achieve rapid growth. He encouraged participants to learn from these examples and adapt the strategies to suit their own startup ventures.

6. Conclusion In conclusion, the workshop on "Marketing and Branding Strategies for Startups" conducted by Dr. Rajesh Jhalawala provided valuable insights into the essential role of marketing and branding for startup success. The workshop offered practical guidance on developing effective marketing campaigns, building a strong brand identity, and leveraging digital channels for maximum impact. The presence of Dr. R.M. Indi, Director of Dr. D Y Patil Institute of Management & Entrepreneur Development, Pune, as the Chief Guest added prestige to the event and highlighted the institute's commitment to fostering entrepreneurial excellence.



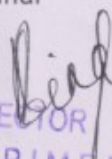
  
Co-Coordinator

Prof. Ratikanta ray

  
Director

Dr. R.M. Indi



  
DIRECTOR  
DR.D.Y.P.I.M.E.D.  
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director.dypimed@dypatilef.com

**Dr. D. Y. Patil**  
Founder Dr. D Y Patil Group

**Dr. Sushant Patil**  
President

**Dr. Priyanka A. Singh**  
Director

**Attendance Sheet**

Stream : MBA

Seminar Topic:

Date:

Marketing and Branding strategies for startups  
21/12/2019.

Sr.No.	Name of the student	Sign
1	KARAN GOVIND MAHAJAN	Karan
2	AMIT KUMAR SRIVASTAVA	
3	PATIL PRASAD MAHADEO	
4	BISANI KHUSHBU NARESH	Bisani
5	CHAUDHRI SWAPNIL ANILRAO	
6	ASHISH ANIL FOKMARE	Ashish
7	SHUBHANGI SUBHASH BALKATE	
8	KHARAT AKSHAY ASHOK	Akshay
9	PRAJAY BALKRUSHNA GHATGE	Prajay
10	SWAPNIL BHAUSAHEB UGALE	Swapnil
11	PREM KRUSHNAT KARANDE	K. Karande
12	KOMAL DATTATRAY GADE	
13	KAJAL ANIL BANSE	Kajal
14	JAYANT ASHOK SANKPAL	
15	ARTI BAJRANG KSHIRSAGAR	Arti
16	VISHAL VISHNU BHUSE	Vishal
17	NIHALRAJE NAGNATH PATIL	Nihalraje
18	AKASHKUMAR SANJAY BODKHE	
19	KAUSHAL PIRAJI BHOSALE	Swapnali
20	SWAPNALI SACHIN GADE	
21	DEEPAK PUNDLIK HELALE	
22	MANISH VILAS BAVISKAR	Manish
23	PRADNYA ANIL CHAVAN	
24	YOGESH PANDIT AHER	Y. Chavan
25	SHIRSAT ADARSH NAGORAO	Shirsat
26	TEJAL MAHENDRA NAGARALE	
27	DARSHANA SACHIN MORE	Darshana
28	DHANANJAY VASANTA NIMJE	
29	VAIBHAV NAMDEV ZOMAN	
30	SANDIP RAMESH CHANDGUDE	Sandeep
31	KUNAL TUKARAM PEDNEKAR	Kunal



**DIRECTOR**  
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## “NOTICE”

Date: 11/11/2019

Dear MBA Students,

**Subject: SEMINAR on “Sales and Customer Acquisition Techniques”**

This is to inform all MBA students (1<sup>st</sup> & 2<sup>nd</sup> Year) that an important seminar on “Sales and Customer Acquisition Techniques” has been scheduled for:

**Speaker:** Dr. Bharti Jagdale, - Sinhgad Institute of Business Administration & Computer Application,

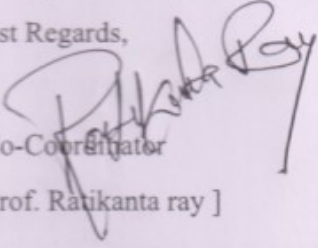
**Date:** 14/11/2019

**Timing:** 02 to 05 PM

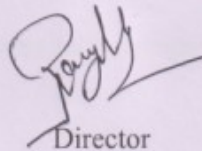
**Venue:** Seminar Hall, Dr. D Y Patil Institute of Management & Entrepreneur Development

The seminar aims to provide valuable insights into the significance of Entrepreneur development in the business world. We encourage all students to actively participate in this session, as it will not only enhance your knowledge but also contribute to your academic and professional growth.

Best Regards,

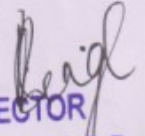
  
Co-Coordinator

[ Prof. Ratikanta ray ]

  
Director

[ Dr. R. M. Indi ]



  
**DIRECTOR**  
**DR.D.Y.P.I.M.E.D.**  
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**Dr. D. Y. Patil**

Founder Dr. D Y Patil Group

**Dr. Sushant Patil**

President

**Dr. Priyanka A. Singh**

Director

17/12/2019

To,  
Dr. Bharti Jagdale  
Sinhgad Institute of Business Administration & Computer Application  
Lonavala, Pune

**Sub: - Invitation to speak on "Sales and Customer Acquisition Techniques." as a key note speaker**

Dear Dr. Bharti Jagdale,

Warm greetings from Dr. D. Y. Patil Institute of Management & Entrepreneur Development! I am writing to extend a cordial invitation to you to be a distinguished speaker at our upcoming seminar on the topic of "Sales and Customer Acquisition Techniques." The event is scheduled to take place on the 21st of December 2019.

We are well aware of your expertise and extensive experience in the field of sales and customer acquisition. Your insights and knowledge would be invaluable for our seminar, which aims to provide participants with a comprehensive understanding of effective sales strategies and techniques to acquire and retain customers.


We kindly request you to deliver a session of approximately 3 hours, allowing ample time for an in-depth exploration of the topic. Your expertise and perspectives on sales and customer acquisition techniques will undoubtedly provide valuable guidance to our participants, who will include students, aspiring sales professionals, and entrepreneurs.

We kindly request you to confirm your availability and willingness to participate in the seminar as a speaker. Yours sincerely,

Dr. R. M. Indi  
Director

Dr. D. Y. Patil Institute of Management & Entrepreneur Development



  
DIRECTOR  
DR.D.Y.P.I.M.E.D.  
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**Report On**

**SEMINAR TOPIC: "Sales and Customer Acquisition Techniques"**

Date 14/11/2019,

Speaker Dr. Bharti Jagdale, - Sinhgad Institute of Business Administration & Computer Application,

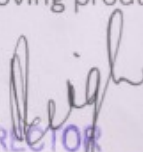
Venue: Dr. D. Y. PATIL INSTITUTE OF MANAGEMENT & ENTREPRENEUR DEVELOPMENT - Seminar Hall,

Institute Director: Dr R M Indi

**Introduction :** This report provides an overview of the seminar on "Sales and Customer Acquisition Techniques" delivered by Dr. Bharti Jagdale from Sinhgad Institute of Business Administration & Computer Application. The seminar took place on 21/12/2019 at the Seminar Hall of Dr. D Y Patil Institute of Management & Entrepreneur Development, Pune. The event was graced by Dr. R. M. Indi, the Director of the institute.

1. **Seminar Overview** Dr. Bharti Jagdale initiated the seminar by emphasizing the importance of effective sales techniques and customer acquisition strategies for business success. She highlighted that sales play a pivotal role in generating revenue and expanding the customer base. The seminar aimed to provide insights into various sales techniques and customer acquisition strategies that can help businesses thrive in a competitive market.
2. **Understanding Sales Techniques** The seminar delved into the fundamental concepts of sales techniques. Dr. Jagdale discussed the significance of effective communication, relationship-building, and persuasive skills in the sales process. She emphasized the need for understanding customer needs and tailoring the sales approach accordingly. The seminar aimed to equip participants with practical knowledge and skills to enhance their sales effectiveness.
3. **Customer Acquisition Strategies** Dr. Jagdale focused on customer acquisition strategies to help businesses attract and retain customers. She discussed the importance of market segmentation, targeting the right audience, and positioning the product or service effectively. The seminar explored various customer acquisition channels, including traditional marketing, digital marketing, referrals, and partnerships. Dr. Jagdale highlighted the significance of developing a comprehensive customer acquisition plan and continuously evaluating and optimizing the strategies for better results.
4. **Relationship Building and Customer Retention** The seminar emphasized the importance of building strong relationships with customers to foster loyalty and repeat business. Dr. Jagdale discussed techniques for effective relationship building, such as personalized communication, excellent customer service, and post-sales support. She highlighted the value of customer feedback and the role it plays in improving products, services, and overall customer satisfaction.



  
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Dr. D. Y. Patil

Dr. Sushant Patil

Dr. Priyanka A. Singh

Founder Dr. D Y Patil Group

President

Director

Attendance Sheet

Stream : MBA

Seminar Topic:

Date:

Sales & Customer Acquisition Techniques

14/11/2019

Sr.No.	Name of the student	Sign
1	KARAN GOVIND MAHAJAN	Karan
2	AMIT KUMAR SRIVASTAVA	Amit
3	PATIL PRASAD MAHADEO	Prasad
4	BISANI KHUSHBU NARESH	Khushbu
5	CHAUDHRI SWAPNIL ANILRAO	Swapnil
6	ASHISH ANIL FOKMARE	Ashish
7	SHUBHANGI SUBHASH BALKATE	Shubhangi
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16	VISHAL VISHNU BHUSE	Vishal
17	NIHALRAJE NAGNATH PATIL	Nihalraje
18	AKASHKUMAR SANJAY BODKHE	Akash
19	KAUSHAL PIRAJI BHOSALE	Kaushal
20	SWAPNALI SACHIN GADE	Swapnali
21	DEEPAK PUNDLIK HELALE	Deepak
22	MANISH VILAS BAVISKAR	Manish
23	PRADNYA ANIL CHAVAN	Pradnya
24	YOGESH PANDIT AHER	Yogesh
25	SHIRSAT ADARSH NAGORAO	Shirsat
26	TEJAL MAHENDRA NAGARALE	Tejal
27	DARSHANA SACHIN MORE	Darshana
28	DHANANJAY VASANTA NIMJE	Dhananjay
29	VAIBHAV NAMDEV ZOMAN	Vaibhav
30	SANDIP RAMESH CHANDGUDE	Sandip
31	KUNAL TUKARAM PEDNEKAR	Kunal



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## "NOTICE"

Date: 18/04/2019

Dear MBA Students,

**Subject: Seminar on "IP Commercialization: From Research to Market"**

This is to inform all MBA students (1<sup>st</sup> & 2<sup>nd</sup> Year) that an important seminar on Intellectual Property Rights (IPR) has been scheduled for:

**Speaker:** Prof. Pravin Thorat- INDIRA COLLEGE OF ENGINEERING & MANAGEMENT-PUNE

**Date:** 20/04/2019

**Timing:** 10 to 01 PM

**Venue:** Seminar Hall, Dr. D Y Patil Institute of Management & Entrepreneur Development

The seminar aims to provide valuable insights into the significance of "IP Commercialization: From Research to Market" in the business world. Understanding IPR is crucial in today's competitive landscape, and this seminar will cover key aspects related to patents, trademarks, copyrights, and trade secrets.

We encourage all students to actively participate in this session, as it will not only enhance your knowledge but also contribute to your academic and professional growth.

Best Regards,  
Co-Coordinator

[Prof. Ratikanta ray]

Director

[Dr. R. M. Indi ]



**DIRECTOR**  
**DR.D.Y.P.I.M.E.D.**  
Varale, Maval, Pune 410 507



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**Dr. D. Y. Patil**

Founder Dr. D Y Patil Group

**Dr. Sushant Patil**

President

**Dr. Priyanka A. Singh**

Director

17/04/2019

To,  
Prof. Pravin Thorat  
Indira College of Engineering and Management,  
Prantwari, Pune

**Sub: - Invitation to speak on "IP Commercialization: From Research to Market." as a keynote speaker.**

Dear Prof. Pravin Thorat,

Warm greetings from Dr. D. Y. Patil Institute of Management & Entrepreneur Development! I am writing to extend a cordial invitation to you to be a distinguished speaker at our upcoming seminar on the topic of "IP Commercialization: From Research to Market." The event is scheduled to take place on the 20th of April 2019.

We are aware of your expertise and extensive knowledge in the field of intellectual property (IP) commercialization, and we firmly believe that your participation as a speaker will significantly enrich our seminar. The seminar aims to explore the processes and strategies involved in successfully transforming research-based intellectual property into marketable products and services. We intend to discuss topics such as IP valuation, licensing, technology transfer, and the challenges and opportunities in IP commercialization.

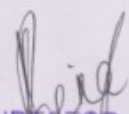
As a distinguished speaker, we kindly request you to deliver a keynote address for approximately 3 hours, followed by a 15-minute question and answer session. Your insights and perspectives on IP commercialization will provide invaluable guidance to our participants, who will include students, researchers, professionals, and academicians.

We kindly request you to confirm your availability and willingness to participate in the seminar as a speaker. If you have any specific requirements or preferences, please let us know, and we will do our utmost to accommodate them.

Yours sincerely,

Dr. R. M. Indi  
Director



  
DIRECTOR  
DR.D.Y.P.I.M.E.D.

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Maharashtra 410507. **Website:** dypatilef.com. dypatilimed.com **E-mail-** director.dypimed@dypatilef.com

**Seminar report on "IP Commercialization: From Research to Market"**

Speaker: By Prof. Pravin Thorat- INDIRA COLLEGE OF ENGINEERING & MANAGEMENT-PUNE

Date: 20/04/2019

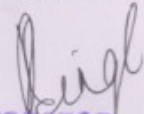
Chief guest Dr. Sanjay Dharmadhikari (Director),

Venue: Seminar Hall, Dr. D Y PATIL INSTITUTE OF MANAGEMENT & ENTREPRENEUR DEVELOPMENT -PUNE

**Introduction:** This report aims to provide a summary of the seminar titled "IP Commercialization: From Research to Market" delivered by Professor Pravin Thorat from Indira College of Engineering & Management, Pune. The seminar took place on 20/04/2019 and was attended by Dr. Sanjay Dharmadhikari, the Chief Guest and Director of Dr. D Y Patil Institute of Management & Entrepreneur Development, Pune. The event was held at the Seminar Hall of Dr. D Y Patil Institute of Management & Entrepreneur Development.

1. Seminar Overview Professor Pravin Thorat commenced the seminar by highlighting the importance of intellectual property (IP) commercialization as a vital process that bridges the gap between research and the market. He emphasized that IP, which includes patents, trademarks, copyrights, and trade secrets, holds immense value and has the potential to drive economic growth and innovation.
2. Understanding IP Commercialization Prof. Thorat elaborated on the concept of IP commercialization, explaining the process by which intellectual property assets is transformed into commercially viable products or services. He emphasized the need for researchers and inventors to strategically manage their intellectual property and explore avenues for its successful commercialization.
3. Key Steps in IP Commercialization The seminar provided insights into the key steps involved in IP commercialization. Prof. Thorat discussed the importance of conducting IP audits to assess the value and potential of intellectual property assets. He highlighted the significance of protecting IP through patents, trademarks, or copyrights, and outlined the procedures and requirements associated with these forms of protection. Prof. Thorat also addressed licensing and technology transfer as effective means of commercializing IP, emphasizing the need for collaboration between academia, industry, and entrepreneurs.
4. Role of Research Institutions Prof. Thorat emphasized the role of research institutions in fostering a culture of IP commercialization. He discussed the need for universities and research centers to promote awareness of intellectual property among researchers and provide support for protecting and commercializing their innovations. He also highlighted the importance of technology transfer offices in facilitating the transfer of technology from academia to industry.



  
**DIRECTOR**  
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5. **Success Stories and Challenges** The seminar featured success stories of IP commercialization, showcasing instances where innovative research ideas were successfully translated into marketable products or services. Prof. Thorat also discussed the challenges and potential barriers faced during the commercialization process, such as legal complexities, funding constraints, and market uncertainties. He encouraged researchers and entrepreneurs to develop a resilient mindset and seek appropriate support and guidance to overcome these challenges.
6. In conclusion, Professor Pravin Thorat's seminar on "IP Commercialization: From Research to Market" shed light on the significance of IP commercialization in driving innovation and economic growth. The seminar provided valuable insights into the steps involved in IP commercialization, the role of research institutions, and the challenges and opportunities associated with this process. The presence of Dr. Sanjay Dharmadhikari, Director of Dr. D Y Patil Institute of Management & Entrepreneur Development, Pune, as the Chief Guest added prestige to the event and further emphasized the importance of IP commercialization in the academic and entrepreneurial ecosystem.



*Dr. D. Y. Patil*  
DIRECTOR  
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**Dr. D. Y. Patil**

Founder Dr. D Y Patil Group

**Dr. Sushant Patil**

President

**Dr. Priyanka A. Singh**

Director

**Attendance Sheet**

Stream : MBA

Seminar Topic:

Date:

*IP Commercialization from Research to Market*  
*20/4/2019*

Sr.No.	Name of the student	Sign
1	KARAN GOVIND MAHAJAN	Karan Mahajan
2	AMIT KUMAR SRIVASTAVA	Amit
3	PATIL PRASAD MAHADEO	Prasad
4	BISANI KHUSHBU NARESH	Bhushbu
5	CHAUDHRI SWAPNIL ANILRAO	Swapnil
6	ASHISH ANIL FOKMARE	Ashish
7	SHUBHANGI SUBHASH BALKATE	Shubhangi
8	KHARAT AKSHAY ASHOK	Akhay
9	PRAJAY BALKRUSHNA GHATGE	P.G.
10	SWAPNIL BHAUSAHEB UGALE	Ugale
11	PREM KRUSHNAT KARANDE	Prem
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14	JAYANT ASHOK SANKPAL	Jayant
15	ARTI BAJRANG KSHIRSAGAR	Arti
16	VISHAL VISHNU BHUSE	Vishal
17	NIHALRAJE NAGNATH PATIL	Nihal Patil
18	AKASHKUMAR SANJAY BODKHE	Akash
19	KAUSHAL PIRAJI BHOSALE	Bhushal
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23	PRADNYA ANIL CHAVAN	Pradnya
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26	TEJAL MAHENDRA NAGARALE	Tejal
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28	DHANANJAY VASANTA NIMJE	Dhananjay
29	VAIBHAV NAMDEV ZOMAN	Vaibhav
30	SANDIP RAMESH CHANDGUDE	Sandip
31	KUNAL TUKARAM PEDNEKAR	Kunal
32	ADITYA MANIKRAO DABHADE	Aditya



**Dr. D. Y. PATIL EDUCATIONAL FEDERATION**  
**Dr. D. Y. Patil Institute of Management and Entrepreneur Development**  
**Approved by AICTE, Affiliated to SPPU Pune**

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**Dr. D. Y. Patil**

Founder Dr. D Y Patil Group

**Dr. Sushant Patil**

President

**Dr. Priyanka A. Singh**

Director

Date: September 5 2018

## Seminar Notice

This is to inform all MBA students FY and SY students that an important seminar on "Recent Trends in Research Methodology" has been scheduled on date September 18 2018

The seminar's primary objective is to underscore the significance of Recent Trends in Research Methodology in the academic landscape, emphasizing its vital role in the production of quality research papers. The event will comprehensively address essential aspects of research methodology and its relevance. We warmly invite all students to participate in this seminar, which promises to enrich your understanding of research within your field of study.

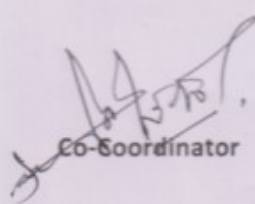
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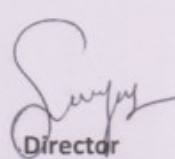
**Date:** September 18 2018

**Timing:** 10 AM to 05 PM

**Speaker:** Prof. Chetan Patil

**Venue:** Seminar Hall, Dr. D Y Patil Institute of Management & Entrepreneur Development

  
Co-Coordinator

  
Director



DIRECTOR  
DR.D.Y.P.I.M.E.D.  
Varale, Maval, Pune 410 507



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**Dr. D. Y. Patil**

Founder Dr. D Y Patil Group

**Dr. Sushant Patil**

President

**Dr. Priyanka A. Singh**

Director

**Seminar Report: Recent Trends in Research Methodology**

**Date: September 18 2018**

**Venue:** Seminar Hall, Dr. D Y Patil Institute of Management and Entrepreneur Development

**Speaker:** Prof. Chetan Patil

**Event Coordinator:-**Dr. Ravi Chourasiya

The workshop commenced with an inaugural ceremony on **September 18 2018** at 9:50 am, during which Director of DYPIMED, extended a warm welcome to the attendees and delivered a presidential address, emphasizing the significance of research in today's context.

**Seminar Highlights:**

This seminar report provides a comprehensive overview of Recent trends in research methodology, covering its various aspects, from research design to data analysis, ethical considerations, and emerging trends. It also encourages discussion and questions to engage the audience and foster a deeper understanding of the subject. Please adapt and expand this report as needed to suit the specific requirements of your seminar.

**Closing Remarks by Dr. Ravi Chourasiya:**

Dr. Ravi Chourasiya, the event organizer, expressed his gratitude Prof. Chetan Patil for his enlightening presentation. He urged all the attendees to utilize the knowledge they gained from this seminar in their respective career paths.



  
DIRECTOR  
DR.D.Y.P.I.M.E.D.  
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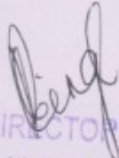
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Dr. D. Y. Patil  
Founder Dr. D Y Patil Group

Dr. Sushant Patil  
President

Dr. Priyanka A. Singh  
Director

**ATTENDANCE SHEET**

Stream :- MBA / MCA


Seminar Topic :-

Date: -

Recent Trends in Research Methodology.  
18 Sept 2018

Name	Contact Number	Signature
Sochin chawan	9803873585	Sochin
Rutuja Mane	9623896025	Rutuja
Onkar Kumbhar	8975553217	O.R.Kumbhar
Gunme Bhagtashti	8208386724	Bhagtashti
Aishwarya Kotalwar	9175585303	Aishwarya
Mane Pratiksha	9322871204	Pratiksha
Amruta Madhav	9623049055	Amruta
Azale Mrunal	7972322819	Mrunal
Avhad Gayatri	9834929731	Gayatri
Pratik Patil	9175167034	Pratik
samiksha Pawar	9518301983	Pawar
wahatule pavan.		Pavan
Shubham W		Shubham
Ahaji Varganti		Varganti
Vaibhav Tharthar		Vaibhav
Sutar Vaibhav		Sutar
Divya S		Divya
Sonar preetana		Sonar



  
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Dr. D. Y. Patil

Founder Dr. D Y Patil Group

Dr. Sushant Patil

President

Dr. Priyanka A. Singh

Director

ATTENDANCE SHEET

Stream :- MBA / MCA

Seminar Topic :- Record trend in R.M.

Date :- Sep-5 2018

Name	Contact Number	Signature
Shinde Mahesh		Mahesh
Virek Shankule		Virek Shankule
Sayyad Tursum		Tursum
prajwal Satpute		Prajwal
Salmukhe Samiya		Samiya
Pavtale Rushikesh		Rushikesh
Suraj Randave		Suraj
Ajaykumar P.		Ajay
Naikwadi Adinath		Adinath
omkar Anesao		Omkar
Abhishek A		Abhishek
Dhananjay Bhagat		Dhananjay
Bhagat Sanika		Sanika
Anand Bhagat		Anand
Shivaji Bhosale		Shivaji
Dipak Bramhane		Dipak
Sejal Chandankhede		Sejal
Chandhary Akhilesh		Akhilesh



*Priyanka A. Singh*  
DIRECTOR  
DR.D.Y.P.I.M.E.D.  
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**Dr. D. Y. Patil**

Founder Dr. D Y Patil Group

**Dr. Sushant Patil**

President

**Dr. Priyanka A. Singh**

Director

19/08/2018

To,  
Prof. Dada Patil  
Institute of Business Management and Research (IBMR)  
Bhumkar Chauk- Tathawade-Pune

**Sub: - Invitation to speak on "Ethnographic Research: Immersion and Cultural Understanding." as a keynote speaker.**

Dear Prof. Dada Patil,

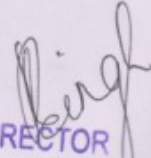
Warm greetings from Dr. D. Y. Patil Institute of Management & Entrepreneur Development! I am writing to extend a gracious invitation to you to be a distinguished speaker at our upcoming seminar on the topic of "Ethnographic Research: Immersion and Cultural Understanding." The event is scheduled to take place on the 21st of July 2018.

We are aware of your extensive expertise and experience in the field of ethnographic research, and we firmly believe that your participation as a speaker will greatly enrich our seminar. The seminar aims to explore the significance of ethnographic research in gaining deep insights into cultures and societies. We intend to discuss topics such as research design, data collection methods, analysis techniques, and the ethical considerations involved in conducting ethnographic studies.

As a distinguished speaker, we kindly request you to deliver a keynote address for approximately 3 hours, followed by a 15-minute question and answer session. Your expertise and perspectives on ethnographic research will undoubtedly provide valuable guidance to our participants, including students, researchers, professionals, and academicians.

We kindly request you to confirm your availability and willingness to participate in the seminar as a speaker. If you have any specific requirements or preferences, please let us know, and we will do our utmost to accommodate them.



  
DIRECTOR  
DR.D.Y.P.I.M.E.D.  
Varale, Maval, Pune 410 507



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**Dr. D. Y. Patil**

Founder Dr. D Y Patil Group

**Dr. Sushant Patil**

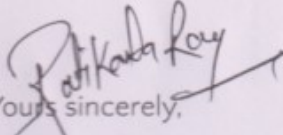
President

**Dr. Priyanka A. Singh**

Director

We sincerely hope that you will accept our invitation and join us at Dr. D. Y. Patil Institute of Management & Entrepreneur Development to share your expertise on ethnographic research. Your presence will undoubtedly contribute to the success and intellectual vibrancy of the seminar.

Thank you for your time and consideration.

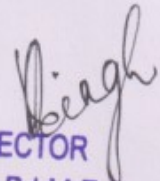
  
Yours sincerely,

Prof. Rati Kanta ray

H.O.D.

[Dr. D. Y. Patil Institute of Management & Entrepreneur Development]



  
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**Dr. D. Y. Patil**

Founder Dr. D Y Patil Group

**Dr. Sushant Patil**

President

**Dr. Priyanka A. Singh**

Director

### Report on

**Seminar Topic:** "Ethnographic Research: Immersion and Cultural Understanding"

Date: 23/07/2018

Speaker: Prof. Dada Patil – IBMR –Wakad PUNE

Venue: SEMINAR HALL - Dr. D Y Patil Institute of Management & Entrepreneur Development - Talegaon Dabhade Pune.

Institute Chief Guest: Dr. Sanjay Dharmadhikari (Director)

**Introduction:** The purpose of this report is to summarize the findings of a lecture titled "Ethnographic Research: Immersion and Cultural Understanding" delivered by Professor Dada Patil from IBMR, located in Wakad, Pune. The lecture took place on 23/07/2018 and aimed to provide insights into the significance of ethnographic research methods for achieving a deep understanding of different cultures.

1. **Lecture Overview** Professor Dada Patil began the lecture by defining ethnographic research as a qualitative research approach that involves observing and interacting with a specific community or culture to gain a comprehensive understanding of their behaviors, practices, beliefs, and values. He emphasized the importance of immersing oneself in the culture being studied to uncover unique insights that may not be evident through other research methods.
2. **Immersion in Ethnographic Research** Prof. Patil discussed the concept of immersion as a fundamental aspect of ethnographic research. He highlighted the need for researchers to spend a considerable amount of time within the community they are studying, allowing them to develop a deeper connection and familiarity with the cultural nuances and context. This immersion enables researchers to gain trust, establish relationships, and observe the culture from an insider's perspective.
3. **Cultural Understanding** The lecture emphasized that the primary goal of ethnographic research is to achieve cultural understanding. Prof. Patil explained that cultural understanding goes beyond surface-level observations and involves delving into the underlying meanings, symbols, and social structures that shape a community's way of life. He stressed the importance of avoiding ethnocentrism and maintaining an open mind to appreciate the unique perspectives and practices of the culture being studied.
4. **Methodological Considerations** Prof. Patil provided insights into various methodological considerations for conducting ethnographic research. He discussed techniques such as participant observation, interviews, and document analysis as essential tools for data



*Priyanka A. Singh*  
**DIRECTOR**  
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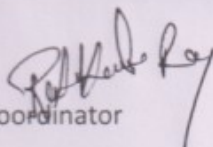


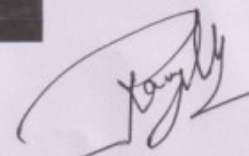
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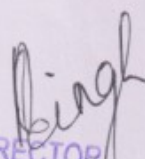
5. Case Studies and Best Practices The seminar incorporated real-life case studies and best practices to illustrate successful sales and customer acquisition techniques employed by businesses. Dr. Jagdale shared examples of companies that implemented innovative approaches to attract and retain customers. Participants had the opportunity to analyze these case studies and gain insights into the strategies and tactics that led to their success.
6. In conclusion, the seminar on "Sales and Customer Acquisition Techniques" by Dr. Bharti Jagdale provided valuable insights into the essential role of sales and customer acquisition in business growth. The seminar equipped participants with practical knowledge and techniques to enhance their sales effectiveness and attract and retain customers. The presence of Dr. R. M. Indi, Director of Dr. D Y Patil Institute of Management & Entrepreneur Development, Pune, further enhanced the event's significance and emphasized the institute's commitment to nurturing entrepreneurial skills.



  
Co-Coordinator  
Prof. Ratikanta ray

  
Director  
Dr. R.M. Indi



  
DIRECTOR  
DR.D.Y.P.I.M.E.D.  
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director.dypimed@dypatilef.com

Dr. D. Y. Patil

Dr. Sushant Patil

Dr. Priyanka A. Singh

Founder Dr. D Y Patil Group

President

Director

**Attendance Sheet**

Stream : MBA  
Seminar Topic:  
Date:

*Ethnographic Research immersion & cultural understanding*  
*23/7/2018*

Sr.No.	Name of the student	Sign
1	KARAN GOVIND MAHAJAN	<i>Karan</i>
2	AMIT KUMAR SRIVASTAVA	<i>Amit</i>
3	PATIL PRASAD MAHADEO	<i>Prasad</i>
4	BISANI KHUSHBU NARESH	<i>Khushbu</i>
5	CHAUDHRI SWAPNIL ANILRAO	<i>Swapnil</i>
6	ASHISH ANIL FOKMARE	<i>Ashish</i>
7	SHUBHANGI SUBHASH BALKATE	<i>Shubhangi</i>
8	KHARAT AKSHAY ASHOK	<i>Akshay</i>
9	PRAJAY BALKRUSHNA GHATGE	<i>Prajay</i>
10	SWAPNIL BHAUSAHEB UGALE	<i>Swapnil</i>
11	PREM KRUSHNAT KARANDE	<i>Prem</i>
12	KOMAL DATTATRAY GADE	<i>Komal</i>
13	KAJAL ANIL BANSE	<i>Kajal</i>
14	JAYANT ASHOK SANKPAL	<i>Jayant</i>
15	ARTI BAJRANG KSHIRSAGAR	<i>Arti</i>
16	VISHAL VISHNU BHUSE	<i>Vishal</i>
17	NIHALRAJE NAGNATH PATIL	<i>Nihalraje</i>
18	AKASHKUMAR SANJAY BODKHE	<i>Akash</i>
19	KAUSHAL PIRAJI BHOSALE	<i>Kaushal</i>
20	SWAPNALI SACHIN GADE	<i>Swapnali</i>
21	DEEPAK PUNDLIK HELALE	<i>Deepak</i>
22	MANISH VILAS BAVISKAR	<i>Manish</i>
23	PRADNYA ANIL CHAVAN	<i>Pradnya</i>
24	YOGESH PANDIT AHER	<i>Yogesh</i>
25	SHIRSAT ADARSH NAGORAO	<i>Adarsh</i>
26	TEJAL MAHENDRA NAGARALE	<i>Tejal</i>
27	DARSHANA SACHIN MORE	<i>Darshana</i>
28	DHANANJAY VASANTA NIMJE	<i>Dhananjay</i>
29	VAIBHAV NAMDEV ZOMAN	<i>Vaibhav</i>
30	SANDIP RAMESH CHANDGUDE	<i>Sandip</i>
31	KUNAL TUKARAM PEDNEKAR	<i>Kunal</i>
32	ADITYA MANIKRAO DABHADE	<i>Aditya</i>

33	SURESH MACHINDRA HIRVE	
34	SAMEER SURESH GAWARE	
35	BHARATI SANTOSH KALE	
36	ROHAN PRASAD BHASE	
37	SUJIT SUBHASH JAGTAP	
38	HARSHAL SUNIL MUJAGE	Harsh
39	VIDYA DEVIDAS DHUMAL	
40	VISHAL PUNDLIK GAJGHANE	
41	SHUBHAM SUNIL JADHAV	
42	NIKHIL MANOJ TAMBAT	Nile
43	AKSHAY AUDUMBER BHINGOLE	
44	RUPESH GAUTAM KAMBLE	
45	ASHUTOSH ASHOK JADHAV	
46	ROHIT SUDHAKAR GARUD	scout
47	DEVENDRA NANDKISHOR SONAWANE	
48	ROSHAN VASANT WADVANKAR VASANT	



*Varale*  
DIRECTOR  
DR.D.Y.P.I.M.E.D.  
Varale, Maval, Pune 410 507

# "NOTICE"

Date: 12<sup>th</sup> March 2018

Dear MBA students,

**Subject: SEMINAR SCHEDULED ON "Copyright Protection and Enforcement in the Digital Era"**

This is to inform all MBA/MCA students (1<sup>st</sup> & 2<sup>nd</sup> Year) that an important seminar on Intellectual Property Rights (IPR) has been scheduled for:

**Speaker:** - Prof. Dr. Atik Ahmad-Allana Institute of Management Pune.

**Date:** March 17, 2018

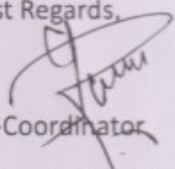
**Timing:** 10 to 01 PM

**Venue:** Seminar Hall, Dr. D Y Patil Institute of Management & Entrepreneur Development

The seminar aims to provide valuable insights into the significance of Intellectual Property Rights in the business world. Understanding IPR is crucial in today's competitive landscape, and this seminar will cover key aspects related to patents, trademarks, copyrights, and trade secrets.

We encourage all students to actively participate in this session, as it will not only enhance your knowledge but also contribute to your academic and professional growth.

Best Regards,

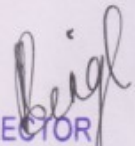
  
Co-Coordinator

[Prof. Dr Ravi Chourasiya]

  
Director

Dr. Sanjay Dharmadhikari



  
DIRECTOR  
DR.D.Y.P.I.M.B.D.  
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**Dr. Sushant Patil**

President

**Dr. Priyanka A. Singh**

Director

14/03/2018

To,  
Prof. Dr. Atik Ahmad  
C/O- Allana Institute of Management  
Abeda Inamdar Group= Camp Pune

**Sub: - Invitation to speak on "Copyright Protection and Enforcement in the Digital Era." as a keynote speaker.**

Dear Prof. Dr. Atik Ahmad,

I hope this letter finds you in good health and high spirits. On behalf of Dr. D. Y. Patil Institute of Management & Entrepreneur Development, I am delighted to extend to you an esteemed invitation to be a distinguished speaker at our upcoming seminar on the topic of "Copyright Protection and Enforcement in the Digital Era." The event is scheduled to take place on the 17th of March 2018.

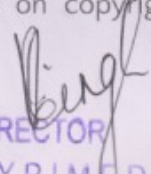
Your extensive knowledge and expertise in the field of copyright protection make you an ideal candidate to share your insights on this critical topic. The seminar aims to explore the challenges and advancements in copyright protection and enforcement in the digital age. We intend to discuss topics such as copyright laws, digital piracy, intellectual property rights, and the role of technology in copyright enforcement.

As a distinguished speaker, we kindly request you to deliver a keynote address for approximately 3 hours, followed by a 15-minute question and answer session. Your expertise and perspectives on copyright protection in the digital era will provide invaluable guidance to our participants, who will include students, researchers, professionals, and academicians.

We kindly request you to confirm your availability and willingness to participate in the seminar as a speaker. If you have any specific requirements or preferences, please let us know, and we will do our utmost to accommodate them.

We sincerely hope that you will accept our invitation and join us at Dr. D. Y. Patil Institute of Management & Entrepreneur Development to share your expertise on copyright



  
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**Dr. D. Y. Patil**  
Founder Dr. D Y Patil Group

**Dr. Sushant Patil**  
President

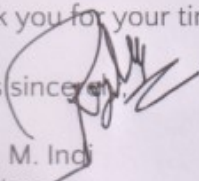
**Dr. Priyanka A. Singh**  
Director

We kindly request you to confirm your availability and willingness to participate in the seminar as a speaker

We sincerely hope that you will accept our invitation and join us at Dr. D. Y. Patil Institute of Management & Entrepreneur Development to share your expertise on marketing and branding strategies for startups. Your presence will undoubtedly contribute to the success and intellectual vibrancy of the seminar.

Thank you for your time and consideration.

Yours sincerely,

  
Dr. R. M. Ind  
Director  
Dr. D. Y. Patil Institute of Management & Entrepreneur Development



  
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DR.D.Y.P.I.M.E.D.  
Varale, Maval, Pune 410 507



**Dr. D. Y. PATIL EDUCATIONAL FEDERATION**  
**Dr. D. Y. Patil Institute of Management and Entrepreneur Development**  
**Approved by AICTE, Affiliated to SPPU Pune**

Address: - Sr. No. 27/A/1/2C, Near Talegaon Railway Station, Towards HP Service Station, Varale, Talegaon, Pune, Maharashtra 410507. **Website:** dypatilef.com. dypatilimed.com **E-mail-** director.dypimed@dypatilef.com

**Dr. D. Y. Patil**

Founder Dr. D Y Patil Group

**Dr. Sushant Patil**

President

**Dr. Priyanka A. Singh**

Director

Seminar Topic: "Copyright Protection and Enforcement in the Digital Era"

Date: March 17, 2018

Speaker: Prof. Dr. Atik Ahmad-Allana Institute of Management Pune.

Venue: SEMINAR HALL - Dr. D. Y. Patil Institute of Management & Entrepreneur Development - Talegaon Dabhade Pune.

Institute Chief Guest: Dr. Sanjay Dharmadhikari (Director)

Report: Workshop on "Copyright Protection and Enforcement in the Digital Era"

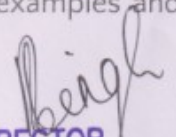
On March 17, 2018, a workshop on "Copyright Protection and Enforcement in the Digital Era" was conducted at the Seminar Hall of Dr. D Y Patil Institute of Management and Entrepreneur Development. The workshop was organized for MBA students and faculties with the aim of providing them with insights into copyright protection and enforcement in the rapidly evolving digital landscape.

The workshop was led by Prof. Dr. Atik Ahmad, an esteemed expert from the Allana Institute of Management Pune. Prof. Ahmad possesses extensive knowledge and experience in the field of copyright law and has published several scholarly articles and research papers in this domain. His expertise made him an ideal resource person for this workshop.

The event commenced at [start time] with the organizers delivering an introduction, followed by a warm welcome address by [Name], highlighting the significance of copyright protection in the digital age. The chief guest for the workshop was Dr. Sanjay Dharmadhikari, the Director of the institute. His presence added eminence to the event and inspired the participants.

Prof. Dr. Atik Ahmad took the stage and delved into the topic of copyright protection and enforcement in the digital era. He discussed various aspects, including the fundamentals of copyright law, the challenges posed by digital technologies, and the role of enforcement mechanisms in safeguarding intellectual property rights. Prof. Ahmad's presentation was comprehensive and enriched with real-life examples and case studies.



  
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Throughout the workshop, Prof. Ahmad encouraged active participation from the attendees, creating an interactive learning environment. The participants enthusiastically engaged with the speaker, seeking clarification on complex legal concepts and sharing their experiences and concerns regarding copyright protection. Prof. Ahmad patiently addressed their queries, providing practical insights and guidance.

The workshop lasted for approximately [duration] and concluded with a vote of thanks delivered by [Name]. The participants expressed their gratitude to Prof. Dr. Atik Ahmad for his informative and thought-provoking session. They also extended their appreciation to Dr. Sanjay Dharmadhikari for gracing the event with his presence and motivating them to understand and uphold copyright laws in the digital era.

Overall, the workshop on "Copyright Protection and Enforcement in the Digital Era" proved to be an invaluable learning experience for the MBA students and faculties who attended. It equipped them with a deeper understanding of copyright law, the challenges associated with digital technologies, and the importance of enforcement mechanisms in the protection of intellectual property rights.

We extend our sincere thanks to Prof. Dr. Atik Ahmad, Dr. Sanjay Dharmadhikari, and all the participants for making this workshop a success. We believe that the knowledge gained during the session will empower the attendees to navigate the complexities of copyright protection in the digital landscape and contribute to a culture of respect for intellectual property.



*Priyanka A. Singh*  
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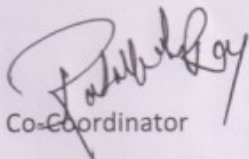
**Dr. Sushant Patil**

President

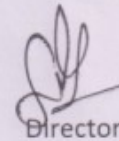
**Dr. Priyanka A. Singh**

Director



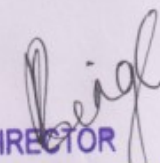
  
Co-Coordinator

[ Prof. Ratikanta ray]

  
Director

[ Dr. Sanjay Dharmadhikari]



  
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Dr. Sushant Patil

Dr. Priyanka A. Singh

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President

Director

Attendance Sheet

Stream : MBA

Seminar Topic:

Date:

Copyright protection and enforcement  
in the digital era  
17/3/2018

Sr.No.	Name of the student	Sign
1	RAUT SRINIVAS EKNATH	Raut S
2	BILOIKAR KUNAL MAHESH	Kunal
3	TUNDALWAR MAYURI UDAY	M. Y. Tunde
4	GAUTAM SARITA RAMANAND	Sarita
5	PHADNIS AARYA ASHISH	Aarya
6	BANSOD SURAJ RAMCHANDRA	Suraj
7	KARANDE OMKAR RAJENDRA	Omkar
8	KHUSHBOO	Khushboo
9	RASKAR TEJAL VILAS	Tejal
10	PRATHMESH SHIVAJI JARAG	Prathmesh
11	KUMBHAR GANESH DIGAMBAR	Ganesh
12	CHALWADI UMESH RAGHU	Umesh
13	SHEWALE VIJAY SHANKAR	Vijay
14	GANESH CHANDRAKANT GORAD	Ganesh
15	DERE PRIYANKA SAMPAT	Priyanka
16	DINESHKUMAR YOGESH AGRAWAL	Yogesh
17	JADHAV DHIRAJ DHANAJI	Dhiraj
18	IRABATTIN VAISHNAVI SHANKAR	Vaishnavi
19	PRADNYA UTTAM SANGALE	Pradnya
20	MOKASHI AISHWARY DEEPAK	Aishwarya
21	MISTRI RAKESH SURESH	Rakesh
22	RANPISE DHANASHRI BALASAHEB	Dhanashree
23	SHEETAL POPAT KHANDAGALE	Sheetal
24	GORE SHIVANI ANKUSH	Shivani
25	BANSODE KAVIRAJ NAVANATH	Kaviraj
26	RUCHIKA PATIL	Ruchika
27	SHEDGE SIDDDHI DEEPAK	Siddhi



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