SINHGAD TECHNICAL EDUCATION SOCIETY'S
SINHGAD INSTITUTE OF BUSINESS ADMINISTRATION & RESEARCH
(Approved by AICTE, Recognized by Government of Maharashtra, Affiliated to Savitribai Phule Pune University)
Near PMC Octroi Post, Kondhwa - Saswad Road, Kondhwa (Bk.), Pune - 411048 **Phone** : 020 - 67571101 / 02
Email: director_sibar@sinhgad.edu Web: **www.sinhgad.edu**
Sinhgad Institutes

Prof. M. N. Navale
M. E. (Elect.), MIE, MBA
FOUNDER PRESIDENT

Dr. (Mrs.) Sunanda M. Navale
B. A., MPM, Ph. D.
FOUNDER SECRETARY

Dr. Dhananjay T. Mandlik
Ph.D, M.Phil., MBA, MCA, MCM, M.COM, M.A (Psychology), D.L.L. & L.W, DTL
DIRECTOR

Date 15th Oct 2022

Notice

Academic Committee meeting

All the members of the Academic Committee are hereby informed that the meeting of the Academic Committee will be held on 17th October 2022 at 5:00 pm in the Board Room, SIBAR, Kondhwa (Bk.) to discuss the points mentioned as per the following agenda.

Agenda: Curriculum planning for the Academic Year 2022-23 (Term I & III)

Chairman,
Academic Committee SIBAR

Coordinator
Academic Committee SIBAR

Sinhgad Institute of Business Administration & Research Kondhwa Bk. Pune-48.

DHANANJAY TUKARAM MANDLIK

Digitally signed by DHANANJAY TUKARAM MANDLIK
DN: c=IN, o=PERSONAL, pseudonym=e01fb392172a48d6b3b938e653993b33, 2.5.4.20=a4929168721a6425cd507656474a65742d09d1239641ccd986e91535d0d43a37, postalCode=411046, st=MAHARASHTRA, serialNumber=e092cf2c4e839e5f48e3495185b07f6d880ec8bb636b5a0ce28c7f1f59d0fedd, cn=DHANANJAY TUKARAM MANDLIK
Date: 2023.09.11 10:57:24 +05'30'

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DIRECTOR

Academic Committee

Minutes of the Meeting

Date & Time: 17th Oct 2022, 5:00 pm

Venue: Board Room, SIBAR

Agenda: Curriculum planning for the Academic Year 2022-23 (Term I & III)

Points Discussed:

- Rough draft of Academic Calendar for the term I & III.
- Induction Plan
- Management events, co-curricular activities, Internal examination schedules and execution plan was discussed and permitted by the Director.
- STP and case study Session plans for the academic semester
- Guest session/workshops which will be beneficial for students were drafted & execution plan to implement was discussed.
- Online attendance format which can be implemented during the year was prepared
- CO-PO Mapping and course files and PPT formats were finalized.

Meeting adjourned at 5.30 p.m.

Chairman,
Academic Committee - SIBAR

Sinhgad Institute of Business Administration & Research
Kondhwa Bk.
Pune-48.

Coordinator
Academic Committee

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DIRECTOR

List of Attendees:

Sr. No.	Name of the Member	Academic Committee Designation	Sign
1	Dr. Dhananjay Mandlik	Chairman	
2	Dr. Vijay Dhole	Coordinator	
3	Dr. Zamarrud Ansari	Member	
4	Prof. Urmila Nikam	Member	
5	Prof. Shraddha Kakade	Member	Shraddhak
6	Prof. Amit Pise	Member	Amit A Pise

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DIRECTOR

Date 8th December 2022

Notice

Academic Committee meeting

All the members of the Academic Committee are hereby informed that the meeting of the Academic Committee will be held on 10th December 2022, 2:00 pm in the Board Room, SIBAR, Kondhwa(Bk.) to discuss the points mentioned as per the following agenda.

Agenda: Tracking progress for the Academic Year 2022-23 (Term I & III)

Chairman
Academic Committee SIBAR

Coordinator
Academic Committee SIBAR

Sinhgad Institute of Business Administration & Research
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Ph.D. M.Phil., MBA, MCA, MCM, M.COM, M.A (Psychology), D.L.L. & L.W, DTL
DIRECTOR

Academic Committee

Minutes of the Meeting

Date & Time: 10th Dec 2022, 2:00 pm **Venue**: Board Room, SIBAR

Reference to the Academic Committee MOM dated: 17-10-2022

Agenda: Tracking progress for the Academic Year 2022-23 (Term I & III)

Points Discussed:

- Implementation of curriculum planning
- Syllabus coverage status
- Need of extra classes considering syllabus completion status
- Implementation of Internal exam schedules & and format of question papers were discussed.
- Term-end exam planning
- SIP Viva schedules and its planning was drafted.

Meeting adjourned at 2:35 p.m.

Chairman
Academic Committee - SIBAR

Sinhgad Institute of Business Administration & Research Kondhwa Bk. Pune-48.

Coordinator
Academic Committee

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DIRECTOR

List of Attendees:

Sr. No.	Name of the Member	Academic Committee Designation	Sign
1	Dr. Dhananjay Mandlik	Chairman	
2	Dr. Vijay Dhole	Coordinator	
3	Dr. Zamarrud Ansari	Member	
4	Prof. Urmila Nikam	Member	
5	Prof. Shraddha Kakade	Member	Shraddha K
6	Prof. Amit Pise	Member	Amit A Pise

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Ph.D. M.Phil., MBA, MCA, MCM, M.COM, M.A (Psychology), D.L.L. & L.W, DTL
DIRECTOR

Date 12th April 2023

Notice

Academic Committee meeting

All the members of the Academic Committee are hereby informed that meeting of the Academic Committee will be held on 14th April 2023, 2:00 pm in the Board Room, SIBAR, Kondhwa (Bk.) to discuss the points mentioned as per the following agenda.

Agenda: Curriculum planning for the Academic year 2022-23 (Term – II & IV)

Chairman,
Academic Committee SIBAR

Coordinator
Academic Committee SIBAR

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Pune-48.

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Ph.D. M.Phil., MBA, MCA, MCM, M.COM, M.A (Psychology), D.L.L. & L.W, DTL
DIRECTOR

Academic Committee

Minutes of the Meeting

Date & Time: 14th April 2023, 2:00 pm **Venue**: Board Room, SIBAR

Reference to the Academic Committee MOM dated: 10-12-2022

Agenda: Curriculum planning for the Academic Year 2022-23 (Term – II & IV)

Points Discussed:

- Review of the previous term.
- Rough draft of Academic Calendar for the term II & IV.
- Challenges faced in the previous term were discussed and solutions to improvise in that area were brainstormed.
- Internal exam schedules, management events, co-curricular activities, etc. which have to be conducted in the upcoming semester were discussed and permitted by the Director.
- Assessment formats of CIE were drafted and discussed.
- STP and case study Session plans for the academic semester
- CO-PO Mapping & its attainment considering results were checked.

Meeting adjourned at 2:45 p.m.

Chairman
Academic Committee - SIBAR

Sinhgad Institute of Business Administration & Research
Kondhwa Bk.
Pune-48.

Coordinator
Academic Committee

List of Attendees:

Sr. No.	Name of the Member	Academic Committee Designation	Sign
1	Dr. Dhananjay Mandlik	Chairman	
2	Dr. Vijay Dhole	Coordinator	
3	Dr. Zamarrud Ansari	Member	
4	Prof. Urmila Nikam	Member	
5	Prof. Shraddha Kakade	Member	
6	Prof. Amit Pise	Member	
7	Prof. Kritika	Member	
8	Prof. Shwetlana Katkar	Member	

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DIRECTOR

Date 26 May 2023

Notice

Academic Committee meeting

All the members of the Academic Committee are hereby informed that the meeting of the Academic Committee will be held on 28th May 2023, 5:00 pm in the Board Room, SIBAR, Kondhwa (Bk.) to discuss the points mentioned as per the following agenda.

Agenda: Tracking progress for the Academic Year 2022-23 (Term – II & IV)

Chairman,
Academic Committee SIBAR

Coordinator
Academic Committee SIBAR

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Pune-48.

Celebrating 30 Years

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Ph.D. M.Phil., MBA, MCA, MCM, M.COM, M.A (Psychology), D.L.L. & L.W. DTL
DIRECTOR

Academic Committee

Minutes of the Meeting

Date & Time: 28th May 2023, 5:00 pm Venue: Board Room, SIBAR

Reference to the Academic Committee MOM dated: 14-04-2023

Agenda: Tracking progress for the Academic Year 2022-23 (Term – II & IV)

Points Discussed:

- Execution of curriculum planning was discussed and loopholes in the execution part were found out.
- Syllabus completion status
- Extra classes need to complete the syllabus and its scheduling
- Review course files, study material, assignments, tests.
- Need of more Guest session/workshops which will be beneficial for students were discussed.
- Review of students attendance and ways to increase the attendance were discussed.
- Internal exam schedules were drafted.

Meeting adjourned at 5.45 p.m.

Chairman,
Academic Committee - SIBAR

Sinhgad Institute of Business Administration & Research Kondhwa Bk. Pune-48.

Coordinator
Academic Committee

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DIRECTOR

List of Attendees:

Sr. No.	Name of the Member	Academic Committee Designation	Sign
1	Dr. Dhananjay Mandlik	Chairman	
2	Dr. Vijay Dhole	Coordinator	
3	Dr. Zamarrud Ansari	Member	
4	Prof. Urmila Nikam	Member	
5	Prof. Kritika	Member	
6	Prof. Shwetlana Katkar	Member	

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Sinhgad Institutes

Notice

Academic Committee Meeting

All the faculty members are hereby informed that the Academic Committee meeting will be held on 22nd July 2022 at 2:00 pm in Board Room, 2nd Floor, MCA Building to discuss the points mentioned as per the following agenda.

Agenda:

1) Planning Academic Calendar for the upcoming semester
2) Course outcome and program outcome
3) Discussion on CO Attainment
4) Examination preparedness for the semester
5) Self-development of the faculties.

Dr. Netra Patil
Director
SIBAR- MCA

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Sinhgad Institute of Business Administration and Research

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Master of Computer Application

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Sinhgad Institutes

Minutes of the Meeting

Academic Committee Meeting

Date & Time: 22nd July 2022 & 2:00 pm **Venue**: MCA Board Room

Agenda:

1) Planning Academic Calendar for the upcoming semester
2) Course outcome and program outcome
3) Discussion on CO Attainment
4) Examination preparedness for the semester
5) Self-development of the faculties.

Points Discussed:

- Planning Academic Calendar for the upcoming semester scheduling commencement of classes, tentative internal assessments dates, syllabus completion dates etc .
- Laboratory preparation required for next semester practical subjects.
- Discussion on Subject allocation & Time Table.
- Discussion on Preparations for course files, study material, assignments, tests.
- Discussion on Guest session / workshops which will be beneficial for students & plan to implement that.
- Dr. Netra Patil encouraged the faculties to register for NPTEL FDPs on latest technologies and also for writing research papers.
- Discussed CO Attainment targets to be set for the next semester subjects.
- Informed the faculties regarding KAPILA initiative of AICTE for filing patents and motivated regarding IPR filing.
- Dr. Pramodini Dange proposed IIC activities required to be conducted in next quarter.

Dr. Netra Patil
Director
SIBAR- MCA

List of Attendees:

Sr. No.	Name of the Member	Designation	Sign
1	Dr. Netra Patil	Director & Professor	
2	Dr. Sharada Patil	Associate Professor	
3	Ms. Rubina Sheikh	Assistant Professor	
4	Ms. Snehal Dhane	Assistant Professor	
5	Ms. Archana Nair	Assistant Professor	
6	Ms. Kalyani Alisetty	Assistant Professor	
7	Dr. Pramodini Dange	Assistant Professor	
8	Dr. Farhana Desai	Assistant Professor	

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Sinhgad Institutes

Notice

Academic Committee Meeting

All the faculty members are hereby informed that the Academic Committee meeting will be held on 1st Nov 2022 at 11:00 am in Board Room, 2nd Floor, MCA Building to discuss the points mentioned as per the following agenda.

Agenda:

1) Review of ongoing semester.
2) Discussion on Co-curricular activities.
3) Discussion on Induction Program.
4) Review on Preparation for Course Files.
5) Discussion on Speakers for induction Program.

Dr. Netra Patil
Director
SIBAR- MCA

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Sinhgad Institutes

Minutes of the Meeting

Academic Committee Meeting

Date & Time: 1st Nov 2022 &11:00 am. **Venue**: MCA Board Room

Reference to the Academic Committee MOM dated:22nd July 2022.

Agenda:

1) Review of ongoing semester.
2) Discussion on Co-curricular activities.
3) Discussion on Induction Program.
4) Review on Preparation for Course Files.
5) Discussion on Speakers for induction Program.

Points Discussed:

- Review of ongoing semester.
- Review on preparation required for next semester practical subjects.
- Review on preparation for course files.
- Discussion on Preparations for study material, assignments, tests.
- Discussion on internal exam schedules, events, co-curricular activities.
- Planning for induction program for first semester.
- Discussion on Speakers for Induction program which will be beneficial for students.
- CO-PO Mapping, Attainment has to be done in the semester.

Dr. Netra Patil
Director
SIBAR- MCA

Sinhgad Institute of Business Administration & Research M.C.A. Kondhwa Bk. Pune-48.

List of Attendees:

Sr. No.	Name of the Member	Designation	Sign
1	Dr. Netra Patil	Director & Professor	
2	Dr. Sharada Patil	Associate Professor	
3	Ms. Rubina Sheikh	Assistant Professor	
4	Ms. Snehal Dhane	Assistant Professor	
5	Ms. Archana Nair	Assistant Professor	
6	Ms. Kalyani Alisetty	Assistant Professor	
7	Dr. Pramodini Dange	Assistant Professor	
8	Dr. Farhana Desai	Assistant Professor	
9	Ms.Swapnali Patil	Assistant Professor	

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Sinhgad Institutes

Notice

Academic Committee Meeting

All the faculty members are hereby informed that the Academic Committee meeting will be held on 13th Jan 2023 at 11.00 am in Board Room, 2nd Floor, MCA Building to discuss the points mentioned as per the following agenda.

Agenda:

1) Discussion on internal marks consolidation (Sem III)
2) Planning for project presentation (Sem I)
3) Student Attendance compilation and display.
4) Review of course files.

Dr. Netra Patil
Director
SIBAR- MCA

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Sinhgad Institutes

Minutes of the Meeting

Academic Committee Meeting

Date & Time: 13th Jan 2023 &11:00 am. **Venue**: MCA Board Room

Agenda:

1) Discussion on internal marks consolidation (Sem III)
2) Planning for project presentation (Sem I)
3) Student Attendance compilation and display.
4) Review of course files.

Points Discussed:

- Review of Syllabus completion (Sem I & III)
- Consolidation of internal marks (Sem III)
- Planning for project presentation (Sem I)
- Director Dr Netra Patil Madam has instructed class coordinators to compile the attendance and display on the notice boards.
- Director encouraged faculities to write & publish quality research papers and publishes.
- Review of course files.

Dr. Netra Patil
Director
SIBAR- MCA

List of Attendees:

Sr. No.	Name of the Member	Designation	Sign
1	Dr. Netra Patil	Director & Professor	
2	Dr. Sharada Patil	Associate Professor	
3	Ms. Rubina Sheikh	Assistant Professor	
4	Priya Chudhari	Assistant Professor	
5	Ms. Archana Nair	Assistant Professor	
6	Ms. Kalyani Alisetty	Assistant Professor	
7	Dr. Pramodini Dange	Assistant Professor	
8	Ms. Snehal Dhane	Assistant Professor	
9	Ms.Swapnali Patil	Assistant Professor	

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Notice

Academic Committee Meeting

All the faculty members are hereby informed that the Academic Committee meeting will be held on 7th Feb 2023 at 2.00 pm in Board Room, 2nd Floor, MCA Building to discuss the points mentioned as per the following agenda.

Agenda:

1) Prelim exam schedule
2) Project presentation.
3) IIC Activities.
4) NPTEL Registration
5) IPR - Patent filing.
6) Project and practical exam.
7) Syllabus review
8) Internal marks entry.
9) Research paper writing.

Dr. Netra Patil
Director
SIBAR- MCA

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Sinhgad Institutes

Minutes of the Meeting

Academic Committee Meeting

Date & Time: 7th Feb 2023 & 2:00 pm. **Venue**: MCA Board Room

Reference to the Academic Committee MOM dated: 13TH Jan 2023

Agenda:

1) Prelim exam schedule
2) Project presentation
3) IIC Activities
4) NPTEL Registration
5) IPR - Patent filing.
6) Project and practical exam.
7) Syllabus review.
8) Internal marks entry.
9) Research paper writing.

Points Discussed:

- Review of faculty course files.
- Discussion on project presentation.
- Publishing of Research papers.
- Discussion on Subject allocation for the next semester.
- Preparing prelim examination schedule.
- Preparations for course files, study material, assignments, tests.
- IIC convener Dr. Pramodini Dange suggested Guest session / workshops which will be beneficial for students & plan to implement that.
- Project and practical examination schedule.
- NPTEL SPOC Archana Nair asked faculties to register for NPTEL courses and suggested few courses for students.
- Discussion on IIC Activities and IPR - Patent filing.
- Discussion on Internal marks entry

Dr. Netra Patil
Director
SIBAR- MCA

List of Attendees:

Sr. No.	Name of the Member	Designation	Sign
1	Dr. Netra Patil	Director & Professor	
2	Dr. Sharada Patil	Associate Professor	
3	Ms. Rubina Sheikh	Assistant Professor	
4	Ms Priya Chaudhari	Assistant Professor	
5	Ms. Archana Nair	Assistant Professor	
6	Ms. Kalyani Alisetty	Assistant Professor	
7	Dr. Pramodini Dange	Assistant Professor	
8	Ms. Snehal Dhane	Assistant Professor	
9	Ms.Swapnali Patil	Assistant Professor	

SINHGAD TECHNICAL EDUCATION SOCIETY'S
SINHGAD INSTITUTE OF BUSINESS ADMINISTRATION & RESEARCH
(Approved by AICTE, Recognized by Government of Maharashtra, Affiliated to Savitribai Phule Pune University)
Near PMC Octroi Post, Kondhwa - Saswad Road, Kondhwa (Bk), Pune - 411048. Phone : 020 - 67571101 / 02
Email: director_sibar@sinhgad.edu, Web: www.sinhgad.edu
Sinhgad Institutes

Prof. M. N. Navale
M. E. (Elect.), MIE, MBA
FOUNDER PRESIDENT

Dr. (Mrs.) Sunanda M. Navale
B. A., MPM, Ph. D.
FOUNDER SECRETARY

Dr. Dhananjay T. Mandlik
Ph.D. M.Phil., MBA, MCA, MCM, M.COM, M.A (Psychology), D.I.L. & L.W, DTL
DIRECTOR

Committee Details 2022-2023

Sr. No.	Name of Committee	Constitution	Functions
1	Academic Monitoring Committee	**Chairman**- Prof. (Dr.) Dhananjay Mandlik-Director Dr. Netra Patil- Director , MCA Secretary -Dr.Vijay Dhole (MBA) Member -Prof.Shraddha Kakade(MBA) Member - Prof. Amit Pise(MBA) Member – Dr.Sharda Patil(MCA) Member - Prof.Snehal Dhane(MCA)	• To ensure academic activities like teaching methods academic calendars, continuous evaluation procedure, utilization of laboratories and equipment, student feedback and can also suggest ways to improve in teaching learning process. • Design & conduct training programmes.Identification of teaching staff.
2	Anti-Ragging Committee	**Chairman**- Prof. (Dr.) Dhananjay Mandlik-Director Dr.Netra Patil, MCA Secretary -Dr.Sharada Patil(MCA) Member - Dr.Santosh Borate Member -Prof.Rutuja Pakhare(MBA) Member – Dr.Priya Chaudhari(MCA)	• Routine and surprise checks to ensure there is proper environment for fresher have to feel assured and safe.

		Member- Mr.Pandurang Landage Student Representative - Mr.Ankush Kakade(MBA) Miss. Srushti Madhur(MBA), Mr.Shivam Bodkepatil (MCA) Miss.Shrddha Badhe (MCA)	
3	Anti-Ragging Squad	**Chairman**- Prof. (Dr.) Dhananjay Mandlik-Director Dr. Netra Patil, MCA Secretary -Dr.Vijay Dhole (MBA) Member - Prof.Pramod Sasane(MBA) Member - Dr.Prachi Murkute(MBA) Member – Dr.Urmila Nikam (MBA) Member – Prof. Swapnali Patil (MCA) Member - Mr.Navnath Bhojane	• Routine and surprise checks to ensure there is proper environment for fresher have to feel assured and safe.
4	Complaint Committee	**Chairman**- Prof. (Dr.) Dhananjay Mandlik-Director Dr.Netra Patil, MCA Secretary - Dr.Santosh D Barate Member - Dr.Zamarrud Ansari(MBA) Member – Dr.Priya Chaudhari(MCA) Member -Mrs.Manjusha Kulkarni Member -Mrs.Chandrakala More	• The main functions of the Cell Complaints to have a systematic receipt of the difficulties / complaints received from students and employee and there after redressal / follow-up. • Complaint Cell will ensures that appropriate action on the complaints / representations are initiated by respective.

		Student Representative – Mr.Yash Badole(MBA) Miss.Swati Patle (MCA)	
5	SC/ST Committee	**Chairman**- Prof. (Dr.) Dhananjay Mandlik-Director Dr.Netra Patil, MCA Secretary –- Dr.Santosh Borate) Member - Dr.Prachi Murkute (MBA) Member - Prof.Snehal Dhane(MCA) Member -Mrs.Chandrakala More **Student Representative –** Miss.Aishwarya Vikas Dhende(MBA) Mr.Nipul Pawar(MCA)	• The SC/ST other backward Caste Committee in the Institution is constituted to ensure the continued welfare of the reserved category. • The committee also acts as a redressal forum for the students and employees belonging to the SC/ST/OBC category to reach out in case of any grievances that they may face.
6	Counselor Committee	**Chairman**- Prof. (Dr.) Dhananjay Mandlik-Director Dr.Netra Patil, MCA Secretary -Dr.Sharada Patil (MCA) Member -Prof.Pramod Sasane (MBA) Member – Prof.Urmila Nikam (MBA) Member – Dr.Pramodini Dange (MCA) Member- Mrs.Manjusha Kulkarni	• The Students counseling committee attempts to address the day to day issues of concern relating to academics and routine activities.

7	Industry Committee	**Chairman**- Prof. (Dr.) Dhananjay Mandlik-Director Dr. Netra Patil- Director , MCA Placement Coordinator (MCA): Prof Archana Nair Placement Coordinator (MBA): Prof. Kaustubh Virkar Student Representative – Ms.Vaishnavi Shatlawar (MCA) Ms.Anushka Yeole (MCA) Ms.Megha khetan (MCA) Mr.Yogeshwar Shinde(MCA) Mr.Anil Waghmare (MBA) Ms.Shivani Tiwari (MBA)	• To develop a way of strategic collaboration with industry, to achieve a symbiotic blend of academic and industry to enhance placement opportunity , Consultancy work, seminars, workshops and guest lectures, Industrial Training / Internship, Industry sponsorship

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DIRECTOR

8	Research & Development Cell	**Chairman**- Prof. (Dr.) Dhananjay Mandlik-Director Dr.Netra Patil, MCA Secretary -Dr.Vijay Dhole (MBA) Member - Dr. Zamarrud Ansari (MBA) Member – Dr.Prachi Murkute (MBA) Member -Dr.Sharda Patil (MCA) Member – Dr.Pramodini Dange (MCA) Student Representative - Miss. Shivani Tiwari (MBA) Miss.Yuti Kariya (MCA)	• To focus on providing an atmosphere conductive to research and development for faculty and student. 1) Motivate / Encourage faculty for research Writing. 2) Motivating students for research activities.
9	Grievances Redressal Cell	**Chairman**- Prof. (Dr.) Dhananjay Mandlik-Director Dr.Netra Patil, MCA Secretary -Dr.Vijay Dhole (MBA) Member – Prof.Rutuja Pakhare (MBA) Member - Dr. Sharda Patil (MCA) Member - Prof. Rubina Shaikh (MCA) Member -Mrs. Manjusha Kulkarni Student Representative - Ms.Vaishnavi Vilas Shatlawar (MCA) Ms.Renuka Tripathi,(MCA) Mr.Shivam Dave (MBA)	• The main functions of the Grievances Cell is to have a systematic receipt of the difficulties / representation / complaints received from students and employee and thereafter redressal / follow-up • Grievances Cell will ensures that appropriate action on the complaints / representations are initiated by respective.

10	Administrative & Infrastructure Committee	**Chairman**- Prof. (Dr.) Dhananjay Mandlik-Director Dr.Netra Patil, MCA Secretary - Dr. Sharda Patil (MCA) Member - Dr. Revati Rautrao (MBA) Member - Prof.Shraddha kakde (MBA) Member - Prof.Archana Nair (MCA) Member –Nilesh Girme	• To provide satisfactory service to the stakeholders like students and parents and the internal customers that is the staff .we should be able to provide work distribution among Faculty-administrative staff, monitoring of all day to day activities.
11	Library Committee	**Chairman**- Prof. (Dr.) Dhananjay Mandlik-Director Dr.Netra Patil, MCA Secretary -Dr.Vijay Dhole (MBA) Member - Mrs.Jayeshree Shendkar Member - Nilesh Girme	• To addresses over all development issues of the library, to assist operational procedure, and formulate personnel and fiscal policies, Purchasing of recourses.
12	SocialMediaCommittee	Chairman- Prof. (Dr.) Dhananjay Mandlik- Director Dr. Netra Patil- Director , MCA Secretary - Dr. Sharda Patil (MCA) Member -Prof. Rubina Shaikh (MCA) Member -Prof. Shwetlana Katkar (MBA) Student Representative – Mr.Shivam Bodkepatil(MCA), Ms.Aarti Shinde(MBA)	• To assure for all the program offered by the institutions are stated and displayed on website • To identify strategic initiative for the website and present it to governing body for review and updating. • To display core values, vision, mission program outcomes, program specific outcomes and course outcomes and all other required information.

13	Parent - Teacher Association	Chairman- Prof. (Dr.) Dhananjay Mandlik- Director Dr. Netra Patil- Director , MCA Secretary -Dr.Vijay Dhole (MBA) Member - Dr. Urmila Nikam (MBA) Member – Pramod sasane(MBA) Member – Archana Nair (MCA)	• To increase and facilitate the interaction between parents and teachers, in order to discuss various issues that a student encounters in his academic life.
14	Alumni Committee	Chairman- Prof. (Dr.) Dhananjay Mandlik- Director Dr. Netra Patil- Director , MCA Secretary - Dr. Urmila Nikam (MBA) Member - Dr.Priya Chaudhari (MCA) Student Representative – Ms.Rachana Wani(MBA) Mr.Rahul Ghodke(MBA) Ms.Renuka Tripathi(MCA) Ms.Vaishnavi Shatlawar(MCA) Mr.Yogeshwar Shinde(MCA)	• Every department attends to the coordination and contact activity with alumni through the appointed students. • Provides an opportunity for all the alumni to reunite every year. • Supports students for the area of training and internship with the help of alumni. • Career guidance, job opportunities, industrial visit, and projects with the help of alumni.
15	Sponsorship and media	Chairman- Prof. (Dr.) Dhananjay Mandlik- Director	• To maintain the record of regular publications of Institute, activities and to

		Ms.Vaishnavi shatlawar (MCA) Ms.Renuka Tripathi(MCA) Ms.Anushka Nitin Yeole(MCA) Mr.Shivam Bodkepatil(MCA)	achievements
18	Cultural Committee	Chairman- Prof. (Dr.) Dhananjay Mandlik- Director Dr. Netra Patil- Director , MCA Secretary -Dr.Sharada Patil (MCA) Cultural Co-ordinator- Prof. Kalyani Alishetty (MCA) Cultural Co-ordinator- Prof. Rutuja Pakhare (MBA) Student Representative – Ms.Renuka Tripathi(MCA) Ms.Vaishnavi Shatlawar(MCA) Ms.Anushka Yeole(MCA) Ms.Vaishnavi Punaskar(MCA) Ms. Pooja Sharma(MBA) Ms. Aditi Hire(MBA) Ms. Apurva Bamne(MBA) Ms. Asawari Zalte(MBA)	• To present qualitative entertainment events throughout the year and encourage students. • To participate in Intra or Inter University cultural program.

	coverage Committee	Dr. Netra Patil- Director , MCA Secretary -Dr.Vijay Dhole (MBA) Member - Prof.Shwetlana Katkar (MBA) Member - Prof. Pramod sasane (MBA) Member – Kritika Sinha (MBA) Member – Prof.Kalyani Allishetty (MCA)	ensure news coverage of most of the programs conducted at Institute.
16	Quality Improvement Cell	Chairman- Prof. (Dr.) Dhananjay Mandlik- Director Dr. Netra Patil- Director , MCA Secretary -Dr.Vijay Dhole (MBA) Member - Prof. Pramod sasane (MBA) Member – Prof.Vinay Munde (MBA) Member – Prof.Swapnali Patil(MCA)	• To arrange quality improvement program of faculty & staff such as FDP, MDP • Workshops, Seminars, Conferences
17	Co-curricularCommittee	**Chairman** - Prof. (Dr.) Dhananjay Mandlik- Director Dr. Netra Patil- Director , MCA Secretary - Dr. Zamarrud Ansari(MBA) Member - Prof. Archana Nair(MCA) Student Representative – Mr.Isha Zanzad(MBA) Mr. Unnati Bansali (MBA)	• Organizes various co-curricular and extra-curricular activities • Communication to students regarding off-campus programmes • Taking students to off-campus programmes. • Maintenance of record of students' extra-curricular and co-curricular

19	Sports Committee	Chairman- Prof. (Dr.) Dhananjay Mandlik- Director Dr. Netra Patil- Director , MCA Secretary - Prof. Kaustubh Virkar (MBA & MCA) Co-ordinator- Prof. Kritika (MBA) Student Representative - Mr. Aniket Shinde (MBA) Mr. Nishad Jadhav (MBA) Mr.Yogeshwar Shinde(MCA)	• To present qualitative entertainment events throughout the year and encourage students to participate in Intra or Inter University sports tournament.
20	Examination Committee	Chairman- Prof. (Dr.) Dhananjay Mandlik- Director Dr. Netra Patil- Director , MCA Secretary -Dr.Vijay Dhole (MBA) Member -Dr.Priya Chaudhari (MCA) Member - Dr.Prachi Murkute (MBA) Member – Prof.Shwetlana Katkar (MBA) Member – Prof.Pramod Sasane (MBA)	• To generate external examination conduction schema, block allocation, student block allocation, invigilation management, internal examination scheduler, resource allocation for internal examination
21	Women Grievances Cell Committee	Chairman- Dr. Netra Patil- Director , MCA Secretary - Dr.Zamarrud Ansari (MBA) Member – Dr.Urmila Nikam (MBA) Member – Prof.Swapnali Patil (MCA) Member – Dr. Prachi Murkute (MBA)	• Conducting an awareness program for staff & students.

		Student Representative – Miss.Aarti Shinde(MBA) Miss.Pooja Sharma(MBA) Miss.Vaishnavi Punaskar(MCA)	

Dr.Netra Patil

Director SIBAR -MCA

Project Based Learning

Project based learning encourages students to analyze problems, propose solutions, and make informed decisions while considering various factors and constraints. Project based learning approach is a dynamic approach to teaching in which students explores real world problems and challenges.

SIBAR-MCA has a systematically approach to execute the project based learning. When students join the program all are brought to the same level by revising some basics, this initiative is called a Bridge Course. Over a period of 1-week students are required to attend it.

Mini project is an assignment that the student needs to complete at the end of every semester to strengthen the understanding of fundamentals through effective application of the subjects learnt. Students are expected to create working project using tools and techniques learnt in the each semester.

The student may take up the mini project in first semester based on the courses learnt in that semester and for every next semester the mini project may be based on the courses learnt in the current semester along with all the subjects learnt in earlier semesters.

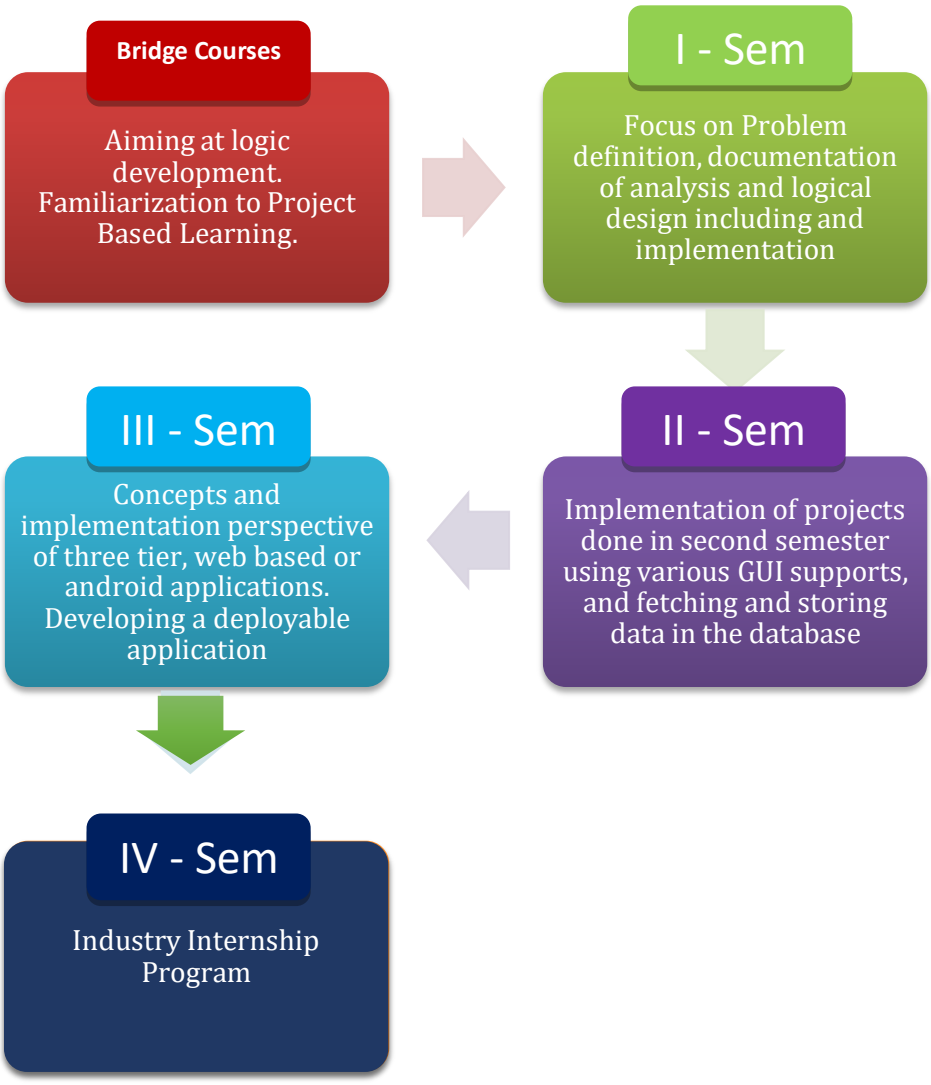
The student may take up the project individually or in group. However, if project is done in group, each student must be given a responsibility for distinct modules. Selected project/module must have relevant scope as per the marks assigned and must be carried out in the SIBAR MCA.

Internal guide monitor and evaluate the progress of the project on individual basis through handwritten workbook (Project Diary) maintained by students containing various project milestones with learning's and remarks from internal guide.

Internships expose students to different domains within the field of computer applications.

In the final 4th semester student work in different companies as interns or trainees.

They can explore various career paths such as web based application development, mobile application development and more. This exposure helps students make informed decisions about their future career choices.


Bridge Courses
Aiming at logic development. Familiarization to Project Based Learning.
I - Sem
Focus on Problem definition, documentation of analysis and logical design including and implementation
II - Sem
Implementation of projects done in second semester using various GUI supports, and fetching and storing data in the database
III - Sem
Concepts and implementation perspective of three tier, web based or android applications. Developing a deployable application
IV - Sem
Industry Internship Program

MCA-II Sem IV Project Mentor Allocation

Roll No	Name of Students	Name of Mentor
1	Aarti Bhagwat Adagale	Prof. Rubina Sheikh
2	Aarti Kishore Lokhande	
3	Abhishek Rajesh Tohare	
4	Sagar Dipak Ahire	
5	Ajinkya Dattatray Katre	
6	Akshay Ashok Utekar	
7	Akshay Jagan Take	
8	Amruta Ambernath Bajaj	
9	Ankit Sengar	
10	Kunal Gopalrao Asole	
11	Shradha Ulhas Badhe	
12	Mustakeem Rajak Bagwan	
13	Hemangi Chandrakant Bankar	
14	Sarvesh Nitin Bhagwat	
15	Vaishnavi Khandu Bhalekar	
16	Bharatesh Ramanna Rodage	
17	Rangoli Sunil Bhondave	
18	Vishal Shridhar Bhosale	
19	Bhushan Diliprao Matte	Dr. Sharada Patil
20	Yogesh Sanjay Bodke	
21	Chandrashekhar Sanjay Gorase	
22	Vivek Dayanand Chavan	
23	Akash Mahesh Chopade	
24	Kishore Sawata Dake	
25	Shivraj Sambhaji Darekar	
26	Madhuri Rajaram Daware	
27	Dheeraj Rajkumar Bansode	
28	Prashant Mahendra Prasad Dubey	
29	Atharv Srinivas Ekbote	
30	Rutuja Ranganath Erande	
31	Shirley Daniel Ezekiel	
32	Faizan Tofiq Jahangir	
33	Ganesh Sanjay Kale	
34	Gaurav Punyani	
35	Gauri Sanju Tappe	
36	Gayatri Bhaskar Kulkarni	

Sinhgad Institute of Business Administration & Research M.C.A. * Kondhwa Bk. Pune-48.

Roll No	Name of Students	Name of Mentor
37	Harshada Subodh Chaudhari	Prof. Priya Chaudhari
38	Himanshu Ashok Desale	
39	Huzaif Abid Shaikh	
40	Indu Kumari	
41	Vishakha Vinodrao Ingole	
42	Isha Ramesh Wani	
43	Hemant Ramesh Ishwarkar	
44	Nivedita Ankush Jadhav	
45	Sunny Shashikant Jadhav	
46	Samrudhi Manojkumar Jain	
47	Vaishnavi Sunil Jedhe	
48	Mohini Mahadev Kadam	
49	Akshata Mahadev Kamble	
50	Akshay Ambadas Kandekar	
51	Praveen Peeragond Karakall	
52	Yuti Anil Kariya	
53	Mohammad Zaid Sameer Khan	
54	Sunil Tanaji Khatate	
55	Bibi Khuteja Zubair Shaikh	Prof. Archana Nair
56	Sakshi Sunil Korde	
57	Ajinkya Sandip Kurmude	
58	Namrata Satish Lanjewar	
59	Preeti Sanjay Londhe	
60	Pradeep Gopal Mahato	
61	Vivek Suresh Mahato	
62	Sandeep Venkatesh Mailarkar	
63	Makrand Mukundrao Tatte	
64	Ajit Balaji Mandale	
65	Sohel Mustafa Maniyar	
66	Mansi Deepak Chavan	
67	Marwaan Munir Memon	
68	Manali Shrikrishna Melekar	
69	Disha Pravin Mithe	
70	Mo Sufiyan Shahir Patel	
71	Mohammad Faizan Ayazuddin	
72	Mustafa Hakimuddin Siyam	

Sinhgad Institute of Business Administration & Research M.C.A. * Kondhwa Bk. Pune-48.

Roll No	Name of Students	Name of Mentor
73	Afreen Saidusab Nadaf	Prof. Snehal Dhane
74	Durgesh Vasudev Naik	
75	Karuna Dilip Naik	
76	Snehal Raju Nampalliwar	
77	Shubham Pradeep Narke	
78	Shivani Sanjay Nawale	
79	Hritik Anil Nikalje	
80	Nikhil Nagorao Bhalekari	
81	Shilpa Shantaram Nimbalkar	
82	Pravin Satish Ohol	
83	Om Satish Landge	
84	Omkar Pralhad Mhaske	
85	Sharmistha Pratyush Pal	
86	Jaydeep Devrao Patil	
87	Kedar Avinash Patil	
88	Swati Pritiraj Patle	
89	Nipul Sanjay Pawar	
90	Pratiksha Mohan Phadatare	
91	Prajwal Prabhuling Hawashetti	Prof. Kalyani Alishetty
92	Pranit Harishchandra Navghane	
93	Prathamesh Avinash Roge	
94	Pratik Ravikant Tajne	
95	Rahul Udaykumar Patil	
96	Sourabh Milind Ranpise	
97	Priyanka Dilip Raut	
98	Ritik Tikaram Choudhari	
99	Mohammad Rijwan Shaid Sayyad	
100	Rohan Hanumant Girme	
101	Rohini Sunil Kasbekar	
102	Roshan Pramod Muneshwar	
103	Aishwarya Vijay Sabale	
104	Sachin Jankiram Salunke	
105	Sachin Navnath Godase	
106	Shubham Sanjay Sahane	
107	Aakash Prashant Salunke	
108	Priyanka Siddharam Sanmane	

Sinhgad Institute of Business Administration & Research M.C.A. * Kondhwa Bk. Pune-48.

Roll No	Name of Students	Name of Mentor
109	Diksha Vitthal Sapar	Dr. Pramodini Dange
110	Smith Nilesh Sethiya	
111	Shabnam Shafiq Sayyed	
112	Asifar Lutfarrahaman Shaikh	
113	Junaid Sajjad Husen Shaikh	
114	Juned Rais Shaikh	
115	Shamsad Ahmad	
116	Shubham Ajay Vishwakarma	
117	Shubham Ankush Jagdale	
118	Shubham Mahadev Gola	
119	Shubham Pravin Borate	
120	Shubhangi Narayan Deokar	
121	Pooja Anil Simant	
122	Anil Babanrao Sirsat	
123	Rushikesh Dnyaneshwarrao Sonar	
124	Vishal Gorakh Sonwal	
125	Sukeshana Shrimant Dagade	
126	Sumeet Sanjay Tambe	
127	Suyog Subhash Ambi	Prof. Swapnali Patil
128	Anthony Rajesh Takwale	
129	Ajhar Salim Tamboli	
130	Sarvesh Vilas Tarhekar	
131	Vijaya Arun Kabra	
132	Vijayalaxmi Mahadev Shejale	
133	Vivek Ashok More	
134	Vivek Ramu Ettam	
135	Vishal Sunil Waghmare	
136	Rajkesh Mahendra Prasad Yadav	
137	Yogesh Sanjay Mali	
138	Aishwarya Manohar Wadibhasme	

Sinhgad Institute of Business Administration & Research M.C.A. * Kondhwa Bk. Pune-48.

Dr. Netra Patil
Director, SIBAR-MCA

MCA-II Year (Sem IV) Project details

Roll No.	Name of Student	Project Name	Company Name
1	Aarti Bhagwat Adagale	Blood Bank Management System	Rudra Tech solution
2	Aarti Kishore Lokhande	Event management system	SGMS INFOTECH LLP
3	Abhishek Rajesh Tohare	Hospital Management System	Pysist india
4	Sagar Dipak Ahire	Online Railway Reservation System	
5	Ajinkya Dattatray Katre	Online Food Order	
6	Akshay Ashok Utekar	Shoe Store E-commerce website	Dynatrace
7	Akshay Jagan Take	Damkondwar electronic (eCommerce website)	
8	Amruta Ambernath Bajaj	Dairy Product Distribution Network	Infotech
9	Ankit Sengar	Online Store(Floweraura)	Provisca technology Pvt. Ltd
10	Kunal Gopalrao Asole	Travel Ticket Master Reservation System	SGMS Infotech
11	Shradha Ulhas Badhe	Thalassemia Healthcare System	QSpider
12	Mustakeem Rajak Bagwan	Unused medicine donation system	Rudratech Solutions
13	Hemangi Chandrakant Bankar	Crop Connect	Ctronics Infotech Pvt Ltd.
14	Sarvesh Nitin Bhagwat	Ambitious Women	EnumTech Technology Solutions
15	Vaishnavi Khandu Bhalekar	Hospital Management System	
16	Bharatesh Ramanna Rodage	Online E-commerce Shoping (flower, cake, bucks,gifts)	ITS Software
17	Rangoli Sunil Bhondave	Amrai Builder Application	Web soft IT Solution
18	Vishal Shridhar Bhosale	Electronic mall system	Web soft IT Solution
19	Bhushan Diliprao Matte	Damkondwar electronic (eCommerce website)	Web soft IT Solution
20	Yogesh Sanjay Bodke	Buspass Management system	
21	Chandrashekhar Sanjay Gorase	Majihit (Online test Serise practice)	NEETA TECH PVT.LTD.

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Roll No.	Name of Student	Project Name	Company Name
22	Vivek Dayanand Chavan	Movie ticket booking system	Wipro Ltd
23	Akash Mahesh Chopade	Online Store(Floweraura)	Provisca Technology Pvt.Ltd
24	Kishore Sawata Dake	plyexpert	
25	Shivraj Sambhaji Darekar	Twitter Sentiment Analysis	NMD PVT. LTD
26	Madhuri Rajaram Daware	ServiceNow Problem Solving System	Vadini Infocenter
27	Dheeraj Rajkumar Bansode	plyexpert	Kodsoft
28	Prashant Mahendra Prasad Dubey	Travel Agency Management	Test Yantra
29	Atharv Srinivas Ekbote	StaffLink	Singularity AIX
30	Rutuja Ranganath Erande	Pharmcare	GTL pvt ITD
31	Shirley Daniel Ezekiel	Dairy Delivery management system	
32	Faizan Tofiq Jahangir	Club Caddie	Define Labs pvt ltd
33	Ganesh Sanjay Kale	Ecommerce Web Application	
34	Gaurav Punyani	ADYPU Educational Website & ERP Portal	iNurture Education Private Limited
35	Gauri Sanju Tappe	Online Real Estate	provisca software pvt.ltd
36	Gayatri Bhaskar Kulkarni	RPA- Hospital Bot	TCS
37	Harshada Subodh Chaudhari	Thalassemia Healthcare System	QSpider
38	Himanshu Ashok Desale	Eye Security	infotech
39	Huzaif Abid Shaikh		
40	Indu Kumari	ADYPU Educational Website & ERP Portal	iNurture Education Private Limited
41	Vishakha Vinodrao Ingole	Crop Connect	Ctronics infotech Pvt ltd
42	Isha Ramesh Wani	Adobe Experience Manager	Cognizant
43	Hemant Ramesh Ishwarkar	Twitter Sentiment Analysis	NMD PVT. LTD.
44	Nivedita Ankush Jadhav	Pune Orders	GTL Softwares
45	Sunny Shashikant Jadhav	Eyeconic Eyeware's	EnumTech Technology Solutions
46	Samrudhi Manojkumar Jain	Freelancer Website	PHN Technology

Sinhgad Institute of Business Administration & Research M.C.A. Kondhwa Bk. Pune-48.

Roll No.	Name of Student	Project Name	Company Name
47	Vaishnavi Sunil Jedhe	Local Shopper E-Commerce app	SGMH Infotech LLP
48	Mohini Mahadev Kadam	Warehouse Management System	Sowermate
49	Akshata Mahadev Kamble	Faculty Application & SIBAR Educational Website	SIBAR
50	Akshay Ambadas Kandekar	Software Management Tool	
51	Praveen Peeragond Karakall	BikeRentalHub	Infosys Ltd
52	Yuti Anil Kariya	Online InteriorHub	Provisca Software Technology
53	Mohammad Zaid Sameer Khan	Online Car Rental System	
54	Sunil Tanaji Khatate		
55	Khuteja Zubair Shaikh	Online E-commerce Shoping (flower, cake, bucks, gifts)	ITS Software
56	Sakshi Sunil Korde	Co-Operative Bank Application	SGMS INFOTECH LLP
57	Ajinkya Sandip Kurmude	AI Desktop Assistant	ACCENTURE SOLUTIONS PVT LTD
58	Namrata Satish Lanjewar	Web Based Agriculture Market	SGMH Infotech LLP
59	Preeti Sanjay Londhe	Pune Orders	GTL Softwares
60	Pradeep Gopal Mahato	dada halwai sweets website	EnumTech Technology Solutions LLP
61	Vivek Suresh Mahato	Mountbrica builder web services	Web Soft IT Technology
62	Sandeep Venkatesh Mailarkar	Online Food Ordering System	Pisyst India
63	Makrand Mukundrao Tatte	AC	AC
64	Ajit Balaji Mandale	telehealth	Rhythmflows solutions
65	Sohel Mustafa Maniyar	Tourism Management	IndiaTechSoft
66	Mansi Deepak Chavan	Vehicle booking	Infosys
67	Marwaan Munir Memon	Farmer Connect	TCS
68	Manali Shrikrishna Melekar	Shoe Store E-commerce Website	Infosys
69	Disha Pravin Mithe	Distributer Helper System	
70	Mo Sufiyan Shahir Patel	Connect Book	
71	Mohammad Faizan Ayazuddin	E commerce site	ITS
72	Mustafa Hakimuddin Siyam	Book My Bus	QSpider

Roll No.	Name of Student	Project Name	Company Name
73	Afreen Saidusab Nadaf	Thalassemia Healthcare System	QSpider
74	Durgesh Vasudev Naik	Online E-Learning System	
75	Karuna Dilip Naik	Online E-Learning System	
76	Snehal Raju Nampalliwar	online b to b portal (gravity)	Indiatechsoft
77	Shubham Pradeep Narke	E – Commerce Application – Chicken Shop	Webcrypt Technology
78	Shivani Sanjay Nawale	student problem solving using ml	Global Expert Technology
79	Hritik Anil Nikalje	Employee Management System	Social Beast
80	Nikhil Nagorao Bhalekari	Nursary Management System	Code reach Software
81	Shilpa Shantaram Nimbalkar	Internet Banking System	
82	Pravin Satish Ohol	Restaurant management system (Restopedia)	GTL Softwares
83	Om Satish Landge	E-commerce (Grocery Store)	Hudl India Pvt Ltd
84	Omkar Pralhad Mhaske	Eyeconic Eyeware's	EnumTech Technology Solutions
85	Sharmistha Pratyush Pal	Faculty Application & SIBAR Educational Website	
86	Jaydeep Devrao Patil	Online Jewellery Shop	
87	Kedar Avinash Patil	Home Service Application	
88	Swati Pritiraj Patle	Vacation Max Travel Platform	SGMH Infotech LLP
89	Nipul Sanjay Pawar	Food Order Application	Test Yantra Software Solutions India Pvt Ltd
90	Pratiksha Mohan Phadatare	Online Marketplace for carpooling	Pisyst India Pvt Ltd
91	Prajwal Prabhuling Hawashetti	Online veggies and fruits mart	
92	Pranit Harishchandra Navghane	ShopKart	Test Yantra Software Solutions India Pvt Ltd
93	Prathamesh Avinash Roge	Vehicle booking	PlanOn
94	Pratik Ravikant Tajne	E-Health Care System	SGMS Infotech
95	Rahul Udaykumar Patil	Software Management Tool	
96	Sourabh Milind Ranpise	Ditributer Helper System	
97	Priyanka Dilip Raut	E- Agro portal fertilizers	WEB Soft IT Solutions

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Roll No.	Name of Student	Project Name	Company Name
98	Ritik Tikaram Choudhari	iNilabs Hospital Management System	IndiaTech Software Pvt. Ltd
99	Mohammad Rijwan Said Sayyad	Restaurant management system (Restopedia)	GTL Softwares
100	Rohan Hanumant Girme	Ambitious Women	EnumTech Technology Solutions
101	Rohini Sunil Kasbekar	Arena 9 - Human resource management portal	Indexnine Technologies Pvt. Ltd.
102	Roshan Pramod Muneshwar	Netexpress	SGMS Infotech LLP
103	Aishwarya Vijay Sabale	Student Problem Solving Using Ml	Global Expert Technology
104	Sachin Jankiram Salunke	Photo Studio WebApp	PHN Technology
105	Sachin Navnath Godase	AC	AC
106	Shubham Sanjay Sahane	Alumni Hub	SGMS Infotech LLP
107	Aakash Prashant Salunke	Dairy Product	Absolute Software
108	Priyanka Siddharam Sanmane	Smart MNC	Web soft It solution
109	Diksha Vitthal Sapar	Simply Coach (Digital Coaching Platform)	Indexnine Technologies Pvt. Ltd.
110	Smith Nilesh Sethiya	iNilabs Hospital Management System	IndiaTech Software Pvt. Ltd
111	Shabnam Shafiq Sayyed	E – Commerce Application – Chicken Shop	Webcrypt Technology
112	Asifar Lutfarrahaman Shaikh	Faculty Application & SIBAR Educational Website	
113	Junaid Sajjad Husen Shaikh	Car Rental	provisca software pvt.ltd
114	Juned Rais Shaikh	Employee Management System	SocialBeast
115	Shamsad Ahmad	Photo Studio WebApp	phn software
116	Shubham Ajay Vishwakarma	Online Real Estate	provisca software pvt.ltd
117	Shubham Ankush Jagdale	Online Shopping Store	IndiaTech Software Pvt LTD
118	Shubham Mahadev Gola	Mountbrica builder website	Web soft IT solution
119	Shubham Pravin Borate	NA	NA
120	Shubhangi Narayan Deokar	MH - Internet Services	Brainvire Infotech Pvt. Ltd.
121	Pooja Anil Simant	Online Books Store	Indiatechsoft

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Roll No.	Name of Student	Project Name	Company Name
122	Anil Babanrao Sirsat	Gym Management System	VibrantMinds Technologies Pvt.Ltd.
123	Rushikesh Dnyaneshwar Sonar	Travel Agency Management	
124	Vishal Gorakh Sonwal	Majihit-Online test-series practice	NEETA TECH PVT.LTD.
125	Sukeshana Shrimant Dagade	Flower Store	Eversana
126	Sumeet Sanjay Tambe	Pride 9 Real estate	WEB SOFT IT SOLUTION
127	Suyog Subhash Ambi	Grocery Go (application)	PHN technology
128	Anthony Rajesh Takwale	dada halwai sweets website	
129	Ajhar Salim Tamboli	Tourism Management	IndiaTechSoft
130	Sarvesh Vilas Tarhekar		
131	Vijaya Arun Kabra	Thalassemia Healthcare System	QSpider
132	Vijayalaxmi Mahadev Shejale	Pharmcare	GTL pvt Ltd
133	Vivek Ashok More	Customer Segmentation using Machine Learning	Test Yantra Software Solutions India Pvt Ltd
134	Vivek Ramu Ettam	AC	AC
135	Vishal Sunil Waghmare	Hostel management	Test Tantra software India Pvt Ltd
136	Rajkesh MahendraPrasad Yadav	Book My Bus	Capita
137	Yogesh Sanjay Mali	Home Service Application	
138	Aishwarya M Wadibhasme		

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Sinhgad Technical Education Society's
Sinhgad Institute of Business Administration and Research
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Master of Computer Application
Affiliated to Savitribai Phule Pune University and Approved by AICTE, New Delhi
Sinhgad Institutes

17/04/2023

NOTICE

This is to inform all the students of MCA-II year (Sem IV) that the **First** Presentation based on your internship projects is scheduled on 27th and 28th April 2023. Students should report to their respective mentors. List of mentor allocation is shared beforehand.

The presentation will include project work that will be carried out by identifying Research/System oriented application problem/Web resources/Tools in any one of the business/services information technology organizations.

The types of projects that may be undertaken can be from one of the following:

* System software / tool development
* Application software development
* Computer networks performance analysis
* Web source development (Client-Server)
* Middle ware technology development
* Mobile computing /data base Applications
* Multimedia development
* Data mining
* Network security
* E-Governance, E-Learning applications

Prof. Snehal Dhane
Project In-charge

Sinhgad Institute of Business Administration & Research M.C.A. ★ Kondhwa Bk. Pune-48.

Dr. Netra Patil
Director, SIBAR-MCA

15/05/2023

NOTICE

This is to inform all the students of MCA-II year (Sem IV) that the **Second** Presentation based on your internship projects is scheduled on 23rd and 24th May 2023. Students should present the progress of their projects to their respective mentors.

The presentation will include a PowerPoint presentation (PPT) that depicts the analysis and design of the project work undertaken. The points to be covered are given below:

1) Analysis and Design
   - Analysis Phase
     - Object Diagram
     - Class Diagram
     - Use Case Diagrams
   - Design Phase
     - Sequence Diagram
     - Collaboration Diagram
     - Activity Diagram
     - State Chart Diagram
   - Interface Diagram (in case of Embedded Systems)
   - Module Specifications
   - Web Site Map Diagram (in case of Web Application)

2) Back End Specifications
   - ERD
   - Normalized Database Design (With 25 good records in each database)
   - Data Dictionary
   - Triggers, Constraints, Cursors etc.

3) Front End Specifications
   - Menu Tree
   - Menu Screens
   - Input Screens
   - Validation Controls

Prof. Snehal Dhane
Project In-charge

Sinhgad Institute of Business Administration & Research M.C.A. ★ Kondhwa Bk. Pune-48.

Dr. Netra Patil
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Affiliated to Savitribai Phule Pune University and Approved by AICTE, New Delhi
Sinhgad Institutes

26/06/2023

NOTICE

This is to inform all the students of MCA-II year (Sem IV) that the **Third (Internal-Final)** Presentation based on your internship projects is scheduled on 03rd and 04th July 2023.

Students should present the completed project. The schedule is mentioned in the internal exam time table.

Students need to be ready with the bound copy of project documentation, PowerPoint file, and executable file. The index to be followed for preparing the project documentation is available in the syllabus.

Students need to submit and get approval for project documentation, PPT and demonstration from respective mentor.

Prof. Snehal Dhane
Project In-charge

Sinhgad Institute of Business Administration & Research M.C.A. ★ Kondhwa Bk. Pune-48.

Dr. Netra Patil
Director, SIBAR-MCA

Date: 01-Aug-2023

NOTICE

This is to inform all the students of MCA-II year (Sem IV) that the **External (SPPU-Oral)** Presentation based on **ITC41 Project**is scheduled from 04th August 2023 to 08thAugust 2023.

Students should be ready with bound copy of project documentation, PowerPoint file, and executable file.

Students should be present on time. Students should wear uniform. Any request for changing the slots will not be entertained.

Reporting Time: 09:00 am sharp

The slots are as follows:

Sr. No.	Date of Project Viva	Seat Nos. Allocated	Internal Examiner
1	04-Aug-2023	1514,1516,1517,1518,1521,1522,1523,1524,1525,1526, 1527,1528,1529,1530,1532,1533,1534,1535,1536,1537, 1538,1539,1540,1541,1544,1545,1546,1617	Prof. Snehal Dhane
2	05-Aug-2023	1543,1547,1548,1549,1550,1552,1553,1554,1555,1556, 1559,1560,1561,1562,1563,1564,1565,1566,1567,1520, 1531,1568,1569,1570,1571,1581,1595	Dr. Priya Chaudhari
3	05-Aug-2023	1572,1573,1574,1575,1576,1577,1578,1579,1580,1582, 1583,1584,1585,1586,1587,1588,1589,1590,1591,1592, 1594,1557,1558,1596,1597,1598,1600	Prof. Archana Nair
4	07-Aug-2023	1599,1601,1602,1604,1605,1606,1607,1608,1609,1610, 1611,1612,1613,1614,1615,1616,1618,1619,1620,1621, 1542,1551,1513,1519,1542, 1515, 11001	Dr. Pramodini Dange
5	08-Aug-2023	1622,1623,1624,1625,1626,1627,1628,1629,1630,1631, 1632,1633,1634,1635,1636,1637,1638,1639,1640,1641, 1642,1643,1644,1645,1646,1647,1593,1603	Dr. Sharada Patil

We wish you all the best for Oral Exam.

Prof. Snehal Dhane
Project In-charge

Sinhgad Institute of Business Administration & Research M.C.A. Kondhwa Bk. Pune-48.

Dr. Netra Patil
Director, SIBAR-MCA

Sinhgad Technical Education Society's

Sinhgad Institute of Business Administration and Research, Kondhwa

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Academic Year 2022-23

Sinhgad Institutes

EXECUTION PLAN FOR CASE STUDY (MBA I & II)

	MBA-I		MBA-II	
Week	Case Study	Faculty Incharge	Case Study	Faculty Incharge
5 Dec - 9 Dec, 2022	Case Pedogogy	Dr. Vijay Dhole	NA	NA
12 Dec - 16 Dec, 2022	BOM Case 1	Dr. Zamarrud Ansari (Div A) Prof. Pradnya Kulkarni (Div B) Prof. Pramod Sasane (Div C) Prof. Kaustubh Virkar (Div D)	DS	Prof.Shraddha Kakade (M,F,HBO)
19 Dec - 23 Dec, 2022	MA Case 1	Prof. Vinay Munde (Div A) Prof. Urmila Nikam (Div B) Prof. Shraddha Kakade(Div C) Prof. Shwetlana Katkar (Div D)	SM (SC)	Dr.Vijay Dhole (M) Dr. Zamarrud Ansari (F) Prof. Kritika Sinha (HBO)
26 Dec - 30 Dec, 2022	OB Case 1	Prof. Shwetlana Katkar (Div A) Prof. Kritika Sinha (Div B) Prof. Rutuja Pakhare (Div C) Prof. Amit Pise (Div D)	(Major Core) Marketing Case 1 Finance Case 1 HR Case 1 OSCM Case 1	Prof.Kaustubh Virkar Prof.Urmila Nikam Prof. Kritika Sinha Prof. Pradnya Kulkarni
2 Jan - 6 Jan, 2022	BOM Case 2	Dr. Zamarrud Ansari (Div A) Prof. Pradnya Kulkarni (Div B) Prof. Pramod Sasane (Div C) Prof. Kaustubh Virkar (Div D)	PM	Prof.Amit Pise (M, HBO) Prof. Kritika Sinha (F)
9 Jan - 13 Jan, 2022	MA Case 2	Prof. Vinay Munde (Div A) Prof. Urmila Nikam (Div B) Prof. Shraddha Kakade(Div C) Prof. Shwetlana Katkar (Div D)	(Minor Core) Marketing Case 2 Finance Case 2 HR Case 2 OSCM Case 2	Dr. Zamarrud Ansari Prof.Vinay Munde Dr. Prachi Murkute Prof. Pramod Sasane
16 Jan - 20 Jan, 2022	OB Case 2	Prof. Shwetlana Katkar (Div A) Prof. Kritika Sinha (Div B) Prof. Rutuja Pakhare (Div C) Prof. Amit Pise (Div D)	(Major-II) Marketing Case 3 Finance Case 3 HR Case 3 OSCM Case 3	Prof. Kaustubh Virkar Prof.Shraddha Kakade Prof. Aruna Kulkarni Prof. Pradnya Kulkarni?

Prof. Urmila Nikam
Case Study Co-ordinator

Dr. (Prof.) Mahanjay Mandlik
Director

Sinhgad Institute of Business Administration & Research * Kondhwa Bk. Pune-48

BOM-1

Sinhgad Management Institutes
Case Synopsis submission

1. Name of the Institute: Sinhgad Institute of Business Administration & Research, Kondhwa
2. Name of the subject with subject code: 105 Basics of Marketing
3. Unit/s mapped: Unit 1 & 2
4. Name of the case: Tanishq
5. Case Details: Sem I/ ~~Sem III~~ (Specialization: NA) Div A
6. Date and time of conduction: 13th December, 2022 1:45 – 3:45 pm
7. No. of students present: (Attendance sheet to be attached)
8. Method opted to conduct the case (presentations/ Role play/ Class discussion/ Any other) and its description: Class Discussion [First Case]

9. Major points discussed during the case:
   - A Overview of the case facts
   - B Industry overview – How Jewellery mkt operates in India
   - C Customers attachment to buying gold
   - D Traditional yet modern outlook

10. How objectives of the case are achieved:
    - Students relate to trust element in buying expensive goods
    - Students came up with multiple facets of the alternatives
    - Cust motivation to adopt & Co's ability to redesign/modify prod. offering.

11. Group wise involvement of students:

Sr. No.	Group No.	Students Involvement (Partial/ Mediocre/ Full)
1		
2		
3		
4		
5		
6		

12. Conclusion of the case:
    Positioning to capture Indian customers
    SWOT Analysis, PEST Analysis [Socio cultural]

xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx

Faculty Signature [signature]

Name of Faculty
Dr. Zamarrud Ansari

SINHGAD TECHNICAL EDUCATION SOCIETY'S

SINHGAD INSTITUTE OF BUSINESS ADMINISTRATION & RESEARCH

FOUNDER PRESIDENT | FOUNDER SECRETARY | DIRECTOR

Attendance (Sem. I) for Case Study Session

Case Name : Tanishq - The Turnaround Story

Specialization: MBA I Div A Date : 13/12/22

Sr. No.	Name of Student	Signature
1	Kautika waghmare	
2.	Shraddha Gaikwad	
3.	Rohit D. Barbole	
4.	Ridvik R. Bhagle	
5.	PRANAY . P. MANKAR	
6.	Samiksha . A. Shamkuk	
7.	Sanyukta R. Lavhale	
8.	Nikita D. Awachar	
9.	Samruddhi chavare	
10.	Yash Raj S chandel	
11.	Sancheti Shikha Rajesh	
12.	Ayush M. Babtiwal	
13.	Saurabh P. Maher	
14.	Lokesh S. Talegaonkar	
15	Varun . A. Deshpande	
16.	Ajinath . V. Nil	
17.	Shaikh Moin Rauf	
18.	Mayur Dadarao Walde	
19	Rushikesh Dilip Kolabe	
20.	Rahul Hemant Jadhav	

Celebrating 30 Years

Tanishq - The Turnaround Story

"When we started out we didn't think that we could achieve this, but now being jewelers to the nation doesn't seem so distant."

- Tanishq COO, Vasant Nangia

The Unsuccessful Launch

In 1995, Titan Industries, India's leading manufacturer of watches, launched the Tanishq range of gold watches and jewellery. Till then, the Indian jewellery market was to a large extent unorganized, with a few recognized names such as Tribhovandas Bhimji Jhaveri and Mehrasons. Tanishq, an entirely new concept in the Indian market, thus had to struggle hard to be accepted by the customers. Industry watchers were extremely skeptical of Tanishq and doubts were being cast over its prospects. Tanishq began by offering jewellery in the 18-carat gold range, with designs borrowed heavily from contemporary European brands. The company justified its decision saying that it wanted to be 'different' from the traditional Indian offerings.

Tanishq performed very badly in the next three years, posting a huge loss in 1997-98, proving its detractors right. Jacob Kurian, Tanishq's chief operating officer admitted, "Tanishq, as a concept, was far too ahead of its times." Even if one agreed with Kurian, it could not be denied that Tanishq did commit mistakes.

Analysts decreed that the company's strategies were wary. At this point, Tanishq took various steps to correct the mistakes it had committed and very soon, posted its first ever operating profit in 1999. In 1999-00, sales doubled to Rs 1532 million against Rs 743.8 million recorded in 1998-99 and reached Rs 2000 million in 2000-01. Tanishq fared equally well on the export front also with heavy exports to UK, US, Australia and West Asia.

Tanishq was the largest overseas chain in US with 1,200 outlets. In the year 2000, exports contributed 10% to the company's turnover. The story of Tanishq, once written off as a losing proposition, making a remarkable turnaround was an example of a company single-mindedly working to make its own mark in the tradition bound Indian jewellery market. Behind this success was, of course, a well-planned and well-executed marketing plan.

Background Note

Titan Watches Limited was promoted jointly by Questar Investments Limited (a Tata group company) and Tamil Nadu Industrial Development Corporation Limited (TIDCO). The company, incorporated in July 1984 in Chennai, was started in technical collaboration with France Ebauches (a French company), one of the world's largest manufacturers of watch movements. Initially involved in the watches and clocks business, Titan later ventured into the jewellery businesses. The company was India's leading manufacturer of watches, marketed under the Titan and Sonata brand names with a 25% share of the total domestic market.

Titan established its first manufacturing facility in Hosur, Tamil Nadu and its first satellite watch assembly unit at Dehradun, Uttar Pradesh was started in 1990. In 1992, Titan set up a joint venture, Timex Watches Limited, with Timex Corporation of USA to market Timex watches in India.[1] And in 1995, Titan changed its name from 'Titan Watches Ltd.' to 'Titan Industries Ltd.' in order to change its image from that of a watch manufacturer to that of a fashion accessories manufacturer. In the same year, it also started its jewellery division under the Tanishq brand. At this point of time, the jewellery business was highly localized and the concept of branded jewellery did not exist. In the late 1990s, India had around 0.2 million jewellers scattered across the country.

Jewellery had predominantly been used as an investment rather than adornment. Hence, a change in the perception of jewellery from an asset to a fashion accessory was extremely difficult to bring about. People generally bought gold from the same family jeweller they had trusted implicitly for generations. Moreover, these jewellers made the jewellery to order and often bought back their products at the prevailing market rates.

Thus, from the very beginning, Tanishq found it hard to overcome the Indian consumer's preference for buying traditional jewellery only from family jewellers. The sleek and contemporary designs being offered did not go down well with the Indian customer who was used to heavy, traditional designs.

Vasant Nangia, erstwhile Chief Operating Officer, Tanishq said, "When we launched the Tanishq range, our designs were not appreciated initially as they were believed to be extremely Western. Also, we offered only 18 carat gold." Over a period of time, Tanishq's research revealed many other loopholes in its strategies.

Setting Things Right

Tanishq found out that it had gone wrong mainly in two areas - the product proposition and retailing. Initially with a focus on the export market, its designs were predominantly Western, and the same line of jewellery was sold in India as well. However, when it shifted its focus to the domestic market, it was unable to sell these designs. Therefore the first step was to change the brand positioning from that of an elitist and Westernized offering to a more mainstream, Indian one. The 18-carat jewellery range was expanded to include 22 and 24 carat ornaments as well. Tanishq also made attempts to redefine traditional styles in its designs. Tanishq realized that, given the diverse nature of Indian ethnicity, it would have to cater to tastes of all regions.

Therefore, the emphasis shifted from the erstwhile modern designs to more ethnic ones and traditional ornaments (based on designs from various states) were launched. The company also began seasonal and localized promotions based on Indian festivals, such as during Durga Puja in West Bengal, Onam in Kerala, Diwali in north India, etc. Johnson Verghese, divisional head, sales and marketing, said, "We also decided to go in for transmigration of designs. So we not only got in more Indian motifs but also started stocking typical designs from Tamil Nadu in Mumbai and those from Bengal in Delhi. These designs, though Indian, provided variety to what the people in a particular area were used to seeing."

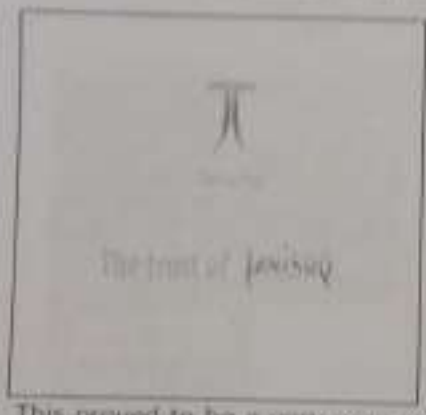
Tanishq's team of in-house designers came out with about 3,500 designs based on current trends and the feedback from stores. At least 10% of these designs were changed every quarter and fresh ones were added to the stock.

Tanishq gave complete freedom to the retail outlets to pick up designs, which they thought would sell in their stores. Almost all the outlets stocked the 'best selling' range of designs, which did well across the country.

Tanishq was now pitted directly against the traditional jewellers who were offering similar ornaments. In order to add some value proposition to rise above the competition, Tanishq decided to address the issue of gold purity, which was most important to the customers.

Traditionally, conventional jewellers used the touchstone[2] to test the purity of gold. Apart from the fact that the customers did not trust the method, it was also alleged that a slight amount of gold was always lost while testing. The customers had to accept this for want of an alternative. In 1999, Tanishq introduced the revolutionary concept of Karatmeters in its retail boutiques. The Karatmeter used X-rays to give an accurate reading of the constitution of gold in the ornament within three minutes. Imported from Germany at a cost of Rs 1 million each, Karatmeters though expensive, proved to be the biggest USP for Tanishq in the coming years.

In fact, its sales increased by 20-30%. The concept was later on heralded as a bold step towards professionalizing the Indian jewellery business. In an attempt to elbow out competition, Tanishq conducted tests on 10,000 ornaments selected at random. In some cases the caratage was found to be as low as 10% and almost 65% of the gold tested was below 22 carats. As the caratage offered was on the lower side in traditional jewels, the jewellers kept the making charges very low to entice customers. This had become the norm all over the country. Tanishq had to struggle hard to break this convention.



As the concept of Karatmeter became more widely known, customers began to realize that the rates they were paying for Tanishq jewellery were indeed justified. A Tanishq official commented, "They have begun to understand the total value proposition that Tanishq offers."

An all-India customer satisfaction survey conducted by Tanishq in 2001 revealed that over 50% of all Tanishq customers intended to make it their jeweller, replacing many long-standing relationships with the traditional jeweller. When Tanishq was launched, it sold most of its products through multibrand stores. This did not help the Tanishq brand to make its mark. Having realized this, Tanishq decided to set up its own chain of retail showrooms in 1998.

This proved to be a very wise move as sales picked up almost immediately. By July 2001, it had 47 'Tanishq boutiques' in 37 cities – 12 were in the metros - Delhi, Mumbai, Kolkata, Chennai and Bangalore, the rest in smaller cities with a population of at least 0.5 million such as Trichy, Nagpur, Amritsar and Patna.

The focus on smaller cities paid off well with the annual growth being as high as 150% as compared to the 45% growth in metros. The number of boutiques was expected to reach 50 by the end of 2001 and to 70 by 2002. Tanishq's efforts to standardize the price of its ornaments proved to be another milestone in its success.

Gold prices differed across the country as they were based on different parameters concerning the local markets. In a bid to control gold price variations in different parts of the country, Tanishq decided to have a standard gold price across all its showrooms from March 2000.
The standard price was made binding on all Tanishq showrooms. Tanishq based its gold prices on international exchange prices, resulting in prices often being lower than the local market prices. Nangia said, "We already have a kind of standard pricing in place, but this would represent a formalization of that system to the public." Tanishq even had plans to link directly with the London Metal Exchange (LME) for daily quotes in the future. Tanishq set up an ultra-modern and large-scale manufacturing unit in Hosur, Tamil Nadu at a cost of Rs 600 million. The unit had facilities like refining, alloying and stone casting and a dust-extraction system that kept gold losses down to 2% of the raw material while local jewellers typically lost 8-10%.

This in-house manufacturing facility was the main reason, which enabled Tanishq to charge the same price across the country. One of the company's most important initiatives was customer service enhancement.

Tanishq launched a direct consumer contact programme and conducted surveys to monitor store walk-ins and footfalls and percentage of repeat customers.

The company also kept the entry-level price as low as Rs 600 (for a pendant) and offered a range, which far exceeded that offered by any other jeweller. All Tanishq outlets gave a 100% return guarantee on its brand of jewellery and also exchanged other jewellery after deductions depending on purity.

A customer satisfaction measurement program was started with the help of Customer Satisfaction Measurement Management (CSMM), an associate of IMRB. CSMM tracked customer satisfaction parameters for Tanishq on a quarterly basis. This gave the company the benefit of benchmarking against local and international players and also aided in improving repeat purchases. As a result, Tanishq was able to directly link the remuneration of franchisees with customer satisfaction. The company's corporate gold gift scheme ('When you want to say thank you, say it in gold'), launched in December 1998 proved to be a major success. Tanishq delivered 50,000 customized gold coins to 0.25 million Maruti car owners nationwide as part of the 15th anniversary celebrations of Maruti Udyog. By 2001, the scheme accounted for almost 5% of the turnover and over 30 corporate clients like Coca-Cola, the UB Group, Whirlpool, the TVS Group, Ceat and Liberty Shoes.

The communication and promotion budget was increased from Rs. 65 million in 1999-2000 to Rs 100 million in 2000-01. A majority of this was spent towards advertising, while a portion was also earmarked for promotions tailored to match regional preferences. For instance, in New Delhi, which was Tanishq's single largest market, substantial promotions were carried out. The Rs 100 million was split into four parts, comprising national-level spends (both electronic and print media), regional budgets, direct mail and research. For the first time, Tanishq initiated a long-term media plan, aiming to give the brand a round-the-year presence and enhance awareness. The communication focused on design and quality instead of the price.

Future Prospects

The Indian branded jewellery market, though nascent, grew at the rate of 20-30% during 1998-2000. Besides Tanishq, other major players included Intergold, Gili and Carbon. However, in the Rs 400 billion Indian jewellery market, Tanishq's share was not even 1%.

Not willing to accept this as a 'poor show,' Tanishq saw it as a vast opportunity instead. The company planned to attain a 2% market share in the next few years. Kurian said, "The jewellery market is one of the largest consumer segments in the country. It has an estimated 2,50,000 retailers with no national or international brand and no corporate player.

Titan believes that this market is right for consolidation. A consumer-oriented, highly ethical corporate player will have great opportunity. Our growth rates in the past three years have fully substantiated this hypothesis." Tanishq had ambitious plans to invest in information technology and utilize Intranets and the Internet to link all of its showrooms to one another. There were also plans to do online monitoring of sales and design popularity as well as using the Internet to place orders. The Intranet was to contain a photo collection of all the designs in all the stores so that even those not in stock in a particular store could be ordered by customers. In a highly innovative move, Tanishq tied up with Countrywide Finance for providing pre-approved credit line to the customers at selective outlets. This was expected to boost sales significantly in the future. In May 2000, Tanishq unveiled plans to surpass its parent company's turnover by 2002. Jacob Kurian who had taken over as the CEO the same month, said, "We have finally figured out the jewellery business and should be solidly profitable, shorn of any caveat, this year."

Report

Case study

Name : Ku. Nikita D. Awachar Div : 'A'

Tanishq - The Turnaround Story

Alternatives to be justified in detail.

Key facts

1] The In 1995, Titan Industries, India's leading manufacturer of watches, launched the Tanishq range of gold watches and jewellery.

2] Tanishq performed very badly in next three years.

3] Posted its first ever operating profit in 1999.

4] In the year 2000, exports contributed 10% to the company turnover.

5) Direct competition with traditional retailer.

6) Set up its own chain of retail showroom in 1998

7) In 1999, Tanishq introduced the revolutionary concept of Karatometer in retail boutiques

8) The company's corporate gold gift scheme launched ~~by~~ in December 1998 proved major sucess.

9) The promotion budget increase.

Problem Identification.

1] Not understand Indian Consumer Preferences.

2] Analysts decreed that the company's Strategies were wary.

3] Peoples trust on their family Jewellers.

4] Tanishq gone wrong in two area the product proposition retailling.

5] Unable to sell western design in Indian market.

6] Customs did not trust the method of touchstone.

Alternatives

1] Company single-m well planned and well excuted marketing plan.
2] Because of bold step towards professionalizing the Indian jewellery business.
3] Tanishq can collab with celebration to reach the more & more to Public.
4] Changed to brand positioning from that on elistic and westernized.
5] ~~Ref.~~ Redefined traditional style in its style.
6] Emphasis shifted from the while modern design to ethnic one.
7) Traditional Emphasis ornaments were launched.
8) Tanishq also can be introduced a contest like luckydraw.

- Evaluation of Alters

1] Company's single minded working to make its own mark in the tradition bound Indian jewellery market.
2] The company's corporate gold gift scheme accounted for almost 5% of the turnover.
3] The focus on smaller cities paid of well with the annual growth being as high as 150% as compared to 45% growth in metros.
4] Because of bold step towards professionalizing the Indian jewellery business, its sales increased by 20-30%.
5] The 18-carat jewellery range was expanded to 22 and 24 carat ornaments.
6] Tanishq gave complete freedom to the retail

outlets to pick up designs, which they through would sell in their store and all the was 'best selling' range of designs.

More 'FEASIBLE' Solution

Tanishq was strugling to make place in market and made many mistakes. When Tanishq found out that they had done wrong in product proposition and retailing, initially they focus on the domestic market and change the brand positioning from an elitist and westernized offering to more mainstream. Thereafter emphasis shifted from erstwhile modern design to ethic one and traditional ornaments launched. Tanishq gave complete freedom to retail outlets to pick up designs, which they thought would sell in their story and began seasonal and localized promotions based on Indian festivals, such as Durga Puja, Onam, Diwali.

Tanishq-The Turnaround Story

A Case Study Presentation - Prof. Pramod Sasane

Case study Methodology

I. Analyzing Evaluation Scenarios

- This study aid is divided into two parts. The first part organizes your notes and thinking about the case. The second organizes the points you want to make for an essay on the case.
- **To begin your work, think about and explore the following:** What is the subject of the evaluation? It can be a person, team, product or service, company, country, strategy, or policy. What is the evaluation you need to perform? It can be determining the worth, value, performance, effectiveness, outcome, or consequences of the subject.
- Subject of evaluation: _____
- What you need to evaluate: _____

Case study Methodology

- **Exploring the Evaluation**
- What questions will help you explore the evaluation? Can you identify concepts or frameworks you have learned that might be useful for answering the questions? _____
- Questions for exploring the evaluation. Example: To evaluate a country's development, you can ask, How well has the country's economy performed? _____
- Potential concepts and frameworks to help answer the questions. Example: _____
- **Ready to Recommend an Overall Evaluation?**
- State your overall evaluation of the subject and the major reasons that support it.
- **What is your overall evaluation?**
- _____
- **What are the major reasons that support your overall evaluation?**
- _____

Case Study 1 Tanishq-The Turnaround Story

Case Mapped with topics

- Marketing Myopia (Unit 1)
- Marketing Environment (Unit 2)
- Consumer Behaviour (Unit 4)

Case Objectives

- 1. To understand the reason for product failure
- 2. To understand customer satisfaction and social ethics
- 3. To understand concept of organized retailing

Questions - Problems for Discussion

1. What are the various reasons for product failure?
2. How does a customer is satisfied by providing "Variety" - wide range of products?
3. Understanding the marketing strategies for Luxury products.

Case Analysis

- TAN + ISHQ + BODY + LOVE
- Titan launched Tanishq in 1995
- **Karat meter**, the only non destructive means to check the purity of gold.

TANISHQ
A TATA PRODUCT

PRODUCT

- The Tanishq portfolio comprises a wide range of jewellery, including **18 carat studded products, 22 carat plain gold products, silverware** and coins.
- **Asia, Diva**, which has pearls encircled by diamonds, **Hoopla**, which boasts diamond hoops, and **Sola**, a collection that uses solitaire diamonds.
- https://www.youtube.com/watch?v=GU0GkLrSZSw

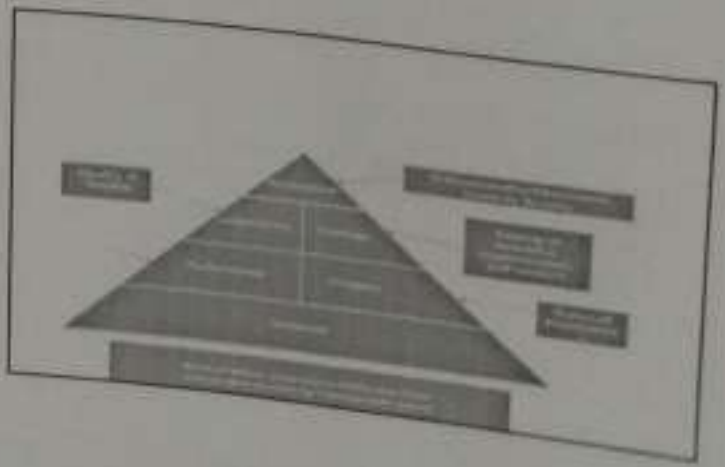
Marketing Myopia

- Marketing Myopia, first expressed in an article by Theodore Levitt in Harvard Business Review, is a short-sighted and inward looking approach to marketing which focuses on fulfilment of immediate needs of the company rather than focusing on marketing from consumers' point of view.
- When a company focuses more on sales than on marketing or consumers' needs, that's when marketing myopia strikes in.

Environmental Scanning

- Tanisha target both men and women of different ages
- They have collections for both men and women for 65 Different occasion
- Tanishq have exclusively holds jewellery collection For men called Aveer in order to attract men as well.

Environmental Scanning- Micro Environment

Brand Positioning OF Tanishq

- The brand position itself as the leader of purity and Trust of jewellery among customers
- It had wide and exclusive range of collections.
- Provides certificate of authenticity
- Must ethical in nature