

**EXECUTION PLAN FOR CASE STUDY (MBA I & II)**

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

Prof. Urmila Nikam  
Case Study Co-ordinator



Dr. (Prof.) Anharjay Mandlik  
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	Krutika Waghmare	
2	Shradha Gaitwad	
3	Rohit D. Barbole	
4	Ridvik R. Bhogle	
5	PRANAY . P. MANKAR	
6	Samiksha . A. Shambhu	
7	Sanyukta R. Lavhate	
8	Nikita D. Awachar	
9	Somwudhi chauhan	
10	Yashraj S chandel	
11	Sancheti Shikha Rajesh	
12	Ayush M. Baberwal	
13	Saurabh P. Mahar	
14	Lokesh S. Talegaonkar	
15	Varun . A. Deshpande	
16	Ajinalth . v. Nil	
17	Shaikh Mo'in Rauf	
18	Mayur Dadasoo Walde	
19	Rushikesh Dilip Kolabe	
20	Rohit Harant Jadhav	

## 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 Mehrason's. 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.<sup>1</sup> 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."



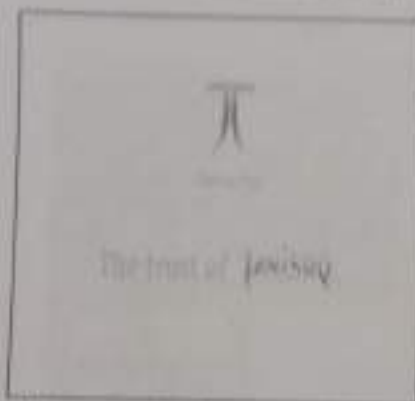
Tanishq's team of in-house designers came out with about 3,500 designs based on current trends and the feedback from stores. At least 10% of these designs were changed every quarter and fresh ones were added to the stock.

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<sup>2</sup> 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 15<sup>th</sup> 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

(9)

102  
10000  
Wankar Institute

Date

1 1

Div: 'A'

### Tanishq - The Turnaround Story

Alternatives to be justified in detail.

#### Key Facts

- 1] 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 retailers.
- 6] Set up its own chain of retail showroom in 1998.
- 7] In 1999, Tanishq introduced the revolutionary concept of Karometer in retail boutiques.
- 8] The company's corporate gold gift scheme launched by in December 1998 proved major success.
- 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 retailing.
- 5] unable to sell western design in Indian market.
- 6] Custome did not trust the method of touchstone.



## Alternatives

- 1] Company Single-minded well planned and well executed marketing plan.
- 2] Because of bold step towards professionalizing the Indian jewellery business.
- 3] Tanishq can collab with celebration to reach the more & more public.
- 4] Changed to brand positioning from that on ethnic and westernized.
- 5] ~~Ref~~ Redefined traditional style in its style.
- 6] Emphasis shifted from the white modern design to ethnic one.
- 7] <sup>Traditional</sup> 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 off 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 thought would sell in their store and all the was 'best selling' range of designs.

### More 'FEASIBLE' Solution

Tanishq was struggling 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 ethnic one and traditional ornaments launched. Tanishq gave complete freedom to retail outlets to pick up designs, which they thought would sell in their store 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

### 1. Analyzing Evaluation Scenarios

- This study will be 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 discussion in the class.
- 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 analyzing 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 + (SHI) = 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.
- Aria, Siva, which has pearls encircled by diamonds, Hoopla, which boasts diamond hoops, and Solo, a collection that uses solitaire diamonds.
- <http://www.youtube.com/watch?v=GU0GkL5Z5w>

## 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 fulfillment 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

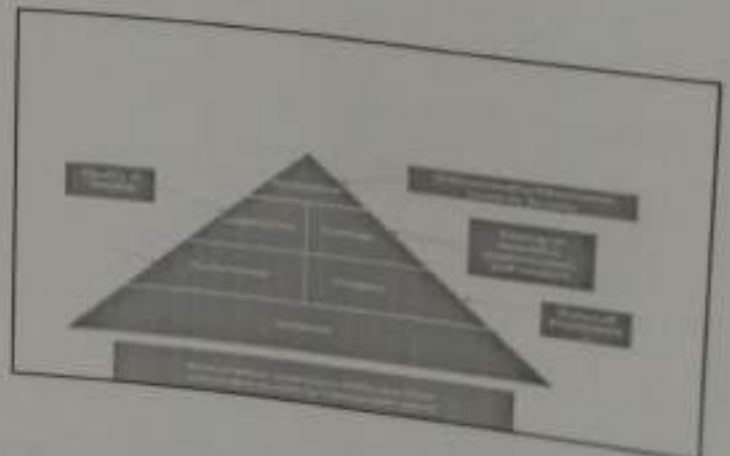
- Tanishq target both men and women of different ages
- They have collections for both men and women for 65 different occasions
- Tanishq have exclusively high jewellery collection for men called Aava in order to attract men as well.

## 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
- Most ethical in nature





**TIME TABLE - November 2022 to March 2023**

Course : MBA

Class Co-ordinator: Prof. Vinay Munde

Semester : I

Division : A

Room No. : 21

Time	Monday	Tuesday	Wednesday	Thursday	Friday
9:00 - 10:00 am	OB	OB	OB	BOM	DB
10:00 - 11:00am	MA	MA	MA	BRM	MF
11:00 - 12:00pm	EABD	EABD	EABD	GS	LAB
12:00 - 1:00 pm	BOM	BOM	MF		ED
1:00 - 1:45pm	Lunch Break				
1:45 - 2:45pm	OB	CS	OB	LAB	STP
2:45 - 3:45pm	BRM		BRM	ED	
3:45 - 4:00 pm	Tea Break				
4:00 - 5:00 pm	HR1	MSE	EADR	VCL	ITCS1

Sr.No	Code/Course	Credits	Course Faculty
1	101 Managerial Accounting	GC	Prof. Vinay Munde
2	102 Organisational Behavior	GC	Prof. Shwetalna Katkar
3	103 Economic Analysis for Business Decisions	GC	Prof. Urnila Nikam
4	104 Business Research Methods	GC	Prof. Shwetalna Katkar
5	105 Basics of Marketing	GC	Dr. Zamarrud Ansari
6	106 Digital Business	GC	Dr. Prachi Morkute
7	107 Management Fundamentals	GE UL	Prof. Rutuja Fakhare
8	108 Entrepreneurship Development	GE UL	Prof. Vinay Munde
9	111 Legal Aspects of Business	GE UL	Dr. Vijay Dhole
10	113 Verbal Communication Lab	GE E	Dr. Prachi Morkute
11	114 Enterprise Analysis & Desk Research	GE E	Dr. Zamarrud Ansari
12	116 MS Excel	GE E	Prof. Shraddha Kakade
13	Human Rights I	ENR Course	Prof. Kritika Sinha
14	Introduction to Cyber security I	ENR Course	Prof. Pradya Kulkarni
15	Student Training Program	STP	Prof. Vinay Munde

*Amit A. Pise*  
Prof. Amit Pise

Overall Co-ordinator

*[Signature]*  
Prof. [Dr.] Dhyanjay Mandlik

Director



**TIME TABLE - November 2022 to March 2023**

Course : MBA

Class Co-ordinator: Prof. Pradiya Kulkarni

Semester : I

Division : B

Room No. : 22

Time	Monday	Tuesday	Wednesday	Thursday	Friday
9.00 - 10.00 am	EABD	OB	OB	EABD	BRM
10.00 - 11.00am	LAB	EABD	MA	OB	MA
11.00 - 12.00pm	BOM	LAB	BOM	GS	OB
12.00 - 1.00 pm	MA	BRM	BRM		OB
1.00 - 1.45pm	Lunch Break				
1.45 - 2.45pm	MF	CS	ED	BOM	STP
2.45 - 3.45pm	EADR		MF	ED	
3.45 - 4.00 pm	Tea Break				
4.00 - 5.00 pm	VCL	OB	HR1	MSE	ITCS1

Sr.No	Code/Course	Credits	Course Faculty
1	101 Managerial Accounting	GC	Prof. Umsha Nikam
2	102 Organisational Behavior	GC	Prof. Kritika Senha
3	103 Economic Analysis for Business Decisions	GC	Prof. Pramod Sasane
4	104 Business Research Methods	GC	Dr. Vijay Dhole
5	105 Basics of Marketing	GC	Prof. Pradiya Kulkarni
6	106 Digital Business	GC	Prof. Amit Pise
7	107 Management Fundamentals	GE UL	Prof. Shradha Kakade
8	108 Entrepreneurship Development	GE UL	Prof. Rutuja Pakhare
9	111 Legal Aspects of Business	GE UL	Prof. Shwetalna Katkar
10	113 Verbal Communication Lab	GE E	Dr. Zamarrud Ansari
11	114 Enterprise Analysis & Desk Research	GE E	Prof. Rutuja Pakhare
12	115 MS Excel	GE E	Prof. Umsha Nikam
13	Human Rights I	ENR Course	Prof. Pradiya Kulkarni
14	Introduction to Cyber security I	ENR Course	Prof. Aruna Kulkarni
15	Student Training Program	STP	Prof. Pradiya Kulkarni

*Amit A Pise*  
Prof. Amit Pise

Overall Co-ordinator

*Pradiya Kulkarni*  
Prof. Pradiya Kulkarni

Director



**TIME TABLE - November 2022 to March 2023**

Course : MBA

Class Co-ordinator: Prof. Aruna Kulkarni

Semester: I

Division : C

Room No.: 23

Time	Monday	Tuesday	Wednesday	Thursday	Friday
9:00 - 10:00 am	EABD	BRM	EABD	DB	BRM
10:00 - 11:00am	OB	MA	DB	OB	MSE
11:00 - 12:00pm	BOM	OB	BOM	GS	MA
12:00 - 1:00 pm	DB	EABD	MA		BOM
1:00 - 1:45pm	Lunch Break				
1:45 - 2:45pm	BRM	CS	ED	MF	STP
2:45 - 3:45pm	LAB		MF	ED	
3:45 - 4:00 pm	Tea Break				
4:00 - 5:00 pm	HR1	VCL	LAB	EADR	ITCS1

Sr No	Code/Course	Credits	Course Faculty
1	101 Managerial Accounting	GC	Prof. Shradha Kakade
2	102 Organisational Behavior	GC	Prof. Aruna Kulkarni
3	103 Economic Analysis for Business Decisions	GC	Prof. Vinay Munde
4	104 Business Research Methods	GE	Dr. Zamarrud Ansari
5	105 Basics of Marketing	GC	Prof. Pramod Sesane
6	106 Digital Business	GC	Prof. Prachi Murkute
7	107 Management Fundamentals	GE UL	Prof. Rutuja Pakhare
8	109 Entrepreneurship Development	GE UL	Prof. Aruna Kulkarni
9	111 Legal Aspects of Business	GE UL	Prof. Prachi Murkute
10	113 Verbal Communication Lab	GE N	Prof. Vinay Munde
11	114 Enterprise Analysis & Desk Research	GE S	Dr. Zamarrud Ansari
12	116 MS Excel	GE S	Prof. Shradha Kakade
13	Human Rights I	ENR Course	Prof. Kritika Sinha
14	Introduction to Cyber security I	ENR Course	Prof. Pradnya Kulkarni
15	Student Training Program	STP	Prof. Aruna Kulkarni

*Amit A. Pise*  
Prof. Amit Pise  
Overall Co-ordinator

*Dr. Pradnya Kulkarni*  
Prof. (Dr. Pradnya Kulkarni) Mandlik  
Director



**TIME TABLE - November 2022 to March 2023**

Course : MBA

Class Co-ordinator: Dr. Prachi Murkute

Semester: I

Division : D

Room No.: 24

Time	Monday	Tuesday	Wednesday	Thursday	Friday
9:00 - 10:00 am	DB	MA	BRM	DB	EADR
10:00 - 11:00am	BRM	BRM	EABD	EABD	DB
11:00 - 12:00pm	BCM	BCM	BCM	CS	LAB
12:00 - 1:00 pm	ED	DB	DB		MA
1:00 - 1:45pm	Lunch Break				
1:45 - 2:45pm	MF	CS	MA	LAB	STP
2:45 - 3:45pm	HR1		MF	MSE	
3:45 - 4:00 pm	Tea Break				
4:00 - 5:00 pm	DB	EABD	VCL	ED	ITCS1

Sr.No	Code/Course	Credits	Course Faculty
1	101 Managerial Accounting	GC	Prof. Urmila Nikam
2	102 Organisational Behavior	GC	Prof. Amit Pise
3	103 Economic Analysis for Business Decisions	GC	Prof. Pramod Sasane
4	104 Business Research Methods	GC	Prof. Prachi Murkute
5	105 Basics of Marketing	GC	Prof. Kaustubh Vekar
6	106 Digital Business	GC	Prof. Amit Pise
7	107 Management Fundamentals	GE UL	Prof. Aruna Kulkarni
8	109 Entrepreneurship Development	GE UL	Prof. Rubuja Pakhare
9	111 Legal Aspects of Business	GE UL	Prof. Aruna Kulkarni
10	113 Verbal Communication Lab	GE R	Prof. Shwetalna Katkar
11	114 Enterprise Analysis & Desk Research	GE R	Prof. Rubuja Pakhare
12	116 MS Excel	GE IL	Prof. Urmila Nikam
13	Human Rights I	ENR Course	Prof. Pradnya Kulkarni
14	Introduction to Cyber security I	ENR Course	Prof. Aruna Kulkarni
15	Student Training Program	STP	Prof. Kritika Senha

*Amit A. Pise*  
Prof. Amit Pise  
Overall Co-ordinator

*Dr. Jyotiraj Mandlik*  
Prof. Dr. Jyotiraj Mandlik  
Director





## 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 explore real world problems and challenges.

SIBAR-MCA has a systematic 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.

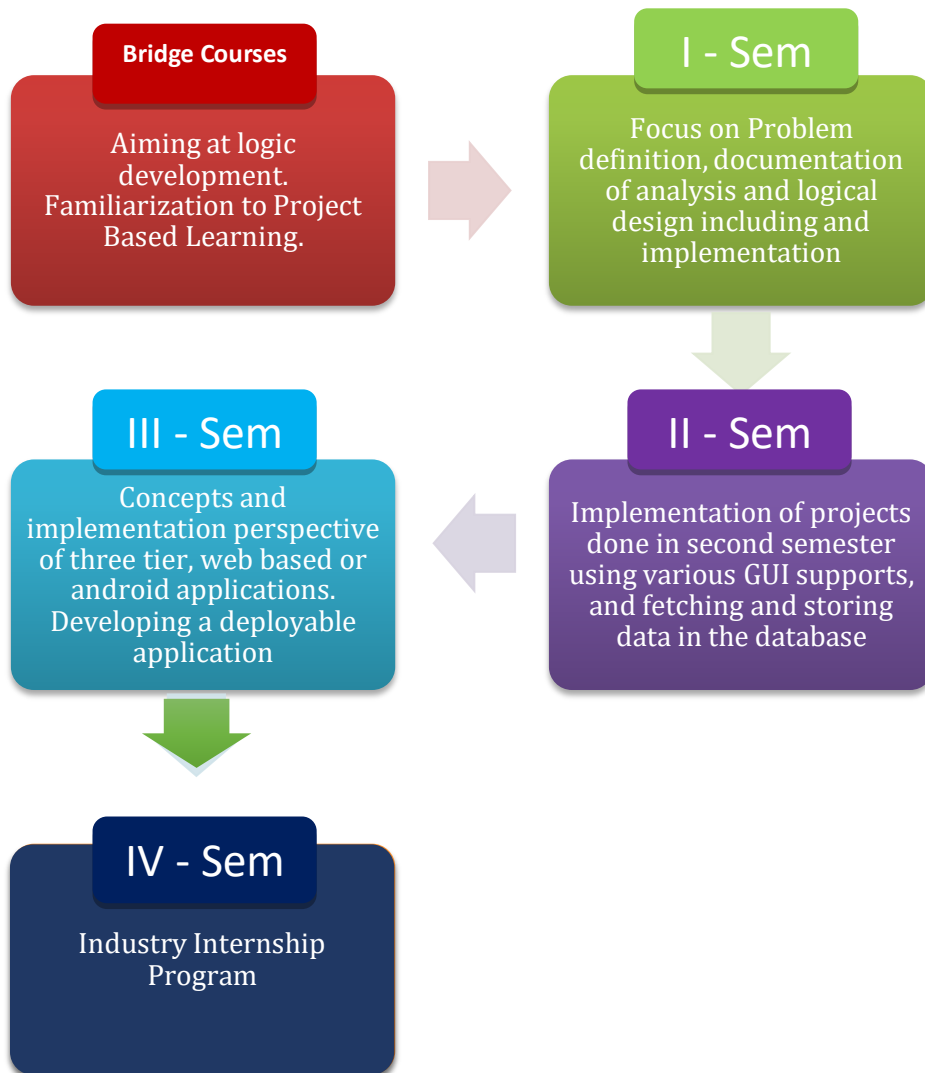
They can explore various career paths such as web based application development, mobile application development and more. This exposure helps students make informed decisions about their future career choices.



Sinhgad Technical Education Society's  
**Sinhgad Institute of Business Administration and Research**  
Kondhwa (Bk) Pune-411048  
**Master of Computer Application**



Affiliated to Savitribai Phule Pune University and Approved by AICTE, New Delhi





### 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	
20	Yogesh Sanjay Bodke	Dr. Sharada Patil
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	





## Master of Computer Application

Affiliated to Savitribai Phule Pune University and Approved by AICTE, New Delhi

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	Prof. Archana Nair
53	Mohammad Zaid Sameer Khan	
54	Sunil Tanaji Khatate	
55	Bibi Khuteja Zubair Shaikh	
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	





## Master of Computer Application

Affiliated to Savitribai Phule Pune University and Approved by AICTE, New Delhi

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		





## Master of Computer Application

Affiliated to Savitribai Phule Pune University and Approved by AICTE, New Delhi

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		
128	Anthony Rajesh Takwale		Prof. Swapnali Patil
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		



Dr. Netra Patil  
Director, SIBAR-MCA



## Master of Computer Application

Affiliated to Savitribai Phule Pune University and Approved by AICTE, New Delhi

### 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.





## Master of Computer Application

Affiliated to Savitribai Phule Pune University and Approved by AICTE, New Delhi

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	Pharmacare	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







## Master of Computer Application

Affiliated to Savitribai Phule Pune University and Approved by AICTE, New Delhi

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 Shopping (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

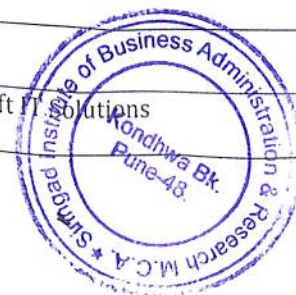




## Master of Computer Application

Affiliated to Savitribai Phule Pune University and Approved by AICTE, New Delhi

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 Solutions





## Master of Computer Application

Affiliated to Savitribai Phule Pune University and Approved by AICTE, New Delhi

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 MI	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 Sapor	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





## Master of Computer Application

Affiliated to Savitribai Phule Pune University and Approved by AICTE, New Delhi

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		





## Master of Computer Application

Affiliated to Savitribai Phule Pune University and Approved by AICTE, New Delhi

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 27<sup>th</sup> and 28<sup>th</sup> 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



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 23<sup>rd</sup> and 24<sup>th</sup> 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



  
Dr. Netra Patil  
Director, SIBAR-MCA



## Master of Computer Application

Affiliated to Savitribai Phule Pune University and Approved by AICTE, New Delhi

### NOTICE

26/06/2023

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 03<sup>rd</sup> and 04<sup>th</sup> 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



Dr. Netra Patil  
Director, SIBAR-MCA



Master of Computer Application

Affiliated to Savitribai Phule Pune University and Approved by AICTE, New Delhi

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 Projectis** scheduled from 04<sup>th</sup> August 2023 to 08<sup>th</sup> August 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



  
Dr. Netra Patil  
Director, SIBAR-MCA