



S.S.T. College of Arts & Commerce

(Affiliated to University of Mumbai, Mumbai)
Ulhasnagar - 421 004, Dist. Thane.



<https://sstcollege.edu.in/>



helpdesk@sstcollege.edu.in



9321073000/4000/8446973000

3.2.2

Workshops /Seminars

on Research Methodology, Intellectual
Property Rights(IPR)
and Entrepreneurship

Brochures ,Photographs with Date and Captions.

2020-21



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SNO	Year	Name of the workshop/ seminar/ conference	Date From – To
1	2020-21	Research -Workshop on How to create effective campaigns Analysis on Social Media	10th-11th May 2020
2	2020-21	Quiz Competition on Research Methodology	8th August, 2020.
3	2020-21	Research Project Guidance	20 th December, 2020
4	2020-21	Research -Guidance for Project Preparation	12th February, 2021
5	2020-21	Research Project Preparation	12th February 2021
6	2020-21	Research - Brainstorming Session –Effective writing	21st March 2021
7	2020-21	Workshop on Intellectual Property Rights-	5th October , 2020
8	2020-21	Entrepreneurial activity – Digital payment literacy” By National payment corporation of India	19th August 2020
9	2020-21	Entrepreneurial activity – Clay lamp Exhibition	7 th October 2020
10	2020-21	Entrepreneurial activity – Financial literacy by Reserve Bank of India (head office)”	December 16, 2020
11	2020-21	Entrepreneurial activity – Changing scenarios of M&E industry	20 th December 2020
12	2020-21	Entrepreneurial activity – Digital payment Literacy by National Payment Council of India	18th February, 2021



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RESEARCH ACTIVITY REPORTS 2020-21

Year	Name of the workshop/ seminar/ conference	Date From – To
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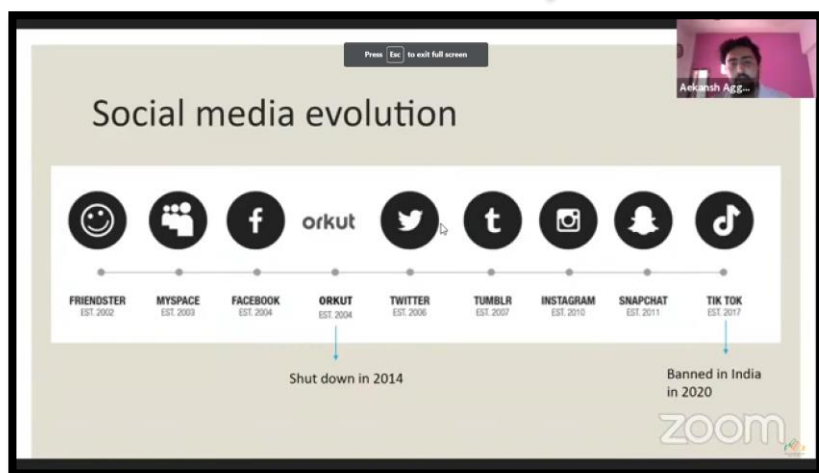
1. WORKSHOP ON HOW TO CREATE EFFECTIVE CAMPAIGNS ANALYSIS ON SOCIAL MEDIA

10-11th May 2020

Report

The BMS Department of SST College organized 2 days free online Workshop on How to create effective campaigns analysis on Social Media on 10th-11th May , 2021. Digital marketing trainer Mr. Aekansh Agrawal served as the online session's resource person and gave insightful knowledge on numerous practical campaigns that can be used to raise awareness of businesses, goods, and services among people all over the world. He gave advice on how to draw both in new clients and keep the ones we have now and how to choose research subjects topics that are linked to the same theme.

Glimpse of Activity



Guest giving introduction to social media

Guest explaining the process of content plan

Steps to creating a content plan

Choose content formats:

- Video
- Gif
- Image
- Link post (news/blogs)
- Infographics
- Carousel

Choose frequency of post

- Daily
- 3 times a week
- 5 times a week

Choose messaging:

- Product promotion
- Offer promotion
- Festive/Special days related
- Company related
- Senior Management interviews/quotations
- Events at office New hire announcements

Choose audience:

- Age, gender, other demographics
- Profession
- Location
- Interest/Affinity
- Past engagement

Others:

- Check competitors
- 'Moment marketing'
- Building community

zoom

BROCHURE

CREATIVE WARRIORS
An initiative of Media and Entertainment Skills Council

Powered by
vidyadaan

**2 Days Free Workshop on
How to Create
Effective Campaigns
on Social Media**

By **Mr. Aekansh Agrawal**
Digital Marketing Trainer - Vocskill

May 10th - 11th, 2020 | 11:30AM

Call For Enquiry: **+91 76784 57861**
vidyadaan@mescindia.org
www.vidyadaan.net

Register Now <https://bit.ly/2QNw4Mc>

YouTube Live | Media and Entertainment Skills Council

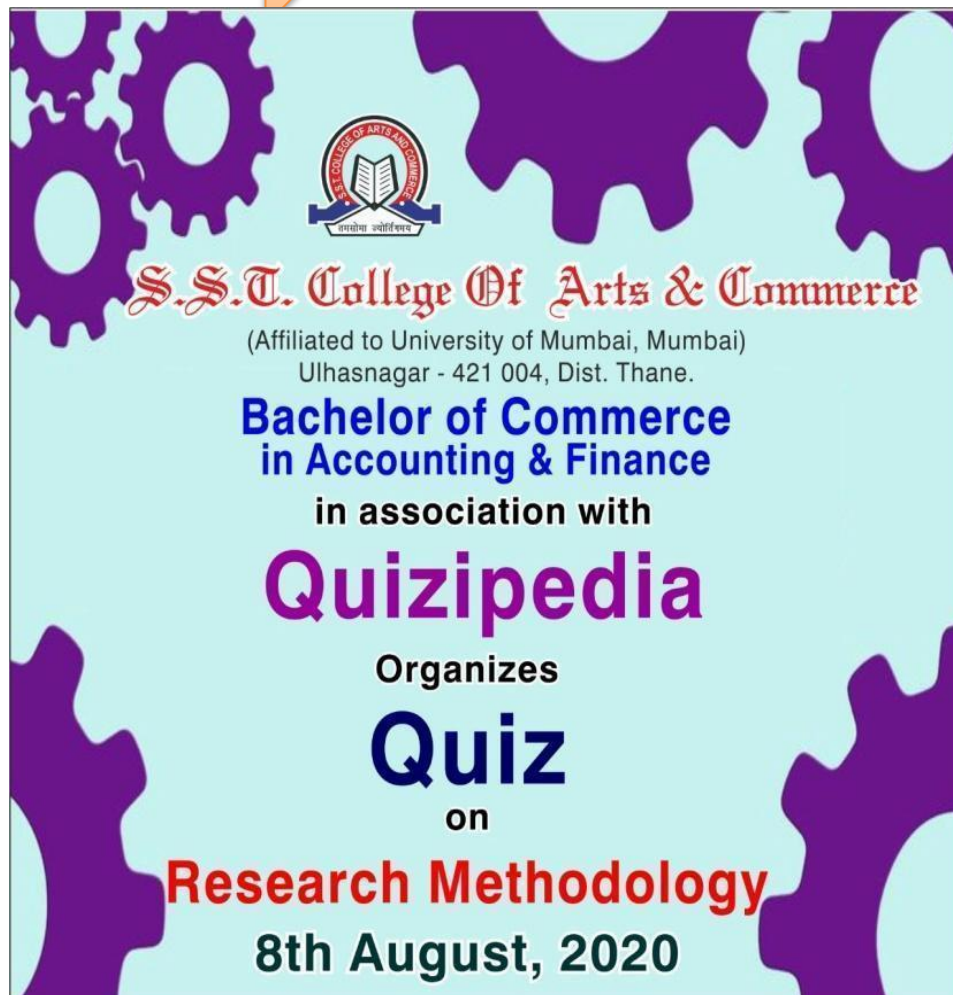
2. QUIZ COMPETITION ON RESEARCH METHODOLOGY

8th August, 2020

Report

Department of Bachelors of Commerce in Accounting and Finance (BAF) successfully conducted an Online Quiz on Research Methodology on the Virtual mode on 8th August, 2020. The Quiz Club "Quizpedia" team and the BAF department coordinator, Ms. Varsha Sawlani, collaborated effectively to make the tournament a huge success. The students answered the questions with enthusiasm, showcasing their intelligence. 360 participants took part in the event overall. Even though some of the questions were quite challenging, the students made an effort to confidently respond to them. They discovered this competition to be extremely educational and knowledge-enhancing. Participants received certificates of appreciation.

BROCHURE



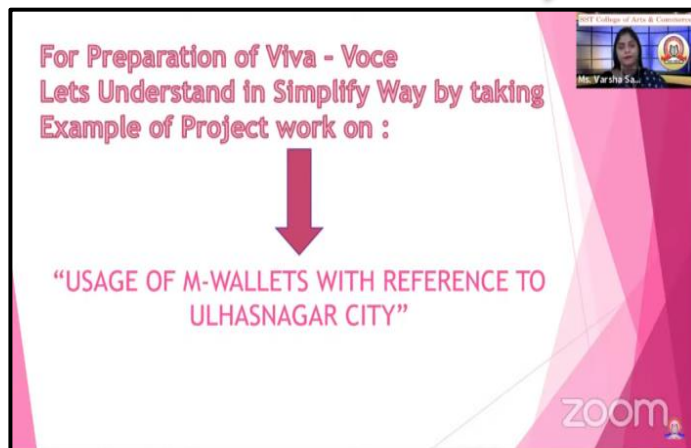
3. RESEARCH PROJECT GUIDANCE

20th December, 2020

Report

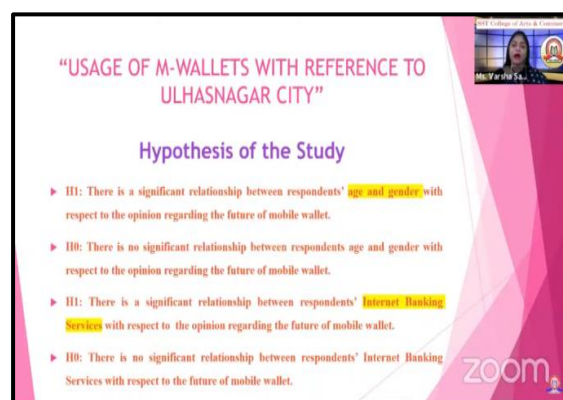
Arts and Commerce, Department of Commerce (Accounting and Finance) has organized a webinar on Project Guidance on December 20th, 2020 via Zoom at 11.00 am. Varsha Sawlani, an assistant professor, led this session. Asst. Prof. Anil Teling opened the session, and the resource person afterwards took over control. The resource person gave the students an explanation of the University of Mumbai's guidelines for project preparation. The projects that the students create can be based on research methodologies or internships. She explained the value of research and also gave the students advice on how to understand numerous technical phrases that are necessary for conducting a research project. During the workshop, other chapters that needed to be prepared for research work were also emphasised. A total of 86 students participated in the seminar and benefited from it. The main subjects of discussion in this session included framing the research report's objectives, research methodology, data analysis and interpretation, and conclusion. Students had questions, and the resource patiently answered all of them.

Glimpse of Activity



Asst.Prof .Varsha giving introduction to Research Project

Asst.Prof .Varsha Explaining the Research Hypothesis



BROCHURE



S.S.T. College of Arts & Commerce
(Affiliated to University of Mumbai, Mumbai)

Department of Commerce (Accounting and Finance)

ORGANIZES

RESEARCH PROJECT GUIDANCE

Resource Person

Assistant professor Varsha Sawlani

Date : 20th December, 2020

Time : 11.00am

Venue: Virtual Platform

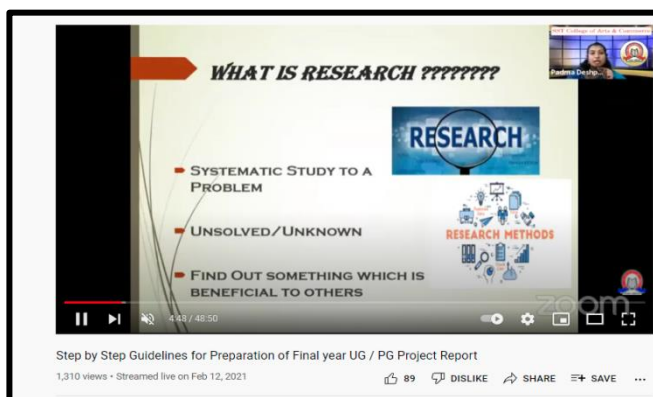
4. GUIDANCE FOR PROJECT PREPARATION

12th February, 2021

Report

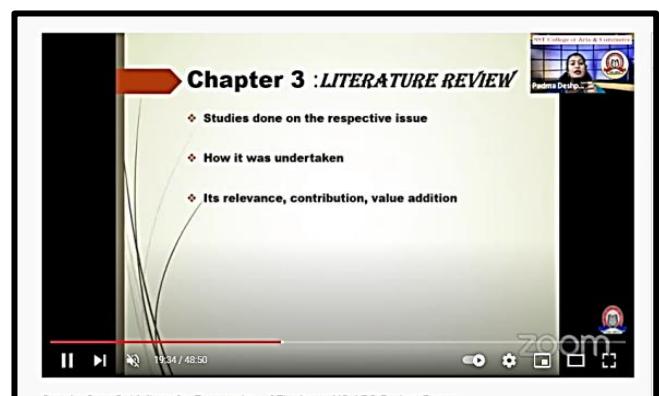
Department of Commerce in Banking & Insurance & Department of BMS has organized a Guidance Session on Step by Step Guidelines for Preparation of Final Year UG/PG Project Report on 12th February, 2021. Mrs. Padmavati Deshpande gave students instructions on how to prepare their final year project independently. Students learned the value of research and several approaches to interpreting data through online sessions on the official Youtube Channel of SST College.

Glimpse of Activity



Asst.Prof. Padma Giving introduction about Research

Asst.Prof. Padma explaining Literature Review Research



BROCHURE



S.S.T. College of Arts & Commerce

(Affiliated to University of Mumbai, Mumbai)

Department of Management Studies

ORGANIZES

GUIDANCE FOR PROJECT PREPARATION

Resource Person

Assistant professor Padma Deshpande,
Department of Management Studies

Date : 12th February, 2021

Time : 12.00pm

Venue: Virtual Platform

5. RESEARCH PROJECT PREPARATION

12th February 2021

Report

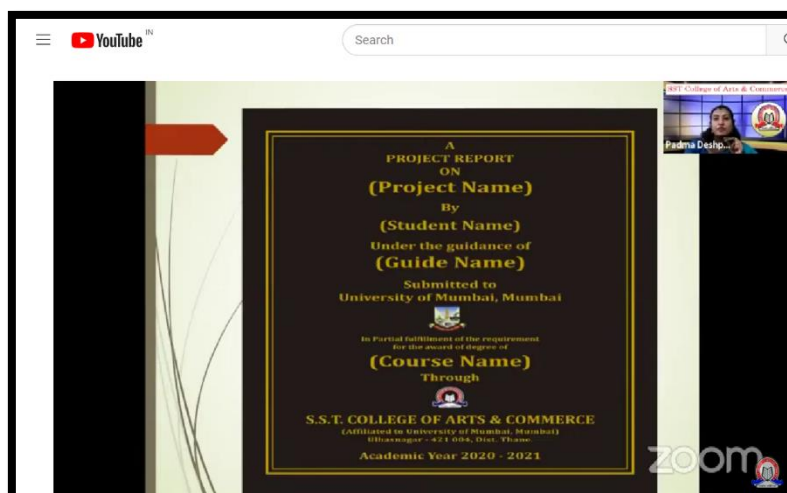
The BMS Department at SST College hosted a webinar on February 12, 2021, on "Step by Step Guidelines for Preparing Project Reports," and February 20, 2021, "Guidelines for Appearing for Viva Voce." through an online session on the SST College's official YouTube channel, Asst.Prof. Mrs. Padma Deshpande and Asst. Prof. Varsha Savlani instructed the students on how to prepare their final-year projects. The instructions covered the project report's contents, research methodology, sample selection, and other project-related topics.

Glimpse of Activity



Asst.Prof.Varsha Sawlani
Welcoming the Speaker

Asst.Prof Padma explaining
about the Research project



BROCHURE



S.S.T. College of Arts & Commerce

(Affiliated to University of Mumbai, Mumbai)

Department of Commerce in Banking & Insurance & Department of BMS

ORGANIZES

RESEARCH PROJECT PREPARATION

Resource Person

Assistant professor Varsha Sawlani

Date : 12th February, 2021

Time : 11.00am

Venue: Virtual Platform

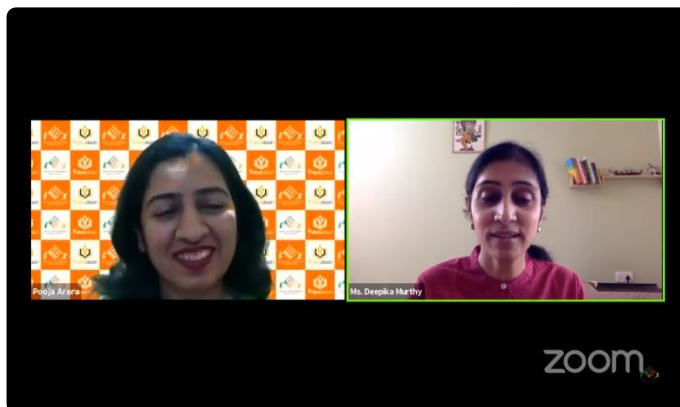
6.BRAINSTORMING SESSION –EFFECTIVE WRITING

21st March, 2021

Report

The well-known author Ms. Deepika Murthy (Pika Nani) stated on this occasion that the four fundamental principles of The Art of Writing are economy, transparency, variety, and harmony. These concepts are the foundation for brilliant, effective writing. The Art of Writing is your go-to manual for improving your writing and releasing your inner artist since it is jam-packed with practical tips and suggestions. This curriculum provided useful knowledge to the students.various methods of portfolio optimization.

Glimpse of Activity



Welcoming the Guest Ms.
Deepika Murthy

Ms. Deepika Murthy
addressing the Participant



BROCHURE

idyaadaan
An Initiative of Media and Entertainment Skills Council

**Exclusive Webinar on
Art of Writing**
On the special occasion of
World Poetry Day
By **Ms. Deepika Murthy (Pika Nani)**
Well-known Author

March 21st, 2021 | 11:30 A.M.

Register Now **SUPPORTED BY**

You Tube Live | Media and Entertainment Skills Council

**S. S. T. COLLEGE OF
ARTS AND COMMERCE
ULHASNAGAR - 421 004**

Logos at the top right include Skill India, Media & Entertainment Skills Council, and N-S-D-C National Skill Development Corporation.



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INTELLECTUAL PROPERTY RIGHTS 2020-21

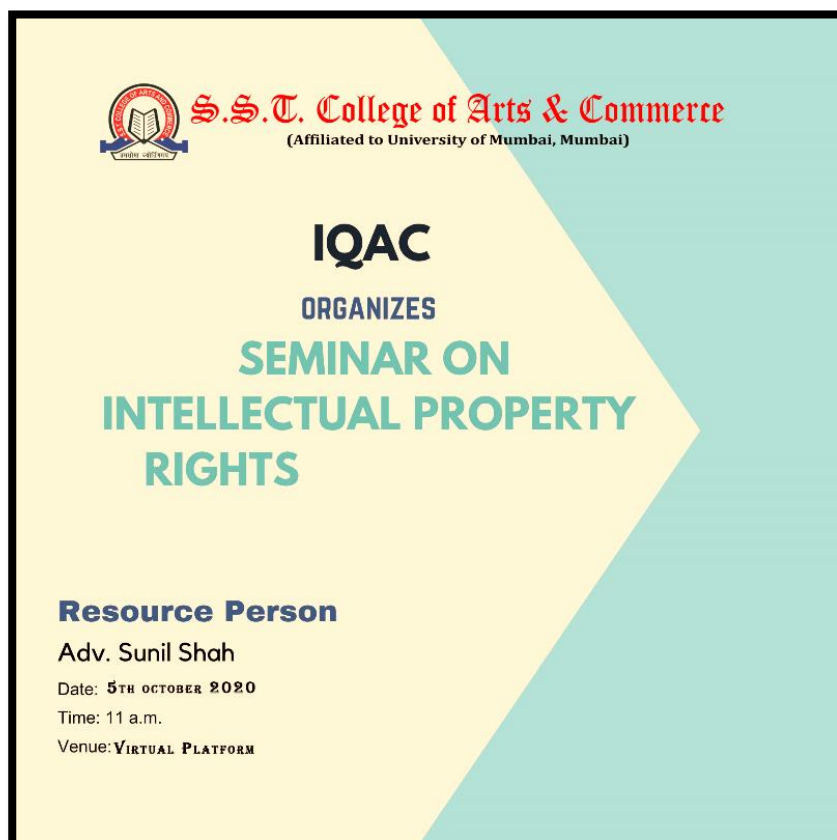
Year	Name of the workshop/ seminar/ conference	Date From – To
2020-21	Workshop on Intellectual Property Rights	5th October , 2020

7. Workshop on Intellectual Property Rights- 5th October , 2020


Report

On October 5th, 2020, the Department of Management Studies at SST College of Arts and Commerce conducted a virtual seminar on intellectual property rights. The resource person discussed the importance of understanding IPR in light of the shift in the definition of assets from material to non-material. In general, the protection of both tangible and intangible property is a concern of intellectual property rights (IPRs). Following that, the Resource Person gave an informative session titled 'Challenges in Intellectual Property: A Students' Viewpoint. Mr. Shah spoke on the IPR's nature, related legal disputes, and the law defining the subject-matter. He also discussed the hype surrounding Indian pharmaceutical patents and the use of alternative dispute resolution (ADR) procedures in such cases. He asserted that dealing with legal issues demands a judicial temperament. His position on the necessity of abiding by the obligations imposed by international IP treaties was discussed. He advocated against supporting the quick granting of injunctions in patent cases to large pharmaceutical companies. He further emphasised that judges might consult experts as needed to decide issues in the IPAB properly. A successful career is necessary for both individuals and organisations, so the academic staff college intends to organise a greater number of IPR-related programmes, particularly those on patents, trademark registrations, and copyright legislation.

BROCHURE



The brochure is a rectangular poster with a light yellow background and a large teal arrow pointing to the right. At the top left is the S.S.T. College of Arts & Commerce logo, which features a circular emblem with a book and a lamp. To the right of the logo, the text 'S.S.T. College of Arts & Commerce' is written in red, with '(Affiliated to University of Mumbai, Mumbai)' in smaller black text below it. In the center, the text 'IQAC ORGANIZES SEMINAR ON INTELLECTUAL PROPERTY RIGHTS' is displayed in bold, with 'IQAC' in black, 'ORGANIZES' in small blue letters, and the rest in teal. At the bottom left, the text 'Resource Person' is in bold blue, followed by 'Adv. Sunil Shah' in black. Below this, the date 'Date: 5TH OCTOBER 2020', time 'Time: 11 a.m.', and venue 'Venue: VIRTUAL PLATFORM' are listed in black.

 **S.S.T. College of Arts & Commerce**
(Affiliated to University of Mumbai, Mumbai)

IQAC
ORGANIZES
**SEMINAR ON
INTELLECTUAL PROPERTY
RIGHTS**

Resource Person
Adv. Sunil Shah
Date: 5TH OCTOBER 2020
Time: 11 a.m.
Venue: VIRTUAL PLATFORM



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ENTREPRENEURIAL ACTIVITY REPORTS 2020-21

Year	Name of the workshop/ seminar/ conference	Date From – To
2020-21	Entrepreneurial activity – Digital payment literacy” By National payment corporation of India	19th August 2020
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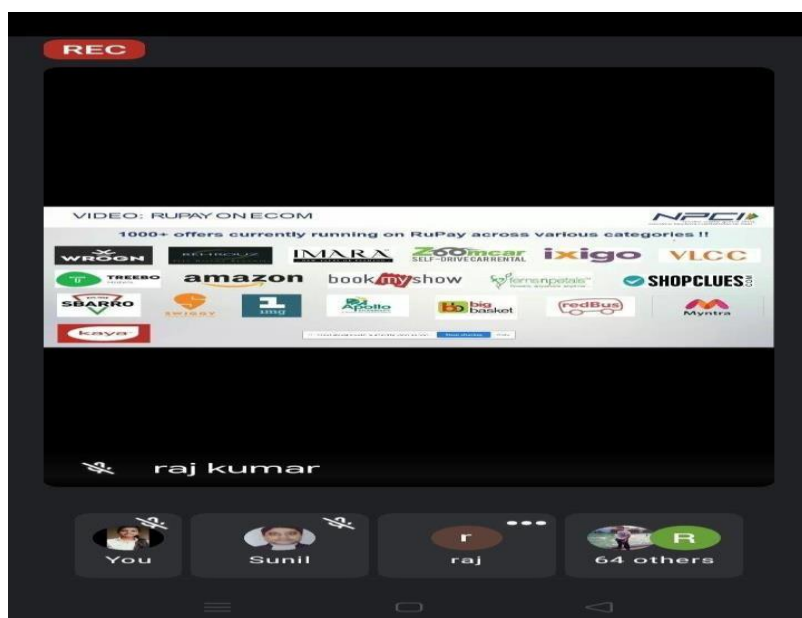
8. ENTREPRENEURIAL ACTIVITY – DIGITAL PAYMENT LITERACY”BY NATIONAL PAYMENT CORPORATION OF INDIA

19th August, 2020

Report

Mr. Raj Kumar is a professional trainer with over 20+ years’ experience in training and he is Certified Financial Planner (CFP) faculty/knowledge provider in payments industry. He has been a Corporate Trainer and being a representative for – ICICI Prudential Life Insurance, ICICI Prudential Asset Management Co, Kotak Mahindra Bank, Reliance Mutual Fund, Reliance Securities, Axis Bank, IL&FS, and National Payment Corporation of India (NPCI). The Resource Person explained to the students the various ways of On-line Payment whether it is Payment of College fees or Payment of Grocery. He explained rules, regulations, guidelines, and the respective roles, responsibilities and liabilities of the participants, with respect to UPI. This also includes transaction processing and settlement, dispute management and clearing cut- offs for settlement. He further explained about the mode in which the complaint can be raised for both the types of transactions i.e. fund transfer and merchant transactions .82 Students has attended the Webinar.

GLIMPSE OF ACTIVITY



Mr.Rajkumar briefing
about Digital Payment

BROCHURE



The brochure features a blue background with a central illustration of a person in a white shirt and dark pants standing next to a large digital screen, pointing at it with a magnifying glass. To the left of the person is a stack of books. In the top left corner, there is a logo for NPCI (National Payments Corporation of India). In the top right corner, there is a logo for S. S. T. College of Arts & Commerce. The text on the brochure is as follows:

S. S. T. COLLEGE OF ARTS & COMMERCE
(Affiliated to University of Mumbai, Mumbai)
Gorakshnath Complex, Morya Nagri, Ulhasnagar 421 004.
in association with

DIGITAL PAYMENTS LITERACY
Webinar Organised by
National Payments Corporation of India

At the bottom, there are four logos: **AePS** (Aadhaar Enabled Payment System), **RuPay**, **BHIM** (Bharat Hemi Payments Interface), and **UPI** (Unified Payments Interface).

9. ENTREPRENEURIAL ACTIVITY – CLAY LAMP EXHIBITION 7th October 2020

Report

On October 7, 2020, DLLE students organized a clay lamp selling activity under the Department of Lifelong Learning & Extension. This activity was attended by 52 students in total. The students sold the Clay Lamp to the public and collected an amount from it given as a charity to HIV positive persons.

Glimpse of Activity



Students selling Clay lamp
for Social Cause

BROCHURE



S.S.T. College of Arts & Commerce
(Affiliated to University of Mumbai, Mumbai)

DLL&E Cell

ORGANIZES

**ENTREPRENEURIAL ACTIVITY –
CLAY LAMP EXHIBITION**

Date : 7th October ,2020

Time : 11.00am

Venue: Virtual Platform

10. ENTREPRENEURIAL ACTIVITY – FINANCIAL LITERACY BY RESERVE BANK OF INDIA (Head Office)”

December 16, 2020

Report

The students of SST COLLEGE had the privilege of attending Virtually webinar conducted by RBI Mumbai and gathered some practical Insights, on December 16, 2020. It was primarily an Financial & Literary educational webinar t but the real time dynamics that students got to learn was something which enriched their knowledge even beyond textbooks or curriculum. The webinar started with the students being taken to the monetary museum virtually, wherein they were shown a small audio video which was a small compilation of the origin of currency and the evolution of money since the 1st piece of metal exchanged to the current system. They talked about the challenges faced by currency at each level and the changes that were made in it to suit changing trade patterns. Smt Radha Explained about the saving habits to students and the new concept of Paytm Bank. Also she asked to enroll themselves for nomination Facilities. Shri. Kishor Gohil gave a brief presentation on RBI Monetary Museum, also explained about Govt. Jeevan Jyoti yojana initiated by finance Ministry. She further emphasized on how to remember tricky password when on-line banking. Mrs. Neelima Mam Explained in details what amount you will receive when the tor notes or mutilated notes are surrender to banks or RBI and also informed all banks whether they have account or not Notes are to be exchanged. Finally Mr.Nitin Bhalero Explained various types of Banking scams and procedure to register complaints and when to appeal. This was then followed by Vote of Thanks by Prof Padma Deshpande.

GLIMPSE OF ACTIVITY




Inauguration Session

Asst.Prof.Shah
welcoming the Guest



BROCHURE



S.S.T. College of Arts & Commerce
(Affiliated to University of Mumbai, Mumbai)

Department of Commerce
(Banking and Finance)

ORGANIZES

ENTREPRENEURIAL ACTIVITY –
FINANCIAL LITERACY BY RESERVE
BANK OF INDIA (HEAD OFFICE)”

Resource Person
Mr.Kishor Gohil

Date : 16th December , 2020
Time : 11.00am
Venue: Virtual Platform

11.ENTREPRENEURIAL ACTIVITY – CHANGING SCENARIOS OF M&E INDUSTRY

20th December 2020

Report

On this occasion, Mr. Salim Arif said that since spring 2020, the COVID-19 pandemic has been accelerating structural challenges and trends that have long faced the media and entertainment (M&E) industry. Kevin Westcott, Deloitte's US Tech, Media, and Telecom leader, explores the biggest media trends for 2021 and shares his entertainment industry analysis. Students understood the changing scenarios of the M&E industry.

GLIMPSE OF ACTIVITY



Welcoming the Guest
Mr. Salim Arif

Mr. Salim Arif briefing
about Changing Scenarios
in Industry



BROCHURE



S.S.T. College of Arts & Commerce
(Affiliated to University of Mumbai, Mumbai)

Department of BMMC

ORGANIZES

ENTREPRENEURIAL ACTIVITY – CHANGING SCENARIOS OF M&E INDUSTRY

Resource Person

Assistant professor Varsha Sawlani

Date : 20th December, 2020

Time : 11.00am

Venue: Virtual Platform

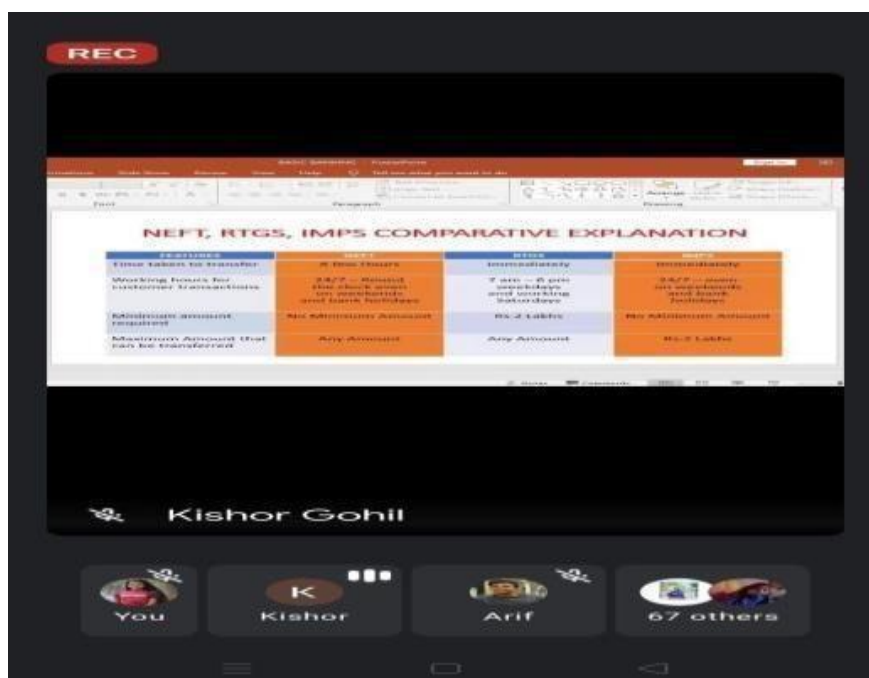
12. ENTREPRENEURIAL ACTIVITY – DIGITAL PAYMENT LITERACY BY NATIONAL PAYMENT COUNCIL OF INDIA

18th February, 2021

Report

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GLIMPSE OF ACTIVITY



Guest Explaining about
Online Payment

BROCHURE



S.S.T. College of Arts & Commerce
(Affiliated to University of Mumbai, Mumbai)

Department of Commerce (Banking and Finance)

ORGANIZES

**ENTREPRENEURIAL ACTIVITY –
DIGITAL PAYMENT LITERACY BY
NATIONAL PAYMENT COUNCIL OF INDIA**

Resource Person

Mr. Raj Kumar

Date : 18th February, 2021

Time : 11.00am

Venue: Virtual Platform