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 South Indian Education Society

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 Vice-Chancellor  
 University of Mumbai

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**Dr. Dilip S. Patil**  
 Professor and Director  
 Department of Lifelong Learning and Extension  
 University of Mumbai

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 Deputy Advisor NAAC, Bangalore

**Mr. K. Boovendran**  
 Deputy CEO, Fixed Income Money Market  
 and Derivatives Association of India

**Dr. Ajay Bhamare**  
 Chairperson, Board of Studies, Commerce  
 Principal Ramanand Arya D.A.V. College

**Mr. Yogesh Pawar**  
 Deputy News Editor, DNA

**Dr. Sanjay Ranade**  
 Associate Professor  
 Department of Communication and Journalism  
 University of Mumbai

**Mr. Aviruk Chakraborty**  
 MD, Whistling Sun Education Pvt. Ltd., Ahmedabad

Registration Form can be downloaded from  
[www.siesacsn.net/cont/](http://www.siesacsn.net/cont/)  
 Office number: 022 27708371 Fax Number: 022 2771 3356

**ORGANISING COMMITTEE**

**CHAIRPERSON:** Dr. Rita Basu, Principal  
**CONVENER:** Dr. Neeta Kumar (0887770427)  
**CO-CONVENER:** Ms. Sugandha Jha (0887324928)

**MEMBERS**

|  |  |
|--|--|
| <b>BCom</b>                              | <b>BMS</b>                                   |
| Ms. Rajeshri Shinkar (Co-ordinator BCom) | Ms. Ananya Gon (Co-ordinator BMS)            |
| Ms. Vasanti Rajadhyaksha                 | Ms. Anamika Benmal                           |
| Ms. Rupali Zele                          | Mr. Chaitanya Sengikar                       |
| Ms. Trupti Wani                          | Ms. Snehal Chavan                            |
| Ms. Kavita Chakravarty                   | Ms. Nisha Talang                             |
| Ms. Payal Madhok                         | <b>BMM</b>                                   |
| Ms. Rina S. Kumar                        | Dr. Priyadarshini Poddari (Co-ordinator BMM) |
| Ms. Sunetra Dasgupta                     | Mr. Mithun Phal                              |
|  | Mr. Abhishek Dandekar                        |

**THEMES FOR RESEARCH**

- BUSINESS:**
- Role of FDI and FII in Economic Development
  - Innovative Business Strategy
  - E-commerce
  - Capital Markets: New Issues & Challenges
  - Commodity Markets: Emerging Trends
  - Financial Risk Management
- MANAGEMENT:**
- Innovations in Management
  - Corporate Social Responsibility
  - Innovations in HR Practices
  - Role of IT in Transforming India
  - Green Marketing
  - Tourism Marketing
  - Change Management
  - Environmental Management
  - Environmental Accounting and its Relevance to India
- MEDIA:**
- Social Media Marketing
  - Digital India
  - Integrated Marketing Communication
  - Journalism Research and Education
- EXTENSION:**
- Woman Empowerment
  - Financial Inclusion
  - Gender Equality: Inclusive Approach to End Discrimination
  - Social Entrepreneurship

University of Mumbai



Life Long Learning and Extension

In Association with



NAAC Accredited "A" . ISO 9001-2008 Certified

Presents

**IDEATION**  
2016

"Evolving Trends in Business,  
 Management, Media and Extension"

A Two Day International Conference  
 Organised by

Departments of Management Studies,  
 Commerce and Mass Media  
 on

26th & 27th February 2016.

**UNIVERSITY OF MUMBAI**

The University of Mumbai established in 1857, is one of the premier and oldest institutions in India. Since its inception, it has given the best to the country and the city of Mumbai by enthusiastically sponsoring the ever growing youth with loads of social values and opportunities.

**DEPARTMENT OF LIFELONG LEARNING AND EXTENSION**

The Department of Lifelong Learning and Extension (DLLE) was established on October 12 in the year 1978 and has been recognized as a statutory Department of the University of Mumbai since 1994 to promote a meaningful and sustained rapport between the Universities and the Community. The DLLE offers flexible continuing education opportunities for the people. As a well-founded academic department of the University of Mumbai, the department is committed both to the highest standards of excellence and to ensuring that the University's unparalleled academic strengths and resources are made available to as many interested learners as possible so as to play a pivotal role in reversing basic education to the masses.

**SIES (Nerul) COLLEGE OF ARTS, SCIENCE AND COMMERCE**

Renowned for its enviable track record of performance in the spectrum of education over the past seven decades, SOUTH INDIAN EDUCATION SOCIETY has made a name for itself all across Mumbai and Navi Mumbai.

The South Indian Education Society after contemplating over the necessity of catering to students at the undergraduates level in Navi Mumbai, took up a bold initiative and SIES(Nerul) College of Commerce was established in the year 1995.

The College broadened its scope of operation when it added the faculty of Science in the year 2001, followed by the faculty of Arts in the year 2002 and was renamed as SIES (Nerul) College of Arts, Science and Commerce. The College has treated windows of opportunities for students by offering them with a large platter of courses like Bachelor of Mass Media (BMM), Bachelor of Management Studies (BMS), Bachelor of Science (Computer Science), Bachelor of Science (Information Technology), BCom (Accounting and Finance), BCom (Banking and Insurance) and BCom (Financial Market).

We at SIES completely believe that it is the knowledge, faith, trust and hard work that have helped us attain rising standards of academic, professional and societal performance. Our main priority at SIES is to focus on education that ignites a spark of knowledge, encourages innovative methods of learning and enriches life.

**ABOUT THE CONFERENCE**

Change is something that needs to be driven by a force. In today's era of global business, the ever proliferating globalization, competition and the hunger for quality and productivity has contributed strikingly to change the world business scenario. Today's businesses have been seeing the vitality of diversification, not merely as a word in the dictionary but as something that needs to be implemented. Business restructuring has become the need of the hour for many companies operating at both domestic as well as international level. It is only the propagation of ideas that can pave the path of success and profitability for any organization. Realizing the necessity of the upsurge of generation of new innovation in the current business scenario, SIES(Nerul) College of Arts, Science and Commerce in association with the Department of Life Long Learning & Extension, University of Mumbai, announces "IDEATION 2016 International Research Conference on Evolving trends in Business, Management, Media, & Extension", organised by the Commerce, Management Studies and Mass Media Departments. The main motive of this Conference is to create a global platform where both academia as well as industrial professionals can indulge in debates, discussions and analyse the ongoing trends.

**OBJECTIVES OF THE CONFERENCE**

The Conference will strive towards examining critical societal, business and technological inclinations. It will further appraise these inclinations and determine how they can mould future business opportunities and at the same time try and analyse distinct processes and innovations that have a strong foot hold in the emerging markets.

**PARTICIPANTS OF THE CONFERENCE**

Academicians, Research Scholars from various Institutions across the world, Professionals from Corporate world and Post Graduate students are invited to participate in the Conference.

**MODE OF PAYMENT**

The Registration fee can be sent by Cash or Cheque/ Demand Draft in favour of "SIES (Nerul) College of Arts, Science and Commerce", Online payment can be done through NEFT/Swift Transfer directly to our Corporation Bank Account No.: 057200101000400 (IFSC Code: CORP0000572 for transfer within India) Swift Code: CORPINB0572 (for transfer from Abroad)

**GUIDELINES FOR THE PAPER**

The abstract must clearly indicate title of the paper, author(s) and institution address with email address and contact number. It should not exceed 250 words. It must have a few keywords. It must be typed in *ITALICS*.

The final paper should have a copy of the abstract at the beginning. Full length of the paper should not exceed 2500 words. Paper should be written in Times New Roman, 12 font size with 1.5 line spacing and 1" margin on all sides of the page.

Author's contact details and Institution's name should be mentioned at the end of the paper on a separate sheet. Maximum two co-authors are allowed with a main author for each paper. Individual registration of the main author and the co-author is mandatory. In-absentia submission will also be accepted on registration. Submission of the manuscript will imply that it has not been previously published and is not under consideration for publication elsewhere. Selected papers will be published in the form of an edited book with an ISBN number. A best paper award will be declared for each track. The abstract and the final paper should be mailed to [ideation2016@gmail.com](mailto:ideation2016@gmail.com)

**IMPORTANT DATES**

|                       |               |
|-----------------------|---------------|
| Abstract Submission   | 10th Jan 2016 |
| Full Paper Submission | 20th Jan 2016 |

**REGISTRATION**

| Delegato Category               | Registration Fee | Only Participants |
|---------------------------------|------------------|-------------------|
| Academicians                    | Rs. 2000         | Rs. 1000          |
| Student Researchers             | Rs. 1000         |                   |
| Professionals/Executives        | Rs. 3000         |                   |
| International Delegates         | 100 USD          |                   |
| International Research Scholars | 50 USD           |                   |

**ACCOMMODATION**

Accommodation will be made available strictly on prior intimation with additional charges. Please send confirmation on or before 30th Jan 2016.

**PRINCIPAL**  
**S.I.E.S. (NERUL) COLLEGE OF**  
**ARTS, SCIENCE & COMMERCE**  
 Sri Chandrasekarendra Saraswathy  
 Vidyapeetham, Plot No. 1, C Sector-V,  
 Nerul, Navi Mumbai - 400 706.

26th February 2016

## Programme

27th February 2016

09:00-10:00 - Registration

10:00-11:30 - Inaugural Session

**Chief Guest** - Mr. Anand Narasimhan  
Anchor, Times Now

**Patron** - Dr. Dilip S. Patil  
Prof. & Director, DLLE, University Of Mumbai

**Keynote Speaker** - Prof. Charles Lavery  
(IUNM)

11:30-13:30 - Technical Session I (Business)

**Keynote Speaker** - Mr. K. Boovendran  
Deputy CEO, FIMMDA

**Chairperson** - Dr. Ajay Bhamare  
Principal, Ramanand Arya D.A.V. College

13:30-14:30 - Lunch Break

14:30-16:30 - Technical Session II (Media)

**Keynote Speaker** - Mr. Yogesh Pawar  
Deputy News Editor, DNA

**Chairperson** - Dr. Sanjay Ranade  
Associate Professor, Communication & Journalism Department,  
University of Mumbai

09:00-09:30 - Registration

09:30-13:00 - Technical Session III (Management)

**Keynote Speaker** - Mr. Debashis Sarkar  
Global Head of Re-engineering, Standard Chartered Bank

**Chairperson** - Mr. Rohit Nalwade  
Founder and CEO, Consumer Vision Technologies Pvt. Ltd.

13:00-14:00 - Lunch Break

14:00-16:00 - Technical Session IV (Extension)

**Keynote Speaker and Chairperson** - Mr. Punam Singavi,  
Founder President, Hariyali and Hon. Wildlife Warden

16:00-17:00 - Valedictory Function

**Guest of Honour** - Dr. Ganesh Hedge  
Deputy Advisor NAAC



  
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Nerul, Nav Mumbai - 400 706.

## INTERNATIONAL CONFERENCE : IDEATION 2016

"Evolving trends in Business, Management, Media and Extension".

26<sup>th</sup> & 27<sup>th</sup> February 2016

### Report

SIES (Nerul) college of Arts, Science and Commerce in association with Life Long Learning and Extension University of Mumbai hosted the International Conference for the year 2016 on the 26<sup>th</sup> and 27<sup>th</sup> of February 2016. Being the organizers of this conference their entire team strived to achieve a high level of Excellency in all aspects related to the conference.

The inception of the conference took place with the registration process for the participants which began by Nine O' Am. They extended their attribute of hospitality towards the participants, which made them develop a feeling of belongingness. As it is always said that the best way to begin an event is by thanking God for the strength he gives us to run each day's race. Hence to acknowledge this fact they began with the inauguration ceremony which saw the tradition of the lighting of the lamp. The ceremony was hosted by **Ms. Ananya Gon** and **Mr. Mithun** who put forward a well executed start to the conference.. The chief guest for this session was **Mr. Anand Narasimham**, Who is currently an anchor at Times Now. They also saw the presence of **Professor CharlesLavery** who is currently the professor at the Indian Institute of Journalism and Mass Media, he was the keynote speaker for this session. **Dr. Rita Basu**, thePrincipal of SIES (Nerul) college of Arts, Science and commerce also gave a brief insight on the theme of the conference "**Evolving trends in Business, Management, Media and Extension**".**Dr. Neera Kumar Conference Convenor** put up an extraordinary vote of thanks to all the Individuals who made this conference what it is today, and also extended her gratitude and appreciation to all the presenters and the Judges.

This marked the end of the Inauguration Ceremony and initiated the First technical Session (Business) for which the keynote speaker was **Mr. K. Boovenfran, DeputyCEO, FIMMBA** and the chairperson was **Dr. Kishori Bhagat, Vice Principal Pragati College**. The Conference was intellectually rich, consisted of a lot of exposure of the participants research work and enlighten minds. The conference saw participation from over Fifty plus presenters from all over India and from foreign nations some of which were The United States of America, Nigeria and even Singapore. This was the moment when the presenter's hard work and enduring spirit paid off. The judges were amazed by the research work undertaken and wished their very best to all the presenters. The end of session one walked into the lunch break that was organized by the organizing committee.

Session two the last and final session for the day began right after the lunch break, the theme for this session was Media; the chairperson was **Dr. Sanjay Ranade, Associate Professor, Communication and Journalism Department, University of Mumbai**. Paper presentations put



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Sri. Chandrabekarandna Saraswathy  
Principal, Sector-V,  
Nerul, Mumbai-400 706.

forward during this session mainly focused on the various developments and constraints that come under the umbrella of Media.

This marked the sunset for the Conference dated the 26<sup>th</sup> of February 2016. Participants couldn't feel more proud of themselves than they did today as all their hard work paid off in a manner they would have never interpreted.

27<sup>th</sup> of February saw an early start for all the participants as the conference began by 9'o clock am. The keynote Speaker for this session was **Mr. Debasis Sarkar, who is the Global head of Re-Engineering, standard Chartered Bank** and the Chairperson was **Mr. Rohit Nalwade, Founder and CEO, Consumer Vision Technologies Pvt Ltd.** The topic for this session was Management. Paper Presenters had a vast ocean of research work in this very topic. The end of this session closed into Lunch.

The final session for this knowledgeable conference began right after lunch and the topic was Extension. The chairperson and the keynote speaker was **Dr. Lakshmi Varanasi, Vice Principal ICL College.**

The entire conference was no doubt an enormous success and met levels way beyond than what was expected. Organizing a conference at this level surely involves hard work, sleepless nights and a lot of dedication and all this calls for the Valedictory Function. The two important individual, along with **their team** , who got the ball rolling for this conference were the **Convener Dr. Neera Kumar Co-Convener Ms. Sugandha Jha.** The entire team saw the end of the conference with the prize distribution ceremony.

The team shortly stated that they really appreciated the presence of every single person in their midst and that they would appreciate this similar interaction in the years to come.



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Vidyapuram, Plot No. 1, G. Sector  
Nerul, Navi Mumbai - 400 706.

## Mr. Anand Narasimhan : profile



- **TV Media Journalist & Anchor**  
Gautam Buddha Nagar, Uttar Pradesh, India

### Experience

- **Executive Editor**

Company Name

NETWORK 18 MEDIA & INVTS LTD  
Dates Employed Aug 2018 – Present  
Employment Duration 2 yrs 2 mos  
Location Noida Area, India

Executive Editor, Network 18



- **Sr Editor**

Company Name

Times Network  
Dates Employed Sep 2009 – Jul 2018  
Employment Duration 8 yrs 11 mos  
Location Noida Area, India

- **Presenter**



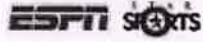
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Vidyapuram, Plot No. 1-C, Sector-V,  
Nerul, Navi Mumbai - 400 706.

Ten Sports

Dates Employed Jul 2007 – May 2010

Employment Duration 2 yrs 11 mos

Anchor Sportsnight, Ten's flagship news bulletin. Also involved in Ten's live cricket broadcast...



### Company Name **espn star sports pvt ltd**

Total Duration 2 yrs 2 mos

- o **Title presenter**

Dates Employed May 2005 – Jun 2007

Employment Duration 2 yrs 2 mos

- o **Title Presenter**

Dates Employed May 2005 – Jun 2007

Employment Duration 2 yrs 2 mos

anchor on Sportscenter and Top Corner... Went to the FIFA World Cup in Germany in 2006 as field reporter... Also helped launch the India Cricket Weekly on Star Cricket...

## Education

### **SIES College of Management Studies**

Degree Name MBA

Field Of Study Marketing, Advertising and Finance

Dates attended or expected graduation 1999 – 2001

Activities and Societies: Debate team, Music team and head of organising team for AD Combat ( annual advertising and marketing fest), Member of the Placement and Cultural Council

Best marketing student, winner of the Samsika Brand management award... Highest score in Principles of Management and Advertising...



### **University of Mumbai**

Degree Name Bachelor of Commerce (B.Com.)

Field Of Study Business/Commerce, General

Dates attended or expected graduation 1995 – 1997



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Nerul, North Mumbai - 400706.**



**RESUME**

**Dr. Kishori Jagdish Bhagat**  
M.Com., M.Phil., M.B.A., NET, Ph.D.

**Address:** 201, Rajyog,

Om Sai Nagar, Nandivli Road, Near Sunil  
Nagar,  
Dombivli (E) – 421 201. District – Thane  
State – Maharashtra

**Phone No.:** 9819340105

**Date of Birth:** 10<sup>th</sup> August 1971

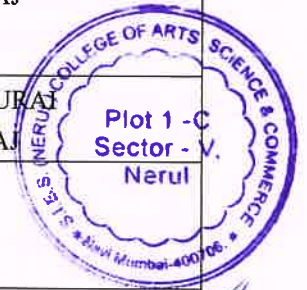
**Nationality:** Indian

**Religion:** Hindu

**Marital Status:** Married

**Educational Qualification:**

| Degree/<br>Examination | Subjects  | Year of Passing | University/ Board                |
|------------------------|---|-----------------|----------------------------------|
| Ph.D.                  | Commerce &<br>Management                                | 2011            | YCMOU                            |
| M.Phil.                | Research<br>Methodology, Eco,<br>Fin Mgt.               | 2006            | MADHURAI<br>KAMRAJ               |
| M.B.A.                 | Marketing   | 2012            | MADHURAI<br>KAMRAJ               |
| M.Com.                 | Advance Accounting and<br>Advance Costing               | 1994            | PUNE                             |
| B. Com.                | Fin Acct & Audt, Trade<br>Practices,<br>IOM, Economics, | 1992            | MUMBAI                           |
| H.S.C.                 | O.C., S.P., ECO.,<br>B.K.,                              | 1989            | Maharashtra State<br>Board, Pune |
| S.S.C.                 | All compulsory  | 1987            | Maharashtra State<br>Board       |



*OKS*

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Nerul, Mumbai - 400706.

**Additional Qualification:** Cleared NET Examination for eligibility for

lectureship held on 25<sup>th</sup> JUNE 2006.

- Master In Computer Operations
- Diploma In Telephone Operator
- Certificate of Typing @ 50wpm

**Languages Known:** English, Hindi, Marathi, Gujarati, Malayalam, French- (elementary level)

**Courses Taught:** B.Com., B.Com-(Banking & Insurance), M.Com. I & II, M.M.S., M.B.A.,  
M.B.A-(Banking & Insurance)

**Subjects Taught:**

Business System and Society, Marketing and Finance, Management and Human Resource Development, Business Environment and Development, Management and Production Planning, Principles of Management, Company Secretarial Practice, Financial Accounting, Cost Accounting, Management Accounting,

Business Policy and Strategic Management, Business Law, Finance in Marketing and Personnel, Research and Communication Methodology, Financial Management, Business Development, Research Methodology Marketing and Human Resource Management

**Book Publication: One**

'Financial Accounting' for B.Com (Banking & Insurance) Semester II - Published by Everest Publishing House, PUNE.

**Paper Publication: 09**



*[Handwritten Signature]*

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Nerul, Nav. Mumbai - 400 706.**

**Class and Courses:**

| CLASS                             | COURSE   | COLLEGE                   |
|-----------------------------------|--|---------------------------|
| F.Y.B.COM                         | Business System and Society                    | Pragati College, Dombivli |
| S.Y.B.COM                         | Marketing and Finance                          | Pragati College, Dombivli |
| T.Y.B.COM                         | Management and Production Planning             | Pragati College, Dombivli |
| F.Y.B.COM (Banking and Insurance) | Principles of Management, Financial Accounting | Pragati College, Dombivli |
| M.COM -I                          | Strategic Management                           | Model College, Dombivli   |

|                              |  |   |
|------------------------------|--|---|
| M.COM -II                    | Research Methodology                   | Model College, Dombivli   |
| M.M.S                        | Finance in Marketing and Personnel     | Swayam Siddhi Institute of Management and Research Bhiwandi           |
| M.B.A                        | Research and Communication Methodology | Smt. Chandibai Himmatmal Mansukhani College (YCMOU Centre) Ulhasnagar |
| M.B.A. (Banking & Insurance) | Financial Management                   | Smt. Chandibai Himmatmal Mansukhani College (YCMOU Centre) Ulhasnagar |

**Recognized Ph.D. Guide in Commerce -University of Mumbai Recognized Post-graduate Teacher in Commerce -University of Mumbai Orientation Programme: One – UGC Academic Staff College, University of Mumbai.**

**Refresher Course: Three - UGC Academic Staff College, University of Mumbai.**

**Conferences and Seminars Attended:**

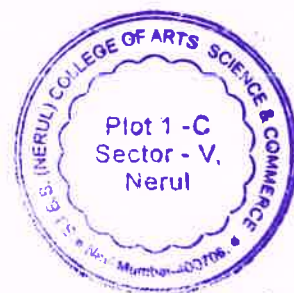
State: 10

National: 15

International: 08

**Workshops Attended: 24****Workshop Conducted: 04****Papers Presented: 17****Projects Guided: 31– UG Level (BBI & BMS)**

17 – PG Level (MBA)



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Nerul, Maharashtra - 400 706.



***Nilay Moonje is a Group Creative Director at DDB Mudra, based at their Mumbai Office. He has over 13 years of experience in the advertising field, 11 out of which were at Ogilvy & Mather, Mumbai.***

He started his career as a Junior Copywriter at Ogilvy & Mather. Spending nearly five years at the agency, where he won the Best National Young Creative Person of the Year award in the very first year of his career. His work for Glycodin, Playwin Online Lotteries, Tata Safari and Amaron Batteries won several national and international awards.

Thereafter, he moved to Leo Burnett, Mumbai. Where he worked on brands like Johnnie Walker, Bajaj Electricals, Reliance Mobile and Chocoliebe. After a short stint of about a year and a half, he moved back for a second innings at Ogilvy & Mather, Mumbai.

As a Creative Director, he helped build various brands like Comfort Fabric Conditioner, Amaron Batteries, Star Sports Pro Kabaddi and Diu Tourism. His creative work has won awards at almost every Indian awards show. But more importantly it has won the approval of the audiences and consumers in the market.

In his current assignment, Nilay leads the creative duties of India's retail giant Big Bazaar, Gulf Oil, Sony Max's Pro Wrestling League and LIC at DDB Mudra, Mumbai. His work for Big Bazaar's Diwali Campaign - the 'Paper Patakha' TVC and TVCs for Pro Wrestling League being the latest.

Nilay is a Commerce Graduate from R A Podar College of Commerce and Economics. He did his post graduation in advertising from KC College of Management Studies along with a specialised course in Crafting Advertising from Mudra Institute of Communications, Ahmedabad (MICA). His special interests include arts, handicrafts, travelling and developing creative thinking abilities in kids.

**Latest News Links:**

<http://brandequity.economictimes.indiatimes.com/news/the-people-report/ddb-mudra-brings-on-board-nilay-moonje-as-group-creative-director/49136158>

<https://www.mica.ac.in/nilay-moonje>



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Nerul, Navi Mumbai - 400 706.

|  |  |
|--|--|
| <b>Name</b>                              | <b>Dr. Lakshmi K. Varanasi</b>   |
|  | <b>Vice Principal</b>  |
| <b>Department</b>                        | Commerce Department  |
| <b>Qualification</b>                     | M.Com, Executive-MBA, PhD  |
| <b>Experience</b>                        | 32 years of teaching experience<br>(one year at Osmania University Women's College, Hyderabad, AP)   |
| <b>Specialization</b>                    | M.Com with Management Accounting and Cost Accounting E- MBA with specialization in HRM, and other areas of specialization - Business Development, Advertising & Marketing, Corporate Social Responsibility   |
| <b>Research</b>                          | Presented several research papers at conferences and seminars  |
| <b>Contribution at University level</b>  | Paper setter, Moderator, Member of Syllabus framing Committee<br>CAS committee member for stages 2 to and 3 to 4 and member of Selection Committee for Asst Professors   |
| <b>Other Contributions</b>               | Field Coordinator, Department of Lifelong Learning and Extension, University of Mumbai guiding students of 5 colleges in Navi Mumbai, last 5 years, on Extension Projects  |
| <b>Community work</b>                    | ➤ Support Chinmaya Mission in organizing Youth Empowerment Programmes and Teacher and Corporate Training Programmes  |
| <b>Awards Received</b>                   | Recognition for 25 years of service as a teacher, In Major City Foundation, Navi Mumbai.   |
| <b>Papers Presented and published</b>    | 23 papers presented at State, National and International level and some of them are published  |
| <b>Articles</b>                          | ➤ Article on "Community Development through Youth Development prog- Lifelong Learning" published in the magazine 'Freedom First' Union Press, Mumbai. No.544, October 2012   |
| <b>Books</b>                             | ➤ Authored one Module on "E- Commerce" FY B Com Com I Text Book on Service Sector Himalaya Publishing House ISBN No. No.978-93-5097-293-9.<br>➤ Authored one Module on "Contemporary Issues In Securities Market" SY B Com Com II Text Book on Finance, Himalaya Publishing House ISBN No. 978-93-5097-304-2978-93-5097-304-2<br>➤ Authored the article "Reflections of India: Past, Present and Future" in the book My Country India: Nostalgia and Anticipation. Bharti Publications, Delhi.ISBN:978-93-81212-26-4 |
| <b>Membership in professional bodies</b> | ➤ Life member of IWSA, Life member of Mani Bhavan Gandhi Sangrahalaya (Institute of Research on Gandhian Thought and Rural Development)<br>➤ Life member of Higher Education Forum(HEF) ,<br>➤ Life Member of Chinmaya Mission, Mumbai :Organizes several National Youth Development Programmes<br>➤ Life member of IWSA   |

**As Resource Person in the Year 2015-16**

Conference /workshop  
Level Date

Theme & Venue

Invited as Resource person  
on the topic

**PRINCIPAL**  
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**ARTS, SCIENCE & COMMERCE**  
Sri Chandrasekarendra Saraswathy  
Vidyapuram, Plot No. 1-C, Sector-V,  
Nerul, Navi Mumbai - 400 706.



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|--|---|--|---|
| University level 21 <sup>st</sup> Aug, 2015, Aug 2017                      | First Term Training programme for DLLE Teachers and student managers                            | Resource person CKT College,                   | on Career & Annapurna Project                           |
| University level 21 <sup>st</sup> Aug, 2015, Aug 2017                      | First Term Training programme for DLLE Teachers and student managers                            | Resource person Oriental college Sanpada       | on Career & Annapurna Project Industry oriented project |
| University level Training Session One day 16th Jan 2016                    | Extension projects to B. Ed students  | Field Coordinator, DLLE Sainath College, Vashi | Training on all the Extension Projects                  |
| University level UDAN Festival of DLLE, Half day 29 <sup>th</sup> Jan 2016 | Inter collegiate skit competition Bharatiya Vidyapeeth Institute of Hospitality Management, CBD | Resource person & Judge                        | To judge the street plays                               |
| One Day National Seminar 20th Feb 2016                                     | Women Empowerment Saket college, Kalyan   | Co-Chairperson                                 | Research methodology                                    |
| Extension track based on Institute Social Responsibility 27th Feb 2016     | 'IDEATION 2016 International Conference SIES College, Nerul                                     | Chairperson                                    | Role of Extension Education                             |

## II) Self Development programmes attended

- 'LIFE Program' 4 day workshop, 'Existential Lab' - 3 day Residential Program & 'Mantra Yoga' 2 day workshop by Swami Sukhbodhananda of Prasanna Trust,
- One month Yoga training course at Rotary Club, Vashi
- Art of Living – Basic course of SRI SRI Ravi Shankar.
- Self Analysis programmes and 'Self Management and Right Thinking' (SMART workshop) of Chinmaya Mission, Mumbai

### College administration and activities

- Vice Principal
- Chairperson of CAS Committee
- IQAC Coordinator for three years,
- NAAC Core Committee member
- Editing of Prospectus for the year 2016-17, 2017-18
- In-charge of DEPD for University Examinations
- Chairperson of Examination Committee for 4 years, member for a year
- Coordinator M. Com
- CAP Coordinator for T.Y.B.Com
- Chairperson for T.Y. B.Com and M.Com University Exams
- On the selection committee as subject expert for teaching faculty appointments
- NSS Programme Officer for one year.



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