



St. Francis Institute of Management & Research (SFIMAR)

Idea Generation and Business Plan Writing

Introduction

The Workshop on Idea Generation and Business Plan Writing is dedicated to teaching students how to think and act entrepreneurially. The Workshop is intended to let the students gain perspectives on how to start up a business. Turning the learning into earning by applying it to real-time scenarios was the whole crux of this Workshop. It introduced innovation and entrepreneurial creativity concepts and drew upon leaders' inspired thinking and entrepreneurial pursuits in various disciplines. The aim was to perceive the process of Idea Generation and acknowledge the role of creativity in making a business plan possible.

Topics such as identifying customer needs/problems, catering solutions to it, creative idea development, designing the solution framework, building business models to support the business idea, new venture financing was rightly elucidated to the students. In addition, the Workshop fabricated cross-circular academic skills by incorporating inquiry-based learning and business tools that enabled students to analyze, create, develop and pilot small businesses in a safe campus environment. Concepts and skills were fortified by emphasizing various activities, which succored students to assimilate the Workshop fruitfully.

Workshop Modules

1. Idea Generation

Description

In the Idea generation activity, the students were told to pick any random newspaper articles and think about any five businesses they can start after reading the articles.



Students participating in the Idea Generation activity through Newspapers in AY 2015-16



Students participating in the Idea Generation activity through Newspapers in AY 2017-18



Students participating in the Idea Generation activity through Newspapers in AY 2019-20

Objectives

- To develop creativity & entrepreneurial initiative in students
- To read between the lines and understand the crux of headlines and decode the business opportunities it silently proclaims

Outcomes

Groupwise, students came up with vivid solutions to the issues they had identified. It also helped students to go beyond their limits and uniquely think about new ideas. The ideas rejected were separately nurtured by the Faculty member and were shaped into something fruitful.

2. 1 Minute pitch to investors

Description - A platform for budding entrepreneurs making business presentations within a time frame of just a minute.

Objectives

- To create a relevant and viable business, clearly communicating and impressing the investors with its value proposition with 1 minute

Outcomes

Groupwise students came up with dynamic 1-minute presentations to induce the investors to invest in their proposition. The 1-minute pitch showcased the students' creativity and their convincing skills concerning their business ideas.

3. Business Plan & Business Model

Description - At the start, teams were formed of 3 to 4 students. They were briefed about the Business Plan & Model and the practical illustrations using the examples of startups. The students were instructed to prepare a Business Canvas and to link various segments with each other. The Business Model Canvas described how a company/firm creates, delivers and establishes value in the customer's minds. The Faculty member evaluated the Business Canvas, identified the loopholes and made it more realistic. Then the Go ahead was given to prepare the Business Plan. The Business Plan was reviewed and the faculty member appreciated USP.

Objectives

- To deeply understand the business, the known and hidden parameters which need to be considered before formulating the business plan
- To analyze the business environment to identify business opportunities.
- To evaluate the effectiveness of different entrepreneurial strategies
- To explain the importance of marketing and management in small businesses venture

Outcomes

The 9 Block Model proved to be a boon to students as it provided a sound roadmap that reflected their strategic elements, which were essential for their ideas to be a success. With this in hand, the students found it easy to quickly spot any plans that needed a change or an update whenever priorities changed or new realities paved in. Students came up with innovative ideas/plans and presented them excellently. This activity helped them pin down things that required a change. In accordance with the same, they identified the problems and explained how their products/services were the right solutions for them. The students were determined to get to the bottom of every aspect of the business plan, from obtaining investment in their business to generating a solid

business model. It gave a sense of feeling that students have set their expectations right, have started to establish assumptions and can manage the future with course corrections.

Student Feedback

This course has successfully endowed the students with the independence and opportunity to control their own business in the future. It provided them with a chance to make decisions according to their own wishes. They have moved one step ahead in this domain with their creative skills, abilities, and determination as an entrepreneur. They are self-assured to achieve targets that are indispensable to them. Overall, the course was productive in providing superior knowledge to students' growing and adapting minds.

Harren Noronha – MMS 2019-21 Batch

From this Workshop, the major takeaway was that we could see things happening around us with a whole new perspective. The ability to solve problems was developed and we were able to see opportunities in every new challenge coming our way in setting up entrepreneurial units. Our fear for entrepreneurship vanished as we could think of so many brilliant ideas that can be executed in the future. To sum up, the central learning of the entire Workshop will be "the secret of getting ahead is getting started."

Christeena Vincent – MMS 2019-21 Batch

FDP Report on Data Analysis Using R' Programming and ATLAS ti on 3rd to December 8, 2018

Introduction

St. Francis Institute of Management and Research, Mumbai, in association with Xavier Institutes of Management - XLRI Jamshedpur, organized a Faculty Development Programme for faculty members and research scholars at SFIMAR Campus from 3rd December to 8th December 2018 on Data Analysis Using R' Programming and ATLAS ti.

Objectives

This Faculty Development Programme aims to provide hands-on training in understanding data science and statistical analysis concepts using R programming for quantitative data analysis and ATLAS ti for qualitative data analysis.

Outcomes

At the end of the Workshop, participants would be able to:

1. Get familiar with R programming language, R studio and ATLAS ti
2. Apply Visualization & Exploratory Analysis using R and ATLAS ti
3. Understand statistical analysis using R programming and qualitative data analysis using ATLAS ti

FDP Brochure on Data Analysis Using R' Programming and ATLAS ti



ST. FRANCIS INSTITUTE OF MANAGEMENT & RESEARCH

Gate No. 5, Mount Poincur, S. V. P. Road, Borivali (West), Mumbai - 400 103.

(APPROVED BY AICTE, DTE RECOGNISED AND AFFILIATED TO UNIVERSITY OF MUMBAI)

AN ISO 9001:2015 CERTIFIED AND NAAC "A" GRADE ACCREDITED INSTITUTE

In association with
Xavier Association of Management Institutes- XLRI, Jamshedpur
Presents

A Faculty Development Programme Par Excellence

Quantitative and Qualitative Data Analysis Using 'R' and Atlas Ti



3rd - 8th December, 2018

ABOUT SFIMAR



St. Francis Institute of Management & Research (SFIMAR) was established in 2002 by 'The Society of the Congregation of Franciscan Brothers' to impart quality education in the field of Business Management. SFIMAR offers Masters in Management Studies (MMS) Programme, Post Graduate Diploma in Management (PGDM) Programme and a three-year part-time Master's Degree Programme (Financial Management and Marketing Management streams).

Vision:- To flourish as a seat of learning of international standards for developing an entrepreneurial class of value-based industrial leaders empowered with techno-managerial competence to sustain innovation for building global business of the future.

The Institute's programmes and activities are designed to act as a nurturing and mentoring ground for developing functional knowledge, skills and expertise in various management disciplines, fostering creative and innovative ideas, encouraging entrepreneurship and leadership strides, and adhering to sustainable and ethical business practices.

ABOUT THE PROGRAMME

The significance of data and its effective analysis is required for a good piece of research and for arriving at a fruitful decision. Statistics and statistical analysis plays a crucial role in research and analyzing data.

The aim of this Faculty Development Programme is to provide hands on training in understanding the concepts in data science and statistical analysis using R programming for quantitative data analysis and ATLAS ti for qualitative data analysis.

PROGRAM OUTCOME

At the end of the workshop, participants would be able to:

- ✓ Get familiar with R programming language, Rstudio and ATLAS ti
- ✓ Apply Visualization & Exploratory Analysis using R and ATLAS ti
- ✓ Understand statistical analysis using R programming and qualitative data analysis using ATLAS ti

WHO SHOULD ATTEND THE PROGRAMME

The program is suitable for faculty members and research scholars.

PROGRAMME SCHEDULE

Monday : 3rd December, 2018

Visualization & Exploratory Analysis using R

- ★ Introduction to Statistical Analysis
- ★ Data and Data Types, Types of problem
- ★ Introduction to R/ R studio, Essentials of R programming & useful R packages
- ★ Basic computation in R, Data Types, Objects & Control Structures
- ★ Basic Graphs - Histogram & Density Plots, Box plots, Treating missing values & working with categorical and continuous variables
- ★ Descriptive Statistics

Tuesday : 4th December, 2018
Inferential Statistics

- ★ Probability and Probability Distribution
- ★ Normal Distribution and test for Normality in R
- ★ Hypothesis testing
- ★ An Introduction to Parametric Testing
- ★ Test for Variance (F-test, Bartlett's test)
- ★ Test for Mean (One Sample t-Test, Independent Sample t-Test, Dependent Sample t-Test, One Way ANOVA, Two Way ANOVA) Hands-on tutorial

Wednesday : 5th December, 2018
Hypothesis Testing

- ★ Test for Attribute Data
- ★ (2 sample p test and chi-square test)
- ★ An introduction to Non-Parametric Testing
- ★ Runs Test, Mann Whitney U Test, Kruskal Wallis Test, Friedman Test, Wilcoxon Test

Basics of Regression Analysis Approach: Model Estimation

- ★ Correlation Analysis
- ★ Hands-on tutorial
- ★ Linear Regression Model fitting

Thursday : 6th December, 2018
Regression Modelling

- ★ Model Diagnostics
- ★ Hands-on tutorial
- ★ Logistic Regression Model fitting, Multivariate Regression Modelling

Friday : 7th December, 2018
Qualitative Research

- ★ Introduction and Review of Literature
- ★ Conceptual and Theoretical Framework
- ★ Research Design and Methodology (including Sampling and Data Collection)

Saturday : 8th December, 2018
Data Analysis

- ★ Formative and Summative Analysis
- ★ Atlas. Ti Software
- ★ Research Writing

ABOUT THE FACILITATORS

Dr. Ashok Sarkar

B.Tech (University of Kolkata),
P.G.D. in SQC & OR (Indian
Statistical Institute) and Ph.D
(Jadavpur University)



Dr. Ashok Sarkar has been associated with the Indian Statistical Institute and engaged in training Engineers and Managers on Six Sigma, Lean Six Sigma, Business Analytics, SPC, DoE and mentoring Six Sigma/Quality Improvement projects. Over the years, he trained many engineers of different organizations and guided applications of the same. A few of them are L&T-Electrical Business Group, Aditya Birla Management Services, Mahindra and Mahindra, Farm Equipment Sector, Reliance Industries Ltd (polyester mfg. group), Ashok Leyland Group of Company and many more.

Dr. Sunil Damodaran Santha

Associate Professor at Tata Institute
of Social Sciences, Mumbai.
MSW (MG University),
Ph.D. (IIT Madras)



An academic with keen interests in the field of environmental risks, climate justice and livelihood uncertainties, Dr. Sunil strive towards understanding the role of social institutions and participatory action in reducing vulnerabilities and strengthening just adaptation practices. He believes in action research towards innovating participatory methods of entrepreneurial action and emergent livelihoods.

Dr. Sinimole K. R.

Asst. Professor at SFIMAR, Mumbai
Ph.D. (Tata Institute of Social
Sciences)
Master's degree in Operations
Research and Computer Application
(Cochin University of Science &
Technology)



Sinimole K.R. is an academican with keen interest in the field of Operations, Statistics and Analytics. She has a rich experience of over 15 years in academia. Her research interest lies in Organizational Performance Evaluation. She is a recipient of prestigious "Dr. Sharad Joshi Outstanding Management Research Paper Award" instituted by SAMSHODHN Trust, Pune in the year 2012.

Participation Fees :-

Participation Category	Fees	Early Bird Discounted Fees before 5 th November, 2018	Group Discount
Academicians	₹ 14,750	Individual :- 10% Group :- 5% (Additional)	10% applicable for all categories with 3-5 participants 20% applicable for all categories with more than 5 participants
Research Scholar	₹ 10,030		

* Rates include GST.

* Additional 30% discount for Xavier Association of Management Institutes

INCLUSIONS

- ✓ FDP Kit
- ✓ Course Material
- ✓ Lunch and Refreshments for the six days
- ✓ Certificate of Participation

ACCOMMODATION FACILITY

Room Type	Rates per Day	
	AC	Non AC
Single Occupancy	₹ 1500	₹ 1000
Twin Sharing	₹ 1200	₹ 700

* Rates include accommodation only

MODE OF REGISTRATION & PAYMENT DETAILS

1. Online Registration Form is available on www.sfimar.org
2. Cheque / DD to be drawn in the name of "SFIMAR (CHRD) A/C"
3. Direct Payment / Bank Transfer: Payment to be made to :
 - Bank Name: Catholic Syrian Bank
 - Account Name: SFIMAR (CHRD) A/C
 - Account No. 033103169256190003
 - Account type: Savings
 - City: Mumbai
 - Branch Location: Borivali (W)
 - IFSC: CSBK0000331

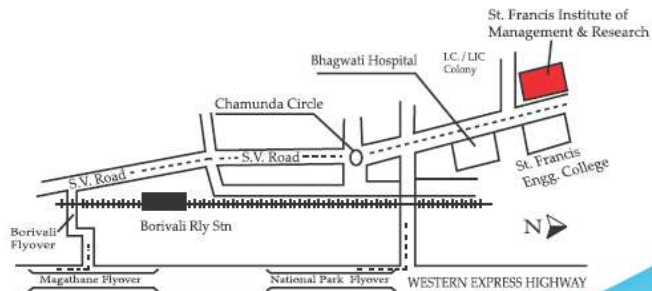
*Kindly e-mail the funds transfer receipt to fdp@sfimar.org to confirm participation.

Programme Coordinators

Dr Sinimole KR	+91 9869623198	sinimole@sfimar.org
Dr. Vaishali Kulkarni	+91 9167254199	vaishali@sfimar.org
Prof. Simmi Prasad	+91 9967666837	simmi@sfimar.org
Prof. Sanchayita Banerjee	+91 9870589892	sanchayita@sfimar.org



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 Borivali West, Mumbai 400 103
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 Website: www.sfimar.org





**FDP Participants and Organizers on the Inaugural Day - December 3, 2018
along with Resource Person, Dr. Sarkar**



Dr. Sinimole Pillai conducting the FDP Session



**FDP Participants and Organizers during the Valedictory Function - December 8, 2018
along with Resource Person, Dr. Santha**

Report on Entrepreneurship Awareness Drive - October 13, 2018

Introduction

SFIMAR, in collaboration with IIT Kharagpur, conducted "Entrepreneurship Awareness Drive" on October 13, 2018. You learn when you see, with this basic idea, EAD consisted of a series of guest lectures and workshops, wherein students learned from the 'achievers' of the society. A 3-hour event, the EAD at SFIMAR consisted of Guest Lectures which undoubtedly added to students' knowledge and provided an insight into things that happen after they 'startup.'

Objectives



Reasons for organizing Entrepreneurship Awareness Drive 2018

Description

The event was open to all students from various colleges. They could learn the nitty-gritty of entrepreneurship from eminent personalities such as Mr. Ram Gopal – CEO Barclays Bank India, Mr. Vinod Keni – Artha Venture Fund, Ms. Nupur Hemant – Vice President IIFL Investment Manager, etc.

The insightful sessions delivered by Mr. Vinod Keni (Partner at Artha Venture funds), Mr. Ram Gopal (CEO at Barclays), Ms. Nupur Hemant (Serial Entrepreneur and Investor) and many more urged the students to envision entrepreneurship as a career. The students knew what path they must choose to live their dream and turn their out-of-the-box ideas into reality.

The poster for the Entrepreneurship Awareness Drive (EAD) in Mumbai is set against a background of a city skyline. At the top, it features the logos of the Entrepreneurship Cell at IIT Kharagpur and TATA Chemicals Limited. The central title 'EAD Entrepreneurship Awareness Drive MUMBAI' is prominently displayed in colorful, stylized text.

Secured by: SOPHOS Cybersecurity made simple.

In Association with: MapmyIndia

Brought to you by: Business Standard Insight Out

City Sponsor: THE PRAVAS INDIA Step to Success

Online media Partner: youth incorporated and Oh Campus

Newspaper Partner: महाराष्ट्र टाइम्स मीडिया पार्टनर

Venue Partner: St. Francis Institute of Management and Research

Guest Speakers :-

- Ram Gopal, CEO, Barclays Bank India
- Vinod Keni, Partner - Artha Venture Fund
- Ms. Nupur Hemant, Vice President - IIFL Investment Managers
-and many more

Date and Time: 13th October 11:00am

Location: St. Francis Institute of Management Borivali(W), Mumbai

Contact: Dhrubajyoti Ray (9769641833) and Aniket Pawar (9833946021)


Registration: Register at :- ead.ecell-iitkgp.org

The bottom section of the poster is a grid of logos for various sponsors and partners, including TATA, National Insurance, GOJEK, WACIE, PulseBazaar, awfis, grex, Panchajanya, and many others.

Entrepreneurship Cell
IIT Madras
presents

EAD
Entrepreneurship Awareness Drive
Mumbai

Guest Speaker:-



Mr. Vinod Keni
Partner - Artha Venture Fund | Co-Founder,
Peachtree Mgmt Advisor | Fintech SIG | TiE Mumbai.

10:00am | 13th October
Venue: St Francis Institute of Management, Borivali (W).

Mr. Vinod Keni – Artha Venture Fund

Entrepreneurship Cell
IIT Madras
presents

EAD
Entrepreneurship Awareness Drive
Mumbai

Guest Speaker:-



Mr. Ram Gopal
CEO at Barclays Bank India


10:00am | 13th October
Venue: St Francis Institute of Management, Borivali (W).

Mr. Ram Gopal – CEO Barclays Bank India

Entrepreneurship Cell
IT Khargapur
presents

Ead
Entrepreneurship Awareness Drive
Mumbai

Guest Speaker:-



Mr. Sunil Mishra
COO IL&FS Township Management | EX-Marketing
Head Airtel | Ex-CEO Karvy Private Health


10:00am | 13th October
Venue: St Francis Institute of Management, Borivali (W).

Mr. Sunil Mishra – COO IL&FS Township Management

Entrepreneurship Cell
IT Khargapur
presents

Ead
Entrepreneurship Awareness Drive
Mumbai

Guest Speaker:-



Ms. Nupur Hemant
VP IIFL Investment Managers | Harvard Business
School | Investor | Entrepreneur | Public Speaker |

10:00am | 13th October
Venue: St Francis Institute of Management, Borivali (W).

Ms. Nupur Hemant – Vice President IIFL Investment Manager



Entrepreneurship Awareness Drive at SFIMAR on October 13, 2018

Outcomes

It strengthens the pillar of Entrepreneurship among participants by inspiring them to utilize opportunities from real-world situations.

MDP Report On Understanding Strategic Marketing Through Simulation

11th To October 13, 2018

Introduction

The MDP on Understanding Strategic Marketing through Simulation was conducted in the SFIMAR Campus on the 11th, 12th and 13th of October 2018. The trainer for the simulation was Prof Dr. G Ramesh and the venue for the same was Lab 303.

This MDP was a first-of-its-kind initiative in the history of St Francis Institute of Management & Research as the Trainer of the Program was an in-house faculty, i.e., Prof Dr. G Ramesh., departing from the tradition of relying on an external resource person for conducting MDP's. This is a new initiative from the Institute under the able guidance of our Chairman, Bro Alphonse Nesamony. The entire initiative from planning to marketing the MDP was spearheaded by Dr. Mohan Mathew and Dr. G Ramesh with guidance from other MDP coordinators.

Objectives

To provide training through simulation for optimizing product planning, product management and operation strategies.

Outcomes

- Learn Management of Strategy from: Your customers, Your competition, Your financial information, Skillfully adjust your strategy and tactics
- Learn Management of Resources using the tools of management such as Market feedback, Competitive benchmarking, Profitability analysis (activity-based costing)
- Market Opportunity Analysis
- Strategic and Tactical Planning
- Segmentation and target marketing
- Discover the causes of performance shortfalls

The participants for the MDP ranged from corporate participants to academicians. The entire MDP was conducted from a simulation point of view which was run on computer systems through a simulated software called Marketplace. The simulation takes the marketing decisions to a higher level. There are more market segments, brand and advertising options, sales outlets and market reports. It includes more resource planning and advanced marketing techniques such as brand promotions and sales force incentives. This gives the participants a real-world experience required to thrive in the corporate world. All the participants appreciated the MDP program and considered it a highly productive learning experience.



Participants of The MDP Programme 2018



MDP Participants in a Simulation Exercise



MDP Participants Winning the Amazon.Com Award - For The Best Market Performance



MDP Participants Winning the Phoenix Award - For the Team That Arose Most Impressively from The Ashes



**MDP Participants Winning the Service With A Smile Award -
For The Highest Marketing Effectiveness**



MDP Participants Winning the Apple Award - For The Best Ad Judgment

MDP Brochure on Understanding Strategic Marketing through Simulation

Participation Fees

Participation Category	Fees	Early Bird Discounted Fees before 25 th September, 2018	Group Discount
Corporates	₹ 7500	₹ 7000	10% applicable for all categories with 3-5 participants
Academics/Ans	₹ 6000	₹ 6000	20% applicable for all categories with more than 10 participants
Students	₹ 6000	₹ 6000	

**All fees are inclusive of license fee & GST*

Inclusions

- ✓ MDP Kit
- ✓ Course Material and Licensed Game
- ✓ Lunch and Refreshments for the three days
- ✓ Certificate of Participation
- ✓ Certificate of Excellence for the Winning Teams

ACCOMMODATION FACILITY

Room Type	AC	Non AC
Single Occupancy	₹ 1500	₹ 1100
Twin Sharing	₹ 1200	₹ 700

** Fees include accommodation only*

MODE OF REGISTRATION & PAYMENT DETAILS

- Online Registration Form is available on www.sfmimar.org
- Cheque / DD to be drawn in the name of 'SFMIMAR (CHRD) A/C'
- Direct Payment / Bank Transfer: Payment to be made to:
 - Bank Name: Catholic Syrian Bank
 - Account Name: SFMIMAR (CHRD) A/C
 - Account No. 0021031626160003
 - Account type: Savings
 - City: Mumbai
 - Branch Location: Borivali (W)
 - IFSC: CS080000331

** Kindly e-mail the bank transfer receipt to info@sfmimar.org to confirm participation.*

Programme Coordinators
Dr Milan Mathew and Team

For enquiries, kindly contact:
Prof. Kisan Rodrigues -91 9819529725 kisan@sfmimar.org
Mr. Stephen Moses -91 9792298904 steph@sfmimar.org

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Website: www.sfmimar.org

St. Francis Institute of Management & Research
APPROVED BY AICTE, DIE RECOGNISED AND AFFILIATED TO UNIVERSITY OF MUMBAI
AN ISO 1001:2015 CERTIFIED AND NAAC GRADE 'A' ACCREDITED INSTITUTE

Presents
A Management Development Programme Par Excellence

UNDERSTANDING STRATEGIC MARKETING THROUGH SIMULATION

On 11th, 12th & 13th October, 2018

St. Francis Institute of Management & Research
Gate No. 5, Mt. Pateras, SVP Road, Borivali West, Mumbai - 400 103
Phone No. 022-2991 7989/2991 9482 Website: www.sfmimar.org

ABOUT SFIMAR

St. Francis Institute of Management & Research (SFIMAR) was established in 2002 by The Society of the Congregation of Franciscan Brothers to impart quality education in the field of Business Management. It is recognized by AICTE, New Delhi and has been granted permanent affiliation by the University of Mumbai. It is also recognized under Section 3 (i) & (2) (B) of UGC Act 1956. SFIMAR is an ISO 9001:2015 Certified Institute and accredited Grade 'A' by the National Assessment and Accreditation Council (NAAC) in 2016. SFIMAR offers Masters in Management Studies (MMS) Programme, Post Graduate Diploma in Management (PGDM) Programme and a three-year part-time Master's Degree Programme (Financial Management and Marketing Management streams). The Institute, its programmes and activities are designed to act as a nurturing and mastering ground for developing functional knowledge, skills and expertise in various management disciplines, fostering creative and innovative ideas, encouraging entrepreneurship and leadership strides, and adhering to sustainable and ethical business practices.

KEY TAKEAWAYS

- ✓ Learn Management of Strategy from Your customers, Your competition, Your financial information, Skillfully adjust your strategy and tactics
- ✓ Learn Management of Resources using the tools of management such as Market feedback, Competitive benchmarking, Profitability analysis (activity based costing)
- ✓ Market opportunity analysis
- ✓ Segmentation and target marketing
- ✓ Strategic and tactical planning
- ✓ Balancing costs, profit, what the market will bear and competition
- ✓ Discover the causes of performance shortfalls
- ✓ Adapt to new opportunities and problems
- ✓ Work on the margin to improve performance
- ✓ Organizing the work
- ✓ Hiring and targeting the sales staff
- ✓ Managing the team

ABOUT THE FACILITATOR

DR. G. RAMESH

Prof. Dr. G. Ramesh holds Master's Degree in Science (M.Sc.), Business Administration (M.B.A.), Philosophy (M.Phil.), Post-Graduation Diploma in Human Resource Management and Ph.D. in Marketing. He has also undergone the Executive Education Programme at IIM Indore. He has worked 28 years of industry and Academic service and is currently serving as Professor and Head of the MMS/MBA Programme at St. Francis Institute of Management and Research. He has undergone specialized training in Business Simulation and has successfully executed it as an Innovative Pedagogy among Management students. G. Ramesh has received 'Chief of the Staff' and 'Air Officer Commanding in Chief, Western Air Command' commendations from IAF for his excellence in service and has also been conferred with the civilian 'Shakti Shree Award'.

ABOUT THE PROGRAMME

St. Francis Institute of Management and Research is proud to present an MDP on 'Understanding Strategic Marketing through Simulation' from 11th to 13th October, 2018. The MDP aims at providing training through simulation for optimizing product planning, product management and operation strategies to rival the intense competition prevailing in today's uncertain and dynamic markets. The MDP emphasizes on an experiential learning approach where the participants would learn by doing to retain information, stimulate thinking, strategy planning and execution rather than the conventional methods of training. The implemented strategies would be evaluated through the tool of a Balance Score Card.

WHO SHOULD ATTEND THE PROGRAMME

- o Product Managers, Brand Managers and Marketing Managers
- o Strategists in Senior / Middle Level Management of Public and Private Sector Undertakings
- o Academicians
- o Start-Ups, SMEs, Family Businesses who aspire to become high growth / impact firms

PEDAGOGY

- Licensed simulation game
- Balance Score Card

LEARNING STRATEGY

- Learn By Doing
- Hands On Approach

PROGRAMME SCHEDULE

The schedule is structured as follows:

- DAY 1 (11th Oct):** Product Launch (9:00 AM - 1:00 PM), Market Research (1:30 PM - 5:00 PM), Strategy Planning (5:30 PM - 9:00 PM).
- DAY 2 (12th Oct):** Market Research (9:00 AM - 1:00 PM), Simulation (1:30 PM - 5:00 PM), Strategy Planning (5:30 PM - 9:00 PM).
- DAY 3 (13th Oct):** Market Research (9:00 AM - 1:00 PM), Simulation (1:30 PM - 5:00 PM), Strategy Planning (5:30 PM - 9:00 PM).

Report on Faculty Development Programme on Multiple Regression on 13-12-2017

Introduction

A Faculty Development Programme was organized at the SFIMAR campus on December 13, 2017. The topic covered in the FDP was Multiple Regression. The FDP was conducted in Computer Lab 105. The training programme was scheduled from morning 10.00 am to 1.00 pm. The total number of participants was eighteen, including the faculty, IT Staff, Librarian, and esteemed Director, Dr. S.S. Mohanty. Everyone had a hands-on training experience during the FDP.

Objectives

- 1) To understand the practical applications of Multiple Regression in Business Research.
- 2) To analyze the results of Multiple Regression for Management Research and Business Reporting.

Outcomes

Upon completion of the course, the attendees will be able to

1. Understand practical applications of Multiple Regression for business Research
2. Analyze the results of Multiple Regression through SPSS & Excel for decision making

Profile of the Resource person:

Professor Dr. G Ramesh holds a master's degree in applied science (M.Sc.), Business Administration (MBA), Philosophy (M.Phil.), Post Graduate Diploma in Human Resource Management and Ph.D. in Marketing. Dr. G Ramesh has also undergone the Executive Education Program at IIM Indore. Dr. G Ramesh has around 28 years of experience in the Industry and Academic areas. He is currently a University-approved full Professor, heading the flagship programme of the Institute, namely, Master of Management and Studies (MMS). Dr. G Ramesh has, to his credit has many research papers in SCOPUS, UGC Listed recognized national and International Journals. He has also presented research papers in various conferences and Seminars

as a registered participant and invited speaker. Dr. G Ramesh has received Chief of Air Staff (CAS) commendation and Air Officer in Chief Commanding, (AOC-in-C) Western Air Command for excellence in service while serving in the defense sector. He has also been conferred with a civilian "Rashtriya Gaurav Award".



Dr. G Ramesh conducting the FDP on Multiple Regression Analysis on 13-12-2017



Dr. G Ramesh conducting the FDP on Multiple Regression Analysis on 13-12-2017

Report on MDP on 'Entrepreneur in You' organized on 28th and 29th October 2017

Introduction

The Management Development Programme "Entrepreneur in You" was held on 28th & 29th October 2017 at SFIMAR. The key resource persons for this programme were Mr. Ishwar Jha – Founder and CEO of Appetals Solutions Pvt. Ltd and Ms. Nainy Singh, the Senior Manager of Human Resources at Appetals Solutions Pvt. Ltd. Appetals Solutions Pvt. Ltd. is a technology and idea innovation company with in-depth expertise in idea innovation and startup incubation, building web, mobile and enterprise technology solutions for its clients.

Objectives

- To gain meaningful insights into the nitty-gritty of building successful business models and strategizing their sustainable success by provoking and honing their entrepreneurial skills.
- To empower the aspiring minds towards pivoting concepts and ideas into great money-spinners.

Description

The participants included corporates, academicians and students. These participants were then divided into six groups which had a mix of all. The session began with the SFIMAR anthem, lighting of the lamp, and the resource persons warmly welcomed and felicitated. All the participants were given a copy of the book "Zero to One Crore." The ice-breaker session had each participant blowing balloons and then dancing to foot-tapping music. Participants had then to introduce themselves to as many other participants as possible. The first session was on 'The Building Blocks of Business.' The session was taken by Mr. Jha, where he explained the 'Building Blocks of Business.' Each session had an activity to be completed by the groups. The best group was rewarded after each session. The second session was on 'The Business Model of Business.' In these sessions, the participants learned to develop a business plan, define challenges, ways to strengthen business ideas and define the value proposition, naming & positioning of your product

or service to customers. The participants were then briefed about a 'Business Plan' competition with the best business plan awarded Rs. 5000.

On 29th, the participants assembled with the same enthusiasm and eagerness to learn. The sessions for the day were on 'Product Development and Launch Plan' and 'Developing a Strong Business Plan Pitch.' These sessions covered the critical areas of business such as product development, creating a marketing plan for the products, its financial projections method of developing a solid business plan, and ways to pitch it to potential investors confidently and convincingly. The sessions had many fun activities included, which kept the participants on their feet.

The groups were then told to prepare their 'Business Plans' and pitch it to the judges. The members were assessed on their business pitches. Each group was striving to achieve the best business plan award. The groups then presented their 'Business Plan,' which was judged by an expert panel. The business plan on 'Solar Lighting' was adjudged the winner, and the group members were rewarded with certificates and a cash prize of Rs. 5000. The business plan 'Book my Doc.com' was awarded the consolation prize of Rs.1000. Each participant was then given a participation certificate and the student coordinators too were felicitated. The participants had many inputs and knowledge to take with them, which would help them develop and build a strong 'Business Plan 'and become successful entrepreneurs in the future.

Outcomes

- Entrepreneurial skill sets.
- Strategy execution for high growth/impact firms.



Mr. Ishwar Jha – Founder and CEO of Appetals Solutions Pvt. Ltd conducting the MDP session



MDP Group Activity

MDP Brochure of 'Entrepreneur in You'



St. Francis Institute of Management & Research

APPROVED BY AICTE, DTE RECOGNISED AND AFFILIATED TO UNIVERSITY OF MUMBAI
AN ISO 9001:2015 CERTIFIED AND NAAC 'A' GRADE ACCREDITED INSTITUTE

In association with

Appetals Solutions Pvt. Ltd.

Presents

A Management Development Programme Par Excellence

ENTREPRENEUR IN YOU



On 28th & 29th October, 2017

ABOUT SFIMAR

St. Francis Institute of Management & Research (SFIMAR) was established in 2002 by The Society of the Congregation of Franciscan Brothers' to impart quality education in the field of Business Management. It is recognized by AICTE, New Delhi and has been granted permanent affiliation by the University of Mumbai. It is also recognized under Section 2 (f) & 12 (B) of UGC Act 1956. SFIMAR is an ISO 9001:2015 Certified Institute and Grade 'A' accredited by the National Assessment and Accreditation Council (NAAC) in 2016.

SFIMAR offers Masters in Management Studies (MMS) Programme, Post Graduate Diploma in Management (PGDM) Programme and a three-year part-time Master's Degree Programme (Financial Management and Marketing Management streams). The Institute, its programmes and activities are designed to act as a nurturing and mentoring ground for developing functional knowledge, skills and expertise in various management disciplines, fostering creative and innovative ideas, encouraging entrepreneurship and leadership strides, and adhering to sustainable and ethical business practices.

ABOUT APPETALS SOLUTIONS PVT. LTD.

Appetals Solutions Pvt. Ltd. is a technology and idea innovation company founded by Mr. Ishwar Jha. The company has deep expertise in idea innovation, startup incubation, building web, mobile and enterprise technology solutions for its clients. They develop, implement and deploy product or services to create new business models and develop new streams of revenue and profit. They create a journey from concept to company with a combination of consumer insights, strategy, design and technology services. They put forth a team with clients to make things happen with ethics, speed and boldness of entrepreneurship.

ABOUT THE PROGRAMME

St. Francis Institute of Management and Research is proud to present its MDP in association with Appetals Solutions Pvt. Ltd. on 'Entrepreneur in You' on 28th and 29th October, 2017. The MDP on 'Entrepreneur in You' is an opportunity to all budding Entrepreneurs, Corporates, SMEs, Start-ups, Family Business Owners, Academicians and Students to gain meaningful insights into the nitty-gritty of building successful business models and strategizing their sustainable success by provoking and honing their entrepreneurial skills. This Management Development Programme intends to empower the aspiring minds towards pivoting concepts and ideas into great money-spinners.

WHO SHOULD ATTEND THE PROGRAMME

- Corporates / Academicians who intend to start their own businesses
- Academicians who are teaching the subject 'Entrepreneurship Management' for Graduation/Post Graduation courses
- Students who have an inclination towards becoming Entrepreneurs
- Start-Ups, SMEs, Family Businesses who aspire to become high growth/impact firms

KEY TAKEAWAYS

- ✓ Entrepreneurial skill-sets
- ✓ Strategy execution for high growth/impact firms

PROGRAMME SCHEDULE

Time	Event
Day 1: 28th October, 2017 (Saturday)	
09.00 – 09.30 am	Registration
09.30 – 10.00 am	Inaugural Session
10.00 – 11.30 am	Session 1 The Building Blocks of Business
11.30 – 11.45 am	Tax Break
11.45 – 01.15 pm	Session 1 Contd...
01.15 – 02.00 pm	Lunch Break
02.00 – 03.30 pm	Session 2 The Business Model of Business
03.30 – 03.45 pm	Tax Break
03.45 – 05.15 pm	Session 2 Contd...
Day 2: 29th October, 2017 (Sunday)	
09.30 – 11.00 am	Session 1 Product Development and Launch Plan
11.00 – 11.15 am	Tax Break
11.15 – 01.15 pm	Session 2 Building the Business Plan
01.15 – 02.00 pm	Lunch Break
02.00 – 03.30 pm	Activity Presentation of business plan <i>Best business plan will be awarded.</i>
03.30 – 03.45 pm	Tax Break
03.45 – 05.15 pm	Activity Contd...
05.15 – 05.45 pm	Valedictory Session

Tasks / Outcomes

Day 1 (28 th October, 2017)	Day 2 (29 th October, 2017)
<ul style="list-style-type: none"> • Customer Interviews • Competition checks • Partner Interviews • Define Challenges • Strengthen Business Idea • Define Value Proposition • Check Business Model • Naming & Positioning 	<ul style="list-style-type: none"> • Product Development • Cross check Users & Partners • Complete Product Development • Marketing plan • Financial Projection • Business Plan & Pitch • Investor pitch deck • Information Memorandum • Investor Relationship Management

ABOUT THE SPEAKERS

Mr. Ishwar Jha

Ishwar Jha is the Founder & CEO of Appetals Solutions Pvt. Ltd. He started his career as a software developer, worked at Sony Music as CIO, and became CEO/Head of Digital Services at Zee Entertainment Enterprises Limited. He is a digital thinker, innovator, and entrepreneur. He has been the member and key contributor for making over 100 ideas to become the product during his career span of over 25 years. He has published over 200 articles in leading national and international magazines including MIS Asia, CIO Magazine, Data Quest, and others related to technology, education, entrepreneurship, and holistic development. He has been conferred "CIO of the Year 2006" by CIO Magazine, "Storage Giant of the Year 2006" and "Best IT Implementation of the Year 2004".

Ms Nainy Singh

Nainy Singh is the Senior Manager of Human Resources at Appetals Solutions Pvt. Ltd. She has an MBA from MET, Mumbai with over 8 years of experience in companies such as Axis Securities Limited, Paprika Media Pvt. Ltd. (Essar Group). She is a Facilitator of Product Launch Sprint that uses the techniques of Inspiration, Ideation, and Implementation to enable the team to design a new solution, build prototype, and test ideas with real customers before putting them out into the world. Her expertise lies in Talent Acquisition, Performance Appraisals, Manpower Planning and Employee Engagement.

PARTICIPATION FEES

Participant Category	Fees	Early Bird Discounted Fees before 20 th October, 2017	Group Discount
Corporates	₹ 3000	₹ 2750	- 10% applicable for all categories with 3 - 5 participants - 20% applicable for all categories with more than 5 participants
Academicians	₹ 2000	₹ 1750	
Students	₹ 1500	₹ 1200	

*All fees are inclusive of GST

Inclusions:

- ✓ MDP Kit
- ✓ Course Material
- ✓ Lunch and Refreshments for both the days.
- ✓ Certificate of Participation
- ✓ Certificate of Excellence for the Best Business Plan

ACCOMMODATION FACILITY

Room Type	Rates per Day	
	AC	Non AC
Single Occupancy	₹ 1500	₹ 1000
Twin Sharing	₹ 1200	₹ 700

*Rates include accommodation only

MODE OF REGISTRATION AND PAYMENT DETAILS

- Online Registration Form is available on www.sfimar.org
- Cheque / DD to be drawn in the name of "SFIMAR (CHRD) A/C"
- Direct Payment/Bank Transfer: Payment to be made to:
 - ⊙ Bank Name: Catholic Syrian Bank
 - ⊙ Account Name: SFIMAR (CHRD) A/C
 - ⊙ Account No. 033103169256190003
 - ⊙ Account type: Savings
 - ⊙ City: Mumbai
 - ⊙ Branch Location: Borivall (W)
 - ⊙ IFSC: CSBK0000331

*Kindly e-mail the funds transfer receipt to mdp@sfimar.org to confirm participation

Programme Co-ordinators

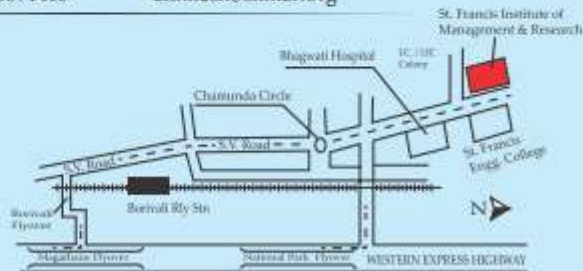
Dr. G. Ramesh	Dr. Natika Poddar	Dr. Sulbha Raorane
Dr. Mohan Mathew	Dr. Smita Jesudasan	Prof. Shilpa Peswani
Prof. Kiran Rodrigues	Prof. Paul Alukal	Col. Venkat Raman
Prof. Akhilesh Yadav		

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 Borivall West, Mumbai 400 103
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 Website: www.sfimar.org



Report on Faculty Development Programme on Factor Analysis organized on 15-07-2017

A Faculty Development Programme was organized at the SFIMAR campus on July 15, 2017. The topic covered in the FDP was Factor Analysis. The FDP was conducted in Computer Lab 105. The training programme was scheduled from morning 10.00 am to 1.00 pm. The total number of participants was twenty-four, including the faculty members, the IT Staff, the Librarian, and esteemed Director, Dr. S.S. Mohanty. Everyone had a hands-on training experience during the FDP

Objectives

- Understand in which type of researches factor analysis as a technique can be used to analyze data.
- Practically conduct factor analysis using MS Excel and interpret the results.
- Practically conduct factor analysis with SPSS and collect the results for interpretation.

Outcomes

- Upon completion of the course, the attendees will be able to
- Understand the application of Factor Analysis for business Research
- Analyze the results of Factor Research through SPSS & Excel for decision making

Profile of the Resource persons:

Prof. Gordhan Saini is an Assistant Professor, School of Management & Labour Studies, Tata Institute of Social Sciences. He is a teacher, researcher and consultant with experience of over ten years in management education, research and Industry. He has published about 25 research articles and has a book to his credit. He is the recipient of the first Post-Doctoral Fellowship of Indira Gandhi Institute of Development Research, Mumbai.

FACULTY DEVELOPMENT PROGRAMME

**SESSION ON “FACTOR ANALYSIS-
RESEARCH METHODOLOGY”**



Dr. GORDHAN SAINI, TISS

Faculty Development Programme on Research Methodology on 8th, 22nd, November 29 and December 6, 2016

Introduction

A Faculty Development Programme was organized at SFIMAR campus on 8th, 22nd, November 29 and December 6, 2016. The topic covered in the FDP was Research Methodology. The FDP was conducted in Room 205. The training programme was scheduled from morning 10.00 am to 1.15 pm. The total number of participants was sixteen, including the faculty members and our esteemed Director, Dr. S.S. Mohanty.

Objectives

1. To identify and discuss the role and importance of Research in Management studies.
2. To identify and discuss the issues and concepts salient to the research process.
3. To identify and discuss the complex issues inherent in selecting a research problem, selecting an appropriate research design and implementing a research project.
4. To identify and discuss the concepts and procedures of sampling, data collection, analysis and reporting.

Outcomes

Upon completion of the course, the attendees will be able to

1. Apply the concepts of research for writing research papers, undertake consultancy projects and in doctoral studies
2. Analyze the research in their academic discipline for imparting knowledge to students and peers

Profile of the Resource person:

Dr. Vidya Naik is a Consultant in Business Research, Education Management & e-Learning. She is a Prof SBM & former Dean Open & Distance Edu NMIMS, Mumbai. Having worked for more than four decades in educational institutions at different levels, she has developed deep insight

regarding various functions and aspects of Total Quality Management at various levels in education. Research in Management, Education and Social Organizations is her passion for the last 25 years. She has a proven track record of successfully guiding 30 research scholars at the Doctoral level. Her strength lies in Faculty development, Developing new programmes and courses, Programme Evaluation, Impact Assessment and Getting recognition for the institutes from accrediting bodies. She offers consultancy services in Data Analysis.



Dr. Vidya Naik conducting the FDP on Research Methodology



Dr. Vidya Naik conducting the FDP on Research Methodology

Report on "ZERO TO ONE CRORE WORKSHOP" on October 15, 2016

Introduction

As Mr. Robert L Schwartz rightly said, "Entrepreneur is essentially a visualizer and an actualizer. He can visualize something, and when he visualizes it, he sees exactly how to make it happen." Prerna Club, The Entrepreneurship Club at SFIMAR, organized a Workshop on the topic "ZERO TO ONE CRORE" on October 15, 2016, for the first-year students of SFIMAR. It was an opportunity for budding entrepreneurs to gain meaningful insight into the nitty-gritty of building successful business models and strategizing their sustainable success by honing their entrepreneurial skills.

Objectives

- Conceptualization of business ventures
- To provide information about various entrepreneurial ventures & opportunities available

Learning Outcomes

- To generate insights about the nitty-gritty of building successful business models
- To manipulate the business for its sustainable success by honing its entrepreneurial skills
- To prepare entrepreneurs who are thinking of launching a new venture or scaling up their existing ventures with the essential mindset, methods and tools for running a profitable business
- To assess the opportunities and risks at each stage of their entrepreneurial journey.
- To develop strategies that inspire confidence in the team members to be part of the venture

Scope

The Workshop was conducted for the First Year Students of SFIMAR (Batch 2016-18).



Mr. Augustine Kurias Welcoming Mr. Ishwar Jha with a bouquet

The Workshop was conducted by Mr. Ishwar Jha, a dynamic entrepreneur and founder of Appetals Solution. He was the CEO/Head of Digital Services at Zee Entertainment Enterprises Limited & former CIO of Sony Music. He decided to start Appetals Solutions Private Limited as a cutting-edge mobile and web solutions company to augment his vision of becoming a social impact entrepreneur.

He has mentored entrepreneurs as a Tie Charter Member. During these mentoring sessions, he felt the need to help startup entrepreneurs start their journey correctly. He stepped up to this challenge by teaching entrepreneurship through his workshops. He has conducted over 40 workshops and mentored 100s of entrepreneurs.

Zero to One Crore Workshop aims to prepare entrepreneurs who are thinking of launching a new venture or scale their existing venture with the essential mindset, methods and tools for running a profitable business. With the help of this training, they can quickly assess the opportunities and risks, build product/market fit and develop strategies that inspire confidence at all stages of their entrepreneurial journey.

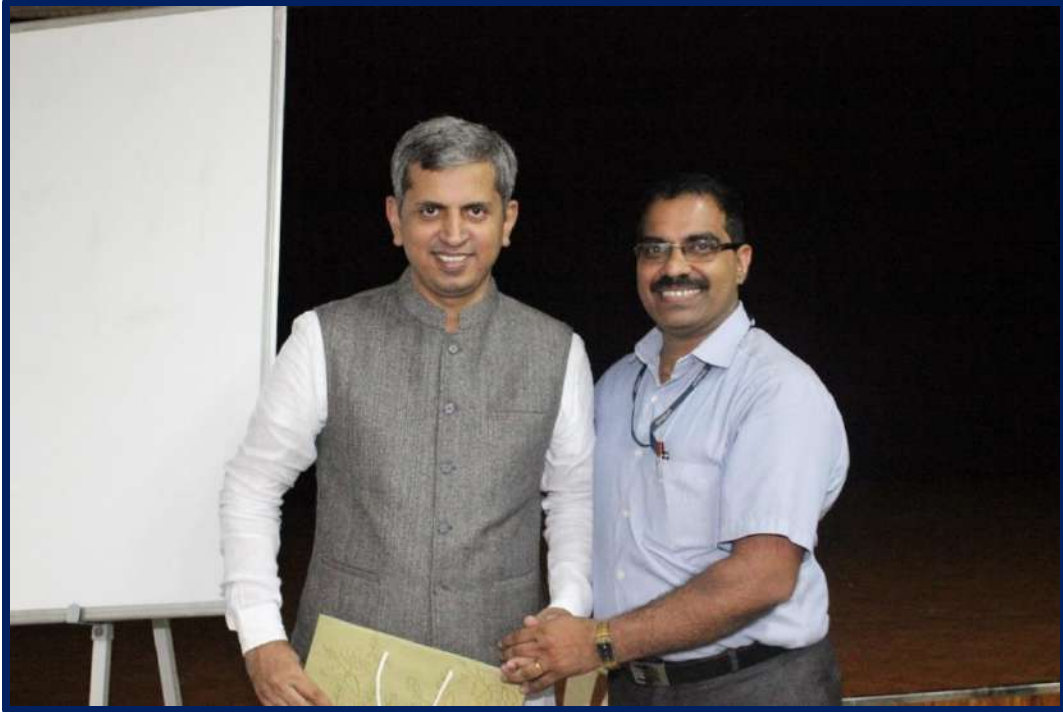
After the session, a Lucky Draw was conducted to give one of the students a chance to use the Book (Zero to One Crore) for free. Miss Shailee Vaidya (MMS 1) was the lucky participant who got the book and got the opportunity to get free guidance from Mr. Ishwar Jha & his team on her Business Idea.



Mr. Ishwar Jha addressing the students



Shailee Vaidya (MMS 1) receiving the book from Mr. Ishwar Jha



Dr. G Ramesh felicitating Mr. Ishwar Jha after the session



Participants with Mr. Jha



Faculty & Student Coordinators with Mr. Jha (L to R – Mr. Sooraj Namboodiri, Ms. Shradha Chhaya, Prof. Paul Alukal, Mr. Lokesh Zarbade & Ms. Zehra Unawala)

Brochure of Zero to One Crore Workshop

ZERO TO ONE CRORE



Jumpstart your entrepreneurial passion to build a company with one crore in revenue using an unique field-tested process.

Prepare investor deck and pitch for fund raising.

Excited? Contact us right now to find out our unique training and consulting system for launching your successful business:
Zero to One Crore.

ZERO TO ONE CRORE WORKSHOP

In spite of being the world's largest youth population by 2021, we will have over 330 million unemployed youth. We believe augmenting entrepreneurship at grass root level is the only answer to address this impending social menace.

"Let's work together to augment a generation of entrepreneur for India from India."

Program Objectives

The workshop aims to prepare entrepreneurs who're thinking of launching a new venture or scale their existing venture with the essential mindset, methods, and tools for running a profitable business. With the help of our guided workbook and our training, they can easily assess the opportunities and risks, build product/market fit product and develop strategies that inspire confidence at all stages of their entrepreneurial journey.

Curriculum

The workshop is carried out using in an interactive training, engaging conversation and workbook guided method. We use our unique workbook, case studies, tutorials and Q&A to facilitate a platform in which people examine how to exploit disruptive opportunities in a right way.

Here's what happens during the workshop:

Entrepreneurial Mindset - Discovering the entrepreneurial mindset. Why you? Why now? Do you have what it takes to succeed as an entrepreneur? Why it's important for you to pursue it?

Ideation and Product Development - What it takes to shape an idea become a market-ready product? How to design the value proposition in a way that the product attracts significant customer interest? How to validate your ideas worthiness before you move forward?

Planning - Defining the business and planning the marketing, sales, and financial projections essential to create a shared understanding and measurable goals.

Structure - Taking care of the essential structural elements of legal, accounting, organisation structure, management, and processes for running your venture.

Strategy - Go-to-market strategy and the best way to launch your product in the marketplace.

Launch Checklist - A complete set of milestones and tasks that will become your guiding tools to launch your business.

Workshop structure

Duration: 4 Hours

Participants: 50 to 150

Fee: Complimentary*

The "Zero to One Crore" Program is an initiative by Ishwar Jha

Founder and CEO @appetals. Product Evangelist in tech, education, and entertainment. Speaker and Writer.

I have been working for the past 25 years as a corporate executive, technologist, digital thinker, innovator, and product evangelist.

I advise global corporations as well as with the startup entrepreneurs helping them with the idea development, product launch Sprint and Idea-to-IPO strategies. I am an award-winning thought leader, writer, speaker and mentor on corporate innovation, digital product development, digital media, content platform.

As a Founder and CEO at Appetals, we work closely with our clients to shape their ideas into web software and mobile applications with ethics, speed, and boldness of entrepreneurship.

I along with my team of digital product evangelist conduct "Product Launch Sprint", a workshop to convert ideas into a working prototype in 5 days using tools and methods of design thinking, business model generation, customer development, blue ocean strategy, and agile methodology.

My workshop on "Idea to IPO: The mindset, method, and toolkit for starting and scaling business" aims at helping entrepreneurs realize the right way to ideate, innovate and launch their startup business.

I began my career as a software coder and grown up to become CIO for Sony Music and Sr. Vice President for Digital Business at Zee Entertainment Enterprises Limited. I am blessed to be the part of many first and market leading projects and initiatives including: digital assets management system at Sony Music and Zee, setting up mobile VAS Company, Online Portals, video platforms, mobile TV, and other business facing projects and opportunities. I was featured in "CNBC TV 18 Young Turks" for launching world's first 3G based TV service to stream live TV, movies on demand and YouTube videos in the car. I am appreciated for my work and conferred with several awards for my contributions in the field of technology and business; including CIO Of The Year Award from CIO Magazine, Best IT Implementation Award from PCQuest Magazine and others.

CONTACT US

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Report on MDP on 'Business Analytics' organized on 23rd and 24th September 2016

Introduction

SFIMAR organized an MDP on business analytics on the 23rd and 24th of September 2016. As usual, there was an overwhelming response from the participants for the event. Forty-two participants from various streams (Corporates/Academicians/Students) participated in the programme. There were three speakers for the programme, namely Mr. Cyrus Lentin, Mr. Rajiv Indimath and Mr. Shrikant Kejriwal, covering four major areas on Business Analytics.

Objectives

- To discern the potentiality of data analysis and attain hands-on experience by employing specific tools such as EXCEL, SPSS and Tableau.

Description

The pre-lunch session on the 23rd was taken by Mr. Cyrus Lentin, who is the CEO of MaexaData, on an overview of business analytics and its types and application through cases and demonstration. The post-lunch session was taken by Mr. Rajiv Indimath, the founder of Rain Bridge Ventures on Digital Technology and Social Media Analytics.

On September 24, the entire day's session was taken by Mr. Shrikant Kejriwal, the DGM of Mahindra and Mahindra, who spoke on Content Analysis, Application of Content Analysis, Time series forecasting and analytical decision making.

Mr. Augustine Kurias, the Governing council member of SFIMAR, was a special invitee for the valedictory session on September 24 at 6 pm. All the participants were issued with a participation certificate and the Program ended with an experience sharing from the participants for future scope of improvement.



MDP Organizers and Participants



MDP Organizing Team

Outcomes

- Problem Solving and Decision-Making Skills
- Research Applications
- Critical Thinking and Analytical Skills

MDP Brochure of 'Business Analytics'



ST. FRANCIS INSTITUTE OF MANAGEMENT AND RESEARCH

Approved by AICTE, New Delhi and Affiliated to the University of Mumbai
(Accredited 'A' Grade by NAAC & An ISO 9001:2015 Certified Institute)

Presents

A Management Development Programme Par Excellence

**Business
ANALYTICS**



On 23rd & 24th September, 2016



ABOUT SFIMAR

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Act 1956. SFIMAR is an ISO 9001:2015 Certified Institute and accredited 'A' Grade by the National Assessment and Accreditation Council (NAAC) in 2016.

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ABOUT THE PROGRAMME

With the stupendous success of 'Entrepreneur in You', an MDP par Excellence that empowered the aspirants towards pivoting concepts and ideas into great money-spinners and honing their entrepreneurial skills, St. Francis Institute of Management and Research is proud to present its next MDP on 'Business Analytics' on 23rd and 24th September, 2016.

Business Analytics is the synthesis of data and business, to facilitate better decision making and sustain competitive advantage. The MDP on 'Business Analytics' is an opportunity to all in the academia and industry to reap the benefits of business data analysis that could improve financial performance, strategic management and operational efficiency. The participants would discern the potentiality of data analysis and attain hands on experience by employing specific tools such as EXCEL, SPSS and Tableau.



PROGRAMME SCHEDULE

Day 1 – 23rd September, 2016 (Friday)

Time	Event
08.30 – 09.00 am	Registration
09.00 – 09.30 am	Inaugural Session
09.30 – 11.00 am	Session 1 Part I Overview of Business Analytics and Types
Resource Person	Mr. Cyrus Lentin, <i>CEO, MaexaData</i>
11.00 – 11.15 am	Tea Break
11.15 – 01.15 pm	Session 1 Part II Application through Cases and Demonstration
01.15 – 02.00 pm	Lunch Break
02.00 – 03.45 pm	Session 2 Part I Digital Technology
Resource Person	Mr. Rajiv Indimath, <i>Founder, Rain Bridge Ventures</i>
03.45 – 04.00 pm	Tea Break
04.00 – 06.00 pm	Session 2 Part II Social Media Analytics

Day 2 – 24th September, 2016 (Saturday)

09.00 – 11.00 am	Session 3 Part I Overview of Content Analysis
Resource Person	Mr. Shrikant Kejriwal, <i>DGM, Mahindra & Mahindra</i>
11.00 – 11.15 am	Tea Break
11.15 – 01.15 pm	Session 3 Part II Application of Content Analysis
01.15 – 02.00 pm	Lunch Break
02.00 – 03.45 pm	Session 4 Part I Times Series Forecasting
Resource Person	Mr. Shrikant Kejriwal, <i>DGM, Mahindra & Mahindra</i>
03.45 – 04.00 pm	Tea Break
04.00 – 06.00 pm	Session 4 Part II Analytical Decision Making
06.00 – 06.30 pm	Valedictory Session

ABOUT THE SPEAKERS



Mr. Cyrus Lentin

Resource Person : Session 1 Part I & II

Mr. Cyrus Lentin is a Big Data Analyst (covering Hadoop, Java Map Reduce, Pig, Hive, Impala, Hbase & Sqoop) and a qualified Data Scientist (covering Exploring Data, Data Visualization, Statistical Inference, Regression Analysis, Machine Learning & ShinyApps using R-Programming). He has Twenty-Eight plus years of industry experience with extensive domain expertise in Data Management, Messaging and Infrastructure.



Mr. Rajiv Indimath

Resource Person : Session 2 Part I & II

Mr. Rajiv Indimath is an entrepreneur, business incubator, angel investor and growth consultant. Rajiv has scaled up in the B2C e-commerce ventures, has invested in idea stage sentiment analytics firm, and is currently the venture partner in two B2B2C ventures in the hospitality and ad-tech space. Rajiv has worked with McKinsey & Co., Citi and a boutique growth formulation and implementation firm across Brazil/India. He has executed several training and teaching assignments at IIT B, SP Jain, Symbiosis and other technical and business schools on topical issues like product development, lean start up methodology, business model canvas, M&A, venture capital investing and go to market. He is a Fellow at the Start-up Leadership Program and a mentor at Founders Institute. Rajiv is the co-founder of Inca Growth Partners, a venture development firm and Stage V, a biotechnology accelerator.



Mr. Shrikant Kejriwal

*Resource Person : Session 3 Part I & II
Session 4 Part I & II*

Mr. Shrikant Kejriwal is currently working with Mahindra and Mahindra group as DGM in the analytics consulting track. At Fractal Analytics, a top analytics company, he managed large analytics programs for global retailers, CPG companies and loyalty management organizations in descriptive and predictive analytics space. He has completed his MBA from IIM Indore and also has an engineering degree from HBTI, Kanpur. He has more than 11 years of corporate experience at companies such as TCS, Sears and Fractal. In 2008, during one of the significant BI transformation programmes, he has trained over 1500 business users over a period of two months and was awarded by the Deputy Commissioner of New York.

PARTICIPATION FEES

Participant Category	Fees	Early Bird Discounted Fees before 10th September, 2016	Group Discount
Corporates	₹ 5000	₹ 4500	<ul style="list-style-type: none"> 10% applicable for all categories with 3 - 5 participants 20% applicable for all categories with more than 5 participants
Academicians	₹ 4000	₹ 3600	
Students	₹ 2500	₹ 2250	

*All fees are inclusive of Service Tax

Inclusions:

- ✓ MDP Kit
- ✓ Course Material
- ✓ Lunch and Refreshments for both the days.

Key Takeaways:

- ✓ Problem Solving and Decision Making
- ✓ Research Applications
- ✓ Critical Thinking and Analytical Skills

ACCOMMODATION FACILITY

Room Type	Rates per Day	
	AC	Non AC
Single Occupancy	₹ 1500	₹ 1000
Twin Sharing	₹ 1200	₹ 700

*Rates include accommodation only

MODE OF REGISTRATION AND PAYMENT DETAILS

- Online Registration Form is available on www.sfimar.org
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- Direct Payment/Bank Transfer: Payment to be made to:
 - Bank Name: Catholic Syrian Bank
 - Account Name: SFIMAR (CHRD) A/C
 - Account No. 033103169256190003
 - Account type: Savings
 - City: Mumbai
 - Branch Location: Borivali (W)
 - IFSC: CSBK0000331

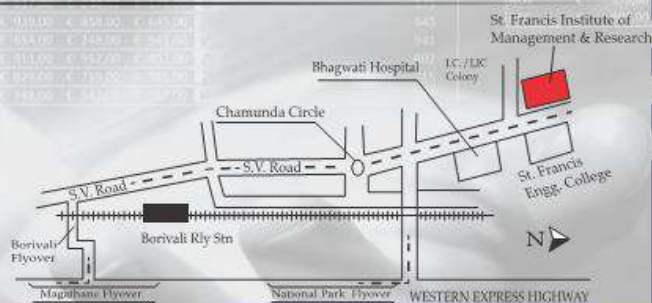
*Kindly e-mail the funds transfer receipt to mdp@sfimar.org to confirm participation

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 Website: www.sfimar.org



Faculty Development Programme on Basic & Advanced Excel on 21st, 22nd, 23rd, 27th and 28th June 2016

Introduction

A Faculty/Staff Development Programme on "Basic and Advanced Excel" was conducted by Dr. Tushar Panigrahi and Mr. Cyrus Lentin for four and a half days. The event started on Tuesday, June 21, 2016, second half, on the SFIMAR campus. It was continued on 22nd, 23rd, 27th and 28th June 2016, which was attended by all the faculty and staff members of SFIMAR and few outside participants. Every day was divided into three sessions in which Excel's basic and advanced tools and techniques were taught. The valedictory function conducted on the last day was attended by all participants and Director, Registrar and Chairman. All the participants were awarded certificates. The programme was appreciated by the participants with positive feedback.

Objectives

This program will give the participants a technical competence of using basic features of MS-Excel to advanced features & functionality. The program covers the requirements of Business Reporting & Business Analytics and also involves programming with macros & VBA in excel.

Course Outline

1. Basic Operations
2. Functions, Filtering & Sorting
3. Merging Functions / Data Validation / Protecting Data
4. Analytics Reporting
5. Analytics Visualization
6. What If Analysis
7. Optimization / Solver
8. Linear Regression
9. Logistic Regression
10. Introduction to Macros & VBA Programming
11. VBA Programming – VBA Coding
12. VBA Programming – User Forms



Dr. Tushar Panigrahi conducting the session on June 21, 2016



Mr. Cyrus Lentin conducting the session on June 27, 2016

Outcomes

Upon completion of the course, the attendees will be able to

1. Modify excel options
2. Protect data in worksheets and workbooks
3. Import data into excel and export data from excel
4. Use data linking to create more efficient workbooks
5. Group cells and use outlines to manipulate the worksheet
6. Create summaries in spreadsheets
7. Use Data Consolidation to combine data from several workbooks into one
8. Create, use and modify data tables
9. Create and work with scenarios
10. Construct and operate Pivot Tables
11. Use advanced filters to analyze data
12. Use Data validation techniques

Faculty Development Programme on Big Data, Data Analytics and Cloud Computing on 04-05-2016 to 06-05-2016

A Faculty Development Programme was organized at the SFIMAR campus from 04-05-2016 to 06-05-2016. The topics covered in the FDP were Big Data, Data Analytics and Cloud Computing. The FDP was conducted in Computer Lab 105. The training programme was scheduled from morning 10.00 am to evening 5.00 pm with a lunch break of one hour in between for all the three days. The total number of participants was twenty-four, including the faculty members, the IT Staff, the Librarian, and esteemed Director, Dr. S.S. Mohanty. Everyone had a hands-on training experience during the FDP.

The Schedule of the FDP, along with the resource person's name, is as given:

- Big Data, May 4, 2016; by Prof. Anshul Gupta
- Cloud Computing, May 5, 2016; by Prof. Sarada Samantaray and
- Data Analytics, May 6, 2016, by Prof. Sarada Samantaray

Objective

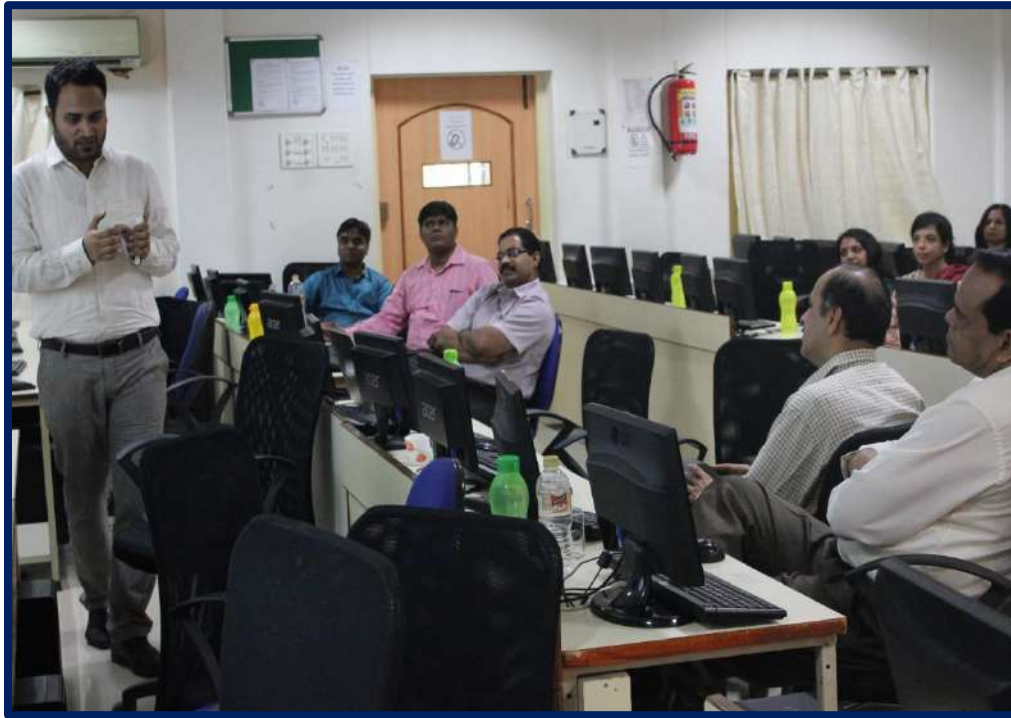
The FDP's objective is to understand the implications and applications of Big Data, Data Analytics and Cloud Computing in Management. The Digital India Programme/Movement would generate massive data in almost every field that needs to be organized and managed.

Profile of the Resource persons

Prof. Anshul Gupta is Assistant Professor, Mukesh Patel School of Technology Management and Engineering, NMIMS University. His areas of specialization are Data Cleaning and Gathering-ETL (M.Tech-Data Science), Data Structure and algorithms, Mobile Computing, Artificial Intelligence, Robotics and Business Analytics.

Prof. Sarada Samantaray is Associate Dean (Academics and Technology Management), Mukesh Patel School of Technology Management and Engineering, NMIMS University. His areas of specialization are Business Analytics and Computer Science. He introduced and successfully started an M Tech Program in Data Science with a strong industry linkage for internship and

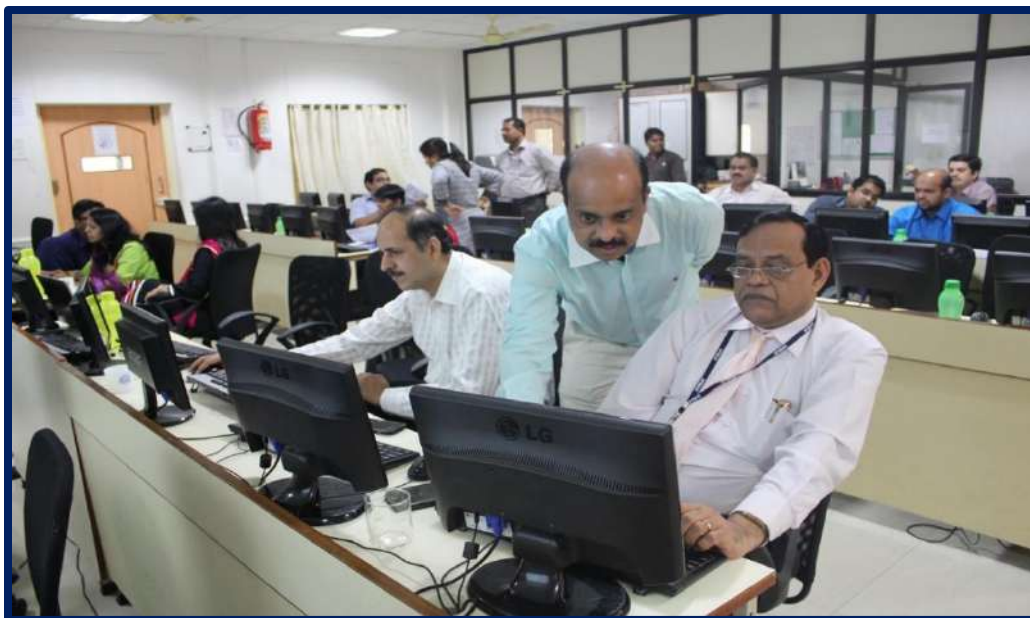
placement. He has gathered around 23 years of Software planning, management, development, delivery experience in the lifecycle of complex software development. He worked with Microsoft for 12 years to manage Windows 2000/XP/2003/Vista/Win7 releases. Also, He worked on enterprise solutions for the Sales and Marketing division of Microsoft in customer relationship management (MS CRM), looking after customer analytics.



A hands-on training during the FDP on Big Data by the Trainer - Prof. Anshul Gupta, NMIMS on May 4, 2016.



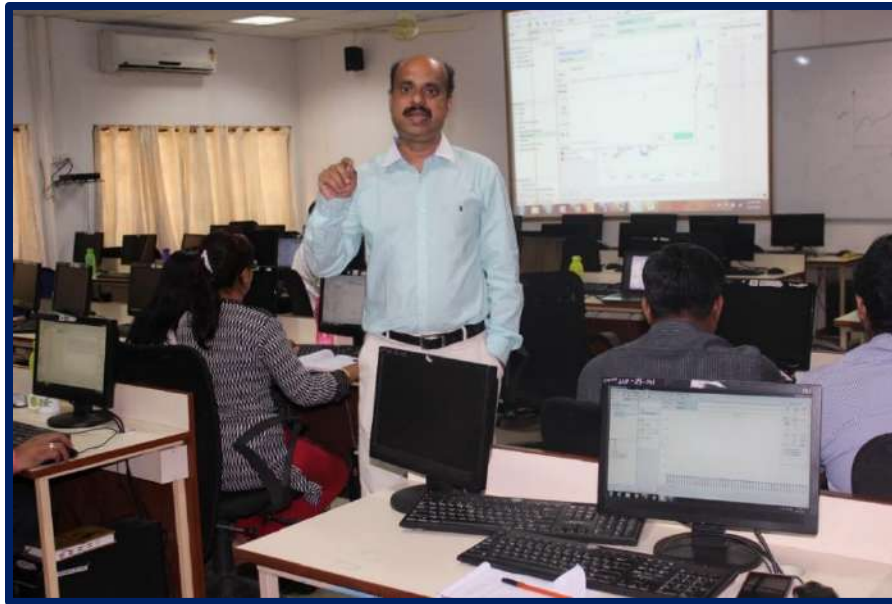
A hands-on training during the FDP on Big Data by the Trainer - Prof. Anshul Gupta, NMIMS on May 4, 2016.



Doubt Clarification during the FDP on Data Analytics & Cloud Computing by the Trainer - Prof. Sarada Prasad Samantaray, NMIMS on 05th & 6th May 2016.



**FDP on Data Analytics & Cloud Computing by Trainer - Prof. Sarada Prasad Samantaray,
NMIMS on 05th & 6th May 2016.**



**FDP on Data Analytics & Cloud Computing. Trainer: Prof. Sarada Prasad Samantaray,
NMIMS on 05th & 6th May 2016.**

Outcomes

Upon completion of the course, the attendees will be able to

- Study Big Data and prepare data for business reporting
- Gather insights on the performance of the business and its differences concerning traditional reports
- Explain the core issues of Cloud computing and appropriate technologies

Report on MDP on 'ENTREPRENEUR IN YOU' organized on 9th and 10th of October, 2015

Introduction

As Mr. Robert L Schwartz rightly said, an entrepreneur is essentially a visualizer and an actualizer. He can visualize something, and when he visualizes it, he sees exactly how to make it happen." SFIMAR organized a two-day Management Development Program (MDP) on the topic "ENTREPRENEUR IN YOU" on the 9th and 10th of October, 2015 for students and all the aspiring Entrepreneurs in the Industry. The program is intended to empower aspiring minds to pivot concepts and ideas into great money-spinners. It was an opportunity for budding Entrepreneurs, SMEs, Corporate Greenhouses, startups, Family Business Owners, Academicians and Students to gain meaningful insight into the nitty-gritty of building successful business models and strategizing their sustainable success by provoking and honing their entrepreneurial skills.

Objectives

- To gain meaningful insights into the nitty-gritty of building successful business models and strategizing their sustainable success by provoking and honing their entrepreneurial skills.
- To empower the aspiring minds towards pivoting concepts and ideas into great money-spinners.

Day 1 of the program started with registration. After giving participants their ID cards and welcome kit, the inaugural session commenced with the SFIMAR anthem and lighting of the lamp by the Chief Guest, Mr Akhil Shahani, Chairman Bro. Alphonse Nesamony, Director Dr S.S. Mohanty, Registrar Bro KC Joseph, Mr Augustine Kurias, Mr Albert D'Souza (Entrepreneur of the day), and Prof Vinod Surange, the first participant to register for the event. A video presentation was shown to the audience regarding the Entrepreneurial journey of SFIMAR. The Director, Dr. S.S. Mohanty, delivered an inspiring speech on the MDP, on Entrepreneurship and on the vision of the St. Francis Congregation in developing its state-of-the-art Entrepreneurship & Business Incubation Zone (SFIMAR*ebiz*) on the 2-acre land which has been set aside at Vasai. The Director

has also taken up the responsibility for developing its blueprint. He took the opportunity to welcome the Chief Guest, Mr. Akhil Shahani & the entrepreneur of the Day, Mr. Albert D'Souza.



The lighting of the lamp



Director Dr. S.S. Mohanty addressing the participants

Mr. Akhil Shahani took over and inspired the audience through a thought-provoking talk on what it takes to be an Entrepreneur. He mentioned the various factors that play a vital role in an Entrepreneur's success by using the acronym LUCK.

- L – Location
- U – Understanding
- C – Connections
- K - Knowledge

He also used all of these factors to relate to the rise of Bill Gates with a beautiful example from his life.



Chief Guest Mr. Akhil Shahani addressing the Participants

Then it was the turn of the "**Entrepreneur of the Day**" Mr. Albert D'Souza. He gave a touching account of his entrepreneurial journey. He reminisced about the things that prompted him to take up entrepreneurship. He took the participants along with him on the journey of his first company, all the way to becoming the man he is now. His speech reinstated the fact of how privileged the participants were to have him as the "**Entrepreneur of the Day**".



Entrepreneur of the day, Mr Albert D'Souza

Then, all the dignitaries proceeded towards the inauguration of the "SFIMARebiz," i.e., the Entrepreneurship & Business Incubation Zone. In the meanwhile, participants took a short tea break.



Inauguration of "SFIMARebiz"

After this, the main event commenced with the first speaker for the day, Ms Sonali Tiple, the Founder Director of Margin's view, on the topic "**Let's Blue sky this**". Ms. Tiple gave insights on Creating Successful Business Models. She discussed how to manage the execution of various

business strategies effectively. She also threw light on which areas to concentrate on while creating a sustainable business model blueprint. Her informative session was a great way to kick start the MDP and it helped to create excitement and enthusiasm among the participants for the sessions to follow.



Ms Sonali Tipre – Session 1 (Lets blue sky this)

Session 2 was conducted by Ms Ashu Thakur, the Founder of Ashu Thakur & Associates, titled "**What are the next steps**". It guided the participants through the Legal and Regulatory Issues for Startups. The session was centered on the following points:

- Business Structures
- Characteristics of Business Structures
- Classification & Registration of MSME
- Protecting your Intellectual Property Rights
- Fund Raising- Benchmarks & Sources
- Foreign Direct Investment
- Stages of Fund Raising



Ms Ashu Thakur – Session 2 (What are the next steps)

Post lunch, Session 3 was headed by Mr Subir Ghosh, a Strategic Advisor and Entrepreneur at Business Building Advisory, titled "**Prime the Pump,**" which gave insights on Financing Start-ups. He discussed the types of venture capital and various other ways to secure finance. He also threw light on the critical criteria for funding a new idea. He concluded by taking the participants through a successful seed round pitch, which helped them understand how to approach companies for investment.



Mr. Subir Ghosh – Session 3 (Prime the Pump)

The next speaker for the day was Dr. Macario Fernandes (Board Executive Director & Principal Partner at M/s Steinbach Executive Consultants, heading India Operations, Founder-Owner of the Macarism Group and Retainer Consultant/Advisor to the Godrej & Somaiya Groups). He conducted Session 4 titled, "**It is a Win-Win**", which focused on developing a Marketing Strategy. He discussed in detail about:

- Product lifecycle
- Market lifecycle (BCG Matrix)
- 7Ps marketing mix
- Porter's generic strategies (Cost leadership & differentiation)
- Ansoff matrix

He ensured that the session remained very interactive by encouraging lots of questions from the participants.



Dr Macario Fernandes – Session 4 (It is a Win-Win)

Session 5 was headed by Ms Minakshi Samant titled "Empower your Bandwidth," which threw light on Building Human resources for startups. She brought a lot of energy into the session with a plethora of examples. She gave a detailed account of the various HR processes which are required in startups. She gave a lot of emphasis to Talent Acquisition, Compensation, Job Descriptions & Communication. She ended her session with the quote, "**At the end of the day, we bet on people – not strategies**".



Ms Minakshi Samant – Session 5 (Empower your Bandwidth)

After all the five sessions of the day, an activity was conducted by Prof. Paul Alukal. Dr. S. S. Mohanty, Director of SFIMAR, was also available for further clarifications. The activity was titled **"Think out of the Box,"** which was meant to prepare an initial business plan by the participants after being divided into nine groups (6 groups for students & 3 for corporate). This business plan was to be presented on the second day to the panel of judges, which consisted of Director Dr. S. S. Mohanty, Dr. Macario Fernandes, Mr. Rajesh Ramaswamy and Mr. Mathew Isac. This activity was kept to brief the participants about the tips which could help formulate a business plan. It also gave an idea about the parameters on which the panel would judge each of the groups.



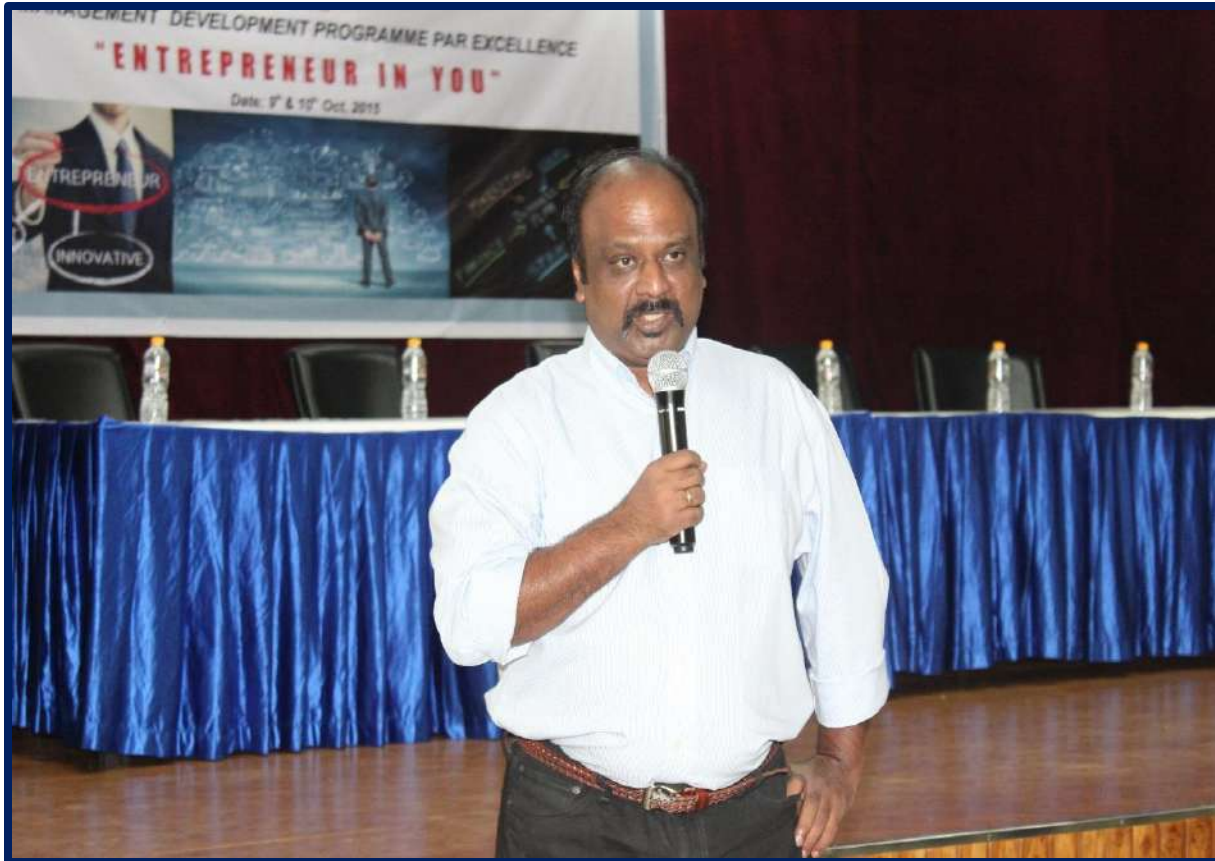
Prof. Paul Alukal – Activity (Think out of the Box)

Day 2 of the program started with registration and breakfast. The first session of the day was conducted by Mr. Rajesh Ramaswamy, Director at S K B Machine Tools, titled "**Let us put our game faces on,**" where he dealt with critical strategies for building successful businesses. He spoke about the importance of having a clear goal (short term & long term) in place. Then, he discussed the various paths one can choose to achieve the goal (exclusivity, quality, value for money). He also shed light on the market strategy & financial strategy, which companies should follow when starting.



Mr. Rajesh Ramaswamy – Session 6 (Let us put our game faces on)

The final session was headed by Mr. Mathew Isac (Director at Venture Bean Consulting Pvt. Ltd), titled "**It was a perfect storm,**" which gave the participants valuable lessons from failures and successes of businesses. He made it a very interactive session through in-depth discussions with the participants. Mr. Isac explained the issues which entrepreneurs face with the help of real-life examples. He also took the time to share some of the success stories in the business world with the participants. He signed off by narrating his own life story, in which he faced lots of ups & downs. The tremendous willpower & self-belief he demonstrated through his entrepreneurial journey provided a lot of encouragement to the participants to keep striving for their goals.



Mr Mathew Isac – Session 7 (It was a perfect storm)

Afterward, participants were given time to continue working on their respective business plans in the activity titled "**Deep Dive**" which was followed by lunch. Post lunch, the participants presented their business plans to the panel of judges in the activity titled "**This is our Deliverable**". The participants put their best foot forward and received appreciation from the panellists for their unique and exciting ideas. It was a challenging but healthy competition.

Based on the scores given by the four esteemed panellists, the winners and Runners-up were declared in both the Students and the Corporate Categories. The winners and the Runners-up were congratulated by our Chairman Brother Alphonse Nesamony, who presided over the Valedictory Session. The winning group among the students received silver medals for their efforts. The winners among the corporates were awarded gold medals.



Runners-up (Students) Group 5



Winners (Students) Group 6



Runners-up (Industry) Group 2



Winners (Industry) Group 3

Post this. The participants were presented with their participation certificates by the esteemed dignitaries. The Vote of Thanks was delivered and the event ended with everyone singing the National Anthem.



Participants with the dignitaries



Organizers with the dignitaries

MDP Brochure – Entrepreneur in You



ST. FRANCIS INSTITUTE OF MANAGEMENT AND RESEARCH

Approved by AICTE, New Delhi and Affiliated to the University of Mumbai
(An ISO 9001:2008 Certified Institute)

Presents

A Management Development Programme Par Excellence

ENTREPRENEUR IN YOU



On 9th & 10th October, 2015

ABOUT SFIMAR

St. Francis Institute of Management & Research (SFIMAR) was established in 2002 by 'The Society of the Congregation of Franciscan Brothers' to impart quality education in the field of Business Management. It is recognized by AICTE, New Delhi and has been granted permanent affiliation by University of Mumbai. SFIMAR is an ISO 9001:2008 Certified Institute and also recognized under Section 2 (f) & 12(B) of UGC Act 1956.



SFIMAR offers Masters in Management Studies (MMS) Programme, Post Graduate Diploma in Management (PGDM) Programme and a three-year part-time Master's Degree Programme (Financial Management and Marketing Management streams). The Institute, its programmes and activities are designed to act as a nurturing and mentoring ground for developing work discipline, innovative abilities, leadership skills and ideal values.

ABOUT THE PROGRAMME

With the astounding success of 'Chanakya in You', an MDP par Excellence that made known the ancient wisdom of Chanakya in the present business context to transform individuals into better performers and leaders, St. Francis Institute of Management and Research is proud to present its MDP on 'Entrepreneur in You' on 9th and 10th October, 2015.



This Management Development Programme on 'Entrepreneur in You' intends to empower the aspiring minds how to pivot concepts and ideas into great money-spinners. It is an opportunity for budding Entrepreneurs, Corporate Greenhouseers, SMEs, Start-ups, Family Business Owners, Academicians and Students to gain meaningful insight into the nitty-gritty of building successful business models and strategizing their sustainable success by provoking and honing their entrepreneurial skills.

WORK GROUP

STORAGE

PROGRAMME SCHEDULE

Day 1 – 9th October, 2015 (Friday)

Time	Event
09:00 to 09:30 am	Registration
09:30 to 10:30 am	Inaugural Session
10:30 to 10:45 am	Tea Break
10:45 to 11:45 am	Session 1- Lets blue sky this Creating Successful Business Model
11:45 to 12:45 pm	Session 2- What are the next steps ? Legal and Regulatory issues for Start-ups
12:45 to 01:30 pm	Lunch
01:30 to 02:30 pm	Session 3- Prime the Pump Financing Start-ups
02:30 to 03:30 pm	Session 4- Empower your Bandwidth Building Human Resource for start-ups
03:30 to 03:45 pm	Tea Break
03:45 to 04:45 pm	Session 5- It's a Win-Win Developing a Marketing Strategy
04:45 to 05:45 pm	Activity – Think out of the Box Preparation of Initial Business plan

Day 2 – 10th October, 2015 (Saturday)

Time	Event
09:30 to 10:30 am	Session 6- Let's put our game faces on Strategizing successful businesses
10:30 to 10:45 am	Tea Break
10:45 to 11:45 am	Session 7- It was a perfect storm Lessons from failure and success
11:45 to 01:00 pm	Activity - Deep Dive Group wise Final Business Plan preparation
01:00 to 02:00 pm	Lunch
02:00 to 05:00 pm	Activity - This is our Deliverable Presentation of business plan by each group which would be evaluated by expert panel of judges. Best business plan will be awarded.
05:00 to 05:30 pm	Valedictory Session

CHIEF GUEST - INAUGURAL FUNCTION



Mr. Akhil Shahani
Director, Shahani Group
Educational Institutes in Management,
Entrepreneurship, Media & Real Estate

ABOUT THE SPEAKERS

Session 1- Lets blue sky this

Ms Sonali Tiple
Management Consultant

Session 2- What are the next steps ?

Ms Ashu Thakur
Advocate & Solicitor,
Founder - Ashu Thakur & Associates

Session 3- Prime the Pump

Mr Subir Ghosh
Strategic Advisor & Entrepreneur,
Business Building Advisory

Session 4- Empower your Bandwidth

Ms Minakshi Samant
HR Director - South Asia at Millward Brown
(WPP company)

Session 5- It's a Win-Win

Dr Prof. Macario Fernandes
Board Director - STEINBACH,
Founder-Owner THE MACARISM GROUP

Session 6- Let's put our game faces on

Mr Rajesh Ramaswamy
Director – S K B Machine Tools

Session 7- It was a perfect storm

Mr Mathew Isaac
Director, VentureBean Consulting Pvt. Ltd.

Activity - This is our Deliverable Panelists

1. Dr S. S. Mohanty, Director – SFIMAR
2. Mr Rajesh Ramaswamy
3. Mr Mathew Isaac
4. Dr Prof. Macario Fernandes

Participation Fees

Participation Category	Fees	Early Bird Discounted Fees before 21 st September, 2015
Corporate	₹ 7000	₹ 5600
Academic	₹ 5000	₹ 4000
SFIMAR Academic Associates	₹ 3500	₹ 2975

This will include the MDP kit, Lunch and Refreshments for both the days.
All fees are inclusive of Service Tax

Accommodation Facility

Room / Sharing Details	Rates per Day	
	AC	Non AC
Single Occupancy	₹ 1500	₹ 1000
Twin Sharing Occupancy	₹ 1200	₹ 700

* Rates include accommodation only

Mode of Registration & Payment Details

1. Online Registration Form is available on www.sfimar.org
2. Cheque / DD to be drawn in the name of "SFIMAR (CHRD) A/C"
3. Direct Payment / Bank Transfer: Payment to be made to :
 - Bank Name: Catholic Syrian Bank
 - Account Name: SFIMAR (CHRD) A/C
 - Account No. 033103169256190003
 - Account Type: Savings
 - City: Mumbai
 - Branch Location: Borivali (W)
 - IFSC: CSBK0000331

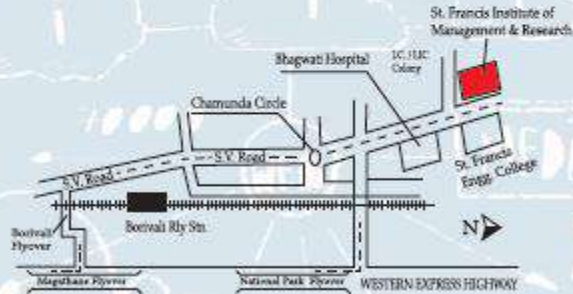
*Kindly e-mail the funds transfer receipt to mdp@sfimar.org to confirm participation.

Programme Coordinators

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Outcomes

- Entrepreneurial skill sets.
- Strategy execution for high growth/impact firms.