



Date: 18.09.2019

To,  
Dr. Pankaj Natu,  
Director,  
Thakur Institute of Management Studies and Research,  
Kandivali (E), Mumbai  
Pin – 400101

**Subject: Consultancy project for Digital Marketing Services**

Dear Dr.Natu,

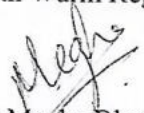
Eshaan International was established with an objective to work in the area of Digital Marketing. We are in to Social Media Marketing and application of digital processes in marketing domain, with a brand name 'Sociobliss' incepted in the year 2018.

We are happy to offer to TIMSR, the Consultancy project on "Digital Marketing" where we are looking for support in marketing of services on digital platform. We look forward to the following areas in the scope of work.

- Develop Digital Marketing strategies with relevance to current Business scenario.
- Ideas to market Business and products on digital platforms.
- Applying marketing theories to digital avenues on social media.

Your expertise in the marketing domain will be very helpful to us in the expansion of business. We look forward to a long and successful relationship. The proposed term and conditions for consultancy services are attached in the Annexure.

Thanking you  
With Warm Regards,

  
Ms Megha Bhati  
Founder & CEO  
Eshaan International



4th floor, TIMSR , Thakur Mall, above Pizzahut, Thakur Village,  
Kandivali East, Mumbai, Maharashtra 400101



Laadla Singh Charitable Trust's (Regd.)

**THAKUR INSTITUTE OF  
MANAGEMENT STUDIES & RESEARCH**

(Approved by AICTE, Govt. of Maharashtra & Affiliated to University of Mumbai)

• ISO 9001 : 2015 Certified

• Accredited with A+ Grade by National Assessment and Accreditation Council (NAAC)

C - Block, Thakur Educational Campus,  
Shyamnarayan Thakur Marg, Thakur Village,  
Kandivali (East), Mumbai - 400 101.

Tel.: 6730 8201 / 2, 2884 7147 / 445

Fax : 2887 3869

Email : [timsr@thakureducation.org](mailto:timsr@thakureducation.org)

Website : [www.timsrmumbai.in](http://www.timsrmumbai.in) • [www.thakureducation.org](http://www.thakureducation.org)

TIMSR/ACA/DIR/19-20/130-A

September 25, 2019

To,

Ms Megha Bhati,  
Founder & CEO,  
Eshaan International.

Dear Ms. Megha,

With reference to your letter dated 18.09.2019, TIMSR accepts your consultancy offer. We assure you our best efforts in respect to the scope of work and deliverables in relation to the digital marketing business.

The payment for the consultancy charges will be made monthly in the favor of **TIMSR Short Term Course**.

Thanking you,

With Warm Regards,

**Dr. Pankaj Natu**  
Director  
TIMSR



**Enclosure:**

- I. Attached is accepted terms and conditions.
- II. Details of Bank Account





Yashwantrao Chavan Pratishthan (Trust) (Ampd)

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Fax : 2887 3869

Email : timsr@thakureducation.org

Website : www.timsrmumbai.in • www.thakureducation.org

TIMSR/CEO/APPROVAL/2021-22/ 015(A)

September 17, 2021

**Guidance and Approval from CEO**

**Subject: Reimbursement for Consultancy Revenue to Dr. Pankaj Natu**

TIMSR has been offering Consultancy project on 'Digital Marketing' to Eshaan International since October 2019, where Institute is providing consultancy in Social Media Marketing. Dr Pankaj Natu has been assigned the consultancy work being an expert in Marketing domain. Consultancy work is ongoing on following areas:


- Develop Digital Marketing strategies with relevance to current Business Scenario
- Ideas to market Business and products on digital platforms & social media

Details of the financials credited for the Consultancy work for the Year 2019-20 & 2020-21 are as follows:

Year	Total Revenue Received from Eshaan International (Rs)	Expenses	Profit (Rs)	Share of Faculty (75%) (Dr. Pankaj Natu)	Share of TIMSR (25%) Rs
2019-20	212400	0	212400	159300	53100
2020-21	283200	0	283200	212400	70800
<b>Total</b>	<b>495600</b>	<b>0</b>	<b>495600</b>	<b>371700</b>	<b>123900</b>

As per the Consultancy Research Projects & MDP Policy(attached herewith), kindly allow the reimbursement of Rs 3,71,700/- to Dr. Pankaj Natu (Rs 1,59,300/- for A.Y 2019-20 & Rs 2,12,400/- for A.Y 2020-21)

Amount in words: Rupees Three Lakhs Seventy One Thousand Seven Hundred only

  
Proposed by  
Pankaj Singh  
AO

  
Reviewed &  
Recommended by  
Dr. Pankaj Natu  
Director

  
Reviewed by  
Greena Karani  
CFO

  
Seen by  
Rhea Pai  
COO

  
Approved by  
Karan V. Singh  
CEO

Enclosure: Consultancy Letter and Ledger Details

*Indrajeet inform me once done. 26/10/21*





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Tel.: 6730 8201 / 2, 2884 7147 / 445  
Fax : 2887 3869  
Email : timsr@thakureducation.org  
Website : www.timsrumbai.in • www.thakureducation.org

OK

**TAX INVOICE**

Invoice No: TIMSR/03/21-22

Date: 10.08.2021

To,  
ESHAAN INTERNATIONAL  
A 2101, Gokul Gagan, Thakur Village,  
Kandivali East,  
Mumbai-400 101

GSTIN OF THE SERVICE RECEIVER: 27AEQPB1318E1ZV

Kind Attn: Ms. Megha Bhatti

Description of Services:

Taxable Value ( Amount in ` )

Fees for Consultancy Service Period from 01.07.2021 to 31.07.2021		30,000.00
<b>Sub Total.</b>		<b>30,000.00</b>
CGST @ 9%		2,700.00
SGST @ 9%		2,700.00
<b>Sub Total.</b>		<b>5,400.00</b>
<b>Grand Total</b>		<b>35,400.00</b>
Less: TDS deductible on ` 30,000/- @ 10%		3,000.00
<b>Net Receivable after TDS</b>		<b>32,400.00</b>

**Rupees Thirty Five Thousand Four Hundred Only**

GSTIN OF THE SERVICE PROVIDER: 27AAATZ0141P1Z5

PAN NUMBER: AAATZ0141P

Service Accounting Code ( SAC Code): 999293

Service Category: Commercial training and coaching services.

Penalty After due date @ 18% P.A.

1. Kindly make payment through " RTGS" to State Bank of India.  
Kandivali East Branch, having Saving Account No: 63030617951 IFSC CODE: SBIN0030366
2. Please issue payee's A/c Cheques in favour of "TIMSR Short Term Course".
3. Dishonoured cheque will mean immediate payment by draft/pay order.
4. Any other tax will be payable extra if applicable in future.
5. All cheques payments should be sent in the office situated at TIMSR, C Block, Thakur Educational Campus, Shyamnarayan Thakur Marg, Thakur Village, Kandivali (E), Mumbai - 400 101, from 9.30 A.M. to 5.30 P.M. except Saturday, Sunday and other public holidays.
6. Please mentioned the details like TDS deduction, Gross Amount, Net Amount against License Fee while making the payment and send the TDS paid certificate on quarterly basis.
7. Please do not deduct the TDS on CGST/ SGST or any Government tax as on today.

For Timsr Short Term Course ( Zagdu Singh Charitable Trust)

*(Handwritten signature)*

**AUTHORISED SIGNATORY**



*(Handwritten signature)*



TIMSR/ACA/DIR/19-20/130-A

September 25, 2019

To,

Ms Megha Bhati,  
Founder & CEO,  
Eshaan International.


Dear Ms. Megha,

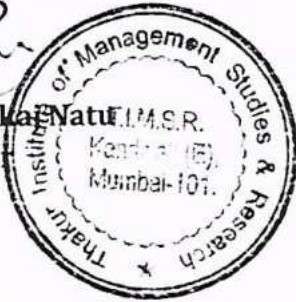
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Director  
TIMSR



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### Terms and Conditions (Annexure)

#### **I. Objectives-**

- Develop Digital Marketing strategies with relevance to current Business Scenario.
- Ideas to market Business and products on digital platforms.
- Applying marketing theories to digital avenues on social media.

#### **II. Scope for the consultancy**

- Developing Marketing skills with strategy
- Guiding on Development of Products and Business

#### **III. Duration-Ongoing w.e.f 01.10.2019**

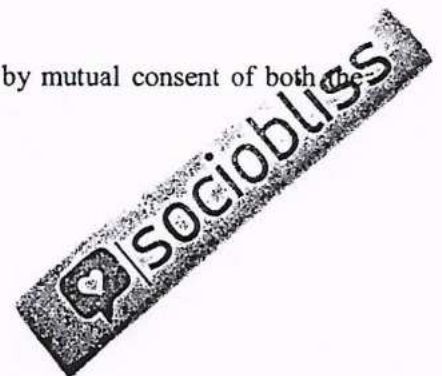
**IV. Financial Involved:** Consultancy charges of Rs Thirty Thousand only (Rs 30000) + Taxes ) will be paid every month

#### **V. Deliverables-**

- To understand different Digital Marketing strategies and its relevance in current Business scenario.
- To develop ideas to market Business and products on digital platforms.
- To apply marketing theories to digitalization avenues on social media

**VI. Cancellation of the Consultancy Services:** One month written notice has to be served by the either party for the cancellation of the services.

**VII. Others:** Any changes in the scope or nature of work will be done by mutual consent of both parties.



4th floor, TIMSR , Thakur Mall, above Pizzahut, Thakur Village,  
Kandivali East, Mumbai, Maharashtra 400101



A Digital Disruptor with a strategic approach towards value-driven content and effective ROI. Holding an MBA in Marketing along with Post graduation in Digital Marketing and Metrics from one of the top B-School, S. P. Jain School of Global Management has helped me charting out marketing strategies and contributing to enhancing business volumes & growth and achieving profitability norms. Catering to clients worldwide as their digital partner in the field of Lifestyle, Automobile, Education, Human Resource, Finance, Pharmaceutical, etc. Initially started with a team of 3, in a year expanded to 15 and still growing.

Working in various verticals like Web Development, Social media management, Search Engine Optimization, Online Media Buying, Content creation, Web Analytics Solutions & Influencer Management, the idea has always been to be at par with current digital trends and to use it to get maximum ROI for our esteemed clientele.



*Megha Bhati*  
Founder, CEO







# FACEBOOK PARTNER



Sociobliss has the assistance of marketing and business development support from Facebook.

 | sociobliss



## Sociobliss works on the **3T MECHANISM**



### **Takeover**

Get an understanding of the brand world and the market forces at play



### **Transition**

Help brands migrate through sound strategy so they re-invent themselves from a fresh perspective



### **Transform**

Making brands a force to reckon with



## Our Service Offering



Branding



Social Media Marketing



SEO



Programmatic Advertising



Media Planning & Buying



Email Marketing



Whatsapp Marketing



Marketing Collaterals



Website Development



# Clients

*Vit n Rich*  
Almond Chocolates



**BANKE**

EUROTechnic INDIA



PARAMPARA ACHHAI KI  
SINCE 1832



PANACHE  
AUTO WERKE

RONASH

सुविधा  
काठमाडौं (६)  
काठमाडौं-१०१

## OUR VISION

Support entrepreneurs; corporates and entities to create an emotional connect with their customers.

## OUR MISSION

To use strategic, integrated and effective digital marketing strategy to deliver on the marketing objective.



The business DNA of Sociobliss is founded on the pillars of  
**ANALYSE, FOCUS, SOLUTION and IMPACT.**



Analyse the  
market scenario



Focus on the  
product benefits



Using the optimal solution  
to communicate



Build a strong  
brand value


# Verticals

catered to

 FMCG


 Lifestyle

 Financial

 Auto

 Consumer Goods

 Pharma

 Education

 Hospitality

 Human Resource





## AWARD & CITATIONS

Sociobliss has been recognized as one of the result-driven Digital Marketing Agencies in Mumbai by prestigious platforms.

**Top 10 StartUps In Mumbai by Silicon India, 2019**

**Awarded Company Of the Year 2020 by The CEO Story**



# THANK YOU



**Megha Bhati**

Contact no.: +91 98203 87623

Email id: [megha@sociobliss.com](mailto:megha@sociobliss.com)



**Zagdu Singh Charitable Trust**  
TIMSR SHORT TERM COURSE  
Shyamnarayan Thakur Marg, Thakur Village,  
Kandivali East  
Mumbai: 400101

**Eshaan International**  
Ledger Account  
A 2101 Gokul Gagan  
Thakur Village Kandivali East, Mumbai: 400 101

1-Apr-19 to 3-Sep-21

Date	Particulars	Vch Type	Vch No.	Debit	Page Credi
19-Oct-19	To <b>Training &amp; Consultancy Income</b> <i>being invoice no: 317 dated 19.10.2019 raised to eshaan international for consultancy charges for the period from 01. 10.2019 to 31.10.2019 Gross 35400/-</i>	Journal	7	35,400.00	
24-Oct-19	By <b>State Bank of Indore-63030617951</b> <i>being invoice no: 317 dated 19.10.2019 raised to eshaan international for consultancy charges for the period from 01. 10.2019 to 31.10.2019 Gross 35400/- neft RECEIVED N297190962824683</i>	Receipt	9		35,400.00
15-Nov-19	To <b>Training &amp; Consultancy Income</b> <i>being invoice no: 366 dated 15.11.2019 raised to eshaan international for consultancy charges for the period from 01. 11.2019 to 30.11.2019 Gross 35400/-</i>	Journal	8	35,400.00	
19-Nov-19	By <b>State Bank of Indore-63030617951</b> <i>being invoice no: 366 dated 15.11.2019 raised to eshaan international for consultancy charges for the period from 01. 11.2019 to 30.11.2019 Gross 35400/- neft RECEIVED N323190985129955</i>	Receipt	10		35,400.00
2-Dec-19	To <b>Training &amp; Consultancy Income</b> <i>being invoice no: 393 dated 02.12.2019 raised to eshaan international for consultancy charges for the period from 01. 12.2019 to 31.12.2019 Gross 35400/-</i>	Journal	10	35,400.00	
11-Dec-19	By <b>State Bank of Indore-63030617951</b> <i>being invoice no: 393 dated 02.12.2019 raised to eshaan international for consultancy charges for the period from 01. 12.2019 to 31.12.2019 Gross 35400/- neft RECEIVED N345191005974364</i>	Receipt	13		35,400.00
3-Jan-20	To <b>Training &amp; Consultancy Income</b> <i>being invoice no: 459 dated 03.01.2020 raised to eshaan international for consultancy charges for the period from 01. 01.2020 to 31.01.2020 Gross 35400/-</i>	Journal	12	35,400.00	
4-Jan-20	By <b>State Bank of Indore-63030617951</b> <i>being online fees for consultancy received from eshaan international vide NEFT N004201026862395 JAN 20</i>	Receipt	23		35,400.00

Carried Over

1,41,600.00      1,41,600.00



continued ..

**Zagdu Singh Charitable Trust**

Eshaan International Ledger Account : 1-Apr-19 to 3-Sep-21

Date	Particulars	Vch Type	Vch No.	Debit	Credit
	Brought Forward			1,41,600.00	1,41,600.00
1-Feb-20	To <b>Training &amp; Consultancy Income</b> <i>being invoice no: 497 dated 01.02.2020 raised to eshaan international for consultancy charges for the period from 01.02.2020 to 29.02.2020 Gross 35400/-</i>	Journal	14	35,400.00	
7-Feb-20	By <b>State Bank of Indore-63030617951</b> <i>being online fees for consultancy received from eshaan international vide NEFT N038201058201249 FOR FEB 2020</i>	Receipt	36		35,400.00
2-Mar-20	To <b>Training &amp; Consultancy Income</b> <i>being invoice no: 554 dated 02.03.2020 raised to eshaan international for consultancy charges for the period from 01.03.2020 to 31.03.2020 Gross 35400/-</i>	Journal	42	35,400.00	
5-Mar-20	By <b>State Bank of Indore-63030617951</b> <i>being online fees for consultancy received from eshaan international vide NEFT N065201083564886 FOR march 2020</i>	Receipt	68		35,400.00
				<b>2,12,400.00</b>	<b>2,12,400.00</b>
31-Aug-20	To <b>Training &amp; Consultancy Income</b> <i>being invoice no: 059 dated 31.08.2020 raised to eshaan international for consultancy charges for the period from 01.08.2020 to 31.08.2020 Gross 35400/-</i>	Journal	5	35,400.00	
1-Sep-20	By <b>State Bank of Indore-63030617951</b> <i>being Consultancy fees aur AUG 20 invoice no&gt; 059 Received from Eshaan International vide N245201230053536</i>	Receipt	2		35,400.00
16-Sep-20	To <b>Training &amp; Consultancy Income</b> <i>being invoice no: 072 dated 16.09.2020 raised to eshaan international for consultancy charges for the period from 01.09.2020 to 30.09.2020 Gross 35400/-</i>	Journal	6	35,400.00	
26-Sep-20	By <b>State Bank of Indore-63030617951</b> <i>being Consultancy fees aur SEP 20 invoice no. 072 Received from Eshaan International vide N270201255199544</i>	Receipt	4		35,400.00
10-Oct-20	To <b>Training &amp; Consultancy Income</b> <i>being invoice no: 093 dated 10.10.2020 raised to eshaan international for consultancy charges for the period from 01.10.2020 to 31.10.2020 Gross 35400/-</i>	Journal	8	35,400.00	
21-Oct-20	By <b>State Bank of Indore-63030617951</b> <i>being Consultancy fees FOR OCT 20 invoice no. 072 Received from Eshaan International vide N270201255199544</i>	Receipt	5		35,400.00
3-Nov-20	To <b>Training &amp; Consultancy Income</b> <i>being invoice no: 114 dated 03.11.2020 raised to eshaan international for consultancy charges for the period from 01.11.2020 to 30.11.2020 Gross 35400/-</i>	Journal	14	35,400.00	
	Carried Over			1,41,600.00	1,06,200.00



**Zagdu Singh Charitable Trust**

Eshaan International Ledger Account : 1-Apr-19 to 3-Sep-21

Date	Particulars	Vch Type	Vch No.	Debit	Page Cred
	Brought Forward			1,41,600.00	1,06,200.0
12-Nov-20	By <b>State Bank of Indore-63030617951</b> <i>being Consultancy fees Received invoice no. 114 Received from Eshaan International vide N317201308770411</i>	Receipt	6		35,400.0
2-Dec-20	To <b>Training &amp; Consultancy Income</b> <i>being invoice no: 143 dated 02.12.2020 raised to eshaan international for consultancy charges for the period from 01.12.2020 to 31.12.2020 Gross 35400/-</i>	Journal	17	35,400.00	
12-Dec-20	By <b>State Bank of Indore-63030617951</b> <i>being Consultancy fees Received invoice no. 143 Received from Eshaan International vide N347201338866381</i>	Receipt	7		35,400.00
2-Jan-21	To <b>Training &amp; Consultancy Income</b> <i>being invoice no: 164 dated 02.01.2021 raised to eshaan international for consultancy charges for the period from 01.01.2021 to 31.01.2021 Gross 35400/-</i>	Journal	19	35,400.00	
5-Jan-21	By <b>State Bank of Indore-63030617951</b> <i>being Consultancy fees Received invoice no. 164 Received from Eshaan International vide N005211363618954</i>	Receipt	9		35,400.00
2-Feb-21	To <b>Training &amp; Consultancy Income</b> <i>being invoice no: 195 dated 02.02.2021 raised to eshaan international for consultancy charges for the period from 01.02.2021 to 28.02.2021 Gross 35400/-</i>	Journal	21	35,400.00	
10-Feb-21	By <b>State Bank of Indore-63030617951</b> <i>being Consultancy fees Received invoice no. 195 Received from Eshaan International vide N041211402674907</i>	Receipt	12		35,400.00
1-Mar-21	To <b>Training &amp; Consultancy Income</b> <i>being invoice no: 223 dated 01.03.2021 raised to eshaan international for consultancy charges for the period from 01.03.2021 to 31.03.2021 Gross 35400/-</i>	Journal	23	35,400.00	
9-Mar-21	By <b>State Bank of Indore-63030617951</b> <i>being invoice no: 223 dated 01.03.2021 raised to eshaan international for consultancy charges for the period from 01.03.2021 to 31.03.2021 Gross 35400/- Received vide N068211432940599</i>	Receipt	13		35,400.00
				<b>2,83,200.00</b>	<b>2,83,200.00</b>
23-Jul-21	By <b>State Bank of Indore-63030617951</b> <i>Being NEFT Received from Eshaan International for July 21 consultancy vide N204211575232147 for invoice TIMSR/03 /21-22</i>	Receipt	12		35,400.00

2020-21  
\*

Carried Over

35,400.00



continued ...

**Zaqdu Singh Charitable Trust**

Eshaan International Ledger Account : 1-Apr-19 to 3-Sep-21

Date	Particulars	Vch Type	Vch No.	Debit	Credit
	Brought Forward				35,400.00
5-Aug-21	To <b>Training &amp; Consultancy Income</b> <i>Being Invoice no: TIMSR/02/21-22 issued for Consultancy for the period from 01.08.21 to 31.08.21</i>	Sales	TIMSR/02/21-22	35,400.00	
10-Aug-21	To <b>Training &amp; Consultancy Income</b> <i>Being Invoice no: TIMSR/03/21-22 issued for Consultancy for the period from 01.07.21 to 31.07.21</i>	Sales	TIMSR/03/21-22	35,400.00	
20-Aug-21	By <b>State Bank of Indore-63030617951</b> <i>Being Consultancy fees received against invoice no TIMSR/02/21-22 VIDE N225212601530025</i>	Receipt	13		35,400.00
3-Sep-21	To <b>Training &amp; Consultancy Income</b> <i>Being Invoice no: TIMSR/04/21-22 issued for Consultancy for the period from 01.09.21 to 30.09.21</i>	Sales	TIMSR/04/21-22	35,400.00	
				6,01,800.00	5,66,400.00
					35,400.00
				6,01,800.00	6,01,800.00
By	<b>Closing Balance</b>				

106200  
1  
20-22





Date: 18.09.2019

To,  
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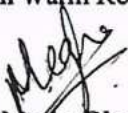
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### Terms and Conditions (Annexure)

#### **I. Objectives-**

- Develop Digital Marketing strategies with relevance to current Business Scenario.
- Ideas to market Business and products on digital platforms.
- Applying marketing theories to digital avenues on social media.

#### **II. Scope for the consultancy**

- Developing Marketing skills with strategy
- Guiding on Development of Products and Business

#### **III. Duration-Ongoing w.e.f 01.10.2019**

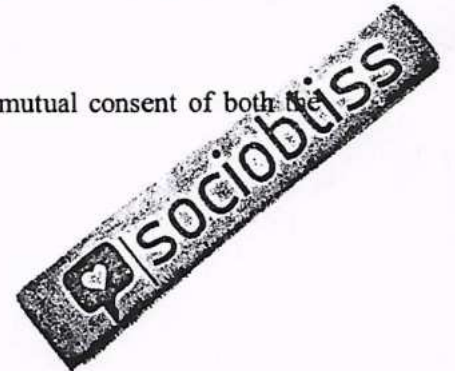
**IV. Financial Involved:** Consultancy charges of Rs Thirty Thousand only (Rs 30000) + Taxes ) will be paid every month

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- To develop ideas to market Business and products on digital platforms.
- To apply marketing theories to digitalization avenues on social media

**VI. Cancellation of the Consultancy Services:** One month written notice has to be served by the either party for the cancellation of the services.

**VII. Others:** Any changes in the scope or nature of work will be done by mutual consent of both the parties.



4th floor, TIMSR , Thakur Mall, above Pizzahut, Thakur Village,  
Kandivali East, Mumbai, Maharashtra 400101





## Consultancy Report on Digital Marketing

### About TIMSR-

- Accredited with 'A+' grade by National Assessment and Accreditation Council (NAAC), Bangalore for 5 Years with effect from 15th Nov 2019
- Approved by AICTE, Govt. of Maharashtra, affiliated to the University of Mumbai
- ISO 9001:2015 Certified
- World Class Infrastructure
- Curated Management education to cater to the VUCA( Volatile Uncertain Complex Ambiguous) World
- Committed to Nourish & Nurture Mindful Leaders

Thakur Education Group (TEG) was established in the year 1990 with the Vision to become a leading educational organization known globally and providing holistic quality education to learners at all levels. Thakur Institute of Management Studies and Research (TIMSR), established in 2002 by Zagdu Singh Charitable Trust, is one of the gems under the aegis of TEG to provide world class management education.

Under the strategic and new age thinking of TIMSR's dynamic CEO Mr. Karan Singh, TIMSR designed its Mission to nurture mindful leaders with an attitude of continuous learning and social commitment.

In TIMSR, the Master of Management Studies (MMS) Programme is fortified with professional, managerial and leadership skills to match aspirations by inculcating knowledge, backed by business skills and professional attitude. Every aspect of the teaching learning process is carefully implemented including leadership assignments to transfer students' potential into competence. With the unique learning experience, students are made competent to tackle business challenges.

Every component of the MMS experience is carefully crafted to instill managerial and leadership traits in the students. TIMSR prepares students for complex business challenges so that they can maximize the opportunities in dynamic business situations. This is accomplished with the



PB/2016-2017/

Date: \_\_/\_\_/\_\_\_\_

To,  
Dr. Pankaj Natu,  
Director,  
Thakur Institute of management studies and Research,  
Kandivali (E), Mumbai  
Pin – 400101

Subject: Consultancy project with Eshaan Enterprises Pvt.Ltd on Digital Marketing

Ref.; your letter no. \_\_\_\_\_

Dear Sir,

We are happy to offer to TIMSR, the Consultancy project on “Digital Marketing” where we are looking for support in marketing on digital platform.

- Develop Digital Marketing strategies and its relevance in current Business scenario.
- Ideas to market Business and products on digital platforms.
- Applying marketing theories to digital avenues.

Looking forward for long and successful relationship.

Thanking you.

With Warm Regards,

Mr. \_\_\_\_\_,

CFO



teaching approach and training to provide knowledge and inculcate effective decision-making skills in the students.

### **Vision and Mission statements**

*(Vision statement typically indicates aspirations and Mission statement states the broad approach to achieve aspirations).*

**The Vision and Mission of TIMSR are as follows:**

#### **Vision**

To emerge as a **world class** management institute imparting **multifaceted management training** with a passion for excellence

#### **Mission**

- To inculcate an attitude of **continuous learning**, **strong social commitment** and **ethical values** in the students
- To provide an enabling environment for **nurturing mindful leaders** and **entrepreneurs**

### **The highlighted words capture the spirit of TIMSR**

**World Class:** TIMSR relates 'world class' towards its approach to inculcate in its students an attitude of continuous learning of management education by providing world class teaching infrastructure, by experienced faculty members providing multifaceted training and by instilling values through social activities. Its excellent environment speaks through its global outlook and a thoughtfully designed infrastructure to nurture mindful leaders.

**Multifaceted Training:** The institute offers various courses, training programmes, bridge courses, guest sessions, field visits, internships, live projects, global immersion programmes, etc. in association with industry & academic partners to foster all-round development and excellence.



**Continuous Learning:** All academic and co-curricular activities have a continuous learning approach. The system of Continuous Evaluation has been implemented to keep a tab on the learning of students and to take remedial measures where necessary.

**Social Commitment:** A sense of social responsibility is added in the new-age managers and leaders through various courses such as Corporate Social Responsibility, Change Management and Environment Management and the myriad co-curricular activities that are taken up by students under the aegis of 'Social Responsibility Cell' that conducts year-round activities for upliftment of neighbouring community and society in tune with the institutional values.

**Ethical Values:** The future of management and business can be sustained on long term basis only if business is carried out in an ethical and responsible way, these aspects are imparted through the course such as 'Business Ethics.'

**Mindful Leaders and Entrepreneurs:** Mindfulness is the balance of 'Whole Self'- Mind, Body, Emotion & Energy and is fostered through breathing exercises by way of Daily Mindfulness Sessions (DMS) and also Hourly Thought Traffic Control (HTTC).

Critical thinking, creativity and innovation are facilitated through embedded courses and experiential learning initiatives such as Entrepreneurship Labs and dedicated Incubation Centre through the TIMSR Centre of Entrepreneurship and Innovation (TCEI)

The institute focuses on value-based education and aspires to create mindful leaders who will be able to transform the leadership landscape and elevate the current consciousness of businesses and society.

### **About EshaanEnterprise**

Eshan Enterprises Private Limited is a Private incorporated on 16 September 2013. It is classified as Non-govt company and is registered at Registrar of Companies, Mumbai. Its



authorized share capital is Rs. 100,000 and its paid up capital is Rs. 100,000. It is involved in Business activities n.e.c.

### Objectives-

- To advice on Digital Marketing strategy
- To mentor and develop the Digital marketing

### Scope-

When it comes to digital marketing, a strategy is the foundation of all efforts. Every marketing action taken should tie back to strategy and each should work as collaborative elements of a skillful marketing machine.

A well thought out marketing plan and serious strategy can make all the difference in how well product and Business is received once you head to market. Institute that focus on development of products and Business are more likely to grow in future. Development strategies can prevent the Institute from becoming stagnant.

### Hence Eshaan Enterprise has helped our Institute by guiding on following assignments-

- Developing Marketing skills with strategy
- Developing Products and Business

**Duration-** 5months (October 2019-February 2020)

### Deliverables-

- To understand different Digital Marketing strategies and its relevance in current Business scenario.
- To develop ideas to market Business and products on digital platforms.
- To apply marketing theories to digitalization avenues.





**Event Report**

<b>Name of the Event</b>	:	Consultancy project With Eshaan Enterprise																						
<b>Date of the Event</b>	:	October 2019 to February 2020																						
<b>Venue</b>	:	TIMSR																						
<b>Resource Person / Chief Guest</b>  (Name, Designation, Name of the Organization, Contact Details, E-mail ID)	:	Dr. Pankaj Natu, Director, Thakur Institute of Management studies and Research																						
<b>No. of Participants</b>	:	<table border="1"> <thead> <tr> <th colspan="4"><i>Students</i></th> <th><i>Staff</i></th> <th><i>External Participants</i></th> </tr> <tr> <th>PGDM</th> <th>MMS</th> <th>Others</th> <th>Total</th> <th></th> <th></th> </tr> </thead> <tbody> <tr> <td>0</td> <td>0</td> <td>0</td> <td>0</td> <td>1</td> <td>0</td> </tr> </tbody> </table>					<i>Students</i>				<i>Staff</i>	<i>External Participants</i>	PGDM	MMS	Others	Total			0	0	0	0	1	0
<i>Students</i>				<i>Staff</i>	<i>External Participants</i>																			
PGDM	MMS	Others	Total																					
0	0	0	0	1	0																			
<b>Duration</b>	:	5 Months																						
<b>Objectives:</b>																								
<ul style="list-style-type: none"> <li>To advice on Digital Marketing strategy</li> <li>To mentor and develop the Digital marketing platform</li> </ul>																								
<b>Brief Description:</b>																								
When it comes to digital marketing, a strategy is the foundation of allefforts. Every marketing																								



action taken should tie back to strategy and each should work as collaborative elements of a skillful marketing machine.

It was discussed in the meeting with Eshaan Consultancy about different Digital Marketing strategy to develop Business and products. Eshaan Consultancy has offer different digital marketing opportunity with TIMSR to develop Business.

Budget Allocated	Rs.177000	Actual Expenditure	Rs. 177000
Enclosures (Any data in an electronic mode, needs to be verified by IT & Head of Institute with their Name and Signature)	:	Event Pictures and Recording of the Event Updation on website Profile of the Resource person / Chief Guest	

**Organizing Team**

.....

**Signature of each team member with Name**

.....  
.....

**Receiver of Report**  
**(Date and Signature)**

**Head of Institute**  
**(Date and Signature)**



## **Objectives-**

- To advice on Digital Marketing strategy
- To mentor and develop the Digital marketing

## **Scope-**

When it comes to digital marketing, a strategy is the foundation of all efforts. Every marketing action taken should tie back to strategy and each should work as collaborative elements of a skillful marketing machine.

A well thought out marketing plan and serious strategy can make all the difference in how well product and Business is received once you head to market. Institute that focus on development of products and Business are more likely to grow in future. Development strategies can prevent the Institute from becoming stagnant.

## **Hence Eshaan Enterprise has helped our Institute by guiding on following assignments-**

- Developing Marketing skills with strategy
- Developing Products and Business

**Duration-** 5months (October 2019-February 2020)

## **Delivered-**

- The different Digital Marketing strategies were discussed and its relevance in current Business scenario. Advice provided on various digital marketing strategies to increase the Business.
- Suggestions provided on development of ideas to market Business and products on digital platforms like LinkedIn, Facebook, Instagram, etc to increase more Business
- Advised to apply marketing theories to digitalization avenues to explore the Business.







## PROGRAMMATIC ADVERTISING

Programmatic advertising is the process of buying and planning ad inventory in real-time through an automated bidding system.

### WHY BRANDS SHOULD USE PROGRAMMATIC ADVERTISING ?

- Transparency
- Real-time measurement
- Greater efficiency
- Greater targeting capabilities
- Increased audience reach

## DOOH MEDIA

Digital Out of Home ads can be targeted to reach specific audiences, but the criteria used are more environmental than personal, leading to relevant advertising that doesn't cross a line into intrusion.

- Build Brand awareness
- Expand your Reach
- Performance Measurement
- Engage customers

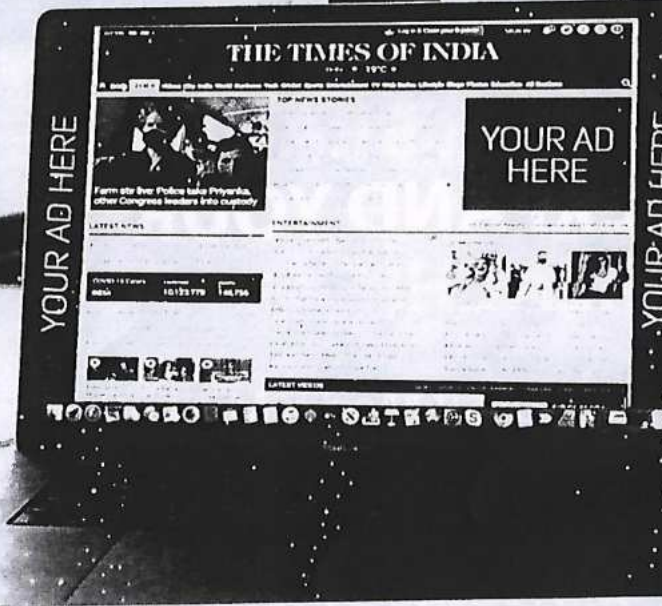
## MOBILE ADVERTISING

Mobile ads are 30 times more effective than any other form of advertisement & 70% of internet traffic is derived from Mobile, it targets customers in the right place at the right time and it's best to drive conversions.

- Compatibility
- Accurate Target
- Ad-Context
- Diversity of Ad Formats

**DISPLAY ADVERTISING**

Our eye-catching and visually appealing ads not just familiarize the intended audience with the brand but also give one the ability to track and monitor engagement and success at a low cost!



## NATIVE ADVERTISING

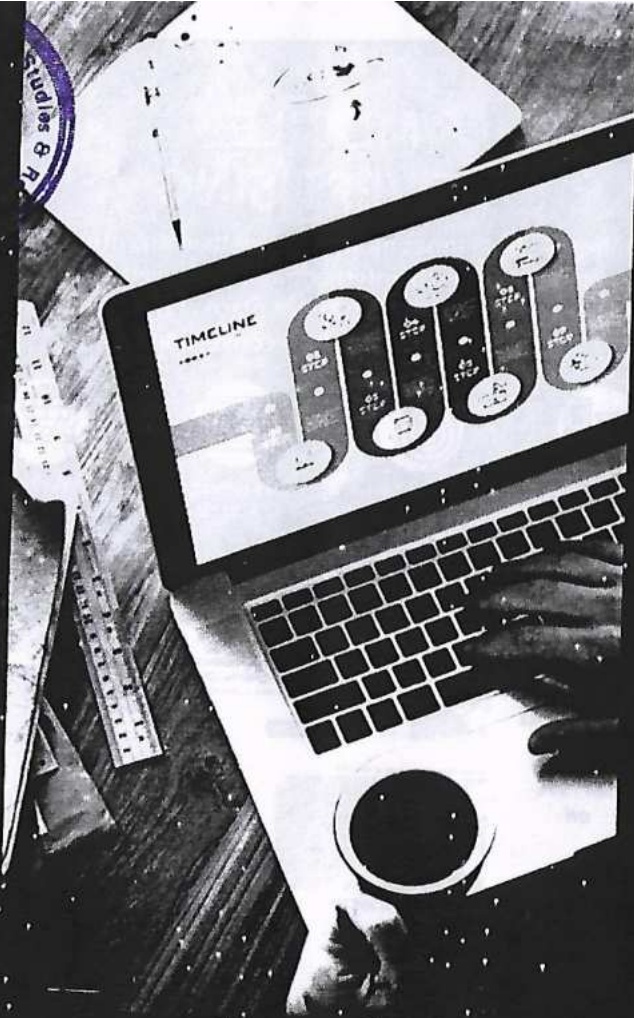
Native advertising stems from putting yourself in the consumer's shoes and look for a way to make advertising which connects with the consumer, offering them relevant information, in a non-intrusive way. Native ads don't really look like ads, they look like a bit of the editorial slide of the page.

## RICH MEDIA & VIDEO ADVERTISING

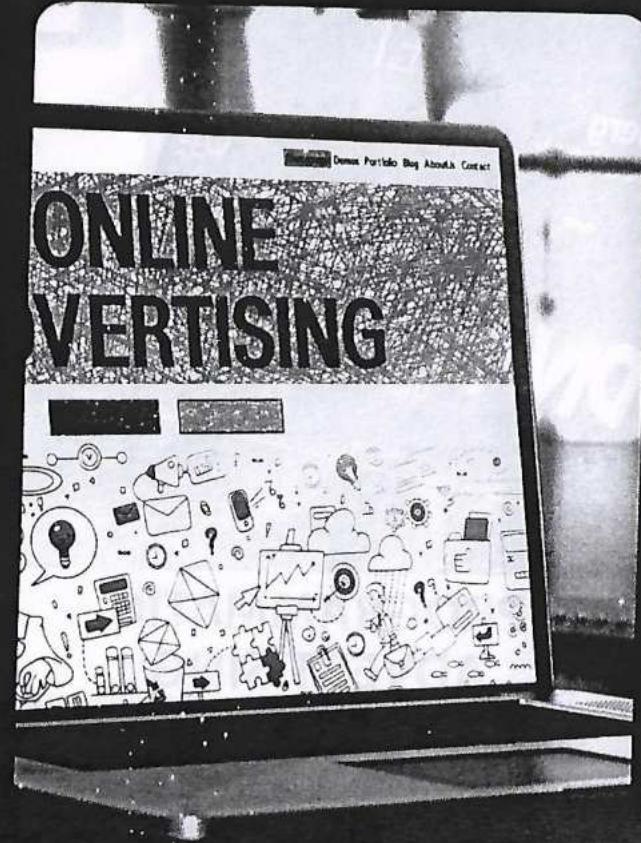
Rich media advertising uses a wide variety of interactive digital media-videos, audio, even live streams-it presents a "wide open" canvas for creative to implement their messages in a more impactful way.

# LET'S DIGITALIZE YOUR BRAND & EXPAND YOUR REACH!

- 📱 Social Media Marketing
- 📱 Media Buying & Selling
- 📱 Website Development
- 📱 Whatsapp Marketing
- 📱 Content Marketing
- 📱 Paid Advertisement
- 📱 SEO Marketing
- 📱 Branding



📱 sociobliss



## MEGHA BHATI

Founder & CEO

📍 4<sup>th</sup> Floor, Thakur Mall, Above Pizzahut,  
Thakur Village, Kandivali East, Mumbai - 400101

📞 +91 92803 87623

✉️ megha@sociobliss.com

🌐 www.sociobliss.com



## FUTURE OF ADVERTISING!

Transform your business with the new generation's revolutionary approach to advertising.

**Zagdu Singh Charitable Trust**  
**TTIMSR SHORT TERM COURSE**  
 Shyamnarayan Thakur Marg, Thakur Village,  
 Kandivali East  
 Mumbai: 400101

**Training & Consultancy Income**  
 Ledger Account

1-Apr-19 to 31-Mar-20

Date	Particulars	Vch Type	Vch No.	Debit	Credit
19-Oct-19	By <b>Eshaan International</b> <i>being invoice no: 317 dated 19.10.2019 raised to eshaan international for consultancy charges for the period from 01. 10.2019 to 31.10.2019 Gross 35400/-</i>	Journal	7		30,000.00
15-Nov-19	By <b>Eshaan International</b> <i>being invoice no: 366 dated 15.11.2019 raised to eshaan international for consultancy charges for the period from 01. 11.2019 to 30.11.2019 Gross 35400/-</i>	Journal	8		30,000.00
2-Dec-19	By <b>Eshaan International</b> <i>being invoice no: 393 dated 02.12.2019 raised to eshaan international for consultancy charges for the period from 01. 12.2019 to 31.12.2019 Gross 35400/-</i>	Journal	10		30,000.00
3-Jan-20	By <b>Eshaan International</b> <i>being invoice no: 459 dated 03.01.2020 raised to eshaan international for consultancy charges for the period from 01. 01.2020 to 31.01.2020 Gross 35400/-</i>	Journal	12		30,000.00
1-Feb-20	By <b>Eshaan International</b> <i>being invoice no: 497 dated 01.02.2020 raised to eshaan international for consultancy charges for the period from 01. 02.2020 to 29.02.2020 Gross 35400/-</i>	Journal	14		30,000.00
2-Mar-20	By <b>Eshaan International</b> <i>being invoice no: 554 dated 02.03.2020 raised to eshaan international for consultancy charges for the period from 01. 03.2020 to 31.03.2020 Gross 35400/-</i>	Journal	42		30,000.00
					1,80,000.00
To	<b>Closing Balance</b>			1,80,000.00	1,80,000.00





### Event Report

Name of the Event	:	MDP Topic- Advanced Excel for Effective Decision Making																						
Date of the Event	:	22.02.2020, 14.03.2020, 27.06.2020* & 05.09.2020*																						
Venue	:	Zoom Platform																						
Resource Person / Chief Guest (Name, Designation, Name of the Organization, Contact Details, E-mail ID)	:	Dr.Charu Upadhyaya Asst.Professor, TIMSR <a href="mailto:Charu.upadhvava@gmail.com">Charu.upadhvava@gmail.com</a> 7738131037  Ms. Tarun Bothra Designation: Founder, Grey Bricks <a href="mailto:tarunbothra@gmail.com">tarunbothra@gmail.com</a> 9004357225																						
No. of Participants	:	<table border="1"> <thead> <tr> <th colspan="4">Students</th> <th>Staff</th> <th>External Participants</th> </tr> <tr> <th>PGDM</th> <th>MMS</th> <th>Others</th> <th>Total</th> <th></th> <th></th> </tr> </thead> <tbody> <tr> <td></td> <td></td> <td></td> <td></td> <td>1</td> <td>20</td> </tr> </tbody> </table>					Students				Staff	External Participants	PGDM	MMS	Others	Total							1	20
Students				Staff	External Participants																			
PGDM	MMS	Others	Total																					
				1	20																			
Duration	:	4 session for 14 hours																						
<b>Objectives:</b> <ul style="list-style-type: none"> <li>To develop an ability to approach a decision-making problem in a logical manner.</li> <li>To improve decision ability of managers through analysis of real-life situational data across different functional domains.</li> <li>To provide hands-on working knowledge of excel and its advanced features.</li> </ul>																								
<b>Brief Description:</b> A MDP on 'Advanced Excel for Effective Decision Making' was conducted by Mr.Tarun Bothra, founder Grey Bricks and Dr.Charu Upadhyaya, Asst. Professor TIMSR. The program was focused to provide hands on experience with real life data cases by using advance excel tools. The program was designed to enable managers to think and act rationally by using data processing and analyzing techniques in Excel and reasoning about the business problem and is also designed to appreciate that data interpretations are vital tools for today's managers.  The program was divided into four sessions, and the major topics covered under each session were: Session 1: Introduction to MS Excel, Versions, Compatibility issues, Introduction to Excel's Graphical User Interface (GUI), Introduction to the workbook/worksheet structure, Understanding the worksheet layout: Rows, Columns, Cells, Importance of a ribbon-based GUI & Excel Shortcuts.																								



Session 2 & 3: Introduction to Microsoft Excel Functions, Mathematical and Data Stratification Functions, Rounding Functions, Date Functions, Text Functions & Look Up Functions  
 Session 4: What If Analysis: GOAL SEEK, Sensitivity Analysis: DATA TABLE, PIVOT Tables, SORT: Custom Sort, Cell Color Sort, Font Color Sort, FILTER: Filter by Color, SUBTOTAL function, Removing duplicate data from a database, Linear Regression, Covariance & Correlation

Budget Allocated	NA	Actual Expenditure	NA
------------------	----	--------------------	----

Enclosures (Any data in an electronic mode, needs to be verified by IT & Head of Institute with their Name and Signature)	:	List of Participants Event Pictures and Recording of the Event Updation on website Profile of the Resource person / Chief Guest Revenue sharing approval
--	---	--

Organizing Team

Dr. Charu Upadhyaya

.....  
 Signature of each team member with Name

*[Signature]*  
 .....

Receiver of Report  
 (Date and Signature)

*[Signature]*  
 .....

Head of Institute  
 (Date and Signature)

\*Two sessions were rescheduled in the month of June and September due to pandemic.





*Grey Bricks*

Tarun has more than 12 years of experience in financial advisory and information technology industry with global firms like Deloitte, Aranca, PepsiCo and Tata Consultancy Services. His professional experience is an amalgamation of in-depth financial modeling along with business valuation, stock valuation, mergers & acquisitions, corporate finance and Monte-Carlo simulations.

Presently, Tarun is co-founder of two companies. His first venture is into business valuation and financial advisory servicing US and Indian companies for their valuation requirements and his second venture is into corporate trainings and financial education under the brand name GreyBricks. Tarun has delivered more than 900 workshops across retail and corporate clients and trained in excess of 10,000 students/professionals over the past 8 years.

Tarun has designed and delivered customized trainings for corporate clients including marquee names like Tata Communications, Essar Oil, Future Lifestyle Fashion Limited, Centrum, Big Bazaar and Thermax.

Tarun has also delivered trainings for leading training firms in India like EduPristine, ICICI Direct Center for Financial Learning and Future Learning.

Tarun is a visiting faculty or has delivered training in the past in B-Schools including IIM Indore, SIBM Pune, Welingkar, Kirloskar Institute of Advanced Management Studies, Symbiosis Institute of Banking and Financing, IIMS Pune, TIMSR and SIMS (management institute for defence personnel and their dependents).

He is an ardent follower of equity markets and has a passion for personal finance and investing. Tarun holds an MBA in Finance from SIBM Pune along with a Bachelor of Engineering in Computer Science. He is also a CFA Level 3 Candidate in the CFA Program (CFA Institute, USA).



To,

January 28, 2020

The Director,

TIMSR

Mumbai

Subject: Approval for MDP Programme to be conducted on February 8<sup>th</sup> & 22<sup>th</sup>, 2020 and March 14<sup>th</sup> & 28<sup>th</sup>, 2020.

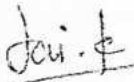
Dear Sir,

As a part of providing advance training and practical skill set, we plan to organize a Management Development Programme (MDP) in the month of February & March 2020. The program will be held on second and fourth Saturday i.e. on 8<sup>th</sup> and 22<sup>th</sup> February, 2020 and 14<sup>th</sup> & 28<sup>th</sup> March, 2020 in the institute premises between 02:00 p.m. to 07:00 p.m. The MDP will be conducted on the topic 'Advance Excel for Effective Decision Making'. The objective of this programme is to improve decision ability of managers through analysis of real life situational data across different functional domains by providing hands-on working knowledge of excel and its advanced features. Seek you approval on the same.

Thanking You

Kind Regards,

CA.Jai Kotecha



Dr. Charu Upadhyaya



(Finance Department)



Please discuss the date  
with planning team and  
move ahead.  
Best wishes  
Dr. Parul Naf  
28/01/20

# MANAGEMENT DEVELOPMENT PROGRAMME ON

## Advanced Excel For Effective Decision Making

22<sup>nd</sup> February 2020 | 14<sup>th</sup> & 28<sup>th</sup> March 2020 | 11<sup>th</sup> April 2020  
(Second and Fourth Saturday in the month of February, March & April 2020)

### RESOURCE PERSON

#### Mr. Tarun Bothra, Founder Grey Bricks

Mr. Tarun Bothra has 12 years of experience in Financial Advisory & Information Technology Industry with Global Firms like Deloitte, Aranca, PepsiCo & TCS. He has delivered more than 900 Workshops across Retail & Corporate Clients and Trained over 10,000 Professionals.

#### CA. Jai Kotecha, Asst. Professor, TIMSR

A Chartered Accountant since 2012, CA. Jai Kotecha has worked with corporates such as Bank of America, Barclays and Standard Chartered Bank before pursuing a career in academics. He brings the right balance of Expertise, Experience and Evangelism to Advanced Excel for Effective Decision Making.

#### KEY TAKEAWAYS:

- Hands on exercises and problem scenarios using various excel features
- Develop an ability to use the tool to analyze business problems and find solutions
- Understanding of MS Excel as a powerful and effective decision making tool

#### CONTACT PERSON

Dr. Charu Upadhyaya

Mob.: 77381 31037, Email: charu.upadhyaya@thakureducation.org

Registration link: <https://forms.gle/ky2VIRkBJ65q9NxY6>

#### Venue

Thakur School of Architecture & Planning, 5<sup>th</sup> Floor, Digital Lab



*Yagdu Singh Charitable Trust's (Regd.)*

**THAKUR INSTITUTE OF MANAGEMENT STUDIES & RESEARCH**

(Approved by AICTE, Govt. of Maharashtra & Affiliated to University of Mumbai)

ISO 9001 : 2015 Certified • Accredited with A+ Grade by National Assessment and Accreditation Council (NAAC)



To,

February 20, 2020

The Director,

TIMSR

Mumbai


Subject: Approval for issue of memento for MDP Programme on Advanced Excel for Effective Decision Making.


Dear Sir,

The MDP on Advanced Excel for Effective Decision Making is scheduled to begin from 22<sup>nd</sup> February 2020. The Key resource person for the program is Mr.Tarun Bothra. We would be felicitating Mr.Tarun Bothra with the institute's memento. Request you to give your approval for the same.


Thanking You

Kind Regards,

  
Dr. Charu Upadhyaya

Prof. Jonita Dcosta   
(Finance Department)

Approved.

  
20/02/20





THIAKUR INSTITUTE OF MANAGEMENT STUDIES & RESEARCH

*Zagdu Singh Charitable Trust's (Regd.)*

|| ISO 9001': 2015 Certified || NAAC 'A+' Grade

## SCHEDULE OF MANAGEMENT DEVELOPMENT PROGRAMME

### Advanced Excel for Effective Decision Making

Venue- 5<sup>th</sup> floor, TSAP Digital Lab

Timing: 02:00-07:00 p.m.

S.No	Program Details	Date
1.	Introduction to MS Excel, Versions, Compatibility issues	1 <sup>st</sup> Session 22 <sup>nd</sup> February, 2020
2.	Introduction to Excel's Graphical User Interface (GUI)	
3.	Introduction to the workbook/worksheet structure	
4.	Understanding the worksheet layout: Rows, Columns, Cells	
5.	Importance of a ribbon-based GUI	
6.	Excel Shortcuts: Learn to decipher your own shortcuts	
7.	Working with data: Input, Edit, Delete	
8.	Relative and Absolute Cell Reference	
9.	Importance of Calculation Options in Excel	
10.	Learning Naming Convention	
11.	Name Manager Utility	
12.	Circular Reference	
13.	Understanding types of error: #REF, #DIV/0, #NAME?, #VALUE!	
14.	Removing "Inconsistent Formula" warning	
15.	Freezing/Unfreezing Panes	
16.	Introduction to Microsoft Excel Functions	





TIMSR/CEO APPROVAL/2020-21/157

07-11-2020

Guidance and Approval from CEO

Sub: Budget for MDP on Advanced Excel for Effective Decision Making

A MDP on 'Advanced Excel for Effective Decision Making' was conducted by Dr. Charu Upadhyaya, Asst.Professor, TIMSR and Mr. Tarun Bothra, Manager, Kotrike Fin Advisory Services Private Limited. The MDP was focused to provide hands on experience with real life data cases by using advance excel tools. A total revenue of Rs.70,000 has been generated and the following disbursement is proposed as per the "Consultancy, Research Project and MDP policy".

Sr. No	Particulars	Budgeted Amount (Rs)
1.	Payment to be released in favor of Dr.Charu Upadhyaya, Asst. Professor TIMSR and Mr.Tarun Bothra, Manager, Kotrike Fin Advisory Services Private Limited	69,500
	Total	69,500

Amount in words: Rupees Sixty-Nine thousand, five hundred only.


Kindly approve the same.

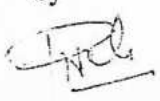
Collectively Proposed by

Reviewed & Recommended by

Seen by

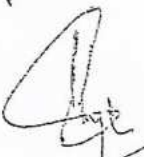
Approved by

  
Dr.Charu Upadhyaya  
Asst.Professor

  
Dr.Pankaj Natu  
Director

  
Rhea Pai  
COO

  
Karan V. Singh  
CEO

  
Mr.Pankaj.Singh  
AO

Enclosure: a.Event report  
b. Invoice  
c. Participant List  
d. Brochure



Typed by: Dr. Charu Upadhyaya, Asst. Professor, TIMSR

MDP on 'ADVANCED EXCEL FOR EFFECTIVE DECISION MAKING'

22/02/2020

S.NO	Name of Participant	Contact Number	email address	SIGNATURE
1.	Mahendra Salunke	9619829537	mgsalunke5@gmail.com	M.S.
2.	Sandeepgowda K S	9945396414	sandeepcool6471@yahoo.in	K S @ sandeep
3.	Parth Nayak	9820704501	prthnayak16@gmail.com	Parth
4.	Akhilesh Tiwari	7709218969	Akhilesh.timsr@gmail.com	Akhilesh
5.	Ashu Singh	9870737938	ashulsingh54@gmail.com	Ashu
6.	Aruta Vartak	9823394667	arutavartak@gmail.com	Absent
7.	Abhijeet Sunil Kule	8080888179	abhijeetkule004@gmail.com	Abhijeet
8.	Prachi Kapurwan	7977948273	prachikapurwan@gmail.com	Prachi
9.	Nilesh vasant Tawde	8082713246	nileshtawde46@gmail.com	Nilesh
10.	Supriya santosh dalvi	9619033527	dalvi.supriya22@gmail.com	Supriya
11.	Manju Patel	7666939698	manjupatel19591@gmail.com	Manju Patel
12.	Rajesh Solanki	9619018605	solanki0906@gmail.com	Rajesh
13.	hemlata dube	9833502175	abhijeetkule004@gmail.com	Hemlata
14.	Saurabh sawant	7977221406	Saurabhsawant4783@gmail.com prachikapurwan@gmail.com	Saurabh
15.	Neha Sawant	9820899743	dalvinehas@gmail.com abidshaikh_in1983@yahoo.co.in	Neha
16.	Ratheesh Nair	9167330972	nileshtawde46@gmail.com	Ratheesh
17.	Naaz Parveen Chunawala	9833239391	dalvi.supriya22@gmail.com	Cancel
18.	Meghana Pandit Patil	9167953836	manjupatel19591@gmail.com	Cancel
19.	Mithun Pednekar	9867063696	Shwetamishra2614@gmail.com	Mithun Pednekar
20.	Kavita Tanak	9867536932	solanki0906@gmail.com	Kavita
21.	Mr. Shailesh Sharma	9833462829	Shaileshsharma@gmail.com abhijeetkule004@gmail.com	Shailesh
22.	Latika Chandrakant Pimputkar	9820483738	prachikapurwan@gmail.com latika2287@gmail.com	Latika



## ATTENDANCE SHEET FOR GUEST LECTURE/EVENT/INDUSTRIAL VISIT/OTHER ACTIVITIES

Topic: MDP on 'Advanced Excel for Effective Decision Making'					Date
Name of the Speaker: Mr.Tarun Bothra & CA. Jai Kotecha					22/02/2020
Sr. No.	Name of Participant	Organization	Designation	Years of Experience	Signature
1	Pooth Nayak	TIPS	Senior Executive	5	<i>Pooth</i>
2	Mahendra Salunke	MSL Dindores	G.S.	15	<i>M.S.</i>
3	Nilesh Pawale	Go Airlines	Executive	6	<i>Nilesh</i>
4	Akhilesh Tiwari	Medha Pharma	Dr. Manager	15	<i>Akhilesh</i>
5	Abhijeet Kule	Not Working	-	1	<i>Abhijeet</i>
6	Mithun Pednekar	TSAP	Jr. chwk	3	<i>Mithun</i>
7	Kavita Tanak	TSAP	Tel. operator	35 month	<i>Kavita</i>
8	Latika Pimarkar	TIMSCOR	Accountant	9 yrs	<i>Latika</i>
9	Shailish Sharma	TIMSCOR	Cr. Clerk	15 years	<i>Shailish</i>
10	Ashu Singh	Priority Broad cast	Partner	3 years	<i>Ashu</i>
11	Supriya Dalvi	Fineotonic	Operation M.	2 years	<i>Supriya</i>
12	Nanaju Patel	Shipping Com	Accountant	5 years	<i>Nanaju</i>
13	Rajesh Solanki	mepro Pharma.	Finance asst	25 yrs	<i>Rajesh</i>
14	Rathoosh. Naik	Self business	Owner	10 years	<i>Rathoosh</i>
15	Prachi Kapurman	GBW	Trainee	5 yrs	<i>Prachi</i>

Mr.Tarun Bothra

CA.Jai Kotecha



Prof. Charu Upadhyaya

Prof. Jonita Dcosta

## ATTENDANCE SHEET FOR GUEST LECTURE/EVENT/INDUSTRIAL VISIT/OTHER ACTIVITIES

Topic: MDP on 'Advanced Excel for Effective Decision Making'					Date
					22/02/2020
Name of the Speaker: Mr.Tarun Bothra & CA. Jai Kotecha					
Sr. No.	Name of Participant	Organization	Designation	Years of Experience	Signature
1)	Sandeep Gowda KB	U&T	officer	04	<i>[Signature]</i>
2)	Neha Sawant	PDDLITO	Project officer	07	<i>[Signature]</i>
3)	Saunabh Sawant	Techimont	Cost Controller	9	<i>[Signature]</i>
4)	Hemlata Dube	TecLenie	HR-Head	15	<i>[Signature]</i>

Mr.Tarun Bothra

CA.Jai Kotecha

*[Signature]*  
Dr. Charu Upadhyaya

Prof. Jonita Dcosta

**Zagdu Singh Charitable Trust**  
TTIMSR SHORT TERM COURSE  
Shyamnarayan Thakur Marg, Thakur Village,  
Kandivali East  
Mumbai: 400101

**Excel Training**  
Ledger Account

1-Apr-19 to 31-Mar-20

Date	Particulars	Vch Type	Vch No.	Debit	Page 1 Credit
10-Feb-20	By <b>State Bank of Indore-63030617951</b> <i>BEING MDP FEES RECEIVED FRO RAJESH GOVIND SOLANKI PARTTIME STUDENTS VIDE BARBP20041710777</i>	Receipt	37		3,500.00
14-Feb-20	By <b>State Bank of Indore-63030617951</b> <i>BEING MDP FEES RECEIVED FROM Mahendra Ganpat salunkhe met 032102476432 and Nilesh Tawde</i>	Receipt	38		7,000.00
	By <b>State Bank of Indore-63030617951</b> <i>BEING MDP FEES RECEIVED FROM vide IMPS: IMPS00451676083 Akhilesh Tiwari</i>	Receipt	39		3,500.00
	By <b>State Bank of Indore-63030617951</b> <i>BEING MDP FEES RECEIVED FROM Sandeepgowda UPI/CR/004518927789</i>	Receipt	40		3,500.00
	By <b>State Bank of Indore-63030617951</b> <i>BEING MDP FEES RECEIVED FROM Abhijeet sunil vide NEFT: N045201065818121</i>	Receipt	41		3,500.00
	By <b>State Bank of Indore-63030617951</b> <i>BEING MDP FEES RECEIVED FROM Patel Manju vide UPI/CR/004519095393</i>	Receipt	42		3,500.00
15-Feb-20	By <b>State Bank of Indore-63030617951</b> <i>BEING MDP FEES RECEIVED FROM vide IMPS004612932719 from prachi kapurwan</i>	Receipt	43		3,500.00
16-Feb-20	By <b>State Bank of Indore-63030617951</b> <i>being cheque no. 446061 recd from Ashu Singh towards advance excel training Rs. 3500/- and MDP Income Rs.500/- Part time MMM 19-20</i>	Receipt	44		3,500.00
17-Feb-20	By <b>State Bank of Indore-63030617951</b> <i>being online fees received vide imps004817160567 for advance excel training MDP programme</i>	Receipt	45		3,500.00
18-Feb-20	By <b>State Bank of Indore-63030617951</b> <i>being cheque no. 044422 recd from Aruta vartak towards advance excel training Rs. 3500/- Part time MFM 17-20</i>	Receipt	46		3,500.00
	By <b>State Bank of Indore-63030617951</b> <i>being cheque no. 000024 recd from parth nayak towards advance excel training Rs. 3500/- Part time MFM 18-21</i>	Receipt	47		3,500.00
	Carried Over				42,000.00



continued ...

**Zagdu Singh Charitable Trust**

Excel Training Ledger Account : 1-Apr-19 to 31-Mar-20

Date	Particulars	Vch Type	Vch No.	Debit	Cred	Page
	Brought Forward				42,000.00	
18-Feb-20	By State Bank of Indore-63030617951 being cheque no. 000917 recd from supriya dalvi towards advance excel training Rs. 3500/- Part time MFM 18-21	Receipt	48		3,500.00	
20-Feb-20	By State Bank of Indore-63030617951 being online fees received from Saurabh sawant and neha sawant vide UPI/CR /005114936665 for adv excel training	Receipt	49		7,000.00	
21-Feb-20	By State Bank of Indore-63030617951 being onloine money received from Hemlata dubey vide IMPS005212046296	Receipt	51		3,500.00	
9-Mar-20	By State Bank of Indore-63030617951 being Advanced excel training fees from TSAP Received vide Cheque no: 694416 for Mithun pednekar, Kavita Tanak	Receipt	74		7,000.00	
16-Mar-20	By State Bank of Indore-63030617951 being cheque no: 229970 received from MCA for their 2 nos staff advance excel training fees received	Receipt	75		7,000.00	
					70,000.00	
To	Closing Balance			70,000.00		
				<b>70,000.00</b>	<b>70,000.00</b>	





## Event Report

Name of the Event	:	MDP on "How to keep your customers happy?"					
Date of the Event	:	March 8, 2020					
Venue	:	TIMSR					
Resource Person / Chief Guest (Name, Designation, Name of the Organization, Contact Details, E-mail ID)	:	Dr Vishal Bhole, Associate Professor, TIMSR Prof M Ranganathan, Asst Professor, TIMSR					
No. of Participants	:	Students				Staff	External Participants
		PGDM	MMS	Others	Total	-	5
		-	-	-	-		
Duration	:	9.45 am to 11.45 am					
<b>Objectives:</b> This programme consists of modules to make participants understand how to keep the customers happy, which will further help them in understanding: <ol style="list-style-type: none"> <li>1. What is customer happiness?</li> <li>2. Types and categories of customers</li> <li>3. Customer Service</li> <li>4. Achieving Wow moments</li> </ol>							
<b>Brief Description:</b> In today's Dynamic Business Environment, success of the organizations largely depends on keeping the customers happy. This program will focus on the importance of keeping your customer happy and the processes used by the organizations to keep the customers happy. The programme will specifically help participants to <ul style="list-style-type: none"> <li>• Understand the importance of keeping the customers happy</li> <li>• Understand processes used by the organizations to drive Customer Loyalty and Retention</li> <li>• Understand Customer Life Time Value and Customer Equity</li> </ul>							
Budget Allotted	:	Rs. NIL	Actual Expenditure	:	Rs. NIL		
Enclosures (Any data in an electronic mode, needs to be verified by IT & Head of Institute with their Name and Signature)	:	List of Participants : ATTACHED Event Pictures & Updation on website: UPDATED Feedback Analysis MDP reporting template					

## Organizing Team

Dr Vishal Bhole and Prof M.Ranganathan

Signature of each team member with Name

Receiver of Report  
(Date and Signature)

Head of Institute  
(Date and Signature)





*Zyada Singh Charitable Trust's (Regd.)*

**THAKUR INSTITUTE OF  
MANAGEMENT STUDIES & RESEARCH**

(Approved by AICTE, Govt. of Maharashtra & Affiliated to University of Mumbai)

• ISO 9001 : 2015 Certified

• Accredited with A+ Grade by National Assessment and Accreditation Council (NAAC)

C - Block, Thakur Educational Campus,  
Shyamnarayan Thakur Marg, Thakur Village,  
Kandivali (East), Mumbai - 400 101.

Tel. : 6730 8201 / 2, 2884 7147 / 445

Fax : 2887 3869

Email : [timsr@thakureducation.org](mailto:timsr@thakureducation.org)

Website : [www.timsrmumbai.in](http://www.timsrmumbai.in) • [www.thakureducation.org](http://www.thakureducation.org)

**MANAGEMENT DEVELOPMENT PROGRAMME**

On

**“How to keep your Customers happy?”**

In today's Dynamic Business Environment, success of the organizations largely depends on keeping the customers happy. Businesses are moving towards Relationship Marketing (from Transactional Marketing). Cross Functional Marketing, Customer Retention and Superior Customer Service have become the norm of the day. The critical metrics to measure the success of the organizations is moving from Brand Equity to Customer Equity. This program will focus on the importance of keeping your customer happy and the processes used by the organizations to keep the customers happy.

**What to Expect:**

The programme will specifically help participants to

- Understand the importance of keeping the customers happy
- Understand processes used by the organizations to drive Customer Loyalty and Retention
- Understand Customer Life Time Value and Customer Equity

**Who Should Attend:**

- Session is designed for all those who are interested in acquiring professional knowledge in the area of Customer Management.
- Students pursuing graduation and under graduation courses in Management (especially Marketing and Finance students); MBAs and other Professionals who interact with customers.

**Resource Persons:**

Dr Vishal Bhole, Associate Professor and Mr. M Ranganathan, Assistant Professor – TIMSR, Mumbai

**Programme details:** Sunday 8<sup>th</sup> March 2020 (9.45 to 11.45 am) at TIMSR, Kandivali East, Mumbai

**Registration Fee:** INR 500/- per participant

**To register, click this link:** [https://docs.google.com/forms/d/e/1FAIpQLSe0EGeqAFjK\\_Y06pVD9usQ5-FRtjp4ajW4I86MEALIJUeOMJQ/viewform](https://docs.google.com/forms/d/e/1FAIpQLSe0EGeqAFjK_Y06pVD9usQ5-FRtjp4ajW4I86MEALIJUeOMJQ/viewform)

Please fill in the online Registration Form through the link provided above. Registration Fee may be paid in cash to Mr Vinod Gawas, TIMSR (Mob. 9870093722) at least two days before the event date.

**Certificate of Participation**

The institute will issue certificate of participation to all participants after the completion of the program.

**Contact Details:**

Mr Vinod Gawas: 9870093722; Prof M Ranganathan: 9969886187; Prof. Navin Bhat: 9004697323



TIMSR/FRM/MP-02-05

TIMSR  
Student Feedback Form for Guest Session

REVISION: B

Roll No : M/P 20111

Programme : MMS Finance

Sem: IV

Date : 8/3/2020

Topic : How to keep your customer happy?

Name & Designation of the Resource Person :- Dr Vishal Ghole & Ranganathan Sir

Criterion	Poor	Average	Good	Very Good	Excellent
1. Content & Knowledge					✓
2. Delivery & Expression					✓
3. Relevance of Content					✓
4. Use of Anecdotes, Examples and Relevant Supporting Material ( AV aids)					✓
5. Pedagogy & Instructiveness					✓

Learning Outcomes: -

Techniques to keep customer happy





## Management Development Programme

On

## ""How to keep your customers Happy?""

8th March 2020 , 10.00 a.m. To 12.00 p.m.

Sr. No.	Name	Organization Name	Designation	Contact No.	Signature
1.	RESHMA VERMA	ICICI BANK	DEPUTY MANAGER	7045891077	
✓ 2.	AKSHAY SINGH	NSEIT	Associate EXECUTIVE	9920912670	AKSHAY
3.	UMANG S. SHAH	ENKOS INTERACTIONS	Assst. Sales manager	9967639402	
✓ 4.	Yashu Nagrani	Naukari.com	Senior Executive - Corporate Sales	9870896620	
✓ 5.	Shubham D. Tiwari	AMUZ (GICMMF)	Tertiary Sales Incharge	9930560541	



**Zagdu Singh Charitable Trust**  
**TTIMSR SHORT TERM COURSE**  
 Shyamnarayan Thakur Marg, Thakur Village,  
 Kandivali East  
 Mumbai: 400101

**MDP Income**  
 Ledger Account

1-Mar-20 to 31-Mar-20

Date	Particulars	Vch Type	Vch No.	Debit	Credit
7-Mar-20	By <b>Cash</b> RESHMA VARMA HOW TO MAKE COSTOMER HAPPY	Receipt	69		500.00
	By <b>Cash</b> AKSHAY SINGH HOW TO MAKE COSTOMER HAPPY	Receipt	70		500.00
8-Mar-20	By <b>Cash</b> SHUBHAM TIWARI HOW TO MAKE COSTOMER HAPPY	Receipt	71		500.00
	By <b>Cash</b> YASH N HOW TO MAKE COSTOMER HAPPY	Receipt	72		500.00
	By <b>Cash</b> UMANG SHAH HOW TO MAKE COSTOMER HAPPY	Receipt	73		500.00
					2,500.00
To	<b>Closing Balance</b>			2,500.00	2,500.00



**Zagdu Singh Charitable Trust**  
**TTIMSR SHORT TERM COURSE**  
 Shyamnarayan Thakur Marg, Thakur Village,  
 Kandivali East  
 Mumbai: 400101

**MDP Income**  
 Ledger Account

1-Feb-20 to 10-Mar-20

Date	Particulars	Vch Type	Vch No.	Debit	Page 1 Credit
16-Feb-20	By <b>State Bank of Indore-63030617951</b> <i>being cheque no. 446061 recd from Ashu, Singh towards advance excel training Rs. 3500/- and MDP Income Rs.500/- Part time MMM 19-20</i>	Receipt	44		500.00
22-Feb-20	By <b>Cash</b> <i>5203 arjun dhami (mfm)</i>	Receipt	52		500.00
	By <b>Cash</b> <i>being cash recd from poonam yadav agst receipt no. 5204 roll no. 60 (MFM)</i>	Receipt	53		500.00
	By <b>Cash</b> <i>being cash recd from alok sharma agst receipt no. 5205 roll no. 13 (pgdm)</i>	Receipt	54		500.00
	By <b>Cash</b> <i>being cash recd from siddhant tibrewala agst receipt no. 5206 roll no. 80 (pgdm)</i>	Receipt	55		500.00
	By <b>Cash</b> <i>being cash recd from bhakti more</i>	Receipt	56		500.00
	By <b>Cash</b> <i>being cash reced from mamta dhuri mfm 17-20 roll no.7</i>	Receipt	57		500.00
	By <b>Cash</b> <i>being cash recd from mahir shah mfm batch 17-20</i>	Receipt	58		500.00
	By <b>Cash</b> <i>being cash recd from akasha prayali mfm batch 17-20 roll no.27</i>	Receipt	59		500.00
	By <b>Cash</b> <i>being cash recd from deepthi faran mfm batch 17-20 wealth creation</i>	Receipt	60		500.00
	By <b>Cash</b> <i>being cash recd from manisha bhole mfm batch 17-20 wealth creation</i>	Receipt	61		500.00
	By <b>Cash</b> <i>being cash recd from mhrdm angika suchde batch 17-20 wealth creation</i>	Receipt	62		500.00
	By <b>Cash</b> <i>being cash recd from mhrdm tejal sheth batch 17-20 wealth creation</i>	Receipt	63		500.00

Carried Over

6,500.00



continued ...

**Zagdu Singh Charitable Trust**

MDP Income Ledger Account : 1-Feb-20 to 10-Mar-20

Page 2

Date	Particulars	Vch Type	Vch No.	Debit	Credit
	Brought Forward				6,500.00
22-Feb-20	By <b>Cash</b> <i>being cash recd from jhanvi shah batch 17 -20 wealth creation</i>	Receipt	64		500.00
	By <b>Cash</b> <i>being cash recd from nisha mehta batch 17 -20 wealth creation</i>	Receipt	65		500.00
24-Feb-20	By <b>State Bank of Indore-63030617951</b> <i>being online fees received from sneha for MDP UPI/CR/005423658424</i>	Receipt	66		500.00
3-Mar-20	By <b>State Bank of Indore-63030617951</b> <i>BEING MONEY RECEIVED UNKNOWN</i>	Receipt	67		500.00
					8,500.00
To	<b>Closing Balance</b>			8,500.00	
				<b>8,500.00</b>	<b>8,500.00</b>



Analysis of Rating of MDP Conducted on 22.2.20 (Sat)

Topic : Steps to Wealth Creation

Faculty	Prof Navin Bhatt				
	Poor	Average	Good	Very Good	Excellent
Content & Knowledge			3	6	7
Delivery & Expression				3	13
Relevance of content			1	5	10
Use of anecdotes, examples and relevant supporting materials (AV aids)				2	14
Pedagogy & Interactiveness			1	5	9
<b>Total</b>	nil	nil	5	21	53
<b>Average</b>			6%	27%	67%

Very Good and Above - Overall response from 18 students is 94%







**Management Development Programme  
 On  
 "STEPS TO WEALTH CREATION"**

22nd February 2020 , 7.00 p.m. To 9.00 p.m.

Sr. No.	Name	Organization Name	Designation	Contact No.	Signature
1	Nisha. Mehta ✓	Arces Operations	HR	9920232475	Nisha
2	ASHU Singh ✓	Infinity Broadcast	PARTNER	9870737938	Ashu
3	Deepthi Tandon ✓	C.P. Jewellers.	Accounts Manager	9987575035	Deepthi
4	Pooam Yadav ✓	Kotak General Insurance	Assistant manager	7738710776	Pooam
5	ALOK SHARMA ✓	maxoign-stans	Research Associate	9167579630	Alok
6	SIDHANT PIBREWALA ✓	Standard Chartered Sec.	Equity Specialist	9892695122	Sidhant
7	Jankvi Shah ✓	HDFC Ltd	Technical trainee	8828461821	Jankvi
8	Manita. Dmuri ✓	Concept Public Relations (I) Pvt. Ltd	Accounts managers	7030287787	Manita
9	Bhakti More ✓	JES	Executive	9892530088	Bhakti
10	Janay Shah ✓	Tech Mahindra	Design engineer	9004511099	Janay
11	Mahir Shah ✓	Asit C Mehta Inv Int	ASSOCIATE PMS MANAGER - OPS.	9029202759 90992	Mahir
12	Aakanksha Parayali ✓	Shriram Transport Fin Co	Executive	9769101608	Aakanksha
13	Arjun Dhami ✓	Kotak Life Insr.	Jr. Manager	8097515352	Arjun
14	Manisha Bhole ✓	Manisha's kitchen	owner	8208089038	Manisha





Yashwantrao Chavan Charitable Trust (Regd.)  
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 Fax : 2887 3869  
 Email : [timsr@thakureducation.org](mailto:timsr@thakureducation.org)  
 Website : [www.timsrmumbai.in](http://www.timsrmumbai.in) - [www.thakureducation.org](http://www.thakureducation.org)

**Management Development Programme  
 On  
 "STEPS TO WEALTH CREATION"**

22nd February 2020 , 7.00 p.m. To 9.00 p.m.

Sr. No.	Name	Organization Name	Designation	Contact No.	Signature
	Rakesh More ✓	C.C.C.P.L. (Vherve)	Manager	9867760433	
	Sneha Pale ✓	Aditya Birla Capital	Manager	9967880828	
	Angika Suchde ✓	Indusind Bank	Senior Manager	9833356798	
	Tejal Sheth ✓	Vipul Creations	—	9987053524	



## Event Report

Name of the Event	:	MDP on "Steps to Wealth Creation"					
Date of the Event	:	Feb 22, 2020					
Venue	:	TIMSR					
Resource Person / Chief Guest (Name, Designation, Name of the Organization, Contact Details, E-mail ID)	:	Prof Navin Bhatt, Asst Professor, TIMSR					
No. of Participants	:	Students				Staff	External Participants
		PGDM	MMS	Others	Total	-	
		-	-	-	-	-	-
Duration	:	6:00 pm to 9:00 pm					
<b>Objectives:</b> This programme consists of modules to make participants understand the concept of personal financial planning which will further help them in understanding: <ol style="list-style-type: none"> <li>1. Basics of Personal Financial Planning</li> <li>2. The importance of personal finance with reference to risk and return.</li> <li>3. The financial products available.</li> <li>4. Awareness on fraudulent scheme in market</li> </ol>							
<b>Brief Description:</b> Personal finance is the application of the principles of finance to the monetary decisions of an individual or family unit. It addresses the ways in which individuals or families obtain, budget, save, and spend monetary resources over time, taking into account various financial risks and future life events. This programme consists of modules to make participants understand the concept of personal financial planning which will further help them in understanding of basics of Personal Financial Planning, importance of personal finance with reference to risk and return.							
Budget Allotted	:	Rs.	Actual Expenditure		:	Rs.	
Enclosures (Any data in an electronic mode, needs to be verified by IT & Head of Institute with their Name and Signature)	:	List of Participants ✓ Event Pictures & Updation on website ✓ Feedback Analysis ✓ MDP reporting template ✓					

Organizing Team

Signature of each team member with Name

Receiver of Report  
(Date and Signature)Head of Institute  
(Date and Signature)



# Seneca

## Memorandum of Understanding

Between

**Thakur Institute of Management Studies and Research, Mumbai, India (Party A)**

and

**Seneca College of Applied Arts and Technology, Toronto, Canada (Party B)**

RECOGNIZING the mutual interest in the fields of education, research, training and development of knowledge and

RECOGNIZING the importance of each of the institutions, parties to this MOU, in promoting international collaboration and increased contribution to social development

THE PARTIES HEREBY agree to establish collaboration according to terms and conditions set out in the articles following hereunder.

### Article I: Scope of the Collaboration

The general purpose of the MOU is to facilitate academic and applied research collaboration between the parties hereunder based upon the principles of mutual benefit. The areas of collaboration may include the following:

- 1.1. Exchange of visiting scholars and students;
- 1.2. Collaborative applied research projects on relevant subjects where possible and appropriate;
- 1.3. Participation in workshops, seminars and summer schools
- 1.4. Joint programs and projects where appropriate
- 1.5. Other form of collaboration in the mutual interest.
- 1.6. Exchange of Co-op/work term students



## Article II – The Agreement

- 2.1 The parties may enter into specific written agreements under authority of this MOU to clarify and define the nature, extent and terms of operation for the proposed collaborations, including intellectual property and financial arrangements.
- 2.2 This MOU may involve other institutions by mutual consent which may be added in the near future by written addendum to this MOU (e.g. industry partners)

## Article III – General Terms

- 3.1. This MOU is not intended to, and does not create any right benefit or trust responsibility substantive or procedural, enforceable at law or equity, by party, its officers, employees, or agents against the other party, its officers, employees or agents.
- 3.2. The activities of this MOU must be carried out in accordance with appropriate laws and regulation existing in each country and institution.
- 3.3. All promotional materials and events shall be agreed upon by both parties before use.
- 3.4. This MOU shall be provided in two copies in English language.

## Article IV – Duration

This MOU may be modified by mutual written consent. It will be in effect from the date of signature for a period of five (5) years. It shall be renewed upon mutual written agreement. The agreement may be terminated by either side at 6 months written notice.

The undersigned agree to this MOU on behalf of their respective institutions.

Party A

Party B

Thakur Institute of Management Studies and Research Seneca College of Applied Arts and Technology

By: K.V. Singh

Karan Singh, CEO

By: David Agnew

David Agnew, President

Date: 20/02/2018

Date: February 22, 2018



## Seneca - TIMSR FinTec Centre Collaboration Agreement

BETWEEN SENECA COLLEGE OF APPLIED ARTS AND TECHNOLOGY  
("Seneca")  
TORONTO, CANADA

AND THAKUR INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH  
("TIMSR")  
MUMBAI, INDIA

Each a "Party", collectively the "Parties"

WHEREAS, Seneca and TIMSR entered into a Memorandum of Understanding ("MOU") (Appendix A), signed February 20, 2018, with the goal of facilitating academic and applied research collaboration between the Parties for their mutual benefit; and

WHEREAS, Seneca and TIMSR propose to create the Seneca-TIMSR FinTec Centre ("the Project") to facilitate training and programmes in the Finance Technology domain, under the terms and conditions of the MOU.

### Article I: The Project

The objectives of the project are as follows:

- 1) To promote activities and events in alignment with the TIMSR/Seneca MOU.
- 2) To create training platforms for the students and professionals utilizing both online and offline modules.
- 3) To provide access to specific/certain Seneca programmes in Mumbai.
- 4) To create brand visibility for Seneca in Mumbai.

To achieve these objectives, many strategies will be utilized including:

- a) Marketing various programmes to students and professionals in Mumbai by capitalizing on the intellectual competency of the Seneca-TIMSR Collaboration MOU.
- b) Networking with the Thakur Education Group Alumni base working in the corporate world.
- c) To leverage the strength of the student base of 50,000 currently registered with the Thakur Education Group
- d) To conduct corporate management development programmes in Mumbai that have been developed by Seneca
- e) Creating Hybrid flexible learning modules utilizing both online and offline resources.



\* Discuss with Legal Dept  
\* Approved by Legal Dept  
*[Signature]*  
pardeep singh

## Article II: Term and Termination

The effective date of this Agreement shall be the most recent of the dates of signature upon which this Agreement is executed by the Seneca and TIMSR, and unless sooner terminated as provided in this Agreement, shall continue for a period of five (5) years.

The Agreement may be terminated by either Party by providing 6 months written notice.

## Article III: Financial Commitments

The total budget outlay for the Project will be \$30,000 (in Canadian Funds), and is to be split equally between the Parties. It is proposed that the contribution by each Party be allocated in the following manner:

TIMSR:           \$10,000 – purchase of infrastructure and furniture  
                      3,000 – for the purchase of information technology and maintenance  
                      2,000 – for miscellaneous day-to-day operating expenses of the Centre

Seneca:           \$7,000 – investments in technology related equipment for the Centre  
                      3,000 – for Human Resources training and facilitation  
                      5,000 – Marketing and publicity expenses for the Centre

## Article IV: General Terms

### Confidentiality

Each of the TIMSR and Seneca has a written privacy policy and code of practice and procedure that complies in all material respects with all applicable Canadian Privacy Legislation and which governs the collection, use and disclosure of Personal Information in Canada or, if required under applicable Privacy Legislation, information about entities other than identifiable individuals.



## Notice

Any notice to Seneca or to TIMSR with respect to this Agreement shall be effectively given if delivered or sent by email, or by facsimile addressed to Seneca or to TIMSR at its address as given in this Agreement or other address designated in writing.

### For Seneca:

Address: 1750 Finch Ave. E., Toronto, ON M2J 2X5  
Attention: Prashant Srivastava, Director, Regional Business Development, South Asia  
Phone: (416) 491-5050 ext. 22492  
Email: prashant.srivastava@senecacollege.ca

### For TIMSR:

Address: C-Block, Thakur Educational Campus, Shyamnarayan Thakur Marg, Thakur Village, Kandivali East, Mumbai, Maharashtra 400101, India  
Attention: Dr. Pankaj Natu, Director  
Phone: +91 22 6730 8201  
Email: pankaj.natu@thakureducation.org

Any notice that is delivered shall be deemed to have been received on delivery. Any notice sent by email shall be deemed to have been received when transmitted.

## Assignment

This agreement shall not be assigned by the Seneca or TIMSR without the prior consent of the other Party.

The College and Organization declare that nothing in the Agreement shall be construed as creating a partnership, joint venture or agency relationship between the Seneca and TIMSR.

## Indemnification

The parties shall each indemnify and save harmless the other from and against all claims, losses, damages, judgments, costs, expenses, actions and other proceedings made, sustained, brought, prosecuted or threatened to be brought or prosecuted that are based upon, occasioned by or attributable to any bodily injury to or death of a person of damage to or loss of property caused by any negligent act or omission on the part of the indemnifying party, its officers, employees, students, agents or volunteers arising out of this agreement.





### Ownership of Materials and Intellectual Property (IP)

Seneca retains sole ownership of all training materials and IP used in performance of this Agreement unless otherwise disclosed in this agreement.

### Amendment

This Agreement may be amended by a formal written amendment executed by Seneca and TIMSR.

### Law

This Agreement shall be governed by and construed in accordance with the laws in the Province of Ontario.

### Entire Agreement

This Agreement together with Appendix A, constitutes the entire Agreement between the Parties with respect to the Project.

This Agreement has been executed on behalf of Seneca and on behalf of the TIMSR by their duly authorized officers.

For Seneca College of Applied Arts and Technology

August 6, 2019  
Date

Jos Nolle, Executive Director, Seneca International

For THAKUR INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH

16/08/2019  
Date

Dr. Pankaj Natu, Director



## TIMSR

## MINUTES OF THE MEETING

Meeting called by: Dr. Pankaj Natu

Duration: 1.5 hours

Subject of Meeting: TIMSR-Seneca Fintech Course

Venue: Board Room

Date of the Meeting: August 24, 2019

## 1. Attendees:

Sr.No.	Name	Designation	Signature
1	Mrs. Maria Sairoglou	Director, International Training and Development, Seneca International	
2	Dr. Pankaj Natu	Director, TIMSR	
3	Mr. Prashant Srivastava	Director, South Asia, Seneca	
4	Mr. Jaideep Dasgupta	Assistant Professor Finance, TIMSR	
5	Mr. Jai Kotecha	Deputy HOD Finance, TIMSR	

## 2. Agenda &amp; Discussion:

Sr.No.	Agenda	Discussion	Action to be taken by	Deadline
1	TIMSR-Seneca Fintech Course Curriculum	<p>a.) Proposed course curriculum for Fintech was shared</p> <p>b.) Suggestions provided by Mrs. Maria Sairoglou in terms of providing a structured course outline covering course outcomes, evaluation parameters, duration, etc. for each topics taught under the course.</p> <p>c.) Gap areas to also be identified by Jaideep Dasgupta where the same is to be filled in by industry experts of Seneca College through online lectures.</p> <p>d.) Post sharing the course outlines Seneca College team of experts to thoroughly examine the same and suggest modifications</p>	Jaideep Dasgupta to provide the updated course outlines to Maria.	<p>a.) Course outlines to be shared by Jaideep Dasgupta by September 30, 2019.</p> <p>b.) Inputs to the shared course outline to be shared by December 31, 2019.</p> <p>c.) Commencement of TIMSR-Seneca Course by February 1 2020.</p> <p>d.) Webinar deadline - November/December 2019</p>



Sr.No.	Agenda	Discussion	Action to be taken by	Deadline
		e) Scope of a dedicated Seneca Program for part-time students and engineering college students also discussed. Program duration to be approximately of 8 months if incorporated. f) Webinar for introduction to Fintech to be conducted by Seneca College		

3. Outcome of the Meeting:  
Members present agreed to the above mentioned discussion.

4. The meeting ended with a vote of thanks.

**Agreed and Accepted the MOM**

Sr.No.	Name	Designation	Signature
1	Mrs. Maria Sairoglou	Director, International Training and Development, Seneca International	
2	Dr. Pankaj Natu	Director, TIMSR	
3	Mr. Prashant Srivastava	Director, South Asia, Seneca	
4	Mr. Jaideep Dasgupta	Assistant Professor Finance, TIMSR	
5	Mr. Jai Kotecha	Deputy HOD Finance, TIMSR	



**DR.PANKAJ NATU**  
**DIRECTOR**

February 6, 2020

To,  
Director  
TIMSR

**Re: Fintech certification sessions summary conducted by Seneca College of Canada for TIMSR Finance students - Batch 2019-21**

Dear Sir,

This is in reference to our discussion wherein details of Fintech sessions conducted by Seneca College of Canada on video conference through Zoom are depicted below:

**January 09, 2020 (Thursday) – Block Chain session** – Number of students attended 21 (PGDM - 17 and MMS - 4) – Duration 1 hour - 6.00 pm to 7.00 pm IST

**January 13, 2020 (Monday) – Crypto currency session** – Number of students attended 15 (PGDM- 14 and MMS - 1) – Duration 1 hour - 6.00 pm to 7.00 pm IST

**January 21, 2020 (Tuesday) – Privacy and its importance session** – Number of students attended 12 (PGDM - 10 and MMS - 2) – Duration 1 hour - 6.00 pm to 7.00 pm IST

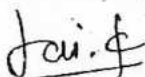
**January 31, 2020 (Friday) – Regtech session** – Number of students attended 10 (PGDM - 9 and MMS - 1) – Duration 1 hour - 6.00 pm to 7.00 pm IST

Total number of 31 students had participated in this Fintech session at its inception conducted by Seneca College of Canada for the aforesaid four days of which 18 were from PGDM and 13 were from MMS.

9 students of 13 MMS students have withdrawn from the training program at its inception as they were not interested in the training program due to some other commitments.


Thanking you

Yours truly,



CA. Jai Kotecha

(Asst Professor – Finance)



Prof. Jaideep Dasgupta

(Asst Professor – Finance)



TIMSR/ANX/14

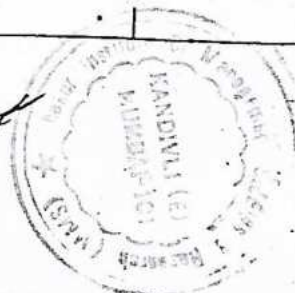
TIMSR

REVISION: A

## Student Attendance Sheet for Guest lecture/Event/Industrial Visit/Other Activities

Topic: Regtech Introduction				Date: 31-01-2020
Name of the Speaker/ Activity: Jaideep Dasgupta/ Anita Chaugy				
Sr. No.	Name of Student	Course	Specialization	Signature
	Meeteek Aquanul	MMS	Finance	<del>M Aquanul</del>
	Pallavi Shanivare	PGDM	Finance	<del>P Shanivare</del>
	Poonam Shetty	PGDM	Finance	P Shetty
	Kiran Swarna	PGDM	Finance	<del>K Swarna</del>
	Anviya Jaykumar Jaykumar	PGDM	Finance	Anviya Jaykumar
	Sonalika Swarna	PGDM	Finance	<del>S Swarna</del>
	Kiran Pandey	PGDM	Finance	K Pandey
	Ashutosh Sharma	PGDM	Finance	Ashutosh
	Aashutosh Sharma	PGDM	Finance	Aashutosh

M



## Student Attendance Sheet for Guest lecture/Event/Industrial Visit/Other Activities

Topic: Blockchain				Date: 09/01/2020
Name of the Speaker/ Activity: Neissan Monadjem / Jaideep Dargyate				
SF Roll No.	Name of Student	Course	Specialization	Signature
	Susmy Kapadia	PhDM	Finance	Stephan
	Janice Fernandes	PGDM	Finance	Fernandes
	Kiran Pandey	PGDM	Finance	Kiran
	Rajkrita Modak	PGDM	Finance	Modak
	Anagha Talekar	PGDM	Finance	Talekar
	Meetesh Agarwal	MMS	Finance	Agarwal
	Vaibhav Mehta	PGDM	Finance	Mehta
	Rajan Thakur	PGDM	Finance	Thakur
	Aditya Shambhuag	MMS	Finance	Shambhuag
	Poonam Shetty	PGDM	Finance	Poonam
	Karan Suvarna	<del>MMS</del> PGDM	Finance	Suvarna
	Ashutosh Sharma	PGDM	Finance	Sharma
	Aditya Jain	PGDM	Finance	Jain
	Harsh Shah	PGDM	Finance	Shah
	Aurvi Churi	MMS	Finance	Churi
	Harsh Sharma	MMS	Finance	Sharma
	Jaykumar	PGDM	Finance	Jaykumar
	Anvika Jaykumar	PGDM	Finance	Anvika
	Pranali Chaudhary	<del>MMS</del> PGDM	Finance	Chaudhary
	Aashutosh Sharma	PGDM	Finance	Aashutosh
	Pallavi Shanivare	PGDM	Finance	Shanivare
	Harsh Sharma			

*Ma*



## Student Attendance Sheet for Guest lecture/Event/Industrial Visit/Other Activities

Topic: Privacy and its Importance				Date: 21/01/2020
Name of the Speaker/ Activity: Michelle Chibba / Jaideep Dasgupta				
Sr. No.	Name of Student	Course	Specialization	Signature
	Sunny Kapadia	PHDM	Finance	Sunny Kapadia
	Jaride Fernandes	PGDM	Finance	Jaride Fernandes
	Kiran Pandey	PGDM	Finance	Kiran Pandey
	Jaykumar	PGDM	Finance	Jaykumar
	Rajan Thakur	PGDM	Finance	Rajan Thakur
MMS-54	Kunal Mishra	MMS	Finance	Kunal Mishra
MMS-58	Ashish Lake	MMS	Finance	Ashish Lake
PG-102	Karan Swarna	PGDM	Finance	Karan Swarna
	Aashutosh Sharma	PGDM	Finance	Aashutosh Sharma
	Rajkita Modali	PGDM	Finance	Rajkita Modali
	Aditya Jain	PGDM	Finance	Aditya Jain
	Harsh : Shah	PGDM	Finance	Harsh : Shah

TS



## Student Attendance Sheet for Guest lecture/Event/Industrial Visit/Other Activities

Topic: Cryptocurrency	Date: 13/01/2020
Name of the Speaker/ Activity: Neissan Moradjem/Jaideep Dasgupta	

Sr. Roll No.	Name of Student	Course	Specialization	Signature
	Jaykumar	PGDM	Finance	Jaykumar
	Anvija Jaykumar	PGDM	Finance	Anvija
	Rajan Thakur	PGDM	Finance	Rajan
	Poonam Shetty	PGDM	Finance	Poonam Shetty
	Chauri Chauri	MMS	Finance	Chauri
	Ashutosh Sharma	PGDM	Finance	
	Rajkita Modak	PGDM	Finance	Modak
	Sonali Savayna	PGDM	Finance	
	Sunny Kapadia	PGDM	Finance	Sunny Kapadia
	Aditya Jain	PGDM	Finance	Aditya
	Karan Suvarna	PGDM	Finance	Karan
	Kiran Pandey	PGDM	Finance	Kiran
	Ashutosh Shukla	PGDM	Finance	Ashutosh
	Janice Fernandes	PGDM	Finance	Fernandes
	Vaibhaw Mehta	PGDM	Finance	Vaibhaw

TMS





**TIMSR-Short Term Courses**  
 Shyamnarayan Thakur Marg  
 Thakur Village, Kandivli(East)  
 Mumbai

**Seneca College of Applied Arts and Technology**  
 Ledger Account

1-Apr-2019 to 31-Mar-2020

Page 1  
Credit

Date	Particulars	Vch Type	Vch No.	Debit	Credit
4-12-2019	Cr <b>FINTECH LAB Contribution</b> BEING fintech LAB as per MOU between seneca - TIMSR on Technology, Human Res development and marketing publicity for thier share of CAD 15000 convertible rate as on 04.12.20129@ 54.92	Debit Note	1	7,96,800.00	
	Dr <b>State Bank of Indore-63030617951</b> Being TIMSR Seneca FINtech lab Contribution of CAD 15000/- converted in INR to Rs. 7,96,800/-@53.12 on 04.12.2019	Receipt	11		7,96,800.00
				<b>7,96,800.00</b>	<b>7,96,800.00</b>

TIMSR Short term Course

State bank of India, Thakur Complex, Kandivli East

sb: 63030617951

04.12.19	Commission			600.00	1666720.59 CR
04.12.19	Service			807.00	1665923.59 CR
	Uncl Bal:	0.00	Clr Bal:	1665923.59 Cr, +MOD BAL:	0.00
10.12.19	IMPS934412331752 NOB NO: 9323753525 ACCT NO: XX0896 eCHQ:MAB000392691703			10000.00	1675923.59Cr
11.12.19	NEFT N345191005974364 HDFC0000001 ESHAN INTERNATI			35400.00	1711323.59Cr
	Uncl Bal:	0.00	Clr Bal:	1711323.59 Cr; +MOD BAL:	0.00



## Contact

[www.linkedin.com/in/biren-parekh](http://www.linkedin.com/in/biren-parekh)  
(LinkedIn)  
[www.birenparekh.com](http://www.birenparekh.com) (Personal)  
[www.birenparekh.com/at-a-glance](http://www.birenparekh.com/at-a-glance)  
(Blog)

## Top Skills

SDLC  
IT Strategy  
Business Analysis

## Languages

Hindi (Native or Bilingual)  
Gujarati (Native or Bilingual)  
Japanese (Elementary)

## Certifications

JETRO Level 4 exam  
LinkedIn Quick Tips  
Business Analysis: Business  
Benefits Realization  
Agile Requirements Foundations

## Honors-Awards

Chairman's Delivery Excellence  
Award  
Team Award  
Team Award  
Commercial Excellence Award  
NEXT100 CIO 2020 Winner

# Biren Parekh

Vice President | NEXT100 CIO 2020 Winner | Delivery Head |  
Energetic Leader | FinTech | Product Management | PMI Volunteer  
Speaker | Blogger | Mentor | Investor | Lifelong Learner  
Mumbai

## Summary

I am an Energetic Technology Servant Leader with Global & Rich experience in managing complex digital transformation & implementation programs in retail & corporate banking. This includes strategic interfacing with CxO stakeholders.

I demonstrate Thought Leadership and have Notable Credits on my records.

I present myself as a Product Manager with vast implementation experience across the gamut of banking services.

## Expertise

- # Program & Portfolio Management – interfacing Senior Leadership at Strategic level
- # Play a pivotal role for Presentations & Report analysis to Top management for a strategic review
- # Turnaround RED projects to GREEN
- # Ensure successful product implementation with consistently high profitability & margins with zero revenue leakage
- # Score Consistently high on CSAT, Employee Engagement Index, Leadership Index
- # Proven ability for Delivery Excellence and lead, motivate & inspire cross-cultural teams to produce exceptional value

I am a Fintech executive who is

- Well-versed with design, development, implementation, data migration, data warehouse, production support, ODC, IT Governance, IT Strategy & Transformation, IT Security, Banking Application Architecture & Design.