

## Rangoli Workshop Report

In lieu of the oncoming Ganesh festival, the cultural committee of K.B. College of Arts & Commerce for Women organized a Rangoli workshop on 12<sup>th</sup> September 2018 in the college premises. The 4-hour workshop was conducted by Ms Asmita Sharma – a faculty in Economics who is a professional in the art of Rangoli making. More than 40 students as well as interested faculty participated in the workshop and learnt intricate design skills of Rangoli. The Rangolis made by the participants decorated the campus and created a festive atmosphere in the college. The workshop was successful in developing the skills of Rangoli making among the participants.



*R. S. D.*  
Principal  
K. B. College of Arts & Comm.  
Kopri, Thane (E.)



**2018-2019**  
**Workshop Rangoli**  
12<sup>th</sup> September 2018



## Report on One Day Symposium on "Research Methodology and Intellectual Property Rights"

Excelssior Education Society's Commerce and Accountancy Department of K. B. College of Arts & Commerce for women, Thane had organized One Day Symposium on "Research Methodology and Intellectual Property Rights" dated 2<sup>nd</sup> February 2019. The objective of this workshop was to develop research quality among the students. This will enable the participants to define research problem, formulate objectives and hypothesis, to know the statistical tools and gain knowledge of report writing. This was conducted to create awareness on the significance of IPR amongst the people from various sectors in the country. In the inaugural session, Principal Dr. Renu Trivedi focused on the need of research awareness among the students and the importance of IPR especially Copy Right, Patents and Trade mark. HOD Dr. Vinayak Rajesh shared his view on the role of Research Methodology in the research activity and about IPR. In the pre-lunch session Adv. Suyash Pradhan explained in details about the copy right, patents and trade mark. Especially he focused on the procedure of obtaining the patent. In the post lunch session Dr. Gandhi shared his expertise knowledge in the field of research. He covered the various topics such as defining the research problem, formulating the research objectives, hypothesis, testing of hypothesis by using different statistical tools and finally about report writing. This particular workshop was mainly arranged for M.com students as a part of their syllabus. The students got a complete knowledge about the research methodology and IPR. Valedictory speech was addressed by Principal Dr. Renu Trivedi which was followed by vote of thanks given by Ms. Zeenath Shaikh.



*Handwritten signature*



*Handwritten signature*  
Principal  
K. B. College of Arts & Comm.  
Kopri, Thane (E.)

**2018-2019**

**Workshop on Research Methodology and Intellectual Property Rights”**

**2nd February 2019**



## Lecture on Intellectual Property Rights

Date-24th August 2018

The Intellectual Property Rights are the exclusive rights given to a people over the use of their creation for certain period of time. Further IPR is divided into two areas-

1 Copyrights

2) Industrial rights.

Intellectual Property is also protected in law by the patent, copyright and trademarks and through which a creator can earn recognition or some financial benefits. To make students aware of IPR, the department of extension of K.B. College of Arts and Commerce for Women, Thane has organised one day lecture on Intellectual Property Rights for the Mcom students, by the resource person advocate Sagar Bansode sir on 24th August 2018 in college campus.

**Objective-** To make the Mcom students aware about the IPR and the law associated with it.

**Outcome-** Students learnt about IPR and the law associated with it, which will help them in future.



R1 →

Principal  
K. B. College of Arts & Comm  
Kopri, Thane (E.)



## WORKSHOP ON DIGITAL MARKETING

Date: 19 January 2019

The students of T.Y.B.M.S. students attended the Inter-collegiate workshop on '**Digital Marketing**' in the third week of the month of January, 2019. The sole purpose was to familiarize the students with the relevance of e-commerce in the contemporary times. It was organized by one of the premier institutes in the city of Mumbai and the K.B. College was represented by the above stated students.

### Objectives:

1. To help student learn how to adapt to the new world of marketing.
2. To enlighten students about how the internet has transformed the way brands engage with consumers
3. To introduce students to tools and techniques required to succeed in digital marketing.

### Outcome:

1. Students got preliminary knowledge about the digital Marketing techniques and its significance in current scenario
2. Students also learnt about importance of internet and technology in marketing
3. Students became aware about career opportunities they might get after digital Marketing course

Ms. Neelam Motwani

Dept. of BMS



  
Principal  
K. B. College of Arts & Comm  
Kopri, Thane (E.)

**WORKSHOP ON 'DIGITAL MARKETING'**

**19<sup>TH</sup> JANUARY 2019**



**DIGITAL MARKETING WORKSHOP** in Association with **TIMES EDUCATION**

