



# Hirachand Nemchand College of Commerce, Solapur

## Department of Management Studies

### BBA Section

(2014-2020)

### Co-curricular Activities

Sr. No.	Year	Name of the Topic	Date of Event	Guest & Speakers
1	2019-20	Emerging Trends in Digital Marketing	20-01-2020	Mr. Aditya Malu Mr. Sachin Kodbur Mr. Pratik Khatwate
2	2018-19	1) Personality Insights-Stepping towards Success	31/07/2018	Mr. Madhusudan Bhutada
		2) Hospitality & Tourism Industry- Growth & Potential	18/01/2019	Mr. Priyadarshan Shah Mr. M.D. Kanade Mr. Dharmesh Tank Mr. Anish Sahastrabudde
3	2017-18	Impact of GST on Indian Economy	09/01/2018	Mr. G.R. Desai CA Dhiraj Baldota CA Sunil Ingale
4	2016-17	Emerging Trends in Banking	21/01/2017	Mr. V. Somshekhar Mr. Sudhanshu Sharma Mr. Manish Pathak
5	2015-16	Building Winning Brands	16/01/2016	Mr. Mahesh Deshmukh Mr. N. Rajesh Iyer Mr. Sandeep Patil
6	2014-15	Blending Marketing Tools	03/01/2015	Mr. Keshav Reddy Mr. Ajay Pawar Mr. Vinod Gurram

## Annual Seminar (2019-20)



“Jidnyasaa”: BBA’s 18<sup>th</sup> Annual Seminar, titled **“Emerging Trends in Digital Marketing”** organized on 20<sup>th</sup> January, 2020. Annual Seminar chaired by Mr. Aditya Malu, Suyog Digital, Solapur. Mr. Madhur Bajaj (Digital Marketing Consultant, Pune) & Mr. Sachin Kodbur (Co Founder of Advert Digital Mantra, Solapur) two key speakers shared the valuable information on Digital Marketing. Total 09 Students were present their paper on the said theme, Mr. Pratik Khatwate (Marketing Head of Advert Digital Mantra, Solapur) was the Chair person for Students session.

## Annual Seminar (2018-19)

“Jidnyasaa” : BBA’s 17<sup>th</sup> Annual Seminar, titled “**Hospitality and Tourism Industry-Growth and Potential**” organized on 18<sup>th</sup> January, 2019. Annual Seminar chaired by Mr. Priyadarshan Shah (Owner, Hotel Lotus, Solapur). Key Speakers were Mr. Berzin Master (GM, Hotel Balaji Sarovar Premier, Solapur) & Mr. Dharmesh Tang (DSA, Club Mahindra Holidays, Solapur) for sharing valuable information on topic.



## Annual Seminar (2018-19)

“Jidnyasaa” : BBA seminar was arranged on “**Personality Insights**” which was Inauguration by- Mr. Madhusudan Bhutada (Shree Shubh Industries, Solapur) and Mr. Anish Sahasrabuddhe (Soft Skills Trainer, Solapur) & Mr. M. D. Kanade (CEO, Aspire Training Academy, Solapur) were two key speakers for throwing light on theme.



## Annual Seminar (2017-18)

“Jidnyasaa”: 15<sup>th</sup> BBA Annual Seminar was organized titled “**Impact of GST on Indian Economy**” on 9<sup>th</sup> January, 2018. Seminar was inaugurated by Mr. G. R Desai ( Asst. Commisioner, Central GST, Solapur Div. Solapur). CA Dhiraj Baldota & CA Lalit Magdum shared expertise on the theme. 10 students presented their papers on subthemes. CA Sunil Ingale chaired student’s presentation and best presentation was awarded.





## Annual Seminar (2016-17)

“Jidnyasaa”: 14<sup>th</sup> BBA Annual Seminar was organized titled “**Emerging Trends in Banking**” on 21<sup>st</sup> January, 2017. Mr. V. Somshekhar, Zonal Manager, Bank of India, Zonal Office, Solapur inaugurated seminar. Mr. Sudhanshu Sharma, Director, AAROHI Info Tech. Pvt. Ltd., Pune and Mr. Manish Pathak , Marketing Manager, BOI, Solapur shared various emerging trends of Banking with students. 12 students presented their papers on various topics.



## Annual Seminar (2015-16)

“Jidnyasaa”: 13<sup>th</sup> BBA Annual Seminar was organized titled “**Building Winning Brands**” on 16<sup>th</sup> January, 2016. Seminar was inaugurated by Mr. Mahesh Deshmukh, Director, Lokmangal Group, Solapur. Mr. N. Rajesh Iyer ( Business Development at Pragati Pack (India) Pvt. Ltd., Hyderabad & Mr. Sandeep Patil (Zonal Manager, Haier Appliances India Pvt. Ltd., Solapur guided students on various strategies for building successful brands. Later 12 students presented papers , were evaluated by Mr. Rajesh Iyer as a Chair person.



## Annual Seminar (2014-15)

12<sup>th</sup> BBA Annual Seminar was organized titled “**Blending Marketing Tools**” on 3rd January, 2015. Seminar was inaugurated by Mr. Keshav Reddy, MD Vamsi Labs Pvt. Ltd., Solapur. Mr. Ajay Pawar, regional manager, Express Clinic, Pune and Mr. Vikram Deshmukh, Marketing and Finance Consultant, Pune shared various view on blends of marketing mix. 13 students presented papers on main theme, Mr. Vinod Gurram, Franchise owner, Arvind Store at Solapur chaired student’s session.





## **List of BBA Annual Seminar Topics till date**

<b>Sr. No.</b>	<b>Year</b>	<b>Topic</b>
1	2020	Emerging Trends in Digital Marketing
2	2019	Hospitality & Tourism Industry: Growth & Opportunities
3	2018	Impact of GST on Indian Economy
4	2018	Personality Insights
5	2017	Emerging Trends in Banking
6	2016	Building Winning Brands
7	2015	Blending Marketing Tools
8	2014	Emerging Trends in Marketing
9	2013	Retailing: An Escalating Sector
10	2012	Effectiveness of Advertising in Brand Communication
11	2011	Event Management
12	2010	Enter Entrepreneurship- Exit Unemployment
13	2009	Opportunities and Challenges in Tourism Industry
14	2008	Global Warming
15	2007	Corporate Social Responsibility
16	2006	Special Economic Zone
17	2005	Management in Turbulence Time
18	2004	Total Quality Management