



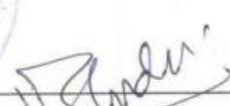
National Conference on Start-up, a key to Social change

NCSS 2021

Date of the Event: (DD/MM/YYYY)	06/02/2021	Duration:	10.00 AM - 05.10 PM
Day of the Event:	Saturday	Venue:	Online

Sr. No.	Speaker / Resource person
1	Mr. Tomio Isogai, Advisor in Indo-Japanese Relations, Former MD Sharp India Ltd
2	Dr. Chandrashekhar Talathi, CEO, Make It Happen Center for Invention, Innovation and Incubation. Former CEO Weir Power & Industrial
3	Mr. Shailendra Goswami, Chairman and Managing Director, Pushkaraj Group.
4	Dr. Sharad Patil, Director IQAC, Sandeep University, Nashik.

Sr. No.	Topics Covered
1.	Tomio sir delivered topics related to conference topic comprising the land, culture, and people from both sides (Japan and India), especially secrets of Japan's recovery; Challenges at work – Covid 19; 3 Ms of TPS and India - Japan the strongest partners.
2.	Dr Talathi put light upon various initiatives by GOI related to the topic and also covered 11 start-ups, future

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	of entrepreneurship, one stop solution by MMCIII.
3.	Goswami sir shared details of Make in India, it's Challenges and steps to be taken to achieve through a variety of examples.
4.	Dr Patil discussed about various Start-ups, examples from Fashion brands, non profit organisations; Vietnam based businesses and local entrepreneurs during his Valedictory speech.

**Online National Conference on
START UP, A KEY TO SOCIAL CHANGE**

Date : 06th February, 2021 | Time : 10 am to 1 pm

आत्मनिर्भर भारत

Keynote Speakers

- Mr. Tomio Isogai**
Former MD, Sharp India Ltd.
Advisor to Indo-Japanese Relations
- Mr. Shailendra Goswami**
Chairman and Managing Director
Pushkaraj Group
- Dr. Chandrashekhar Talathi**
Former COO at Weir Power & Industrial,
CEO, Make It Happen Center for Invention,
Innovation and Incubation

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Sr. No.	Brief report /Description on the event	Duration
1	Address by Conference Convenor (Dr Pranav Kayande)	10:00 AM to 10:10 AM
2	Inauguration of the NCSS 2021 conference and unveiling of the proceedings with ISBN published by IMERT and Sambodhi UGC CARE listed journal with ISSN by the hands of Dr Jitendra Bhandari Director, IMERT.	10:10 AM to 10:20 AM
3	Welcome note by Director , IMERT (Dr Jitendra Bhandari)	10:20 AM to 10:40 AM
4	Keynote speaker (Dr Chandrashekhar Talathi)	10:45 AM to 11:25 AM
5	Address by Guest of Honour (Mr. Shailendra Goswami)	11:30 AM to 12:10 PM
6	Address by Chief Guest (Mr. Tomio Isogai)	12:15 PM to 1:00 PM
7	Vote of Thanks (prof. Pranjal Jadhav)	1:00 PM to 1:10 PM
8	Comparing of morning session was handled by prof. Aparna Shastri	10:00 AM to 1: 30 PM

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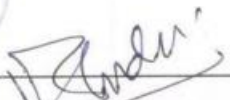
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9	Research Paper Presentations (Track I) by Research Scholars (Chaired by Dr Bharati Gupta, HOD MMCOE MBA)	2:00 PM to 4: 30 PM
10	Research Paper Presentations (Track II) by Research Scholars (Chaired by Dr Rahul Jagtap, MMCOE MBA)	2:00 PM to 4: 30 PM
11	Valedictory function Address by Dr Sharad Patil	4:30 PM – 5:00 PM
12	Unveiling of Certificates of participation and Certificates of UGC CARE listed journal publication by the hands of Dr Sharad Patil.	5:00 PM – 5:10 PM
13	Comparing of afternoon slots Tracks I and II was handled by Dr Pranav Kayande and prof. Praful Sarangdhar respectively.	2:00 PM to 4:30 PM

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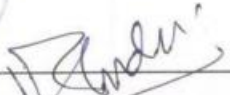
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National Conference on Start up for Social change NCSS 2021 organised by MMs IMERT in association with AIMS (Association of Indian Management Schools), Hyderabad was held on 06/02/2021 using Online platforms – Live streaming of the morning first half (10.00 AM to 1.00 PM) held through YouTube using Streamyard and conduction of afternoon sessions (Tracks I, Track II and Valediction function) happened through Google meet app, under guidance of Dr Jitendra Bhandari (Director, IMERT) and Dr Rupendra Gaikwad (Coordinator, IQAC). Special thanks to Shri. Shivajirao Ganage President, Prin. Bhausahab Jadhav Executive President, Shri. Kishor Mungale Secretary, Marathwada Mitra mandal Trust and Dr Milind Jagtap Adjunct Professor IMERT for their wholehearted support for making this event a success.

Sr. No.	Coordinated by
1.	Dr Pranav Kayande (Convener NCSS 2021)
2.	Prof.Praful Sarangdhar (Co-convener NCSS 2021)

 Dr Pranav Kayande	 Dr Rupendra Gaikwad	 Dr Jitendra Bhandari
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Participants –

Sr. No.	Researcher	Affiliation	Paper Title
1	Mr Sudam Shinde	Research Scholar, D Y Patil SM, Charholi (Bk), Pune.	An empirical study on impact of recommendation by Kith on purchase behaviour of green milk products in Ahmednagar District.
2	Mr Prakash Tambe	Research Scholar - IMERT Pune	The effect of lockdown on the global floriculture industry
3	Mr Swapnil S Patil.	Research Scholar, D Y Patil SM, Charholi (Bk), Pune.	Risk tolerance of investors with reference to Mutual Fund as an investment avenue.
4	Ms Aparna Shastri	Asst. Prof, IMERT Pune	OCTAPACE culture an antecedent to successful start-up : An extensive bibliometric analysis
5	Mr Siddharth Karale	Assistant Professor- SINHGAD BUSINESS SCHOOL - SBS - STES, Erandwane, Pune	"Private labels in retail sector" A Profit Making MANTRA" During "COVID -19-Lockdown With Special reference to selected retail outlets in Pune city
6	Mr Vikas Adhegaonkar	Research Scholar, D Y Patil SM, Charholi (Bk), Pune.	Dynamic Optimum Capital Structure Adjustment Model of BSE Listed Indian Manufacturing – A Case Study of Engineering Goods Industry
7	Mr Praveen Suryavanshi	Research Scholar, D Y Patil Institute of Master of Computer Applications and Management	A study of increase upi payments during lockdown
8	Dr. Pushpraj Wagh	Yashaswi Education Society's International Institute of management Science, Chinchwad, Pune	A study of consumer behavior towards cosmetic products with reference to lakme

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9	Mr. Mayuresh Ghare	Research Scholar , Department of Research, Innovations and Consultancy (DRIC), MES Garware College of Commerce, Pune	"Entrepreneurship Development in India– A Review"
10	Dr.Vijit Chaturvedi	Professor,Amity Business School, Amity University, Noida Uttar Pradesh	Start Up's-A driver for sustainable social change-A descriptive insinuation
11	Dr Jitendra Bhandari	Director, IMERT Pune	Consumer behaviour towards e-shopping in pune city
12	Mr Yogesh Khomane	Research Scholar - IMERT Pune	"A study of consumption of mobile data among rural consumers of pune district during lockdown"
13	Mr Praful Sarangdhar	Asst.Professor, IMERT Pune	A study on emerging concept of cloud kitchen in india
14	Mr Vidyanand Joshi	Research Scholar - MIT, Loni Kalbhor, Pune	Study Constructed on Factors Influencing Jobseekers in Recruitment and Selection Process across IT Organization
15	Ms Pranjal Jadhav	Asst.Professor, IMERT Pune	Improving and developing performance through effective mentoring management system to bring on innovative progress in an individual
16	Mr Manesh Palav	Assistant Professor, Jayawant Institute of Management Studies, Tathawade, Pune.	Impact of Reverse Migration on Rural Finance

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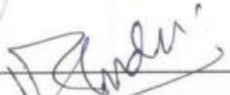



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17	Mr Sachin Kshirsagar	Asst.Professor, IMERT Pune	A STUDY ON FINANCIAL DERIVATIVES w.r.t GMR infrastructure
18	Ms Sushma Sathe	Asst.Professor, Chetan Dattaji Gaikwad Institute of Management Studies, Pune, India	Knowledge and perception of employees to invest in health insurance during COVID-19 pandemic
19	Mr Vivekanand Gaikwad	Assistant Professor, IMERT Pune	"A study of effective employee engagement in IT sector; A systematic study of emerging trends and challenges in business"
20	Ms Ulka Kalaskar	Research Scholar , IMERT Pune	"Urbanization Key to Development Of The City: Municipal Bonds"
21	Dr Abhijit Shivane	Assistant Professor, IMDR Pune	Analytical study of growth in online certification programmes/courses during COVID-19 Pandemic


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 Reviewed/Recommended by


Dr Nitendra Bhandari
 Approved by


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It all started with –

The poster features a light blue background with a network of white dots and lines. At the top left is the IMERT Pune logo. To its right, it says 'In Association with AIMS ASSOCIATION OF INDIAN MANAGEMENT SCHOOLS'. Further right is a logo with a figure and the text 'मेढे प्रहारांचे हिल ।'. The main title 'National Conference on START UP, A KEY TO SOCIAL CHANGE' is prominently displayed in red and white. Below this, a purple banner contains the text 'आत्मनिर्भर भारत'. The date '06th February, 2021' is centered between two horizontal lines. At the bottom right, it says 'Online Conference' in a blue, slanted font. The bottom right corner also includes the text 'Organised by Marathwada Mitra Mandal's Institute of Management Education Research and Training' and a NAAC A+ Accredited logo.

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Marathwada Mitra Mandal

Marathwada Mitra Mandal, Pune is a Public Charitable Trust registered under Bombay Public Trust Act, 1950 under Registration No. F-338 P dated 19.1.1967. It is established through the inspiration of socially and educationally charged personalities, with the motto "Yethe Bahutanche Hit" (Welfare of Masses). The trust has created excellent facilities of education in various fields of education such as Management, Law, Commerce, Pharmacy, Engineering, Architecture, Interior Design, etc. which provide excellent education to more than 12000 students.

IMERT

IMERT is conceived as an unique growth oriented institute approved by AICTE, New Delhi and accredited with the prestigious A+ grade by NAAC. IMERT offers two-year full time MBA programme affiliated to Savitribai Phule Pune University for which the students are admitted through the admission procedure conducted by Directorate of Technical Education (DTE), Maharashtra state. The institute was established in 1994 and has a legacy of 25 years.

About Conference

National Conference on 'Start up, a key to Social Change' aims to provide a platform for researchers, academicians and professionals around the country to have in-depth discussions, experience & idea sharing and presenting their research results in the area of Entrepreneurship, Innovation and Value creation.

This conference aims to bring together researchers and practitioners to facilitate the discussion on the broad topics of this theme. The main objectives of the conference are to provide a platform for aspiring entrepreneurs, academia, industry, Government and policy makers to share their research and ideas.

The conference will pave the way to establish business or research relations and entrepreneurship development. The conference will include:

- Keynote address from eminent persons
- Research paper and Case Study presentation

In Association with

AIMS
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INDIAN MANAGEMENT SCHOOLS

Call for Papers

Authors are invited to submit their original and unpublished manuscripts based on empirical research, experiences, value based decision making or promising ideas that demonstrate research focusing on a variety of aspects needed to achieve strategies for excellence.

Publication Opportunities

Based on the reviewers' comments, the papers shall be considered for publication in UGC CARE listed journals or Peer reviewed journals with ISSN. All authors will receive e-certificate of participation.

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Tracks of The Conference



- All the other topics related to themes will be welcomed.
- Themes are indicative. Authors can submit paper(s) on any topic related to the theme of the conference.

Submission Guidelines

- Authors should submit their original and unpublished papers in word format. The manuscript should not be under the process of publication or should not have been submitted to any journal.
- Abstract of not more than 300 words and 5-7 keywords bearing the author's name(s), contact details and e-mail id(s) should be emailed to conference2021@mmimert.edu.in.
- Full paper should not exceed 7000 words (all inclusive) and APA format (Times New Roman, 12pt, single spacing) should be followed throughout the manuscript.
- Registration will be confirmed only after the payment of registration fee and at least one author must be present for the conference and paper presentation.

Important Dates



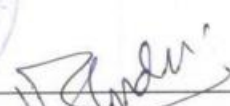
Submission of Abstract **10th November, 2020**

Submission of Full-Length Paper **1st December, 2020**

Notification of Review & Acceptance **15th December, 2020**

Registration Fees

₹ 2500/- per paper

		
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Keynote Speakers



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Former MD, Sharp India Ltd.
Advisor to Indo-Japanese Relations



Mr. Shailendra Goswami
Chairman and Managing Director
Pushkaraj Group



Dr. Chandrashekhar Talathi
Former COO at Weir Power & Industrial,
CEO, Make It Happen Center for Invention,
Innovation and Incubation

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Secretary, Marathwada Mitramandal Pune

Hon. Dr. Milind Jagtap
Adjunct Professor, IMERT, Pune

Conference Chair

Dr. Jitendra Bhandari
Director, IMERT, Pune

Conference Co-Chair

Dr. Rupendra Gaikwad
IQAC Coordinator, IMERT, Pune

Convener

Dr. Pranav Kayande
Associate Professor, IMERT, Pune
Mob. : 80079 59069

Co-Convener

Prof. Praful Sarangdhar
Assistant Professor, IMERT, Pune
Mob. : 97676 58935

Address

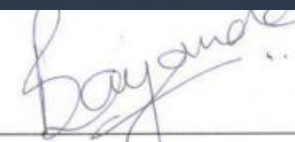

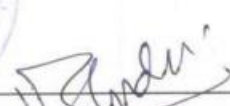
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Some Glimpses from the event – Morning- First Half –



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Dr. Jitendra Bhandari



Dr Chandrashekhar

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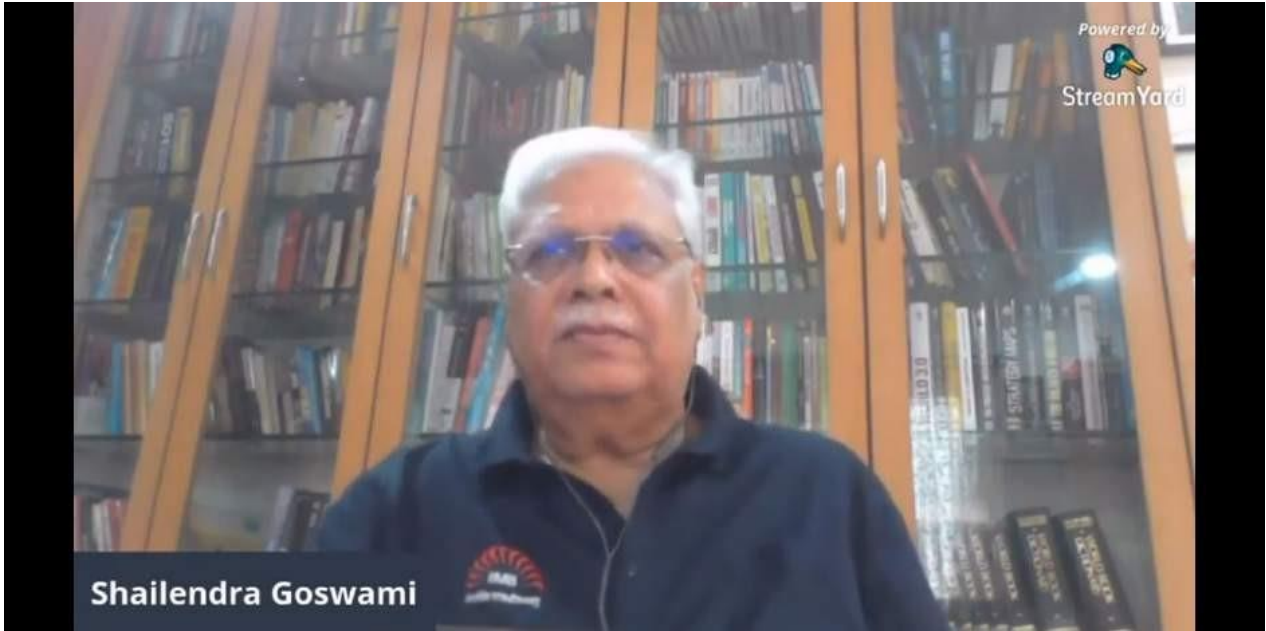
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Shailendra Goswami



Tomio Isogai

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Starting a Startup

- Do your homework
- Figure out your market
- Get some advice
- Have a clear social mission
- Figure out the financials
- Legalise it
- Start showing off
- Write your business plan
- Prove you're making a difference

Funding Options

- Incubators
- Corporate
- Impacting Investors
- Competitions
- Crowd Funding

आत्मनिर्भर भारत

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World Map from the Japanese Standard
It's a totally different perspective!

Tomio Isogai

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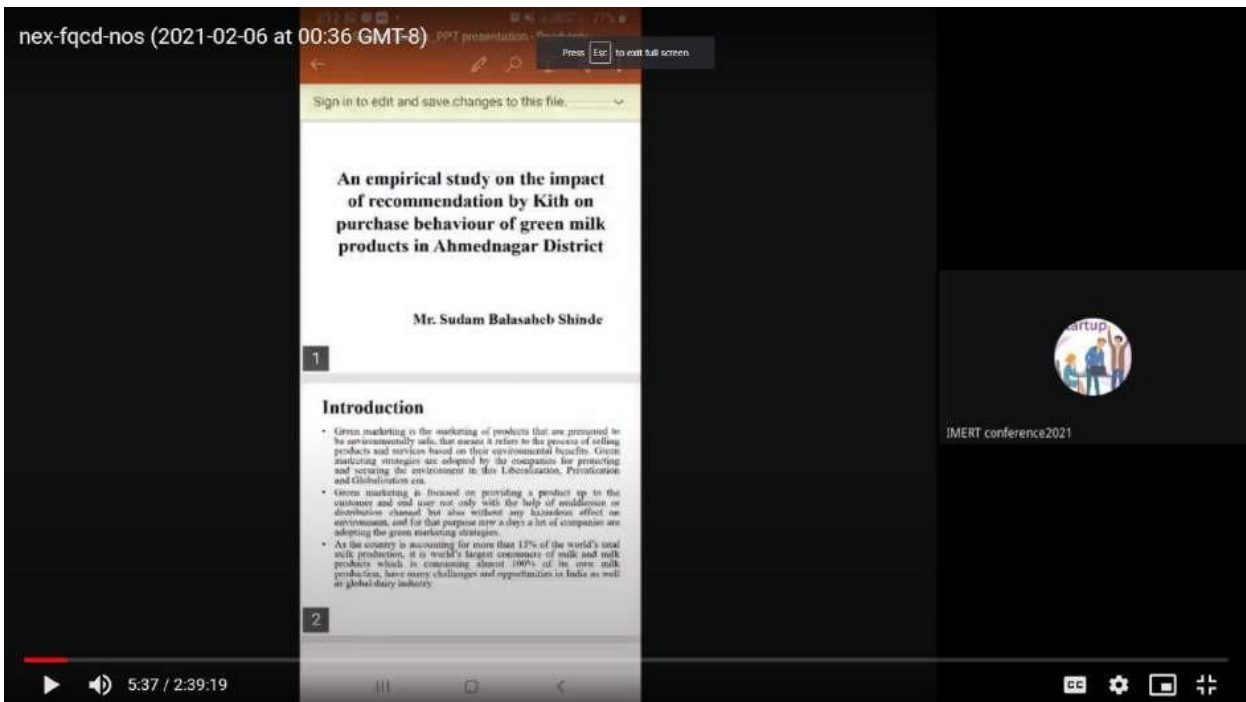
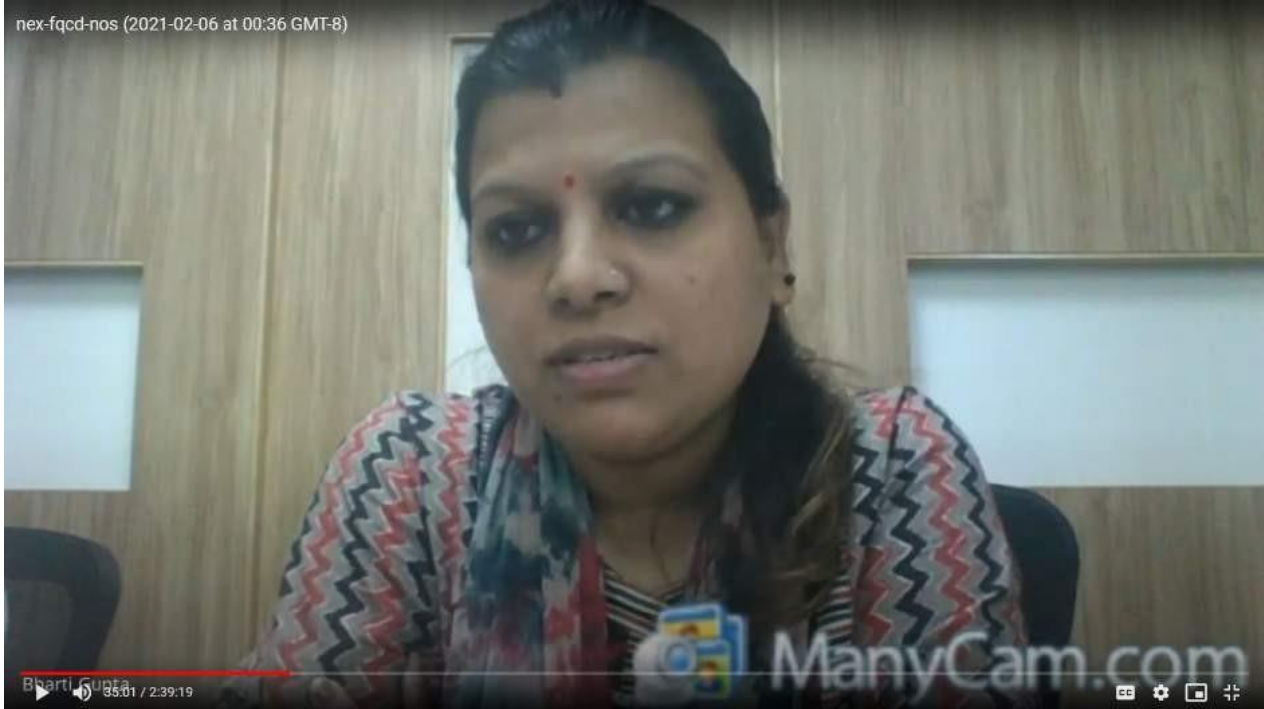


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Some Glimpses from the event – Afternoon - Second Half –



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nex-fqcd-nos (2021-02-06 at 00:36 GMT-8)


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Data analysis

- A Chi-square test was used to identify the association between two factors to test the following hypothesis.

- H01: - "There is no difference between a diversified portfolio and its effect on mutual fund investment"
- H02: - "There is no difference between the income of the investor and risk tolerance"

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 Swapnil Patil

30:46 / 2:39:19

nex-fqcd-nos (2021-02-06 at 00:36 GMT-8)

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Sushama Sathe paper presentation - PowerPoint

File Home Insert Design Transitions Animations Slide Show Review View Help Tell me what you want to do

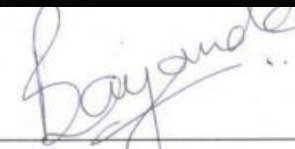

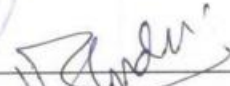
Clipboard Slides Font Paragraph Drawing Editing

Research Purpose

1. Low health insurance penetration in India.
2. Very low awareness about health insurance in rural India.
3. Health insurance is the need of today.
4. Reduction in financial burden.
5. Utilization of healthcare services.


 Prof. Sushama Sathe

45:22 / 2:39:19

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Title – “OCTAPACE culture an antecedent to successful start-up : An extensive bibliometric analysis”

AUTHOR – APARNA SHASTRI
CO-AUTHOR 1 – PRANJAL JADHAV
CO-AUTHOR 2 – VIVEKANAND GAIKWAD

MM'S INSTITUTE OF MANAGEMENT EDUCATION RESEARCH AND TRAINING, PUNE, INDIA.

1:00:06 / 2:39:19

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“Private labels in retail sector”
A Profit Making MANTRA”
During “COVID -19-Lockdown
With
Special reference to selected retail outlets in Pune city

Authors
Prof. Siddharth S. Karale - Assistant Professor ,SBS, Pune
Siddharthkarale.sbs@sinhgad.edu
&
Dr Prabha R.Singh- Professor-JSPM ,Wagholi Campus Pune
sprabha78@gmail.com

1:14:59 / 2:39:19

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nex-fqcd-nos (2021-02-06 at 00:36 GMT-8)

TREAND ANALYSIS OF UPI DURING COVID-19



- Miss. Prachi Jawade
- Prof. Praveen Suryavanshi

1:47:04 / 2:39:19

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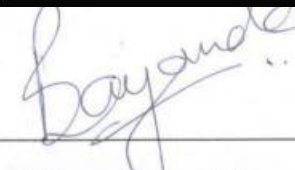

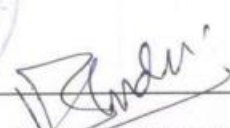
learning other all attributes are rank in and around 3 rank which gives us that over all benefits of online learning is good.

- While the highest ranking received was 3.17 for "Lifetime Accessible" out of 5 and is considered as excellent ranking.

Q19. Rate the following parameters w.r.t Challenges faced by User in Online Learning Platform?

Attribut e	Pricin g of the course	Less content availabl e	Internet connectio n and Data Usage	Lack of Flexibilit y	Peer Learnin g	Lack of Concentr e	Disturbance in surroundin g	Physica l Strain and stress
Frequency (f)								
V. High	10	5	30	9	9	21	18	17
High	48	33	53	34	37	36	40	36

2:02:39 / 2:39:19

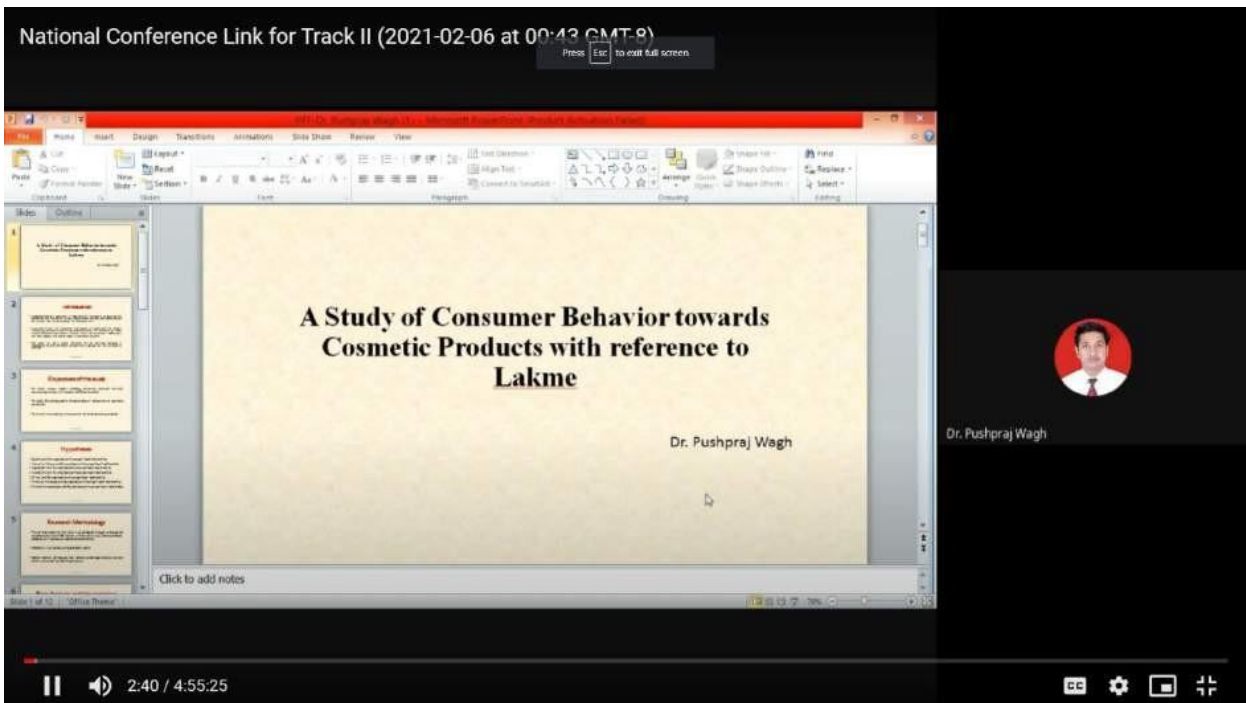
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The screenshot shows a Zoom meeting window. The main content is a PowerPoint slide with a blue background and white text. The slide reads: "Welcome to the Paper presentation on the Research Paper titled, 'Entrepreneurship Development in India- A Review'. By: Mr. Mayuresh Gangadhar Ghare, Author (Research Scholar), Asst. Professor, SSMS'S Institute of Management and Research, Pune; and Dr. N.S. Umarani, Co-Author (Research Guide), Pro-Vice Chancellor, Savitribai Phule Pune University, Pune." A video thumbnail of the presenter, Mayuresh Ghare, is visible on the right side of the screen.

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Objective -1 To understand the role of social start up in economic development

- In Indian context after the global recession hit the world first start up started to take shape. In India after great recession majority IT professionals and similar other such professionals started looking for this option.
- According to Inc Report India boosts more than 6000 startups and in last 10 years best talent has been limited to corporations and slowly the gap is getting bridged and we have examples like Milk basket, Epigamia, Storyxpress, Paytm
- There are **three dominant factors** that led to growth of entrepreneurship like- **Information Technology, Consumerism, and Innovation**. In India from historic times we are entrepreneurial in nature, Indian Traders use to travel to Egypt, Burma and Vietnam among other countries.
- The Global Entrepreneurship Monitor estimates that some 20% intend to be entrepreneurs. Since entry of IBM in India during 1950's set foundation of IT driven support followed by TCS and then names like Patni system which created difference
- In policies and growing middle class with higher incomes also led to better choice and consumerism thus giving rise to e-commerce, specialized retail hyper delivery network and creation of hyper delivery networks. This was witnessed with large consumer brands like Amazon and Uber and Walmart acquired Flipkart at \$22billion.
- The other important aspect that led to growth was **Innovation curve**. There was lot of advancement in terms of B2B models and high IP driven innovation.

meet.google.com is sharing your screen. Skip sharing Hide

Dr. Viji Chaturvedi

39:20 / 4:55:25

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Result and Discussion

H1: There is a need for a change in selection practices in the Organization. ($\mu \neq 3$)

	Table No. 2 One-Sample Test					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Selection Process [There is a need for a change in selection practices in the Organization.]	-26.596	154	.000	-1.671	-1.80	-1.55

V
Vidyanand Joshi

1:08:20 / 4:55:25

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CONSUMER BEHAVIOUR TOWARDS E-SHOPPING IN PUNE CITY

Dr. Jitendra Bhandari.(MM's IMERT)
 Dr. Sunil Dhanavade. (DR. DYPCMR)
 Dr. Vijay Dhamore.(JSPM's KIMR)

3:54:40

1:13:03 / 4:55:25

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INTRODUCTION

Food industry is going through many innovations and restaurants are using high technology to promote their brands. One of the new trends observed is Cloud kitchen. Increasing internet penetration and supportive logistic or delivery system is helpful to customers. Till few years pizza was only food ordered online. The development in food ordering apps has increased online food ordering and home delivery. Increasing millennial population, use of smart phones, internet services and app based technology are promoting online food ordering. Increasing number of restaurants and food junctions/outlets are increasing customer base using online portals for the growth of business. According to Deloitte convenience is important for millennial order food online or dines out at least once or more than once in a month.

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Findings of the research

- After analyzing the collected information; I found that most of the organizations are using unique and innovative techniques to engage the employee's effectively in IT sector.
- These activities are as follows;
 - Social Media As A Tool For Internal Communication
 - Women Empowerment & Appreciation Programs
 - Fitness Programs
 - Rewards & Recognition Programs
 - Family time at the Campus
 - CSR Programs

1:48:49 / 4:55:25

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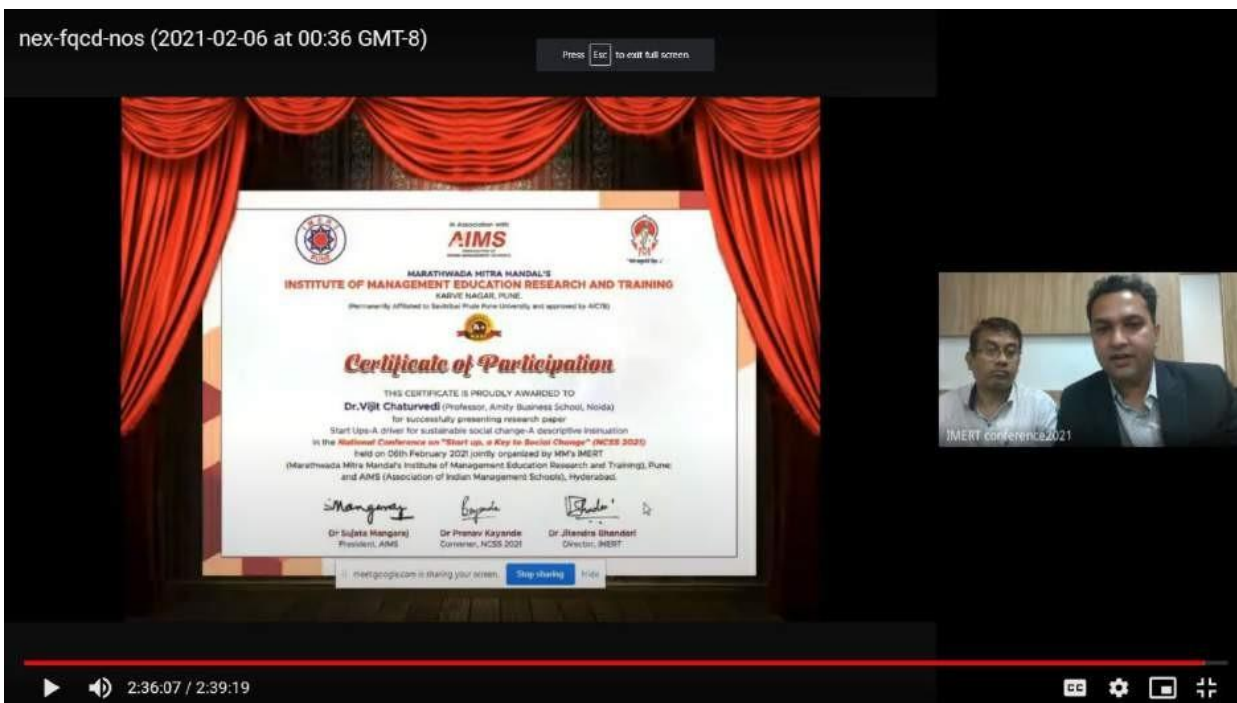
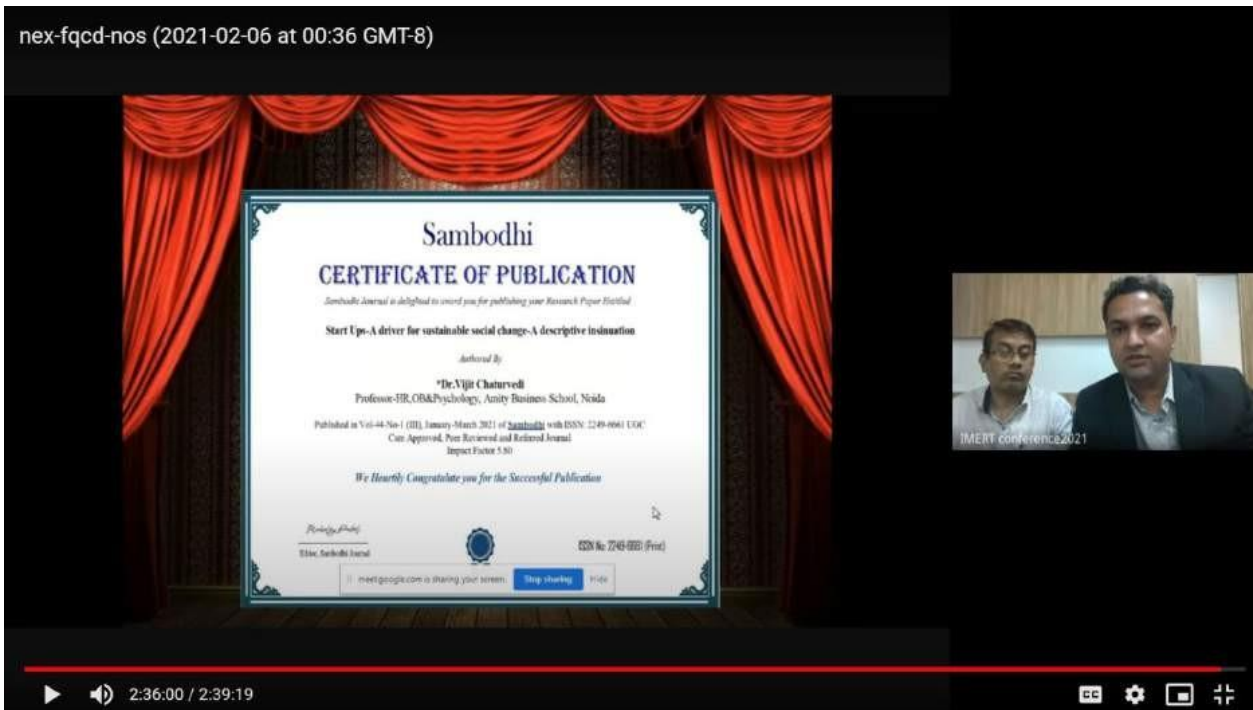


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