



Since 1994

**Marathwada MitraMandal's
INSTITUTE OF MANAGEMENT EDUCATION RESEARCH AND TRAINING
(IMERT), Pune**

**S. No. 18, Plot No. 5/3, CT5 No. 205, Behind Vandevi Temple, Karvenagar,
Pune – 411052**



AY: 2023-24

Report on Training Inputs on 8th -12th January 2024

Date of the Event: (DD/MM/YYYY)	8 th to 12 th January 2024	Duration:	4pm-6 pm
Day of the Event:	Monday-Saturday	Venue:	2 nd Floor , Div A Classroom
No of participants	36	Total Training hours	





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Pune, Maharashtra, India

Sr.No. 19, Hissa No 1+8B, Hingne Home Colony, Karve Nagar, near Ganraj Mitra Mandal, Hingane Home Colony, Karve Nagar, Pune, Maharashtra 411052, India
Lat 18.49067°

Long 73.809207°

12/01/24 03:54 PM GMT +05:30



Pune, Maharashtra, India

Sr.No. 19, Hissa No 1+8B, Hingne Home Colony, Karve Nagar, near Ganraj Mitra Mandal, Hingane Home Colony, Karve Nagar, Pune, Maharashtra 411052, India
Lat 18.49069°

Long 73.80921°

08/01/24 04:23 PM GMT +05:30



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Brief report /Description on the event

Godrej and Boyce Mfg. Co. Ltd. conducted 10 hours certification training on “Skill Development & Employment at IMERT from 8th January to 12th January 2024 from 4.00-6.00pm. Training was conducted by Ms Rajnadini Deepak Gir, HR Trainer at Godrej and Boyce Mfg. Co. Ltd . Following topics were conducted in the session -

- 1) Detail Information about Godrej Manufacturing Company.
- 2) About Products .
- 3) Basics of Customer Handling.
- 4) SOWT Analysis.
- 5) CSR details.
- 6) Sales As a Career.
- 7) Product Cycle.
- 8) 7P's of Marketing.
- 9) Marketing Strategy.
- 10) Sales Process.
- 11) Grooming.
- 12) Customer Behaviour.

Students were given practical inputs about the market. Students also gave the presentations on the topics given to them . Godrej & Boyce ('G&B'), a Godrej Group company, was founded in 1897, and has contributed to India's journey of self-reliance through manufacturing. G&B patented the world's first springless lock and since then, has diversified into 14 businesses across various sectors from Security, Furniture, Aerospace to Infrastructure and Defence. Godrej is one of India's most trusted brands serving over 1.1bn customers worldwide daily. Anchored in its steadfast commitment and significant milestones in nation-building, its initiatives are built on ensuring employability and community development. .DISHA, the skill development initiative of G&B is committed to advancing vocational training aligned with the company's business needs, encompassing areas from sales through technical aspects. Partnering with 88 Vocational Training Institutes (VTIs) and 24 Govt. VTIs across 22 states in India, the key features of DISHA include specialized training sessions which delve into sales, service, interiors, building construction, manufacturing, technical training, and digital skills.

 Prof Pranjali Jadhav Training co-ordinator	 Mr Dnyeshwar Unawane TPO	 Dr Shubhangee Ramaswamy I/C Director
Prepared by	Reviewed/ Recommended by	Approved by

