

# 1. Old Age Home

Date: 15-10-2020



Department of Management Studies KDK College of Engineering & MBA Student's Association donated mask, sanitizers, steamers to Punarjanm Old Age Home Saath Foundation, Butibori through Deepjyoti NGO. We had with us Deepjyoti NGO President Mr. Ashish Goswami and member Miss. Dikshita.

## **2.A Webinar on Legal Awareness, Do Current Laws in India Aim at Equality of Men & Women?**

**Date: 16-10-2020**

Department of Management Studies KDK College of Engineering in association with Women Development Cell had organized a webinar on Legal Awareness. Our topic was : “Do Current Laws in India Aim at Equality of Men & Women?” Our expert speaker was Adv. Kalyani Tulankar. The speaker gave thorough knowledge to the students. Near about 150 students and teachers were participated in this webinar. At the end of this webinar Vote of Thanks were declared by Dr. Archana Ramteke. Principal Dr. D.P. Singh, Vice-principal Dr. A.M. Badar, WDC Chairman Prof. Adity Tulankar were present. This webinar was successful under the guidance of Dr. S.H. Randhir HOD MBA Dept. Faculty staff Prof. Kanchan Tiwari, Prof Shriya Sarjekar took efforts for the same.

### 3. Workshop on Rural Entrepreneurship Development

Date:26-11-2020



Workshop on Entrepreneurship Development organized in association with Gandhi National Council of Rural Education (MGNCRE), Department of Higher Education, Ministry of Human Resource Development, Government of India.

#### 4. Internation Women's Day (MARDAANI)

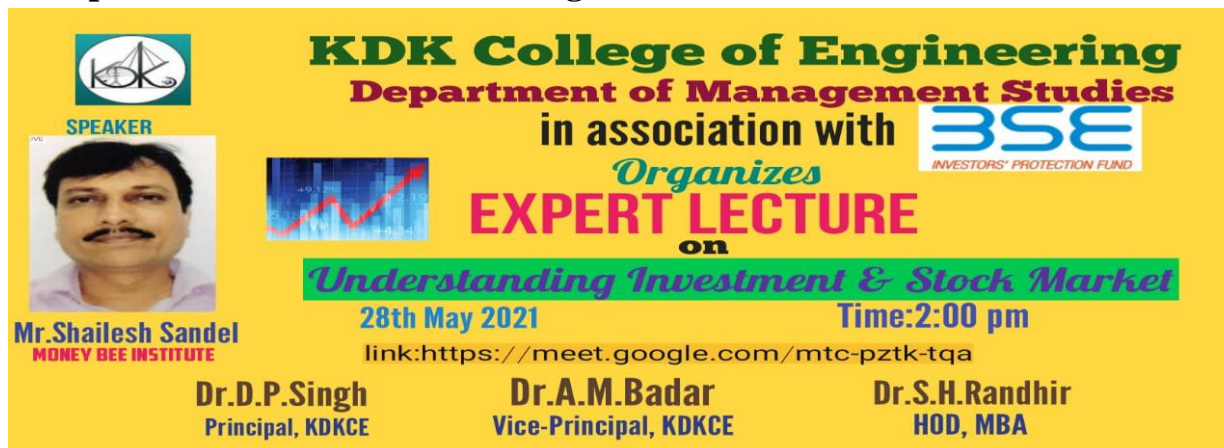
8<sup>th</sup> March 2021



Department of Management Studies KDKCE, Nagpur Celebrated International Women's Day "MARDAANI" to acknowledge Women's achievement and struggle. The Guest for the function was Vidya Kamble Transgender Activist, and Shweta Umre Forensic Scientist. Our Guest spoke with students by delivering motivated speech and also she shared her experience and struggles to overcome women discrimination. Programe theme was "Gender Equality" Dr.D.P.Singh Principal and Dr.A.M.Badar vice Principal were appreciated the efforts. The Program is conducted under the guidance of MBA, HOD, Dr.S.H.Randhir and also efforts were taken by MBA Staff and students for the success of the event. All College staffs were also present.

Total no. of students 70

**5. Expert Lecture on Understanding Investment & Stock Market    Date: 28-05-2021**



The poster is for an expert lecture organized by KDK College of Engineering. It features the college's logo at the top left, the BSE logo at the top right, and a central graphic of a rising stock chart. The text is arranged in a clear, hierarchical manner, starting with the college name and department, followed by the association with BSE, the lecture title, date, time, and a Google Meet link. At the bottom, the names and titles of the organizers are listed.

**KDK College of Engineering**  
**Department of Management Studies**  
in association with **BSE**  
*Organizes*  
**EXPERT LECTURE**  
on  
**Understanding Investment & Stock Market**  
**28th May 2021**                      **Time:2:00 pm**  
link:<https://meet.google.com/mtc-pztk-tqa>

**Mr. Shailesh Sandel**  
MONEY BEE INSTITUTE

**Dr.D.P.Singh**  
Principal, KDKCE

**Dr.A.M.Badar**  
Vice-Principal, KDKCE

**Dr.S.H.Randhir**  
HOD, MBA

Department of Management studies, KDK College of Engineering organized a “**Expert Lecture on Understanding Investment & Stock Market**” on 28-05-2021. Mr. Sailesh Sandel, Mpney Bee Institute, addressed the students on trading in stock market, especially about the use of technical analysis in picking stocks, tools of technical analysis and investment planning. He also stressed on the importance of investing in stocks, equity markets and how it can multiply one’s earnings. The session was very useful and informative for the students, as they could gain knowledge in the disciplines of attributes and functions of stock market and diversified investments in different commodities.

## 6. Expert Lecture on Business Case Study Solving Techniques

Date:29-05-2021



**KDK College of Engineering**  
Department of Management Studies  
*Organizes*  
**EXPERT LECTURE**  
□□  
**Business Case Study Solving Techniques**

**SPEAKER**



**29th May 2021**      **Time: 1:00pm**  
<https://meet.google.com/kpx-rdiw-zds>

**Prof.Kanchan Tiwari**  
KDKCE

**Dr.D.P.Singh**  
Principal, KDKCE

**Dr.A.M.Badar**  
Vice-Principal, KDKCE

**Dr.S.H.Randhir**  
HOD, MBA

On 29-05-2021 Department of Management Studies KDK college of Engineering, organized an Expert Lecture on Business Case Study Solving Techniques by Prof. Kanchan Tiwari, KDKCE addresses the students to how to write case study, importance of case study in practical purpose. Having evidence-based case studies detailing how you helped a customer solve their problem can be a highly effective marketing and lead generation tool for your business.



## 7. Expert Lecture on Importance of Balancing Marketing Mix

Date: 31-05-2021



**KDK College of Engineering**  
**Department of Management Studies**  
*Organizes*

**Expert Lecture**  
**on**  
**Importance of Balancing Marketing Mix**

31st May 2021      Time: 2:00 pm


<https://meet.google.com/fjd-eqsu-egi>

**Dr. D.P. Singh**  
Principal, KDKCE

**Dr. A.M. Badar**  
Vice-Principal, KDKCE

**Dr. S.H. Randhir**  
HOD, MBA

**SPEAKER**



**Dr. Mukesh Patil**  
Director, NIT Graduate  
School of Management

Mr. Mukesh Patil, Director, NIT Graduate School of Management delivered a lecture on “Balancing Marketing Mix” for the MBA year students of MBA on 31-05-2021. The growing importance of Marketing Mix was highlighted. Evolution of marketing and changes in the various approaches to marketing were elucidated. An interactive session regarding the role of social media in marketing was held. The increasing job prospects in the field of digital marketing were highlighted.

8. Value Added Course on Digital & Social Media Marketing From 05/04/2021 to 25/04/2021



**KDK College of Engineering**  
**Department of Management Studies**



**Conducting**  
**Value Added Course**  
**on**  
**Digital & Social**  
**Media Marketing**  
**5th April to 25th April 2020**

**CONTACT: 8999600991**

Department of Management Studies KDK College of Engineering College Conducted Value Added Course on “**Advanced Digital Marketing**”. The sessions included hands on experience with Google Ad words. Mr. Govind Chandak shared real life situations faced in digital marketing firms by giving case studies to work on. He also illustrated the various ad campaigns done by his firm and how could they measure a response and create an impact online.



## 9. Ad-making Competition

Date:04-08-2021



**KDK COLLEGE OF ENGINEERING**  
Department of Management Studies  
&  
MBA Student's Association  
Organises  
**AD-Making  
Competition**

Contents:  
1. Product Name  
2. Tag Line  
3. Jingle  
4. Features of the product  
5. Media Communication  
6. Poster

Date:04/08/2021  
Time:4:00 pm

Prof.Kanchan Tiwari  
Faculty Incharge: 8407993861  
Nancy Kesharwani  
Student Coordinator:8999660265



Dr.D.P.Singh  
Principal,KDKCE

Dr.A.M.Badar  
Vice-Principal,KDKCE

Dr.S.H.Randhir  
HOD,MBA Dept

Department of Management studies KDK College of Engineering conducted an “Ad-making Competition” on 04-08-2021 at 4.00 pm. The main objective of the competition is to unearth the gem of creativity of advertising and digital marketing scene

### 1<sup>st</sup> Winners: 1. Harshali Dok

- 2 Kunal Tidke
- 3 Laxmi Taksande
- 4 Mayur Bondre
- 5 Mayur Sonkusare

### 2<sup>nd</sup> Winners: 1. Anirudhha Kathale

- 2 Antush Titnaware
- 3 Ashish Nandeshwar
- 4 Ashish Chaudhary
- 5 Bhavika Modi

10. Extempore Speech Competition Date:

05-06-2021



Department of Management studies KDK College of Engineering conducted an “Extempore Speech Competition” at 2.30 pm . Extempore enables the student to think out of the box and off the feet. It is a great platform to develop communication skills and time management. Pushes one to conceive and generate ideas without any preparation. Makes them address and analyse the issue on the spot.

Ist winner- Mayur Sonkusare

IInd winner- Tanmay Chhapparghare

IIIrd winner- Pranay Agre