

CARMEL VIDYA BHAVAN TRUST'S  
**CHRIST COLLEGE-PUNE**

(Affiliated to Savitribai Phule Pune University)



**INTERNAL QUALITY ASSURANCE  
CELL**

**INITIATIVES**

**ACADEMIC YEAR**

**2020-2021**



CARMEL VIDYA BHAVAN TRUST'S

# **CHRIST COLLEGE-PUNE**

(Affiliated to Savitribai Phule Pune University)



**INTERNAL QUALITY ASSURANCE CELL**

**&**

**PLACEMENT CELL**

## **REPORT**

**Webinar**

**on**

**Digital Trends & Career Opportunities  
in Media-Post Pandemic**

**24th March 2021**





**AN IQAC INITIATIVE**



**CHRIST COLLEGE-PUNE**

**PLACEMENT CELL  
IN ASSOCIATION WITH**

**ST PAULS INSTITUTE  
OF COMMUNICATION  
EDUCATION, MUMBAI**



**ST PAULS INSTITUTE  
OF COMMUNICATION EDUCATION**





# WEBINAR

*Digital Trends and Career Opportunities in Media-Post Pandemic*

*Wednesday, 24th March, 2021*



## REACH US

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Coordinator

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IQAC Coordinator, Christ College-Pune

Co-coordinators

Ms. Milu Das

Coordinator, Placement Cell, Christ College-Pune

Ms. Karen Monteiro

Business Development and Marketing Executive  
St Pauls Institute of Communication  
Education, Mumbai

# SPEAKERS

**Roy Abraham**

Media Consultant, Pune

**Carol Andrade**

Dean (SPICE)

Programme Head - Journalism

**Margaret DaCosta**

Programme Director

Advertising and IMC

Public Relations & Corp. Comm(SPICE)

**Fatima Peter**

Senior Sub Editor,

Hindustan Times, Pune

**Scan Andrade**

Faculty Digital Marketing (SPICE)

Marketing Manager at Academo

Education

Social Media Marketing Lead at Ayekabs  
PVT LTD.



## **WEBINAR REPORT**

### **Digital Trends and Career Opportunities in Media - Post Pandemic**

Wednesday, 24th March 2021

Christ College - Pune in association with St Pauls Institute of Communication Education, Mumbai

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#### **Aims and Objectives**

- For better Clarity about Careers in Media.
- To understand how the Covid 19 Pandemic is an extended arm of opportunities for the Media community.

#### **Speakers**

- Roy Abraham, Media Consultant, Pune
- Carol Andrade, Dean (SPICE) and Programme Head - Journalism
- Margaret DaCosta, Programme Director, Advertising and IMC, Public Relations & Corp. Comm (SPICE)
- Fatima Peter, Senior Sub Editor of Hindustan Times, Pune
- Sean Adrade, Faculty Digital Marketing (SPICE)

The webinar started off with the speakers sharing their expertise and their knowledge on the impact media has had in the modern day world. Since the panel consisted of speakers from diversified areas of media, each of them shared the opportunities they believed existed in the media world and how these opportunities could be tapped. The speakers also discussed how one should be ethical when practicing in the media field. The Q&A session post the webinar brought out further interesting information with regard to the field.



### Learning Outcome

- Understand and implement the practice of sharing validated information.
- Give rise to future media specialists, advertisers and journalists.



Mrs Deepa Sujith  
IQAC Coordinator



Mrs. Milu.C.Das  
Placement Coordinator



Dr (Fr) Sony J. Chundattu  
Principal



## Invitation from St.Pauls Institute, Mumbai

Mail

Inbox

1,093

Starred

Snoozed

Important

Sent

Drafts


323

Chat

+

Spaces


+




No spaces yet

[Create or find a space](#)




FROM ST PAULS INSTITUTE OF COMMUNICATION EDUCATION || Invitation for a be-spoke webinar

External  Inbox x



**Karen M** <marketing@stpaulsice.com>  
to me

Tue, Feb 16, 2021, 4:50 PM

Dear Prof. Deepa Sujith,

Trust you are doing well and this note finds you in good health.

I'm writing to you on behalf of the team at St Pauls Institute of Communication Education, Mumbai.

In lieu of the pandemic, I'd like to discuss an opportunity to organize a virtual session- conducted via a webinar- for all Third Year BA, B.Sc Commerce students, as well as students from other disciplines who'd like to know about choosing a media career. We had conducted a similar session, wherein our faculty had visited the Christ College, Pune Campus for a session in January 2018.

As this is a be-spoke session, it will cater largely to, preparing for a career & life after graduation, as future media specialists, advertisers and journalists.

We will be pleased to organize a session for your students either in the month of February or March 2021. This will be an hour long webinar where the programme directors will review media careers and related opportunities.

I will be happy to work with your team - if you could nominate a member of your staff to work with me to plan this session- and schedule a webinar at a mutually convenient time.

I look forward to your response,

Thanking you,

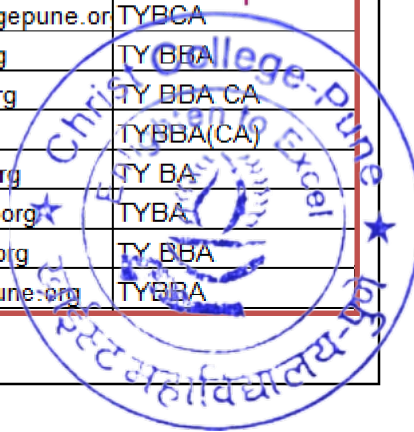
Sincerely,

Karen Monteiro



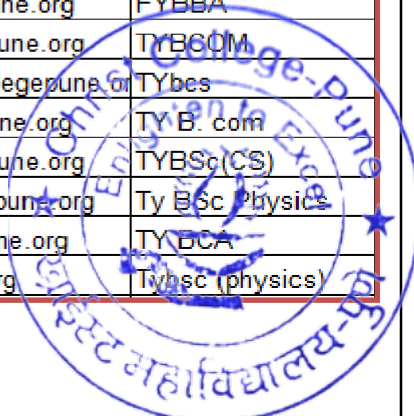


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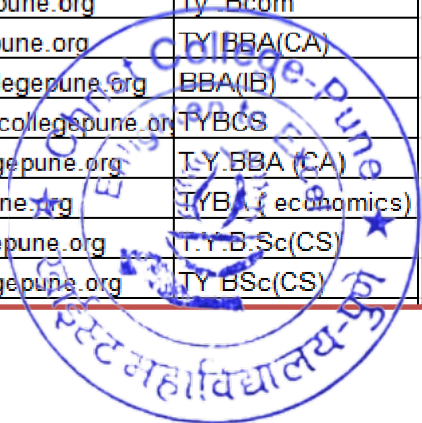




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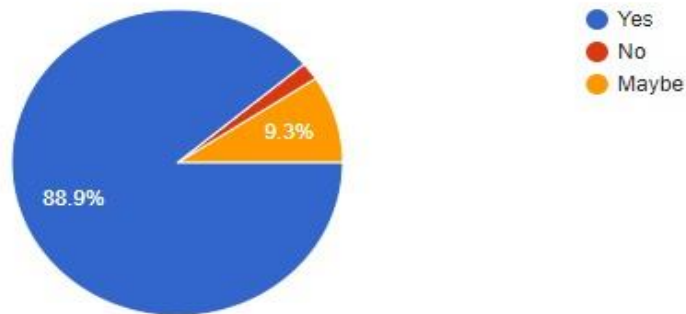
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## Feedback

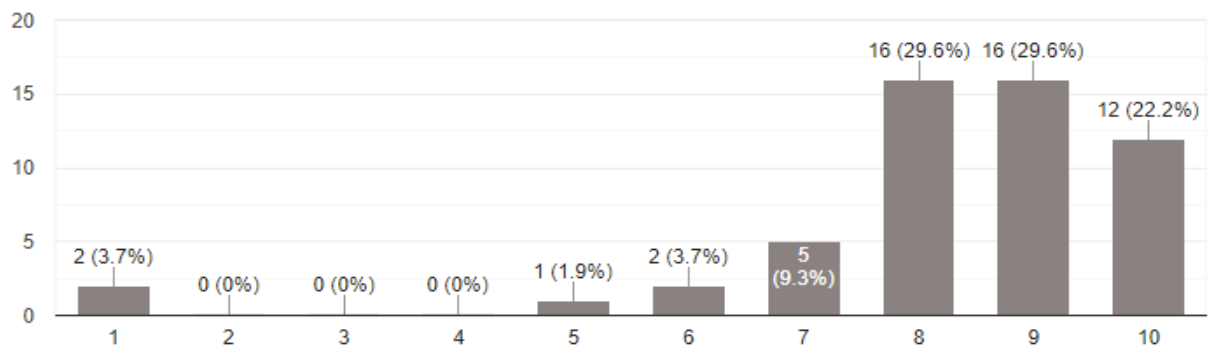
Was this webinar useful?

54 responses



How likely are you to recommend our webinar on a scale of 1 to 10?

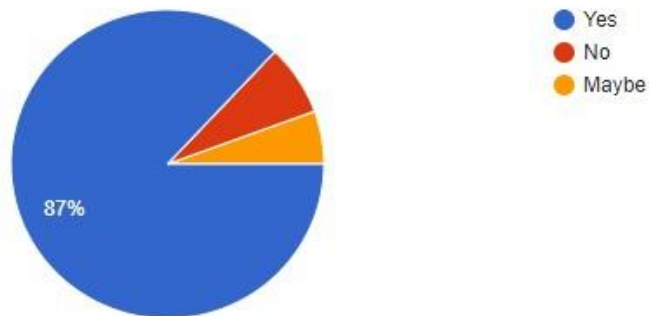
54 responses





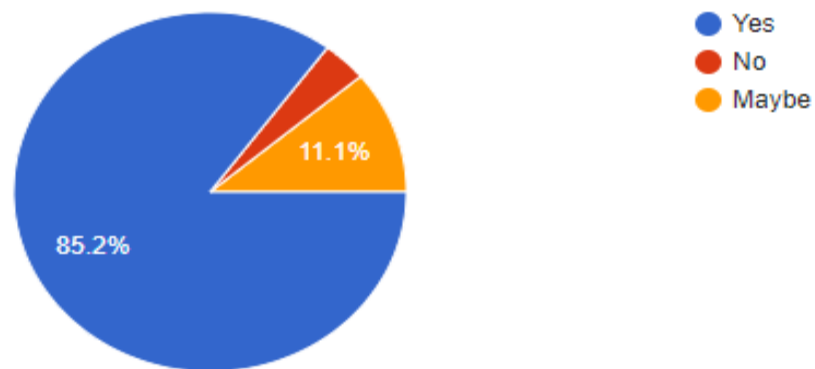
Did this webinar improve your skills or knowledge on the topic discussed?

54 responses

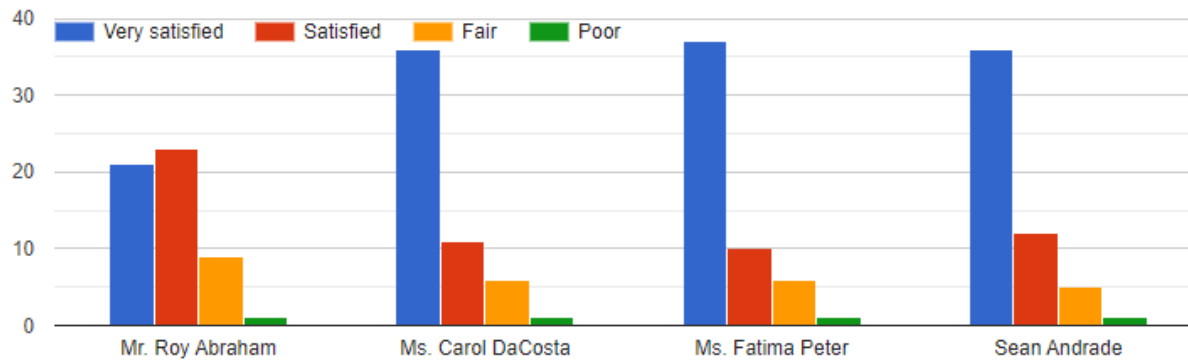


Were you overall satisfied with the coverage of the topic and the way it was

54 responses



Rate the resource persons in rating scale



# **CHRIST COLLEGE PUNE**



## **INTERNAL QUALITY ASSURANCE CELL**

### **ONLINE WORKSHOP**

**ON**

### **INTELLECTUAL PROPERTY RIGHTS-EMERGING TRENDS, ISSUES AND CHALLENGES**

**DATE: 17<sup>th</sup> APRIL 2021**



# **CHRIST COLLEGE -PUNE**

**INTERNAL QUALITY ASSURANCE CELL**

**ONLINE WORKSHOP**

**ON**

**INTELLECTUAL PROPERTY RIGHTS-EMERGING TRENDS, ISSUES AND  
CHALLENGES**

**DATE: 17<sup>th</sup> APRIL 2021**

Christ College –Pune, IQAC organized an online workshop on Intellectual Property Rights –Emerging Trends, Issues and Challenges at a national level in association with Foresight College of Commerce, Pune. CIU –Confederation of Indian Universities, New Delhi collaborated to organize this workshop on Saturday 17<sup>th</sup> April 2021

**About the organizations that collaborated:**

*Foresight College of Commerce, Pune* established in the year 2009 is run by Dnanoday Prashikshan Sevabhai Sanstha and is affiliated to SPPU. Aimed to develop quality citizens with a holistic approach towards personality development the college offers Under graduate programs like B. Com, BBA, BBA(IB)and BBA (CA)

*CIU-Confederation of Indian Universities, New Delhi* has been established with the co-sponsorship of selected university level institutions in India, with a view, to optimize available resources for mutual as well as technical cooperation among the universities in India for exchange of information, export and import of educational know-how and implement educational programs positively contributing for the optimum development of our country





## Aims and Objectives

In the era of innovation and digitalization, protection and promotion of IPR plays a significant role and contributes to the growth of economies. While fostering innovation IPR ensures due recognition and protection of intellectual properties and thereby contribute towards research and development .As such the workshop the aim of the workshop was to create that awareness among the teachers and academic professionals who take a lead role in directly contributing towards innovation by emanating a potential pool of talents from HEIS .As a highly essential factor to secure our own creative ideas and intangible properties and also provide orientation to the budding professionals/entrepreneurs the workshop effectively served as a catalyst

**WHO CAN PARTICIPATE**

- Academics
- Entrepreneurs
- Start-up Founders
- Professionals
- Research Scholars
- Post Graduation Students
- Coordinators of IQAC/NAAC at HEIs

REGISTRATION FEE FOR PARTICIPATION- 100/-  
E-certificates will be provided to all participants

**CONVENERS**

DR. FB. SONU J. CHUNDATTU CMR  
(Principal, Christ College Pune)

DR. TANMOY RUDBA  
(Secretary, Confederation of Indian Universities (CIU))

DR. M. D. LAWRENCE  
(Principal, Foresight College of Commerce)

**ORGANISING COMMITTEE**

**COORDINATORS**

MS. DEEPA SUJITH  
(Asst. Professor, Dept. of Commerce/Coordinator, IQAC, Christ College Pune)

MS. ARCHANA MHASKE  
(Asst. Professor, Dept. of Computer Science, Foresight College of Commerce)

**CO-COORDINATORS**

MS. LEENA SANGI  
(Asst. Professor, Dept. of Computer Science, Christ College Pune)

MR. BLESSON JAMES  
(Asst. Professor, Dept. of Commerce, Christ College Pune)

MS. PRANALI SURYAVANSHI  
(Asst. Professor, Dept. of Computer Science, Foresight College of Commerce)

**CONTACT US**

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**CHRIST COLLEGE-PUNE**  
Wadgaon Sheri, Pune

**FORESIGHT COLLEGE OF COMMERCE (FCC)**  
Basia Path, Pune

IN  
Collaboration with

**CONFEDERATION OF INDIAN UNIVERSITIES (CIU)**  
NEW DELHI

Organizes

**ONLINE WORKSHOP**  
(An IQAC Initiative)

ON

**INTELLECTUAL PROPERTY RIGHTS**  
**EMERGING TRENDS, ISSUES & CHALLENGES**

**SATURDAY, 17TH APRIL 2021 AT 10:30 AM**

**Resource Persons**

DR. SANESH HINGWIRE    MRS. KASHMI HINGWIRE    ADV. PARESH CHINCHOLE

**Registration Link**  
<https://forms.office/e/vx5bmgG29mndg>

**Join our Whatsapp Group**  
<https://chat.whatsapp.com/PJEFATCCb0rD76X6WQVf5>

**ABOUT THE WORKSHOP**

One day online workshop on Intellectual Property Rights-Emerging Trends, Issues and Challenges focuses on various aspects of IPR like procedural aspect of patent filing, and methodologies, trademark, copyright designs, importance and enforcement IP rights. It also aims to create awareness on plagiarism and research ethics and gives an overview of how researchers can convert their work into patents. This will definitely help in promoting quality research publications among faculties and thereby improve the research culture of HEIs.

**OBJECTIVES OF THE WORKSHOP**

- To create awareness on Intellectual Property Rights and Patents.
- To develop Academic and Industrial research perspectives and promote creativity.
- To protect and explore IPRs.
- To impart Hands-on training on Patent search technique and Patent specification drafting.

**CHRIST COLLEGE - PUNE**

Christ College -Pune affiliated to Savitribai Phule Pune University established by the CMI congregation in the year 2007, is a Christian minority institution managed by Carmel Vidya bhavan Trust. Inspired by the vision of St Kuriakos Elias Chavara the college upholds the motto - Enlighten to Excel. A state concern of Christ University, Bengaluru the college is located in the semi-urban area of Wadgaon Sheri, Pune District, Maharashtra and offers U.C Programs like B.A, B.COM, B.Sc, B.Sc (CS), BBA, BBA (IB), BBA(CA) and PG Programs like M.COM and M.Sc (CS). The college is accredited by NAAC Bengaluru with 'B+' and is ISO Certified. In a highly systematic and disciplined atmosphere, with state of the art technology and facilities, the college revolutionizes education by creating and providing opportunities for students to explore themselves and nurture champions of intellectual brilliance nourished with a proficient sense of ethics and civic responsibilities.

**FORESIGHT COLLEGE OF COMMERCE (FCC)**

Foresight College of Commerce, FCC, Pune established in the year 2009, is run by Dnyanoday Prashikshan Sevabhavi Sanstha. The College is affiliated to Savitribai Phule Pune University. The college is established with the prime objective of developing quality citizens through education and training. The college emphasizes the holistic approach and total personality development of students through educational programs undertaken on the basis of providing service and dynamic leadership. The College is imparting undergraduate courses such as B.Com, BBA, BBA (IB), and BBA(CA).

**CONFEDERATION OF INDIAN UNIVERSITIES (CIU)**

Viewing the urgent need for mutual and technical cooperation among the Universities in India, exchange of information, efforts and impart of educational know-how and consultancy, control on duplication of efforts and wastage in higher education, vocationalisation of education, there besides, strengthening financial health of the existing universities for implementing educational programs having social, cultural, technical, economic and positive contents for the optimum development of our country, the Confederation of Indian Universities (CIU)\* has been established with the sponsorship of select university level institutions in India.



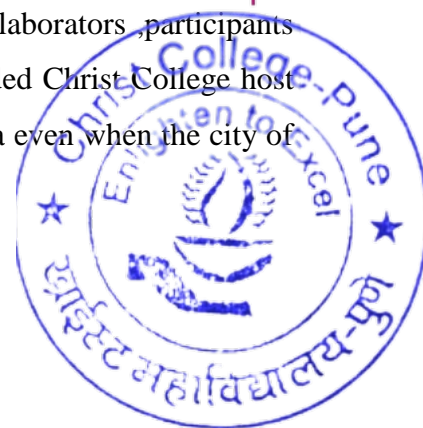
## REPORT

The workshop began with the Principal of Christ College-Pune, Rev Dr Sony Chundattu CMI delivering the welcome address. Dr M.D Lawrence, Principal, Foresight College of Commerce set the tone of the conference with his introductory remarks. Dr Ganesh Hingmire, a renowned IPR enthusiast in the city of Pune was the Key note speaker Other resource persons were Mrs Rashmi Hingmire and Adv. Paresh Chinchole who delivered sessions on procedural aspects of patents and trademarks, copy right, industrial design –Importance and enforcement respectively.

With unbeatable expertise ,experience and contribution in the area of IPR as well as with good command on managing Intellectual Property Rights related works including registration, prosecution, search and research Dr Ganesh Hingmire was the best choice as the key note speaker for the workshop .Citing real life simple examples Dr Hingmire could take the participants into the core of IPR from global scenario, Indian scenario, various categories of IPR and in a nutshell could make the participants understand how they could use it in their own respective fields and how important it is in education sector and how academicians can contribute towards socio economic growth with an awareness of IPR

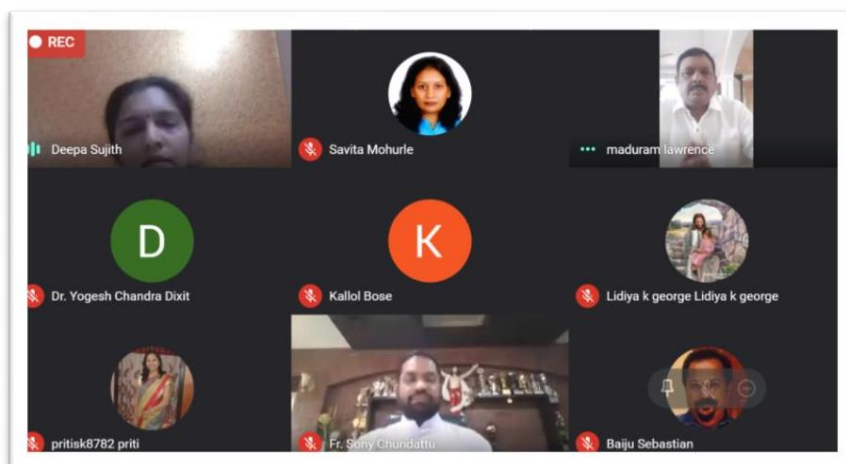
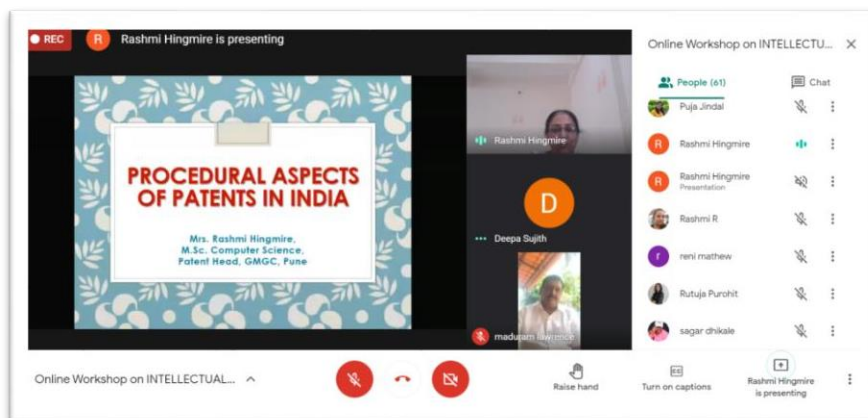
Mrs Rashmi Hingmire's session on the procedural aspects of patents, including various aspects of patent filing was truly a value addition to the participants. Adv Chinchole could establish a clear understanding on trade mark, and copy right giving the recent example of the pandemic which the participants could well connect. It could raise enthusiasm on the topic apart from being enriching and informative being given a wide insight from a very practical perspective .

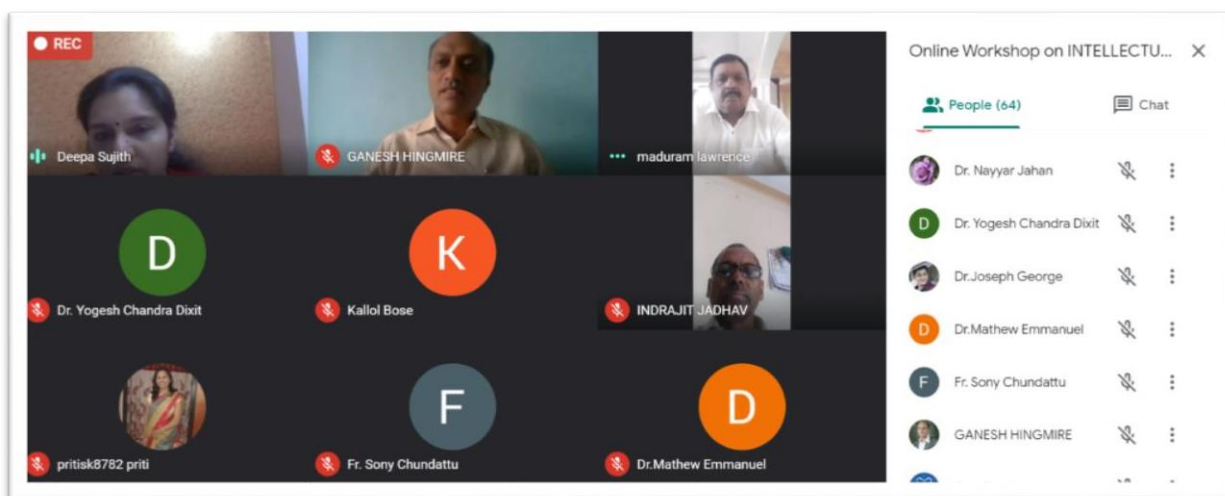
Mrs Archana Maske, Coordinator for workshop from FCC proposed the vote of thanks. The workshop ended on a high positive note and the coordinator IQAC Christ College Pune,Mrs Deepa Sujith expressed thanks to the management, collaborators ,participants and resource persons for their support and cooperation which aided Christ College host the workshop successfully amidst the greatest challenge of the era even when the city of Pune facing the worst situation due to the pandemic .



## Outcome achieved

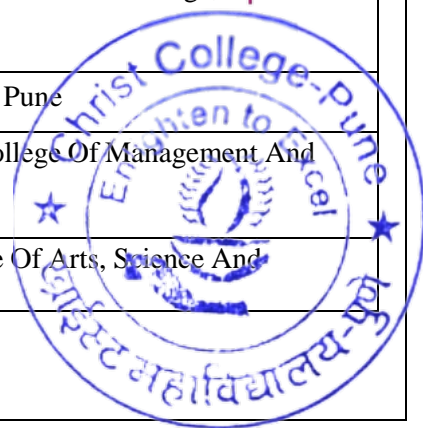
The workshop provided a platform to gain enriching learning experiences. The deliberations at the workshop aided to give valuable insights to all the participants and helped them to think intensively and creatively. It helped to develop newer academic and industrial research perspectives and aided in promoting creativity with a better understanding of current trends and challenges in IPR from a new perspective accepting all challenges and expecting innovative positive changes.





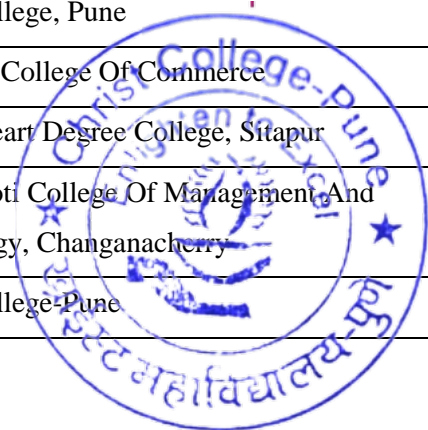
### REGISTRATION DETAILS

Sr. No	Name of the Participant	Contact Number	Institution Associated with
1	Swati Jadhav	7588358994	Christ College Pune
2	Prof Assunta Mendonca-Sandhir	9823226776	Christ College Pune
3	Rutuja	09763360061	Christ College
4	Shagufta Asif Khan	9511776560	Christ College, Pune
5	Dr. Nayyar Jahan	09986140356	Bi Bi Raza Degree College For Women, Kalaburagi
6	Merin K Varghese	7038822364	Christ College Pune
7	Mr.Aware Balasaheb Parasram	9527533853	Christ College Pune
8	Kallol Bose	9823888322	Christ College Pune
9	Dr. Zeba Parveen	9448092786	Bi Bi Raza Degree College For Womens Kalaburagi
10	Kirti A.Nikam	9552269464	Savitribai Phule Pune University
11	Sagar P Dhikale	8329888648	Savitribai Phule Pune University
12	Dr.Sangappa Mamanshetty	9902312758	Government First Grade College,Chincholi-585307
13	Tresa Antony	9921638642	Christ College Pune
14	Reni Mathew	9847889820	Kristu Jyoti College Of Management And Technology
15	Dr. Jayashri Bangali	09423581927	Kaveri College Of Arts, Science And

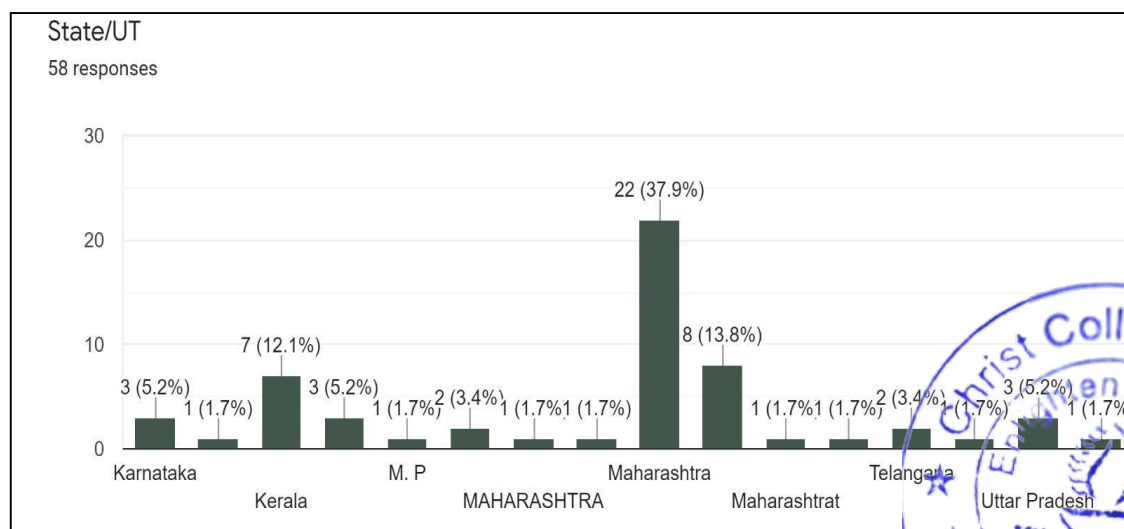




			Commerce, Pune
16	Mrs. Pooja Ambole	9960793457	Kaveri College Of Arts, Science And Commerce, Pune
17	Dr Jiji Johnson	98603 37070	Christ College -Pune
18	Dr Maninder Kaur	9158500088	Christ College Pune
19	Gadade Mrunalini Dhondiram	9881072231	Christ College - Pune
20	Maya Mathew	8446452676	Christ College, Pune
21	Dr Priya Wahab	9595558836	Christ College Pune
22	Dr Shrishti Gangalay	9272660528	FCC
23	Savita Vivek Mohurle	8149069668	Mit Art's, Commerce And Science College, Alandi, Pune
24	Ms. Tanuja Khan	8889555530	The Bhopal School Of Social Sciences
25	Shilpa Khade	9689050131 / 9359690883	Foresight College Of Commerce
26	Dinup Chandran	9890052033	Christ College Pune
27	Asst. Prof. Nilima Shingate	9766794701	Christ College Pune
28	Riya Mary	7293077877	Rajagiri College Of Social Sciences ( Autonomous )
29	Blesson James	09637103622	Christ College - Pune
30	Dr. Yogesh Chandra Dixit	7007601119	Sacred Heart Degree College Sitapur
31	Sushant Kamble	9767229174	Christ College, Pune
32	Johny Antony	09415084972	Sacred Heart Institute Of Management And Technology
33	Athira.V.T	9656416819	Sacred Heart College Thevara.Kochi Kerala
34	Umesh J Bellur	9822492941	Foresight College Of Commerce
35	Dr. JOSEPH GEORGE	7907477070	Sacred Heart College (Autonomous),Thevara,Kochi ,Kerala
36	Suvarna Sandeep Parande ( Nade)	9403037187	Christ College, Pune
37	Pranali Suryavanshi	07709846963	Foresight College Of Commerce
38	Anuj Saxena	9415150522	Sacred Heart Degree College, Sitapur
39	Thushara Sojan	09895879589	Kristu Jyoti College Of Management And Technology, Changanacherry
40	Leena Sanu	8600999346	Christ College-Pune



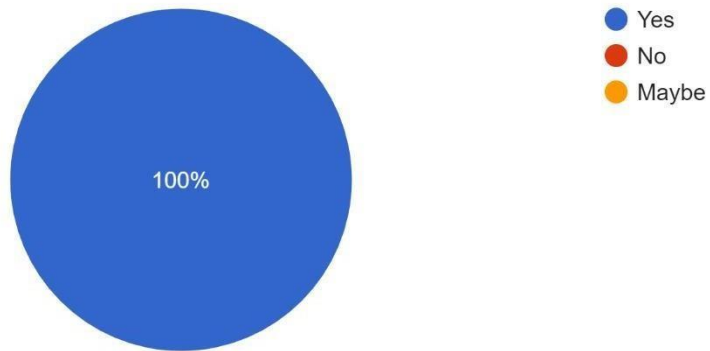
41	Pallavi Joshi	09764429560	Kaveri College Of Arts, Science And Commerce
42	Biju Sebastian	9637115409	Christ College
43	Gauri Jadhav	09823657422	Isms,Sankalp Business School
44	Aparna Lal	9922067843	Christ College Pune
45	Yogesh Prakash Patil	7972531947	Christ College Pune
46	Geetha Rajan N	9021606986	Christ College Of Arts Science And Commerce
47	Nisha Vinod More	9765419941	Christ College Pune
48	Puja Jindal	9960166786	Christ College
49	Sushil Laxman Sawant	8308153105	Christ College Pune
50	Nikhil Salve	9762163329	Christ College Pune
51	Priti Satish Khandve	+919822286185	Christ College Pune.Org
52	Neelesh Balasaheb Thorat	7028181786	Isms Sankalp Business School
53	Dr. Umesh Gaikwad	8698233797	Isms Sankalp Business School
54	Dr. Preeti Nayak	7898833355	Govt. P. G College Damoh. M.P
55	S Petricia Leema Roseline	7507246567	Christ College Pune
56	S Petricia	7507246567	Christ College
57	S Petricia Leema Roseline	7507246567	Christ College Pune
58	Ms Deepa Sujith	9890109429	Christ College-Pune
59	Mrs. G Joseph Mary	9908889977	St Joseph's Degree And Pg College



## Feedback Analysis

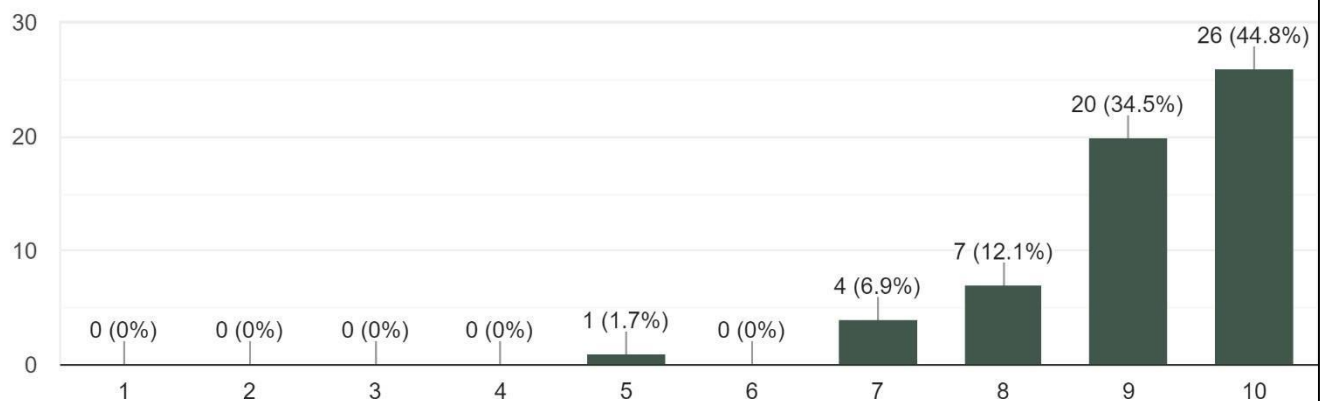
Was this workshop useful?

58 responses



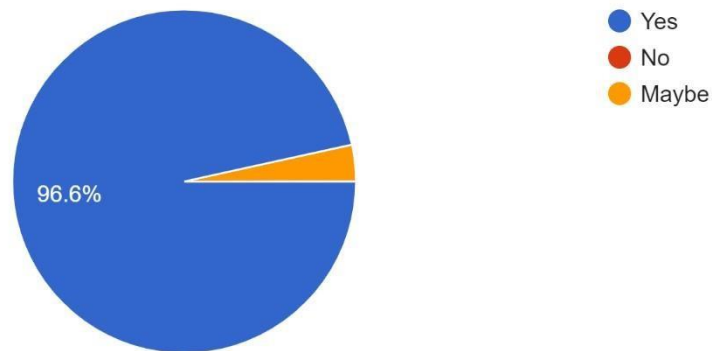
How likely are you to recommend our workshop on a scale of 1 to 10?

58 responses



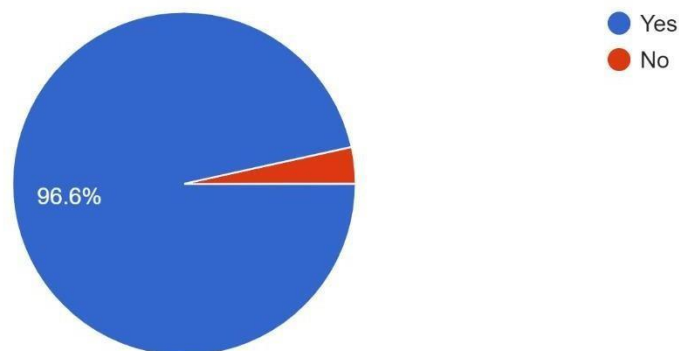
Did this workshop improve your skills or knowledge on the topic discussed?

58 responses



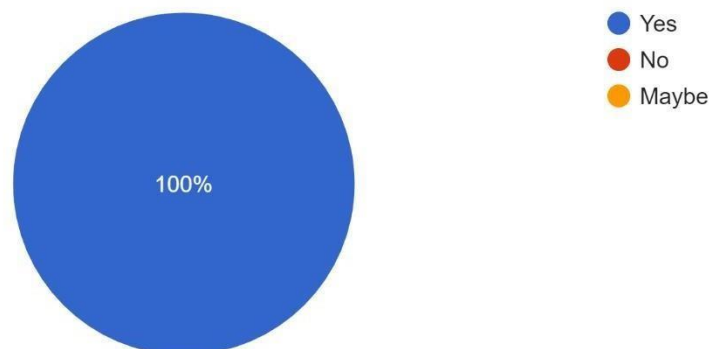
Did the resource persons address your doubts / query?

58 responses



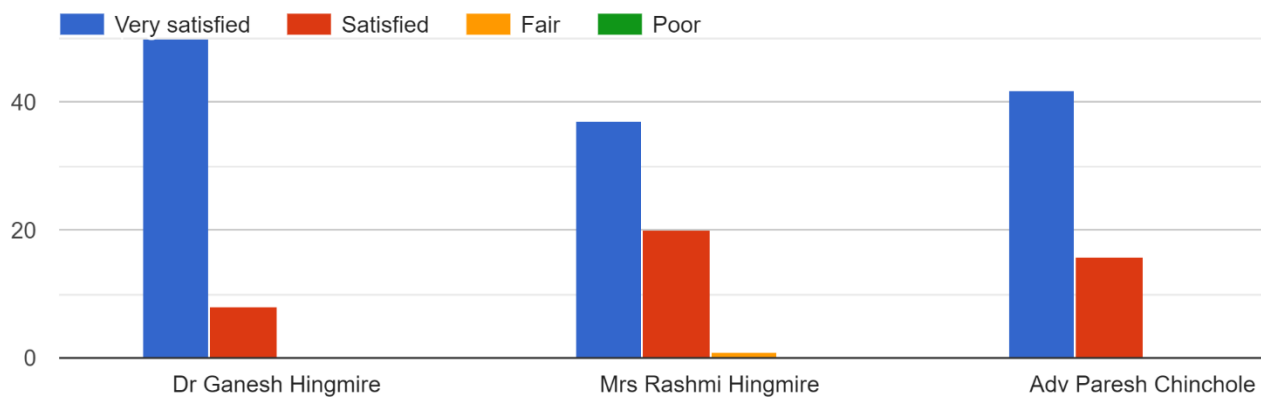
Were you overall satisfied with the coverage of the topic and the way it was delivered?

58 responses



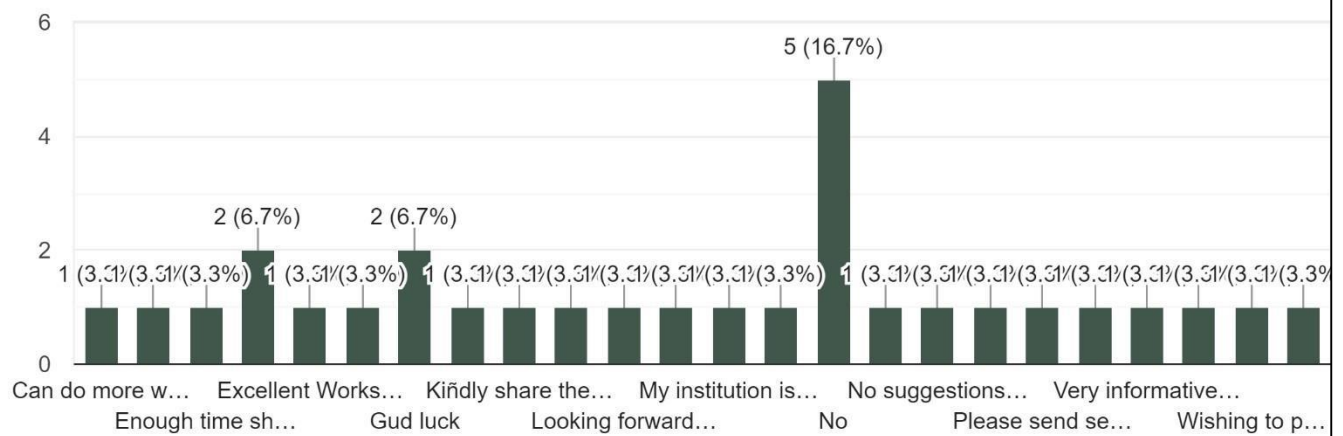


### Rate the resource persons in rating scale



### Any other Suggestions?

30 responses

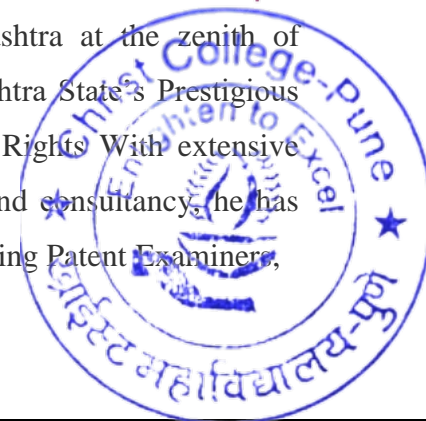




## PROFILE OF RESOURCE PERSONS

### DR GANESH HINGMIRE

Winner of two Consecutive National Awards by Ministry of Commerce, Gov. of India. for “Best Facilitation of Registration of, Geographical Indications and, Promotion of Registered GI in India”, Dr Hingmire has Registered almost one tenth of India’s Geographical Indications, Registered 26 GI’s through voluntary initiative and support of World Bank and Department of Horticulture, Government of Maharashtra. His efforts placed Maharashtra at the zenith of registered agricultural GIs in India. He is also the recipient of Maharashtra State’s Prestigious Acharya Atre Award for contribution in field of Intellectual Property Rights With extensive educational background and high professional experience in teaching and consultancy, he has conducted various training programmes on IPR for Govt. Officials including Patent Examiners,



Assistant Commissioners for Food & Drugs Administration at Yashada. He has served as guest faculty at National Institute of Intellectual Property Right Management of Ministry of Commerce and Industry, Government of India, and has conducted workshops and training programs at prestigious institutions like IIT Kanpur, Indian institute of foreign trade as well as abroad.

### **MRS RASHMI HINGMIRE**

Mrs Rashmi Hingmire, a qualified patent agent registered with Indian Patent Office, an expert in French Language she shoulders various responsibilities for all patent related works like prior art search, drafting and filing patent applications. Experienced in identifying patentable inventions and their features she has filed different types of patent applications from different fields including biotechnological and environmental sciences Her skills for conducting prior art search using various databases like USPTO,E-SPACE NET,GOOGLE SCHOLAR are commendable

### **ADV PARESH CHINCHOLE**

A lawyer by profession with a technical and scientific background who has over 6 years of experience in IPR prosecution he is associated with GMGC and is a legal IP consultant for many startups. He has extensively handled Patent filing and prosecution, Copy right filing and prosecution. Trade mark filing and prosecution(domestic and international)including violation and counterfeiting matters with regard to trademarks and is involved in various activities in promoting IPR and WTO related matters ,His primary focus is on conducting prior art searches for inventors, drafting commercial and transactional agreements for business .His endeavors to ensure intellectual properties are explored and valued to its fullest by way of policy making and creating valuation models make him extremely exceptional enthusiast in this area ,who is abreast with latest trends and challenges in IPR .



**Ms. Deepa Sujith**

**IQAC, Co-ordinator**



**Dr (Fr) Sony J. Chundattu CMI**

**Principal**

