



Rajgad Dnyanpeeth's

## RAJGAD INSTITUTE OF MANAGEMENT RESEARCH & DEVELOPMENT

S.No. : 32/2//12 to 16, Opp. Dhankawadi Post Office, Dhankawadi, Pune-411043

Approved by AICTE, Recognised by DTE (Govt. Of Maharashtra),

Affiliated to the Savitribai Phule Pune University

### A report on seminar dated 07/02/2015

#### Objectives of Programme:

- To understand importance of packaging in product management.
- To know latest innovative techniques in packaging sector.

#### Description of Programme:


Packaging is the science, art and technology of enclosing or protecting products for distribution, storage, sale, and use. Packaging also refers to the process of designing, evaluating, and producing packages.

Dr. Poronita Banarjee told about packaging advancements in the early 20th century included Bakelite closures on bottles, transparent cellophane overwraps and panels on cartons. These innovations increased processing efficiency and improved food safety. As additional materials such as aluminum and several types of plastic were developed, they were incorporated into packages to improve performance and functionality

Dr. Payal Samdariya highlighted many prominent innovations in the packaging industry were developed first for military use. Some military supplies are packaged in the same commercial packaging used for general industry. Other military packaging must transport materiel, supplies, foods, etc. under severe distribution and storage conditions. Packaging problems encountered in World War II led to Military Standard regulations being applied to packaging, which was then designated "military specification packaging.

Prof. Prasanna Puranik told students Packaging may be of several different types. For example, a transport package or distribution package can be the shipping container used to ship, store, and handle the product or inner packages. Some identify a consumer package as one which is directed toward a consumer or household.



  
Dr. D. B. Bharati

Director  
Rajgad Dnyanpeeth's  
Rajgad Institute of Management  
Research and Development  
Dhankawadi, Pune-411043



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### Highlights of the Event

- 1) The event was organized on 7/02/2015, from 10.00 am to 01.00 pm. Prof. Rohan Dahivale inaugurated the event.
- 2) Event was conducted under Entrepreneurship Development Cell

### Outcome:

- Students understood the importance of packaging from business perspective
- Seminar helped students to understand the latest innovative techniques in packaging sector
- Total 23+20 = 43 students and all staff were present for this seminar.

Prof. Rohan Dahivale  
Coordinator

Prof. Rohan Dahivale  
HOD



Dr. D. B. Bharati  
Director

**Dr. D. B. Bharati**  
Director

Rajgad Dnyanpeeth's  
Rajgad Institute of Management  
Research & Development  
Dhankawadi, Pune-411043

# A SEMINAR ON “INNOVATION IN PACKAGING INDUSTRY”

## Different Types of Packaging Methods



### SEMINAR BY

➤ PROF. PORONITA BANARJEE

➤ PROF. PAYAL SAMDARIYA

(POONA INSTITUTE OF MANAGEMENT  
PIMSE)

➤ PROF. PRASANNA PURANIK

(MODERN INSTITUTE OF BUSINESS  
MANAGEMENT, MIBM)



### OBJECTIVES OF THE SEMINAR

- To know about basics of packaging
- To find innovation in packaging industry
  - To analyze packaging needs

ED Cell Initiative  
Industry- Academia Innovation

Rajgad Institute of  
Management Research &  
Development

Address  
Opposite Dhankawadi Post  
Office, Pune 43

[www.rimrd.org](http://www.rimrd.org)



*“PACKGING IS  
SILENT SALESMAN”*

Marketing  
Tool

Strategic  
Advantage

Brand  
Recognition

Consumer  
Affluence

**Dr. D. B. Bharati**  
**Director**

director@rimrd.org

### No Registration Charges

The **Packaging** refers to all those activities related to designing, evaluating and producing the container for a product. Simply, the box-like container, wherein the product is stored to protect it from any physical damage and at the same time attracting the customer through its appeal is called as packaging.

### Packaging as a Marketing Tool

Effective packaging can actually help a company attract consumers to their product. It can be the tool that sets apart their product in a vast sea of options that the consumer has at their disposal. A good packaging can actually add to the perceived value of a product.

### For Registration Contact:

**Prof. Rohan P. Dahivale**  
(9921613494)

**Prof. Nandkumar Badave**  
(9021476470)

### DETAILS

### DATE OF THE SEMINAR

**07/02/2015**

### TIME:

**10.00 am to 1.00 pm**

### VENUE:

**Class Room No 2**

**Rajgad Institute of  
Management Research &  
Development**



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### Photographs of the Event



Innovation in Packaging Industry Seminar: Dr. Payal Samdariya, Dr. Poronita Banarjee & Prof. Prasanna Puranik



*Dr. D. B. Bharati*

**Dr. D. B. Bharati**

Director

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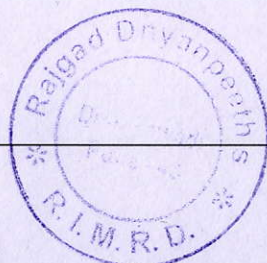
### Photographs of the Event



Prof. Rohan Dahivale doing felicitation of Dr. Payal Samdariya



Students participation in seminar



*Dr. D. B. Bharati*

**Dr. D. B. Bharati**

Director

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### Notice

Date: 29/01/2015

All students are hereby informed that, ED cell of RIMRD has arranged a seminar on the topic **"Innovation in Packaging Industry"**

Guest speakers are:

- 1) **Dr. Poronita Banarjee** (Asst. Prof. At PIMSE, Pune)
- 2) **Dr. Payal Samdariya** (Asst. Prof. At PIMSE, Pune)
- 3) **Prof. Prassna Puranik** (Asst. Prof. At MIBM Pune)

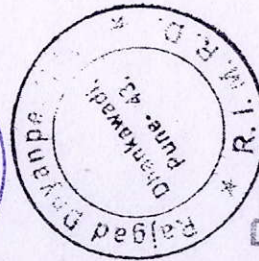
Schedule of this program:

**Date of the Seminar:** 07/02/2015

**Time:** 10.00 am to 1.00 pm

**Venue:** Class Room No 2

All students are should to attend this program



*Dr. D. B. Bharati*

**Dr. D. B. Bharati**

**Director**

**Dr. D. B. Bharati**

Director

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**Date: 29/01/2015**

To,

**Dr. Payal Samdariya**

**(Assistant Professor, PIMSE)**

**Subject:** Invitation as the "Guest Speaker" for seminar to be held at RIMRD on 07/02/2015.

Dear Madam,

With reference to above cited subject, RIMRD and ED cell has arranged a seminar on the topic "**Innovation in Packaging Industry**".

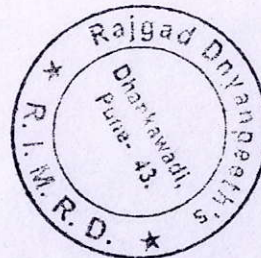
The seminar is scheduled on 07/02/2015 from 10.00 am to 1.00 pm.

We kindly request you to be the "Guest Speaker" for the Session to motivate and guide our students.

We are looking forward for your approving reply.

With warm regards,

Thanking You.



Yours Truly,

**Dr. D. B. Bharati**

**Director**

**Dr. D. B. Bharati**

**Director**

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**Date: 07/02/2015**

To,

**Dr. Payal Samdariya**

**(Assistant Professor, PIMSE)**

**Subject:** Thanks a lot for your cordial presence & guidance for the seminar.

Dear Madam,

We would like to extend our sincere thanks to you for your presence and guidance to our students as "Guest speaker" at our seminar held on 7<sup>th</sup> February 2015 under ED Cell.

Your speech was very helpful and beneficial to the staff and students.

We hope it was a memorable experience for you as well.

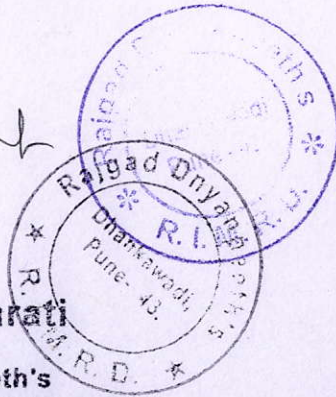
We look forward for your future association.

Warm Regards,

**Dr. D.B. Bharati**  
Director

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**Date: 29/01/2015**

To,

**Dr. Poronita Banarjee**

**(Assistant Professor, PIMSE)**

**Subject:** Invitation as the "Guest Speaker" for seminar to be held at RIMRD on 07/02/2015.

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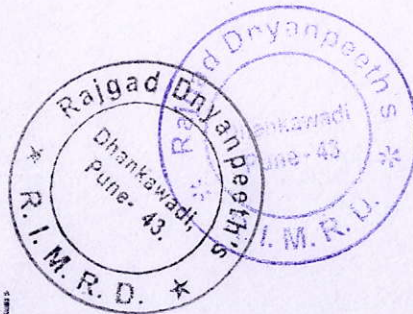
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Director

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**Date: 29/01/2015**

To,

**Prof. Prasanna Puranik**

**(Assistant Professor, MIBM)**

**Subject:** Invitation as the "Guest Speaker" for seminar to be held at RIMRD on 07/02/2015.

Dear Sir,

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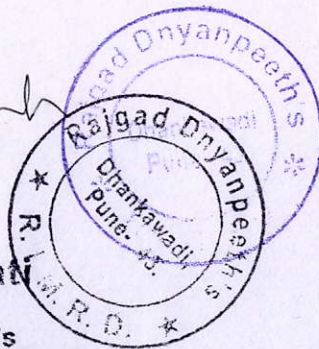
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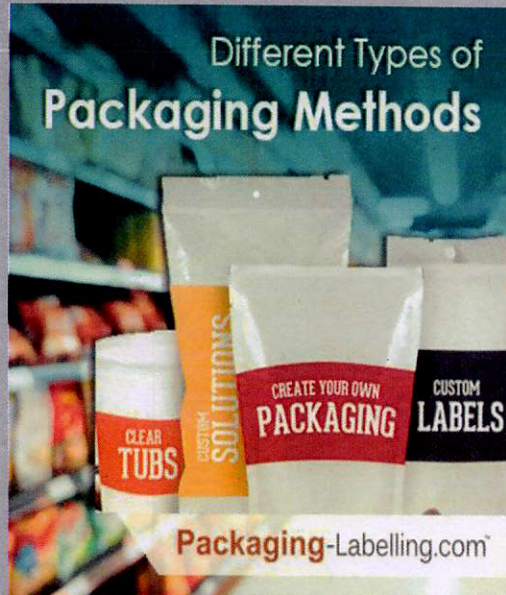
**Dr. D.B. Bharati**  
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**Rajgad Institute of Management**  
**Research and Development**  
Dhankawadi, Pune-411043



A SEMINAR ON  
"INNOVATION IN  
PACKAGING  
INDUSTRY"



SEMINAR BY

- > PROF. PORONITA BANARJEE
- > PROF. PAYAL SAMDARIYA

(POONA INSTITUTE OF MANAGEMENT  
PIMSE)

- > PROF. PRASANNA PURANIK

(MODERN INSTITUTE OF BUSINESS  
MANAGEMENT, MIBM)



OBJECTIVES OF THE SEMINAR

- To know about basics of packaging
- To find innovation in packaging industry
  - To analyze packaging needs

ED Cell Initiative

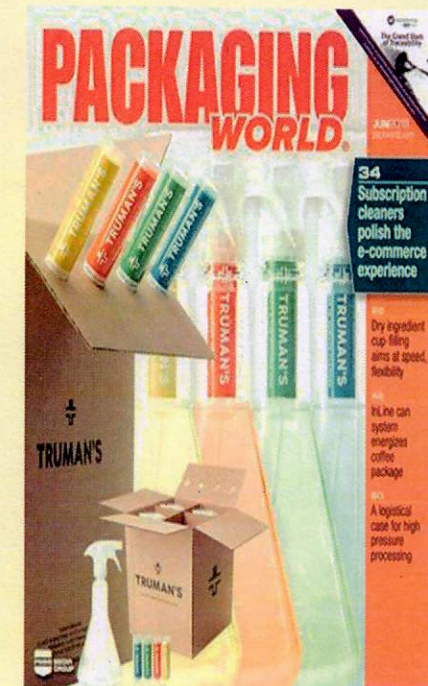
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### For Registration Contact:

Prof. Rohan P. Dahivale  
(9921613494)

Prof. Nandkumar Badave  
(9021476470)

### DETAILS

**DATE OF THE SEMINAR**  
**07/02/2015**

**TIME:**  
**10.00 am to 1.00 pm**

**VENUE:**  
**Class Room No 2**  
**Rajgad Institute of**  
**Management Research &**  
**Development**



Academic Year: 2014-16

Attendance Sheet

MBA-I/II Year (Semester: I/II/III/IV)

Name of the Event / Activity:

Innovation in Packaging

Division: A

Day & Date: 7/2/2015

Roll No.	Student Name	Signature
A-1401	Abanave Amol Balaso	
A-1402	Bauskar Parag Tarachand	
A-1403	Bhagat Ajay Vinayak	
A-1404	Bhosale Snehal Ankush	
A-1405	Bhoj Shrikant Vijay	
A-1406	Desale Parag Diwan	
A-1407	Deshmukh Omkar Ravindra	
A-1408	Dharane Saurabh Bharat	
A-1409	Dhawale Vivek Balkrishna	
A-1410	Dhole Pratik Mallikarjun	
A-1411	Gade Dhanshree Vasant	
A-1412	Garud Anuradha Kisan	
A-1413	Ghavane Komal Jayantrao	
A-1414	Girase Shashikant Jaysing	
A-1415	Gujar Rohini Digambar	
A-1416	Herkal Swati Bhalchandra	
A-1417	Hirve Shalaka Milind	
A-1418	Inamdar Mahammadali A.	
A-1419	Jadhav Narendra Suresh	
A-1420	Jadhav Vaibhav M.	
A-1421	Jagtap Arvind Pitamber	
A-1422	Jarad Rushikesh Rajendra	
A-1423	Jarande Sagar Sadashiv	
A-1424	Kanshette Mahesh Subhash	
A-1425	Kenjale Pallavi Chandrakant	
A-1426	Kulkarni Harshal Chandrakant	
A-1427	Mala Harshal Babu	
A-1428	Mandhare Amit Vyankat	
A-1429	Mandhare Rajesh Bandu	
A-1430	Meshram Surbhi Madhukar	

Roll No.	Student Name	Signature
A-1431	Nagargoje Shrikrishna Nathrao	
A-1432	Nimbalkar Chaitali Maruti	
A-1433	Panhale Shantanu Satish	
A-1434	Parasnis Sayali Dilip	
A-1435	Pasalkar Amit Dattatray	
A-1436	Patankar Sarang Jayant	
A-1437	Patil Amit Mohan	
A-1438	Pawar Apeksha Dattatray	
A-1439	Pawar Nilesh Ramdas	
A-1440	Phukane Nitin Ashok	
A-1441	Pulate Shrikant Bhaskar	
A-1442	Rajguru Priya Vitthal	
A-1443	Rajpurohit Ishwarsingh R.	
A-1444	Raut Swapnil Suryakant	
A-1445	Sapkale Sandeep Dnyanoba	
A-1446	Sathe Mahesh Satish	
A-1447	Shinde Ashwini Manikrao	
A-1448	Singh Navinkumar Ashok	
A-1449	Sonawane Swapnil Ravindra	
A-1450	Sondkar Rahul Suresh	
A-1451	Sukreshwar Bhimsha B.	
A-1452	Tale Rupali Arun	
A-1453	Tangade Smita Shivaji	
A-1454	Tayade Sandip Ukha	
A-1455	Teli Pankaj Prashant	
A-1456	Veer Archana Narayan	
A-1457	Waghmare Suryakant Baban	
A-1458	Yawalkar Siddharth Subhash	
A-1459	Yawalkar Sonali Subhash	
A-1460	Zaware Prashant Kashinath	



Dr. D. B. Bharati  
Director  
Rajgad Institute of Management  
Research and Development  
Dhankawadi, Pune-411043

Grant  
Total : 43  
Students // 23 present for event.

Sphadtare  
Amol Phadtare







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### A report on seminar on dated 29-09-2014

#### Objectives of Seminar:

- To know the recent trends in new product development
- To understand need of innovation in successful business
- To correlate innovation and new product development as competitive advantage,

#### Description of Seminar:

The event was organized on 29/09/2014, between 2.00 pm to 5.00 pm. Event was conducted under Entrepreneurship Development Cell.

In business and engineering, new product development (NPD) covers the complete process of bringing a new product to market. A central aspect of NPD is product design, along with various business considerations. New product development is described broadly as the transformation of a market opportunity into a product available for sale.

Prof. Vaishali Nikam Madam told about the product can be tangible (something physical which one can touch) or intangible (like a service, experience, or belief), though sometimes services and other processes are distinguished from products. NPD requires an understanding of customer needs and wants, the competitive environment, and the nature of the market

Prof. Aishwarya G. elaborates recent innovations in various products. She also elaborate traditional products are changing face to sustain in competition.

Prof. Anish Karia elaborated NPD process as New Product Strategy – Innovators have clearly defined their goals and objectives for the new product. Idea Generation – Collective brainstorming ideas through internal and external sources. Screening – Condense the number of



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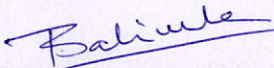
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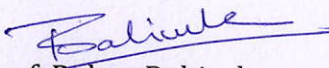
brainstormed ideas. Concept Testing – Structure an idea into a detailed concept. Business Analysis – Understand the cost and profits of the new product and determining if they meet company objectives. Product Development – Developing the product. Market Testing – Marketing mix is tested through a trial run of the product. Commercialization – Introducing the product to the public.

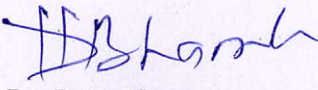
### Outcome of the Seminar:

- Students understood the recent trends in new product development
- Seminar helped students to need of innovation in successful business
- Total 42 students and all staff were present for this seminar.

  
Prof. Rohan Dahivale  
Coordinator



  
Prof. Rohan Dahivale  
HOD

  
Dr. D. B. Bharati  
Director

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### Seminar Brochure



A Seminar on  
**"Innovative Thinking  
in New Product  
Development"**

An ED Cell Initiative

#### Guest Speakers:

- Prof. Aishwarya G.  
(S. B. Patil Institute of Management)
- Prof. Anish Karia  
(S. B. Patil Institute of Management)
- Prof. Vaishali Nikam  
(JSPM's JSIMR, Hadapsar)

#### Seminar Focuses on

The Magic of Idea-Centric  
Creativity in New Product  
Development



PRODUCT DEVELOPMENT

#### Details

Date of the Seminar  
29/09/2014

Time:  
2.00 pm to 5.00 pm

Venue:  
Class Room No 2  
Rajgad Institute of  
Management Research &  
Development, Pune 43

**No Registration Fees**

Dr. D. B. Bharati  
Director, RIMRD



RIMRD

[www.rimrd.org](http://www.rimrd.org)

#### For Registration Contact:

Prof. Rohan Dahivale:  
9921613494

Prof. Roshna Jaid  
9860570696



ED Cell Initiative

Rajgad Institute of Management  
Research & Development

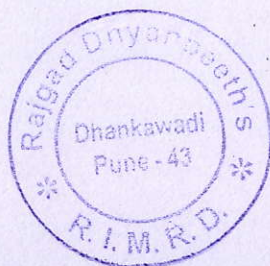
#### Address

Opposite Dhankawadi Post Office,  
Pune 43

[director@rimrd.org](mailto:director@rimrd.org)

[www.rimrd.org](http://www.rimrd.org)

020-24362334



*Dr. D. B. Bharati*  
Dr. D. B. Bharati  
Director  
Rajgad Dnyanpeeth's  
Rajgad Institute of Management  
Research and Development  
Dhankawadi, Pune-411043



Rajgad Dnyanpeeth's

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S.No. : 32/2//12 to 16, Opp. Dhankawadi Post Office. Dhankawadi, Pune-411043

Approved by AICTE, Recognised by DTE (Govt. Of Maharashtra),

Affiliated to the Savitribai Phule Pune University

### Photographs of the Event



Innovative Thinking & New Product Development Seminar:  
Prof. Anish Karia, Prof. Vaishali Nikam & Prof. Aishwarya G.



Prof. Vaishali Nikam at seminar



*D. B. Bharati*

**Dr. D. B. Bharati**

Director

Rajgad Dnyanpeeth's  
Rajgad Institute of Management  
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### Photographs of the Event



Prof. Aishwarya at seminar



Prof. Anish Kartia at seminar



*Dr. D. B. Bharati*

**Dr. D. B. Bharati**

Director

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Students searching for innovative products in computer lab as task



Students searching for innovative products in computer lab as task



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# Notice

Date: 18/09/2014

All students are hereby informed that, ED cell of RIMRD has arranged a seminar on the topic **“Innovative Thinking in New Product Development”**

Guest speakers are:

- 1) **Prof. Vaishali Nikam** (Asst. Prof. At JSIMR, Hadapsar)
- 2) **Prof. Aishwarya G.** (Asst. Prof. At S. B. Patil Institute of Management)
- 3) **Prof. Anishkumar Karia**(Asst. Prof. At S. B. Patil Institute of Management)

Schedule of this program:

**Date of the Seminar:** 29/09/2014

**Time:** 2.00 pm to 5.00 pm

**Venue:** Class Room No 2

All students are should to attend this program



**Dr. D. B. Bharati**  
Director

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Date: 18/09/2014

To,

**PROF. VAISHALI NIKAM**

(Asst. Prof. JSIMR, HADAPSAR)

**Subject:** Invitation as the "Guest Speaker" for seminar to be held at RIMRD on 29/09/2014

Dear Madam,

With reference to above cited subject, RIMRD and ED cell has arranged a seminar on the topic  
**"INNOVATIVE THINKING IN NEW PRODUCT DEVELOPMENT"**.

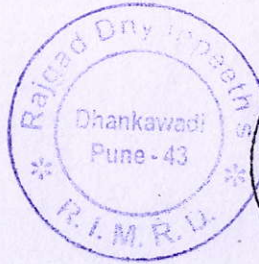
The seminar is scheduled on 29/09/2014 from 2.00 pm to 5.00 pm.

We kindly request you to be the "Guest Speaker" for the Session to motivate and guide our students.

We are looking forward for your approving reply.

With warm regards,

Thanking You.



Yours Truly,

**Dr. D. B. Bharati**  
Director

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**Date: 29/09/2014**

To,

**Prof. Vaishali Nikam**

(JSIMR, HADAPSAR)

**Subject:** Thanks a lot for your cordial presence & guidance for the seminar.

Dear Madam,

We would like to extend our sincere thanks to you for your presence and guidance to our students as "Guest speaker" at our seminar "**Innovative Thinking In New Product Development**" held on **29/09/2014** under ED Cell.

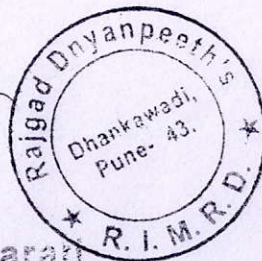
Your speech was very helpful and beneficial to the staff and students.

We hope it was a memorable experience for you as well.

We look forward for your future association.

Warm Regards,

**Dr. D.B. Bharati**  
Director



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**Date: 18/09/2014**

To,

**Prof. Aishwarya G.**

(S. B. Patil Institute of Management)

**Subject:** Invitation as the "Guest Speaker" for seminar to be held at RIMRD on 29/09/2014

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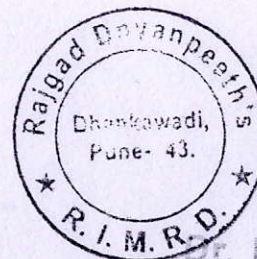
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(S. B. Patil Institute of Management)

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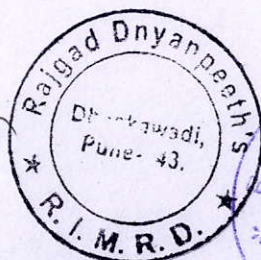
We look forward for your future association.

Warm Regards,

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Date: 18/09/2014

To,

**Prof. Anishkumar Karia**

(S. B. Patil Institute of Management)

**Subject:** Invitation as the "Guest Speaker" for seminar to be held at RIMRD on 29/09/2014

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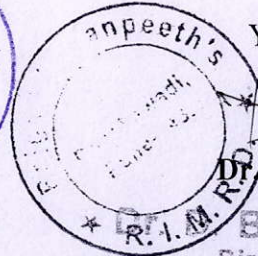
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(S. B. Patil Institute of Management)

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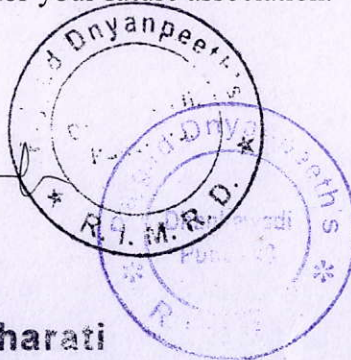
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Academic Year: 2014-16

MBA-I/II Year (Semester: I/II/III/IV)

Attendance Sheet

Division: A

Name of the Event / Activity: Innovation & NPD seminar

Day & Date: 29-9-14

Roll No.	Student Name	Signature
A-1401	Abanave Amol Balaso	<u>Abaso</u>
A-1402	Bauskar Parag Tarachand	<u>Parag</u>
A-1403	Bhagat Ajay Vinayak	<u>Ajay</u>
A-1404	Bhosale Snehal Ankush	<u>Snehal</u>
A-1405	Bhoj Shrikant Vijay	<u>Bhoj</u>
A-1406	Desale Parag Diwan	<u>Parag</u>
A-1407	Deshmukh Omkar Ravindra	<u>Omkar</u>
A-1408	Dharane Saurabh Bharat	<u>Saurabh</u>
A-1409	Dhawale Vivek Balkrishna	<u>Vivek</u>
A-1410	Dhole Pratik Mallikarjun	<u>Pratik</u>
A-1411	Gade Dhanshree Vasant	<u>Dhanshree</u>
A-1412	Garud Anuradha Kisan	<u>Anuradha</u>
A-1413	Ghavane Komal Jayantrao	<u>Komal</u>
A-1414	Girase Shashikant Jaysing	<u>Shashikant</u>
A-1415	Gujar Rohini Digambar	<u>Rohini</u>
A-1416	Herkal Swati Bhalchandra	<u>Swati</u>
A-1417	Hirve Shalaka Milind	<u>Shalaka</u>
A-1418	Inamdar Mahammodali A.	<u>Mahammodali</u>
A-1419	Jadhav Narendra Suresh	<u>Narendra</u>
A-1420	Jadhav Vaibhav M.	<u>Vaibhav</u>
A-1421	Jagtap Arvind Pitamber	<u>Arvind</u>
A-1422	Jarad Rushikesh Rajendra	<u>Rushikesh</u>
A-1423	Jarande Sagar Sadashiv	<u>Sagar</u>
A-1424	Kanshette Mahesh Subhash	<u>Mahesh</u>
A-1425	Kenjale Pallavi Chandrakant	<u>Pallavi</u>
A-1426	Kulkarni Harshal Chandrakant	<u>Harshal</u>
A-1427	Mala Harshal Babu	<u>Harshal</u>
A-1428	Mandhare Amit Vyankat	<u>Amit</u>
A-1429	Mandhare Rajesh Bandu	<u>Rajesh</u>
A-1430	Meshram Surbhi Madhukar	<u>Surbhi</u>

Roll No.	Student Name	Signature
A-1431	Nagargoje Shrikrishna Nathrao	<u>Shrikrishna</u>
A-1432	Nimbalkar Chaitali Maruti	<u>Chaitali</u>
A-1433	Panhale Shantanu Satish	<u>Shantanu</u>
A-1434	Parasnis Sayali Dilip	<u>Sayali</u>
A-1435	Pasalkar Amit Dattatray	<u>Amit</u>
A-1436	Patankar Sarang Jayant	<u>Sarang</u>
A-1437	Patil Amit Mohan	<u>Amit</u>
A-1438	Pawar Apeksha Dattatray	<u>Apeksha</u>
A-1439	Pawar Nilesh Ramdas	<u>Nilesh</u>
A-1440	Phukane Nitin Ashok	<u>Nitin</u>
A-1441	Pulate Shrikant Bhaskar	<u>Shrikant</u>
A-1442	Rajguru Priya Vitthal	<u>Priya</u>
A-1443	Rajpurohit Ishwarsingh R.	<u>Ishwarsingh</u>
A-1444	Raut Swapnil Suryakant	<u>Swapnil</u>
A-1445	Sapkale Sandeep Dnyanoba	<u>Sandeep</u>
A-1446	Sathe Mahesh Satish	<u>Mahesh</u>
A-1447	Shinde Ashwini Manikrao	<u>Ashwini</u>
A-1448	Singh Navinkumar Ashok	<u>Navinkumar</u>
A-1449	Sonawane Swapnil Ravindra	<u>Swapnil</u>
A-1450	Sondkar Rahul Suresh	<u>Rahul</u>
A-1451	Sukreshwar Bhimsha B.	<u>Sukreshwar</u>
A-1452	Tale Rupali Arun	<u>Rupali</u>
A-1453	Tangade Smita Shivaji	<u>Smita</u>
A-1454	Tayade Sandip Ukha	<u>Sandip</u>
A-1455	Teli Pankaj Prashant	<u>Pankaj</u>
A-1456	Veer Archana Narayan	<u>Archana</u>
A-1457	Waghmare Suryakant Baban	<u>Suryakant</u>
A-1458	Yawalkar Siddharth Subhash	<u>Siddharth</u>
A-1459	Yawalkar Sonali Subhash	<u>Sonali</u>
A-1460	Zaware Prashant Kashinath	<u>Prashant</u>

23 students present

Prashant



Director  
**Dr. D. B. Bharati**

