



**SHETH LALJI DAYAL AMALGAMATED TRUST'S**  
**LILAVATI LALJI DAYAL NIGHT COLLEGE OF COMMERCE**

375/77, Sardar Vallabhbhai Patel Road, Mumbai – 400 004. Tel.: 022 – 2382 7615/ 3507 7382

E-mail: lldhs2000@gmail.com/ info@lldhs.in

Website: www.lldhscoc.in

Govt. Order No.: NGC 2018 / (100 / 18) MSHSI-4

Univ Affiliation No.: AFF / ICD / 2018-19/ 731

Ref. No. \_\_\_\_\_

Date: \_\_\_\_\_

**1. Report on Online Workshops Workshop on "Food Sector Patents"**

On August 14, 2021, Lilavati Lalji Dayal Night College of Commerce held an online workshop on "Food Sector Patents" for FYB.COM students. The session was attended by 40 students and ran from 3:00 PM to 5:00 PM. The workshop aimed to provide insights into the role of patents in the food industry.

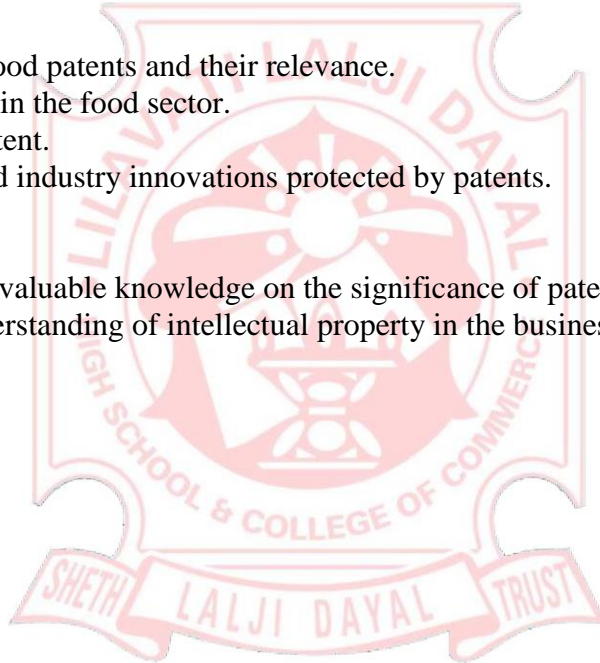
Mrs. Parizad Bhesania, I/C Principal of Byramjee Jeejeebhoy College of Commerce, led the session. With her expertise in intellectual property law, she discussed the importance of patents in safeguarding food innovations. Total 40 students attended the online workshop.

**Key Topics Covered:**

- Introduction to food patents and their relevance.
- Types of patents in the food sector.
- Steps to file a patent.
- Examples of food industry innovations protected by patents.

**Conclusion:**

The workshop provided valuable knowledge on the significance of patents in food technology, enhancing students' understanding of intellectual property in the business world.



(In-Charge Principal)  
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Cherni Road, Mumbai - 400 004



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**Lilavati Lalji Dayal Night College  
of Commerce**  
Affiliated to University of Mumbai

In Collaboration with

**Byramjee Jeejeebhoy College of Commerce**

Organizes an Online Workshop on  
**FOOD SECTOR PATENTS**

**Guest Speaker :**

Mrs. Parizad Bhesania  
(I/C Principal)  
Byramjee Jeejeebhoy  
College of Commerce

- For FVB.COM
- Date : 14/08/2021
- Time : 3:00pm-5:00pm

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## 2. Report on Online Workshop: "The Influence of Patents on Advancing Technology"

Lilavati Lalji Dayal Night College of Commerce organized an online workshop on August 22, 2021, from 4:00 PM to 6:00 PM, titled "The Influence of Patents on Advancing Technology."

The session was attended by **17 participants**.

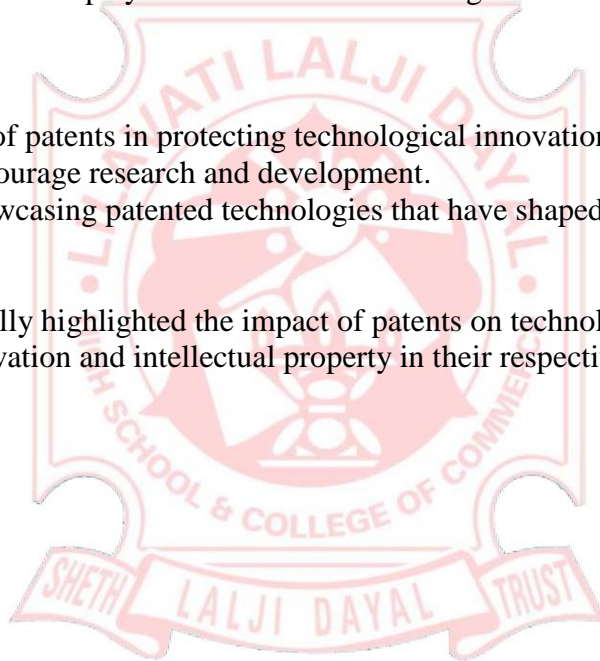
The workshop was conducted by Dr. Umeshchandra Yadav from Nirmala College, Malad. He shared insights on how patents play a crucial role in technological innovation and advancement.

### Key Topics Covered:

- The importance of patents in protecting technological innovations.
- How patents encourage research and development.
- Case studies showcasing patented technologies that have shaped industries.

### Conclusion:

The workshop successfully highlighted the impact of patents on technology, encouraging students to explore innovation and intellectual property in their respective fields.



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of Commerce**  
Affiliated to University of Mumbai



In Collaboration with

**Nirmala College**

Organizes an Online Workshop on

**THE INFLUENCE OF PATENTS ON  
ADVANCING TECHNOLOGY**



**Guest Speaker :**

**DR. Umeshchandra Yadav**  
Nirmala College

- For FVBAF
- Date : 22/08/2021
- Time : 4:00pm-6:00pm

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Date: \_\_\_\_\_

### 3. Report on Online Workshop: "Ethical Guidelines for Research"

**Lilavati Lalji Dayal Night College of Commerce** organized an online workshop on "**Ethical Guidelines for Research**" on **September 5, 2021, from 3:00 PM to 5:00 PM.**

The session was led by Prof. Kevin Tauro from Agnel School of Law, Navi Mumbai.

The workshop aimed to provide students with an understanding of the ethical considerations essential in conducting academic and professional research. Total 39 students attended the online workshop.

#### **Key Topics Covered:**

**Prof. Kevin Tauro** delivered a comprehensive session focusing on various ethical issues and principles to be followed in research. Key points discussed were:

#### **Introduction to Research Ethics:**

Importance of ethical guidelines in ensuring the integrity and credibility of research

Significance of obtaining consent from research participants and ensuring their rights and privacy

Avoiding Plagiarism

Confidentiality

Ethical Dilemmas

How to address and resolve ethical challenges that may arise during research

Interactive Session



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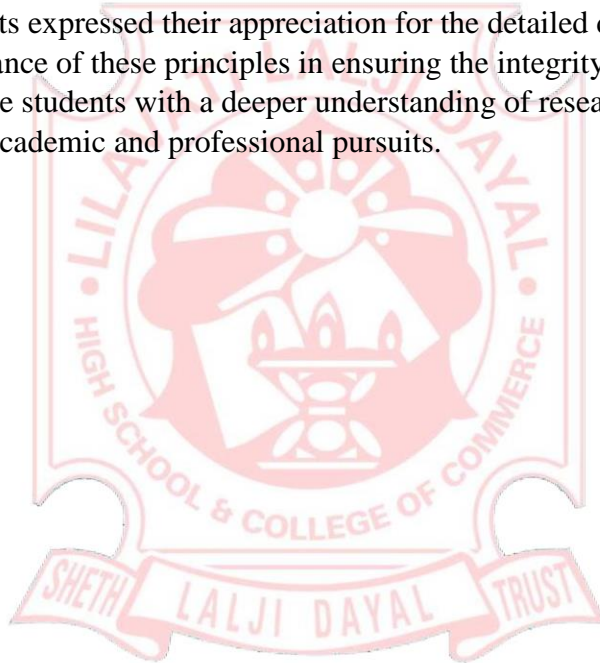
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Date: \_\_\_\_\_

An engaging Q&A session followed the presentation, where students asked questions about dealing with ethical dilemmas in their research projects. Prof. Tauro provided practical solutions, emphasizing the importance of adhering to ethical standards in both academic and professional settings.

**Conclusion:**

The workshop concluded with a vote of thanks to Prof. Kevin Tauro for his insightful presentation. The students expressed their appreciation for the detailed discussion on ethical guidelines and the relevance of these principles in ensuring the integrity of research. The session successfully equipped the students with a deeper understanding of research ethics, which will be valuable in their future academic and professional pursuits.



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In Collaboration with  
**Agnel School of Law**

Organizes an Online Workshop on  
**ETHICAL GUIDELINES FOR RESEARCH**



**Guest Speaker :**  
**Prof. Kevin Tauro,**  
**Agnel School of Law**

- For FYBMS
- Date : 05/09/2021
- Time : 3:00pm – 5:00pm



  
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#### **4. Report on Online Workshop: "Intellectual Property: A Success Factor for Start-Ups"**

On September 12, 2021, Lilavati Lalji Dayal Night College of Commerce hosted an online workshop titled "Intellectual Property: A Success Factor for Start-Ups," aimed at enhancing the understanding of intellectual property (IP) among students. The session was attended by **36 students** and focused on how IP can be a crucial element in the success of start-ups.

#### **Key Points Covered:**

- 1. Role of Intellectual Property:** Explained the significance of IP in protecting innovations and maintaining a competitive edge for start-ups.
- 2. Types of IP:** Overview of various IP types such as patents, trademarks, copyrights, and trade secrets.
- 3. IP Strategy for Start-Ups:** Guidance on how start-ups can develop an effective IP strategy to safeguard their innovations and attract investors.
- 4. IP and Business Growth:** Discussed the impact of IP on business growth and how it can be leveraged for strategic advantage.
- 5. Case Studies:** Provided examples of successful start-ups that effectively utilized IP to achieve business success.

#### **Conclusion:**

The workshop successfully highlighted the critical role of intellectual property in the success of start-ups. Mrs. Preeti Kanitkar's insights into IP management provided students with practical knowledge on how to leverage IP for business growth. The session was well-received, with students gaining valuable perspectives on integrating IP strategies into their entrepreneurial plans. Overall, the workshop equipped attendees with the understanding needed to navigate the complexities of IP in the start-up ecosystem.



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Affiliated to University of Mumbai

In Collaboration with

**Jai Bharat College Of Commerce**



Organizes an Online Workshop on

**INTELLECTUAL PROPERTY: A  
SUCCESS FACTOR FOR START-UPS**



**Guest Speaker :**

Mrs. Preeti Kanitkar  
I/C Principal  
Jai Bharat College Of  
Commerce

- For TVB.COM
- Date :12/09/2021
- Time : 4:00pm – 6:00pm



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Date: \_\_\_\_\_

### 5. Report on Online Workshop: The Digital Dilemma: Copyright Law in the Online Age

On September 26, 2021, Lilavati Lalji Dayal Night College of Commerce conducted an online workshop titled "The Digital Dilemma: Copyright Law in the Online Age" for SYB.COM students. The session, led by Mr. Rajnish, aimed to address the challenges and complexities of copyright law in the context of digital media. Total 20 students attended the online workshop.

#### Key Points Covered:

1. **Introduction to Copyright Law:** Basics of copyright law and its significance in protecting creative works.
2. **Digital Challenges:** Issues related to copyright infringement in the online environment, including unauthorized use and distribution of digital content.
3. **Rights and Protections:** Overview of the rights granted to copyright holders and how they apply to digital content.
4. **Fair Use and Exceptions:** Discussion on the fair use doctrine and specific exceptions relevant to online content.
5. **Case Studies:** Real-world examples of copyright disputes and how they were resolved, focusing on digital media cases.
6. **Practical Advice:** Tips for protecting digital content and navigating copyright issues in the online space.

#### Conclusion:

The workshop provided SYB.COM students with a comprehensive understanding of copyright law in the digital age. Mr. Rajnish's presentation clarified the complexities of online copyright issues and offered practical advice for protecting intellectual property. The session was valuable



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for students, equipping them with knowledge to handle copyright matters effectively in their future digital endeavors.



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In Collaboration with

**Rajnish Inc**

Organizes an Online Workshop on

**THE DIGITAL DILEMMA: COPYRIGHT  
LAW IN THE ONLINE AGE**



**Guest Speaker :**

Mr. Rajnish  
(Proprietor)  
Rajnish Inc

- For **SVB.COM**
- Date : 26/09/2021
- Time : 3:00pm-5:00pm



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Date: \_\_\_\_\_

## 6. Report on Online Workshop: "Start-Up Ecosystem in the Fast Food Sector"

On December 5, 2021, Lilavati Lalji Dayal Night College of Commerce hosted an online workshop titled "Start-Up Ecosystem in the Fast Food Sector" for First Year Bachelor of Commerce (FYBCOM) students.

The session, led by Mr. Vishal Kanojia, Principal at Ramanath Payyade College of Hospitality Management Studies, aimed to provide students with an in-depth understanding of the start-up landscape within the fast food industry. **Total 40 students** attended the online workshop.

### Key Points Covered:

1. **Introduction to Start-Ups in Fast Food:**
  - Overview of the fast food sector's growth and its appeal to new entrepreneurs.
  - Discussion on emerging trends and market opportunities.
2. **Business Models and Strategies:**
  - Analysis of various business models prevalent in the fast food industry, including franchising and direct ownership.
  - Strategic considerations for starting and scaling a fast food business.
3. **Challenges and Opportunities:**
  - Key challenges faced by start-ups in the fast food sector, such as competition, supply chain management, and consumer preferences.
  - Opportunities for innovation and differentiation in a crowded market.
4. **Case Studies:**
  - Examination of successful fast food start-ups and their strategies for growth.
  - Lessons learned from both successful ventures and failed attempts.
5. **Market Trends and Future Outlook:**
  - Insight into current market trends, such as health-conscious eating and technology integration.



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- Predictions for the future of the fast food industry and potential areas for new start-ups.

**Conclusion:**

The workshop concluded with a vote of thanks to Mr. Vishal Kanojia for his valuable insights and practical guidance. The session was well-received by the students, who appreciated the comprehensive overview of the start-up ecosystem in the fast food sector. The workshop successfully enhanced the students' understanding of the industry and provided them with practical knowledge to consider entrepreneurial ventures in the fast food space.



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In Collaboration with

**Ramanath Payyade College of Hospitality  
Management Studies**

Organizes an Online Workshop on

**START-UP ECOSYSTEM IN THE FAST  
FOOD SECTOR**



**Guest Speaker :**

**Mr. Vishal Kanojia  
(Principal)**

**Ramanath Payyade  
College of Hospitality  
Management Studies**

- For **FVB.COM**
- Date : **05/12/2021**
- Time : **4:00pm – 6:00pm**



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**7. Report on Online Workshop: "The Entrepreneurial Mind: Risk and Reward Perspectives"**

On January 8, 2022, Lilavati Lalji Dayal Night College of Commerce organized an online workshop titled "The Entrepreneurial Mind: Risk and Reward Perspectives" for Second Year Bachelor of Commerce (SYB.COM) students. Dr. Soni Singh, I/C Principal of L.P. Rawal College, conducted the session, aiming to delve into the entrepreneurial mindset, focusing on the balance between risk and reward. Total 20 students attended the online workshop.

**Key Points Covered:**

1. **Understanding the Entrepreneurial Mindset:**
  - Exploration of key traits of successful entrepreneurs, including innovation, resilience, and risk-taking.
  - Discussion on how entrepreneurs assess and manage risks.
2. **Risk and Reward Dynamics:**
  - Examination of the relationship between risk and potential rewards in entrepreneurship.
  - Strategies for evaluating and mitigating risks while pursuing business opportunities.
3. **Decision-Making Processes:**
  - Insight into decision-making frameworks used by entrepreneurs to make informed choices under uncertainty.
  - Techniques for analyzing risks and benefits to make strategic business decisions.
4. **Case Studies and Real-World Examples:**
  - Analysis of real-life entrepreneurial ventures, highlighting successful risk management and the rewards achieved.
  - Lessons learned from both successful and unsuccessful entrepreneurial ventures.
5. **Building an Entrepreneurial Strategy:**



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- Guidance on developing a personal entrepreneurial strategy that incorporates risk management and reward optimization.
- Tips for fostering an entrepreneurial mindset and preparing for the challenges of starting and running a business.

**Conclusion:**

The workshop concluded with a vote of thanks to Dr. Soni Singh for her engaging and informative presentation. The students appreciated the practical insights and real-world examples provided, which deepened their understanding of the entrepreneurial mindset and the balance between risk and reward. The session successfully equipped SYB.COM students with valuable knowledge and strategies for their future entrepreneurial endeavors.



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In Collaboration with

**L.P. Rawal  
College**

Organizes an Online Workshop on

**THE ENTREPRENEURIAL MIND: RISK  
AND REWARD PERSPECTIVES**



**Guest Speaker :**

**Dr. Soni Singh  
I/C Principal  
L.P. Rawal College**

- For SYB.COM
- Date : 08/01/2022
- Time : 4:00pm – 6:00pm



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### **8. Report on Online Workshop: "The Research Language: Important Terms and Definitions"**

On January 16, 2022, Lilavati Lalji Dayal Night College of Commerce hosted an online workshop titled "The Research Language: Important Terms and Definitions" for Second Year Bachelor of Accounting and Finance (SYBAF) students. Speaker was Dr. G.D. Giri, Thakur Shyamnarayan Degree College. Total 7 students were present for the same.

The session aimed to familiarize students with key research terminology and concepts essential for conducting academic research.

#### **Key Points Covered:**

- 1. Introduction to Research Terminology:**
  - Overview of fundamental research terms and their significance in the research process.
  - Explanation of concepts such as hypothesis, variables, and research questions.
- 2. Research Methodologies:**
  - Discussion on various research methodologies, including qualitative and quantitative approaches.
  - Clarification of terms related to these methodologies, such as sampling, data collection, and analysis.
- 3. Understanding Research Design:**
  - Explanation of different research designs and their components.
  - Definitions of key terms related to experimental and non-experimental research designs.
- 4. Data Analysis and Interpretation:**
  - Introduction to basic terms used in data analysis and interpretation.
  - Overview of statistical terms and techniques commonly used in research.
- 5. Ethical Considerations:**



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- Discussion on ethical terms and concepts relevant to conducting research.
- Emphasis on terms like consent, confidentiality, and integrity in research practices.

**Conclusion:**

The workshop concluded with a vote of thanks to Dr. G.D. Giri for his insightful presentation. The students, though few in number, expressed their appreciation for the clarity provided on research terminology and concepts. The session effectively equipped SYBAF students with a solid foundation in research language, essential for their academic and professional research endeavors.



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In Collaboration with

**Thakur Shyamnarayan Degree College**

Organizes an Online Workshop on

**THE RESEARCH LANGUAGE:  
IMPORTANT TERMS AND  
DEFINITIONS**



**Guest Speaker :**

**Dr. G.D. Giri**  
Thakur Shyamnarayan  
Degree College

- For SYBAF
- Date : 16/01/2022
- Time : 3:00pm-5:00pm



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### **8. Report on Online Workshop: "The Research Language: Important Terms and Definitions"**

On January 16, 2022, Lilavati Lalji Dayal Night College of Commerce hosted an online workshop titled "The Research Language: Important Terms and Definitions" for Second Year Bachelor of Accounting and Finance (SYBAF) students. Speaker was Dr. G.D. Giri, Thakur Shyamnarayan Degree College. Total 7 students were present for the same.

The session aimed to familiarize students with key research terminology and concepts essential for conducting academic research.

#### **Key Points Covered:**

**1. Introduction to Research Terminology:**

- Overview of fundamental research terms and their significance in the research process.
- Explanation of concepts such as hypothesis, variables, and research questions.

**2. Research Methodologies:**

- Discussion on various research methodologies, including qualitative and quantitative approaches.
- Clarification of terms related to these methodologies, such as sampling, data collection, and analysis.

**3. Understanding Research Design:**

- Explanation of different research designs and their components.
- Definitions of key terms related to experimental and non-experimental research designs.

**4. Data Analysis and Interpretation:**

- Introduction to basic terms used in data analysis and interpretation.
- Overview of statistical terms and techniques commonly used in research.



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**5. Ethical Considerations:**

- Discussion on ethical terms and concepts relevant to conducting research.
- Emphasis on terms like consent, confidentiality, and integrity in research practices.

**Conclusion:**

The workshop concluded with a vote of thanks to Dr. G.D. Giri for his insightful presentation. The students, though few in number, expressed their appreciation for the clarity provided on research terminology and concepts. The session effectively equipped SYBAF students with a solid foundation in research language, essential for their academic and professional research endeavors.



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**THE RESEARCH LANGUAGE:  
IMPORTANT TERMS AND  
DEFINITIONS**



**Guest Speaker :**

Dr. G.D. Giri  
Thakur Shyamnarayan  
Degree College

- For SYBAF
- Date : 16/01/2022
- Time : 3:00pm-5:00pm



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### 10. Report on Online Workshop: "Strategies for Success: Entrepreneurial Thinking"

On January 30, 2022, Lilavati Lalji Dayal Night College of Commerce hosted an online workshop titled "Strategies for Success: Entrepreneurial Thinking" tailored for First Year Bachelor of Management Studies (FYBMS) students. The workshop aimed to provide students with essential strategies and mindset approaches for successful entrepreneurship. The online workshop was conducted by Mrs. Smitali S. Yadav, M. M. Jagtap College.

**Total 39 students were present for the online workshop.**

#### Key Points Covered:

**1. Introduction to Entrepreneurial Thinking:**

- Definition and significance of entrepreneurial thinking in creating and managing successful ventures.
- Emphasis on the importance of innovation, creativity, and resilience in the entrepreneurial process.

**2. Key Strategies for Success:**

- **Vision and Goal Setting:** Developing a clear vision and setting actionable goals to guide entrepreneurial efforts.
- **Opportunity Recognition:** Identifying and evaluating business opportunities and trends in the market.
- **Risk Management:** Understanding and managing risks associated with starting and running a business.
- **Networking and Collaboration:** Building valuable networks and collaborations to enhance business opportunities and growth.

**3. Developing an Entrepreneurial Mindset:**

- Fostering a mindset of continuous learning, adaptability, and problem-solving.



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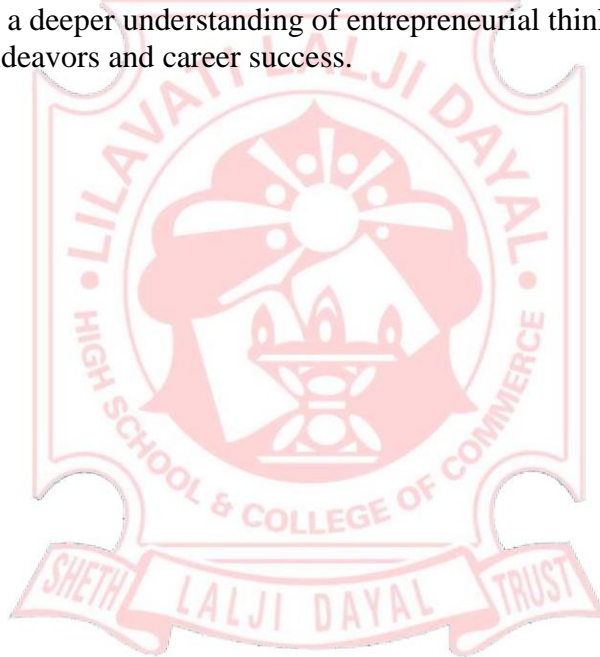
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- Encouraging a proactive approach to challenges and leveraging failures as learning experiences.
4. **Case Studies and Practical Insights:**
- Mrs. Yadav shared real-life examples and case studies highlighting successful entrepreneurial ventures and the strategies employed to overcome challenges.

**Conclusion:**

The workshop concluded with a vote of thanks to Mrs. Smitali S. Yadav for her informative and motivating presentation. The students expressed their appreciation for the practical strategies and real-world examples provided. The session successfully equipped FYBMS students with actionable strategies and a deeper understanding of entrepreneurial thinking, preparing them for future entrepreneurial endeavors and career success.



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**M. M. Jagtap  
College**

Organizes an Online Workshop on

**COGNITIVE STRATEGIES  
OF SUCCESSFUL  
ENTREPRENEURS**



**Guest Speaker :**

Mrs. Smitali S Yadav  
M. M. Jagtap College

- For TVBCOM
- Date : 20/02/2022
- Time : 3:00pm-5:00pm



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### 11. Report on Online Workshop: "Artistic Protection through Copyright: Fostering Creativity"

On February 6, 2022, Lilavati Lalji Dayal Night College of Commerce conducted an online workshop titled "Artistic Protection through Copyright: Fostering Creativity" for Second Year Bachelor of Management Studies (SYBMS) students. The session was led by Prof. Kevin Tauro from Agnel School of Law, Navi Mumbai. The workshop aimed to educate students on the importance of copyright in protecting artistic works and encouraging creativity. Total 16 students attended the online workshop.

#### Key Points Covered:

- 1. Introduction to Copyright:**
  - Overview of what copyright is and its role in safeguarding creative works.
  - Explanation of the legal framework for copyright protection.
- 2. Types of Artistic Works Protected:**
  - Detailed discussion on various forms of artistic works covered under copyright, including literature, music, visual arts, and performance arts.
- 3. Rights of Copyright Holders:**
  - Description of the exclusive rights granted to creators, such as reproduction, distribution, public performance, and adaptation rights.
- 4. Fostering Creativity Through Protection:**
  - How copyright protection helps encourage and sustain artistic creativity by providing legal assurance to creators.
  - Examples of how effective copyright can lead to innovation and development in the arts.
- 5. Challenges and Enforcement:**
  - Common challenges faced in copyright enforcement.
  - Strategies for protecting artistic works in the digital age.



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**6. Case Studies:**

- Presentation of real-world cases demonstrating the impact of copyright on creativity and its enforcement challenges.

**Conclusion:**

The session concluded with a vote of thanks to Prof. Kevin Tauro for his informative and engaging presentation. Students valued the insights into copyright protection and its impact on creativity. The workshop successfully enhanced SYBMS students' understanding of copyright law and its importance in supporting and protecting artistic endeavors.



  
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**Agnel School of  
Law**

Organizes an Online Workshop on

**ARTISTIC PROTECTION THROUGH  
COPYRIGHT: FOSTERING  
CREATIVITY**



**Guest Speaker :**

Prof. Kevin Tauro  
Agnel School of  
Law Navi Mumbai

- For SVBMS
- Date : 06/02/2022
- Time : 3:00pm-5:00pm



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## **12. Report on Online Workshop: "The Mental Framework of Entrepreneurs: Innovative Thinking Patterns"**

On February 13, 2022, Lilavati Lalji Dayal Night College of Commerce hosted an online workshop titled "The Mental Framework of Entrepreneurs: Innovative Thinking Patterns" for First Year Bachelor of Accounting and Finance (FYBAF) students. The session was conducted by Mr. Dharmi from International Trading Corporation. The workshop aimed to provide insights into the cognitive processes and innovative thinking patterns that characterize successful entrepreneurs. **Total 17 students** attended the online workshop.

### **Key Points Covered:**

- 1. Understanding Entrepreneurial Mindset:**
  - Exploration of the mental framework that drives entrepreneurial success.
  - Discussion on how innovative thinking differs from conventional problem-solving approaches.
- 2. Characteristics of Innovative Thinking:**
  - Identification of key traits such as risk-taking, adaptability, and creativity.
  - How these traits contribute to entrepreneurial success.
- 3. Mental Models for Innovation:**
  - Introduction to mental models and frameworks used by successful entrepreneurs.
  - Techniques for developing and applying these models to foster innovation.
- 4. Practical Strategies:**
  - Strategies for cultivating an innovative mindset and overcoming mental barriers.
  - Real-life examples of entrepreneurs who have successfully utilized innovative thinking.
- 5. Case Studies:**



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- Analysis of case studies from Mr. Dharmi's experience in international trade, illustrating practical applications of innovative thinking.

**Conclusion:**

The workshop concluded with a vote of thanks to Mr. Dharmi for his insightful presentation. Students appreciated the detailed exploration of entrepreneurial thinking patterns and the practical strategies shared. The session effectively enhanced FYBAF students' understanding of the mental frameworks that support innovative thinking, preparing them for future entrepreneurial and professional success.



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**International Trading  
Corporation**

Organizes an Online Workshop on

**THE MENTAL FRAMEWORK OF  
ENTREPRENEURS: INNOVATIVE  
THINKING PATTERNS**



**Guest Speaker :**

**Mr. Dharmi**

**International Trading  
Corporation**

- For FVBAF
- Date : 13/02/2022
- Time : 4:00pm – 6:00pm



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### 13. Report on Online Workshop: "Cognitive Strategies of Successful Entrepreneurs"

On February 20, 2022, Lilavati Lalji Dayal Night College of Commerce organized an online workshop titled "Cognitive Strategies of Successful Entrepreneurs" for Third Year Bachelor of Commerce (TYBCOM) students. The session was led by Mrs. Smitali S Yadav from M. M. Jagtap College. The workshop focused on the cognitive strategies employed by successful entrepreneurs to drive their ventures and achieve business success. **Total 36 students** attended the online workshop.

#### Key Points Covered:

- 1. Introduction to Cognitive Strategies:**
  - Overview of cognitive strategies and their significance in entrepreneurship.
  - Exploration of how these strategies contribute to effective decision-making and problem-solving.
- 2. Mental Models and Frameworks:**
  - Discussion on various mental models used by successful entrepreneurs.
  - Examples of frameworks that help in navigating business challenges and opportunities.
- 3. Innovative Thinking:**
  - Techniques for fostering innovative thinking and creative problem-solving.
  - How to cultivate a mindset that embraces change and leverages new ideas.
- 4. Strategic Decision-Making:**
  - Insights into decision-making processes that enhance entrepreneurial success.
  - Strategies for evaluating risks, opportunities, and making informed business decisions.
- 5. Real-Life Examples:**



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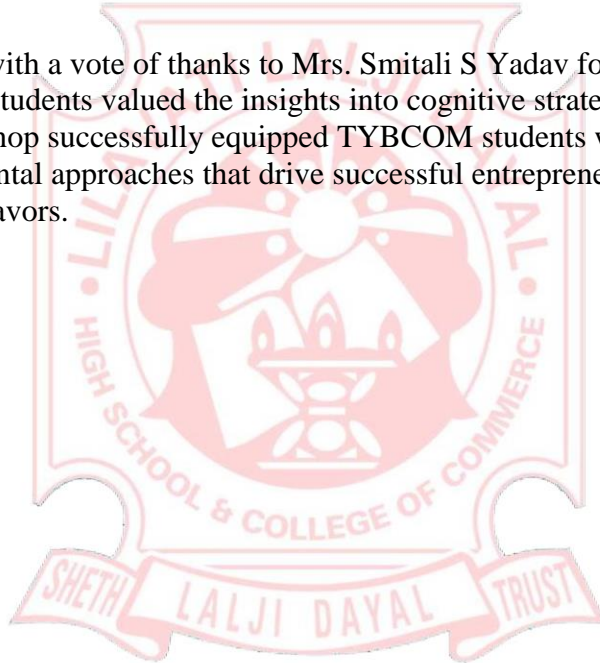
- Case studies and examples of entrepreneurs who have effectively used cognitive strategies to grow their businesses.

**Interactive Session:**

The workshop featured an interactive Q&A segment where students asked questions about applying cognitive strategies in different business scenarios. Mrs. Yadav provided detailed responses, offering practical advice on developing and using these strategies to achieve business goals.

**Conclusion:**

The session concluded with a vote of thanks to Mrs. Smitali S Yadav for her informative and engaging presentation. Students valued the insights into cognitive strategies and their practical applications. The workshop successfully equipped TYBCOM students with a deeper understanding of the mental approaches that drive successful entrepreneurship, preparing them for future business endeavors.



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Organizes an Online Workshop on

**COGNITIVE STRATEGIES  
OF SUCCESSFUL  
ENTREPRENEURS**



**Guest Speaker :**

Mrs. Smitali S Yadav  
M. M. Jagtap College

- For TVBCOM
- Date : 20/02/2022
- Time : 3:00pm-5:00pm



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#### **14. Report on Online Workshop: "The Role of Trademarks in Driving Brand Innovation"**

On March 6, 2022, Lilavati Lalji Dayal Night College of Commerce hosted an online workshop titled "The Role of Trademarks in Driving Brand Innovation" for Second Year Bachelor of Management Studies (SYBMS) students. The session was conducted by Mr. Johnny Saldana, the Founder of 8k Entertainment & Media Production LLP. The workshop explored how trademarks can drive innovation and contribute to brand development in a competitive market. Total 16 students attended the online workshop.

#### **Key Points Covered:**

- 1. Introduction to Trademarks:**
  - Definition and importance of trademarks in protecting brand identity.
  - Overview of how trademarks help in differentiating products and services.
- 2. Trademarks and Brand Innovation:**
  - Discussion on how trademarks can foster brand innovation.
  - Examples of innovative use of trademarks in various industries, particularly in media and entertainment.
- 3. Legal Aspects:**
  - Explanation of trademark registration processes and legal protections.
  - Insights into managing and defending trademarks in the market.
- 4. Case Studies:**
  - Real-life examples from Mr. Saldana's experience, illustrating successful trademark strategies and their impact on brand growth.
- 5. Strategic Branding:**
  - Strategies for leveraging trademarks to enhance brand value and drive innovation.
  - Importance of aligning trademark strategies with overall brand objectives.

#### **Interactive Session:**



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Chennai Road, Mumbai - 400 004



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**LILAVATI LALJI DAYAL NIGHT COLLEGE OF COMMERCE**

375/77, Sardar Vallabhnbhai Patel Road, Mumbai – 400 004. Tel.: 022 – 2382 7615/ 3507 7382

E-mail: lldhs2000@gmail.com/ info@lldhs.in

Website: www.lldhscoc.in

Govt. Order No.: NGC 2018 / (100 / 18) MSHI-4

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Ref. No. \_\_\_\_\_

Date: \_\_\_\_\_

The workshop included a Q&A session where students actively engaged with Mr. Saldana. They asked questions about practical issues related to trademark management and its role in brand innovation. Mr. Saldana provided valuable advice and practical examples, helping students understand the strategic importance of trademarks.

**Conclusion:**

The workshop concluded with a vote of thanks to Mr. Johnny Saldana for his insightful presentation. The students appreciated the practical examples and strategic insights shared during the session. The workshop effectively enhanced SYBMS students' understanding of the role of trademarks in brand innovation and provided them with actionable knowledge for future business endeavors.



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Affiliated to University of Mumbai



In Collaboration with

**8k Entertainment & Media  
Production LLP**

Organizes an Online Workshop on

**THE ROLE OF TRADEMARKS IN  
DRIVING BRAND INNOVATION**



**Guest Speaker :**

**Mr. Johnny Saldana  
( 8k Entertainment &  
Media Production LLP)**

- For SYBMS
- Date : 06/03/2022
- Time : 4:00pm – 6:00pm



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**15. Report on Online Workshop: "The Heart of Academic Research: A Focus on Purpose and Process"**

On March 13, 2022, Lilavati Lalji Dayal Night College of Commerce organized an online workshop for Second Year Bachelor of Accounting and Finance (SYBAF) students, titled "The Heart of Academic Research: A Focus on Purpose and Process."

The session was led by Mrs. Rukshin Bilimoria, I/C Principal of Anjuman-Islam's Institute of Hospitality Management. The workshop aimed to provide students with a deeper understanding of the purpose and process behind conducting academic research. **Total 7 students** were present for the online workshop.

**Key Points Covered:**

**1. Introduction to Academic Research:**

- Definition and importance of academic research in higher education and professional fields.
- Explanation of how research contributes to knowledge development and problem-solving.

**2. Purpose of Research:**

- Discussion on the core purpose of academic research, including answering questions, exploring new ideas, and finding solutions to real-world problems.

**3. Research Process:**

- Step-by-step guide to the research process, from identifying a research question to collecting data and analyzing results.
- Importance of structuring research work to ensure academic rigor.

**4. Types of Research Methods:**

- Overview of different research methodologies: qualitative, quantitative, and mixed methods.
- Guidance on selecting the appropriate method based on research objectives.



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Date: \_\_\_\_\_

**5. Challenges in Academic Research:**

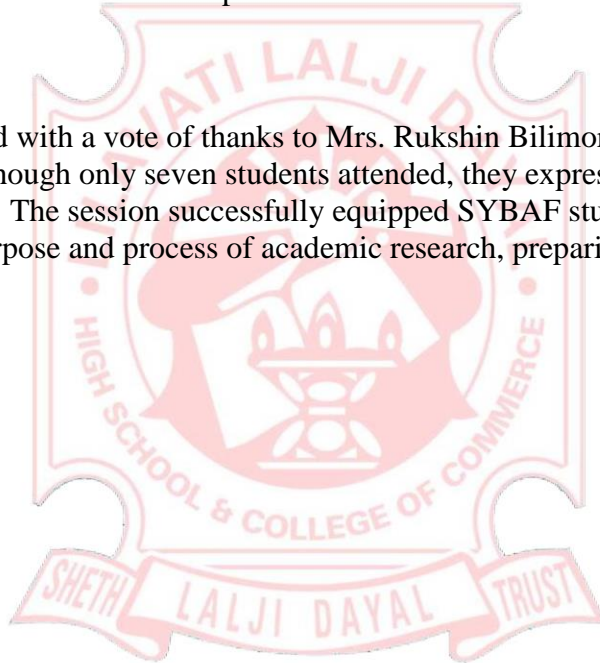
- Common obstacles faced by researchers, such as data collection difficulties, time management, and adhering to ethical guidelines.
- Practical tips on how to overcome these challenges.

**Interactive Session:**

The workshop included an interactive Q&A segment where students engaged with Mrs. Bilimoria. They discussed challenges in selecting research topics and designing research methods. Mrs. Bilimoria provided thoughtful responses, giving students a clearer understanding of how to navigate the academic research process.

**Conclusion:**

The workshop concluded with a vote of thanks to Mrs. Rukshin Bilimoria for her detailed and informative session. Although only seven students attended, they expressed appreciation for the practical insights shared. The session successfully equipped SYBAF students with essential knowledge about the purpose and process of academic research, preparing them for future academic projects.



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of Commerce**

Affiliated to University of Mumbai

In Collaboration with



**Anjuman-Islam's Institute of  
Hospitality Management**

Organizes an Online Workshop on

**THE HEART OF ACADEMIC  
RESEARCH: A FOCUS ON PURPOSE  
AND PROCESS**



**Guest Speaker :**

Mrs. Rukshin Bilimoria  
I/C Principal  
(Anjuman-Islam's  
Institute of Hospitality  
Management)

- For SYBAF
- Date : 13/03/2022
- Time : 3:00pm-5:00pm



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