



Sheth T.J. Education Society's
**Sheth N.K.T.T. College of Commerce
and Sheth J.T.T. College of Arts, Thane**
(Reaccredited by NAAC B+(2.62), 3rd Cycle, ISO Certified: 9001:2015)

2.3 Student Centric Methodologies

2.3.1. Student centric methods, such as experiential learning, participative learning and problem solving methodologies are used for enhancing learning experiences using ICT tools

Experiential Learning

SR NO.	Name of the document
1	Industrial Visit
2	Field Visit
3	Internship letter
4	Mock Parliament
5	E-content Management

Participatory Learning

SR NO.	Name of the document
1	Notice of college magazine
2	Quiz

Problem Solving Methods

SR NO.	Name of the document
1	Case studies
2	Project work

SHETH T.J EDUCATIONM SOCIETY'S
SHETH N.K.T.T. COLLEGE OF COMMERCE AND SHETH J.TT COLLEEG OF
ARTS, THANE

NOTICE NO
Date: 06/12/2018

Industrial Visit

All the interested students of S. Y/ T.Y.B.M.S/ B.Com.(B&I)/ B.Sc.IT are hereby informed that the college will be arranging a 8 Days/ 7 Nights Industrial Visit to Shimla, Chandigarh and Amritsar on 3rd February, 2018.

In case of inquiries contact the following professors:

- 1) Prof. Manisha Nehete
- 2) Prof. Mayank Akole

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PRINCIPAL
SHETH T.J. EDUCATION SOCIETY'S
SHETH N.K.T.T. COLLEGE OF COMMERCE &
SHETH J.T.T. Sr. COLLEGE OF ARTS, THANE (W).

[Signature]
Coordinator



Sheth T. J. Education Society's
Sheth N.K.T.T. College of Commerce & Sheth J.T.T. College of Arts, Thane

Industrial Visit 2017-18 (Chandigarh - Shimla - Amritsar)

Sr. No.	Class	Name	Gender	Students Mob. No.	Parents Mob. No.
1	T.Y.B.B.I.	TARANNUM SHAIKH	F	8898901801	
2	T.Y.B.B.I.	TABASSUM KHAN	F	9987978468	
3	T.Y.B.B.I.	MITTAL CHAUDHARY	F	9820057128	
4	T.Y.B.B.I.	PRIYANKA CHAVAN	F	9619871287	
5	T.Y.B.B.I.	ADITI THETE	F	9869699132	
6	T.Y.B.B.I.	APEKSHA DHURI	F	9769175656	
7	T.Y.B.B.I.	SHYAMAL GUNDALE	F	8879176557	
8	T.Y.B.B.I.	AISHWARYA NAIK	F	9930471769	
9	T.Y.B.B.I.	KOMAL VAITY	F	8879961929	
10	TYBBI	Sujata Parida	F	9930670565	
11	TYBBI	Pallavi Devdiga	F	8976530122	
12	TYBBI	Prajakta Dabe	F	9819115917	
13	S.Y.B.M.S.	KHUSHBOO RAJPUT	F	7066434117	
14	S.Y.B.M.S.	ISHWARI GHATE	F	9619442605	
15	S.Y.B.M.S.	PRIYA CHOUHAN	F	9892364703	
16	S.Y.B.M.S.	KAJAL RATHE	F	7900020916	
17	S.Y.B.M.S.	MAHEK ANSARI	F	9819266050	
18	S.Y.B.M.S.	VAISHNAVI KOYANDE	F	7718938897	
19	T.Y.B.M.S.	PRANALI MODAK	F	8286321116	
20	SYBMS	Saylee Nikam	F	8692941101	
21	T.Y.B.Sc.IT	PURVI SHARMA	F	9167845522	
22	T.Y.B.Sc.IT	POOJA DEVDAS	F	8108284227	
23	T.Y.B.Sc.IT	ROSHNI SHANKAR	F	9769505113	
24	T.Y.B.Sc.IT	PRIYANKA KOLI	F	8108263737	
25	T.Y.B.M.S.	SONIA VISHWAKARMA	F	8879709849	



26	T.Y.B.M.S.	KOMAL ZODAGE	F	8693040961	
27	T.Y.B.M.S.	RASHMI SAWANT	F	9702976748	
28	T.Y.B.M.S.	MAYURI MAGAR	F	7039721609	
29	S.Y.B.M.S.	PRANITA MUNGSE	F	9167396138	
30	S.Y.B.M.S.	MEGHALI KADAM	F	8268716593	
31	S.Y.B.M.S.	ANKITA PATIL	F	7506340597	
32	S.Y.B.M.S.	KOMAL SHELKE	F	9833350436	
33	T.Y.B.M.S.	SHAMLI KAVANKAR	F	9969414731	
34	T.Y.B.M.S.	KAJAL JADHAV	F	7039500251	
35	T.Y.B.M.S.	KAJAL CHAUHAN	F	9004074383	
36	S.Y.B.M.S.	SIDDHANT TIWARI	M	9619828357	
37	S.Y.B.M.S.	MAHESH CHAVAN	M	8369696118	
38	S.Y.B.M.S.	DEEP GORI	M	7718087767	
39	SYBMS	Saurabh Gupta	M	8237519104	
40	T.Y.B.M.S.	AKASH KAMBLE	M	8652754038	
41	T.Y.B.M.S.	AKSHAY MANDAL	M	8390120984	
42	T.Y.B.M.S.	SANDEEP RAIKAR	M	8689852667	
43	T.Y.B.M.S.	ANUP GUPTA	M	8879912679	
44	T.Y.B.M.S.	ARNOLD JOSE	M	9819322848	
45	T.Y.B.M.S.	AJAY BHOI	M	8652028423	
46	TYBMS	Deepak Maurya	M	9892635832	
47	TYBMS	Akash Chaubey	M	9167262428	
48	T.Y.B.M.S.	RAHUL DIWANI	M	9324532121	
49	T.Y.B.M.S.	VINIT POJARY	M	7738714194	
50	T.Y.B.M.S.	SUYASH SHIRKE	M	9892891763	
51	T.Y.B.M.S.	BABU PATEL	M	9819232615	
52	T.Y.B.M.S.	SAHIL VIRANI	M	8286138302	
53	S.Y.B.M.S.	DANISH SAYED	M	9699998156	
54	S.Y.B.M.S.	PRATAHMESH BHOIR	M	9819226936	
55	S.Y.B.M.S.	ZAHID SHAIKH	M	9004786175	
56	S.Y.B.M.S.	SUJAN MAKANI	M	9833831761	



57	T.Y.B.M.S.	ROHIT AHIRE	M	7030775793	
58	T.Y.B.M.S.	MANISH PADALGHARE	M	8898385030	
59	T.Y.B.M.S.	CHARAN JADHAV	M	9769484546	
60	TYBMS	Akshay Vanika	M	9773360657	
61	S.Y. IT	PRATIK VARIYAMPATTIL	M	9004060376	
62	S.Y. IT	DURGESH YADAV	M	9930455515	
63	S.Y. IT	ANIKET POWAR	M	9967890589	
64	S.Y. IT	VISHAL LOKHANDE	M	8652214868	
65	S.Y. IT	TANMAY MORE	M	9930448308	
66	S.Y. IT	AVDHUT KHETADE	M	9594440572	
67	S.Y. IT	SAURABH PAJANKAR	M	8879717608	
68	T.Y.BSc.IT	PRANAV MURGOD	M	9987475433	
69	S.Y. IT	GAURAV DESHMUKH	M	9769510151	
70	S.Y. IT	SAHIL MORE	M	7506331913	
71	S.Y. IT	MANDAR DESAI	M	9833681112	
72	SY IT	Omkar Bhosale	M	7045255985	
73	T.Y. IT	AKSHAY KOKANE	M	7208175566	
74	T.Y.BSc.IT	KAILAS CHIRME	M	9702105890	
75	T.Y.BSc.IT	AKSHAY HASULE	M	8169092459	
76	T.Y.BSc.IT	OMKAR SHINDE	M	7039347812	
77	T.Y.BSc.IT	SUSHANT BAGADE	M	8108013226	
78	T.Y.BSc.IT	RISHABH JAIN	M	9892272959	
79	T.Y.B.Sc.IT	YOGESH YEWALE	M	9076703315	
80	S.Y.B.B.I.	HEENA MULLA	F	7045443549	
81	S.Y.B.B.I.	SHWETA BHOIR	F	9220238711	
82	S.Y.B.B.I.	PRATIKSHA BANSOD	F	8451016706	
83	T.Y.B.M.S.	NEELAJIT SARKAR	M	7738702065	
84	T.Y.B.M.S.	DIVYA GHAG	F	9702751136	
85	T.Y.B.M.S.	DEVIKA PILLAI	F	9820801606	
86	T.Y.B.M.S.	JYOTI PANDEY	F	8291831991	
87	T.Y.B.M.S.	MISTRY MEHUL	M	8898067666	



88	T.Y.B.M.S.	Misba Shaikh	F	7666111017	
89	S.Y.B.M.S.	Prathmesh Khamkar	M	7738707068	
90	S.Y.B.M.S.	Sachin Jaiswal	M	8454956357	
91	S.Y.B.M.S.	Raunak Paliwal	M	9930531377	
92	S.Y.B.M.S.	Brijesh Sharma	M	8286645003	
93	S.Y.B.M.S.	Vivek Mishra	M	9930368236	
94	S.Y.B.M.S.	Rohit Yadav	M	8652574559	

95	Faculty	Ms. Manisha Nehete	F		
96	Faculty	Ms. Shweta Dubey	F		
97	Faculty	Mr. Mayank Akole	M		
98	Faculty	Mr. Pramod Gorad	M		

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 SHETH N.K.T.T. COLLEGE OF ARTS, THANE (W)



Wagha Border, Amritsar



Vardhman Industry, Chandigarh



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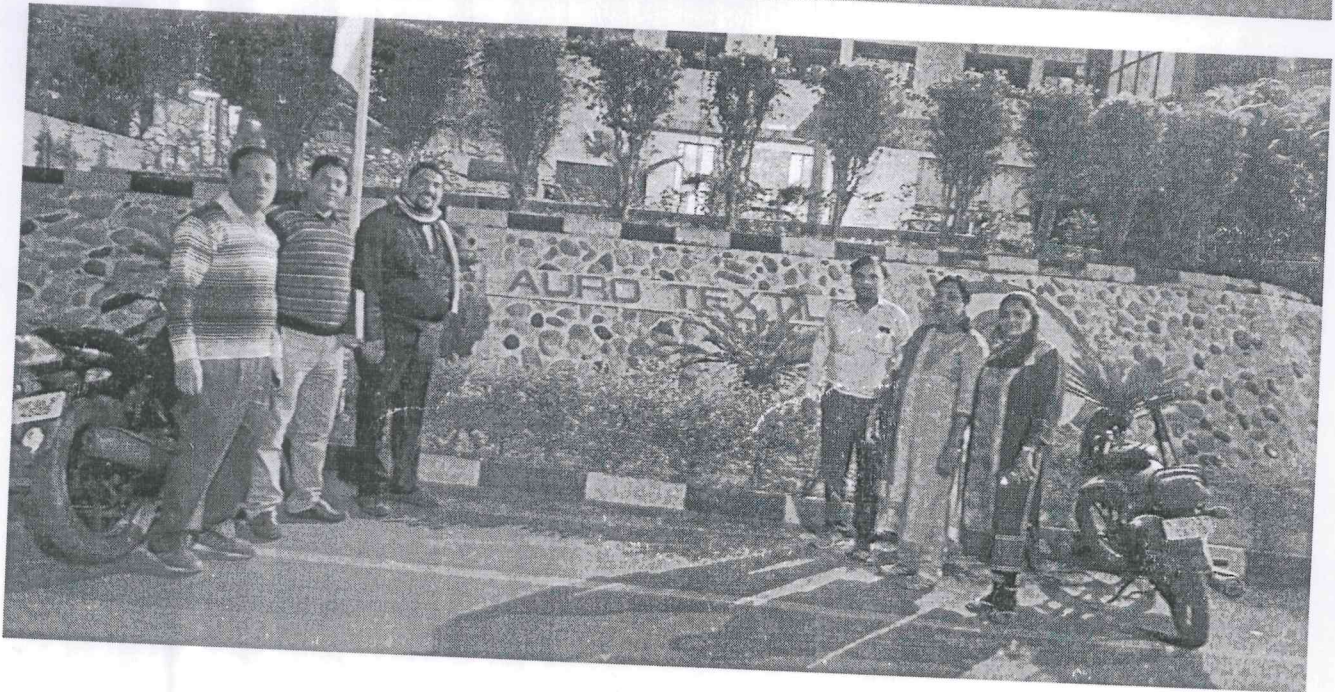
AURO DYEING

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(इकाई - वर्धमान टेक्स्टाइल लिमिटेड)

REGD. & COM. OFFICE, VARDHMAN TEXTILES, CHANDIGARH ROAD, LUHANA - 141001



**SHETH T.J. EDUCATION SOCIETY'S
SHETH NANJIBHAI KHIMJIBHAI THAKKAR THANAWALACOLLEGE OF COMMERCE &
SHETH JAYANTILAL TRIBHOVANDAS THANAWALA COLLEGE OF ARTS**

Date: 5th January 2018

NOTICE

Department of Economics

The department of Economics is organizing an industrial visit at Armaan Industries Pvt.Ltd., Kanjurmarg (W) on Saturday 20th January 2018.

Interested students give their names to the economics teachers on or before 15th January 2018.



Handels

Head, Dept.of Economics

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Handels

Principal

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SHETH JAYANTILAL TRIBHOVANDAS THANAWALA COLLEGE OF ARTS**

Kharkar Ali, Thane (W) - 400 801.

Affiliated to University of Mumbai

Tel.: 25431119 Fax No : 25306870

Email :- nktdegreecollege@rediffmail.com, nkttdg@yahoo.co.in

Website : www.nktdegreecollege.org

DR. P. M. KARKHELE

M.A., D.H.E., Ph.D.

PRINCIPAL

Date: 12th January, 2018.

To,

M/s. Parth Appeal
Kanjusmarg (w)

Sub: Permission for industrial visit

Sir/Madam,

On behalf of department of Economics, we would like to seek your permission for visit to your premises. Around 35 to 40 students of our college would like to visit your industry. This visit is purely for academic purpose.

Kindly permit us to do so.

Thanking you,

Yours faithfully,

Chendele

Head, Dept. of Economics



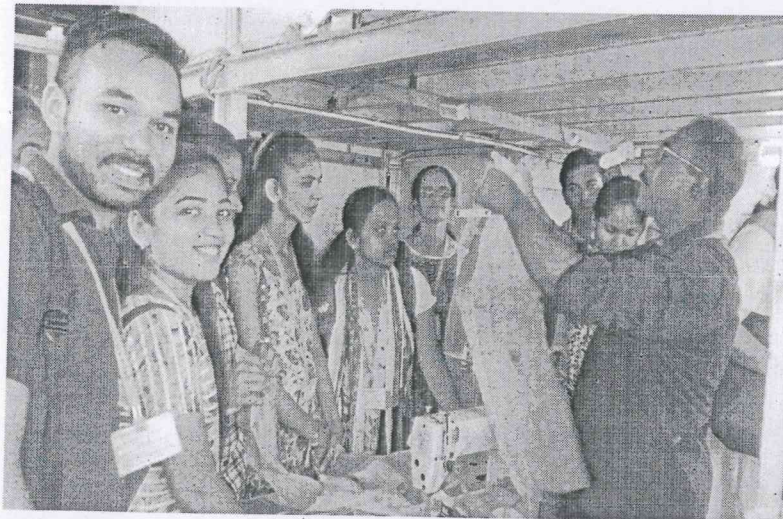
[Signature]

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SHETH J.T.T. COLLEGE OF ARTS, THANE (W)

INDUSTRIAL VISIT TO KANJURMARG INDUSTRIAL ESTATE ON 20TH JANUARY 2018



SHETH T.J EDUCATION SOCIETY'S
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& SHETH JAYANTILAL TRIBHOVANDAS THANAWALA COLLEGE OF ARTS, THANE

ECONOMICS CLUB 2017-2018

Student's list for industrial visit on 20th January 2018

SR.NO	NAME	Sign	CLASS/DIV	ROLL.NO	SIGN mob
✓1	Kasturi .S. Pitroda	<i>Kasturi</i>	T.Y.B.A	47	9707685311
✓2	Sayali .V. Shirke	<i>Sayali</i>	T.Y.B.A	58	8828560272
✓3	Amruta .G.Sawadkar	<i>Amruta</i>	T.Y.B.A	52	8976420219/976866
A 4	Shraddha Patil		T.Y.B.A	29	
✓5	Usha .L. Shivale	<i>Ushale</i>	T.Y.B.A	22	Ushale97688244
✓6	Urmila .T. Patil	<i>Urmila</i>	T.Y.B.A	23	Urm 842298 1508
✓7	Sarika Mane	<i>Sarika</i>	T.Y.B.A	13	7208808086
✓8	Surbhi Anbhavne	<i>Surbhi</i>	T.Y.B.A	15	9004885106
✓9	Sonal Khakam	<i>S. Anilkhani</i>	T.Y.B.A	34	7506752635
✓10	Nikhil Gharat	<i>N-G</i>	T.Y.B.A	63	9969488962
✓11	Aarti Ghadge	<i>Aghadge</i>	T.Y.B.A	7	9699284421
✓12	Santosh Awere	<i>Santosh</i>	T.Y.B.A	35	8089859331
✓13	Bali Jadhav	<i>Badhav</i>	T.Y.B.A	6	9594725267
A 14	Sonali Thosar		T.Y.B.A	17	
✓15	Arjun Choudhary		T.Y.B.A	9	
✓16	Tabassum Shaikh	<i>Tabassum</i>	T.Y.B.A	4	8454971057
✓17	Saniya Shaikh	<i>Saniya</i>	T.Y.B.A	61	8268207603
✓18	Ayesha Shaikh	<i>Ayesha</i>	T.Y.B.A	20	7039676498
✓19	Kiran Vishwakarma	<i>Kiran</i>	T.Y.B.A	1	9890889727
✓20	Deora Kanchan	<i>Kanchan</i>	T.Y.B.A	2	9834753819
✓21	Sonali Kalange	<i>Kalange</i>	T.Y.B.A	8	7710868594
✓22	Anuradha Niungare	<i>Anuradha</i>	T.Y.B.A	53	8767948510
✓23	Khushboo .M. Ansari	<i>Khushboo</i>	T.Y.B.A	21	8291387408
✓24	Priyanka .S. Tejani	<i>Priyanka</i>	S.Y.B.A	3	8291387408
✓25	Nandita .P. singh	<i>Nandita</i>	S.Y.B.A	37	7977069715
✓26	Jesal Solanki	<i>Jesal</i>	S.Y.B.A	22	918704787
✓27	Shubham Tambe		S.Y.B.A	13	
✓28	Onkar Borkar		S.Y.B.A	23	
✓29	Gulafsha Ansari	<i>Gulafsha</i>	T.Y.BCOM(B)	249	8291447955
✓30	Poonam Yadav	<i>Poonam</i>	T.Y.BCOM(A)	72	9892081988
✓31	Komal Jagdale	<i>Komal</i>	T.Y.BCOM(A)	88	9820754852
32	Sonal Maurya	<i>Sonal Maurya</i>	T.Y.BCOM(A)	89	766664482
✓33	Rekha kurmi	<i>Rekha</i>	T.Y.BCOM(C)	324	8691818336
✓34	Radhika Rajbhar	<i>Radhika</i>	T.Y.BCOM (C)	325	9768512169
35	Dinesh Singh	<i>Dinesh</i>	T.Y.BCOM (A)	80	8452877252
✓36	Sobhya Suresh	<i>Sobhya</i>	T.Y.BCOM(B)	217	

Head ,Dept.of Economics

9920582205
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SHETH J.T.T. COLLEGE OF ARTS, THANE (W)





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DR. P. M. KARKHELE
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PRINCIPAL

Tel.: 25431119 Fax No : 25306870

Email :- nktdegrecollege@rediffmail.com, nkttgdg@yahoo.co.in

Website : www.nktdegrecollege.org

Date: 20th January, 2018.

To,

M/s. Parth Apperal
Kanjusmarg (W)

Sub: Thank You Letter

Dear Sir/Madam,

On behalf of Department of Economics, we would like to thank you for allowing our students to visit your industrial premises. Our students have gained good knowledge about actual production process.

We expect same response and cooperation in future as well.

Thanking you,

Yours faithfully,

Chendeb
Head, Dept. of Economics



[Signature]
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**SHETH T.J. EDUCATION SOCIETY'S
SHETH NANJIBHAI KHIMJIBHAI THAKKAR THANAWALACOLLEGE OF COMMERCE &
SHETH JAYANTILAL TRIBHOVANDAS THANAWALA COLLEGE OF ARTS**

Date: 16th February 2018

NOTICE

Social Science Association & Department of Economics

The Social Science Association and department of Economics are jointly organizing a field visit at Tribal Area of Yeoor village, Thane (W) on 6th March 2018.

Interested students can give their names to the economics teachers on or before 2nd March 2018.

[Handwritten signature]

In charge, Social Science Association

[Handwritten signature]

Head, Dept. of Economics



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SHETH N.K.T.T. COLLEGE OF COMMERCE &
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Tel.: 25431119 Fax No : 25306870

Email :- nktdegrecollege@rediffmail.com, nkttdg@yahoo.co.in

Website : www.nktdegrecollege.org

NKTT/Permission/ECO/-533/2017-18

Date- 05/03/2018

To,
The Forest Officer
Yeoor Region
Thane (W)

Sub: - Permission to visit Yeoor area.

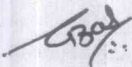
Respected Sir,


On behalf of Department of Economics and Social Science Association, We request you to kindly permit us to visit Yeoor area for academic purpose on 6th March 2018 at 10.30 a.m. Around 30 students of Arts faculty are interested to visit the place.

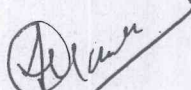
We hope kind cooperation for this visit.

Thanking You,

Yours Faithfully,


Incharge, Social Science Association


Head, Dept. of Economics


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SHETH N.K.T.T. COLLEGE OF COMMERCE &
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Dispatch Clerk
Range Forest Office Yeoor
Dt. - 05-03-2018



Questionnaire on
Socio-economic Status of Tribals in Yeoor Area, Thane

- Name:- gulab Sudakar Gaxe
- Gender & Age:- Female / 55
- Education:- illerate
- No. of family members:- 10
- Nature of Employment: - A. Service B. Business C. Farming[✓] D. Any other(Specify)
- Monthly income of the family:- 2,000
- House possession:- Owned/Rented[✓]
- Since how many years your family living at this place? 30 yrs
- Did your family get the basic facilities like water, electricity, sanitation etc. from the government? Yes / No[✓]
- Are you aware that education is free to tribal? Yes / No[✓]
- Did you are sending your children to the school? Yes / No[✓]
- Have you ever been a beneficiary of tribal welfare programme implemented by government? Yes / No[✓]
- If yes, then specify it.
- What kind of assistance would you get from the government? No
- What are the major problems faced by you? No - Road, facilities, light, water prblm

Note: - This questionnaire is purely for academic purpose.



List of Students for the field visit at Yeoor, Thane on 6th March 2018

Sr No.	Name of the student	Class/Roll No.	Mobile No.	Sign
1	Rima Prakash Salve.	S.Y.B.A/50	9892668647	Rima
2	Bujata gopal boine	S.Y.B.A/62	9967471496	Bujata
3	Sonal Jayprakash Pawar	S.Y.B.A/49	7039421810	Sonawar
4	Vaishali Vinayak Gavil	S.Y.B.A/48	8652368028	Gavil
5	Jigisha Naresh Patel	S.Y.B.A/26	7219633487	J.N.Patel
6	Rutuja H. Madhavi.	S.Y.B.A/21	9082804154	Rutuja
7	Nikita B. Mhatre.	S.Y.B.A/24	9082132634	Nikita
8	Jaydip C. Patil	S.Y.B.A/42	8459446043	Patil
9	Ganesh D. Chougule	S.Y.B.A/57	8108685031	Ganesh
10	Chetan G. Nemade	S.Y.B.A/30	9987268624	Chetan
11	Shubham S. Tambe	S.Y.B.A/13	9892942599	Shubham
12	Arvind N. Bhoje	S.Y.B.A/66	9028343310	Bhoje
13	Priyanka S. Tejani	S.Y.B.A/03	8291384405	Priyanka
14	Dikshita P. Khandagale.	S.Y.B.A/52	9082838053	Dikshita
15	Priya Khare	S.Y.B.A/39	8291840986	Priya
16	Robit Kale	S.Y.B.A/1	9967195371	Robit
17	Surekha K. Ghade	S.Y.B.A/55	8655814735	Ghade
18	Hasolkar Ajma	S.Y.B.A/63	9321050909	Hasolkar
19	Nandita Singh	S.Y.B.A/37	9977069715	Singh
20	Onkar V. Borkar	S.Y.B.A/23	9920406190	Borkar
21	Priyanka N. Jaiswal	S.Y.B.A/67	7219694003	Jaiswal
22	Jayesh R. Jadhav	S.Y.B.A/29	9920593653	Jadhav
23	Shobha K. Prasad	S.Y.B.A/18	9967599572	Shobha


In charge, Social Science Association

Head, Dept. of Economics


PRINCIPAL





PRINCIPAL
SHETH T.J. EDUCATION SOCIETY'S
SHETH N.K.T.T. COLLEGE OF COMMERCE &
SHETH J.T.T. COLLEGE OF ARTS, THANE (W)

FIELD VISIT AT TRIBAL AREA OF YEOOR VILLAGE, THANE ON 6TH MARCH 2018





॥ विद्या विवेक रोमणे ॥

SHETH T. J. EDUCATION SOCIETY'S

Kharkar Ali, Thane (W) - 400 601.

DR. (MS.) P. A. SHAH
M.COM., Ph.D.
I/C PRINCIPAL

Tel.: 25431119 Fax No : 25306870

Email :- nktdegreecollege@rediffmail.com, nkttdg@yahoo.co.in

Website : www.nktdegreecollege.org

Ref.No. NKTT/Eco/ 654 /2019-20

Date: 31st January 2020.

To,
The Manager,
Prashant Corner,
Factory Outlet,
Wagale Estate,
Thane - West.

Sub: Letter of Thanks

On behalf of Department of Economics we would like to thank you for permitting our students to visit your factory premises. Our students gained valuable knowledge about actual production process.

We expect same cooperation and response in future as well.

Thanking you,

Yours Faithfully,

Chandika
Head, Dept of Economics



Shah
I/C Principal

UPY
31/1/20



**SHETH T.J. EDUCATION SOCIETY'S
SHETH NANJIBHAI KHIMJIBHAI THAKKAR THANAWALACOLLEGE OF COMMERCE &
SHETH JAYANTILAL TRIBHOVANDAS THANAWALA COLLEGE OF ARTS**

Date: 27th January 2020

NOTICE

Department of Economics

The Department of Economics is organizing an industrial visit to Prashant Corner, factory outlet, Wagale Estate, Thane (w) on Friday, 31st January 2020.

Interested students give their names to the Economics teachers on or before 29th January 2020.

Chavaleha

Head, Dept. of Economics



[Signature]

I/C Principal

I/C PRINCIPAL

**SHETH T. J. EDUCATION SOCIETY'S
SHETH N.K.T.T. COLLEGE OF COMMERCE &
SHETH J.T.T. COLLEGE OF ARTS, THANE (W).**

31/1/20



॥ विद्या विनयेन शोभते ॥

SHETH T. J. EDUCATION SOCIETY'S

Kharkar Ali, Thane (W) - 400 601.

DR. (MS.) P. A. SHAH
M.COM., Ph.D.
I/C PRINCIPAL

Tel.: 25431119 Fax No : 25306870

Email :- nktdegreecollege@rediffmail.com, nkttdg@yahoo.co.in

Website : www.nktdegreecollege.org

Ref.No. NKTT/Eco/ 647/2019-20

Date: 29th January 2020.

To,
The Manager,
Prashant Corner,
Factory Outlet,
Wagale Estate,
Thane -West.

Sub: Permission to visit your factory

On behalf of Department of Economics we would like to seek your permission for visit to your premises on Friday, 31st January 2020 at 11 am. Around 35 to 40 students would like to visit your factory along with three teachers from the Department of Economics. This visit is purely for academic purpose.

Kindly permit us to do so.

Thanking you,

Yours Faithfully,

Chandika

Head, Dept of Economics

Approved by
Prashant



Shah
I/C Principal

I/C PRINCIPAL
SHETH T. J. EDUCATION SOCIETY'S
SHETH N.K.T.T. COLLEGE OF COMMERCE &
SHETH J.T.T. COLLEGE OF ARTS, THANE (W).



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SHETH T.J. EDUCATION SOCIETY'S
SHETH NANJIBHAI KHIMJIBHAI THAKKAR THANAWALACOLLEGE OF COMMERCE &
SHETH JAYANTILAL TRIBHOVANDAS THANAWALA COLLEGE OF ARTS

List of Participants in the Industrial Visit organized by Department of Economics

Date - 31/01/2020 Venue- Prashant Corner Factory, Wagle Estate, Thane (W)

Sr No.	Name of Participant	Class / Div.	Signature
1.	Pooja Agrawal	T. Y. B.com/B	Pooja
2.	Shweta Chavan	T. Y. B.com/A	Shweta
3.	Premika Gupta	T. Y. B.com/A	Gupta
4.	Raja Sahani	T. Y. B.com (B)	Raja
5.	Ruby R. Sharma	T. Y. B.com (A)	Ruby
6.	Archives S. Davela	T. Y. B.com (A)	Archives
7.	Soumankar Mukherjee	T. Y. B.com (B)	Soumankar
8.	Pooja Kothari	F. Y. B.A (A)	Pooja
9.	Kimya Jadhav	F. Y. B.A (A)	Kimya
10.	Vaishnavi Dabey	S. Y. B.A (A)	Vaishnavi
11.	MUSKAN. AYAZ. KHAN.	S. Y. B.COM (A)	Muskan
12.	Taqdees Riyaz Sheikh	S. Y. B.COM (A)	Taqdees
13.	Tainee Shah	T. Y. B.A (A)	Tainee
14.	Anandsingh Devda	T. Y. B.A (A)	Anand
15.	Rashni Verma	T. Y. B.A (A)	Rashni
16.	Sandesh Bhaskar	T. Y. B.A (A)	Sandesh
17.	Ruceti sharma.	S. Y. B.com (C)	Ruceti
18.	Dimple Choudhary	S. Y. B.com (A)	Dimple
19.	Mearaj Shaikh	S. Y. B.com (A)	M. Shaikh
20.	Sadhana L. Pawar.	T. Y. B.A (A)	S. L. Pawar
21.	Riya S. Sh Singh	T. Y. B.A (A)	Riya
22.	Sonal D. T. The	T. Y. B.A (A)	Sonal
23.	Jeevanvidya I. Mandavkar	T. Y. B.A (A)	Jeevanvidya
24.	Neha Pal	T. Y. B.A (A)	Neha
25.	Prabhakar Chaudhary	T. Y. B.A	Prabhakar
26.			
27.	Chaitanya Ambre	T. Y. B.A (A)	C. M. Ambre
28.	Pradnya Shirsath	T. Y. B.A (A)	Pradnya
29.	Santosh Vijay Shedge	T. Y. B.A (A)	Santosh
30.	Santosh N. Shewale	T. Y. B.A (A)	Santosh

Head, Dept of Economics



Principal
SHETH T.J. EDUCATION SOCIETY'S
SHETH N.K.T.T. COLLEGE OF COMMERCE & ARTS

**SHETH T.J. EDUCATION SOCIETY'S
SHETH NANJIBHAI KHIMJIBHAI THAKKAR THANAWALACOLLEGE OF COMMERCE &
SHETH JAYANTILAL TRIBHOVANDAS THANAWALA COLLEGE OF ARTS**

List of Participants in the Industrial Visit organized by Department of Economics

Date - 31/01/2020 Venue- Prashant Cornes Factory, Wagle Estate, Thane

Sr No.	Name of Participant	Class / Div.	Signature
1.	Prameli Patil	TYBA (A)	Prameli
2.	Katikeha Patil	"	Katikeha
3.	Bhavina B Kumbhar	TYBA(A)	Bhavina
4.	Sheetal G. Chaudhary	TYBcom(A)	Sheetal
5.	Bhanka A. Dudhare	TYBA	Bhanka
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one
Head, Dept of Economics



for
VC PRINCIPAL
SHETH T.J. EDUCATION SOCIETY'S
SHETH N.K.T.T. COLLEGE OF COMMERCE

11/9/20



JEDLO

Online Food Delivery Private Limited

CIN – U74999MH2020PTC339943

H No 130 G, Gala 2, Ground Floor, Near Bengalpura Masjid, Bhiwandi, Thane, Maharashtra, India – 421302

This is to certify that **Mr. Shaaz Parvez Momin** has successfully completed his **3 months** (December 2021 - February 2022) internship at Jedlo Online Food Delivery Pvt. Ltd.

During the internship, Shaaz worked as a part of our operations management team. His performance has been satisfactory and we found our association with him fruitful.

We wish Shaaz luck for all his future endeavors and look forward to work with him again.



For JEDLO Online Food Delivery Private Limited


Senior Operations Manager





CERTIFICATE OF INTERNSHIP

This Is Proudly Given To

MR. YASH JAIN

For His Completion Of The Internship Program At
My Blind Bird From 01-06-2021 To 01-09-2021



Mr. Vijay Soni
(Founder)



My Blind Bird
Be Realistic & Believe
in Miracles

[For queries contact - ask@myblindbird.com](mailto:ask@myblindbird.com)



Date : 11th Dec, 2021

To whomsoever it may Concern

This is to certify that Mr/Ms SOHAM BIRADAR
has successfully completed his /her internship with Brightwayz
for well-defined Time with our Marketing and Social Media
department.

The candidate demonstrated considerable acumen and skills to
complete the given work to him/her. Candidate has shown the
sincerity and Dedication towards the assignment.

We wish all the best for future career and endeavour.

Certified By

HR Department,
Brightwayz Academy



Sheth T.J.Education Society's
Sheth N.K.T.T College of Commerce and Sheth J.T.T. College of Arts
Kharkar Ali,Thane(w)

Notice

College Magazine

Date:- 8th April 2022

Students are here by informed that College Magazine 2021-22 is inviting your creations for cover page. Students may design their original work and best cover page will be selected for college magazine 2021-22.

Theme: भारतीय स्वातंत्र्याच्या ७५ वा अमृत महोत्सव / 75 Azadi ka Amrit Mahotsav

About theme: -Azadi Ka Amrit Mahotsav India is celebrating the glorious history of its people, culture and achievements. It is an embodiment of all that is progressive about India's socio-cultural, Technological and economic identity.

Please email the same to nkttcollegemagazine22@gmail.com on or before 16th April 2022

Cover page compulsory should be in the JPG and PDF format.

Ghodke

Mrs.Vrushali S Ghodke
Editor – College Magazine

Dilip M Patil

Dr.Dilip M Patil
Principal



Sheth T.J.Education Society's

Sheth N.K.T.T.College of Commerce and Sheth J.T.T.College of Arts

NOTICE

Date: 11th April,2022

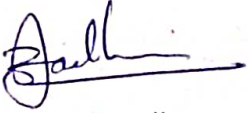
Advanced & Slow Learner's Committee & Sociology Department

On the occasion of "132nd Birth Anniversary of Dr.B.R.Ambedkar", Advanced Learner's Committee in association with Sociology Department is organising 'Mock Parliament'. All the staff members are requested to kindly attend the same.

Date: 12th April,2022

Venue: Room No. 26

Time: 11.00 a.m. onwards



Mr. Amit Jadhav

(Dept. of Sociology)



Dr. Dilip Patil

(Principal)

PRINCIPAL

SHETH T.J. EDUCATION SOCIETY'S
SHETH N.K.T.T. COLLEGE OF COMMERCE &
SHETH J.T.T. COLLEGE OF ARTS, THANE (W)



VISION: COMMITTED AND PERSUASIVE EFFORTS TOWARDS HLISTIC EDUCATION.

**Sheth T.J. Education Society's
Sheth N.K.T.T. College of Commerce &
Sheth J.T.T. College of Arts**

LIST OF PARTICIPANTS - STUDENTS
"Mock Parliamentary Session" on 12th April 2022
Organized by: Advanced & Slow Learners Committee
Total Participants (16), Male - 8, Female - 8

SR. NO.	Name	Mobile Number	E-Mail	Gender	Course
1	Gaurav rane	8828251804	gauravrane1807@gmail.com	Male	BAF
2	Vishal More	9137207722	more61537@gmail.com	Male	BAF
3	Aanchal Gupta	9321802485	ag4944808@gmail.com	Female	BMM
4	Nishita Upadhyay	9324490670	upadhyaynishita713@gmail.com	Female	BMS
5	Sangeeta Yadav	7715010889	sangeetaryadav8055@gmail.com	Female	BMS
6	Vineet Teli	8082718752	vineeteli2606@gmail.com	Male	BCOM
7	Padmaja kadam	7304620956	padmajakadam16@gmail.com	Female	BMS
8	Sneha M. Chhadwa	9967083759	chhadwasneha5@gmail.com	Female	BMS
9	Srivalli Jadhav	9653661983	srivallijadhav@gmail.com	Female	BMS
10	Shreyash Jadhav	8291505908	shreyashjadhav032003@gmail.com	Male	BAF
11	Janhavi Mankumare	7304374741	janhavimankumare@gmail.com	Female	BMS
12	Anjani Verma	9372589813	anjani8553@gmail.com	Female	BMS
13	Mandeep ingale	9987283920	mandeepingle2003@gmail.com@2003	Male	BMS
14	Rugaved Narkar	9987179531	nrugaved@gmail.com	Male	BAF
15	Bandhiya nirmal	9022121738	bandhiyanirmal40@gmail.com	Male	BMS
16	Vineet Teli	8082718752	vineeteli2606@gmail.com	Male	BCOM

Ms. Maithili Kende
Ms. Maithili Kende
Convener
Advance & Slow Learners Committee



Principal
PRINCIPAL
SHETH T.J. EDUCATION SOCIETY'S
SHETH N.K.T.T. COLLEGE OF COMMERCE &
SHETH J.T.T. COLLEGE OF ARTS, THANE (W)

**Sheth T.J. Education Society's
Sheth N.K.T.T. College of Commerce &
Sheth J.T.T. College of Arts**

**LIST OF PARTICIPANTS - TEACHERS (Viewers)
"Mock Parliamentary Session" on 12th April 2022
Organized by: Advanced & Slow Learners Committee
Total Participants (22), Male - 4, Female - 18**

S.NO.	Name	Mobile Number	E-Mail	Gender	Department
1	DR SURYAKANT DEVIDAS KOSHTI	9967185368	sdkoshti@hotmail.co.in	Male	Aided
2	CA Vaibhav B Sali	9769116647	vbsali15@gmail.com	Male	Aided
3	Dr Pallavi Shah	8369621035	drpallavishah17@gmail.com	Female	Aided
4	H A Chande	7738703957	chandehinaattendance2021@gmail.com	Female	Aided
5	Dr. Himanshi Mansukhani	9930328409	himanshi.mansukhani@gmail.com	Female	Aided
6	Aafreen Shaikh	9867948675	aafreensshk1203@gmail.com	Female	SFC
7	Atul Ghadge	9029515876	atulghadge007@gmail.com	Male	SFC
8	Sujata jigesh Gada	9870270072	sujatagada7@gmail.com	Female	SFC
9	Shweta Dubey	08097083304	dubey.shweta25@gmail.com	Female	SFC
10	Bhavika Khadapkar	7039972272	bhavika.khadapkar@gmail.com	Female	SFC
11	Darshana Bande	9870348855	darshanaenator@gmail.com	Female	SFC
12	Anjali S.Pal	8369007649	pal35684@gmail.com	Female	SFC
13	Prof.Vrushali Sachin Ghodke	9324002892	vrushalighodke1@gmail.com	Female	SFC
14	Ms Sneha gupta	9371959285	snehaparekh.nkt@gmail.com	Female	SFC
15	Pooja Ovalekar	7715045322	puh0402@gmail.com	Female	SFC

Committed and Persuasive efforts towards Holistic Education.



16	Shilpa Shelar	09594494678	Shilpaabashelar@gmail.com	Female	SFC
17	Kinjal Gosai	8828295551	kalpana.gosai5@gmail.com	Female	SFC
18	Sonali Saraf	8879342422	saraf.sony@gmail.com	Female	SFC
19	Namrata Sawant	7506011102	namratasawant1211@gmail.com	Female	SFC
20	Manisha nehete	9819503257	manishanehete24@gmail.com	Female	SFC
21	Pranali Pathade	9960708660	pranalipathade92@gmail.com	Female	SFC
22	Vibhav Galadagekar	9892036681	vgaladagekar@gmail.com	Male	SFC



Ms. Maithili Kende
Convener

Advance & Slow Learners Committee




PRINCIPAL

**SHETH T.J. EDUCATION SOCIETY'S
SHETH N.K.T.T. COLLEGE OF COMMERCE &
SHETH J.T.T. COLLEGE OF ARTS, THANE (W)**



Sheth T.J. Education Society's
Sheth N.K.T.T. College of Commerce &
Sheth J.T.T. College of Arts.
(Reaccredited by NAAC B+ (2.62), 3rd Cycle, ISO Certified : 9001:2015)

Feedback Analysis – “Mock Parliament”

Organized by:

Advanced & Slow Learners Committee in association with Department of Sociology
on 12th April 2022

Total Participants (22), Male - 4, Female - 18.

S.No.	Statement	Very Good	Excellent	Satisfactory	Average
1	Topic Relevance	45.45%	36.36%	18.18%	0.00%
2	Knowledge gained	54.55%	27.27%	18.18%	0.00%
3	Organisation of the Program	50.00%	36.36%	13.64%	0.00%

Suggestions:-

1. Organize more such sessions
2. Program should have been done in AV Room instead of classroom
3. Setup can be more realistic

Action Taken Report:-

The overall conduct of the activity was satisfactory and ahead more teachers and students shall take benefit of it. The next program shall be organized in AV Room or Hall.

Ms. Maithili Kende
Convener
Advance & Slow Learners Committee

PRINCIPAL
SHETH T.J. EDUCATION SOCIETY'S
SHETH N.K.T.T. COLLEGE OF COMMERCE &
SHETH J.T.T. COLLEGE OF ARTS, THANE (W)





Sheth T.J. Education Society's
Sheth N.K.T.T. College of Commerce &
Sheth J.T.T. College of Arts.

(Reaccredited by NAAC B+ (2.62), 3rd Cycle, ISO Certified : 9001:2015)

Feedback Analysis – “Mock Parliament” (Students)

Organized by:

Advanced & Slow Learners Committee in association with Department of Sociology
on 12th April 2022

Total Participants (16), Male - 8, Female - 8.

S.No.	Statement	Very Good	Excellent	Satisfactor y	Average
1	Topic Relevance	62.50%	37.50%	0.00%	0.00%
2	Knowledge gained	56.35%	43.75%	0.00%	0.00%
3	Organisation of the Program	43.75%	56.25%	0.00%	0.00%

Suggestions:-

1. Organize more such sessions
2. Organize the activity at State and National level
3. Practice Time should be more
4. More Study material should be provided

Action Taken Report:-

The overall conduct of the activity was satisfactory and ahead more teachers and students shall take benefit of it. In Future we will organize more such activities. The College will try to provide state and national level.

Ms. Maithili Kende
Convener

Advance & Slow Learners Committee

PRINCIPAL

SHETH T.J. EDUCATION SOCIETY'S
SHETH N.K.T.T. COLLEGE OF COMMERCE
SHETH J.T.T. COLLEGE OF ARTS, THANE (W)



MOCK PARLIAMENT

Date:12th April 2022




2.3.2 ICT enabled tools for effective teaching-learning process

e- content Management


- Prepared PPTs for online Teaching
- Prepared Excel sheets to teach problems for online Teaching
- Conducted online Tests.
- Conducted Quiz on online mode.
- Upload study Material on college website.

022-25431119 Jr. college contact : 022 25342920


Alumni Registration Visitors : 157800 Admission 2021



Sheth T.J. Education Society's
**Sheth N.K.T.T. College of Commerce
and Sheth J.T.T. College of Arts.**
(Reaccredited by NAAC B+ (2.62), 3rd cycle, ISO certified : 9001:2015)



Home About Us NAAC Examination Academics Staff Committee Download Library (LRC) **Student**



Study Material/Question Banks (MCOM)

Home ▶ Students ▶ Study Material/Question Banks (MCOM)



18:33

• VoLTE 4G+ 78%

☰ Google Classroom



FYBMS B
BMS

42 students

FYBMS A
BMS

47 students

SDM TYBMS 2020 - 21
TYBMS (Marketing)

48 students

Auditing TYBBI 2020 - 21
TYBBI

73 students

Risk Management (AY 2020 - 21)
TYBMS (Finance)

58 students



2 class comments

Himanshi Mansukhani posted a new assignment: Partnership Final Account
Oct 21, 2020 (Edited Oct 22, 2020)

Himanshi Mansukhani
Oct 22, 2020
All the students are hereby informed that New Assignment questions are posted . Solve and Upload on time.

Add class comment...

siddhika jadhav
Oct 21, 2020
Siddhika Shailendra jadhav
Div. A
Roll no. 41
Class.s.y.b.com



Sheth T.J. Education's Society

SHETH NKTT COLLEGE OF COMERCE AND SHETH JTT COLLEGE OF ARTS,
THANE

Department of Accountancy
S.Y. B.Com. C Sem – III Quiz Activity
Accountancy & Financial Management-III

Winners of the Quiz -









































Mastered –










	319neha gupta	0	17610
	Minakshi Mohile 352	0	15450
	312 Udayshree	0	14910
	349 Nidhi Mishra	1	13400
	Rutuja Thite 407	1	13280



Scored well –

	296 Ankita Bangar	👍0		9510
	398 neha singh*	👍0		8260
	304 Amisha Chavhan	👍0		8190
	Minakshi Jaiswar 325	👍0		8030
	328 Jagruti Joshi	👍0		7710
	330 harshita	👍0		7440
	348 tushar	👍0		7390
	369 samidha Patil*	👍0		6960
	340 khan saba	👍0		6720
	418 Kishan Vishwakarma	👍2		12720
	401 shweta singh	👍4		12700
	366 Jagruti Patel	👍1		12220
	Ruthu Anchan	👍0		11130
	334 KANOJIYA RADHNI	👍0		10790
	Janhavi 329	👍0		10420
	331 jagruti kamble*	👍1		10130
	Lavesh patil368	👍1		9960
	395 Sudha shukla	👍0		9820
	Sachin mishra 350	👍0		9550



	354Sejal More	51	6290
	Kanchan yadav 426*	50	6180
	370 siddhesh	51	6020
	Ashwini Chaudhary*	50	5320
	Bhamini Parmar	50	3770
	Shah Akram	50	3320
	381 prajakta sakpal*	50	2840
	Muskan*	50	2800
	294 Noorul huda	50	2390

If you want to RE- ATTEMPT;

Here is the given link: Click and start

<https://quizizz.com/join/quiz/5f85db83d9b855001b5806af/start?studentShare=true>



PRINCIPAL
SHETH T.J. EDUCATION SOCIETY'S
SHETH N.K.T.T. COLLEGE OF COMMERCE &
SHETH J.T.T. COLLEGE OF ARTS, THANE (W)

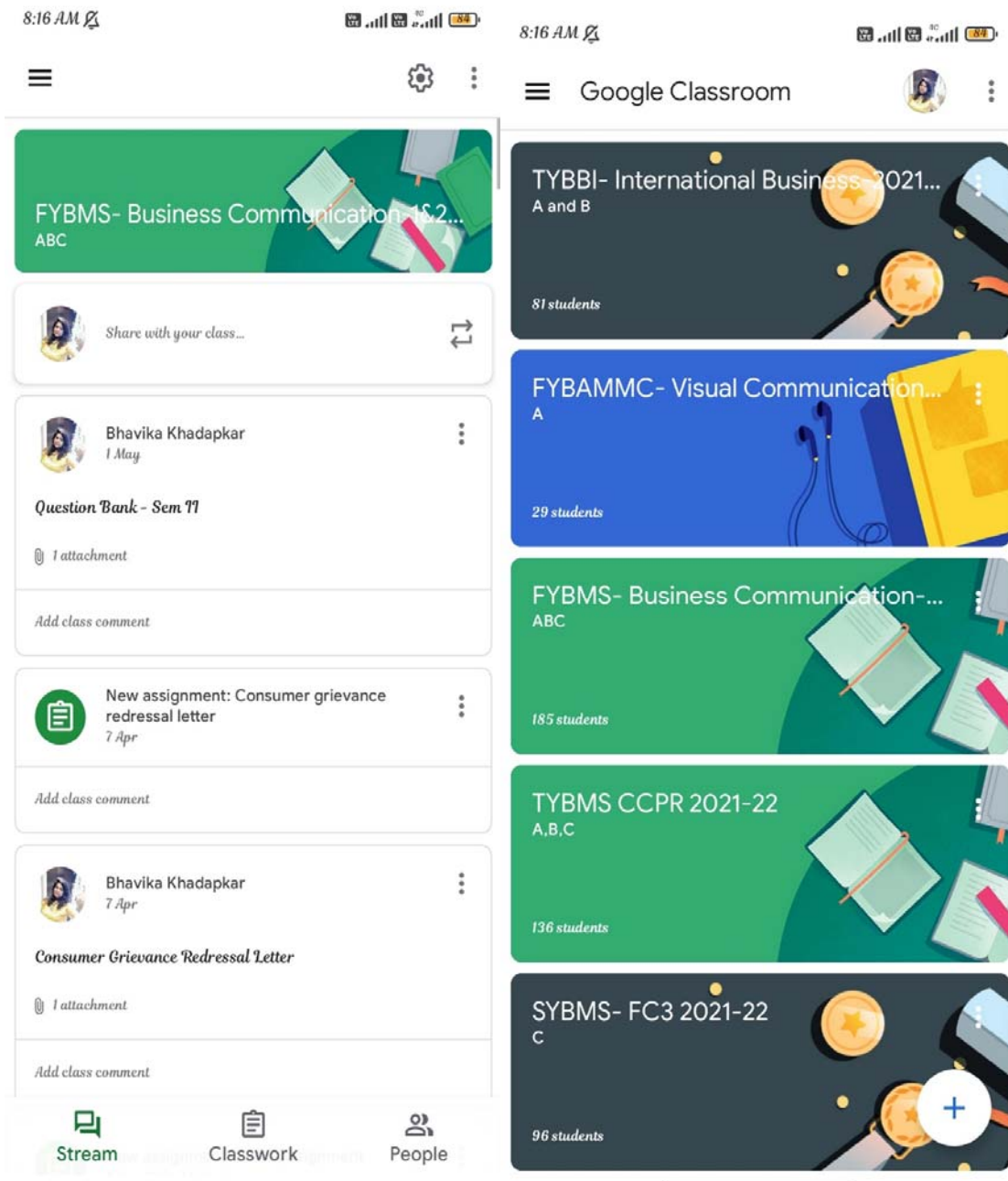




Sheth T.J. Education Society's Sheth N.K.T.T. College of Commerce & Sheth J.T.T. College of Arts.

(Reaccredited by NAAC B+ (2.62), 3rd Cycle, ISO Certified : 9001:2015)

USE OF ICT TOOLS



Vision : Committed and Persuasive Efforts towards Holistic Education









Sheth T.J. Education Society's Sheth N.K.T.T. College of Commerce & Sheth J.T.T. College of Arts.

(Reaccredited by NAAC B+ (2.62), 3rd Cycle, ISO Certified : 9001:2015)











ASSIGNMENTS



8:17 AM  


← 5 points  




Instructions Student work


67 Assigned 118 Handed in



<input type="checkbox"/>	HANDE'D TN	
<input type="checkbox"/>	 06-Misbah Shaikh	Handed in
<input type="checkbox"/>	 140-krishna Vishwakarma	Handed in
<input type="checkbox"/>	 164Kunal Chavan	Handed in
<input type="checkbox"/>	 183- Mayur Rathod	Handed in
<input type="checkbox"/>	 187- Shruti Thakur	Handed in
<input type="checkbox"/>	 73 ASHUTOSH singh	Handed in
<input type="checkbox"/>	 79 - Vandana Prasad	Handed in
<input type="checkbox"/>	 86 - Nishita Upadhyay	Handed in
<input type="checkbox"/>	 88—MUKESH TIWARI	Handed in
<input type="checkbox"/>	 96 Ashlesha Saha	Handed in


8:17 AM  



Job Acceptance Letter 


 Class work - Job Acceptance letter 
Posted 3 Jan  1



Homework - Solicited letter... 


 Homework- Solicited letter of job applicati... 
Posted 21 Dec 2021




Barriers to communication 


 Class assignment - 4 
Posted 22 Nov 2021



Telephone Etiquettes 




 Home assignment 2 
Posted 27 Oct 2021

Home Assignment - 1 

 Home Assignment - 1 
Posted 14 Oct 2021  1

Class assignment - 1 

 Class assignment -1 

 Stream  Classwork  People





Sheth T.J. Education Society's Sheth N.K.T.T. College of Commerce & Sheth J.T.T. College of Arts.

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VIDEO LINKS

8:18 AM



Bhavika Khadapkar

29 Jul 2021

Videos on module 1

Attachments



 Sign in - Google Accounts

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Class comment













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TESTS


8:17 AM    



 SYBMS- FC3 2021-22 


 Assignment 1 (Only for C DIV)
Posted 16 Jul 2021 



Internal Examination 


 Internal Examination - SYBMS C
Posted 20 Sep 2021 



Global warming 


 Write a note on global warming
Posted 9 Sep 2021 



test on module 1 

 Test 1 - Module 1
Posted 11 Aug 2021 

Class Assignment 

 Class Assignment - C div
Posted 31 Jul 2021 

CASE STUDY ON RENEWAB... 

 ASSIGNMENT 2 - CASE STUDY ON RESOUR
Posted 29 Jul 2021 

 Stream

 Classwork

 People





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CASE STUDIES

12:44 PM

←

Instructions Student work

Due 25 Oct 2021, 4:00 pm

Case study - Blogging

15 points

<https://mayecreate.com/blog/case-study-why-blogging-works/>

1. Summarise the case study
2. Consider yourself to be a travel blogger/food blogger/travel blogger. Devise strategy to increase followers and number of reaches for your blog within 6 months.

Class comments










Add class comment

12:44 PM

←

15 points

Instructions Student work

127 Assigned	9 Handed in
<input type="checkbox"/>	HANDED IN
<input type="checkbox"/>	 Akanksha Bhosale Handed in Done late
<input type="checkbox"/>	 Akansha Suryawanshi Handed in Done late
<input type="checkbox"/>	 Atharva Chavan Handed in
<input type="checkbox"/>	 Karishma Jaiswar Handed in
<input type="checkbox"/>	 Mayur Salve Handed in Done late
<input type="checkbox"/>	 Pooja Bhoir Handed in Done late
<input type="checkbox"/>	 Priyanka Gupta Handed in
<input type="checkbox"/>	 Soham Biradar Handed in Done late
<input type="checkbox"/>	 Vivek Hiwale Handed in
<input type="checkbox"/>	ASSIGNED





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CASE STUDIES

12:44 PM 12:44 PM

← 10 points

Instructions Student work

96 Assigned 40 Handed in

Due 25 Sep 2021, 3:00 pm

Case study crisis management

10 points

<https://www.oyorooms.com/officialoyoblog/2020/04/29/impact-of-covid-19-on-japan-hotels-and-how-oyo-is-working-with-its-hotel-partners-to-ensure-business-continuity>

1. Explain the crisis in detail.
2. What strategies were used by organisation to overcome the crisis?

Class comments

Add class comment

Student Name	Status
<input type="checkbox"/> HANDED IN	
<input type="checkbox"/> 18- Hrishikesh bawa	Handed in Done late
<input type="checkbox"/> 26 Shaikh Shaniya	Handed in
<input type="checkbox"/> 97-Sonali Lakhawade	Handed in Done late
<input type="checkbox"/> Akanksha Bhosale	Handed in
<input type="checkbox"/> Akansha Suryawanshi	Handed in
<input type="checkbox"/> Alka Dubey	Handed in Done late
<input type="checkbox"/> Aryaan Balbale	Handed in
<input type="checkbox"/> Atharva Chavan	Handed in
<input type="checkbox"/> Ayan Karmule	Handed in
<input type="checkbox"/> Ayesha Correia	Handed in Done late





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PRESENTATIONS

1:13 PM

← Theory of Communica...

Theory of Communication

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WHAT IS COMMUNICATION?

The root word of Communication is the Latin word *Communicare*, which means "to make common to many, share"

Therefore, Communication is the process of sharing thoughts, ideas, and feelings with each other in commonly understandable ways

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WHAT IS COMMUNICATION?

Communication is the process of sending and receiving messages through verbal or nonverbal means.

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3 major reasons for communication

- To make or maintain relationships,
- To share or receive information &

3 major reasons for communication

- To make or maintain relationships,
- To share or receive information &
- To persuade Expression.

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PROCESS OF COMMUNICATION

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The Communication Process

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Elements of the Communication Process

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PRESENTATIONS

12:55 PM

← Understanding Public... [Icons]

Understanding Public Relations

Module 2

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Meaning

- Public relations (PR) is the practice of deliberately managing the release and spread of information between an individual or an organization (such as a business, government agency, or a nonprofit organization) and the public. Public relations (PR) and publicity differ in that PR is controlled internally, whereas publicity is not controlled and contributed by external parties. Public relations may include an organization or individual gaining exposure to their audiences using topics of public interest and news items that do not require direct payment. This differentiates it from advertising as a form of marketing communications. Public relations aims to create or obtain coverage for clients for free, also known as "earned media", rather than paying for marketing or advertising. But in the across, advertising is also a part of broader PR activities.

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Importance of Public Relations

Importance of Public Relations in Marketing

- Building Image and Brand Equity
- Launching New Products
- Smooth Functioning of Business
- Public Relations
- Media Relations
- Event Planning
- Corporate Social Responsibility

Importance of Public Relations in an Organisation

- Acts as a means of communication
- Helps in creating the brand
- Prevents the negative image
- Helps in maintaining your presence
- Building connections

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Scope of Public Relations

External Measures

- Image Building
- Open House
- Exhibitions and Trade Fairs
- Seminars and conferences
- Radio and Television
- Fairs
- Press

Internal Measures

- Suggestion schemes
- Advice and counselling
- House organs
- Bulletins
- Notice boards
- ...

Scope of Public Relations

External Measures

- Image Building
- Open House
- Exhibitions and Trade Fairs
- Seminars and conferences
- Radio and Television
- Fairs
- Press
- Organisations and special jobs
- Clipping and press release and coordinator
- Attending to customer complaints
- Sports, cultural and social activities

Internal Measures

- Suggestion schemes
- Advice and counselling
- House organs
- Bulletins
- Notice boards
- Fairs
- Handbooks and employee manuals
- Public address system
- Film shows
- Social get together
- Intra communication system

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Emergence of Public Relations

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Tracing the growth of Public Relations

- Dissemination of new knowledge begins in 19th century (translation of Bible from Latin to various languages)
- Main printing of books and newspapers begins in large number
- Use of public relation expert were used in French and American revolutions
- PR took up to professional in 19th century as a result of industrial revolution in ready hand of ready to go mass communication
- PR became a profession in 1923 after the Pennsylvania Railroad incident of workers strike
- Limited States started with PR experts who spoke in interest of democracy
- A main principle of PR: Clam by Edward Bernays - Inform people, persuade people and integrate people with people
- Investigative journalism begins in 19th century to expose corruption and to create public awareness about business
- Large organisations started hiring writers and publicists to see the sympathetic to gain public approval

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Development of Public Relations

- This led development of a professional function - PR and Marketing
- The Public Relations Society of America was founded in 1913 which was a period of political turbulence in the world which saw led to growth of PR in the year 1913 and 1914
- Consumer movements began to protect the rights of consumers bringing the concept of "Customer is King" in 1913 and 1914's focus turned towards environment and quality of life issues
- With growing time PR relative professionals are called to handle a multiplicity of assignments
- PR professionals were also involved in crisis management during crisis like Union's Currier's Shop and Chemical Plant Explosion
- In 19th century PR developed and expanded its scope and activities in face of public role, political reforms and political activities
- New wave of corporate and consumer relations professionals and employee communication was added to existing variety of responsibilities
- Gradually PR was developed as full-fledged managerial discipline

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Vision : Committed and Persuasive Efforts towards Holistic Education

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SYSTEM THEORY OF PR

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Introduction

- Used to create business systems and to find out the problems in it.
- Theory suggests that every organization itself is a part of system which also includes its public and goals
- Social environment consists of public such as customers, employees and neighbors and this environment is ever changing.
- In order to prosper organization must adjust with the changes.

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16-18/33

STEP 1 • Open the doors to feedback so that it helps in organizational development

STEP 2 • Identify the correct public

STEP 3 • Awareness of all the publics – shareholders, employees, customers and community members

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Conclusion

- Enables a PR professional to follow the above 3 steps to find out a formula for profitability and survival.
- Broom et.al concluded that system theory provides a useful framework to understand relationships within and outside the organization

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DIFFUSION THEORY OF PR

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Introduction

- Given by Everett Rogers.
- Explains Why, How and What rate new technologies and ideas spread.
- As per Roger, diffusion is the process by which an innovation is communicated over time among the participants in a social system.
 - 4 main elements –
 - ❖ The innovation itself.
 - ❖ Communication channel.
 - ❖ Time
 - ❖ Social System

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Roggers' 5 stages

Awareness/ Knowledge	Interest/ Persuasion	Evaluation / Decision
Trial / Implementation	Adoption / Confirmation	

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Types of Innovation decision

- Optional decision – Made by an individual who is in some way distinguished by others.
- Collective decision – Made collectively by all participants.
- Authority decision – Made for the entire social system by individuals in position of influence or power

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2.3.2 ICT enabled tools for effective teaching-learning process

Link: <https://nktdegreecollege.org/students/courses/BCOM>

Link: <https://nktdegreecollege.org/students/courses/BA>

Link: <https://youtu.be/a8DnRPjgeqU>

Link: <https://www.slideshare.net/anumani6/amalgamation-module-i-246313413#>

Link : <https://www.youtube.com/user/chandheena/featured>

Link : <https://www.youtube.com/watch?v=bCXxbm3Uwfg>



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