



SADHU VASWANI MISSION'S
St. Mira's College For Girls, Pune
Autonomous (Affiliated to Savitribai Phule Pune University)
Reaccredited by NAAC- A Grade, cycle 3
[ARTS, COMMERCE, SCIENCE ,BSc(Computer Science), BBA, BBA(CA)]
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College Code:- 013

PU/PN/AC/015/(1962)

Circular No:- BBA-BBA(CA)/ 5

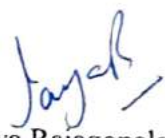
Date:- 23rd Jan 2023

CIRCULAR

On 25th Jan 2023 students of TYBBA department is conducting a session titled "**Buddy session for Principles of Marketing assignments and Presentations**" for the FYBBA students in Room no 309 at 11.30am.

The session will be conducted by TYBBA students Ms Vishika Jain, Ms. Bhavisha Karnani, Ms. Karishma Chhabada and Ms. Jasneet Khanuja and co-ordinated by Abhradita Chatterjee Nahvi.

Activity Co-ordinator
Abhradita Chatterjee Nahvi


Dr. Jaya Rajagopalan
Principal Incharge



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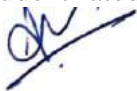
A Report on buddy session conducted on 25th January 2023 to enlighten FYBBA with insights into Marketing Mix and Product Innovation

A dynamic and illuminating buddy session was conducted on 25 January 2023 to intimate the students of FYBBA with particulars into Marketing Mix and Product Innovation. The session was conducted under the guidance of Prof. Abhradita Chatterjee Nahvi and in-charged and inspected by the students of TYBBA namely Miss. Vishika Jain, Miss. Jasneet Kaur Khanuja, Miss. Karishma S. Chhabada and Miss. Bhavisha Karnani.

The session commenced with the imparting of basic information on Marketing and its 4Ps. The session further progressed providing prodigious and proficiency-yielding results. Thorough information and understanding were delivered by the representatives to endow the students with apt learning's of Marketing Mix and bestowing them about proper tactics used while product innovation.

Starting from product, price, place, and promotion all the minute details of these 4 Ps were accurately demonstrated. To make the session livelier and more insightful, examples of product innovation were self-created by Miss. Vishika Jain and Miss. Jasneet Kaur Khanuja to impart more pristine results amongst the audience. The session was able to attain interaction where students put forth their doubts and the representatives resolved and guided them regarding all the significant concerns to aid them to devise a splendid product as their assignment.

The audience was enthusiastic and eager to learn and understand more about the concept. The overall feedback provided for the session was admirable and splendid and around 85% of the student rated 5 on 5 for the overall conduct of the session.



Faculty Co-ordinator – Ms. Abhradita Chatterjee Nahvi



Dr. Jaya Rajagopalan
Principal In-charge







Marketing mix- 4P's



AREA UNDER
CCTV MONITORING

ST. MIRA'S COLLEGE FOR GIRLS,PUNE
Attendance Sheet for HR Students
SYBBA 2022-23

25.01.2023

| No. | Roll No. | Name of the Student | Sign |
|-----|----------|-----------------------------|--------------|
| 1 | 22101 | KAIZEEN ZAVER KAMDIN | Kaizeer |
| 2 | 22103 | KHUSHI KARIM DHAMANI | Dhamani |
| 3 | 22107 | SUHANA SINGH | Suhana Singh |
| 4 | 22112 | DAVE RIBAAB SAJID | R.D. |
| 5 | 22113 | CHINDHY KAYNUSH BARZIN | Chindhy |
| 6 | 22114 | SHEWANI TEESHA PRAKASH | Shewani |
| 7 | 22116 | CHAHAT RANJAN | sb |
| 8 | 22118 | DURVA GANESH BHONG | Bhong |
| 9 | 22120 | NANDEDKAR VAIBHAVI RAJENDRA | Nvaibhavi |
| 10 | 22121 | SIDDHI SANDEEP KHESE | Siddhi |
| 11 | 22122 | SIRWANI HARSHA GURUMUKH | Sirwani |
| 12 | 22123 | VASULKAR KRUTIKA SANDEEP | sb |
| 13 | 22124 | SHELKE MRUNAL DATTATRAYA | Shelke |
| 14 | 22127 | CHARU MANISH RAMNANY | Charu |
| 15 | 22128 | GOVANKOP AKSHATA | Akshata |
| 16 | 22129 | HONKALAS JYOTI BAPU | Jyoti |
| 17 | 22130 | JANGDA SONALI NATHMAL | sb |
| 18 | 22131 | SHAIKH AARZOO SOHAEL | Aarzoos |
| 19 | 22133 | SAYYED AZA ALIM | Aza |
| 20 | 22134 | TASNEEM LOKHANDWALA | Tasneem |
| 21 | 22139 | HARSHADA RAVINDRA DHOKALE | Dhokale |
| 22 | 22143 | SHAIKH SHANA ABUTALEB | sb |
| 23 | 22145 | PAGARE KHUSHI SAMPAT | sb |
| 24 | 22147 | KOMAL RUCHANDANI | Komal |
| 25 | 22155 | CHULANI NISHITA JAIDEV | sb |
| 26 | 22156 | DHANANI DIYA DHARMENDRA | Dhanani |
| 27 | 22161 | KASHISH NAVIN GULATI | Kashish |
| 28 | 22163 | SHARMA PRIYA VENKATESH | Sharma |
| 29 | 22165 | SANIYA RIYAJ SHAIKH | sb |
| 30 | 22168 | MUKTI KAPIL CHAWLA | Mukti |
| 31 | 22169 | SAMPAT KHUSHI DHARMESH | KPS |
| 32 | 22170 | KOLGE LIZA | sb |
| 33 | 22171 | ADITI GUPTA | Aditi |
| 34 | 22172 | PUJARI NEHA SUDHAKAR | Neha |
| 35 | 22176 | PRERANA GAIKWAD | Prerana |
| 36 | 22177 | LATA PANJABI | Lata |
| 37 | 22179 | KHYATI DAWARA | Khyati |
| 38 | 22181 | POOJA AVHAD | Pooja |