

20-10-2022

## NOTICE

### PROFESSIONAL SECTION

#### { BAMMC }

Career guidance & Placement cell is pleased to announce the launch of CERTIFICATE COURSE in Business Mentorship with Dr Hanif Lakdawala. The details are as under.

Resource Person: Dr Hanif Lakdawala

Duration: 30 hours (10 sessions of three hour each starting on 5<sup>th</sup> November 2022).

Fees: Free

Batch Capacity: 15

Venue: Class room: 26, 04<sup>th</sup> Floor

Practical: Incubation lab & computer Lab

Course content:

- Idea generation techniques for products or service
- Preparing Business plan
- Preparing Marketing Plan
- Preparing Promotion plan
- How to generate Seed Capital
- Source of finance for scaling up
- Practical through Earning Income day and Brand's Voice



Prof. Hemant Kumar Jonnala  
Chairman  
Career guidance & Placement cell




Prof. (Dr.) Shaukat Ali  
Principal

*Anjuman-i-Islam's*  
**AKBAR PEERBHOY COLLEGE OF COMMERCE AND ECONOMICS**  
*NUAC ACCREDITED COLLEGE*  
M. S. ALI ROAD, DO TAKI, MUMBAI-400 008.

19-02-2023

ACTIVITY REPORT			
Name of the Activity :	Certificate course BUSINESS MENTORSHIP WITH ( D.S)		
Name of the Depart / Committee:	BAMMC / Career guidance & Placement cell		
Convenor of the Activity:	Prof Haya Shaikh	Resource Person	Dr Hanif Lakdawala
Target Audience	D.S	No's of Students Participated	FYBAMMC students
Name of the student coordinator	Hamdan		
<b>Brief Summary of the activity conducted:</b> The batch consisted of 15 students of first year BAMMC  <b>Basic objective:</b> To motivate and train student to earn income through micro business so that they are able to support their own education as most of our students are first generation learners.  The 30 hours certificate course was spread across 10 sessions of three hours each. The course started on 3 <sup>rd</sup> Sept 2022 and concluded on 2 <sup>nd</sup> Feb 2023. BAMMC students were introduced to the basic concepts of Marketing, Advertising and Media. Students were given basic training into starting their own Advertising or P.R agency.. The students were exposed to various elements of initiating their own business or start up. Students were also given coaching to prepare Business plan, formulate Marketing Plan and Preparing Promotion plan. Students were also exposed to the various sources of finance. The practical training was also provided through our in-house agency Brand's Voice and Earning Income day			

  
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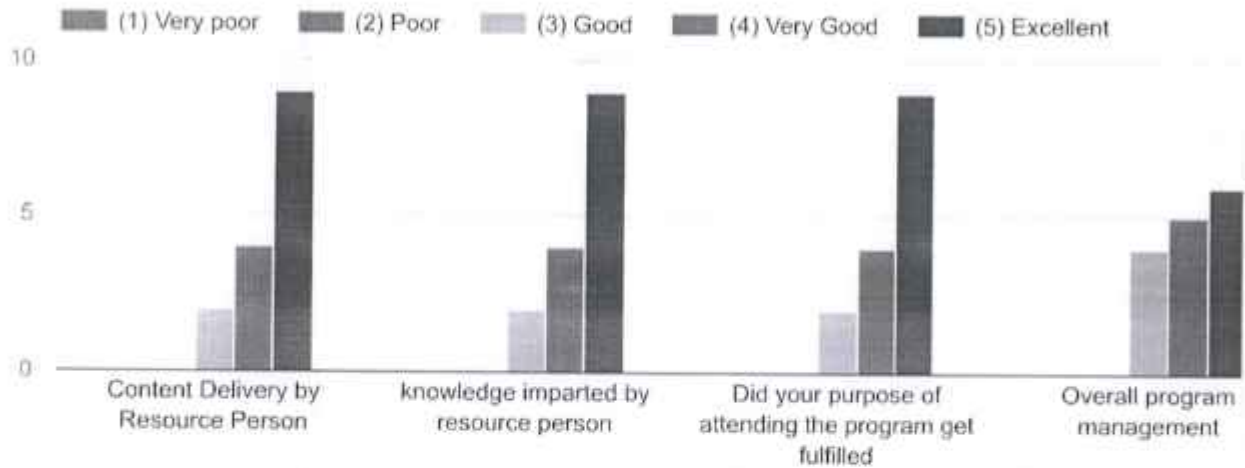
# Business Mentorship With Dr Hanif Lakdawala (BAMMC)

15 responses

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**Certificate course**  
**BUSINESS MENTORSHIP WITH ( BAMMC)**  
**DR HANIF LAKDAWALA**  
**ATTENDANCE SHEET**

Roll No	NAME	SIGN				
		3 <sup>rd</sup> Sept 2022	10 <sup>th</sup> Sept 2022	17 <sup>th</sup> Sept 2022	24 <sup>th</sup> Sept 2022	1 <sup>st</sup> Oct 2022
01	Abdulla Ansari					
02	ANSARI MANTASHA					
3	Hashmi Shabnoor					
04	Muazzam Siddiqui					
07	Armaan Hesson					
08	Yumna KT					
09	Adnan					
25	Ameni Mohd					
27	shaikh masiyam					
29	Shaikh Jgr					
30	Shaikh Monammad Farhan					
33	Gransh Sandeep Shinde					
36	Sayed Tannir					
15	Khan Tabish					
16	Ramch Shinde					



**Certificate course**  
**BUSINESS MENTORSHIP WITH (BAMMC)**  
**DR HANIF LAKDAWALA**  
**ATTENDANCE SHEET**

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01	Abdulla Ansari					
02	ANSARIMANIASHA					
3	Hashmi Shabnoos					
04	Muazzam Siddiqi					
07	Amaan Hassan					
68	Yunnack T					
09	Aolman					
25	Mehd Amiri					
27	Shaikh Maryam					
29	Shaikh Jgr					
30	Shaikh Mohammed Farhan					
33	Ganesh Shinde					
36	Sayed Tansir					
15	Khan Tabish					
16	Ganesh Shinde					

# Certificate Course In Business Mentorship Feedback BAMMC

11 responses

Publish analytics

## Name of the Participant

9 responses

Khan Tabish

Ansari Mantasha

Sayed Tanvir

Shaikh Mohammed

Amin Mohd

Mariyam

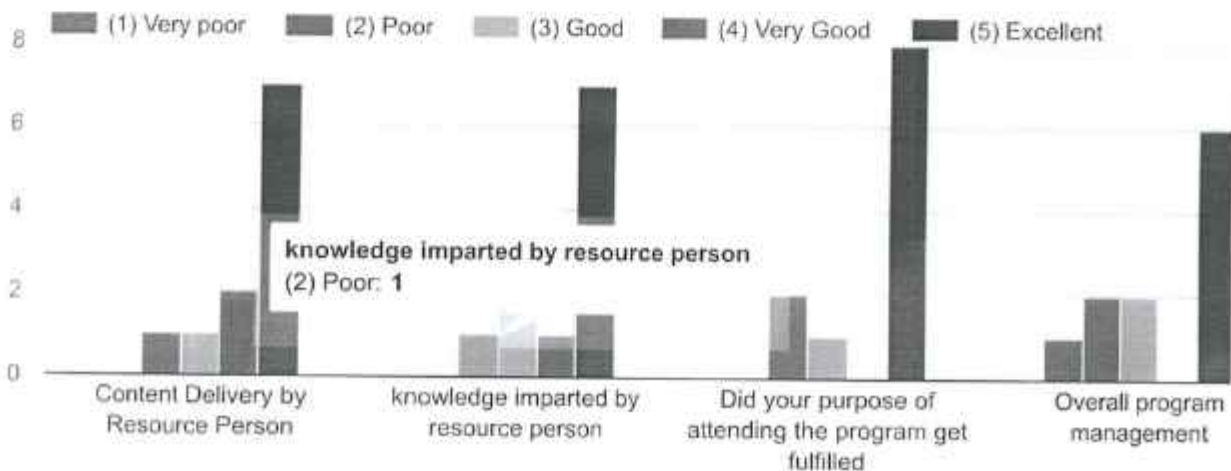
shaikh Iqra

Hashmi

Shaikh Mohammed

Please provide the ratings (1 Lowest - 5 Highest)

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*Anjuman-I-Islam's*

# **AKBAR PEERBHAI COLLEGE OF COMMERCE AND ECONOMICS**

*M. S. Ali Road, Dot Taaki, Grant Road (E), Mumbai-08.*

## **CERTIFICATE**



Proudly presented to

*Mr. Mandan Anwar*

For Completing Certificate Course in "Business Mentoring" from 3rd Sept 2022 to to 2nd Feb 2023 Organized by Department of Mass Media (BAMMC) in association with Career Guidance and Placement Cell

Prof. Hemant Kumar Jonnala  
Chairman, Career Guidance  
and Placement Cell

Prof. Dr. Shaukat Ali  
Principal

Anjuman-I-Islam's

# AKBAR PEERBHOU COLLEGE OF COMMERCE AND ECONOMICS

M. S. Ali Road, Dot Taaki, Grant Road (E), Mumbai-08.

## CERTIFICATE



Proudly presented to:

*Ms. Manishka Ansari*

For Completing Certificate Course in “**Business Mentoring**” from 3rd Sept 2022 to to 2nd Feb 2023 Organized by **Department of Mass Media (BAMMC)** in association with Career Guidance and Placement Cell

Prof. Hemant Kumar Jonnala

Chairman, Career Guidance  
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Prof. Dr. Shaukat Ali

Principal





**B V W**  
BRAND'S VOICE

An Advertising Agency  
for Local Businesses

An Akbar Peerbhoy College Initiative

# BRAND'S VOICE

AN ADVERTISING AGENCY FOR LOCAL BUSINESSES



**Increase your sales round  
the clock with powerful branding**

Our goal is to help business  
and brands to:



## **Create Awareness:**

Through offline and On-line promotion



## **Increase their sales & Revenue by:**

Social Media Campaigns

(Instagram post & reels, Facebook & Google campaigns)

Instore Live Promotion

(Live sales and promotion activity inside the store)

Public relation campaigns

(Customized Events and activities)

Retail store Point of Purchase Promotions

(Standees, Dangers, window displays)



# HOW WE DO IT?

## CONTENT & CREATIVE:

Create original Brand stories which trigger positive word of mouth. Thus, increase visibility and keep customers interested in the brand.

Create original slogan exclusively for the brand

Write original copy, designs visuals and all creatives for various media

## STRATEGY & PLANNING:

Understand the current Brand or business health by rigorous feedback from the existing customers. Based on the customers feedback design promotion and marketing strategy

Study the trends in the market, keep an eye on competitors and attract new customers with innovative strategies

# DIGITAL SOLUTIONS



## WEBSITE DEVELOPMENT

Designed website that instantly builds a bond with the customer which can double your sales.

Our expert team designs website with focus on User Interaction (UI) and User Experience (UX) making websites that are both interactive and leave a lasting impact on the mind of your visitors



## SEARCH ENGINE MARKETING (PPC)

We manage and execute Google adwords/PPC (Pay Per Click) campaign.



## SOCIAL MEDIA MARKETING

We create content for Facebook, Twitter, Instagram, LinkedIn, YouTube and other social channels.



## INFLUENCER MARKETING

Choosing the right people to talk about a brand is an extremely important decision. We pick up the appropriate influencers across categories to suit the brand and the service. Our purpose is to enhance your brand awareness and increase the ROI.



## BROCHURE DESIGNING

We design Brochure that's a detailed version of the product's promotion. The range of our brochure design services include, Bi-Fold Brochures, Tri-Fold Brochures, Quad-Fold Brochures and Corporate Brochure Designs



## LOGO DESIGNING

We design Logo as a branding and marketing tool that can be used to signify your business



## MARKETING RESEARCH

We undertake brand health research to get the feedback from the customers, understand their expectations and conduct GAP Analysis to help business to satisfy the customers and increase customer loyalty