

20-10-2022

NOTICE

PROFESSIONAL SECTION

{ B.M.S }

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 5th November 2022.

Fees: Free

Batch Capacity: 15

Venue: Class room; 26, 04th 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.



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
NMAC ACCREDITED COLLEGE
M. S. ALI ROAD, DO TAKI, MUMBAI-400 008.

18-03-2023

ACTIVITY REPORT			
Name of the Activity :	Certificate course BUSINESS MENTORSHIP WITH (BMS)		
Name of the Depart / Committee:	BMS/ Career guidance & Placement cell		
Convenor of the Activity:	Prof Sadaf Sheikh	Resource Person	Dr Hanif Lakdawala
Target Audience		No's of Students Participated	FYBMS students
Name of the student coordinator	Saba Khan		
Brief Summary of the activity conducted:			
<p>The batch consisted of 15 students of first year BMS.</p> <p>Basic objective: 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.</p> <p>The 30 hours certificate course was spread across 10 sessions of three hours each. The course started on 1st Oct 2022 and concluded on 4th March 2023.</p> <p>During initial days of course they were given live products to sale the products and get the first hand exposure the selling.</p> <p>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.</p> <p>The practical training was also provided through our Live incubation projects as well as real marketing on Earning Income day.</p>			



Prof. Hemant Kumar Jonnala
Chairman

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Principal

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

Roll No	NAME	SIGN				
		5 th Nov 2022	12 th Nov 2022	19 th Nov 2022	26 th Nov 2022	3 rd December 2022
14	Saba Khan					
43	Saif Shaiikh					
55	Ali Mohamed	Ali	Ali	Ali	Ali	Ali
45	Jani Shaiikh	Sami	Sami	Sami	Sami	Sami
13	Abu Husnat					
25	Amir Sayyed					
18	Senad					
50	Faiyaz Jona					
06	TUBA Ansari					
15	SHARAN					
63	Misbah					
58	Sufiya Raza					
68	Husna					
40	Zidan Shaiikh					

Certificate course
BUSINESS MENTORSHIP WITH (BMS)
DR HANIF LAKDAWALA
ATTENDENCE SHEET

Roll No	NAME	SIGN				
		4 th Feb 2023	11 th Feb 2023	18 th Feb 2023	25 th Feb 2023	4 th March 2023
14	Saba Khan					
43	Saif Shaikh					
55	Ali Mohammed					
49	Sami Shaikh					
13	Nuzhat Khan					
25	Amir Sayyid					
18	Saad					
50	Faizan Raza					
06	TUBA ANSARI					
15	SHEZANN					
63	Misbah					
58	Rupya Raza					
68	HUMZA					
40	Zishan Shaikh					

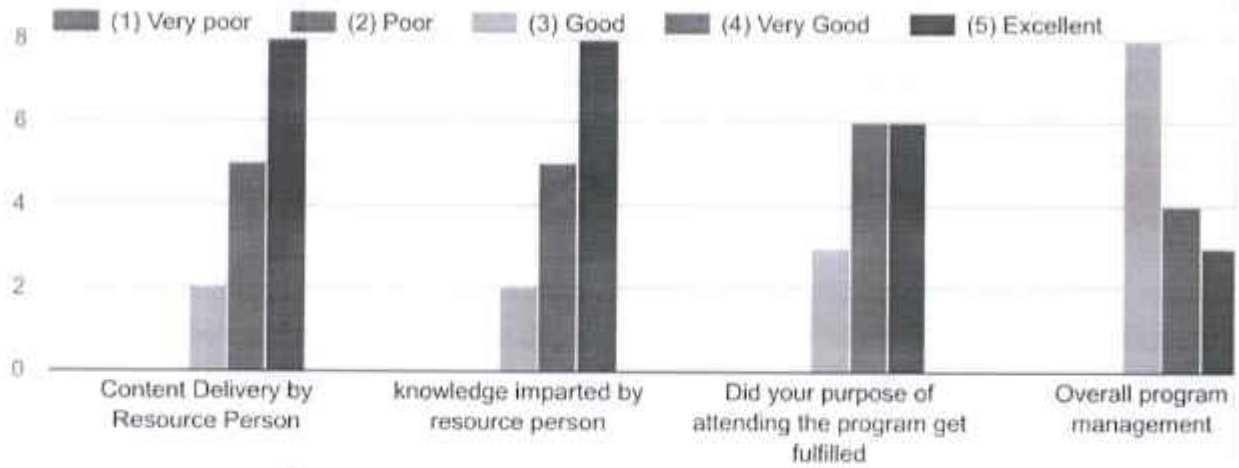
Business Mentorship With Dr Hanif Lakdawala (BMS)

15 responses

Publish analytics

Please provide the ratings (1 Lowest - 5 Highest)

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Google Forms



Sample

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. Saif Shaikh

For Completing Certificate Course in **Business Mentoring** " from 1 oct 2023 to 4th March 2023 Organized by **Management Department** in association with Career Guidance and Placement Cell

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

Prof. Dr. Shaukat Ali
Principal

Certificate Course In Business Mentorship Feedback BMS

11 responses

Publish analytics

Name of the Participant

9 responses

Misbah

Tuba ansari

Shalaan

Faizan

Nuzhat

sami shaikh

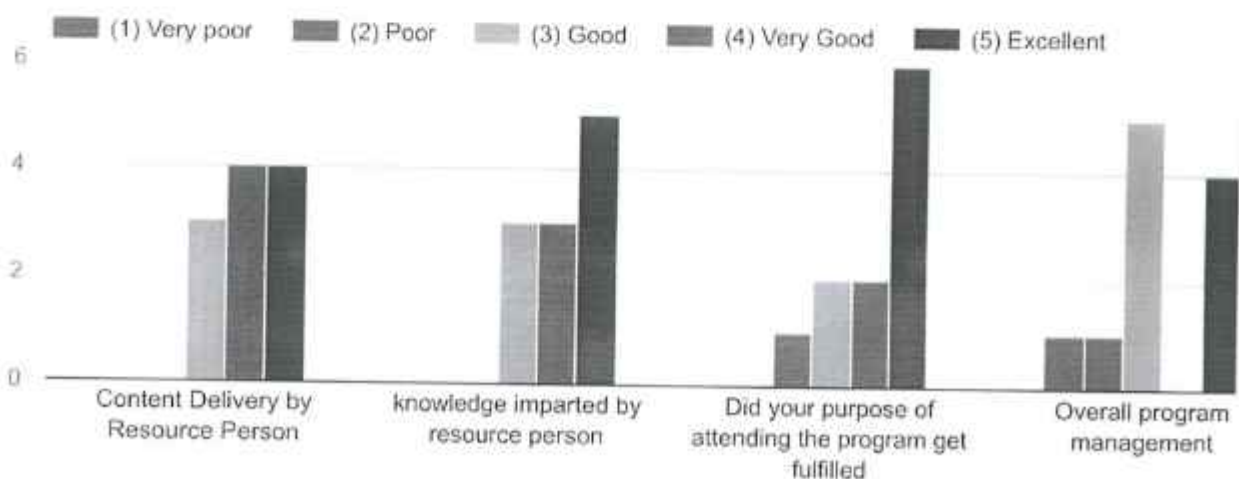
Saba Khan

Mohammed

Amir

Please provide the ratings (1 Lowest - 5 Highest)

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**Chairman, Career Guidance
and Placement Cell**

Prof. Dr. Shaukat Ali
Principal



The logo features the letters 'BV' in a large, bold, sans-serif font. A dark, curved banner with a white border is positioned across the letters, containing the text 'BRAND'S VOICE' in white, uppercase, sans-serif font. The background is white with a dark grey geometric shape in the top right corner.

BV
BRAND'S VOICE

The text is centered on a dark grey background with a white diagonal line on the left side.

**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