

Anjuman-I-Islam's
AKBAR PEERBHOY COLLEGE OF COMMERCE AND ECONOMICS
N/AAC ACCREDITED COLLEGE
M. S. ALI ROAD, DO TAKI, MUMBAI-400 008.

2-05-2023

ACTIVITY REPORT			
Name of the Activity :	<u>MARKETING INCUBATION</u>		
Name of the Depart / Committee:	Career guidance & Placement cell		
Convenor of the Activity:	Dr Hanif Lakdawala	Resource Person	Dr Hanif Lakdawala
Target Audience	BMS, B.Com, D.S, BAMMC,	No's of Students Participated	42
Name of the student coordinator	Hamdan		
Brief Summary of the activity conducted:			
Basic objective: To Provide support to our students to start their own micro business.			
Every Friday students were provided with live training. The students were able to use all the basic machines and facilities provided in the incubation center and computer Lab			
<ol style="list-style-type: none">1. The students were expose to live sessions of branding of a product2. Live demonstration & Handling of Making and printing stickers3. Live demonstration & Handling of Liquid filling machine4. Live demonstration & Handling of using Manual Labelling Machine to stick stickers on bottles5. Live demonstration & Handling of weighing the product6. Live demonstration & Handling of Induction machine and sealing the product7. Live demonstration & Handling of Masala & Herbs Grinder (Spices)8. Live demonstration & Handling of Commercial Oil Press Machine			


Prof. Hemant Kumar Jonnala
Chairman
Career guidance & Placement cell


Prof. (Dr.) Shaukat Ali
Principal

25-2-2023

NOTICE

MARKETING INCUBATION

{BMS, BAMMC, BSc (IT), BSc (D.S) }

Career guidance & Placement cell is pleased to inform all students that we have started INCUBATION CENTER at 4th Floor Start-Up Lab. Any student who desires to start their own micro business can enroll their name with respective coordinators. The start lab is schedule to start from 3rd March 2023.

Every Friday students will be provided with live training. The students can use all the basic machines and facilities provided in the incubation center and computer Lab


The objectives of the INCUBATION CENTER are as follows:

1. To provide support to students to start their own micro business
2. To continuously promote entrepreneurship amongst our students. We have already made available the following basic machine for initiations of start up by our students:
 - a. Liquid Filling Machine
 - b. Masala & Herbs Grinder (Spices)
 - c. Commercial Oil Press Machine
 - d. Manual Labelling Machine
 - e. Induction Machine
 - f. Weighing Machine

Date: Friday, 03 March' 2023

Time: 11.30 am

Venue: Room No. Start-Up Lab


Prof. Hemant Kumar Jonnala
Chairman
Career guidance & Placement cell


Prof. (Dr.) Shaukat Ali
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ACTIVITY REPORT			
Name of the Activity:	Khalis network & Incubation		
Name of the Depart / Committee:	Career guidance & Placement cell		
Activities conducted across years	Marketing Incubation, Digital Incubation, Business Mentoring		
Convenor of the Activity:	Dr Hanif Lakdawala	Resource Person	Dr Hanif Lakdawala, Prof Ahtesham, Prof Sadaf & Prof Haya
Target Audience	BMS, B.Com, D.S, BAMMC,	No's of Students Participated	
Name of the student coordinator	-		

Brief Summary of the activity conducted:

Basic objective: Khalis Network: An initiative of Akbar Peerbhoy College to train students and youth and nurture an entrepreneurial mindset in them to help them to become financially independent so that they can finance their education.

- Under Khalis Network, these micro-entrepreneurs called Khalis Entrepreneurs are trained on the basic tenets of marketing, and sales distribution, and acquainted with promotion strategy.

KHALIS NETWORK

Khaalis network has three basic objectives:

- Promote young Entrepreneurs through Khalis Network
- Live mentoring of youth to learn Marketing, Branding, and Trading
- Help youth and students to start a business by helping them in providing a free start-up ecosystem.

Activities:

- Train students in basic Principle of entrepreneurship & Business
- Live Mentoring of these students
- Provide them with basic support system
- Provide them with products so that they learn, Branding, Labelling, selling & Marketing

OUTCOME OF ALL THE ACTIVITIES CONDUCTED UNDER KHALIS

- Students after getting exposed to various initiatives under Khalis have now developed a mind-set that in addition to doing job, they should simultaneously start their own micro-Enterprise
- Students after getting exposed to real life selling the two products provided by college i.e **Honey and desi Ghee** students developed confidence and communication skills
- Students were hand hold to approach real life clients through our IN-HOUSE agency DIA (Data insights & Analysis). Through DIA students approach Local business to get more customers with
 - AI & Data Science

- promotions on Instagram & Facebook
- customer feedback

Students were able to develop real life solutions for local business

4. Through our another inhouse Agency BRAND'S VOICE, students were given practical exposure to design real live on-line digital campaigns.

Prof. Hemant Kumar Jonnala
Chairman
Career guidance & Placement cell

Prof. (Dr.) Shaukat Ali
Principal

Marketing Incubation (DIA) ATTENDANCE SHEET

Roll No	NAME	SIGN				
		3 rd March 2023	10 th March 2023	17 th March 2023	24 th March 2023	31 st March 2023
38.	Shaikh Mahak	<u>Mahak</u> SK	<u>Mahak</u> SK	<u>Mahak</u> SK	<u>Mahak</u> SK	<u>Mahak</u> SK
39	Kaif Shaikh	<u>Kaif</u>	<u>Kaif</u>	<u>Kaif</u>	<u>Kaif</u>	<u>Kaif</u>
40	Shaikh Misba	<u>Misba</u>	<u>Misba</u>	<u>Misba</u>	<u>Misba</u>	<u>Misba</u>
41	Salma Shaikh	<u>Salma</u>	<u>Salma</u>	<u>Salma</u>	<u>Salma</u>	<u>Salma</u>
42	Ismael Shaikh	<u>Ismael</u>	<u>Ismael</u>	<u>Ismael</u>	<u>Ismael</u>	<u>Ismael</u>
43	Saif Shaikh	<u>Saif</u>	<u>Saif</u>	<u>Saif</u>	<u>Saif</u>	<u>Saif</u>
45	Samia Shaikh	<u>Samia</u>	<u>Samia</u>	<u>Samia</u>	<u>Samia</u>	<u>Samia</u>
46	Shaikh Zishan	<u>Zishan</u>	<u>Zishan</u>	<u>Zishan</u>	<u>Zishan</u>	<u>Zishan</u>
47	Shaikh Moinoddin	<u>Moinoddin</u>	<u>Moinoddin</u>	<u>Moinoddin</u>	<u>Moinoddin</u>	<u>Moinoddin</u>
49	Shaikh Ruzwan	<u>Ruzwan</u>	<u>Ruzwan</u>	<u>Ruzwan</u>	<u>Ruzwan</u>	<u>Ruzwan</u>
50	Shaikh Sajid Ali	<u>Sajid Ali</u>	<u>Sajid Ali</u>	<u>Sajid Ali</u>	<u>Sajid Ali</u>	<u>Sajid Ali</u>
51	Shaikh Sheza	<u>Sheza</u>	<u>Sheza</u>	<u>Sheza</u>	<u>Sheza</u>	<u>Sheza</u>
53	Siddique mohd farooq	<u>Farooq</u>	<u>Farooq</u>	<u>Farooq</u>	<u>Farooq</u>	<u>Farooq</u>
55	Syed Mohammed Ali	<u>Mohammed Ali</u>	<u>Mohammed Ali</u>	<u>Mohammed Ali</u>	<u>Mohammed Ali</u>	<u>Mohammed Ali</u>
56	mohammed Ebrahim Ali	<u>Ebrahim Ali</u>	<u>Ebrahim Ali</u>	<u>Ebrahim Ali</u>	<u>Ebrahim Ali</u>	<u>Ebrahim Ali</u>

**Certificate course
INCUBATION
ATTENDANCE SHEET**

Roll No	NAME	SIGN				
		30 th March 2023	10 th March 2023	17 th March 2023	24 th March 2023	31 st March 2023
0.1	Abdulla Ansari					
0.2	ANSARI MANTASHA					
3	Hashmi shabnoor					
04	Hamdaan . A					
05	Armaan Hassan					
06	Gamna KT					
07	Adnan					
08.	Rhan Gausigari					
09.	KHAN MOHAMMED					
10	khan Nawaz					
11	Muazzam					
35	Scott Sunde					

Marketing Incubation (DIA) ATTENDANCE SHEET

Roll No	NAME	SIGN				
		3 rd March 2023	10 th March 2023	17 th March 2023	24 th March 2023	31 st March 2023
14.	Khan Naaz Fatima Y					
13.	Khan Anzal					
01.	Ansari Hamza					
04	Khubaib cludji					
05	Asaad Ferooqui					
06	Aarifa Toosif Khan					
08	Abdul Malik Khan					
09	Khan Aqteen Iffan					
10	Khan Arman					
11	Arshad Khan					
12	Khan mohd maa2					
20	chand Pathan					
21	Pathan uraid					
22	Yahya Bwush					
24	Kaif Sendole					

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

Ms. Khan Nayy Fatima

For Completing Certificate Course in "Marketing Incubation" from 3rd March 2023 to 31st March 2023 Organized by **Professional Section** Department in association with Career Guidance and Placement Cell

Prof. Hemant Kumar Jonnala

Chairman, Career Guidance
and Placement Cell

Prof. Dr. Shaukat Ali

Principal

Marketing Incubation feedback

24 responses

Publish analytics

Name of the Participant

18 responses

Shaikh Mahek

Ebrahim Mohammed

Saif Shaikh

Shaikh Zishan

Shaikh Sheeza

Shaikh Moinuddin

Mantasha Ansari

Adnan

Nawaz Khan

Muazzam

hamdaan

Arman hassan

Khan Gausiya

Khan Anzal

Khubaib

Asad Farooqui

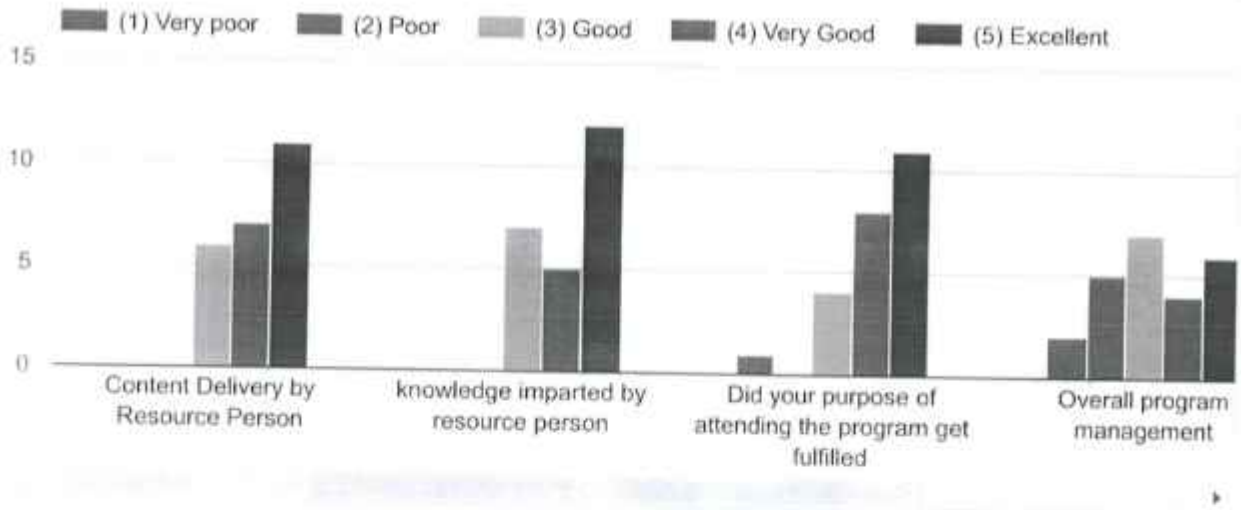
Khan Afreen

Chand Pathan



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STARTUP LAB

3 Mar 2023 12:06:52 pm
MS Ali Road
Kamathipura
Mumbai
Konkan Division



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

Ms. Shaikh Mahak

For Completing Certificate Course in "Marketing Incubation" from 3rd
March 2023 to 31st March 2023 Organized by **Professional Section**
Department in association with Career Guidance and Placement Cell

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

Prof. Dr. Shaukat Ali
Principal

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AKBAR PEERBHAI COLLEGE OF COMMERCE AND ECONOMICS
M. S. Ali Road, Dot Taaki, Grant Road (E), Mumbai-08.



CERTIFICATE

Proudly presented to

Mr. Abdulla Ansari

For Completing Certificate Course in "Marketing Incubation" from 3rd
March 2023 to 31st March 2023 Organized by **Professional Section**
Department in association with Career Guidance and Placement Cell

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

Prof. Dr. Shaukat Ali
Principal





The logo features the letters 'BIV' in a large, bold, sans-serif font. A dark, curved banner is superimposed over the letters, containing the text 'BRAND'S VOICE' in a smaller, white, sans-serif font. The background is white with a dark grey geometric shape in the top right corner.

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, Danglers, 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.