



YASHODA GIRLS' ARTS AND COMMERCE COLLEGE SNEH NAGAR, NAGPUR

Key Indicator 3.2- Innovation Ecosystem

3.2.2. Number of workshops/seminars/conferences including on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship conducted during the last five years

Seminar- 2020-2021

Supporting Documents- 9

International Webinar on Competitive Strategy

Date: 15 June, 2021

Organized as Cluster of Colleges Activity



Yashoda Girls' Arts & Commerce College

Affiliated to Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur
NAAC Accreditation B++ with 2. 82 CGPA
Sneh Nagar, Wardha Road, Nagpur. 440015

International Webinar on Competitive Strategy

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Brochure

NSS College of Commerce & Economics , Tardeo, Mumbai -34
&
Yashoda Girls' Arts & Commerce College, Sneh Nagar, Nagpur-15
&
Mahila Mahavidyalaya, Nandanvan, Nagpur-09

IQAC and Dept. of Commerce of NSS College, Mumbai
In collaboration with
IQAC of Yashoda Girls' Arts & Commerce College, Nagpur
&
IQAC of Mahila Mahavidyalaya, Nandanvan, Nagpur

jointly organising
Online International Webinar
On
"Competitive Strategy"
Date:- Tuesday, 15th June 2021
Time :- 11.30 a.m. Onwards

Target Audience:- UG & PG Students, Teachers

Dr. Dhiraj Ovhal
Convener
(IQAC - Coordinator)
NSS College, Mumbai
9768937121

Dr. K. G. Meshram
Convener
(IQAC- Coordinator)
Yashoda Girls' College,
Nagpur-15
9970071236

Dr. Anil Dodewar
Convener
(IQAC- Coordinator)
Mahila Mahavidyalaya,
Nandanvan, Nagpur-9
7588776507

Dr. Shamim Sayed
I/C Principal
NSS College of
Comm & Eco,
Mumbai-34

Dr. Dhanraj Shete
Principal
Yashoda Girls' Arts
& Comm. College,
Nagpur-15

Dr. Vandana Bhagdikar
Principal
Mahila Mahavidyalaya,
Nandanvan, Nagpur-9

Session Topic : "Competitive Strategy"
Timing : 11.30 a.m onwards
Date : 15th June 2021

Resource Person : Ph.D, Associate professor, Deputy Head of Management Department, Kyiv National Economic University named after Vadym Hetman, Ukraine. She is Member of the University's Scientific and Methodical Council. She has taught "Business Strategy", "Change Management" and "Strategic Management" at the Bachelor, MBA and Master's, Ph.D levels. She has developed the Distance course like "Strategic Management" for the Masters students (in Ukrainian). Her Scientific interests in Managing the Process of Strategy Implementation, Organization Culture Development. She has participated in consulting projects to improve the efficiency of enterprises, transferring them to self-sufficiency. She has delivered the sessions on Strategic Management for companies. She has prepared methodical recommendations and held the training for the top government managers on Strategic Management in the state authority at the school of the senior civil service corps of the National Agency of Ukraine for Civil Service. She is Honorable International Editor for Amit International Impact Factor Journals (AIIFJ) and Honorary Member of the Hon'ble Editorial Board of the IBST Journal Group and as Associate Editor in Journal of Studies in Social Sciences and Humanities (JSSSH)

General Instructions

- > Participation to the Online International Webinar is FREE of Cost.
- > Registration will be on First Come First Serve Basis.
- > E- certificate of Participation will be provided to only those who have registered and attended the Webinar and also filled the feedback form.
- > Login ID and Password for the session will be emailed or send on Whatsapp group before 10 minutes of starting of the session.

Program Schedule

"Competitive Strategy"

Tuesday, 15th June 2021 from 11.30 a.m onwards

Resource Person :- **Dr. Yeliena Prokhorova** -Ph.D, Associate professor, Deputy Head of Management Department, Kyiv National Economic University Ukraine.

	Time	Programme
Dr. Dhiraj Ovhal	11.30 a.m to 11.40 a.m	Inaugural and Welcome Address
	11.40 a.m to 11.45 a.m	Principal Address by <u>Dr. Shamim Sayyed</u>
<u>Dr. K. G. Meshram</u>	11.45 a.m to 11.55 a.m	Welcome and brief about college Principal Address by <u>Dr. Dhanraj Shete</u>
<u>Dr. Anil Dodewar</u>	11.55 a.m to 12.05 p.m	Welcome and brief about college Principal Address by <u>Dr. Vandana Bhagdikar</u>
<u>Dr. Dhiraj Ovhal / Dr. K. G. Meshram / Dr. Anil Dodewar</u>	12.05 p.m to 12.10 p.m	Introduction of Resource Person
	12.10 a.m to 01.30 p.m	Technical Session by <u>Dr. Yeliena Prokhorova</u>
<u>Dr. Dhiraj Ovhal / Dr. K. G. Meshram / Dr. Anil Dodewar</u>	01.30 p.m to 01.35 p.m	Vote of thanks



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Report of the Webinar

Yashoda Girls' Arts & Commerce College, Sneh Nagar, Nagpur-15
&
NSS College of Commerce & Economics, Tardeo, Mumbai-34
&
Mahila Mahavidyalaya, Nandanvan, Nagpur-09
Online International Webinar on "Competitive Strategy" held on 15 JUNE 2021 from 11.30 a.m onwards

Brief Report of Online International Webinar on "Competitive Strategy"

Date	Name of event	Resource Person	Duration	organizers	Participants	Online platform
15 June 2021	Online International Webinar on "Competitive Strategy"	Dr. Yeliena Prokhorova (Ph.D, Associate professor, Deputy Head of Management Department, KYIV National University, Ukraine	11.30 a.m to 02.00 p.m (2.30 hours)	IQAC and Commerce Dept. of NSS College of Commerce & Economics, Tardeo, Mumbai in collaboration with IQAC, Yashoda Girls' Arts & Commerce College, Nagpur and IQAC, Mahila Mahavidyalaya, Nandanvan, Nagpur on 15 June 2021 from 11.30a.m onwards.	More than 200	Zoom Platform

Report of Online International Webinar on "Competitive Strategy"
Online International Webinar on "Competitive Strategy" jointly organised by IQAC, Yashoda Girls' Arts & Commerce College, Nagpur in collaboration with IQAC and Commerce Dept. of NSS College of Commerce & Economics, Tardeo, Mumbai and IQAC, Mahila Mahavidyalaya, Nandanvan, Nagpur on 15 June 2021 from 11.30a.m onwards.

The Resource person for the Online International Webinar on "Competitive Strategy" was eminent personality from the Academic and Industry field Dr. Yeliena Prokhorova (Ph.D, Associate professor, Deputy Head of Management Department, KYIV National University, Ukraine).
Co-ordinator, IQAC Yashoda Girls' Arts & Commerce College, Nagpur
PRINCIPAL Yashoda Girls' Arts & Commerce College, Nagpur

Associate professor, Deputy Head of Management Department, KYIV National University, (Ukraine) The guest of honor was Saroj Khaparde Hon. Secretary, Parushottam Khaparde Health and Education Society, Nagpur, and Ratnamala Khaparde Hon. Chairman, Parushottam Khaparde Health and Education Society, Nagpur. The dignitaries from all the organising colleges of International Webinar, Principal Dr. Dhanraj Shete from Yashoda Girls' Arts and Commerce College Nagpur and Dr. Vandana Bhagdikar, Principal of Mahila Mahavidyalaya, Nandanvan, Nagpur and along with Conveners of International webinar Dr. Dhiraj Oshval from NSS College of Commerce and Economics, Mumbai, and Dr. Anil Dodekar from Mahila Mahavidyalaya, Nandanvan, Nagpur and Dr. K. G. Meshram from Yashoda Girls' Arts and Commerce College Nagpur. More than 650 Teaching and Students participants of the across country registered for the webinar.

The webinar theme was Competitive Strategy focused on the role of Competitive Strategy for the success of business enterprises in the modern complex environment. The main objectives of International webinar as follow

- To understand Competitive Strategy for the perspective of business field.
- To share common dais for all the stakeholder of Higher education for the interaction on Competitive Strategy.
- To helpful for the students for understanding competitive strategy and apply into academic and personal life's for the success.

Competitive strategy is related to the strongest possible strategic advantage to help in Building profitable customer relationships, gaining competitive advantage, analyzing their competitors, etc. The Company has different products having different competitive strategies to success in the market. Even also students should plan competitive strategy to grab the opportunity in the market and success in the life. Due to the pandemic and lockdown situation restricted many things and focused on the virtual platform for the routine activities. Even also with the help of this Webinar of Competitive Strategy the students can set the competitive strategy for their overall development and achieve the goals in their lives.

Online International Webinar on "Competitive Strategy" began with welcome address. It was inaugurated by Dr. Dhanraj Shete, Principal of Yashoda Girls' Arts and Commerce College, Nagpur.

Co-ordinator, IQAC Yashoda Girls' Arts & Commerce College, Nagpur
PRINCIPAL Yashoda Girls' Arts & Commerce College, Nagpur

Nagpur and Dr. Shamim Sayed Incharge principal of NSS College, Mumbai and Dr. Vandana Bhagdikar, Principal of Mahila Mahavidyalaya, Nandanvan, Nagpur along with Resource person Dr. Yeliena Prokhorova (Ph.D, Associate professor, Deputy Head of Management Department, KYIV National University, Ukraine). Principal Dr. Dhanraj Shete welcomed all the delegates and participants. Dr. Shamim Sayed, I.C Principal of NSS College Mumbai welcomed all the delegates and participants and Dr. Vandana Bhagdikar, Principal of Mahila Mahavidyalaya, Nandanvan, Nagpur welcomed all the delegates and participants of webinar.

Dr. K. G. Meshram, Coordinator IQAC from Yashoda Girls' Arts and Commerce College Nagpur, Convener of the Online International Webinar. He welcomed the dignitaries and teacher and students participants also highlighted the college brief history of Yashoda Girls College and achievements as well as introduced the Principal Dr. Dhanraj Shete.

Dr. Dhiraj Oshval Coordinator IQAC from NSS College, Mumbai, Convener of the Online International Webinar. He welcomed the dignitaries and teacher and students participants also briefed the objectives of the online international Webinar and highlighted the NSS college brief history and achievements as well as introduced the Principal Dr. Shamim Sayed.

Dr. Anil Dodekar Coordinator IQAC from Mahila Mahavidyalaya, Nandanvan, Nagpur Convener of the Online International Webinar. He welcomed the dignitaries and teacher delegates and students participants also highlighted the Mahila Mahavidyalaya brief history and achievements as well as introduced the Principal Dr. Vandana Bhagdikar.

Dr. Dhiraj Oshval introduced the Resource Person Dr. Yeliena Prokhorova (Ph.D, Associate professor, Deputy Head of Management Department, KYIV National University, Ukraine). The Technical session on "Competitive Strategy" conducted by resource person Dr. Yeliena Prokhorova. She explained the Competitive strategies with suitable examples. She emphasized on Sources of Competitive Advantage by Kenichi Ohmae and Competitive strategies at different stages of industry's life cycle. She also highlighted Features of Cost Leadership and Differentiation Strategies, Porter's Generic Strategies: Ricks, Strategic group mapping, etc. She explained the competitive strategies with various example likes Ukrainian Oil Companies Map of Competitors, Beer Producers in Ukraine Strategic Groups of Competitors, etc. She also stressed on Consumers Matrix, Sources of Competitive Advantage by Kenichi Ohmae, Strategic Segmentation Matrix, etc. During the technical session the participants were interacted with resource person and asked members of audience.

Co-ordinator, IQAC Yashoda Girls' Arts & Commerce College, Nagpur
PRINCIPAL Yashoda Girls' Arts & Commerce College, Nagpur

about competitive strategy and applicability in various business enterprises, etc. which were solved by the resource person.

The International Webinar was well received by more than 199 students and teachers participants across the country. Who found it was very informative & extremely useful to understand Competitive strategy. The International Webinar was formally concluded with Valodictory function which was chaired the session by the Principal Dr. Vandana Bhagdikar from Mahila Mahavidyalaya, Nandanvan, Nagpur and shared her thought and feedback of Online International Webinar. The session ended with a vote of thanks proposed by Dr. Dhiraj Oshval from NSS College and the National Anthem sung by all.

We are thankful for the support and cooperation of Our Management and Principal Dr. Dr. Dhanraj Shete and Management of NSS College Mumbai, and I.C Principal Shamim Sayed, along with Management of Mahila Mahavidyalaya, Nandanvan, Nagpur and Principal Dr. Vandana Bhagdikar and Convener of Dr. Dhiraj Oshval and Dr. Anil Dodekar to make Online International Webinar on "Competitive Strategy" as grand success.

Audio- Video Link of Online International Webinar ->
<https://us02web.zoom.us/j/8048948948?pwd=UjR1bW5aSElXOXp0d09hG43SDU1QkRkKzR1bHhlcjZlUQYVY3bGZlc0o9>

Dr. K. G. Meshram (Convener, IQAC, Coordinator) Yashoda Girls' Arts & Commerce College, Nagpur
PRINCIPAL Yashoda Girls' Arts & Commerce College, Nagpur
Co-ordinator, IQAC Yashoda Girls' Arts & Commerce College, Nagpur

International Webinar on Competitive Strategy

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Photographs of the Seminar

Key Success Factors: Examples

1. Segment the market
2. Find the difference between companies winners and losers

■ Japanese economic miracle

June 15, 2021

A grid of 16 video thumbnails showing various participants in a Zoom meeting. Some thumbnails are muted or have video off. The interface includes a search bar at the top and a toolbar at the bottom.

Consumers Matrix

Subjective assessment of consumer value

High

Middle

Low

Low Middle High

Subjective evaluation of the price

Points A, B, and C are plotted on the matrix. Point C is in the high-value/low-price quadrant, while A and B are in the middle-value/middle-price quadrant.

Porter's Generic Strategies

SOURCE OF COMPETITIVE ADVANTAGE

Low cost Differentiation

COMPETITIVE SCOPE

Industry-wide Single segment

COST LEADERSHIP DIFFERENTIATION

FOCUS

June 15, 2021

Zoom mobile app interface showing a participant's video. The top bar includes 'Zoom' and 'Leave' buttons. The bottom bar includes 'Unmute', 'Start Video', 'Share', 'Participants', and 'More' buttons. The time is 12:07.

Zoom mobile app interface showing the list of participants. The title is 'Participants (193)'. The list includes names and icons for video, audio, and chat. The time is 12:07.

Name	Role	Video	Audio	Chat
Aarya (me)		Off	Off	Off
Dr.Dhiraj Ovhal	Host	On	On	On
Yeliena Prokhor...	Co-host	On	On	On
Dhiraj Ovhal	Co-host	On	On	On
Dr kg Meshram I...	Co-host	On	On	On
Dr. Anil Dodewar	Co-host	On	On	On
Dr. Dhanraj Shete	Co-host	On	On	On
Dr. Shamim Sayed	Co-host	On	On	On
Dr.Raj Ankush S...	Co-host	On	On	On
Mezbin	Co-host	On	On	On
Shubham Umbar...	Co-host	On	On	On

International Webinar on Competitive Strategy

Date: 15 June, 2021

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Certificate of Participation



One Day National Seminar on Fundamentals of Intellectual property Rights

Date: 28 April, 2018

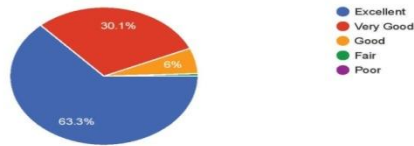
Participants Feedback Analysis

6/18/2021

15 June 2021 New Feedback link - Google Forms

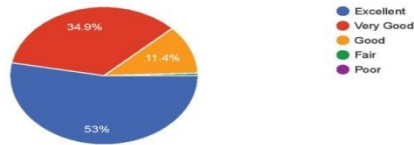
1. Information and Knowledge of Resource Person.

166 responses



2. Methodology and Approach of Resource person.

166 responses



https://docs.google.com/forms/d/17-aVs4Fqo-o6oF0ek_VkUZmC2sJY67_ZBHU3K47On8/edit#responses

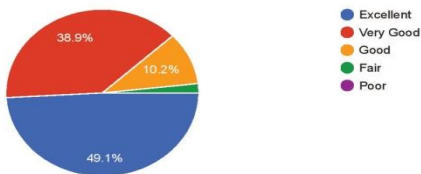
5/9

6/18/2021

15 June 2021 New Feedback link - Google Forms

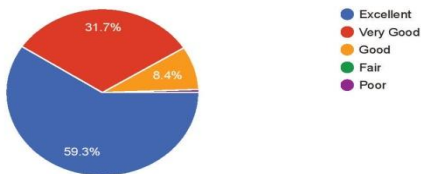
3. Interaction with participants.

167 responses



4. Overall impression about Resource person.

167 responses



B. General

https://docs.google.com/forms/d/17-aVs4Fqo-o6oF0ek_VkUZmC2sJY67_ZBHU3K47On8/edit#responses

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