

# **YASHODA GIRLS' ARTS AND COMMERCE COLLEGE, NAGPUR**



## **Key Indicators 3.5 – Collaboration**

**3.5.1 The number of MoUs, collaborations/linkages for Faculty exchange, Student exchange, Internship, Field trip, On-the- job training, research and other academic activities during the last five years**

### **ACTIVITIES UNDER MoU**

MoU for Faculty Exchange, Students Exchange, Seminars and conferences as cluster academic activities

**Date of Signing MoU: 01-04-2021**

**Duration : 3 years**

**IQAC CLUSTER OF COLLEGES ACTIVITY**

Link of the MoU Document: <https://yashodagirlscollege.edu.in/wp-content/uploads/2022/10/MoU-with-NSS-Colleges-Mumbai-1.4.2021.pdf>



# 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

Date: 15 June, 2021

Organized as Cluster of Colleges Activity

## 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, 15<sup>th</sup> 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. Shamim Sayed  
I/C Principal  
NSS College of  
Comm & Eco,  
Nandanvan, Nagpur

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

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

Dr. Anil Dodewar  
Convener  
(IQAC-Coordinator)  
Mahila Mahavidyalaya,  
Nandanvan, Nagpur-9  
7588776907

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

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

**Session Topic : "Competitive Strategy"**  
Timing : 11.30 a.m onwards  
Date : 15<sup>th</sup> 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 Faculty of Management Council and 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 UBST 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

## Program Schedule

### "Competitive Strategy"

Tuesday, 15<sup>th</sup> 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 Dr. Shamim Sayyed
Dr. K. G. Meshram	11.45 a.m to 11.55 a.m	Welcome and brief about college Principal Address by Dr. Dhanraj Shete
Dr. Anil Dodewar	11.55 a.m to 12.05 p.m	Welcome and brief about college Principal Address by Dr. Vandana Bhagdikar
Dr. Dhiraj Ovhal / Dr. K. G. Meshram / Dr. Anil Dodewar	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 Dr. Yeliena Prokhorova
Dr. Dhiraj Ovhal / Dr. K. G. Meshram / Dr. Anil Dodewar	01.30 p.m to 01.35 p.m	Vote of thanks

# International Webinar on Competitive Strategy

Date: 15 June, 2021

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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 screenshot of a Zoom meeting grid showing 25 participants in a 5x5 layout. The participants' names and initials are visible in the grid.

**Consumers Matrix**

Subjective assessment of consumer value

High

Middle

Low

Low Middle High

Subjective evaluation of the price

A

B

C

**Porter's Generic Strategies**

SOURCE OF COMPETITIVE ADVANTAGE

Low cost

Differentiation

Industry-wide

Single segment

COMPETITIVE SCOPE

COST LEADERSHIP

DIFFERENTIATION

FOCUS

June 15, 2021

A screenshot of a Zoom mobile app interface showing a video call in progress. The interface includes controls for Unmute, Start Video, Share, Participants (193), and More.

A screenshot of a Zoom mobile app interface showing a list of 193 participants. The list includes names, roles (e.g., Host, Co-host), and icons for video and audio status.

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

# International Webinar on Competitive Strategy

Date: 15 June, 2021

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## Certificate of Participation

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

**CERTIFICATE OF PARTICIPATION**

This is to certify that Dr./Mr./Mrs. Dhiraj Raghunath Ovhal  
of NSS College of Commerce and Economics, Tardeo, Mumbai-34

has participated in Online International Webinar on "Competitive Strategy" jointly organised by the IQAC and Commerce Dept. of NSS College of Commerce & Economics, Tardeo, Mumbai in collaboration with IQAC of Yashoda Girls' Arts & Commerce College, Nagpur and IQAC of Mahila Mahavidyalaya, Nandanvan, Nagpur-09 on 15 June 2021 from 11.30 a.m onwards.

Dr. Shamim Sayed  
Principal  
NSS College of Comm& Eco,  
Mumbai

Dr. Dhiraj Ovhal  
Convener  
IQAC-Coordinator  
NSS College of Comm& Eco,  
Mumbai

Dr. K. G. Meshram  
Convener  
IQAC-Coordinator  
Yashoda Girls' Arts and Comm, College  
Nagpur

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Principal  
Mahila Mahavidyalaya, Nandanvan,  
Nagpur-09

Made for free with Certify'em

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

**CERTIFICATE OF PARTICIPATION**

This is to certify that Dr./Mr./Mrs. Lisa Simpson  
of Springfield Elementary

has participated in Online International Webinar on "Competitive Strategy" jointly organised by the IQAC and Commerce Dept. of NSS College of Commerce & Economics, Tardeo, Mumbai in collaboration with IQAC of Yashoda Girls' Arts & Commerce College, Nagpur and IQAC of Mahila Mahavidyalaya, Nandanvan, Nagpur-09 on 15 June 2021 from 11.30 a.m onwards.

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Nagpur-09

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Principal  
Mahila Mahavidyalaya, Nandanvan,  
Nagpur-09

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# One Day National Seminar on Fundamentals of Intellectual property Rights

Date: 28 April, 2018

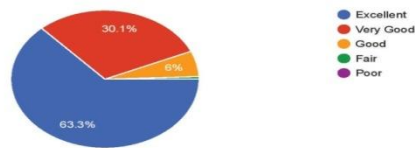
## Participants Feedback Analysis

6/18/2021

15 June 2021 New Feedback link - Google Forms

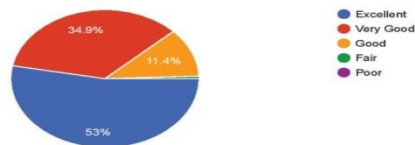
### 1. Information and Knowledge of Resource Person.

166 responses



### 2. Methodology and Approach of Resource person.

166 responses



[https://docs.google.com/forms/d/17-aVs4Fqo-o6oFDek\\_VkJZmC2sJY67\\_ZBHU3K47On8/edit#responses](https://docs.google.com/forms/d/17-aVs4Fqo-o6oFDek_VkJZmC2sJY67_ZBHU3K47On8/edit#responses)

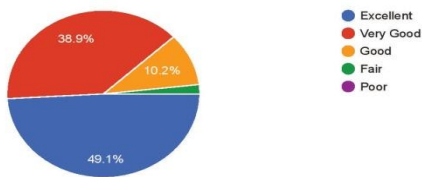
5/9

6/18/2021

15 June 2021 New Feedback link - Google Forms

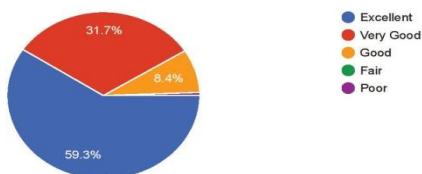
### 3. Interaction with participants.

167 responses



### 4. Overall impression about Resource person.

167 responses



B. General

[https://docs.google.com/forms/d/17-aVs4Fqo-o6oFDek\\_VkJZmC2sJY67\\_ZBHU3K47On8/edit#responses](https://docs.google.com/forms/d/17-aVs4Fqo-o6oFDek_VkJZmC2sJY67_ZBHU3K47On8/edit#responses)

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