

Anekant Education Society's

# ANEKANT INSTITUTE OF MANAGEMENT STUDIES (AIMS)

Baramati, Dist. Pune. 413 102.

**RELIGIOUS MINORITY INSTITUTION**

**Ph. No.: 02112 - 227299**

**Website : [www.aimsbaramati.org](http://www.aimsbaramati.org)**

**E-mail : [director.aimsbaramati@gmail.com](mailto:director.aimsbaramati@gmail.com)**

**Year : 201 - 201**

**Industrial Board of Mentors (Marketing)-  
Second Activity- Report File**

**Name of Activity: Marketing Trends: Alumni Round Table**  
**Class: MBA I & II (Sem II & Sem- IV)**  
**Academic Year: 2024- 2025**  
**Duration: 1 Day**  
**Day & Date: (Tues.) 11/03/2025**  
**Activity Coordinator: Dr. S. S. Khatri & Dr. S.V. Khatavkar**



Anekant Education Society's  
**Anekant Institute of Management Studies (AIMS)**

Activity Day & Date: Tues. 11/03/2025

**Industrial Board of Mentors- Marketing Interface (II)**  
**Activity on**  
**“Marketing Trends: Alumni Round Table”**

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Anekant Education Society's  
**Anekant Institute of Management Studies (AIMS)**  
Religious Minority Institution  
(Accredited with B++ (CGPA 2.93) by NAAC & Permanently Affiliated to SPPU)

COMPREHENS

## Report Submitted on "Marketing Trends- Alumni Round Table"

Date: 12/03/2025

To  
The Director  
AIMS, Baramati

Respected Sir,

This is to submit that 'Marketing Trends- Alumni Round Table' was conducted for MBA I & II-year students on Tuesday 11/03/2025. For the said workshop, 66 students participated. The activity was a part of the Industrial Board of Mentors for Marketing. For the said activity, the Chairperson of Industrial Board of Mentors for Marketing Mr. Ghaiyoor Naqvi, Regional Head, HDFC Life Insurance Co. Ltd. Pune Division shared his marketing insights with the students.

The marketing alumni present were-

1. Mr. Vinod Babar, Asst. Manager- Sales, Adani Cements Ltd., Satara  
(Alumni 1<sup>st</sup> Batch 2011- 2013)
2. Mr. Shahrukh Pathan, Founder- Unity Tours & Travels, Baramati  
(Alumni 7<sup>th</sup> Batch 2017- 2019)
3. Mr. Sourabh Gaikwad, Digital Marketing Executive, Pacers Media, Baramati  
(Alumni 10<sup>th</sup> Batch 2020- 2022)
4. Ms. Neha Shah, Junior Officer, Baramati Agro. (Alumni 10<sup>th</sup> Batch 2020- 2022)

The discussion was initiated with a live poll related to Marketing Myths & Reality. This was widely appreciated by industry expert, alumni, students and faculty. The interactive nature of the discussion made the activity successful in real sense. The poll was followed by the board Chairperson & alumni sharing their industry experiences & learnings at AIMS.

The activity was supported by Dr. S.V.Khatavkar (Co-convenor- Industrial Board of Mentors- Marketing). The vote of thanks was proposed by Dr.D.P.More, Program Coordinator.

Feedback collected from the students' participants was found to be good. Students expect to have many more sessions of this kind.

This is for your kind perusal.

Regards,

*S. S. Khatri*

Dr. S. S. Khatri  
Activity Coordinator &  
Convener- Industrial Board of Mentors- Marketing



Anekant Education Society

**Anekant Institute of Management Studies, Baramati**

**Industrial Board of Mentors (Marketing) Interface (II)- Activity on  
"Marketing Trends: Alumni Round Table"**

**Day & Date – Tuesday 11/03/2025**



Mar 11, 2025 3:05:26 PM  
Baramati  
Pune Division  
Maharashtra  
#Aims college ,baramati

**Welcome & Introduction by Dr. S.S. Khatri, Activity Coordinator & Convener, Industrial Board of Mentors for Marketing, AIMS**



Mar 11, 2025 3:12:50 PM  
Baramati  
Pune Division  
Maharashtra  
#Aims college ,baramati

**Directorial Address by Dr. M.A.Lahori**



Anekant Education Society  
Anekant Institute of Management Studies, Baramati

Industrial Board of Mentors (Marketing) Interface (II)- Activity on  
“Marketing Trends: Alumni Round Table”  
Day & Date – Tuesday 11/03/2025



Mar 11, 2025 3:07:25 PM  
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Pune Division  
Maharashtra  
#Aims college ,baramati

**Dr.S.S.Khatri announcing Industry Expert & Alumni Felicitations**



Mar 11, 2025 3:07:00 PM  
Baramati  
Pune Division  
Maharashtra  
#Aims college ,baramati

**Dr. M.A.Lahori, Director AIMS felicitating Mr. Ghaiyoor Naqvi,  
Regional Head, HDFC Life Insurance Pune &  
Chairperson Industrial Board of Mentors for Marketing, AIMS**



**Industrial Board of Mentors (Marketing) Interface (II)- Activity on  
“Marketing Trends: Alumni Round Table”**

**Day & Date – Tuesday 11/03/2025**



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Baramati  
Pune Division  
Maharashtra  
#Aims college baramati

**Dr. P.V. Yadav felicitating Mr. Vinod Babar (Alumni- 1<sup>st</sup> Batch 2011- 2013),  
Asst. Mgr. Sales- Adani Cements**



Mar 11, 2025 3:08:38 PM  
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Pune Division  
Maharashtra  
#Aims college baramati

**Dr. A.Y. Dikshit felicitating Mr. Shahrkh Pathan (Alumni 7<sup>th</sup> Batch 2017- 2019),  
Founder, Unity Tours & Travels, Baramati**



**Anekant Institute of Management Studies, Baramati**

Industrial Board of Mentors (Marketing) Interface (II)- Activity on

“Marketing Trends: Alumni Round Table”

Day & Date – Tuesday 11/03/2025



**Prof. H.G.Giri felicitating Mr. Sourabh Gaikwad (Alumni 10<sup>th</sup> Batch 2020- 2022),  
Digital Marketing Executive, Pacers Media, Baramati**



**Dr. M.A.Vhora felicitating Ms. Neha Shah (Alumni 10<sup>th</sup> Batch 2020- 2022),  
Junior Officer, HR, Baramati Agro**



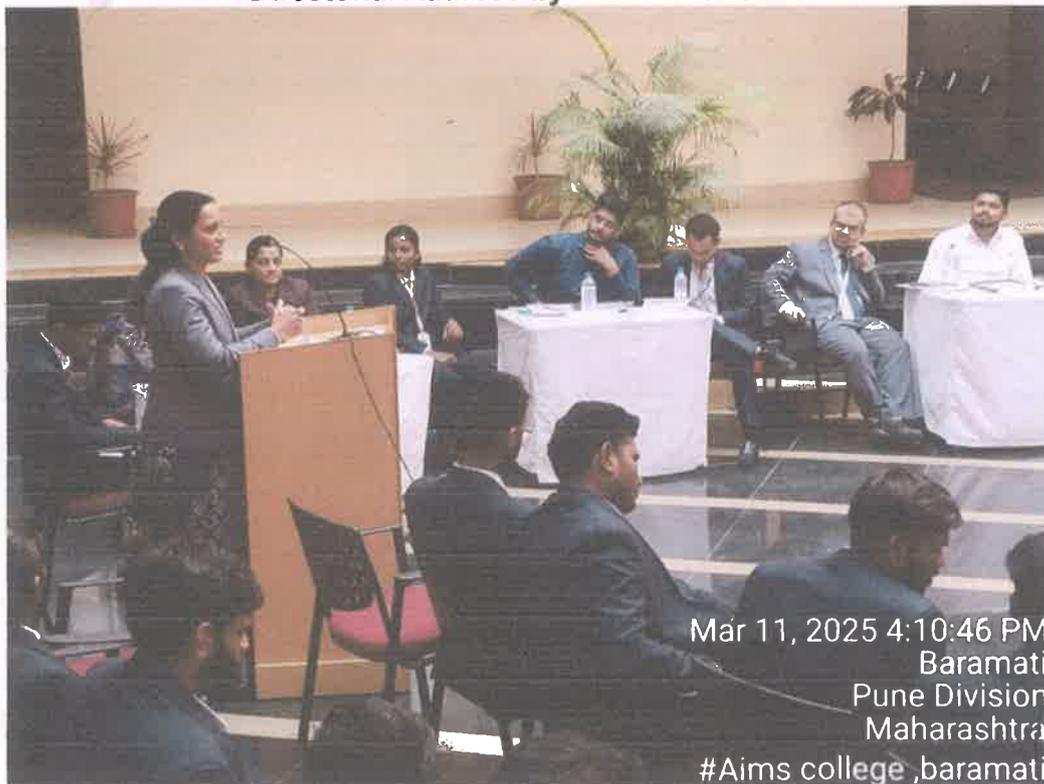
Anekant Education Society  
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Industrial Board of Mentors (Marketing) Interface (II)- Activity on  
"Marketing Trends: Alumni Round Table"

Day & Date – Tuesday 11/03/2025



Directorial Address by Dr. M.A.Lahori



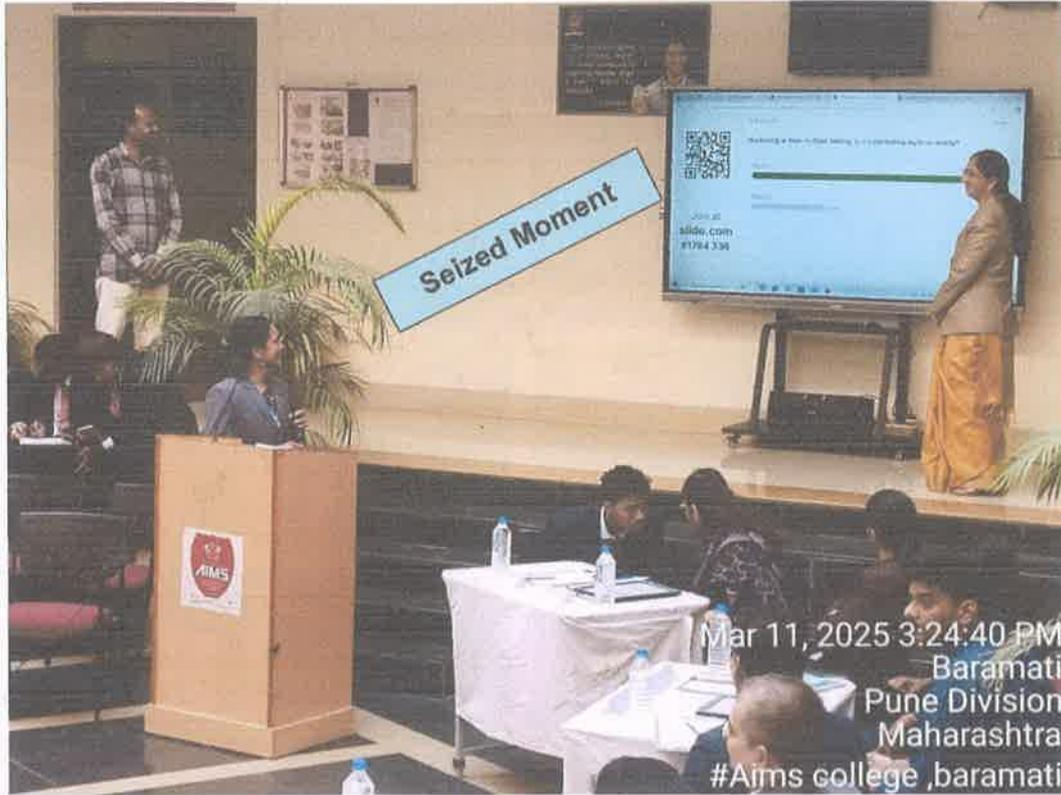
Dr. S.V.Khatavkar interacting with the audience during the Poll



**Anekant Institute of Management Studies, Baramati**

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**Dr. M.A. Lahori, Director AIMS sharing his opinion during the poll.**





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#Aims college ,baramati



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Maharashtra  
#Aims college ,baramati



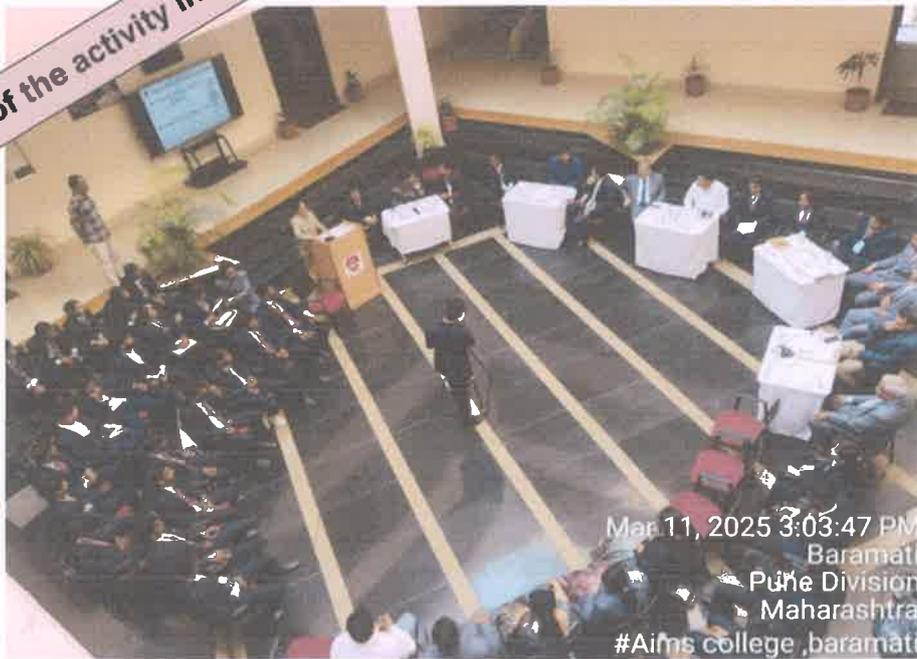
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Maharashtra  
#Aims college ,baramati



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Maharashtra  
#Aims college ,baramati

**Industry Experts & Faculty Opinions on Poll**

**A bird's-eye glimpse of the activity in motion**

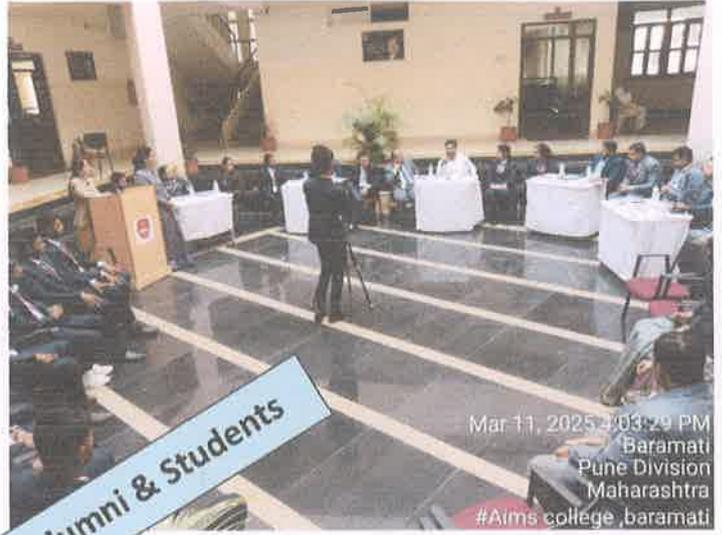


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Poll Insights from Alumni & Students



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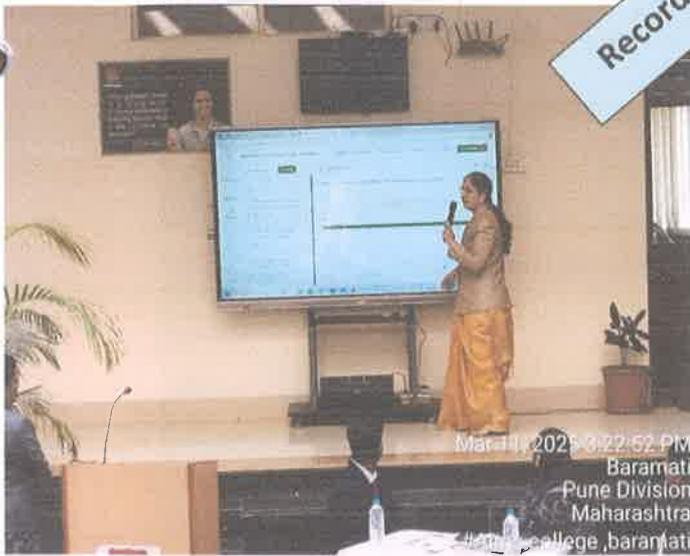


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Maharashtra  
#Aims college ,baramati



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Pune Division  
Maharashtra  
#Aims college ,baramati

Recorded Moments



Mar 11, 2025 3:22:52 PM  
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Mar 11, 2025 3:38:58 PM  
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Mar 11, 2025 3:07:25 PM  
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Maharashtra  
#Aims college ,baramati



Mar 11, 2025 3:10:11 PM  
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Pune Division  
Maharashtra  
#Aims college ,baramati



Anekant Education Society  
Anekant Institute of Management Studies, Baramati



Alumni & Staff: Connected Forever



*S.Khatri*

Dr. S.S. Khatri  
Activity Coordinator &  
Convener- Industrial Board of Mentors- Marketing

Pic Courtesy: Mr. Abhijeet Salve, AIMS



**Anekant Education Society's**  
**Anekant Institute of Management Studies**  
**Industrial Board of Mentors- Marketing Interface (II) Activity on**  
**Marketing Trends: Alumni Round Table**  
**Feedback Responses**  
**Day & Date: Tuesday 11th March 2025**

Sr. No.	Student Name	Learning outcome of this activity	Overall experience of participating in this activity
1	DAREKAR PRADNYA PANDURANG	Knowledge	Best
2	Thorat Vidya Subhash	Practical Learning	The experience was good
3	Shaikh Muskan Altaf	Inspiration	Activity is overall good we enjoy it alot and gain facts, insights for improving our knowledge
4	Chaitanya Ramchandra Rananavare	Knowledge	Yes
5	Omkar Ekatpure	Knowledge	Good, for future carrier.
6	Sanket Ekatpure	Challenges of Field	This activity is helpful for the future because of this we know the what challenges faced in corporate life.
7	Prajakta Kashinath Bhagwat	Practical Learning	I had great experience with the industry experts.
8	Gawade Prajakta Sunil	Knowledge	The activity was very good and we get to know a lot things from this activity.
9	Chavan Siddhi Rajendra	Practical Learning	Time Management & Confidence Building
10	Mayur Manoj Bendsure	Knowledge	Good
11	Katambale Samruddhi Manoj	Knowledge	Great
12	Saurabh Bhosale	Knowledge	This Activity is Nice and twice a month they activity Again Organised because students experienced more practical knowledge your specialization feilds.
13	Jedage Nikita Abaji	Knowledge	Sharing new concept and new knowledge about marketing.
14	Bendsure Mayur Manoj	Knowledge	Good
15	Samyak Sanjay Gengaje	Usefulness	Overall experience was nice.
16	Aditya Himmat Tambe	Knowledge	This activity was very important for me, for my future.
17	Shengale Neha sahadev	Knowledge	Very good
18	Gaikwad Sanika Kashinath	Inspiration	Excellent
19	Pathan simran	Knowledge	It was good experience to participate in this activity
20	Gavali Vaishnavi Kundan	Knowledge	Informative
21	Kakade Vaishnavi Ramdas	Practical Learning	I learned so many things from the activity



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Industrial Board of Mentors- Marketing Interface (II) Activity on  
Marketing Trends: Alumni Round Table  
Feedback Responses  
Day & Date: Tuesday 11th March 2025

Sr. No.	Student Name	Learning outcome of this activity	Overall experience of participating in this activity
22	Rani Ranjit Zende	Inspiration	More interactive
23	Bodake Sumit Manik	Knowledge	Useful and helpful
24	Patil Raj Dinesh	Knowledge	Good
25	Shubham Palemul	Practical Learning	Good
26	Vachakal rushikesh anil	Knowledge	Good
27	Rutuja Dhanaji Kate	Knowledge	I appreciate your innovative thinking and creative ideas..
28	Bhapkar Harihar prakash	Practical Learning	Very good
29	Kshirsagar Sonal Prakash	Practical Learning	Gained more knowledge about marketing
30	Darekar Pradnya Pandurang	Knowledge	Good
31	Darshana Chuttarmutha	Practical Learning	It was really good experience
32	Dhembare Akanksha Jalindar	Inspiration	Excellent and Informative

*S. Khatm*  
15/03/2025



# Feedback Form- Marketing Round Table

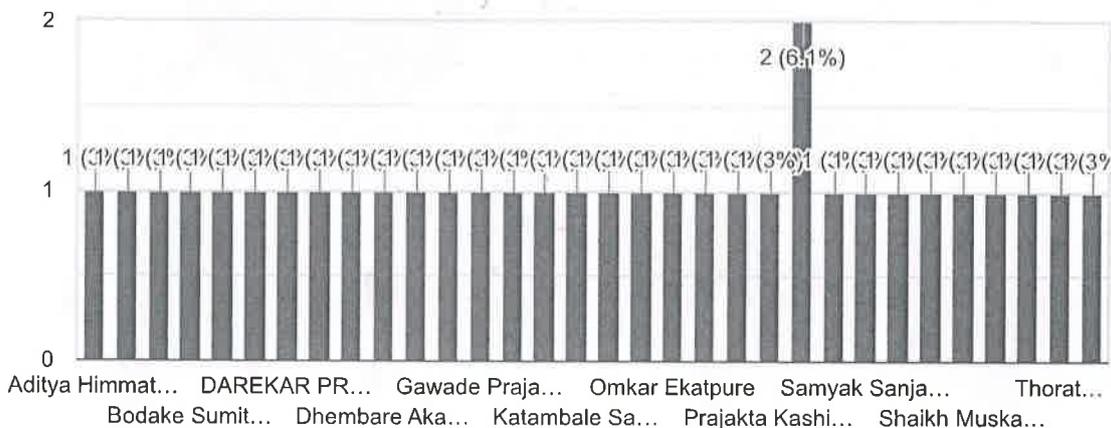
34 responses

Publish analytics

Student Name

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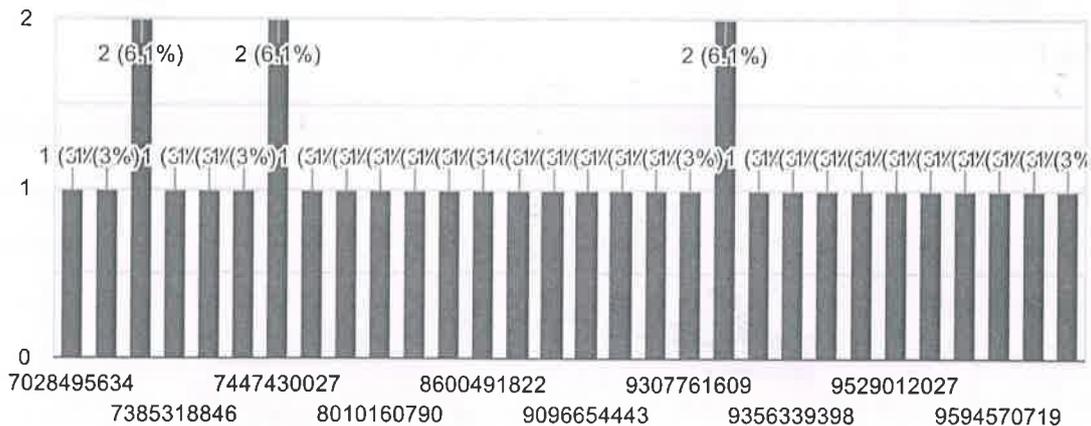
33 responses



Mobile No.

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33 responses



PREPARED BY -

*Khatakulkar*

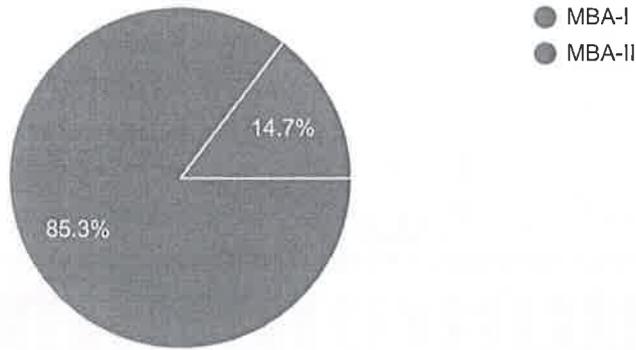
Dr. S.V. Khatakulkar

[Co-convenor - Industrial Board of Mentors - Marketing]

### Class

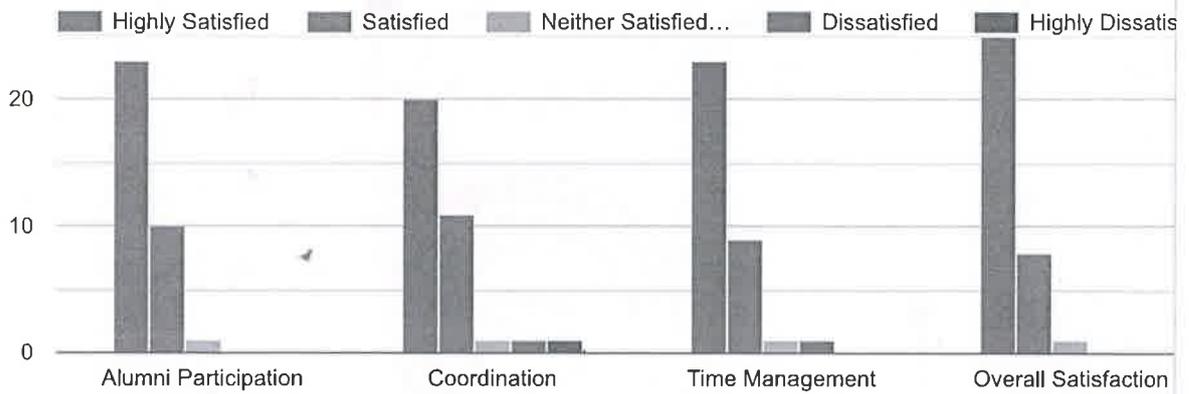
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34 responses



### Please rate your satisfaction about this activity

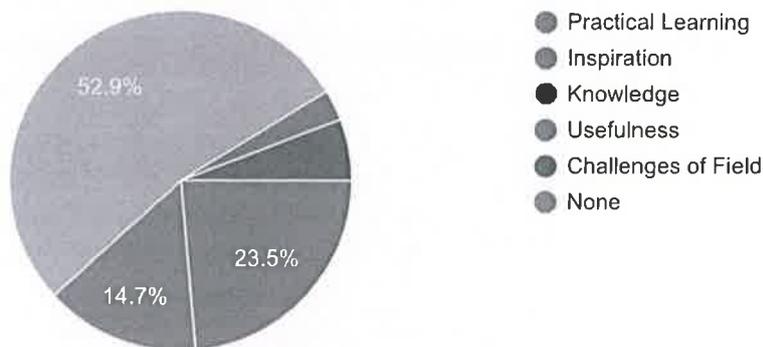
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### Learning outcome of this activity

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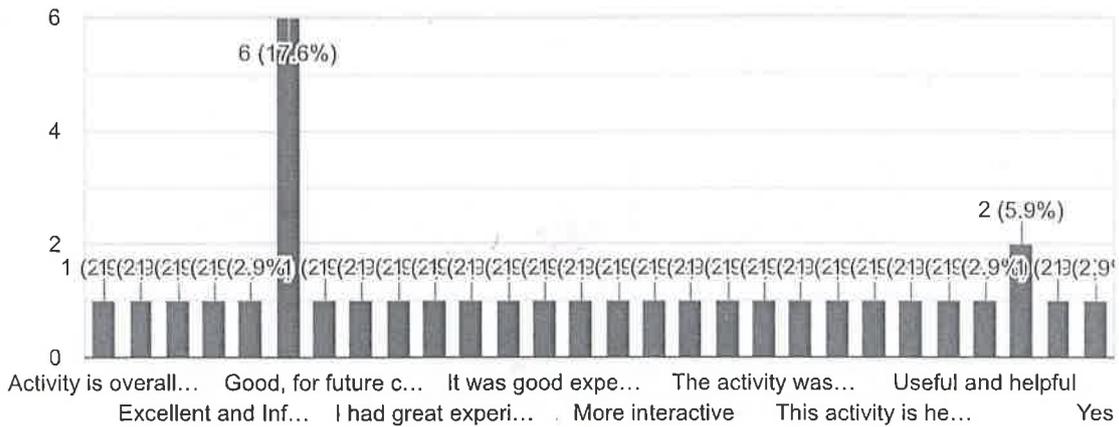
34 responses



### Overall experience of participating in this activity

 Copy

34 responses



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## Google Forms



# Feedback Form- Marketing Round Table

Anekant Institute of Management Studies(AIMS), Baramati  
Marketing Round Table Activity: Tuesday, 10th March 2025  
Time: 03:00PM-5:00PM  
Activity Coordinator: Dr.S.S.Khatri

\* Indicates required question

1. Student Name

\_\_\_\_\_

2. Mobile No.

\_\_\_\_\_

3. Class

Mark only one oval.

MBA-I

MBA-II



PREPARED BY -

*Khatri*  
Dr. S. V. Khatavkar  
[Co-convenor - Industrial  
Board of Mentors -  
Marketing]

4. Please rate your satisfaction about this activity \*

Mark only one oval per row.

	Highly Satisfied	Satisfied	Neither Satisfied Nor Dissatisfied	Dissatisfied	Highly Dissatisfied
<b>Alumni Participation</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Coordination</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Time Management</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Overall Satisfaction</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. Learning outcome of this activity \*

Mark only one oval.

- Practical Learning
- Inspiration
- Knowledge
- Usefulness
- Challenges of Field
- None

6. Overall experience of participating in this activity \*

\_\_\_\_\_

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**Anekant Education Society's  
Anekant Institute of Management Studies (AIMS)**

MBA I & II (Sem II & IV- AY 2024-2025)

**Activity Attendance Sheet**

**Industrial Board of Mentors- Marketing- Interface (II)**

**'Marketing Trends: Alumni Round Table'**

**Day & Date: Tuesday 11/03/2025**

**Time: 3:00 PM to 5:00 PM**

**Venue: OTS**

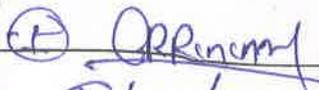
Sr. No.	Name of Resource Person	(Alumni/ Industry Expert)	Signature
1	Mr. Ghaiyoor Naqvi, Regional Head, HDFC, Pune	Expert	
2	Mr. Vinod Babar, Asst. Manager- Sales, Ambuja Cements, Satara	Alumni	
3	Mr. Shahrukh Pathan, Founder, Unity Tours & Travels, Baramati	Alumni	
4	Mr. Sourabh Gaikwad, Digital Marketing Executive, Pacers Media	Alumni	
Sr. No.	Name of Teaching Faculty	Designation	Signature
1	Dr. M.A. Lahori	Director, AIMS	
2	Dr. D.P. More	Asso. Prof.	
3	Dr. A.Y. Dikshit	Asso. Prof.	
4	Dr. T.V. Chavan	Asso. Prof.	
5	Prof. S.S.Jadhav	Asst. Prof.	
6	Dr. S.S. Khatri	Asst. Prof.	
7	Dr. P.V.Yadav	Asst. Prof.	
8	Dr. S.V.Khatavkar	Asst. Prof.	
9	Dr. M.A.Vhora	Asst. Prof.	
10	Prof. A.O.Kadam	Asst. Prof.	
11	Prof. H.G.Giri	Asst. Prof.	
Sr. No.	Name of Non- Teaching Faculty	Designation	Signature
1	Mr. V. D.Shinde	OS	
2	Mrs. S. M. Beldar	Accountant	
3	<del>Dr</del> Mrs. P.D.Hanchate	Librarian	
4	Mr. Uday Gardi	Asst. Lib.	

Resource Person -

5. Ms. Neha Shah, Junior Officer,  
Baramati Agro

trah



R.No	Student Participant	Class	Signature
31	Chavun Nitish Shankar	MBA-I	
32	Ramnarayan Chandrashekar Ramchandra	MBA	
33	Chandanshive Abhishek Mahadev	MBA-I	

S/Khatm  
11/03/2025





Anekant Education Society's  
Anekant Institute of Management Studies (AIMS)

MBA I & II (Sem II & IV- AY 2024-2025)

Activity Attendance Sheet

Industrial Board of Mentors- Marketing- Interface (II)

'Marketing Trends: Alumni Round Table'

Day & Date: Tuesday 11/03/2025

Time: 3:00 PM to 5:00 PM

Venue: OTS

Sr. No.	Roll No.	Student Participant	Class	Signature
1	65	Kapase Sankita Dadasa	MBA-I	
2	126	Zende Rani Ranjit	MBA-I	
3	69	Kshirsagar Sonal Prakash	MBA-II	
4	72	Kulkarni Puornima S.	MBA-II	
5	11	Bendsure Mayur M.	MBA-I	
6	34	Darekar Pradnya Pandurang.	MBA-I	
7	053	Jadhav Omkar Rupesh	MBA-I	
8	29	Chandanshive Aniket Shailent	MBA-I	
9	93	Phule Pradnya Sanjay	MBA-I	
10	46	Gaikwad Shravani Sanjay	MBA-I	
11	01	Adsul Sayal Sadashiv	MBA-I	
12	98	Shinde Rutuja Vijay	MBA-I	
13	50	Gawade Rutuja Prakash	MBA-I	
14	49	Gawade Prajakta Sunil	MBA-I	
15	08	Beldat Sakshi Dattatray	MBA-I	
16	38	Dhembare Dnyaneshwari Vijay	MBA-I	
17	60	Kakade Vaishnavi Ramdas	MBA-I	
18	104	Shaikh Muskan Altaf	MBA-I	
19	32	chuttarmutha Darshana Ramesh	MBA-I	
20	30	chandgude Trupti Tukaram	MBA-I	
21	54	Jagtap Monika Sunil	- - -	
22	61	Kate Prezana Santosh	MBA-I	
23	93	Kate Rutuja Dhanaji	MBA-II	
24	92	Pawar Vaibhavi Ranjit	MBA-II	





**Anekant Education Society's  
Anekant Institute of Management Studies (AIMS)**

MBA I & II (Sem II & IV- AY 2024-2025)

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25	55	Jedage Nikita Abaji	MBA-II	<u>Nikita</u>
26	20	Chavan Siddhi Rajendra	MBA-II	<u>Siddhi</u>
27	62	Ketambele Saanuddhi Manoj	MBA-II	<u>Ketambele</u>
28	114	Susudkar Jyotsna Mohan	MBA-I	<u>Susudkar</u>
29	106	shendge Varsha Dhnanaji	MBA-I	<u>Shendge</u>
30	109	shinde Akanksha Santosh	MBA-I	<u>shinde</u>
31	43	Gaikwad Aishwarya Ajit	M.B.A-I	<u>Gaikwad</u>
32	89	Pathan Gimran Ruju	MBA-I	<u>P.R.Pathan</u>
33	45	Gaikwad Sanika kashinath	MBA-I	<u>S.K.Gaikwad</u>
34	75	Mane priya Bhim	MBA-I	<u>Priya</u>
35	111	Shinde shruti Vishwanath	MBA-I	<u>Shinde</u>
36	58	kadam Rutuja Gujanan	MBA-I	<u>Rutuja</u>
37	77	mane Tanuja sanjay	MBA-I	<u>Tanuja</u>
38	37	Dhembare Akanksha Talindar	MBA-I	<u>A.J.Dhembare</u>
39	120	Thorat Vidya Subhash	MBA-I	<u>Thorat</u>
40	48	Gavali vaishnavi kundan	MBA-I	<u>Vaishnavi</u>
41	18	Bhame Pratiksha Dattatray	MBA-I	<u>Bhame</u>
42	64	Kamble Vaishnavi Kishor	MBA-I	<u>Kamble</u>
43	12	Bhagwat Prajakta Kashinath	MBA-I	<u>P.K.Bhagwat</u>
44	90	Patil Ritesh Sansay	MBA-I	<u>Patil</u>
45	51	Gergise Sanjay Sanjay	MBA-I	<u>Gergise</u>
46	41	Omkar Pandurang Ekatture	MBA-I	<u>O.P.Ekatture</u>
47	42	Sahkar Bharat Ekatture	MBA-I	<u>S.B.Ekatture</u>
48	84	Shubham Ambadas Palemar	MBA-I	<u>S.Shubham</u>
49	40	Auiskar Manik Ekatture	M.B.A.I	<u>Auiskar</u>





Anekant Education Society's  
**Anekant Institute of Management Studies (AIMS)**

MBA I & II (Sem II & IV- AY 2024-2025)

**Activity Attendance Sheet**

Industrial Board of Mentors- Marketing- Interface (II)

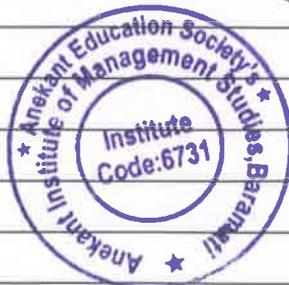
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Time: 3:00 PM to 5:00 PM

Venue: OTS

50	06	Bahirmal Ishwar madhav	MBA-I	IMB
51	89	Patil Raj Dinesh	MBA-I	Patil
52	63	Kamble Tejas Maruti	MBA-I	DKM
53	25	Bodale Sumit Manic	MBA-I	<del>Sumit</del>
54	122	Vachakal Rushikesh Anil	MBA-I	Vachakal
55	73	Lokhande Karan Shamrao	MBA-I	Lokhande
56	18	Bhise Prachi Mohan	MBA-II	Bhise
57	79	More Pratiksha Vilas	MBA-I	Pratiksha
58	107	Shehgale Nehal sahadev	MBA-I	Nehal
59	74	Mane Akash mahesh	MBA-I	Mane
60	21	Bhosale Saurabh Rajesh	MBA-I	Bhosale
61	15	Bhapkar Karanhar P.	MBA-I	Bhapkar
62	115	Tambe Aditya Himmat	MBA-I	Tambe
63	35	neshmukh Mansi Nitin.	MBA-I	Neshmukh
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Anekant Education Society's  
**Anekant Institute of Management Studies (AIMS)**

MBA I & II (Sem II & IV- AY 2024-2025)

**Activity Attendance Sheet**

Industrial Board of Mentors- Marketing- Interface (II)

'Marketing Trends: Alumni Round Table'

Day & Date: Tuesday 11/03/2025

Time: 3:00 PM to 5:00 PM

Venue: OTS

75

Coordinated by: Dr. S.S.Khatri

*S.S.Khatri*  
11/03/2025



59 - (I)  
07 - (II)  
-----  
(66) I/II





Anekant Education Society's  
**Anekant Institute of Management Studies (AIMS)**  
Baramati, Dist. Pune - 413 102(MH) India

**INDUSTRIAL BOARD OF MENTORS – MARKETING  
ACTIVITY ON  
MARKETING TRENDS : ALUMNI ROUND TABLE**

11<sup>th</sup> MARCH (TUESDAY), 2025

**CERTIFICATE of HONOUR**

is presented to

**Mr. Ghaiyoor Naqvi**

Regional Head, HDFC, Pune & Chairperson- Industrial Board of  
Mentors for Marketing (AIMS, Baramati)

In grateful acknowledgement for your  
distinguished presence as the ' Resource  
Person' for the activity of  
'Marketing Trends : Alumni Round Table'  
on  
11<sup>th</sup> March (Tuesday), 2025

**Dr. M.A. Lahori**  
Director, AIMS



**Dr. Harshvardhan Vhora**  
Secretary  
AIMS, Baramati



Anekant Education Society's  
**Anekant Institute of Management Studies (AIMS)**  
Baramati, Dist. Pune - 413 102(MH) India

**INDUSTRIAL BOARD OF MENTORS – MARKETING  
ACTIVITY ON  
MARKETING TRENDS : ALUMNI ROUND TABLE**

11<sup>th</sup> MARCH (TUESDAY), 2025

**CERTIFICATE of HONOUR**

is presented to

**Mr. Vinod Babar**

Assistant Manager- Sales  
Ambuja Cements (Adani Cements) Ltd., Satara

In grateful acknowledgement for your  
distinguished presence as the ' Resource  
Person' for the activity of  
'Marketing Trends : Alumni Round Table'  
on

11<sup>th</sup> March (Tuesday), 2025

**Dr.S.S. Khatri**

Activity Coordinator &  
Convener – IBM-Mktg.(AIMS)

**Mr.Ghaiyoor Naqvi**

Regional Head, HDFC,Pune  
Chairperson – IBM-Mktg.(AIMS)

**Dr.M.A.Lahori**

Director, AIMS





Anekant Education Society's  
**Anekant Institute of Management Studies (AIMS)**  
Baramati, Dist. Pune - 413 102(MH) India

**INDUSTRIAL BOARD OF MENTORS – MARKETING  
ACTIVITY ON  
MARKETING TRENDS : ALUMNI ROUND TABLE**

11<sup>th</sup> MARCH (TUESDAY), 2025

**CERTIFICATE of HONOUR**

is presented to

**Mr. Shahrukh Pathan**

Founder, Unity Tours &  
Travels Baramati

In grateful acknowledgement for your  
distinguished presence as the ' Resource  
Person' for the activity of  
'Marketing Trends : Alumni Round Table'  
on  
11<sup>th</sup> March (Tuesday), 2025

**Dr.S.S. Khatri**

Activity Coordinator &  
Convener – IBM-Mktg.(AIMS)

**Mr.Ghaiyoor Naqvi**

Regional Head, HDFC,Pune  
Chairperson – IBM-Mktg.(AIMS)

**Dr.M.A.Lahori**

Director, AIMS





Anekant Education Society's  
**Anekant Institute of Management Studies (AIMS)**  
Baramati, Dist. Pune - 413 102(MH) India

**INDUSTRIAL BOARD OF MENTORS – MARKETING  
ACTIVITY ON  
MARKETING TRENDS : ALUMNI ROUND TABLE**

11<sup>th</sup> MARCH (TUESDAY), 2025

**CERTIFICATE of HONOUR**

is presented to

**Mr. Sourabh Gaikwad**

Digital Marketing Executive  
Pacers Media, Baramati

In grateful acknowledgement for your  
distinguished presence as the ' Resource  
Person' for the activity of  
'Marketing Trends : Alumni Round Table'  
on

11<sup>th</sup> March (Tuesday), 2025

**Dr.S.S. Khatri**

Activity Coordinator &  
Convener – IBM-Mktg.(AIMS)

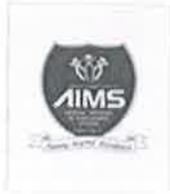
**Mr.Ghaiyoor Naqvi**

Regional Head, HDFC, Pune  
Chairperson – IBM-Mktg.(AIMS)

**Dr.M.A.Lahori**

Director, AIMS



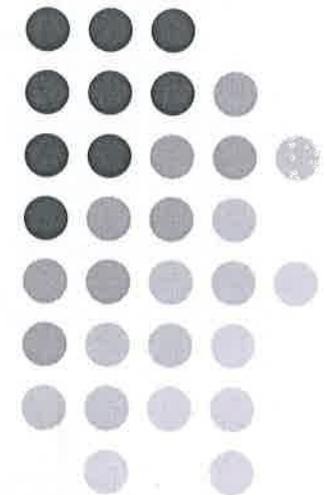


Anekant Education Society's  
**Anekant Institute of Management Studies (AIMS)**

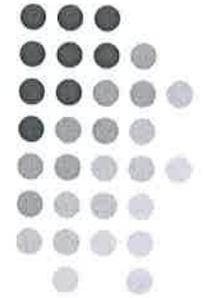
**Industrial Board of Mentors- Marketing  
Interface (II)  
Activity on**

**Tuesday  
11<sup>th</sup> March  
2025**

**Marketing Trends: Alumni Round Table**



- Graduation- Allahabad University
- MBA- UPTU University Lucknow
- Diploma in Organizational Psychology- American Psychological Association
- Rich & Resourceful Experience of nearing two decades.
- Worked with ICICI Bank Ltd. for two years as a Business Banking Officer
- Worked with Max Life Insurance Co Ltd for 12 years as a Cluster Manager
- Presently Working as a Regional Head, HDFC Life Insurance Co Ltd.
- Expertise in corporate sales, planning, execution and proficiency in devising and implementing plans to achieve organizational vision and strategic direction.



**Mr. Ghaiyoor Naqvi**  
**Regional Head,**  
**HDFC, Life Insurance Co. Ltd.,**  
**Pune &**  
**Chairperson, Industrial Board of**  
**Mentors for Marketing**  
**(AIMS, Baramati)**



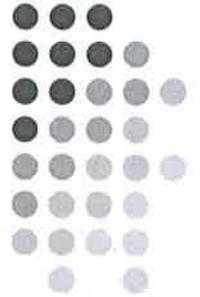
- MBA- AIMS (Alumnus 1<sup>st</sup> Batch- 2011- 2013)
- Rich & Resourceful Experience of more than a decade.
- Worked with Venture Steels Pvt Ltd., Bajaj Allianz General Insurance Co. Ltd, Therapeutic Mattress India (Accord).
- Presently Working as an Assistant Manager- Sales & Marketing, Ambuja Cements Ltd. (Adani Cements) for Satara, Sangali & Kolhapur



**Mr. Vinod Babar**  
**Asst. Manager- Sales**  
**Ambuja Cements, Satara**



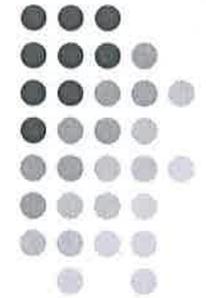
- MBA- AIMS (Alumnus 7th Batch- 2017- 2019)
- He began his corporate journey with Extramarks Education, gaining valuable experience in the ed-tech sector.
- Over the years, he worked with renowned organizations like Mindtech Services and later joined Uplers, a leading digital marketing agency working with global brands such as Amazon, Disney, and National Geographic.
- He ventured into entrepreneurship, establishing a successful tours and travels business specializing in car rentals.
- More recently, he launched his own digital marketing agency, helping businesses grow through web development, SEO, social media marketing, and design solutions.



**Mr. Shahrukh Pathan**  
Founder, Unity Tours & Travels,  
Baramati



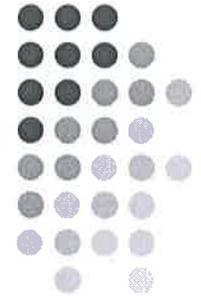
- MBA- AIMS (Alumnus 8th Batch- 2020- 2022)
- Presently Working as a Digital Marketing Executive at Pacers Media, Baramati
- He specializes in social media marketing, content creation, paid advertising.
- He is also good in executing data-driven strategies that enhance engagement and strengthen brand awareness.
- With over more than 2 years of experience in digital marketing, he has successfully managed social media accounts, developed impactful ad campaigns, and helped brands enhance their online presence.



**Mr. Sourabh Gaikwad**  
**Digital Marketing Executive**  
**Pacers Media, Baramati**



- MBA- AIMS (Alumnus 8th Batch- 2020- 2022) with specializations- Major –HR; Minor - Pharma
- Presently Working as a Junior Officer at Baramati Agro, Baramati since 2022.
- Her profile at Baramati Agro includes Learning & Development and Employee Engagement.
- She is involved in TNI to Evaluation for 5000+ and employees, Assisting in training cycle and implementing training programs.
- She is also involved in planning and execution all employee engagement activities across the company



**Ms. Neha Shah**  
**Junior Officer**  
**Baramati Agro, Baramati**





Smita Khatri &lt;smita.khatri@aimsbaramati.org&gt;

---

## AIMS Baramati- Invitation as a Resource Person- Reg.

---

Smita Khatri <smita.khatri@aimsbaramati.org>  
To: ghaiyoor naqvi <ghaiyoor@gmail.com>

Mon, Mar 3, 2025 at 2:21 PM

Hello Sir,

Greetings of the day!

As discussed, please find the invitation as resource person for '**Marketing Trends: Alumni Round Table**' activity along with **activity agenda & tentative schedule** in the attachment.

**Activity Date:** 11/03/2025 (Tues.)

**Activity Time:** 3 PM to 5 PM

**Venue:** OTS

However, we request your goodself to be with us on the above mentioned date at **2:00 PM.**

Regards,  
Dr.S.S.Khatri  
Activity Coordinator  
AIMS, Baramati

---

### 2 attachments

 Invitation Letter- Ghaiyoor Naqvi.pdf  
61K

 Notice- Agenda & Schedule.pdf  
136K





Smita Khatri &lt;smita.khatri@aimsbaramati.org&gt;

---

## AIMS Baramati- Invitation as a Resource Person- Reg.

---

Smita Khatri <smita.khatri@aimsbaramati.org>  
To: Vinod Babar <vinod.babar1@gmail.com>

Mon, Mar 3, 2025 at 2:24 PM

Hello Sir,

Greetings of the day!

As discussed, please find the invitation as resource person for 'Marketing Trends: Alumni Round Table' activity along with **activity agenda & tentative schedule** in the attachment.

**Activity Date:** 11/03/2025 (Tues.)  
**Activity Time:** 3 PM to 5 PM  
**Venue:** OTS

However, we request your goodself to be with us on the above mentioned date at **2:00 PM.**

Regards,  
Dr.S.S.Khatri  
Activity Coordinator  
AIMS, Baramati

---

### 2 attachments

-  Invitation Letter- Vinod Babar.pdf  
62K
-  Notice- Agenda & Schedule.pdf  
136K





Smita Khatri &lt;smita.khatri@aimsaramati.org&gt;

---

## AIMS Baramati- Invitation as a Resource Person- Reg.

---

Smita Khatri <smita.khatri@aimsaramati.org>  
To: Harshad Pawar <harshadpawar48@gmail.com>

Mon, Mar 3, 2025 at 2:31 PM

Hello Sir,

Greetings of the day!

As discussed, please find the invitation as resource person for '**Marketing Trends: Alumni Round Table**' activity along with **activity agenda & tentative schedule** in the attachment.

**Activity Date:** 11/03/2025 (Tues.)

**Activity Time:** 3 PM to 5 PM

**Venue:** OTS

However, we request your goodself to be with us on the above mentioned date at **2:00 PM**.

Further, please share your **brief profile** along with a recent photograph.

Regards,  
Dr.S.S.Khatri  
Activity Coordinator  
AIMS, Baramati

---

### 2 attachments

Invitation Letter- Harshad Pawar.pdf  
61K

Notice- Agenda & Schedule.pdf  
136K





Smita Khatri <smita.khatri@aimsaramati.org>

---

## AIMS Baramati- Invitation as a Resource Person- Reg.

---

Smita Khatri <smita.khatri@aimsaramati.org>  
To: Sourabh Gaikwad <sourabhgaikwad12399@gmail.com>

Mon, Mar 3, 2025 at 2:34 PM

Hello Sourabh,

Greetings of the day!

As discussed, please find the invitation as resource person for 'Marketing Trends: Alumni Round Table' activity along with **activity agenda & tentative schedule** in the attachment.

**Activity Date:** 11/03/2025 (Tues.)  
**Activity Time:** 3 PM to 5 PM  
**Venue:** OTS

However, we request your goodself to be with us on the above mentioned date at **2:00 PM.**

Regards,  
Dr.S.S.Khatri  
Activity Coordinator  
AIMS, Baramati

---

### 2 attachments

 Invitation Letter- Sourabh Gaikwad.pdf  
62K

 Notice- Agenda & Schedule.pdf  
136K





Smita Khatri &lt;smi.khatri@aimsaramati.org&gt;

---

## AIMS Baramati- Invitation as a Resource Person- Reg.

---

Smita Khatri <smi.khatri@aimsaramati.org>  
To: Shahrukh Pathan <srkpathan302@gmail.com>

Mon, Mar 3, 2025 at 2:31 PM

Hello Shahrukh,

Greetings of the day!

As discussed, please find the invitation as resource person for '**Marketing Trends: Alumni Round Table**' activity along with **activity agenda & tentative schedule** in the attachment.

**Activity Date:** 11/03/2025 (Tues.)

**Activity Time:** 3 PM to 5 PM

**Venue:** OTS

However, we request your goodself to be with us on the above mentioned date at **2:00 PM.**

Further, please share your **brief profile** along with a recent photograph.

Regards,  
Dr.S.S.Khatri  
Activity Coordinator

---

### 2 attachments

**Notice- Agenda & Schedule.pdf**  
136K

**Invitation Letter- Shahrukh Pathan.pdf**  
61K



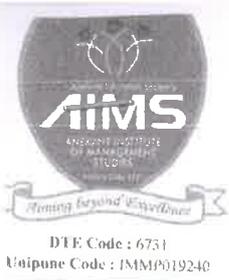
# Anekant Institute of Management Studies (AIMS)

Anekant Education Society's Campus, Baramati, Dist. Pune. (MH) India. 413 102.

Phone No.: 02112-227299 E-mail: director@aimsaramati.org Website: www.aimsaramati.org

(Approved by AICTE, DTE, Recognized by Govt. of Maharashtra & Affiliated to University of Pune)

• Religious Minority Institution • NAAC Accreditation B++ (CGPA 2.93) • Green Audit Certification • Permanent Affiliation



Ref: AES/ AIMS/MBA/2024-25/315

11th March 2025

To

Mr. Vinod Babar

Asst. Sales Manager- Sales

Ambuja Cements (Adani Cements) Ltd.

Satara

Dear Sir,

We are grateful to you for accepting our invitation as the *Resource Person for Industrial Board of Mentors for Marketing activity on 'Marketing Trends: Alumni Round Table'* that was organized on (Tues.) 11/03/2025. Your rich and resourceful experience made the workshop a great learning experience for students.

Your energy and practical insights certainly helped our students learn & know about the real-world challenges.

Thank you for volunteering your time to be at AIMS.

Regards,

Dr. M.A. Lahori  
Director  
drmalahori@yahoo.com



# Anekant Institute of Management Studies (AIMS)

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DTE Code : 6731  
Uppan Code : INMIP010249

Ref: AES/ AIMS/MBA/2024-25/314

11th March 2025

To

Ms. Neha Shah

Junior Officer

Baramati Agro Ltd.

Dear Ma'am,

We are grateful to you for accepting our invitation as the *Resource Person for Industrial Board of Mentors for Marketing activity on 'Marketing Trends: Alumni Round Table'* that was organized on (Tues.) 11/03/2025. Your rich and resourceful experience made the workshop a great learning experience for students.

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Regards,

  
Dr. M.A. Lahori  
Director  
drmalahori@yahoo.com



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Ref: AES/ AIMS/MBA/2024-25/313

11th March 2025

To

Mr. Shahrukh Pathan

Founder, Tours & Travels

Baramati

Dear Sir,

We are grateful to you for accepting our invitation as the *Resource Person for Industrial Board of Mentors for Marketing activity* on 'Marketing Trends: Alumni Round Table' that was organized on (Tues.) 11/03/2025. Your rich and resourceful experience made the workshop a great learning experience for students.

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Regards,

Dr. M.A.Lahori

Director

drmalahori@yahoo.com



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• Religious Minority Institution • NAAC Accreditation B++ (CGPA 2.93) • Green Audit Certification • Permanent Affiliation

Ref: AES/ AIMS/MBA/2024-25/312

11th March 2025

To

**Mr. Sourabh Gaikwad**

**Digital Marketing Executive**

**Baramati**

Dear Sir,

We are grateful to you for accepting our invitation as the *Resource Person for Industrial Board of Mentors for Marketing activity on 'Marketing Trends: Alumni Round Table'* that was organized on (Tues.) 11/03/2025. Your rich and resourceful experience made the workshop a great learning experience for students.

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Regards,

  
Dr. M.A. Lahori  
Director  
drmalahori@yahoo.com



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• Religious Minority Institution • NAAC Accreditation B++ (CGPA 2.93) • Green Audit Certification • Permanent Affiliation

Ref: AES/ AIMS/MBA/2024-25/3\1

11th March 2025

To

Mr. Ghaiyoor Naqvi

Regional Head

HDFC Life Insurance, Pune

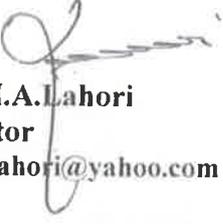
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Regards,

  
Dr. M.A. Lahori  
Director  
drmalahori@yahoo.com





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DTE Code : 6731  
Unipune Code : IMMPO19240

• Religious Minority Institution • NAAC Accreditation B++ (CGPA 2.93) • Green Audit Certification • Permanent Affiliation

Ref. No.: AES/AIMS/2024-25/ 29812

Date: 1/03/2025

To

Mr. Ghaiyoor Naqvi

Regional Head

HDFC, Pune

Dear Sir,

**Sub: AIMS, Baramati- Invitation to be a resource person for 'Marketing Trends: Alumni Round Table' activity- Industrial Board of Mentors (Marketing)- Interface (II)- Reg.**

\*\*\*\*\*

As per your discussion with Dr. S.S. Khatri, we are pleased to invite your goodself to join as a resource person for "Marketing Trends: Alumni Round Table".

The above activity is scheduled for **Tuesday 1<sup>st</sup> March 2025** from **3:00 PM to 5:00 PM**. As discussed, the audience for the said workshop will be MBA I & II Year students (All Specializations).

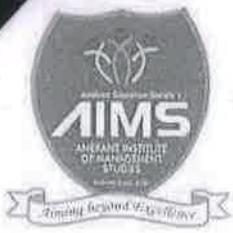
Please find attached activity details & tentative schedule for your reference. The same is shared with students as well.

Looking forward to hosting you at AIMS and enriching our students with your expertise.

Regards,

Dr. M. A. Lahori  
Director





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DTE Code : 6731  
Unipune Code : IMMPO19240

• Religious Minority Institution • NAAC Accreditation B++ (CGPA 2.93) • Green Audit Certification • Permanent Affiliation

Ref. No.: AES/AIMS/2024-25/ 2983

Date: 1/03/2025

To

**Mr. Harshad Pawar**

Assistant Manager

Reliance Retail

Pune

Dear Harshad,

**Sub: AIMS, Baramati- Invitation to be a resource person for 'Marketing Trends: Alumni Round Table' activity- Industrial Board of Mentors (Marketing)- Interface (II)- Reg.**

\*\*\*\*\*

As per your discussion with Dr. S.S. Khatri, we are pleased to invite your goodself to join as a resource person for "Marketing Trends: Alumni Round Table".

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Please find attached activity details & tentative schedule for your reference. The same is shared with students as well.

Looking forward to hosting you at AIMS and enriching our students with your expertise.

Regards,

Dr. M. A. Lalwani  
Director





Anekant Education Society's

ESTD.: 1961

# Anekant Institute of Management Studies (AIMS)

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DTE Code : 6731  
Unipune Code : IMMPO19240

• Religious Minority Institution • NAAC Accreditation B++ (CGPA 2.93) • Green Audit Certification • Permanent Affiliation

Ref. No.: AES/AIMS/2024-25/29814

Date: 1/03/2025

To

Mr. Shahrukh Pathan

Unity Tours & Travels

Baramati

Dear Shahrukh,

**Sub: AIMS, Baramati- Invitation to be a resource person for 'Marketing Trends: Alumni Round Table' activity- Industrial Board of Mentors (Marketing)- Interface (II)- Reg.**

\*\*\*\*\*

As per your discussion with Dr. S.S. Khatri, we are pleased to invite your goodself to join as a resource person for "Marketing Trends: Alumni Round Table".

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Please find attached activity details & tentative schedule for your reference. The same is shared with students as well.

Looking forward to hosting you at AIMS and enriching our students with your expertise.

Regards,

Dr. M. A. Khatri  
Director





# Anekant Institute of Management Studies (AIMS)

Anekant Education Society's Campus, Baramati, Dist. Pune. (MH) India. 413 102.

Phone No.: 02112-227299 E-mail: director@aimsaramati.org Website: www.aimsaramati.org

(Approved by AICTE, DTE, Recognized by Govt. of Maharashtra & Affiliated to University of Pune)

DTE Code : 6731  
Unipune Code : IMMPO19240

• Religious Minority Institution • NAAC Accreditation B++ (CGPA 2.93) • Green Audit Certification • Permanent Affiliation

Ref. No.: AES/AIMS/2024-25/ 298

Date: 1/03/2025

To

Mr. Sourabh Gaikwad

Digital Marketing Executive

Pacers Media

Baramati

Dear Sourabh,

**Sub: AIMS, Baramati- Invitation to be a resource person for 'Marketing Trends: Alumni Round Table' activity- Industrial Board of Mentors (Marketing)- Interface (II)- Reg.**

\*\*\*\*\*

As per your discussion with Dr. S.S. Khatri, we are pleased to invite your goodself to join as a resource person for "Marketing Trends: Alumni Round Table".

The above activity is scheduled for Tuesday 1<sup>st</sup> March 2025 from 3:00 PM to 5:00 PM. As discussed, the audience for the said workshop will be MBA I & II Year students (All Specializations).

Please find attached activity details & tentative schedule for your reference. The same is shared with students as well.

Looking forward to hosting you at AIMS and enriching our students with your expertise.

Regards,

Dr. M. A. Lalori  
Director





Anekant Education Society's

ESTD.: 1961

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Ref. No.: AES/AIMS/2024-25/ 29801

Date: 1/03/2025

To

**Mr. Vinod Babar**

Assistant Manager

Ambuja Cements (Adani Cement) Ltd.

Satara

Dear Vinod,

**Sub: AIMS, Baramati- Invitation to be a resource person for 'Marketing Trends: Alumni Round Table' activity- Industrial Board of Mentors (Marketing)- Interface (II)- Reg.**

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Ref: AES/AIMS/MBA/2024-25/54

Date: 27/02/2025

## NOTICE

(FOR BOTH MBA I & II YEAR STUDENTS)

### Industrial Board of Mentors (Marketing)- Interface (II)

#### 'Marketing Trends: Alumni Round Table'

MBA I & II Year students are hereby informed that an activity 'Marketing Trends: Alumni Round Table' is scheduled.

**Day & Date: (Tues.) 11/03/2025**

**Time: 3 PM to 5 PM**

**Venue: OTS**

**Objective of Activity:** To connect students with industry trends and alumni experiences.

This event will be a part of the **Industrial Board of Mentors for Marketing**, with **Mr. Ghaiyoor Naqvi, Regional Head, HDFC, Pune & Chairperson, Industrial Board of Mentors for Marketing**, joining the discussion. Mr. Naqvi will focus on **On-the-Job Training (OJT)** and explore marketing trends in the **insurance** sector.

**Outcome of Activity:** Students will gain insights into the industry & recognize how AIMS has grown and provided platform for professional growth.

**\*Attendance in Institute Dress Code (Uniform, Tie, Blazer, Shoes) and I- Card is mandatory.**

**Note: Activity Agenda Attached**

*SKhatra*  
Dr. S.S. Khatri  
Activity Coordinator



*[Signature]*  
Dr. M.A. Lahori  
Director

Copy to: i) For Class Circulation  
ii) Notice Board  
iii) Office File



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**Activity Agenda & Tentative Schedule**

**Activity Agenda**

This activity will feature **prominent alumni from the 1<sup>st</sup> Batch (2013) till 8<sup>th</sup> Batch (2022)**, specializing in Marketing, & have extensive experience in industries such as:

- **Construction** represented by **Mr. Vinod Babar**, Assistant Manager- Sales, Ambuja Cements Ltd. (Adani Cements) (Alumni- 1<sup>st</sup> Batch 2011- 2013)
- **Retail** represented by **Mr. Harshad Pawar**, Assistant Manager, Reliance Retail, Pune (Alumni- 4<sup>th</sup> Batch 2014- 2016)
- **Tours & Travels** represented by **Mr. Shahrukh Pathan**, Founder, Unity Tours & Travels, Baramati & Cofounder, Upmark.in (Digital Marketing Agency), Baramati (Alumni- 7<sup>th</sup> Batch 2017- 2019)
- **Digital Media** represented by **Mr. Sourabh Gaikwad**, Digital Marketing Executive, Pacers Media, Baramati (Alumni- 8<sup>th</sup> Batch 2020- 2022)

**Key points to be shared:**

1. Marketing Myths & Reality
2. Insights on current marketing trends in various industries.
3. Challenges faced throughout their careers.
4. Impact of Knowledge acquired & activities at AIMS that helped gain industry skills.
5. Key takeaways for students.

**Activity Schedule**

Time	Particulars	Alumni/ Industrial Board Member
3:00 PM to 3:05 PM	Welcome & Introduction of activity	Dr. S.S. Khatri, Activity Coordinator & Industrial Board Member
3:05 PM to 3:10 PM	Felicitation & Introduction of Alumni & Industrial Board Chairperson	Dr. S.S. Khatri, Activity Coordinator & Industrial Board Member
3:10 PM to 3:20 PM	Directorial Address	Dr. M.A. Lahori, Director, AIMS
3:20 PM to 4:30 PM	Marketing Alumni & Board Member- Talks & Discussion	Alumni & Mr. Ghaiyoor Naqvi, Chairperson, Marketing Industrial Board, AIMS
4:30 PM to 4:50 PM	Q & A	Dr. S.V. Khatavkar, Industrial Board Member
4:50 PM to 4:55 PM	Vote of Thanks	Dr. D.P. More, MBA Program Coordinator

