

Ajeenkya D Y Patil University

Annual Report-2018



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FROM THE PRESIDENT'S DESK



We have experienced one more vibrant academic year. It was a year of achievements. I am excited to see the way the university is progressing towards our goal of becoming one of the most preferred universities in the country and to have a global imprint.

I believe that the year was energetic, innovative, and inspirational for all our stakeholders. Our faculty undertook several initiatives and our students performed well as is outlined in the succeeding pages of this annual report.

We together dream to create world-class learning facility for our students and we are already taking steps towards it. We have recently set up a high-tech laboratory for our biotechnology students with advanced research tools and devices which would inspire students to facilitate research. We setup a world class learning facility by way of Scale-up classrooms.

With a curriculum based on the global standards and supported by world-class academic infrastructure; along with a strong collaboration with many world-leading universities we are all set to deliver exceptional education at ADYPU.

I take this opportunity to congratulate all the achievers and performers mentioned in this report and would like to appreciate the entire ADYPU fraternity for your trust, support and cooperation. The good work done so far paves way for a brighter future as we remain committed to deliver the best to shape the lives and careers of thousands of our students.

Dr Ajeenkya D Y Patil,
The President.



THE VICE CHANCELLOR'S MESSAGE



I feel enthused to share with you a few important highlights about the activities and unique approach to education at Ajeenkya DY Patil University, an Innovation University. The policy of Innovation at every-step drives all of our efforts. We at ADYPU strongly believe that innovation, inspiration, imagination and intuition can create sustainable solutions for the world in today's highly competitive and disruptive arena of social and economic problems and as a University pursuing excellence, we are committed to imbibe this approach among our students.

Last academic year we worked on varied fronts which include but not limited to academic excellence, constructive interactions with industry, academic collaborations with globally renowned universities, application of ingenious ideas, tie-ups with strategic industry partners, national and international conferences, master classes by renowned personalities, academic and technical infrastructure building, and many other wonderful activities which helped our students gain a unique experience, establish themselves in their lives and create their success stories.

On the academic side, we introduced many innovative and wonderful courses like M.Tech. in Bio-Engineering, M.Tech. in Computer Engineering, MBA in Strategic Marketing, etc. New high-tech Biotechnology laboratory was installed in the University campus. National and International Level Conferences were successfully organized. Eminent personalities like Mr. Varun Gandhi, Anil Gupta and the like inspired our students with their ideas and views. Several industry personalities came and motivated our students with real ideas. It is no surprise that ADYPU was honored with **'The Best Private University Award'** of the year 2018 by **Associated Chamber of Commerce & Industry of India**. We are also achieving impressive results in the areas of industry placements for our students with greater than 85% our students got placement in the first attempt. Through our academic planning, execution and other activities, I am pleased to say that we are creating happiness for our students, parents and the community at large and I am sure that the next year would be brighter than the last one.

Dr. E. B. Khedkar,
The Vice-Chancellor.



CURRICULAR ASPECTS

SCHOOL AND COURSES

ADYPU offers a variety of innovative academic programs through its 8 different schools which include School of Design, School of Engineering, School of Management, School of Film and Media, School of Law, School of Information Technology, School of Hotel Management and School of Liberal Arts. Each school offers a range of programs including undergraduate and postgraduate programs, diploma courses, and certification courses of shorter duration which are tailored to suit student's academic and career needs. ADYPU offers variety of options to gain knowledge, earn a degree, and choose career avenues in accordance with the need and want of each aspiring student. Have a look at the courses from each school.

School of Design	School of Engineering
Bachelor of Design (Automobile design), Bachelor of Design (Product design) Bachelor of Design (Graphic design) Master of Design (Automobile) Postgraduate Diploma in digital modeling Master of Design Engineering (Product design) Master of Design (Computer interaction design)	B. Tech (Mechanical Engineering) B. Tech (Computer Engineering) B. Tech (Biomedical Engineering) B. Tech (Mechatronics Engineering) B. Tech (Biotechnology Engineering) M. Tech (Bio-Engineering) M. Tech (Computer Engineering) M. Tech (Automotive Product Engineering) M. Tech (Digital Manufacturing)
School of Film and Media	School of Liberal Arts
B.B.A. in New Media, B.B.A. in Media and Communication, B.B.A. in Film and Media, MBA in Media and Communication.	B.A. in Liberal Arts with specializations in English, Sociology, Economics and Global Affairs
School of Law	School of Information Technology
Integrated Bachelor of Legislative Law (BA LLB), Bachelor in Legislative Law (LLB), Master of Law (LLM), and other postgraduate legal studies	B.C.A. (in Cloud Technology and Information Security), BCA (in Mobile application and Cloud Technology), B. Tech (in Cloud Technology and Information Security), B. Tech (in Mobile application and Cloud Technology), B. Sc (in Animation and VFX), B.Tech IT (Data Science), Bachelor of Computer Applications (BCA).
School of Management	
B.B.A. in Sales and Marketing, B.B.A. in Entrepreneurship & Innovation, B.B.A. in Financial Services, B.B.A. in international business, B.B.A. in Financial services and CMA, B.B.A. in Logistics and Supply Change Management, B.Com (Honors) CMA integrated,	MBA (Strategic Marketing) MBA (Business Innovation and Strategy) MBA (Banking and Financial services) MBA (Business Analytics) MBA (International Business) MBA (Digital Marketing and e-commerce) MBA (Logistics & Supply and Chain Management) MBA (Healthcare and Hospital Management) and many other certificate programs.

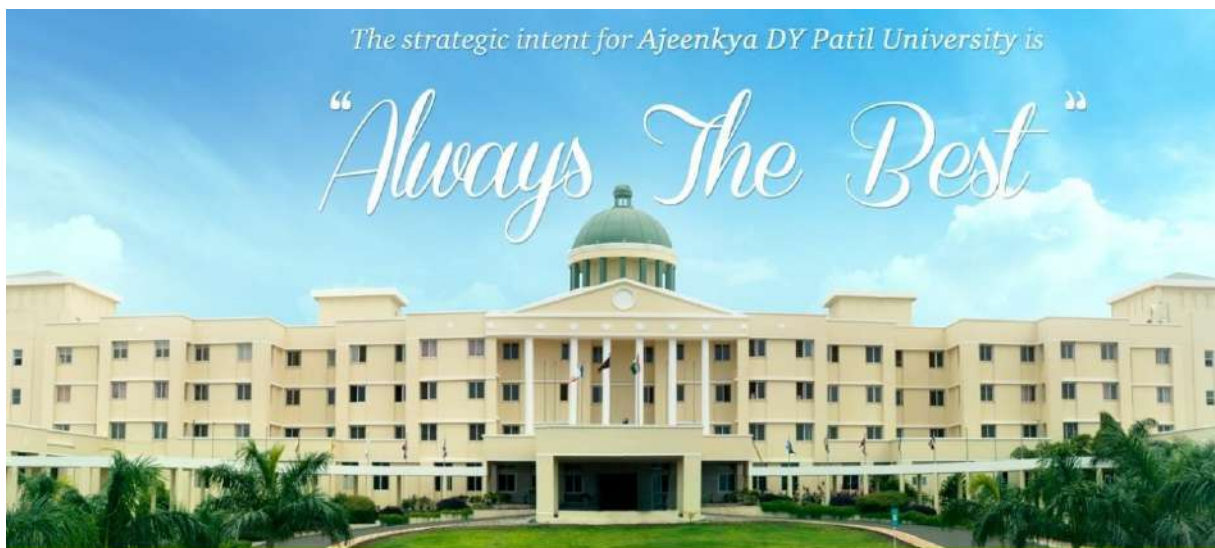


STRATEGIC INTENT: ALWAYS THE BEST!

The strategic intent for Ajeenkya DY Patil University is "Always The Best".

In the coming five years, ADYPU will be recognized as one of the top 10 institutions in the country for academic excellence in teaching, research and quality of service. The guiding terms for us shall always be Inspiration, Intuition, Imagination and Innovation. To achieve the strategic intent, ADYPU is committed to:

- Create and disseminate knowledge through a range of high-quality academic programs in a student-centered learning environment emphasizing intellectual achievement and employability.
- Work through a matrix of four imperatives in all academic and research pursuits, viz. what is desirable to people, what is feasible through technology, what is viable for business and what is good for society and the environment.
- Create an enabling environment of freedom and responsibility, which stimulates the intellectual capacity of students, faculty and staff to create opportunities for personal and professional growth.



Our past accolades are accompanied by a great responsibility towards our students. We are dedicated to living up to our acclaim by working diligently with you to assure that we are a world class institution – a place where students are engaged, involved, concerned and prepared for lifelong practice in their respective fields.



PHILOSOPHY OF EDUCATION AND LEARNING AT ADYPU

In a rapidly changing socio-economic and business scenario in the world around us, where the paradigms and lifestyles are continuously undergoing transformations, we need an equally robust and adaptable system of education. With fast changing technologies and disruptions, which have changed the way we interact and assimilate ourselves with the world around us, it has become imperative for teachers and educators to look at more sustainable alternative model of education, where the focus is on holistic and experiential learning, deep motivation, and individual needs and abilities.

At ADYPU, the synergy between business and education are continuously attempted and evaluated in order to create a strong learning environment which is flexible, adaptable to change and one that fosters strong connections between the industry and academia and the community that we all live in today.

Our philosophy:

The challenges in Education, in the contemporary world today, are multi-faceted and are defined by economic, technological, social, and personal factors. Therefore it requires a highly flexible and adaptable education system to be able to stand up and face these challenges. At ADYPU, we have always stressed the need for promoting a greater degree of creativity in learning, based on expanding students' abilities. New approaches have been devised to promote students' knowledge, skills and abilities. To all these we add the need for greater emphasis on individuality, whose development is encouraged by freedom of learning.

At ADYPU, we emphasize on the full development of all the individual potential, such as original thinking and reasoning, creativity, innovative and entrepreneurial capabilities, expression, communication, team-spirit, motivation, ideation, imagination, and application. ADYPU has always focused on ensuring that curricula as well as teaching and examination methods at all levels of education incorporate and foster creativity, innovation and entrepreneurship. This fundamental rethinking of educational systems, both formal and informal is fostered by multidimensional interactions between students and teachers. While learners should be in the center of educational processes, teachers play critical roles as coaches and mentors.

With this background, we adopt a unique teaching-learning strategy at ADYPU with the following tenets.



The teaching-learning process at ADYPU is based on the following tenets:

- 1. Learners have to be at the center of the classroom** with activities focused on their cognition and growth. They have to actively engage in learning in order to become self-regulated learners who are able to control their emotions and motivations during the study process, set goals, and monitor their own learning process.
- 2. Learning is a social practice and can't happen alone.** Man is a social animal and learns by interacting with his peers and society. We believe students learn by pushing and pulling on concepts with one another. Structured, collaborative group work can be good for all learners; it pushes people in different ways, invigorates and fructifies the process of learning.
- 3. Emotions are an integral part of learning.** Students understand ideas better when there's interplay between emotions, motivation, actions and cognition. If the students are not in a productive state of emotion, he or she can't learn. Similarly, creating an optimum state of emotion and keeping students motivated should be the starting point of learning.
- 4. Learners are different and each one has a unique need of learning:** Each learner is unique with his learning needs and knowledge-resources and experiences. Innovative learning environment at ADYPU ensure all practices and processes that function as a catalyst for learning.
- 5. Students need to be stretched, but not too much.** Students need to experience both academic success and the challenge of discovery. In a diverse classroom group work can help achieve this as students at different levels help one another.
- 6. Assessment should be for learning, not of learning.** Assessments are important, but only to gauge how to structure the next lesson for maximum effectiveness. It should be meaningful, substantial, and shape the learning environment itself. Good teachers do this informally most of the time is what we believe at ADYPU. However when it's done well and more formally it's a whole structure and methodology where you collect feedback on the learning pathway and it drives the next step that you take.
- 7. Learning needs to be connected across disciplines and reach out into the real world.** Learning can't be meaningful if students don't understand why the knowledge will be useful to them, how it can be applied in life. Understanding the connections between subjects and ideas is essential for the ability to transfer skills. We believe that it is important to address and break the silos that exist between knowledge and its application.



TEACHING-LEARNING OF GLOBAL RELEVANCE

ADYPU is a globally connected and locally engaged university which strives to create opportunities for its students by facilitating resources from all over the world.

Today quality of education is defined by global trends in education. Leading global economies like USA, UK, Germany, Australia etc. change and modify the global production and marketing scenarios and industries in rest of the world follow the trends. New knowledge related to technology, engineering, marketing and production systems, energy, etc. is generated every year by the leading global economies and other economies have to shape their developments accordingly. Businesses have grown global and it is essential on the part of students in this age of multinationals to keep themselves updated and to get all latest knowledge in their respective fields of learning. At ADYPU, we know the importance of this aspect in education and we have already created systems to deliver our students the best of global experience. We are tied-up with many leading universities in the world and we collaborate with them to help deliver the excellent education to our students.

Globally Recognized Academic Frameworks @ADYPU:

We have incorporated globally recognized educational systems to help us delivering quality education to our students. The courses delivered in our schools are based on the globally acknowledged accreditation systems including **Accreditation Board of Engineering and Technology (ABET, USA)**, **Computing Science Accreditation Board (CSAB, USA)**, National Association of Schools of Arts and Design (**NASAD, USA**), and the Subject Benchmark Statements as provided by the **Quality Assurance Agency (QAA), UK**. This adds value to the education we deliver to our students as the students earn degrees based on global accreditation systems.

Student Exchange Programs:

ADYPU offers students a global touch to their education and makes their profile global in real sense. We are tied up with several universities in USA, Canada, UK and other countries for **student exchange programs (SEP)** under which students avail of an opportunity to study in these developed and 'great nations' of the world. This delivers students a rare experience of learning different skills in different ways. You get to learn new languages, new methods of learning, new people, their cultures, and most importantly, during this process you create your global network that supports you in future. In addition, the credits for your studies are transferred to ADYPU which add to the completion of your degree. Very few universities in India can bring you this rare opportunity.



CHOICE-BASED CREDIT SYSTEM

ADYPU is an innovation university and the innovation is evident in every aspect of the university. Academic process is pivotal for any university and at ADYPU, it is unique. ADYPU has adopted a student-centric academic process where each student gets what he or she wants and needs. We believe that the whole academic system including curriculum designing, academic cycle, examination process, teaching and learning etc. should contribute to the success of students. At ADYPU, we ensure that curriculum offers a sound freedom for our students and it leads them to success in their career and life.

The academic cycle at ADYPU consists of three terms: Odd term, Even term and Summer term. Odd term extends from August to November, Even term is January to April and the Summer term is May to June. The three terms ensure that students can appear for their subjects three times in an academic year. Moreover, students can also complete some credits of their courses in addition to their regular studies and they may complete their coursework earlier.

Following are a few important features of the choice-based credit system adopted by the university.

Academic Credit

The University Grants Commission has already defined the weight of an academic credit. However, the definition in the official publication of UGC is deficient as it only takes in to account seat time of a student.

For purpose of more clarity and objectivity, we are going to the definition given by The US Department of Education on Institutions of Higher Education. This definition has been updated recently. Earlier they also use to define credit hour by seat time.

The Federal regulations regarding the definition and assignment of credit hours under Section 600.2 and 600.24(f) of the Higher Education Opportunity Act now state, in part, that a unit of credit is: "An amount of work represented in intended learning outcomes and verified by evidence of student achievement that is an institutionally established equivalency that reasonably approximates not less than:

1. One hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work each week for approximately ... ten to twelve weeks for one quarter hour of credit or the equivalent amount of work over a different period of time;
or



2. At least an equivalent amount of work as required in paragraph (1) of this definition for other academic activities as established by the institution, including laboratory work, internships, practical, studio work, and other academic work leading to the award of credit hours.”

The European Credit Transfer System (ECTS) also defines a credit as a combination of taught time and students’ own work. Hence the definition we are proposing to adopt meets following criteria:

- a) It meets the basic UGC Guideline and goes on further to meet
- b) Criteria as defined in United States of America and Canada and
- c) Criteria as defined in ECTS except of course their weight of one credit is approx. 10 hours

We propose to adhere to a contact time of 750 minutes for each credit hour.

50 mins X 15 = 750 Mins.

The Academic Calendar must have a minimum of 750 minutes of instruction per credit hour. The standard meeting times for courses are a 50-minute, Monday- Friday schedule. This means that for the standard 3-credit hour course, 2,430 minutes of instruction are required.

The three hour final examination wherever applicable will add an additional 180 minutes of instruction, resulting in a minimum of 2,280 minutes of instruction for every planned term in the Academic Calendar.

Face-to-Face Classroom Learning

One credit hour is equivalent to one hour of guided instruction (50 minute class) and a minimum of two hours of out-of- class student work each week for approximately 15 weeks for one semester.

One credit hour in other academic activities including laboratory work, internships, practicums, studio work, study abroad, experiential learning opportunities, online learning and other academic work is defined at least by an equivalent amount of work.

Experiential Learning

In experiential learning, including opportunities representing laboratory/lecture courses, research (with or without laboratory), professional development internships, a total of three hours of classroom and preparation time per week over a period of fifteen weeks for one credit hour or the equivalent amount of work over a shorter period of time is required.



Studio Work

In studio courses representing the arts and design one credit hour is equivalent to 1.5 hours of guided instruction and three hours for studio class preparation each week for 15 weeks as defined by the National Association of Schools of Art and Design (NASAD).





WORKING WITH GLOBAL UNIVERSITIES FOR EXCELLENCE

Student Exchange Programs in 2017-18 – Joint Leadership Program with USCA, USA.



ADYPU ardently endeavors to make its students and their knowledge 'global' in real sense and this has been achieved by the 'Joint Leadership Programs' with different universities abroad.

ADYPU signed an academic alliance with the University Of South Carolina Aiken (USA) for its 'Joint Leadership

Program' under which every year the students from ADYPU visit and learn at the USCA. One more aim of such a program is to promote the cultural diversity and cross cultural understanding.

ADYPU students visited USCA (USA) campus on May 5th, 2018 under this program and they got an opportunity to learn and complete a few modules on entrepreneurship and leadership development in an intellectually charged global environment of USCA in USA.





ADYPU students received a warm welcome with an amazing hospitality as soon as they got into US. This program was full of activities, visits and intensive learning. The students visited several places in Atlanta which included the 'Aquarium', 'World of Coca Cola', 'CNN-headquarters', 'Museum of Human Rights', and some other places of strategic industrial importance. The students visited Aiken to reach the USCA campus and complete their program on leadership.



Students visited many cities and towns in and around the USCA. They visited Colombia (where they visited other campus of USCA), Charleston (the city famous for its beauty), Greenville where the students visited various American companies like Lockheed Martin and Michelin and got an opportunity to learn many

bits of vital business information.



In addition to their studies and industrial visits students also had some fun at Augusta where they enjoyed a number of sports-related entertaining activities like bowling, shopping, etc. and this was also a place for delicious meals.

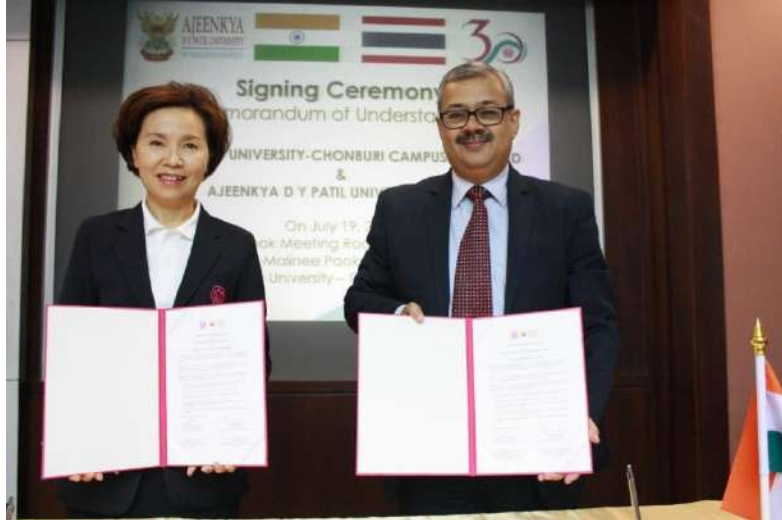


The joint leadership program has proved to be fruitful and motivating for both American and Indian students as they could share their best of cultures, ideas and thoughts. This program also enabled the students to build their international network. The students found a lot of similarities between both the cultures and the underlying ideas. The

leadership skills imbibed by students during this program would definitely be useful for both the students. The whole program was facilitated by the two professors – Dr. Makarand Joshi and Professor Andy who represented ADYPU India and USCA, USA respectively.



MOU with Sripatum University



ADYPU is tied up with more than 20 universities in the world. Every year ADYPU forms constructive alliances with many academic institutions of repute. Last academic year ADYPU has signed a tie-up with one more university from Bangkok, Thailand.

Ajeenkya DY Patil University had signed a Memorandum of Understanding with **Sripatum**

University, one of the renowned and oldest private universities in Bangkok. The MoU was signed by the Director of the ADYPU Hridaysh Deshpande, the member of the Governing Board-ADYPU and Dr Rutchaneeporn Pookayaporn Phukkamarn, the president of Sripatum University. The MOU was part of our international collaboration efforts to encourage knowledge sharing between Indian and Thai students and faculty for film and communication courses.





Student Exchange Programs in 2017-18 – Visit to Kookmin University, Seoul, South Korea

Every year many ADYPU students travel to different countries in order to explore new horizons of knowledge under the university's Student Exchange Program (SEP). ADYPU has formed SEPs with many renowned universities in USA, UK, Germany, Australia, Canada, South America,



France, Italy, South Korea, Japan and many other countries.

Last academic year (2017-18), ten students and two faculty members visited the Kookmin University at Seoul, South Korea. Kookmin University is the first private university after the liberation of the Republic of Korea. The university has under its umbrella 14 undergraduate colleges, several postgraduate schools and 10 professional-

technique schools. The trip was a great experience for the students in every aspect with respect to design thinking and cultural understanding.





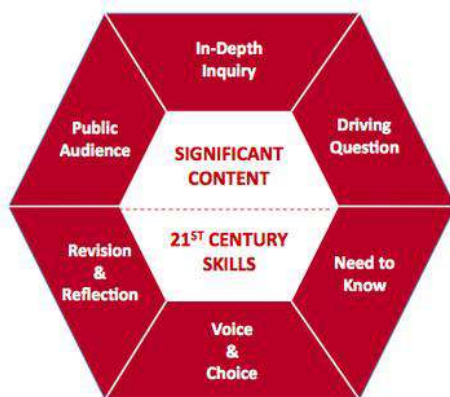
TEACHING LEARNING & EVALUATION

Innovation is the central guiding principle of ADYPU and it reflects in all aspects and functions of the university. Innovation in the teaching and learning process is at the heart of the university. Since the inception, it has been a constant endeavor of the university to explore and invest in developing an innovative approach for the process of teaching and learning. We believe that the right approach to teaching and learning is crucial on the path of academic progress of students and the university. Success of a university lies in the success of its students and success of students lie in the productive learning; productive learning, in turn, is the result of the best knowledge delivery mechanisms and activities which impart a deep and enduring learning experience.

Academic institutes need to go beyond mere theoretical methodology of learning. The learning at ADYPU is not only based on theory but it is experiential and pragmatic, strategic and skill-based, global and local. ADYPU makes use of multiple channels of knowledge which deliver students world-class learning experience in several ways in addition to the traditional class-based learning. Students here learn not only from books but also from the essential practices and experiences inherent to the industry. How do they learn that? Of course, through advanced pedagogic methodology, frequent interactions with the industry professionals, listening from the practical experiences of the leading professionals, and working practically on tasks.

Project-based Learning- A Winning Strategy @ ADYPU

ADYPU is an innovation university and the spirit of innovation guides every activity conducted in the university. One of the innovative approaches implemented in the university is Project-based

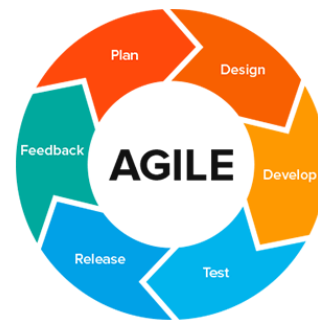


Learning (PBL) approach which takes students beyond the text-books, into the practical realm of activities. This approach enables students to be more experiential and work on the real-life problem scenarios which are scarcely covered by text books and a mere theoretical aspect of learning. This approach provides variety of necessary simulation exercises which make students prepared for the actual industry problems and requirements and expose them to learn and develop skills vital to get placed or float their own unique ideas successfully.



Project-based learning covers all vital and necessary steps to developing an idea into a reality. Students interested in an idea form their teams, collaborate and work on their ideas. They begin from the scratch; the process begins with a few brainstorming sessions and extends to forming and shaping an idea or a complete project plan on paper. The idea is taken down from paper to test it on ground wherein students go out and conduct a base-line survey on an idea amidst varied socio-economic or socio-cultural settings understanding constraints and needs, feasibilities and scope of the applications. After a thorough investigation and enquiry into all possible multiple real-life scenarios, the idea is given a finer shape and developed into a prototype ready to be tested.

This whole process involves a unique and experiential learning which can scarcely be compared to mere textual and theoretical knowledge. The process is divided in many steps which involve in-depth enquiry, creating a hypothesis, collecting data, detailed analysis, brainstorming the idea, engineering designing, testing the hypothesis, conducting trials, enumerating the flaws, revising the design, making modifications, retrial and many more. The PBL is thematically very close to real-life industry scenario which is based on Agile or Scrum-based development processes which are dominant in today's world. Learning experience thus created is a close simulation of working in industry. In addition, this approach also develops the much valued aspect of critical thinking, analysis, and problem solving ability.



Applying this unique approach various teams of students from School of Engineering and other ADYPU schools design their projects as an integral part of their studies. Industry experts visit the ADYPU schools from time to time and check and evaluate the projects designed by students. The projects may be adopted by the industry to transform them into live projects. Meanwhile, the university through its incubation center promotes the fine-tuned projects to different funding agencies and sponsors in industry. This whole process enables students to work in the most competitive, challenging and highly charged environment. They get an opportunity to work through different stages of developing and implementing their ideas and most importantly, it enables them to connect their ideas and their projects to real industry.

For example, in the academic year 2017-18 students from School of Engineering undertook following projects of which a few were selected as the best technology creations.



Project Titles		Project Titles	
1.	CNC Plotter	10.	Data Transmission Using Li-Fi
2.	Personal Automated Medicine Vending Machine	11.	2D Board Plotter
3.	Automated Seat Mapping System	12.	Crop Protector
4.	Doctor Tracking System	13.	Custom ROM
5.	Bike Tracker and Accident Notifier	14.	Assistive Robotic Arm
6.	Automated Shopping Cart	15.	Automated Self Routing Robot
7.	Doorbell cum Visitor Indicator System	16.	Spy Bot
8.	Baggage Tracker	17.	Smart Meds
9.	Automated Colour Sorting Machine		



One of the best and most appreciated projects by the examiners was 'Baggage-tracker'. The project 'Baggage-Tracker' has been appreciated by many industry experts and evaluators. This is a facility for all airline passengers who can track their luggage right from the time of their

entry and during the whole journey from a destination A to destination B and till the time the passenger gets down and receives his or her baggage again at the exit point of an airport. Each time the luggage is transferred from one place to the other, a message is sent to the passenger on their phone. The passenger knows where their luggage is at a particular time and under whose possession it is.



Top-Gear Ambassador

Project:

In 2017, the French brand Peugeot decided to team up with Top Gear UK and Performance PR Ltd., to modify a HM Ambassador into a Peugeot 208 GTI. Now since Peugeot owns the HM Ambassador brand, this would make a lot of sense, especially since Peugeot plans to re-



enter Indian automotive market in 2019. DYPDC School of Design had the pleasure of receiving this project from Performance PR, London. The challenge was not just about modifying an Ambassador into a Peugeot, but to do so in just the matter of 6 to 8 weeks. Lead by faculty members

Prof. Kushal Jadhav and Prof.

Ashish Nar along with a couple of students, Mr. Parth Dodiya and Mr. Sidharth Rath as apprentices, DYPDC started this journey of incredible challenges from November, 2017. The team relentlessly worked on this for almost 900 working hours in total. After 8 long, rigorous and testing weeks, the team finally managed to achieve the desired objectives of transforming an Ambassador into a Peugeot.





Learning the 'Competition-Way' @ ADYPU

Competitive spirit either on the playground or in one's study or career stimulates the growth, brings in progress, and helps one transform into a high-caliber, high-intensity professional. ADYPU provides multiple opportunities to undergo various competitive events either in the area of sports or intellectual pursuits. Competitive spirit when applied to the intellectual pursuits works out miracles. ADYPU teaching-learning approach is multifarious which combines hundreds of seemingly puny but vital ingredients of learning; learning with a competitive approach is one of them.



Competition is an integral and indispensable part of a professional's life one can't shun. Every successful professional has to develop an ability to perform on a competitive track of action to deliver quality, ingenuity, and sustained enthusiasm. ADYP University helps develop this invincible competitive spirit through many unique competitions which take place on the ADYPU campus. Students are encouraged to participate in competitions to test their abilities and to help them see where they stand and how long they need to go to get into the pool of highly productive professionals. Each ADYPU school arranges many such competitions every year to provide an opportunity for every student to participate and learn. The major motive is not to win or lose but to participate. Once a learner knows how to participate, he or she automatically learns how to win because one approaches close to success.



Some competitions are open to all students and few others are school-specific. For example, School of Law arranges 'Moot Court Competition' for law students, Design-related competitions are arranged by School of Engineering or School of Design, School of Film & Media organizes



competitions related to shooting, music compositions, music albums, documentaries, short movies, etc.

A few of noteworthy competitions at ADYPU are Design competition organized by the School of Engineering and School of Design, Moot Court competition arranged by the School of Law, and a few others are organized by the School of Management and School of Film and Media.



Like every year, last academic year (2017-18) various ADYPU schools arranged many competitions and students were inspired to participate. This delivered students a unique opportunity of learning the things in competitive way. The best performers were also honored with gifts and certificates. Competitions like 'Truss Design Competition', 'Design Competition', 'Market Mayhem', 'Junkyard – Best out of

waste', 'Adzap- Where creativity meets madness', 'Quizzitive-Battle of brains', 'Design a Business Model' competition and many other competitions delivered students opportunities to participate and explore their talents in respective fields.



Competitive Approach to Legal Studies



Moot Court Competition is one more competitive way learning and applying law in the simulative way. ADYPU School of Law organizes a grand National Level Moot Court Competition for law students. Students from various Law colleges in India participate in this competition to test their legal argumentative skills and win trophies.

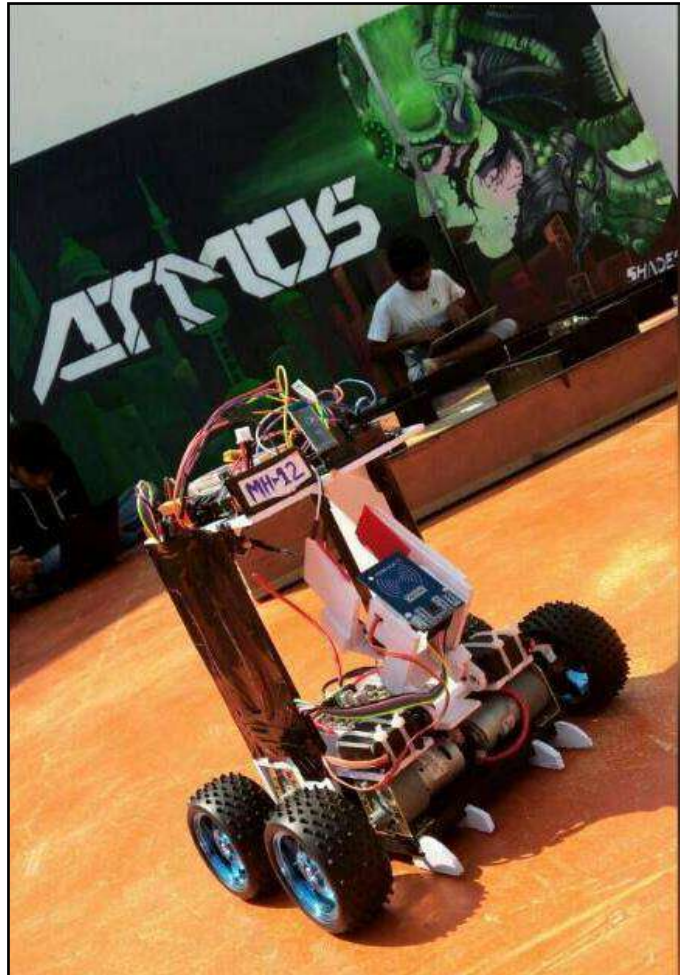
Moot Court means a mock court at which law students argue imaginary cases for practice. Through this competition students are inspired to study the legal material or subjects related to the case simulated in the competition. The students undergo the experience which helps them present their arguments in the court of law in the real-life scenario. The Moot Court Competition was conducted on the 9th Feb 2018 in the premises of ADYPU. Three participants from each law school (One researcher and two mooters) represented their school in this competition. This national level moot court competition offers a great opportunity to law students.



Participation in National Level Competitions

In addition to the competitions held in the University-campus, the student from ADYPU are also encouraged and guided by various ADYPU Schools to participate in National and International Competitive events. **ATMOS 2017** was one of such events organized by Birla Institute of Technology and Science, Hyderabad campus. Many students from the School of Engineering participated and won awards.

ADYPU students of engineering participated in various robotic competitions held at ATMOS-17, the National Level Competition organized by BITS-Hyderabad Campus from 27-10-2017 to 29-10-2017. The team consisted of 15 students from School of Engineering who participated in different robotic events like '**Line Following Robots**', '**I-Navigate**' and '**Bomb Squad**'.

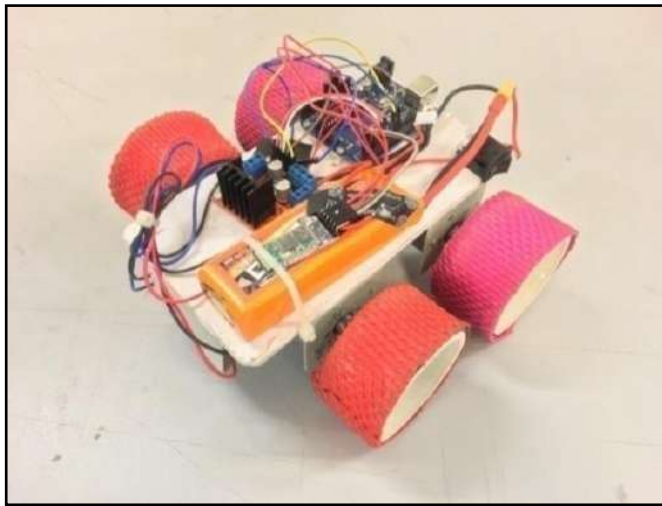


The ADYPU teams participating in the '**Bomb Squad**' event stood in the limelight by bagging the **FIRST PRIZE** and was rewarded with Rs.20,000 cash prize and a certificate. The I-Navigate team ranked **SECOND** and received a cash prize of Rs.6000 with a certificate.

Another robotic device designed by the ADYPU students was 'I-Navigate'. This was auto-controlling navigation device which would navigate through hurdles without colliding against them. Students applied sensor-based technology to detect and maneuver through the hurdles.



The competition for the device 'Bomb Squad' was marked by a number of conditions for the testers. It was a competition of Pick & Place robot where competitors had to make a robot which was enabled with RFID module as well as an ESP8266 WiFi module. During the competition, the robot had to scan the RFID tags spread across the arena and send the ID to the server. After the server gets the data, it would light up one location in the arena with a cylinder which was referred as BOMB. The robot had to then get to that point, pick up the bomb, and take it to the Safe Zone within given time limit. This competition tested the coding skills of competitors for merging ESP WiFi module with RFID, thus giving them a challenge. Our robot

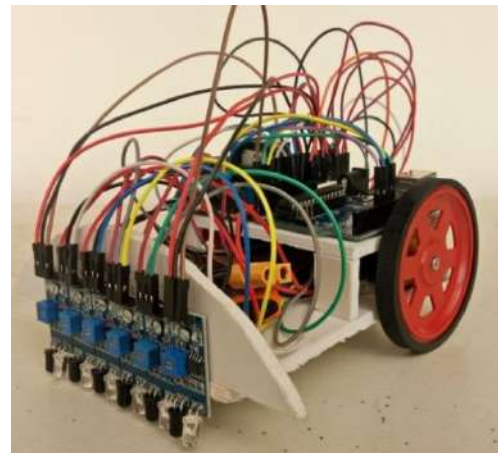


was also featured in one of the local news paper in Hyderabad.

In an another event in the same competition (organized by BITS Hyderabad), one more robotic device designed by ADYPU Engineering students stole the limelight. **I-Navigate** event was an event of gesture controlled robot. In this event, a robot was expected to perform a given task that is go through an

arena without colliding with the walls made for competition and the robot which takes least time to complete the task wins. It was controlled by the inertial measurement system of android mobile.

In an another noteworthy competition '**Solutions-18**' organized by **Army Institute of Technology** in Pune, the ADYPU Engineering students participated from 19th to 21st January 2018 and won the third prize in the competition.



It was a competition of automated robots which were given a task of tracing a specified path from a start-point to an end-point. The robot which could trace the path fastest was declared the winner. The robotic device (shown on right) designed by the ADYPU Engineering students was selected for the prize.

In addition to these competitions ADYPU Engineering students also participated in the following competitions organized by various Engineering colleges and won awards.



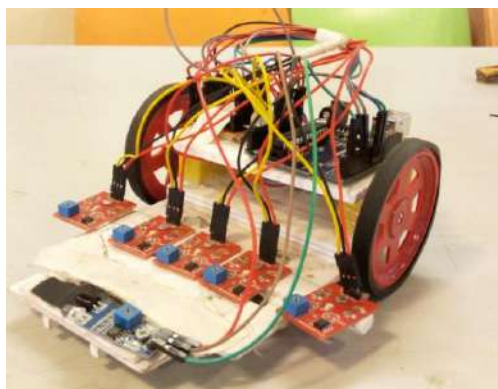
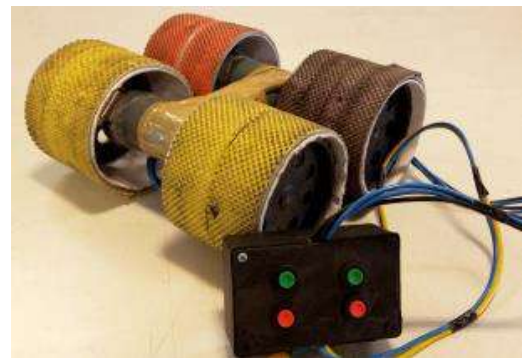
Institute: Birla Institute of Technology & Science, Goa Campus.

Competition: QUARK 2018 (9/2/18 – 11/2/18)



Robo Soccer is one of the most commonly organized robotics competition which is held every year in many colleges. Students of ADYPU visited event **Quark-2018** held in BITS Goa campus and won **the Second Prize** with a cash prize of Rs. 5000/-. This competition consisted of a soccer fight between two robots, the ball was kept between robots where robot have to push the ball into the opponents goal-post and whoever scores more wins the competition.

In the same competition, the ADYPU students won the third prize in an another event named Roborace. Roborace is a competition in which time and accuracy matters. A single mistake can push the contestants out of the competition. This competition consisted of a task of some barriers, some difficult terrains, obstacles etc. the manually controlled robot must complete the given task in minimum time, operator should be calm in this competition to complete the task without fail or mistakes. the robot made by team STAC took 17 seconds and got third place which drew the a cash prize of Rs. 3000/-



Institute: Cummins College of Engineering, Pune.

Competition: INNOVATION 2018 (23/02/18- 24/02/18)

Racer tracer was the line following event where competitors had to make the automatic programmed robot which had to complete the given tasks from start to the end. The robot which could complete the task in minimum time won and that's how the ADYPU students secured the first place with a cash prize of Rs. 6000/-.



Institute: Dr. D Y Patil School of Engineering and Technology, Pune.

Competition: TECHNOVA-2018 (20/03/18 - 21/03/18)

Once again ADYPU Engineering team showed their agile Robot in the RoboRace Event held at Dr. DY Patil School of Engineering & Technology and Secured 1st Place winning a prize money of Rs.4000/-

Institute: KLE Technological University, Hubali.

Competition: PLEIDAS-2018 (22/03/18- 24/03/18)

This time the students took their Line Follower Robot to Hubali, Karnataka and participated in the Line Flogen Competition where their robot needed to go through several stages of tracks and follow the black line, Here the 2 teams of STAC secured 1st as well as 2nd position with prize money of Rs.10000/- & 5000/- respectively.





Learning from the Renowned International Experts

In addition to day-to-day learning from the on-campus faculty members, what makes the students more enthusiastic to learn is learning from internationally renowned professionals in their respective fields of knowledge. All schools under ADYP University organize extensive seminars and guest lectures by internationally well-known industry experts and professionals. This benefits students in many ways: First, students get that extra-global touch to their knowledge as they get an opportunity to learn from the best brains globally. Secondly, this experience creates an everlasting inspiration, a sense of a balanced-confidence in oneself that he or she has learnt from the best resources in the world and hence it further helps eliminate the inferiority complex which may lurk deep in their personality. One more major benefit of this learning is, it adds value to their profiles. The workshops which they undertake in the tutelage of the world-class resource persons build value to their resume and naturally make themselves 'more salable' in the job market.

The lectures delivered by the international faculty members offer world-class knowledge to our students. Students get to know the major global trends in their respective fields of learning. The lectures help them learn something new and innovative which makes them more competitive and productive. Like every year, last academic year saw many guest lectures by eminent professors from a few renowned universities in the world.



Seminar by Tomio Isogai- a Japanese management expert and former MD of 'Sharp India' delivered a series of fortnightly sessions for MBA students of Media & Communication and Business Innovation & Strategy Students. He enlightened the students on '**Corporate HR Policy-The most important key to sustainable growth in business**', 'Be Ambitious-Be Global', 'Basic Mindset and Tips in Multinational and Cross-cultural

Management'. He has also guided students on International Marketing and International business.



Seminar and Workshop by James Professor James Woudhuysen: Prof. James Woudhuysen

conducted workshop on 'Trend Analysis and Forecasting' for M Des Automobile Final Year Sem III students. The workshop was conducted for a long period of one full week. Prof. **James Woudhuysen** teaches Forecasting and Innovation at De Montfort University, Leicester. He is a St Paul's School scholar and physics graduate and he has a knack of registering trends before other



people, and offering counter-intuitive proposals on what to do about those trends. Known for his unique teaching methods and energetic personality, he always makes a strong impression on the students and it was nothing different with the current batch of students either.

Workshop by Prof. Koos Eissen on Automotive Design Drawing



Prof. Eissen conducted a workshop on Automotive Design Drawing for the first year students of M.Des Automobile. Prof. Koos Eissen is a visiting faculty from Delft University of Technology. He is the head of the drawing department and associate professor for Industrial Design at Delft University of Technology, Netherlands. He

is best known for his world-renowned book called, Sketching: Drawing Techniques for Product Designers, which has sold more than 50,000 copies the world over. Many of his students are currently heading design divisions in many reputed automobile companies in the world.



Workshop by Prof. Sang Koo

Prof. Sang Koo teaches Design Drawing for the students of B. Des foundation year. Born in



Seoul, Korea, Prof. Sang koo is a BFA from Seoul National University, School of Arts, MFA from Hong-Ik University Graduate School and Ph. D. from Seoul National University Graduate school. He began his career as a Designer with the Design Research Center, Kia Motors and is at present, Chief Professor, Dept. of

Automotive Design, Kookmin University. He is also the board member of Korea Society of Automotive Engineering and Chief of automotive design research committee in KSAE.

Workshop by Prof. Gregory Hill-Young

Prof. Gregory Hill-Young is a Senior Designer at General Motors Europe Frankfurt Am Main Area, Germany Automotive. He is a student of College of Creative Studies (CCS), Germany.

Currently he is responsible for components in a small team for Opel as Lead Designer on Insignia components. He has helped bring



forth a successful product as a part of Opel's renaissance. Prof. Gregory is highly experienced with every aspect of design from the initial sketch to production releasing. Earlier he was, responsible for production Interior, Exterior and Graphics for trucks and motor homes. He has also got an experience as Color and Trim Design Manager at General Motors, Holden Australia.



Workshops by Industry Experts – A Practical Way of Learning.

Every year, all Schools of ADYP University invite many experts and renowned industry professionals to arrange workshops for students. Learning in ‘workshop mode’ is a unique and very practical way of learning. It eliminates all gaps between the real world work-scenario outside the classrooms and the theory-based class-room learning. Students are delivered hands-on training by highly experienced industry experts and they are exposed to real industry problems and tasks. This activity in fact delivers students a very close experience of actual industry work-scenario and builds their skills according to the present-age skill requirements. Each student at ADYPU has to participate and work on assignments delivered during the workshops mode and their performance is evaluated in accordance with the outcomes during the workshop. Have a look at a few important workshops organized at ADYPU last academic year (2017-18).



Workshop on IOT

ADYPU School of Engineering organized a two-day workshop on ‘**Internet of Things**’ (IOT) on 8th and 9th November, 2017 for the First Year B. Tech Students (2017-2021 batch). The objective of the workshop was to make the students familiar with the sensors, microcontrollers and communication between objects which are embedded with sensors, actuators, electronics, software and connectivity. ‘Internet of

Things’ enables the objects to be sensed or controlled remotely across existing network infrastructure, creating opportunities for more direct integration of the physical world into computer-based systems, and resulting in improved efficiency, accuracy and economic benefit in addition to reduced human intervention.

This workshop was conducted by the two eminent industry experts in embedded engineering **Mr Anchal Koshta and Mr. Kamlesh Kumar** from **Embedded Engineer, i3indya Technologies**.



Workshop on Skill Development and Entrepreneurship ADYPU School of Management conducted a few vital workshops for the management students. One of these workshops was

conducted by Prof. Dr. Abhishek Mukherjee. The objective of the workshop was to know the method of conducting skill-analysis of an aspiring businessman or entrepreneur and to transform the skills into a viable business model. Students were also guided on how to design their innovative start-ups and float them in specific market. The



workshop also dealt with various aspects of developing a business model and promoting it. Students were explained over various routes to develop their innovative ideas in sustainable and profitable start-ups. Training was imparted on how to convert a skill into a vocation to become an entrepreneur.



During this workshop Dr. Abhishek Mukherjee tried to diagnose pre-existing ideas among management students on entrepreneurship. Through this fast paced series of workshops students learnt on how to turn a seemingly commercial idea into a marketable concept which can have the potential to become a viable, gainful business.



Workshop on Automation ADYPU School of Engineering organized this workshop to deliver students vital information on automation and its impact on the whole industry and the related infrastructure. Mr. Anand Pandey (Founder & Director SPM Hydraulic Group of Industries) conducted this workshop for the B.Tech (Mechatronics III semester students) and M.Tech final year APE and DM students. The workshop mainly focused on the latest automations used in Industry, its future scope and use of PLC and PLM. Demonstration was also shown to the students on the use and coding of PLC.



Workshop on instrumentation ADYPU School of Engineering organized this workshop for Biomedical and Biotechnology students to impart practical information on biomedical and biotechnology instrumentation. The workshop was conducted by **Ms. Dipti Sanjiv Kulkarni** who guided students on fundamental concepts in instrumentation, established engineering principles and design procedures. She further guided students on methods of analysis to help solve problems arising in the areas of biology and medicine.

She also explained students the scope of Biomedical engineers which can be applied in a wide range of problem scenarios including designing instruments, devices and software; bringing together knowledge from many technical sources to develop new procedures; and conducting research needed to solve clinical problems.

Workshop on Music Choreography:

The School of Film and Media organized a two day workshop on 'Music Choreography & Production' for the BBA First Year Students. The workshop started with the screening of popular music video for conceptual understanding.

The Bollywood Film director and mentor Mr. Rajeev Jhaveri guided the students through the entire process of production. Anjali Kukreja and Bhakti Naik, Pune's renowned music





Choreographers who produced multiple music videos guided students on Choreography and music production.

The students were encouraged to create their own concepts individually. After the students learnt the basic music concepts, Rahul Nair—a second year student (BBA Media & Communication) and Anushaw Askari, (a BSC in New Media student created original music compositions ‘Udna Hai’, ‘Sare Sapne Mere’ & ‘Jeena Hai Mujhe’. Students created the whole music albums on their own. Lyrics, music composition, instrumental music and recording were accomplished by students on their own. This was one of the most challenging but most fulfilling experiences for the Film and Media students.

Workshops related to Information Technology

The School of Information Technology at ADYPU organized four seminal workshops for IT students who immensely benefitted by the knowledge delivered on various important aspects of technology like Mobile application development, Network security, Cloud computing & virtualization, and Ethical hacking. The workshops were conducted by the experts in these respective fields.

Workshop on Network Security focused on delivering the basic ideas of computer-related security, along with hands-on on security tools. This workshop was conducted for all the categories of students who were interested to learn more on modern techniques in security. This workshop was conducted on 16th February, 2018. by one of the experts in this field Ms. Shabnam Sharma.



Next workshop in this series was based on Cloud Computing and Virtualization which took place on 16th February, 2018 for students of undergraduate programme of all specializations. The workshop was conducted by Mr. Abhijit Powar. He delivered lecture on creating a virtual machine and



implementing its snapshot on Oracle virtual box. He also discussed about AWS and delivered a practical know-how on the same.

Mr. Altaf Shah conducted the next workshop in this series on Mobile Application Development for undergraduate students completing BCA and B.Tech. courses. The workshop aimed at delivering students the practical know-how on mobile application development. The students had an opportunity to develop various mobile applications on various concepts in market. The workshop was conducted on 16th February, 2018.

The last workshop in this series was on Ethical Hacking and it was conducted by Miss. Shabnam Sharma on 12th January, 2018. In this workshop students learnt about the tools used by Ethical Hacker. This workshop is planned for BCA-CTIS and MACT [Sem-4] students.

Workshop on Principles of Ergonomics by Dr. Sougata Karmakar

Dr. Sougata Karmakar conducted an innovative workshop for the students of M Des Automobile Design. He is an Assistant Professor at department of design, IIT Guwahati. He teaches Ergonomics and Human Factors. He joined IIT Guwahati in March 2010. Before joining IIT, he worked as a research fellow in Ergonomics Lab, DIPAS,



DRDO, Delhi for five years. During his stay at DIPAS, he acquired research experience in the field of military ergonomics and gained expertise in ergonomic evaluation of products and workstations using digital human modeling software. He received Ph.D. in Physiology from the Bharathiar University, Coimbatore in Sept' 2009 for the thesis entitled 'Ergonomic Studies of Some Basic Human Performance Resources in the Design of Different Indian Military Workstation in Virtual Environment'.



Workshop on Vehicle Ergonomics by Mr. Shribalkrishna Patil

Mr. Shribalkrishna Patil holds three Master's Degrees in Integrated Product Design, Product



Design and Management and MBA in Design Strategy. He has contributed to more than 75 different projects belonging to local and international markets. He has worked with MNCs like P&G, Sony Ericsson, Phillips, GSK, Godrej, Orient Electricals, Engrid Global, Clear2O, Borosil, Educational Initiative, BigTech Ltd. While working on these diverse and challenging projects, he has acquired a deep experience of handling innovation and

incubation processes in diverse domains.

Workshop on Visual Communication by Mr. Promod Riswadkar

Mr. Pramod Riswadkar conducted his two-day workshop for M Des students on Visual Communication. He has worked with the best companies like Persistent System, Infosys Technologies, Delloitte Consulting etc. During his career, he has successfully managed several commercials projects related to enterprise and consumer apps design, enterprise information portals, e-learning courses, advertisement,



publication and corporate communications. He has completed his M.Des from IIT (Mumbai) with a specialization in Visual Communication after a course in Applied Arts related to Advertising and Photography.



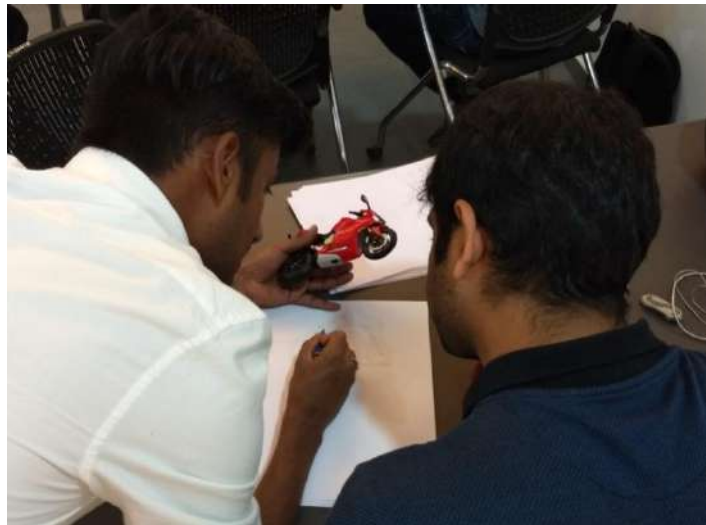
Workshop on Product Planning and Strategic Branding by Mr. Manas Deewan

Over 20 years, Manas has led functions of Marketing, Communications as well as Strategy, Product Planning & Business Intelligence for global brands in India and Middle East. He possesses cross-industry experience, with expertise in wholesale and retail organizations. He is an exponent of digital and

social marketing; his personal blog 'dostionwheels.com' ranks among Internet's Top 200 Blogs on Travel (youngest blogsite in the coveted list). In summer of 2017, He took-up the most ambitious project of his life. He went on a sabbatical, and accompanied by his wife, traveled on motorbike for 4 months across Europe and Asia (a journey through 18 countries over 20000 kilometers). During this transformational journey, he believes, he learnt much from the book of life.

Workshop on Motorcycle Design and Sketching by Mr. Akshay Pardeshi

Mr. Akshay Pardeshi conducted a workshop on Motorcycle Design and Sketching for B. Des. Automobile Design students. He a very young enthusiastic, passionate Motorcycle Designer graduated from DSK ISD International School of Design, who gives life to the current Automotive Industry, with hands-on experience in Italy as Motorcycle Designer, who had also worked with Royal Enfield and Futuring Design studio Pune.





Master Class on Scenario Development and Concept Art by Mr. Sachin Nagar



Mr. Sachin Nagar conducted his Master Class for the students of M.Des. (Automobile Design) on Scenario Development and Concept Art. He is a Delhi-based Concept Artist who has a strong hands on experience on creating the Scenarios and Art development for Comics and Mahabharata Scenario-characters and environment created with by the software as well as free hand sketches.

Workshop on Two wheeler Design by Mr. Mushtaq Anis

Mr. Mushtaq Anis is a post graduate in Transportation Design from National Institute of Design. He is currently working as a Senior Assistant Design Manager for Bajaj Two wheelers for the last 6 years, a few of his successful designs include Bajaj Platina Facelift 2014, and the famous Bajaj V 15 Projects. He holds a Mechanical Engineering Degree from the PSG college of Engineering, and has worked in TVS Motorcycles as a Design Engineer.





Workshop on Innovation Management

The School of Management organized this insightful workshop for MBA students in November



2017. With New-Age Business Practices focus on Innovation, innovation managers will be the next future of business professionals. To move ahead with the new era in business, this special workshop on 'Innovation Management' was organized for the students of MBA in Business Innovation & Strategy. The workshop was conducted by Mr. Santosh Khawale,

Founder & CEO, Intoit Solutions—a consultancy focusing on providing innovative solutions for businesses. The workshop began with a series of exercises focusing on Innovation where different types of innovation and elements were explained. This was followed by the conceptual understanding of 'Innovation Management' interspersed with innovation based case studies. He advanced to a complex aspect of innovation management including creativity, idea and intellectual portfolio management. Through several exercises on types of thinking, he demonstrated several creativity enhancement tools and methods. Finally, he touched upon different challenges in managing innovation in teams. He also threw light on innovation strategy and lifecycle of technology.

Workshop on Advertising and Branding:

The School of Management organized this workshop to impart its BBA and MBA students an advanced overview of Advertising and Brand Communications. This workshop was conducted by Mr. Shreyas Bangad, the CEO & Founder of Brand Matterz. He conducted sessions on 'Advertising Campaign Planning', 'Advertising & Sales Promotion' for the Second Year MBA & BBA Students of Media & Communication.





Workshop on Visual Communication Design



The ADYPU School of Film and Media organized this workshop for BBA Media and Communication students. For any communication campaigns, visual communication design and aesthetics are crucial for creating promotional collaterals. In this workshop the students had an opportunity to learn from Rochana Deb the introductory insights

on 'Visual Communication Design'. Along with theoretical concepts, she demonstrated creative exercises on visual communication design principles.



Workshop on Basics of Coding:

The ADYPU School of Film & Media arranged this technical workshop to provide its BSC New Media & BBA Media & Communication students with the

necessary know-how about media related coding. The workshop was conducted by Mr. Tapan Kapri, coding expert with several certifications. He conducted a week-long practical workshop on 'Basics of Coding' for the media students. He began the workshop by explaining to the students of importance of coding in the field of media & entertainment by sharing some interesting case studies. In this workshop students knew how to work on HTML5, Javascript, CSS, Document Object Model and its interfaces.



Workshop on Power of Networking in the Corporate World

The ADYPU School of Film and Media organized this workshop to make students aware of the power of networking, building relations and communications. The workshop was conducted by an international award-winning communication Professional-Ms. Shabnam Asthana. Ms. Asthana is the CEO-Founder of Empowered Solutions and has worked with many top-notch multinational brands. Through her real-life insights on Stakeholder Engagement &



Employee Relations, Ms. Shabnam explained her students over the importance of stakeholder's engagement in the field of corporate communication. She also explained the students the art and science of multi-stakeholder engagement techniques.



Workshop on Basics of Camera for Film and Media students

The School of Film & Media organized this workshop for BBA Students of Media & Communication, New Media & Film & Media. This workshop titled 'The Basics of Camera' was conducted for two-days by Mr. Ninad Gosavi - an independent

Cinematographer - who worked for several Marathi, Hindi & English films. He has also shot a Chinese film—'Journey through Time with Anthony'.

The workshop focused on the Anatomy of a Camera. He explained different parts of an advanced camera. He demonstrated simple principles, types of shots, lenses types and basics of exposure. Thereafter, he illustrated on the basics of lighting and its techniques in brief. All in all, the student has a new beginning of cinematography as a career!



Workshop on Fundamentals of Sounds

The School of Film & Media organized an important workshop on the elements of sound crucial for film and media students. A storyline is almost impossible with sounds. A well-known sound design expert, Mr. Akash Kulkarni, delivered this workshop and enlightened the students on 'Fundamentals of Sound'. The workshop focused on introduction of sound



technicalities and elements of aesthetics. They were introduced to the elements of sound, dubbing, sync recording, wild takes and spot-dubbing in brief.

Mr. Akash further explained the different parts of sound recording equipment and accessories. Once the theory aspects were covered, the students were told to shoot a simple short duration non-fiction film with the help of sound equipment. At the end, they were taught basics of



sound-editing on Adobe Premier Pro. All in all, the students had an entertaining time through the sound of music!

Workshops on Legal Aid and Patent and Design

The School of Law organized a few significant workshops on Legal Aid and Patent and Design for the students of School of Engineering, School of Law and School of Design. Dr. K K S R Murthy, a senior and experienced faculty in Law conducted the series of workshops on these areas. The workshop on Legal Aid was conducted for the students of Schools of Law, Engineering and Design on 30th, 31st August and 30th September 2017 respectively. The workshop on Patent and Design was conducted on 22 September and 30th September 2017 respectively.



Workshop on Innovation Management: With New-Age Business Practices focus on Innovation, innovation managers will be the next future of business professionals. To move ahead with the new business times—a special workshop on ‘Innovation Management’ was organized for Second Year MBA in Business Innovation & Strategy. The workshop was conducted by Mr.

Santosh Khawale— Founder & CEO—Intoit Solutions—a consultancy focussing on providing innovative solutions for businesses.

The workshop began with a series of exercises focusing on Innovation—where different types of innovation and elements were explained. This was followed by the conceptual understanding of ‘Innovation Management’ interspersed with innovation based case studies. He advanced to a complex aspect of innovation management—creativity, idea and intellectual portfolio management.

Through several exercises on types of thinking, he demonstrated several creativity enhancement tools and methods. Finally, he touched upon different challenges in managing innovation in teams. He also threw light on innovation strategy and lifecycle of technology.





Industrial Visits – Learning by Visiting Places & Persons

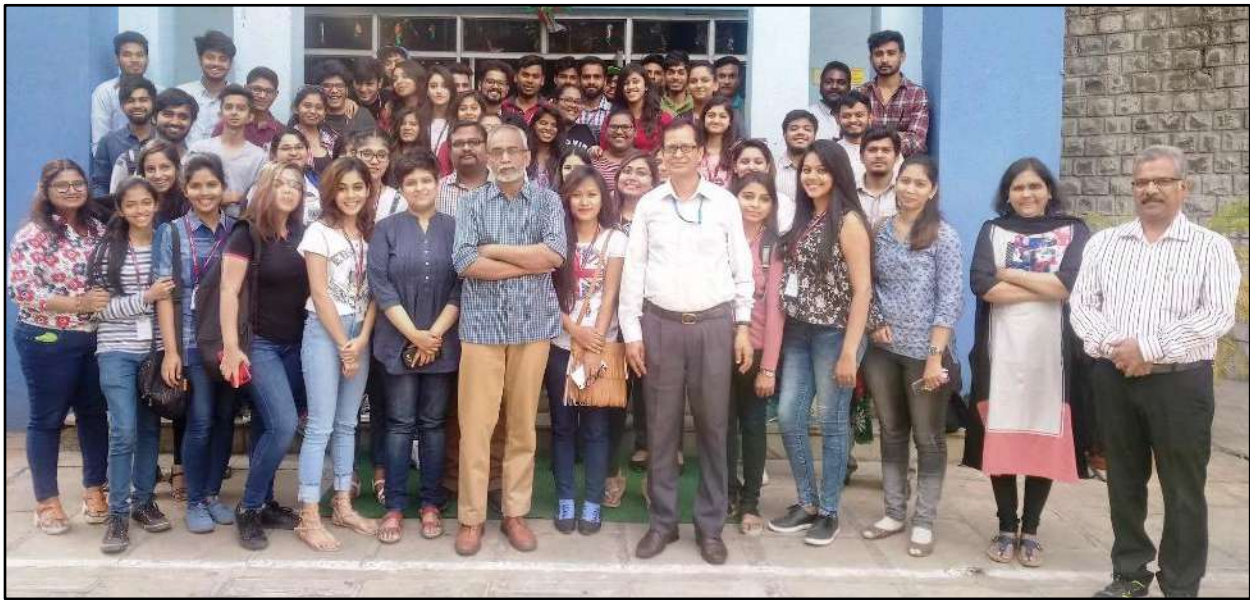
Students learn in many ways. Teaching and learning is multi-faceted process. It is a process achieved by many activities like reading from the books, watching others perform practical tasks, participating in workshops, working on the tasks in person etc. Some subjects require learners to visit the offices and meet the professionals to gain knowledge. Visiting places and key-individuals and interacting with them delivers a great knowledge and inspiration for almost all students. ADYPU organizes many such events for its students every year so that the students get the practical experience related to their stream of knowledge.

ADYPU Film and Media students visit 94.3 Radio-One Studio and All India Radio

The BBA Second Year students of Media & Communication had a fantastic opportunity to learn from Pune's Number one Radio Jockey RJ Meenal who organizes her popular evening show- 'Drive Pune' on 94.3 Radio-One. The visit to the studio was organized as a part of their course titled 'Radio Jockeying, Anchoring and Voice Over'. The studio is one of the most happening places in the city of Pune where ADYPU media students had an opportunity to learn many excellent bits of knowledge for two hours during the first week of October 2017.



RJ Meenal explained the entire process of live programming of radio shows and demonstrated the conversational style of radio jockeying. Our students were special guests to enter the exclusive zone of hi-tech recording system of the studio. They were familiarized with the operations of Radio Computing System. She also demonstrated a few important tips on voice-over. Thereafter, the students went live on air with RJ Meenal and dedicated their favorite song to their best friends.



One more memorable and resourceful visit for media students was the visit to the famous 'All India Radio'. On February 5, the Film and Media School organized a day long visit to All India Radio (Shivajinagar, Pune) for the BBA and MBA students of Media & Communication. The aim of the visit was to familiarize the functioning of India's Oldest Public Broadcaster which has been in existence for over 100 years. The visit was aimed at delivering students knowledge on radio production, programming and broadcasting technologies.

During the visit, Mr. Sharad Patil, the Head of Production-AIR, explained to the students the working of All India Radio and the production of radio programs. Mr. Vijay Sonawane, Assistant Engineer-AIR, explained the operations of different programming departments of AIR. Finally, the students had an opportunity to record their own voice. Their excitement was doubled as they were interviewed by the Radio jockey on the microphones.

Learning at National Broadcasting Television Center- Doordarshan Center

In addition to Radio One and AIR offices, the ADYPU students also visited the 'Doordarshan Kendra' to get the practical know-how of how a typical television center performs and what different skills are needed to manage work at a television center.



Students got the glimpse of live-news reading session and underwent role-plays as a TV anchor and a news-reader. They read a news script in the teleprompter which was showcased on all monitors of the control room. The students were shown around the different departments and parts like the Studio Floor, the news-recording-Chroma Set, Camera Control Unit and other departments.

Lessons on Bollywood Sets- ADYPU students with Karan Johar and Rohit Shetty's Talent Hunt Reality Show



After Radio and Television, it was a real experience with gigantic film personalities no less than a leading Cinema directors Karan Johar and Rohit Shetty and their famous 'Talent Hunt Reality Show' (THRS). ADYPU students

visited the sets of THRS and met the industry stalwarts and king-makers of Bollywood industry like Karan Johar and Rohit Shetty and got the real feel of performing on Bollywood sets.



Around 40 Film and Media students accompanied by staff and faculty, travelled to the sprawling Filmistan Studios in Mumbai to learn and understand the production of reality shows and to get the feel the stardom on the sets.



The students were fortunate to be a of the live audiences for the grand finale episode for the top rated Talent Hunt Reality Show—India’s Next Superstars aired on Star Plus. During the tour, the students were guided around the studio to familiarize with the Multi-Camera Set Up for a Reality Show. An electrifying moment arrived when they witnessed the real talents of the contestants. The greatest inspiration for students was to go very close to India’s famed Bollywood cinema directors and celebrity judges—Karan Johar and Rohit Shetty. The students met and interacted with shot the selfies with India’s happening anchors—Karan Wahi and Ritwik Dhananjani. The students enjoyed the moment by cheering and dancing on the sets.

ADYPU Film and Media students on the Set of ‘YERE YERE PAISA’ at Navi Mumbai

Making a film is altogether a very practical act and learning. Film-making involves hundreds of different tasks with multiple seemingly small but very important activities ranging from a simple ‘how to hold the camera’ to highly creative activities like ‘Film editing’. All of these can be learnt practically on a set of a movie. With this aim in eyes, ADYPU School of Film and Media organized a visit to the set of one of the forthcoming film ‘YERE YERE PAISA’ at Navi Mumbai.



In the month of September 2017, the students got an opportunity to visit the shooting set of



the successful Marathi Film—Ye Re Ye Re Paisa directed by Mr. Sanjay Jadhav in Navi Mumbai. During the visit, they got to witness how a typical film set operates. They also interacted with the Marathi film main cast as well as the crew members. They got a glimpse of how the film production equipments are operated and how to use them for the best results. This very film also marks the beginning of Dr Ajeenkya DY Patil foray into

film production business.

Visit to the Parliament, Supreme Court of India and Meeting the Legal Hawks

ADYPU School of Law organized a visit of its students a few significant centers related to the Constitution of India and Law i.e. Parliament, the Supreme Court of India and the Law Commission. On 21st February, 2018 ADYPU students were in Delhi and visited the Supreme Court of India. The students visited different sections in the Supreme Court and got the first hand information on important procedures and processes.





The students met a few prominent personalities related to Law like the leading Advocate Kapil Sibal and others. (ADYPU students at the Supreme Court of India on 21st February 2018)

After the student's visit to the Supreme Court of India, they visited the most important place of Indian Democracy – The Parliament. Students visited 'Loksabha' and 'Rajya Sabha' – the fundamental houses of Indian Parliament.



Visit to Deenanath Mangeshkar Hospital

The School of Engineering organized a visit to hospital for its students of Biomedical engineering (SEM-III) on 20th November 2017 to help students understand the role of a biomedical engineer in hospital and healthcare environment. A biomedical engineer plays an important role in the smooth functioning of hospital technology. Students learnt the basic scientific principle behind various medical equipments such as Defibrillator, Dialysis Machine, CT scan, PET scan, Gamma Camera, and their usage. Students also had an opportunity to learn about various gels/electrolytes and electrolyte-tissue interfaces involved in the treatment of the patients. This visit provided students a kind of on-job training.



Study Tour for EVS (Environment Studies)

Visiting places, conducting surveys at the specified locations is one of the most important avenues to learn in one's life. Students at ADYPU are delivered this opportunity every year. Students visit the places of environmental importance as a part of their environmental studies. Students get an opportunity to learn about the environment being physically present amidst nature. Such a tour into the environment was organized on 9th and 10th March, 2018 to visit the destinations like Panchgani, Mahabaleshwar and Pratapgarh fort. The tour brought a beautiful experience for students who learnt things practically in the lap of Mother nature.



They knew about the natural resources like rivers, reservoirs, streams, mountains. They visited the sites of artificial dams and their impact on the life-pattern of people and animals existing in that specific environment with the challenges involved. In addition, the students also collected the ideas about the rain-water harvesting used by the people in the past and the present. Moreover, students also knew about farming techniques, horticulture, and apiculture.



RESEARCH, CONSULTANCY & EXTENSION

Events – Conferences, Master Classes & Symposia

One of the several ways to acquire knowledge is to listen from the masters or the speakers during National and International Level events and speeches by the seniors presiding over the higher industry functions. At ADYP University students get several opportunities to learn in this way. Every year, the ADYPU organizes various National and International events, Master classes, Conferences and Symposia. Students get to participate in such events and get an opportunity to expand their intellectual horizons. Last year, ADYPU witnessed many such events which delivered inspiration, imparted motivation, enhanced in the insight, and prompted many to action. Following are a few notable events.

International Conference on Protection of Rights of Indigenous People: Issues and Challenges 7th October, 2017.



The ADYPU School of Law organized an International Conference on ‘Protection of Rights of Indigenous People’ in the hallowed presence of the chief guest Mr. Leonard Reil, the Consul at the Consulate General of Canada, Mumbai (India) and Ms. Sarra Deane, the National Education Coordinator, at the National Centre for Truth and Reconciliation in Canada. The conference was presided over by Dr. E. B. Khedkar, Vice Chancellor of ADYPU.

Indigenous peoples are also called as ‘Adivasis’ in the diverse territories in the world. They are also responsible for a great deal of the world’s linguistic and cultural diversity, and their traditional knowledge has been and continues to be an invaluable resource that benefits all of mankind. Yet, indigenous people continue to suffer discrimination, marginalization, extreme poverty and

conflict.



Some are being dispossessed of their traditional lands, forest rights as their livelihoods are being undermined. Meanwhile, their belief systems, cultures, languages and ways of life continue to be threatened, sometimes even by extinction. Increasingly, governments are recognizing these threats, and matching such recognition with action.

Governments around the world are making important steps towards addressing the concerns of indigenous people. In responding to the challenges, indigenous people have engaged the international community, calling for a Declaration on the Rights of Indigenous



People and a permanent forum at the United Nations that meets regularly to discuss indigenous people's issues and challenges.

After the conference students from various colleges presented their scholastic papers on different themes related to exploitation of tribals or adivasis in India and the scope of legal protection for their socio-political and cultural rights.



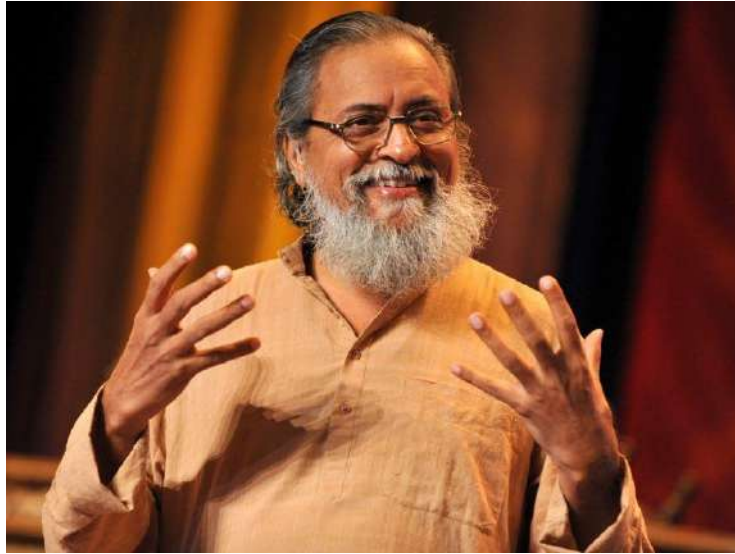
Law Students from various law colleges presenting their papers:





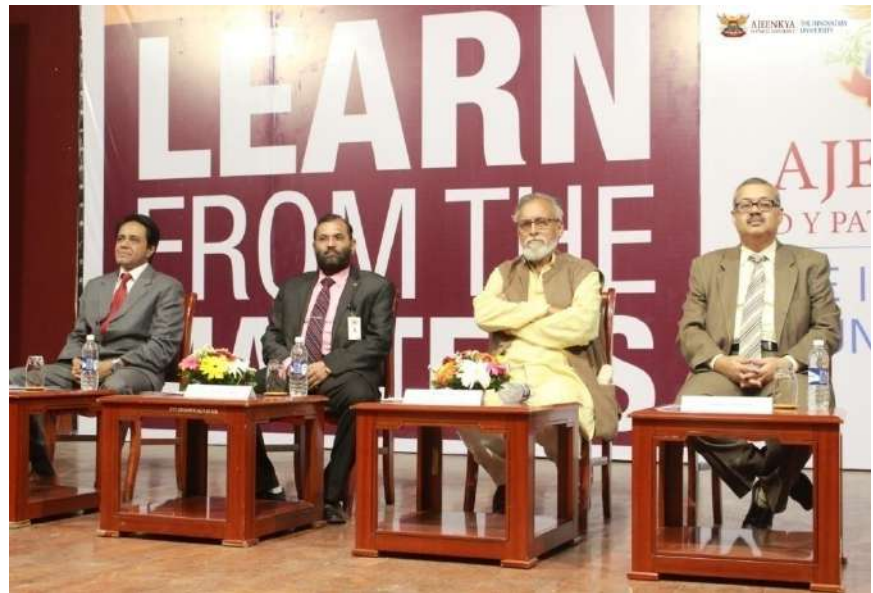
Master Class by Dr Anil Gupta:

Dr Anil Gupta is the pioneer in the grass-root innovation and he has made it his life's mission to



bring forth the hidden talents at the grass-roots in India. He is a renowned academician at IIMs Ahmedabad, the founder of Honeybee network, and a vice-chairman of National Innovation Foundation. He is the winner of several awards including Padamshree. In his opinion, the driving force behind many innovations at the grass-root level in India is empathy, which he rightly translates in Hindi as 'sanvedana'. He further told the students that everyone is creative in this world;

only problem with the humans is we do not allow the creativity to unfold. The Honeybee Network provides the assistance to any innovative person from any walk of life to attain an identity. He presented to students scores of examples of grass-root innovators who came from simple walks of life with brilliant ideas and their ideas were adopted by many companies into real product and in return, these grass-root innovators are earning a royalty for their ideas. This Master class inspired all students.





Master Class by Mr. Feroz Varun Gandhi

Mr. Varun Gandhi, one of the illustrious parliamentarians of India presented his innovative and altruistic thoughts before students. He told the students about many common men and women from smalltime villages and town in India who took praiseworthy initiatives despite being alone and resource-less.



He is famous for his altruistic action of not taking his salary as an MP of the parliament of India.

He expressed his concern over a few salient issues which threaten India today. He highlighted the problems like water scarcity, unequal distribution of water, sexual harassment of women in India, and corruption. He urged on the students to contribute to solving some of these



problems challenging the nation. Students were impressed and inspired by his very studious and knowledgeable speech.



Symposium organized by ADYPU School of Engineering

A symposium is a more powerful means of acquiring knowledge than a lecture because it is not only delivered by various speakers, but it also presents observations and counter-observations, opinions and counter-opinions, which make a better learning experience than a lecture.

School of Engineering, ADYPU organized a daylong symposium for the engineering students and faculties on 9th October, 2017. The speakers of the day were Mr Prakash Puranik, Mr Tushar Shirsat, Mr Swapnil Sansare and Dr Mohan Godse, Dr Bormane and Dr Sonawane. All engineering students attended



this event.

Mr Prakash Puranik, founder of Shree CNC Technology, Pune spoke about the ground realities of engineering trade. He stressed upon the JIT (Just-in-time) method adopted by his company and advised students to see the basics and reduce wastage. Further, he informed that the students should be analytical in approach because troubleshooting is a major

part of any production. His speech brought forth questions on job opportunities in core companies to which he suggested basics of an engineer's quality – sincerity, loyalty to company and continuous improvement.



Mr Tushar Shirshat, HR Head of Pinnacle Industries, shared his views about recruitment of engineering graduates.

While maintaining that human resource, not the machines, is most important part of a company. He stressed the need of soft skills. Engineers are sandwiches between technical knowledge and management skills and he



mentioned that a university degree may not be indicative of best practical knowledge. He is of



the opinion that industry hires people with right attitude and train them. He spoke about behavioural competencies and leadership qualities. Overall, his talk generated a lot of enthusiasm among students.

Mr. Swapnil Sansare, the founder CEO of 'Divide by Zero Technologies', focused on giving entrepreneurial mantra to students. He shared his initial stories of making amplifiers and a pump-set being operated by missed calls. Students who want to build start-ups were enthused by his talk on starting on his own a business of 3-D printers. While answering to students he explained how important it is to get hit by problems and rise again.



Another influential speaker of the symposium was Dr Mohan Godse. Dr Godse, being an Executive Vice president of Endurance Technologies, Pune shared a wealth of knowledge gained from his work-experience in India and abroad. He spoke about Industry 4.0 where automation has taken over menial jobs and synchronized the production methods with industrial

production plans. He classified Industry 1.0, 2.0 and 3.0 as ruled by Steam, Electrical and Robotics. He enthused the students by advising them to be passionate, inquisitive and competent. He appreciated that even graduate trainees could contribute to the industry by their problem solving ability.

Dr. D.S. Bormane, Principal, AISSM'S College of Engineering, Pune spoke to the students about the value of engineering education. Dr. S. S. Sonawane, Director, D Y Patil Technical Campus, emphasized on the importance of holding such symposium for the students who are on the threshold of a great career ahead.





ADYPU- A Home for Research in Various Fields

ADYPU campus is an arena of many intellectually spontaneous and productive activities like innovative teaching and learning, conducting research, paper-presentations, authoring books, seminars, intellectual speeches etc. The ADYPU management always encourages research in all its forms in all fields of knowledge. The spirit of conducting research is consciously kept alive among all Schools of ADYPU and all of their faculty members.

Research is conducted in various fields like Languages, Literature, Technology, Management, Engineering, Journalism, Law, Design, Marketing, Pure and applied Sciences, and many more. In fact, conducting research is one of the mainstream activities for students of all higher professional courses at ADYPU. Research is an inherent part of the whole process of education. You find the most conducive atmosphere to conduct research at ADVPU. Professors at ADYPU take a lead in conducting and publishing research and provide motivation to the students. In last two academic years 2016-17 and 2017-18 many professors and students from various schools at ADYPU participated in different research activities.

ADYPU organizes special seminars and lectures on conducting and writing research. In fact, conducting a research activity and writing on it is an integral part of the whole teaching-learning process at ADYPU. Students publish their research articles in various Science and Technology Journals every year. Following is a brief account of the overall research activities conducted by teachers and students at ADYPU.

Dr. Manju Rughwani, the Head of the department of the School of Film and Media completed her doctorate degree (**Ph. D.**) and was conferred the PhD in January 2018. She was awarded the degree by Savitribai Phule Pune University for her doctoral thesis titled '**A Comparative Study of Managerial Perception and Corporate Social Responsibility Initiatives in the Engineering and Information Technology Sector in Pune District-(2001-2008)**'



She has been guided and mentored by Dr Sharad Javdekar. In addition to her Ph.D., Ms. Rughwani also published two research papers. Her paper titled '**Exploratory Study of Arts &**



Heritage as Corporate Social Responsibility Practice in India' was presented at an international conference held at Puna Institute of Management Sciences and Entrepreneurship and another paper named **'The Changing Trends of Film Adaptations in Bollywood'** was presented at a national conference organized by Department of English of Poona College of Arts, Commerce and Science.



One more Professor from the School of Management, **Dr. Abhishek Bratindranath Mukherjee** was awarded **Doctor of Philosophy (Ph.D.)** from Savitribai Phule Pune University, Pune, Maharashtra in Faculty of Commerce, Business Administration on 30th June 2017. The topic of his Ph.D. research thesis was **"Perception of Rural Women on Self Employment and Entrepreneurial Opportunities"** which was done **under the guidance of Dr. R.J. Sabale**. He heads the School of Management at ADYPU. The students from School of Management have been immensely benefitted by his research activities, seminars and workshops.

Dr. Mukherjee also participated and published a research paper titled **'A Study on Impact of E-Commerce on Rural Women Entrepreneurs'** in International Conference Incubation III 'Contemporary Corporate Strategies: Global Perspectives' organized by Dr. DY Patil School of Mgmt & Dr. DY Patil School of MCA in association with SPPU & ADYPU, Pune on 27th and 28th Feb. 2018 with ISBN No. : 978-93-87665-56-9.

Dr. Ritika Jain in the academic year 2017-2018 participated and presented Research Paper titled **'Women Perception of Glass Ceiling in Corporate'** on 9th December 2017 (ISSN-2348-4969) Impact Factor 7.8902, UGC Approved Journal No. 47663. (KAAV Publications).





Prof. Atul Kadam participated and presented Research Paper titled '**A Study on Unorganised Sector & Understanding the Role and Awareness of Govt. Bodies towards the Sector**' on 23rd & 24th February 2018. The International Conference on Advances in Computer Technology and Management 2018 was organised by Dr. DY Patil Institute of MCA, Akurdi, Pune.

In the academic year 2017-2018 Prof. Sadhana Jadhav Participated and Presented Research Paper titled '**A Quality of Work Life Balance of Nurses in Hospital-A Literature Review**' on 2nd & 3rd February 2018 with (ISBN No. 978-81-927423-4-2) Vol. 5, Issue 1, February 2018. She added another feather in her cap by doing Online Certifications on MS Excel and Advanced Excel on August to December 2017.



Two faculty members of the ADYPU School of Film and Media Dr. Manju Rughwani and Mr. Thomas Aghamkar presented a paper titled '**An Exploratory Study on the Popularity of Web-Series in India**'. The paper is based on technology-led disruption in the Indian media and entertainment space. Technology has changed the

way of content consumption across all platforms. Recently, India has witnessed the increased



number of OTT (Over the Top) content players as well as start-ups catering online videos. The entry of Amazon Prime Video and Netflix has propelled the demand for niche online content.

The paper draws the conclusion that web-series is the future of digital entertainment in terms of its niche content offerings and lucrative business opportunities.

A senior faculty member from the School of Law, Dr K K S R Murthy published his three research papers last academic year. His paper 'Indemnifications for Social Welfare A Way Forward of Protectionism' was presented in the three day international conference on 'Global Insurance: Practices and Outlook' sponsored by ICSSR, New Delhi and Council of Higher Education, Telangana state. Another paper titled 'Coalescing the education and skill model is a metaphor for elaborate social safety nets' was presented in one-day National seminar on 'Emerging trends of research in higher education' organized by Government college, Navbaug, Karnataka. He presented his last paper 'Emerging



microbial resistance an ecological threat' in the two day seminar on 'Environment degradation and sustainable development: Major issues and challenges' organized by Kakatiya university, Warangal, Telangana state.

One more faculty member from School of Engineering, Dr Anand Khandwekar published a paper titled 'Polyurethane-Polyvinylpyrrolidone Iodine blends as potential urological biomaterials'. The paper is based on the research work during which his team members designed and engineered novel anti-adhesive, and

antimicrobial blends of the biomedical polymer polyurethane(PU) and the antimicrobial Polyvinylpyrrolidone-iodine(PVP-I) complex having varying proportions of PVPI. The designed blends were engineered to overcome the existing drawbacks associated with the clinical applications of polyurethane based urological devices such as bacterial adhesion, bio-film formation, antibiotic resistance, protein adsorption, and salt encrustation. The developed



blends were extensively characterized using analytical techniques for their surface, mechanical and thermal properties. The developed blends demonstrated excellent antimicrobial efficacy against the clinically relevant *S. aureus*, *S. epidermidis*, and *P. aeruginosa* and significantly reduced the biofilm formation. The PU/PVPI blends also exhibited superior resistance to protein adsorption and urinary salt encrustation. The research study is an important step forward towards the development of affordable biomaterials to mitigate risks associated with medical device-centered infections. Dr. Anand Khandwekar shares this paper with other two researchers.



Dr Amol Kasture and Mr Vijay Gayke (from left) from the School of IT jointly published 7 different research papers on different subject areas. His papers include 'A Study of Ultrasonic Sensors In Garbage Monitoring', 'A Study On Gesture Control Arduino Robot', 'A Conceptual Study Of Sensor For Smart Farming: Humidity, Temperature And Moisture Measurement',

'A Conceptual Study Of Ultrasonic Range Finder', 'A Conceptual Study Of Home Automation Based On Bluetooth Using Voice Control', 'A Study And Implementation Of Anti-Defense Aircraft System Ultrasonic (Radar)', 'A Study Of Ultrasonic Sensors In Garbage Monitoring'. He published these papers in International Journal Of Science & Engineering Development Research with an impact factor of 5.47.

Mr Nitin Kamble, a faculty member from School of IT published two research papers titled 'A Secured Homomorphic Encryption Technique In Cloud Computing ' in International Journal Of Computer Applications (IJCA) and 'Bitcoin: Good Or Bad?' at International Conference "INCUBATION -III", Ajeenkya D Y Patil University, Pune with an impact factor of 5.47.





Ms. Monali Bachhav, a faculty member from School of IT published a paper titled 'A Secured Homomorphic Encryption Technique In Cloud Computing' in International Journal Of Computer Applications (IJCA) with an impact factor of 3.12.

Ms. Shailvi Maurya, a faculty member from School of IT published a paper titled 'A Survey on mining frequent Item sets over data streams' in International Journal Of Computer Applications (IJCA) with an impact factor of 3.12.



Ms. Sneha Ambhore, a faculty member from School of IT published a paper titled 'A survey on mining frequent item sets over data streams' in International Journal of Computer Applications (IJCA) with an impact factor of 3.12.

Research Papers by Students

Ability to conduct research is the most merited activity in almost all fields of life. In addition to their academic studies, students at ADYPU are encouraged to publish their research papers which immensely help in their career growth. Students who have participated in research publication get better opportunities in industry worldwide. At ADYPU we provide them the best

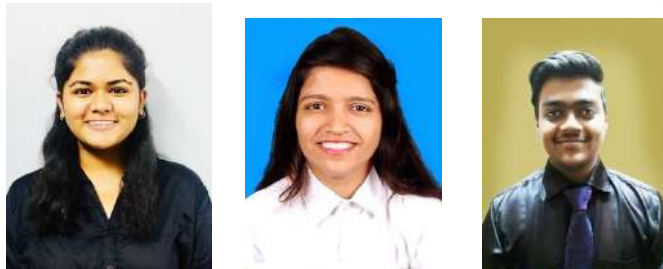


platform, opportunity and inspiration to develop a research's eye i.e. research attitude and aptitude. Following students published their papers last academic year (2017-18).



Tejaswini shinde, Soni Choubey, Chaitanya Bute, Akshay Rao (Photos from the left to right), B Tech (II Semester) students from the School of Information Technology published a paper

titled '**A study of ultrasonic sensors in garbage monitoring**' in the International journal of Science & Engineering Development research (IJSER). The paper achieved an impact factor of 5.47.



Sakshee Thakre, Siddhi Jadhav, Rohan Dhadge (Photos from the left to right), B Tech (II Semester) students from the School of Information Technology published a paper titled '**A Conceptual Study of Ultrasonic Range Finder**' in the International journal of Science &

Engineering Development research (IJSER). The paper achieved an impact factor of 5.47.



Chirarup Goswami, Varsha Hunjan, Ananya Choudhary (Photos from the left to right), B Tech (II Semester) students from the School of Information Technology published a paper titled '**A Conceptual Study of home automation based on bluetooth using voice control**' in the International journal of Science &

Engineering Development research (IJSER). The paper achieved an impact factor of 5.47.





Rounak Shrivastava, Kaushal Soni, Nitin Taneja, Animesh Kumar, Deepak Idnani (Photos from the left to right), B Tech (II Semester) students from the School of Information Technology published a paper titled '**A conceptual study of sensor for smart farming humidity, temperature, and moisture measurement**' in the International journal of Science & Engineering Development research (IJSER). The paper achieved an impact factor of 5.47.



Shraddha Dhakane, Vrushali Patankar, Vishakha Jamkhedkar, Ashutosh Zagade (Photos from the left to right), B Tech (II Semester) students from the School of

Information Technology published a paper titled '**A study on gesture control arduino robot**' in the International journal of Science & Engineering Development research (IJSER). The paper achieved an impact factor of 5.47.



Shubham Telkar, Rahul Agrawal, Shashikant Khot, Kiranraj KG, Mintu Patel (Photos from the left to right), B Tech (II Semester) students from the School of Information Technology published a paper titled '**A study and implementation of anti-defense aircraft system ultrasonic (radar)**' in the International journal of Science & Engineering Development research (IJSER). The paper achieved an impact factor of 5.47.



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ADYPU Global Connect and Strategic Partnership

MOU with Sripatum University:



ADYPU is tied up with more than 20 universities in the world. Every year ADYPU forms constructive and strategic alliances with global academic institutions of repute. Last academic year ADYPU has signed a tie-up with one more university from Bangkok, Thailand.

Ajeenkya DY Patil University had signed a Memorandum of Understanding with Sripatum University, one of the renowned and oldest private universities in Bangkok.



The MoU was signed by the

Director of the ADYPU Hridaysh Deshpande, the member of the Governing Board-ADYPU and Dr Rutchaneeporn Pookayaporn Phukkamarn, the president of Sripatum University. The MOU was a part of our international collaboration efforts to encourage knowledge sharing between Indian and Thai students and faculty for film and communication courses.



Awar

ds and Recognitions

ADYPU is a vibrant place of learning, activities, rich experience, wonderful events, life-long



real friendships, career building, experimentation, and everything which you can imagine for a great center of learning. After a hard-work and productive activities, ADYPU is also a place of honors and awards, rejoicing and celebration.

Every year students at ADYPU bag many awards and honors for their achievements. Last year (2017-18) many students from ADYPU accomplished various awards and honors for their achievements in various fields like engineering, design, law, media etc. Find the details given below. In addition to students, professors at ADYPU are also engaged in research and related activity and they too bag awards each year delivering a sound motivation to their students. Look at the few awards and honors conferred on the ADYPU students and teachers.

Prof (Dr.) Biswajeet Champaty, the HoD of School of Engineering, Ajeenkya DY Patil University, Pune, Maharashtra, India has received the most prestigious “ISER-Young Scientist Award 2017” at the 203rd International Conference on Science, Technology, Engineering and Management (ICSTEM) on July 26, 2017 in Vienna, Austria. Out of 12 nominated young researchers across the globe, Dr. Champaty was selected to receive this award. International Society for Engineers and Researcher (ISER) of the Austrian Federal Government presented this award to Dr. Champaty for his unparalleled contribution to the field of “Human-Computer Interaction”.

Key-to-success Award for Dr Manju Rughwani

Dr Manju Rughwani, the senior faculty member of the ADYPU School of Film and Media has won ‘Key to Success Award 2018’ as one of the successful women in Pune for Excellence in the field of media education. This was awarded during the Wonder Queen's Celebration 2018" organized on March 31. The award was instituted by FM Films—Film Institute and Media Entertainment.

Dr Rughwani heads the School of Film and Media at Ajeenkya D Y Patil University and this award is the result of her consistent dedication to excel in the





field of education related to Film and Media.

Convocation Ceremony-2018

Ajeenkya DY Patil University witnessed its second grand convocation ceremony in its campus on



Thursday, January 18, 2018. This convocation would go down in the history of ADYPU as one of the most memorable event as the chief guest for the function was none other than the former President of India, Hon. Smt. Pratibha Devisingh Patil. The ceremony was attended by many eminent personalities from all walks of life. The program was inaugurated by the auspicious hands of the former President of India Hon. Smt. Pratibha Devisingh Patil, Dr. D. Y. Patil,





former Governor of Bihar and Tripura and West Bengal, Dr. Ajeenkya D. Y. Patil, President of Ajeenkya DY Patil University, Dr. Vijay D. Patil, Chancellor, DY Patil University, Navi-Mumbai, Mr. Adar Poonawala, the CEO of Serum Institute of India and one of the eminent lawyers in India Adv. Hukumchand Sharma. Thousands of parents, students, family friends and relatives attended this magnificent event on the pleasant evening of 18th January.

The event began with the ceremonious procession of dignitaries to the dais and the



inauguration by the auspicious hands of the chief guests and honorable members on the dais. The function was presided over by the President of the university Dr Ajeenkya DY Patil. The former President of India Hon. Smt. Pratibha Devisingh Patil delivered her Convocation address as the Chief Guest of the

function. The address delivered by Dr Ajeekya DY Patil imparted a strong motivation and a deep inspiration for graduating students and the parents.

Being the second convocation ceremony of the university, the number of students honored with degrees was obviously more than those the previous year. This year total 42 students were conferred upon with graduate and postgraduate degrees out of whom 6 students won the Gold

Medals from three ADYPU schools. Among the Gold winners were **Ashish Barve** from School of Law, **Shraddha Kelkar** and **Ankita Suda** from the School of Film and Media, **Akshay Bhosale**, **Tejas Manek** and **Mohd**





Zahid from the school of Design.

In addition to the academic degrees, this year ADYPU honored two eminent personalities, Mr. Adar Poonawala and Adv. Hukumchand Sharma, with Doctor of Humane Letters, honoris causa, for their exceptional contribution to society.

Mr. Adar Poonawala is the CEO of 'Serum Institute of India', the prestigious serum company from Pune and one of the largest serum producers in the world. In addition to this appellation, he has been a reputable philanthropist in India. Through his charitable trust 'Villoo Poonawalla Charitable



Foundation, dedicated to support social cause, he invested Rs.100 crores to support a few social development initiatives like the clean city movement, water management and sanitation. He has been an inspiring role-model among the Indian entrepreneurs for everyone who believe in a positive change and who motivated people for a few important civic causes of great importance. Ajeenkya DY Patil University duly recognized his contribution to the social cause and rightly honored him with the degree of Doctor of Humane Letters, honoris causa.

Ajeenkya DY Patil University conferred the same honor upon Advocate Hukumchand Sharma (Ganeshia) an eminent lawyer of great stature for his great contribution to the social cause.

Mr. H C Ganeshia is well-known for his contribution to the underprivileged and poor communities in Rajasthan, India. He is one of such leading legal luminaries in India who has used the prowess of his legal knowledge to defend the rights of the downtrodden and marginalized homeless communities deprived of the basic necessities of life for ages. His altruistic dedication and struggle to secure a place for homeless Baajigar community in Rajasthan set him apart and lifted him above other professionals of his ilk. He fought a 15-year long legal battle for the nomadic community to secure justice and helped thousands of



homeless nomads to secure a place which they can call their home. Despite immense wealth and fame his successful professional career bestowed on him, he has always kept abreast his humanitarian values which have been his life-long priority. ADYPU conferred on him the degree of Doctor of Humane Letters, honoris causa for his contribution to society.



INFRASTRUCTURE & LEARNING RESOURCES

Inauguration of High-tech Biotechnology Laboratory

Setting up a high-tech laboratory was one of the most seminal initiatives for students of Engineering and Biotechnology at ADYPU. Biotech Lab was set up and inaugurated on 15th Feb, 2018 by the ADYPU Director, Prof. Hrridaysh Deshpande. The Biotech lab has state-of-the-art instruments like PCR machine, high speed centrifuge etc. for



high-end research and practicals.



With these instruments, advanced experimentations of gene cloning, ELISA can be performed. Students can learn genetic engineering, immunodiagnosics and protein expression with ease and efficiency. Lab based practical on molecular biology, biochemistry and microbiology can be performed with these sophisticated instruments which very few universities in India can boast of.



STUDENT SUPPORT & PROGRESSION

Unique Student Experience at ADYPU

ADYPU is a university with 360 degree approach to education. The whole system of education at ADYPU is designed with a unique and wonderfully innovative approach so that students have multiple opportunities to learn in many ways. The best education is one which offers you an ultimate experience of broad-spectrum learning and which imparts energy to students for life.

ADYPU experience of education is unique because in addition to quality education, it imparts you deep inspiration inculcates innovation, delivers motivation, enhances technical skills and above all, imbibes the essential values of a good human being to make you a perfect and all-rounded person in your life. ADYPU offers you ambrosia of all positive and vibrant experiences. Life here is full of energy and sky-touching inspirations, and deep experiences which sustain in your persona for life.

In addition to your academic lectures, there are many more cultural and extra-curricular activities that you may participate in and get energetic to lead your life on the path of progress. We arrange a number of such programs and activities which give you an additional enthusiasm to break your daily routine and make you energetic to pursue your education and your goal. In addition to dance and sports events in each semester, we arrange a mega-event known as 'Detour' every year for our students. The Detour offers our students a great opportunity to explore the hidden talent and unrevealed potential in their personalities to make their lives more enthusiastic, vibrant and happy. The following pictures witness the zeal of the event.



Impetus-2017: Sports Carnival

Impetus-2017 Sports Carnival is a two-day grand sports event which is full of various events to entertain, rejoice and play. Impetus 2K17 witnessed over a thousand students from across multi-disciplinary

courses competing in unconventional games like dunk-basketball, balancing ramp walk, arm-wrestling, and gully cricket.



In addition to this, the popular games like Futsal, Athletics, Badminton, Table-Tennis, Carom and Chess. The winners of various events walked away with cash prizes, medals and Grand Master Trophy.





Chatori-Galli-2018: Food Festival



Chatori Galli-2018 was another beautiful and delicious experience for ADYPU students. As the name suggests this event brings home for food-lovers enticing new aromas of exotic and new dishes. Part of experiential communication course, the 'Chatori-Galli food carnival' was organized by the Second Year BBA Media Communication Students.

The experiential project enabled students to imbibe business as well as managerial skills in addition to event planning skills. This year, the tasks were entrusted of managing their own food stall-right from negotiation to final settlement of accounts. In addition to this, they were entrusted with other event planning activities.

The major attraction this year was the Chinese Dragon and White Horse. Visitors enjoyed the horse-ride across the sprawling campus. A special flea market—Pyjama Party and Tattoo artist attracted stream of students and faculty. The number of stalls increased with an aromas like biryani, chicken tikkas, noodles, pastas,



cheesy fries, shawarma, momos, and much more. The Cheese Truck—a popular Food truck of Vimannagar was the biggest hit among the foodies. A DJ also rolled out popular Bollywood numbers during the carnival. Around 600-700 food lovers from the campus had a gala time!



MACTivities-2018—Of Bollywood Quiz, Traditional Day & Half Blood Prince

The Second Edition of MBA Media & Communication's First Year—MACTivities-2018 has grown bigger with series of innovative communication activities. As part of their course on Media Business Environment, MACTivities-2018 comprised of Bollywood Quiz, Traditional Day and Half Blood Prince. All the three activities were a craze among all ADYPU Schools. The event instilled in them the spirit of working in team and understanding the world of media through experiential



learning.

Hitting the list was the Bollywood Quiz—which had a participation of 17 teams. The teams were named after the famous Bollywood families. The Quiz revolved during the world of Bollywood—from movie dialogues, songs and film adaptations. Team Bawejas were declared as winners Bollywood Quiz.

Next was the Traditional-Best Dressed Girl and Boy contest. Twenty-seven participants walked the ramp in their best Ethnic and Indian attire. It was Sumitra Radhika – School of Law and Yash Kapoor of - MBA Times Pro. Finally, the Half Blood Prince was to create an incomplete half-image with their creative imagination.

Karnika-The Earring Show—2018-Girls Go Unstoppable

Who says so that fundamentals of marketing is a theory subject? Marketing is all about creating emotional connect with consumers. What better way to sell and learn about girl's favorite Indian fashion accessory—Earrings. As part of their live project, the students from BBA Media & Communication & Film & Media all Girls organized this innovative practical event to learn the



basics of marketing. Hence, this gave birth to an innovative concept—Karnika-The Earrings Show 2018.



Under the mentorship of Dr Makarand Joshi, the students brainstormed and devised strategies based on the principles of marketing. The students conceptualized the event 'Karnika' which means earrings. The student drove the whole concept from obtaining sponsorships, getting registrations, handling the show concepts and final execution.

Students practically learnt the basics of organizing a fashion-show where 30 ADYPU Girls walked the ramp and flaunted all styles of traditional and contemporary earrings—ethnic, chic, whacky and stylish. The event was judged by jewellery experts.

Finally, it was Komal Meena (Best Earrings) from School of Engineering and Mahek Gurnani (Best Dressed) of School who walked away as winners with a pair of ethnic earrings. Again, to inculcate the audio visual skills, the show was shot and directed by all girls audio video team. This innovative experience for ADYPU students got them a practical education through fashion, fun, and frolic.

New initiatives at ADYPU

At ADYPU we ceaselessly attempt to harness world-class systems and infrastructure to bring our service delivery to the global level of excellence. In each domain including teaching and learning, research, administration, extra-curricular activities, IT infrastructure and many more, we have been introducing innovative practices, processes and ideas to improve the quality of education delivered.

Student Technical Activity Club (STAC)

Every year various ADYPU schools attempt to build on innovative ideas and activities to facilitate higher level of learning. Last year the ADYPU School of Engineering established an innovative club known as Student Technical Activity Club (STAC) which is a student and faculty



driven guided initiative for the engineering and technology students to ideate, innovate and create. This club would provide ideas, opportunities, motivation and guidance for engineering and technology students in the school.

The club consists of 20 students and is working on 5 thrust areas, namely, Robotics, IoT, Mobile App Development, Assistive Technology and Smart systems. The team participated in various national level competitions and won prizes and recognitions. Besides shaping crazy dreams to transform into reality, the team organizes workshops for their fellow students and technical outreach programs. The club is mentored by Dr. Biswajeet Champaty. For details, visit <https://stacadypu.wordpress.com/>

This club has made many achievements in a short period of time. The students of this club participates in a few National level competition and won awards. An innovative robotics-based device named 'Bomb Squad' designed by the engineering students of this club won the first prize in a National Level Competition ATMOS-2017 organized by BITS Hyderabad last year.



Matheletes: A Club for Learning via Entertainment and Competition:

The 'Matheletes' club is a new initiative by ADYPU School of Engineering to provide its students one more platform to indulge in Mathematical and Aptitude building activities through the way of entertainment. This club organizes events in which students can participate, can learn while having fun, get motivated while playing, and win prizes and certificates. The 'Matheletes' club



organized an event called 'SPECTRUM' for students and staff to participate in Math and Logic based competitions, puzzles, and Sudoku like events. This club also organizes such an activity for students on regular-basis twice a week with the aim to enhance their logical, aptitude and mathematical acumen.



Kotler Kafé—is another innovative MBA Club

Kotler Kafé Club is an important ADYPU initiative for its MBA students. In November 2017 the ADYPU School of Management founded this innovative MBA Club for students of business studies. Named after the legendary Philip Kotler-Kotler's Kafe club also aims to generate a passion for the Marketing discipline and empower students to evaluate Marketing as a possible career choice.



Dr Harsh Dadhich, Marketing Manager, Forbes Marshall, PhD from IIM Ahmedabad, inaugurated the club and shared his experiences as the marketing professional. After the inauguration of the club he opened

the forum for questions and answered the questions from students. This was followed by the founding the Executive Committee from among the MBA students for the club. The ADYPU School of Management students Rhea Sudhir was selected as CEO and Mitesh Obhan as the deputy CEO along with other members.

Drucker Den—An Exclusive MBA Club dedicated to ‘Strategy’

One more initiative by the ADYPU School of Management in November last year was founding one more academic club for MBA students. ‘Drucker Den’—An Exclusive MBA Club dedicated to ‘Strategy’ was formed exclusively for MBA Innovation & Strategy students. The Club was inaugurated by Dr Milind Pandit who leads Strategy & Operations at Tata Management Training Centre.



Named after the global management thinker Peter Drucker, the Drucker Den aims to create awareness & opportunities in Strategy



and to provide an environment in which students can interact with the Masters in strategy from the industry and academia. During the inauguration, Milind Pandit explained the origin of the word strategy and few insights on strategic-thinking. The Drucker Den Executive Committee was founded with Sonakshi Upadhaya as CEO along with other members.

Bio-File - An Online Forum for Knowledge Sharing by the Students, for the Students.

The students of ADYPU School of Engineering have made this initiative by starting a knowledge dissemination platform named as 'Biofile'. This initiative will help further the objective of ADYPU to create a collaborative learning environment wherein students could interact and engage in knowledge-sharing activity. It will pave way for peer learning. The knowledge repository being created will help the students to acquire knowledge seamlessly and will help build competencies such as exploration and discovery, which are essential 21st century skills. The blog was initiated by Dr. Aiswarya Dash, one of the faculty members of School of Engineering. (An access link is given below).

<https://biofileadypu.wordpress.com/>

Green Tech Club - A Save Environment Initiative by the School of Engineering.

On the backdrop of ever-increasing environmental damage by undesirable human activity and pollution, the conventional means of energy sources are getting extinct day by day. It is a high



time for human beings to stop exploiting the conventional energy sources and explore other non-conventional energy sources to check the damage to environment. People need to make use of solar energy, wind, tidal and other forms of energy and the scientific community including engineers and technologists can make it happen.

In order to make something happen in this direction, the ADYPU School of Engineering took the initiative and established 'Green Tech-Club' on 4th April 2018 to promote innovative ideation and facilitate efforts by the students. The idea behind opening this club is to explore different new ideas and techniques, enhancing the quality of life on our planet with a pollution free



environment by using these naturally available sources. This club was initiated by Dr Debirupa Hore, School of Engineering.

The club would perform the activities like writing articles on environmental issues and solutions, organizing talks by experts, conducting workshops and seminars, visiting non-conventional energy co-generation plants or organic farms, organizing contests related to the energy conservation and pollution free environment, waste management, water recycles etc.

Technology Exhibitions - A Unique Way of Competitive Learning



Organizing Technology exhibitions in the University campus with the active participation of students and teachers greatly enhances knowledge about a particular application or technology. When this approach is adopted to learn and understand technology related applications, it works out a great impact.

ADYPU School of Engineering organized

'Mechatronics Project Exhibition' on 'Automated and sensor based systems'. Different smart and automated based systems were made by B.Tech Mechatronics 3rd semester students. The students made some good projects based on automated systems. Students of 3rd Semester B.Tech Mechatronics formulated and executed the diverse applications of mechatronics in the form of automated traffic signal, cybernetic head movements and speech, sensor based heart rate detection, automatic drumming in an orchestra etc. The displays were made lively by animated exposition by the students who explained the basics of engineering behind these topics. In an another exhibition, the engineering students organized an exhibition on variety of important sensors used in industry.



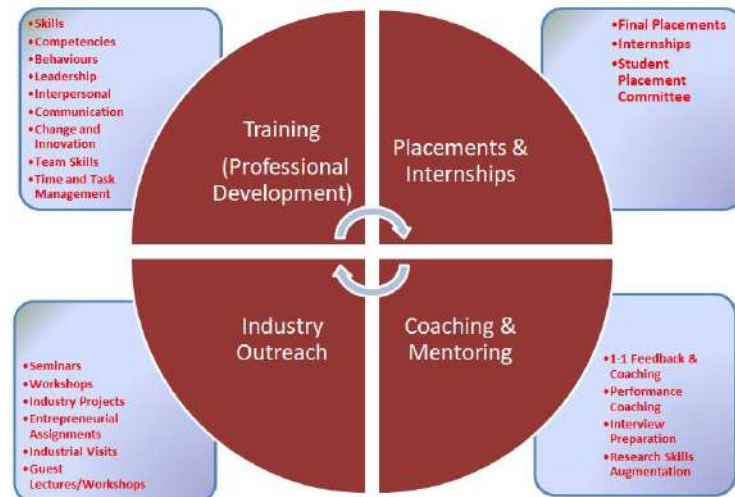


Corporate Relations and Placements

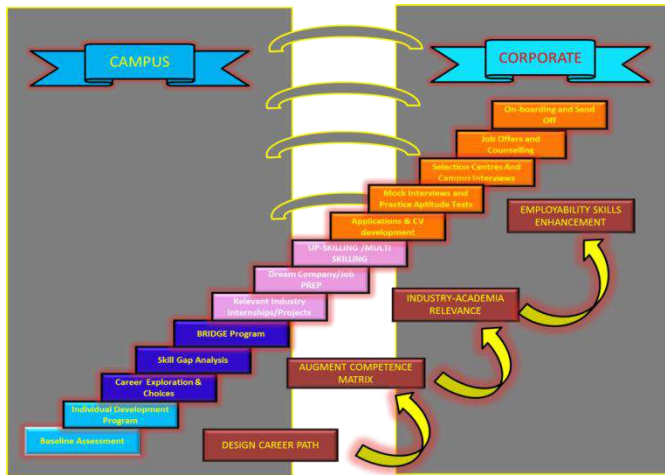
At ADYPU placement is a natural progression of student's learning, their commitment to themselves, the university and their field of knowledge. The University has been taking conscious steps to consistently enhance the level of employability of its students. At ADYPU, our vision is farther than making our students just employees; we endeavor to make them thorough professionals, who can solve problems, create solutions on the fly and be good leaders to take strong initiatives with high degree of confidence; and this what any organization needs and seeks in their employees. These qualities are also essential to make one successful on his own; to launch an idea, to emerge as a successful businessman in his or her life. We undertake a holistic approach to improve placements of our students; this includes continuous trainings for skill-enhancement, industry integration, high degree of motivation by industry experts and a strong industry network available in the ADYPU campus.

Our efforts are getting increasingly better results every new academic year. Last year many recruiters visited our campus and have recruited talented graduates from the Ajeenkya DY Patil University. A number of our recruiting partners this year visited the University for the first time.

Some of recruiters did visit us more than once this year as they greatly appreciated our talent pool and had also enhanced their intake. All our existing recruiting partners recruited and selected candidates for internships in a great number across various functional areas. We have added to our list of recruiters some of the best and biggest global



organizations. There was a significant increment in the number of organizations from across the FMCG, Pharmaceuticals, Consulting, Manufacturing and Banking sectors.



ADYPU is one of the universities in the country to ensure every student goes through the process of Corporate Coaching and Mentoring. This includes various supportive stages like purposing, training and skilling. This ensures students, from the beginning of the program, have a vision of their desired career path and have a mentor to help them grow and understand the necessities to succeed in their chosen industry and

specialization.

In order to facilitate the three major objectives of providing guidance and support in the areas of placements (and internships), career guidance and higher education options to students, the Placement Cell organizes the following activities:

- Seminars
- Internships
- Aptitude tests
- Pre-placement seminars
- Recruitment drives

Seminars on higher education opportunities, Group Discussion strategies, Power of personal appearance, aptitude enhancement and Entrepreneurship were organized. Aptitude test drive was conducted. Number of Industry leaders from different Industries had pre-placement seminars in the university.

Soft Skill workshops

While a robust system has been put into place when it comes to connecting and getting on-board the best companies in India, there is a fair amount of work that needs to be done with students and their preparedness to take on the challenges of the corporate world.

Some of the cornerstones of this success lies in the background work that's been done by the Placements, Corporate Relations & Training (PCRT) team.



The PCRT (Placements, Corporate Relations & Training) teams focus on delivering programs addressing competencies relevant and requisite to the industry has paid rich dividends as far as Placements and Industry outreach are concerned.

These workshops are conducted on regular basis and the students have been imparted the knowledge, skills and abilities that differentiate them from their peers from other universities, ensuring that they can blend seamlessly into the corporate world, after passing out from the Campus. More than 40 such workshops have been conducted last academic year by the PCRT. A gist of the programs conducted is as given below:

Industry Readiness Program List

The list of programs catering to make the students corporate ready and relevant in today's challenging times is as follows:

Communication Development Training Programs

The following programs have been conducted as workshops in 2017-18 by the PCRT team

1. Communication Skills Development - Verbal/Non Verbal Communication
2. Effective Business Communication Skills
3. Interpersonal Communication Skills
4. Business Writing Skills
5. Presentation skills
6. Business Etiquette: Personal Grooming Training



Management Development Training Programs

With a focus on creating industry ready talent, the following workshops were conducted by the T&P Team.

1. Leadership Skills Development
2. Problem Solving/Decision Making Skills
3. Teamwork and Team Building





4. Change Management
5. Effective Persuasion/Negotiation Skills
6. Conflict Management
7. Stress Management
8. Time Management

Persona Development Training Programs

Persona Development Skill-sets are addressed through these programs, and in depth guidance is given on taking different types of preliminary tests, written as well as verbal. These workshops ensure that the students are well prepared to face multiple rounds of interviews, and clear with passing colours. Students were exposed to the following.



1. Psychometric and Aptitude Assessment
2. Mock Interviews and Group Discussions
3. Cross Functional Team Projects/Assignments
4. General Knowledge and Awareness Enhancement Activities - Quiz
5. Role Plays/ Group Discussions/Debates/Elocution
6. Extempore /Public Speaking / News Anchor

Student Lifecycle Management Program

From the time the student enters the ADYPU ecosystem, to the time they pass out, our structured placement process ensures that they are being worked upon continuously. The foundation to a strong structure lies in strengthening the roots and nourishing them. A step by step look at the Student Professional Development includes but is not limited to the following:

1. Baseline Assessment: SWOT Analysis, Universal Competencies Assessment, MBTI
2. GAP Analysis : Where are we now & Where do we want to go
3. Career Exploration & Avenues for Success: Dream Companies, Dream Projects, Personal Vision, Mission, Goals, Objectives and Targets.



4. Bridge Program: Individual Development Program Progress (Evaluated on quarterly basis)
5. Professional Development: CV writing, Aptitude Tests, Group Discussions, Role Plays, Assignments and Projects, Industry Interaction, Guest Lectures, Live Industry Projects
6. Persona Development: 8 Universal Competencies Framework, Behavioural Workshops, Counseling & Career Guidance, Thought Leadership, Change Enablers, CSR activities
7. Internships & Placements Preparation: Mock Interviews, Assessment Centers, Campus Placement Drives, Placement Committee Membership
8. Industry Projects and Research Assignments: Exposure to solving real time issues or problems within the industry, preparing the ground for future recruitment.

This year also the cell organised several workshops for students- The seminar on Soft skills Development and Career Building was held for all final year students, the eminent speakers being Piyank Jain, Abhijit Jorvekar, S Gopala Krishnan, Director of Kachan Sobha (LLP), Rupein Doctor and Sanjay Patel.

Though these workshops the tradition of teaching the students the format of an impressive Curriculum Vitae, it also initiated them to take part in mock Group Discussions. The workshops were highly valuable and appropriate for most of the final year students who would be taking part in group discussions and interviews and campus drives in the near future. Other workshops were also conducted for the second year students.

Enhancing employability with the help of methodical trainings

Our students pass through a rigorous process of placement and skills up-gradation. Our specially designed cell for Placement, Corporate Relations and Training (PCRT) relentlessly trains our students on various vital skills. Students are trained on General communication (including verbal and non-verbal skills), Business communication, Business related writing skills, Presentation, Business etiquettes, Leadership development, Problem solving, Decision making, Team-work and team building abilities, Change-management, Negotiation skills, Conflict resolution, Stress management, Time management and many other areas of expertise.

In addition to these skill-based trainings, students are also exposed to multiple Psychometric tests, Mock-interviews, Group-discussions, Role-plays, Debates, Elocution, Public speaking, Anchoring, Extempore performances etc.



Industry Projects and Research Assignments

Exposure to solving real-time issues or problems within the industry prepares the ground for a successful recruitment. In addition to the training-based grooming, a practical work in the form of industry internships helps in many ways. It delivers students the exact skills which are needed in a specific industry or a specific work-place. The industry placements also deliver students a great opportunity to build their real industry network. It instills a real-experience and hence a real-courage to face problems and solve them with an ease and dexterity.

Strong Networking with the Corporate and Industry

We at ADYPU continuously work on building our solid network with hundreds of companies and this number grows every year. This broad network with the industry and corporate improves our rate of placement as there is always some space for every student we groom. This strong network with industry enhances the opportunities.

Workshops by Industry experts:

Our Placement, Corporate Relations and Training cell (PCRT cell) organizes highly informative workshops for our students who are exposed to the transformational trends in the industry and they are rapidly enabled to adopt the required modules in their preparatory kit. Thus the students at ADYPU always



remain with time and competitive to succeed in the areas of placements. These industry workshops also prepare our students to build the strategy for future.



On 6-Oct-2017 the placements team invited Mr. Abhijit Jorvekar, Executive Director & SVP – Sales & Marketing-Quick Heal Technologies Ltd to interact and speak to the students of ADYPU. Mr. Abhijit Jorvekar, spoke on the title ‘Currents trends and challenges in Marketing & Sales’ He motivated students to explore unlimited possibilities in the field of business and entrepreneurship. He informed the



students on how to begin their career with a start up and grow it into a multinational company. He explained students over the key traits of right attitude, dedication, and perseverance and how these traits can help the students to grow as successful businessmen of tomorrow. He spoke about his journey of over 15 years with QuickHeal Technologies taking the company from the annual turnover of 1 crore to whopping 900 crores within 15

years. He narrated the whole success story to MBA students about the challenges and trends in marketing and sales. He addressed the students pursuing their MBA, which was followed by a question and answer session wherein he addressed all the student’s concerns about corporate culture and industry expectations. During this workshop students learnt how to launch a start-up and grow it into a multinational company. Students received a unique inspiration by a seasoned industry professional who actually wrote a success story in a competitive industry scenario.





Next important seminar organized by the team was conducted by Mr S Gopalakrishnan,



partner KanchanSobha LLP which provides services in the areas of insolvency and bankruptcy. In his seminar on 19th March 2018, he addressed the students and updated them about the insolvency and the bankruptcy code (IBC) and provided them vital information on the opportunities in this sector. The students cleared their doubts in question and answer hour. This seminar was organized for MBA students in order to enhance their career-vision.

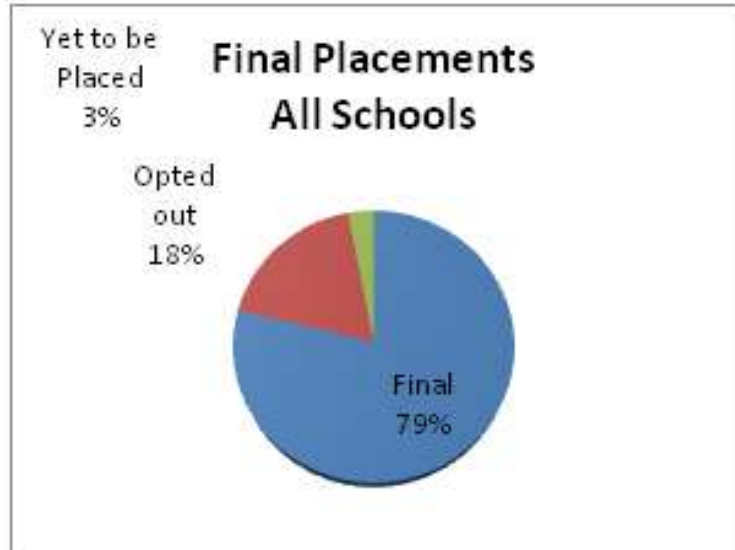
Campus interviews: Every year many campus interviews and recruitment events are organized by the PCRT cell. Company HR managers visit and conduct their recruitment drives on campus.

On Friday, 12th January, 2018. Sirsonite Solutions Pvt Ltd, Pune was on campus seeking to recruit talent for their Engineering and Management functions. MBA (BIS) and MTech (APE) students were given the opportunity to appear before the panel.

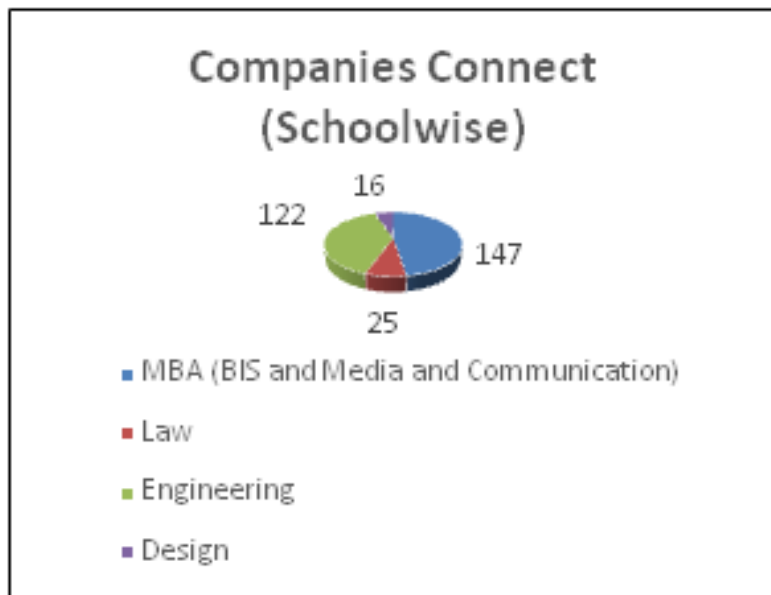




Placements: Hundreds of students get placed through the endeavors of ADYPU PCRT every year. Last year, around 79% of our students were successfully placed while 18 % students opted out of the placement drive because of certain better career opportunities. The remaining 3% students need to be placed and the University is committed to provide them rigorous and dedicated assistance. ADYPU has a unique placement mechanism which ensures 100% placement for all its students.



The number of corporate companies which have responded positively for 2017/18, and which have interacted with students from ADYPU, have steadily increased and in the up-coming year PCRT is planning on signing MoUs with many more to consolidate and strengthen ADYPU brand awareness and value.





From College to Corporate



Sagar Jaiswal got placed in Baiju's



Sonakshi Upadhyay got placed in Xebec Communicatgions



Zainul Lamak got placed in Mark and Make



Ajay Upadhyay got placed in Pinnacle Industry Ltd.



Vijay Kumar got placed in COIGN Consultants



Sagar Lulla got placed in Capgemini



Roshani Jagtap got placed in TCS.



Sagarika Rao got placed in TCS.



Aniket Agarwal got placed in Infosys.



Diksha Kathale got placed in TCS



Rohit Divan got placed in TCS



Following companies are already recruiting their taskforce from ADYPU and we are trying to add more to it.

3D PLM Systems	Jubilant Motorworks Pvt Ltd (Audi)
Aditya Birla Sunlife Mutual Fund	KFC - Quick Service Restaurant
All Rounders Shots	Kumar Motors and JCB
Alpha Analytics	Kumar Solutions Pvt. Ltd.
Amazon Pvt Ltd	M.S.Developers Pvt Ltd
Aperture Media	Mahindra & Mahindra
Arken Automotive	Mark and Make Media Pvt Ltd
Autologue	Maruti Suzuki India
Avail Advertising Pvt Ltd	Megasoft Creators Pvt. Ltd
Axis Bank	Motilal Oswal
Axis Securities	MSS Securities
Baites and Chi Pvt Ltd	Nestaway
Bajaj Capital	Nextlevel Marketers
Bajaj Finserve	OMVSAB IT Solutions
BalKrushna Nagri Patra Sanstha	Onio Design Pvt Ltd
Best Service	Orient Auto Pressing
Bhalle Bhalle	Pepsi
Byju's Learning App	Pinnacle Industries
CAPGEMINI	Pistons Customs



CAS Modelling	Priya Cosmetics
City Union Bank	PSAC & Associates (CA Firm)
Cloudstrats Technologies Pvt. Ltd.	QAI
COIGN Consultants Pvt Ltd	Radisson Hotel
DBS	Sai Enterprises
Dochaki Designs	SANDESH TRANSPORT CORPORATION
Dynalec Controls Pvt Ltd	Sheraton Grand Hotel
Eco Smart	Shree Chintamani
Edelweiss WCM	Smaaash Sports Bar
Four Points by Sheraton, Pune	Sohamshakti Industries Pvt. Ltd.
Future Group	SRF Media Group
G.Y. LIMAYE & Co. (CA Firm)	SRF Media Group
Games to win	Standard Chartered Securities
GD Infra	Sterling Honda
Grand Sheraton, Pune	Studio 34
Gu Gu Energy	Suroj Buildcon Pvt Ltd
H&R Blocks	Symmetric Technology
H.N. Web Marketing Pvt. Ltd	Tata Motors Accessories
HDFC Bank	TCS
House of Masaba	TeamLease (for PayTM)
ICICI Pru Life	The Fern Hotels & Club
ICICI Prudential AMC	The Fern Hotels & Club, Pune



AJEENKYA
D Y PATIL UNIVERSITY

**THE INNOVATION
UNIVERSITY**

IDFC Bank

The Poona Project by Pizza Express

IIFL

Thrill Clothing

Incurd Sales

TI Cycles - Murugappa Group

Indiabulls Ventures Ltd

Tripolis Pathology lab

Indigo

TronX, Chennai

INFOSYS

URBO

iNurture Education Solutions Pvt. Ltd.

V9 Sweet Treat

JCB

Vivanta By Taj Blue Diamond

Wrap Style Graphics

Zeteo Consulting

Xebec Communications Pvt Ltd



KOHLER.



STRATEGIC BRANDING & DESIGN
DIGITAL INTEGRATED





GOVERNANCE, LEADERSHIP & MANAGEMENT

ADUPU Leadership is multifaceted with a large spectrum– it is scholastic, empirical, highly pragmatic at the same time deeply emotive, humane, logical, industrial, local, and global too. ADYPU management has a long tradition and heritage of excellence and a strong grit to take challenges in rapidly changing global academic and industrial environment. The management is full of innovation at each step, it is source of motivation for the whole faculty members, employees, and student community. Following is brief information over the leaderships at various levels.

Governing Body:

Sr. No.	Members
1.	Dr. Ajeenkya DY Patil
2.	Ms. Pooja Patil
3.	Shri. Dilip Chhabria
4.	Shri. Nihal Garware
5.	Dr. Nandita P. Palshetkar
6.	Shri. Hrridaysh Deshpande
7.	Dr. E.B. Khedkar
8.	Dr. Makarand Jawadekar

Board of Management:

Sr.No.	Members	Sr.No	Members
1	Hrridaysh Deshpande	2	Dr. S. S. Sonavane
3	Shri Nihal Garware	4	Shri Sudhir Mehta
5	Dr. Saiesha Mistry	6	Dr. E. B. Khedkar
7	Dr. Ajay W. Patil	8	Dr. R. Gopal



9	Dr. Debjani Dasgupta	10	Dr. Sangam Jadhav
11	Shri Sushant Patil		

Academic Council:

Sr. No.	Members		Members
1	Dr. E. B. Khedkar	2	Prof. Hrridaysh Deshpande
3	Dr. Manju Rughwani	4	Prof. Ashish Nar
5	Dr. K. K. S. R. Murthy	6	Dr. Anand Khandwekar
7	Dr. Biswajeet Champaty	8	Prof. Deepankar Bhattacharya
9	Prof. G. B. Pokale		

Board of Examination:

Sr. No	Name	Designation	Members
1	Dr. E. B. Khedkar	Vice Chancellor	Chairman
2	Prof. Ganesh B. Pokale	Controller of Examinations	Member
3	Dr. Makrand Joshi	Faculty : School of Film & media	Member
4	Prof. Ashish Nar	Head: DYPDC School of Design	Member
5	Dr. Rakesh Afre	Faculty : School of Engineering	Member
6	Prof. Sandip Tapkir	Faculty : School of Hotel Management	Member



University Officials

Sr. No	Name	Designation
1	Mr. Raymond Paul	Registrar
2	Prof. Ganesh Pokle	Controller of Examinations
3	Mr. Vivek Gode	Chief Financial Officer
4	Dr. Bishwajeet Champathy	Head, School of Engineering
5	Dr. Manju Rughwani	Head, School of Film and Media
6	Dr. K S S R Murthy	Head, School of Law
7	Mr. Ashish Nar	Head, School of Design
8	Dr. Abhishek Mukherjee	Head, School of Management
9	Prof. Abhijeet Powar	Head, School of IT
10	Prof. Sandip Tapkir	Head, School of Hospitality
