



# R. J. COLLEGE of Arts, Science & Commerce (AUTONOMOUS)

(Hindi Vidya Prachar Samiti's RAMNIRANJAN JHUNJHUNWALA COLLEGE of Arts, Science & Commerce)

Opposite Ghatkopar Railway Station, Ghatkopar (West), Mumbai 400086, Maharashtra, INDIA.

Website: www.rjcollege.edu.in

Email: rjcollege@rjcollege.edu.in

Tel No: +91 22 25151763

Fax No: +91 22 25150957

College is recognized under Section 2(f) & 12(B) of the UGC Act, 1956

Affiliated to UNIVERSITY OF MUMBAI || NAAC Re-Accredited 'A' Grade (CGPA: 3.50)

04,05 and 07/ 12/ 2020: Session on "An Insight into Consumer Behaviour"

1st December, 2020

## NOTICE

ACADEMIC YEAR 2020-21

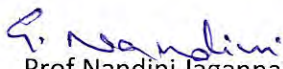
An Insight into Consumer Behaviour

Capacity Development and Skill Enhancement Activity Conducted By The Institution For Improving Student Capabilities

4th, 5th and 7th of December 2020

The Department of Banking and Insurance organizes a three day lecture series on Consumer Awareness and Consumer Behaviour by Mr.Viswanathan Venkateswaran, Assistant Professor, Amrita School of Business on the 4th, 5th and 7th of December 2020 between 6.00 pm and 7.00 pm

Attendance Compulsory.



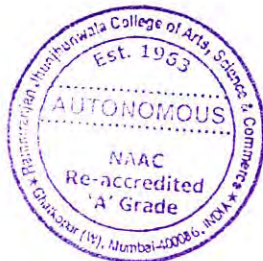
Prof Nandini Jagannaryan

Head, Dept. of B.Com.(Banking and Insurance)



Dr. Himanshu Dawda

Principal



  
I/C PRINCIPAL  
RAMNIRANJAN JHUNJHUNWALA COLLEGE  
OF ARTS, SCIENCE & COMMERCE (AUTONOMOUS)  
Ghatkopar (W), Mumbai-400086, Maharashtra, INDIA

2019: Star College Status by DBT

2008: Best College by University of Mumbai 2010: IMC RBNQ Award 'Performance Excellence' for the year 2009

2011: 'Best Teacher Award' by Government of Maharashtra 2013: DST-FIST 2014: DBT STAR College

2013 & 2014: 'Jagar Jaanivancha Award' by Govt. of Maharashtra 2016: ISO 14001:2015 2016: ISO 9001:2015 2017: ISO 27001:2013

2018: Autonomous Status by University Grants Commission (No. F. 22-1/2018(AC) - 28.05.2018) & by University of Mumbai (No.Aff./ICD/18-19/440 - 08.06.2018)



# R. J. COLLEGE of Arts, Science & Commerce (AUTONOMOUS)

(Hindi Vidya Prachar Samiti's RAMNIRANJAN JHUNJHUNWALA COLLEGE of Arts, Science & Commerce)

Opposite Ghatkopar Railway Station, Ghatkopar (West), Mumbai 400086, Maharashtra, INDIA.

Website: www.rjcollege.edu.in Email: rjcollege@rjcollege.edu.in Tel No: +91 22 25151763 Fax No: +91 22 25150957

College is recognized under Section 2(f) & 12(B) of the UGC Act, 1956

Affiliated to UNIVERSITY OF MUMBAI II NAAC Re-Accredited 'A' Grade (CGPA: 3.50)

R. J. COLLEGE OF ARTS, SCIENCE & COMMERCE  
(AUTONOMOUS)  
Opposite Ghatkopar Railway Station, Ghatkopar (W), Mumbai-400086  
Department of Banking & Insurance

**GUEST SPEAKER**  
Mr. Viswanathan Venkateswaran  
Assistant Professor, Amrita School of Business

**Lecture Series** An Insight into Consumer Behaviour

Dec 5th 2020 6.00 PM to 7.00 PM Zoom Platform

## Report

Date: 04, 05 & 07th December, 2020

Time: 6.00 P.M. to 7.00 P.M.

Speaker Person: Mr. Viswanathan Venkateswaran, Assistant Professor, Amrita School of Business

Venue: Online (Zoom)

Objective: A Three-day lecture series was conducted on "Consumer Behaviour" highlighting the importance of consumer's in today's business and practically giving insights into adopting different marketing strategies to attract different types of consumers. The lecture was to help students, who generally start off their career with a sales job, soon after their graduation. The speaker, a specialist in Marketing, helped the students with tips to hone up their selling skills. The three-day interactive session also helped students present their ideas on advertising. This was a group activity given to students as an assignment.

No. Of Attendees: 108 (All Three-year B. Com (Banking & Insurance) & B. VOC Students)

35 (Second Year B. Com Banking & Insurance Students) (As per screenshots)

No. of Teachers attended: 3



  
Principal  
RAMNIRANJAN JHUNJHUNWALA COLLEGE  
OF ARTS, SCIENCE & COMMERCE (AUTONOMOUS)  
Ghatkopar (W), Mumbai-400086, Maharashtra, INDIA.

2019: Star College Status by DBT

2008: Best College by University of Mumbai 2010: IMC RBNQ Award 'Performance Excellence' for the year 2009

2011: 'Best Teacher Award' by Government of Maharashtra 2013: DST-FIST 2014: DBT STAR College

2013 & 2014: 'Jagar Jaanivancha Award' by Govt. of Maharashtra 2016: ISO 14001:2015 2016: ISO 9001:2015 2017: ISO 27001:2013

2018: Autonomous Status by University Grants Commission (No. F. 22-1/2018(AC) - 28.05.2018) & by University of Mumbai (No. Aff./ICD/18-19/440 - 08.06.2018)



# R. J. COLLEGE of Arts, Science & Commerce (AUTONOMOUS)

(Hindi Vidya Prachar Samiti's RAMNIRANJAN JHUNJHUNWALA COLLEGE of Arts, Science & Commerce)

Opposite Ghatkopar Railway Station, Ghatkopar (West), Mumbai 400086, Maharashtra, INDIA.

Website: www.rjcollege.edu.in Email: rjcollege@rjcollege.edu.in Tel No: +91 22 25151763 Fax No: +91 22 25150957

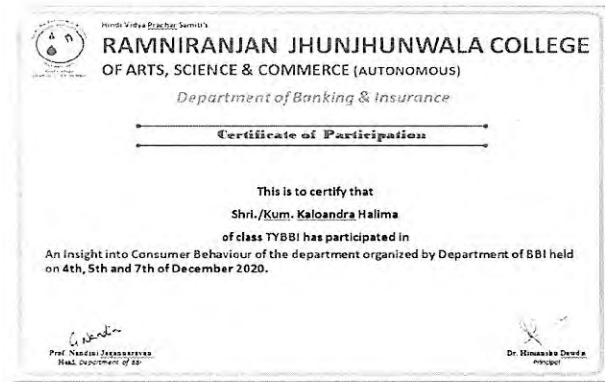
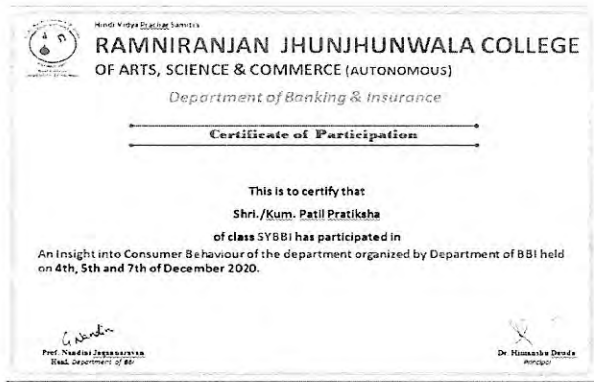
College is recognized under Section 2(f) & 12(B) of the UGC Act, 1956

Affiliated to UNIVERSITY OF MUMBAI || NAAC Re-Accredited 'A' Grade (CGPA: 3.50)



Snap Shot of the session on An insight into Consumer Behaviour

## Certificate



*[Signature]*  
PRINCIPAL  
RAMNIRANJAN JHUNJHUNWALA COLLEGE  
OF ARTS, SCIENCE & COMMERCE (AUTONOMOUS)  
Ghatkopar (W), Mumbai-400 086, Maharashtra, INDIA

2019: Star College Status by DBT

2008: Best College by University of Mumbai 2010: IMC RBNQ Award 'Performance Excellence' for the year 2009

2011: 'Best Teacher Award' by Government of Maharashtra 2013: DST-FIST 2014: DBT STAR College

2013 & 2014: 'Jagar Jaanivancha Award' by Govt. of Maharashtra 2016: ISO 14001:2015 2016: ISO 9001:2015 2017: ISO 27001:2013

2018: Autonomous Status by University Grants Commission (No. F. 22-1/2018(AC) - 28.05.2018) & by University of Mumbai (No.Aff./ICD/18-19/440 - 08.06.2018)



# R. J. COLLEGE of Arts, Science & Commerce (AUTONOMOUS)

(Hindi Vidya Prachar Samiti's RAMNIRANJAN JHUNJHUNWALA COLLEGE of Arts, Science & Commerce)

Opposite Ghatkopar Railway Station, Ghatkopar (West), Mumbai 400086, Maharashtra, INDIA.

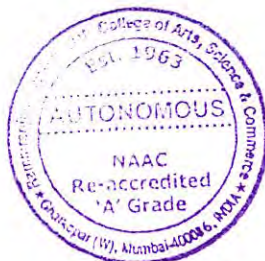
Website: www.rjcollege.edu.in Email: rjcollege@rjcollege.edu.in Tel No: +91 22 25151763 Fax No: +91 22 25150957

College is recognized under Section 2(f) & 12(B) of the UGC Act, 1956

Affiliated to UNIVERSITY OF MUMBAI II NAAC Re-Accredited 'A' Grade (CGPA: 3.50)

## Attendance of students for session on " An insight into consumer behavior

Name (Original Name)		Class	Roll No	Name (Original Name)		Class	Roll No
Datkhile	Rutuja	FYBBI	9	Vishwakarma	Kiran	SYBBI	40
	Mahima	SYBBI	14	Waghmare	Nikita	SYBBI	41
Mirguile	Sayali	SYBBI	15	Yadav	Richa	SYBBI	42
Monde	Sahil	SYBBI	16	Yadav	Riya	SYBBI	43
Nishad	Renu	SYBBI	17	Yadav	Suruchi	SYBBI	44
	AswathiSureshku mar	SYBBI	18	Yadav	Vishal	SYBBI	45
Pandey	Shubham	SYBBI	19	Yadav	Vishal	SYBBI	46
Patil	Pratiksha	SYBBI	20	Jaiswal	Shivam	SYBBI	47
Pawar	Kunal	SYBBI	21	Gupta	Nisha	FYBBI	26
Gupta	Santoshkumar	TYBBI	9	Chavan	Mansi	SYBBI	1
Jadhav	Pratik	TYBBI	10	Devadiga	Akshata	SYBBI	2
Jagdale	Aniket	TYBBI	11	Dubey	Priya	SYBBI	3
Jaiswal	Neha	TYBBI	12	Gaikwad	Priti	SYBBI	4
Jaiswal	Rohit	TYBBI	13	Gupta	Ravi Kumar	SYBBI	5



  
Principal  
RAMNIRANJAN JHUNJHUNWALA COLLEGE  
OF ARTS, SCIENCE & COMMERCE (AUTONOMOUS)  
Ghatkopar (W), Mumbai-400086, Maharashtra, INDIA

2019: Star College Status by DBT

2008: Best College by University of Mumbai 2010: IMC RBNQ Award 'Performance Excellence' for the year 2009

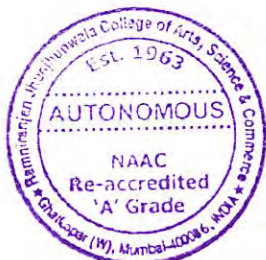
2011: 'Best Teacher Award' by Government of Maharashtra 2013: DST-FIST 2014: DBT STAR College

2013 & 2014: 'Jagar Jaanivancha Award' by Govt. of Maharashtra 2016: ISO 14001:2015 2016: ISO 9001:2015 2017: ISO 27001:2013

2018: Autonomous Status by University Grants Commission (No. F. 22-1/2018(AC) - 28.05.2018) & by University of Mumbai (No.Aff./ICD/18-19/440 - 08.06.2018)

## Attendance of students for session on " An insight into consumer behavior

Kaloandra	Halima	TYBBI	14	Gupta	Rohitkumar	SYBBI	6
kavati	meena	TYBBI	15	Gupta	Shital	SYBBI	7
Khan	Mohammed Waseem	TYBBI	16	Jha	Abhishek	SYBBI	8
Khond	Harshada	TYBBI	17	Kaneri	Karina	SYBBI	9
Surve	Prathamesh	SYBBI	36	Kewat	Swati	SYBBI	10
Telore	Satish	SYBBI	37	Khan	Naved	SYBBI	11
Upadhyay	Praveenkumar	FYBBI	38	Kudve	Harsh	SYBBI	12
Vaishya	Satyam	FYBBI	39	Kushwaha	Jayashree	SYBBI	13
Veer	Piyush	FYBBI	40	Agam	Kajal	TYBBI	1
Yadav	Jyoti	FYBBI	41	Bhogle	Divya	TYBBI	2
Yadav	Priya	FYBBI	42	Chaudhary	Anandmohan	TYBBI	3
Yadav	Vishant	FYBBI	43	Chavan	Vaishnavi	TYBBI	4
Rajbhar	Laxmi	TYBBI	26	Dalvi	Raveena	TYBBI	5
Rajbhar	Neha	TYBBI	27	Dubey	Anand	TYBBI	6
Rajput	Rinky	TYBBI	28	Girkar	Krutika	TYBBI	7
Ram	Deepak	TYBBI	29	Gupta	Anjali	TYBBI	8
Sahu	Aarti	TYBBI	30	Pednekar	Anagha	SYBBI	22
Salunke	Pranali	TYBBI	31	Posture	Niranjan	SYBBI	23
Satle	Yogita	TYBBI	32	Pujari	Jaya	SYBBI	24
Shirdhankar	Pratiksha	TYBBI	33	Sama parveen	Qureshi	SYBBI	25
Singh	Nidhi	TYBBI	34	Rai	Ayush	SYBBI	26
Tiwari	Komal	TYBBI	35	Ahmad	Shafiq	SYBBI	27
Vishwakarma	Richa	TYBBI	36	Shaikh	Shifa	SYBBI	28
Yadav	Sikha	TYBBI	37	Shirsat	Jyoti	SYBBI	29
Baikad	Rameshkumar	TYBBI	38	Shukla	Annu	SYBBI	30
Dhasal	Vaishali	TYBBI	39	Shukla	Sarvesh	SYBBI	31



  
PRINCIPAL  
RAMNIRANJAN JHUNJHUNWALA COLLEGE  
OF ARTS, SCIENCE & COMMERCE (AUTONOMOUS)  
Ghatkopar (W), Mumbai-400086, Maharashtra, INDIA

2019: Star College Status by DBT

2008: Best College by University of Mumbai 2010: IMC RBNQ Award 'Performance Excellence' for the year 2009

2011: 'Best Teacher Award' by Government of Maharashtra 2013: DST-FIST 2014: DBT STAR College

2013 & 2014: 'Jagar Jaanivancha Award' by Govt. of Maharashtra 2016: ISO 14001:2015 2016: ISO 9001:2015 2017: ISO 27001:2013

2018: Autonomous Status by University Grants Commission (No. F. 22-1/2018(AC) - 28.05.2018) & by University of Mumbai (No.Aff./ICD/18-19/440 - 08.06.2018)



# R. J. COLLEGE of Arts, Science & Commerce (AUTONOMOUS)

(Hindi Vidya Prachar Samiti's RAMNIRANJAN JHUNJHUNWALA COLLEGE of Arts, Science & Commerce)

Opposite Ghatkopar Railway Station, Ghatkopar (West), Mumbai 400086, Maharashtra, INDIA.

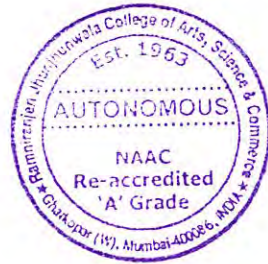
Website: www.rjcollege.edu.in Email: rjcollege@rjcollege.edu.in Tel No: +91 22 25151763 Fax No: +91 22 25150957

College is recognized under Section 2(f) & 12(B) of the UGC Act, 1956

Affiliated to UNIVERSITY OF MUMBAI II NAAC Re-Accredited 'A' Grade (CGPA: 3.50)

## Attendance of students for session on " An insight into consumer behavior

Siddique	Atifa	TYBBI	40	Singh	Kajal	SYBBI	32
Yadav	Ashishkumar	TYBBI	41	Singh	Madhu	SYBBI	33
Maitri	Siman	TYBBI	42	Singh	Preeti	SYBBI	34
Tiwari	Nilesh	TYBBI	43	Sonawane	Swaraj	SYBBI	35
Jha	Suman	TYBBI	44	Lakhade	Priyanka	TYBBI	18
Yadav	Deepti	TYBBI	45	Mandlik	Sourav	TYBBI	19
Yadav	Nikita	TYBBI	46	Nawale	Nikita	TYBBI	20
Shah	Muskan	TYBBI	47	Palav	Kushal	TYBBI	21
Gupta	Shivani	TYBBI	48	Pandey	Sheetal	TYBBI	22
Rabse	Swapnil	TYBBI	49	Parab	Suhani	TYBBI	23
Shaikh	Mahek	TYBBI	50	Paradkar	Surbhi	TYBBI	24
Hundare	Ketan	TYBBI	51	Prasad	Sachin	TYBBI	25
Singh	Sakshi	TYBBI	52	Prajapati	Simran	FYBBI	44
Yadav	vikash	FYBBI	62	Yadav	Surekha	FYBBI	61



  
PRINCIPAL  
RAMNIRANJAN JHUNJHUNWALA COLLEGE  
OF ARTS, SCIENCE & COMMERCE (AUTONOMOUS)  
Ghatkopar (W), Mumbai-400 086, Maharashtra, INDIA

Brochure

2019: Star College Status by DBT

2008: Best College by University of Mumbai 2010: IMC RBNQ Award 'Performance Excellence' for the year 2009

2011: 'Best Teacher Award' by Government of Maharashtra 2013: DST-FIST 2014: DBT STAR College

2013 & 2014: 'Jagar Jaanivancha Award' by Govt. of Maharashtra 2016: ISO 14001:2015 2016: ISO 9001:2015 2017: ISO 27001:2013

2018: Autonomous Status by University Grants Commission (No. F. 22-1/2018(AC) - 28.05.2018) & by University of Mumbai (No.Aff./ICD/18-19/440 - 08.06.2018)

## **ViswanathanVenkateswaran**

Currently a management scholar in the pursuit of deeper knowledge concerning Business and Management. In parallel, striving to shape the minds of younger generation.

In my previous avatar, I was a management consultant Big-Four Organisations. I have managed and delivered close to 50 consulting engagements advising clients across sectors on their strategic growth plans, Entry and Go-To- Market, Organizational Change Management, Program Management and Execution, Cost optimization and Business Process Re-design.

Mr Vishwanathan also has held senior positions in reputed organisations like Deloitte, Capgemini, Dun and Bradstreet, KPMG.

Mr Vishwanathan has over 10 research publication to add to his credit.



  
PRINCIPAL  
RAMNIRANJAN JHUNJHUNWALA COLLEGE  
OF ARTS, SCIENCE & COMMERCE (AUTONOMOUS)  
Ghatkopar (W), Mumbai-400 086, Maharashtra, INDIA