

## Seminar Report

### National Level Seminar on Globalization and Branding

12<sup>th</sup> Feb, 13<sup>th</sup> Feb to 14<sup>th</sup> Feb 2015

Three days National Level Seminar on "Globalisation and Branding" sponsored by Savitribai Phule Pune University Pune was organised by C.D.Jain College of Commerce, Shirampur, Dist. Ahmednagar.

Seminar Was Inaugurated by the Chief guest Hon. Shri. Kishorji Nirmal, Director Prabhat Dairy Pvt. Ltd. And Chairperson Hon. Prakash Patil Nikam, Member, General Body Rayat Shikshan Sanstha, Satara.

Organising Secretary Dr. Devadkar delivered welcome speech and briefed the delegates and participants about the seminar Vice Principal Dr. Adik made the participants familiar to the Guests of the seminar by giving introduction to guests.

ISBN Proceeding containing 50 papers was released by the dignitaries on dais.

Mr. Nirmal, Local Businessman working at global level shared his view and practical experiences. He said that it's our misfortune that we don't get qualified and skilled workers. Though there is large scale unemployment in India, Still we are facing a shortage of skilled labours even today. He further added that Branding today is more than a name. It has become a passion, a fashion and a Culture which has become pursuit for globalisation.

Chairperson Hon. Shri Nikam Patil by giving example of Ratan Tata, Narendra Modi gave an inspiration to create a brand image by doing the best in their concerned field.

Co-ordinator of the seminar, Prof. More moved vote of thanks.

Technical session I<sup>st</sup> resource person, Dr. J.R.Bhor through insight on image branding. How Image branding is useful to enhance the company profile and create a brand name in the hearts of people.

Dr. Raundal S.R. explains the importance and feature of Image branding by giving practical examples on Amul, TATA and Apple Company.

Technical session II impacted much more on participants as Dr. Madhavi Padgaonkar explains the importance of branding and It's features with different approaches of branding.

Dr. Nighot B.B. explains the branding approaches in detail with special reference to Maharashtra and answers the question of participant's very pleasant way.

Technical session III started after delicious lunch break. Dr. Bavsar A.C. the man with supreme vision through insight on Agriculture Branding how the agriculture market evolved in branding. Mr. Karale B.K importance of banding at local level.

Technical Session IV : Paper presentation started by Dr. G.H Barhate Head of research centre and Dr. B.R. Adik. The first paper were presented by Dr. D.T. Chavare, Satara title of his paper is role of branding in global marketing. International markets known with sum international brand throughout the world they have no challenge since the last 4 – 5 decades for e.g. Nestle, Procter and Gamble, Bata, Colgate etc.

The second paper were presented by Smita B. Jape title 'Status and Importance of brand in context with online shopping : A conceptual study. She focused on India's young generations keen to buy on online shopping but very choosy for quality and price.

The Third paper was presented by S.R. Pagare Kopegaon entitled 'exploring corporate branding ' He told that "I have always believed that the company name is the life of an enterprise". It carries responsibility and guarantees the quality of products. The expert's comments made by the both resource person and guided for future aspects of research. Dr. Devedkar expressed vote of Thanks.

On the 2<sup>nd</sup> day, the first technical session started with Prof. Manojkumar Langote, Priens College Loni as a resource person and Dr. Shivaji Kakade as a chair person. Session incharge Prof. More gave a brief introduction of the guests and of the theme of the session.

Resource Person Prof. Langote spoke on the topic," Role of IT in Globalisation and Branding". He explained how computer can be used in agricultural laboratories and medical fields how the productivity and quality can be improved which in turn will help to build up a brand image.

Chairperson Dr. Kakade in his presidential address said that IT has become an integral part of each field today. Branding is a continuous process. Brand name can be created and maintained only through continuous quality improvement in which IT plays an important role. Dr. Tupe proposed vote of thanks.

Second Technical Session II had Dr. Gite M.V. Ahmednagr, Vice Principle , New Arts and Commerce and Seience College, Ahmednagar as a resource person. The session was chired by Dr. Ghotekar, Associate Prof. C. D. J College of Commerce.

Session incharge Prof. Kalamkar gave an introduction of the guests and the theme of the session.

Dr.Gite said that Brand and Branding, today, has become battle. Quality improvement can help to carry our brand at the global level. He touched several aspects of branding that would be to commerce students and faculty.



Dr. D.M. Gujrathi form sangmener expressed need for Indian companies to set new brands in an international markets. He also emphasis on how branding involved in education sector in the post globalisation period.

The third technical session headed by the resource person Dr. M.R. Patil form Goa and chairperson Principal Dr., S.R. Mali from Lonavala.

Dr. M.R. Patil focused on Indian tourism industry after globalisations there is need to create new brands on international scenario by giving the examples of GOA tourism industry. To attract forex India have ample opportunities of sea shores more than 6000 kilometers. The branding in travel and tourism is not more concentrated there is need to improve quality services and infrastructure added by Principal Dr. S.R. Mali. Prof. Bawake moved vote of thanks.

Dr. Azruddin Syed, HOD, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad, as a Resource person and Dr. Walmik Saewade, Director Management Science, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad About was the resource person of session of the session. Dr. Azruddin Highlited some barsh realities that exit about branding with the help of case studies. Dr. Shirish Gavali added how case study of branding is important to improve the brand in market.

Fifth Technical Session was the session of paper presentation. Dr. Bakhale was a resource person and the session was chaired by Dr. Tupe B.G.

Various delegates presented their papers in this session. Prof. Jadhve, C. D. J College, presented a paper on "Branding and its Legislative Protection". Prof. Mangal S. G. presented a paper on

"Role of Brand in Marketing" A Paper on Role of Branding in Marketing Was Presented by Prof. Sumit Mane, Dr. Ambedkar College of Commerce of economics, Mumbai Prof. More Presented a paper on Very innovate subject, "Branding of Narendra modin in Digital Age."

Prof. Waghmare proposed vote of thanks.

That was the end of second day.

**Third day, Techinal session I** resource Dr. Sarwade, shared few statistics about some popular brands. The statistical information is elaborating them how brand emerge in market and life of consumer. Chairperson Dr. Vasudev Modi form Gujrat B.K. School of economics ' How the Gujrat states slowly but surely created international brand for eg. Amul not only in agriculture sector but also in Industrial sector.

Vote by thanks proposed by Dr. S.R. Bakhale.

Technical Session II Dr. Merrra Kulkarni, Mngt. Research Institute A nagar was a resource person and brand is not just a name, it's a colour, it's a picture, its an image which creates an identity for self-esteem of product.

She said that for brand image value of the product must be enhanced. Value of the product is much more that price of the product as price does not matters much but what it matters is the taste quality, quality and satisfaction from the product .

Prof. B.J. Puranik form Pune, he shared his view about image building is important in Branding. By giving example Amul – Taste of India .. Tat a Desh ka Namak ....

Prof. Gujar proposed Vote of thanks.

**Technical Session III** Dr. Vishwas Pendse Management Research Institute, Vilad Ghat, A.nagar. As C.K. Prahlad has said "Fortune lies at the bottom of the Pyramid ",Dr. Pendse has mentioned that today Brand loyalty can be generated if the brand is taken to the bottom of the pyramid. He took up the case study of salt busn in India and by showing various advertisements he covered different aspect of honestly, etc. Chairpesron Dr. R.J. Rasal talked about role of advertising and branding . "Brand is built by what you serve to the consumer .Brand cannot be constructed, what becomes famous becomes a brand."

Prof. Jadhav S.B.proposed Vote of thanks.

#### **Technical Session IV**

Resourse person form Industrial background and President of MIDC association Shrirampur Mr. Babasaheb Kale in his speech mentioned that brand depends upon the quality maintenance. "Branding helps to set a good reputation because today consumer relates product with brand." And also mentions the historical background of shrirmapur industry. Chairperson Dr. Minu Karir also added the new horizon for shrirampur industry how it is bright.

#### **Valedictory Session -**

We had Mr. Suresh Khothe , Founder, Lijjat Papad as a Key note address in Valedictory session. Dr. Adik Sir, Session in charge gave an introduction of the guest.

Mr. kothe shared his practical views. He said that basic principal for creating brand image is "Never Compromise on Quality." Always keep consumer at the center identify their need of mould the product as per the consumer needs. Only then product can survive in the market. Dr. Zaware, in his presidential address, said that branding today ultimately depends upon quality improvement.



Certificates of participants were given by hon. Dignitaries on dais. Feedback given by Mr. Sumedh Mane Assistant Professor, Sadhna Gursal and Akshany Bale about hospitality given by college and shared views on seminar.


The success of seminar is "Branding evolved through participants satisfaction"

Report By : Dr. Minu Karir



Vivek M More

Coordinator



Dr. L.D. Bhoir  
C. D. Jain College of Commerce  
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