



## ST. XAVIER'S COLLEGE

(AUTONOMOUS)

5, Mahapalika Marg, Mumbai - 400 001,  
INDIA.

☎ 2262 0661/65

### 3.3.2.1: WORKSHOPS/SEMINARS ON RESEARCH METHODOLOGY, IPR, ENTREPRENEURSHIP, SKILL DEVELOPMENT

#### ❖ 2019-20 (15)

- Significance of Intellectual Property Rights for SME Sector
- Demystifying Academic Writing: The APA Style
- Social Media Marketing
- Machine Learning for Business Management.
- Confluence- Ignite and Innovate - Techniques in Research
- Journey of a Young Entrepreneur: Tilak Mehta
- Entrepreneurship
- Train the Trainer
- Entrepreneurship
- Internet of Things
- Basic and Advanced Excel
- Taxidermy
- Intellectual Property: A Broad Overview
- Problem-solving & process skills in Genetics using Geneticus Investigatio
- Artificial Intelligence Immersion in the field of Retail and Healthcare

#### ❖ 2018-19 (5)

- Internet of things and Cybersecurity
- Statistics in Business and Media- Comprehending the Data Storm
- Food Safety and Management systems
- Introduction to Cotlin and SQLite
- Embedded Systems



# ST. XAVIER'S COLLEGE

(AUTONOMOUS)

5, Mahapalika Marg, Mumbai - 400 001,  
INDIA.

☎ 2262 0661/65

❖ **2017-18 (2)**

- ChatBot (aiBots) and AI training workshop
- Interdisciplinary research study on Globalization and Health

❖ **2016-17 (0)**

- Nil

❖ **2015-16 (5)**

- Workshop on Game Designing
- Second Unity Game Engine
- Unity Game Engine
- Quantitative research (highlighting use of surveys)
- Qualitative Market Research



**ST. XAVIER'S COLLEGE**

**(AUTONOMOUS)**

**5, Mahapalika Marg, Mumbai - 400 001,  
INDIA.**


**☎ 2262 0661/65**

**2019 - 2020**



**ST. XAVIER'S COLLEGE**  
(AUTONOMOUS)  
5, Mahapalika Marg, Mumbai - 400 001,  
INDIA.  
☎ 2262 0661/65

## Significance of Intellectual Property Rights for SME Sector




**St.Xavier's College**  
**(Autonomous), Mumbai**


Department of Management  
Studies (BMS), presents a panel  
discussion on

**Significance of Intellectual  
Property Rights for the  
SME Sector**

**DATE: 20th June 2020**  
**TIME: 4pm**  
**PLATFORM: GOOGLE MEET**



**Kishu Daswani**  
Professor at  
Government Law  
College




**Ragini Shah**  
Founding partner at  
Literati Juris

The session conducted on **20<sup>th</sup> June, 2020** focused on the importance of protecting your intellectual property by patenting your products and processes. The session highlighted the significance of the same for small and medium entrepreneurs. It was an interactive session where the participants could ask their queries to the panellists. The resource persons for this were Mr. Kishu Daswani, Professor of Law at the Government Law College Mumbai and Ms. Ragini Shah, Founding Partner of *Literati Juris*.



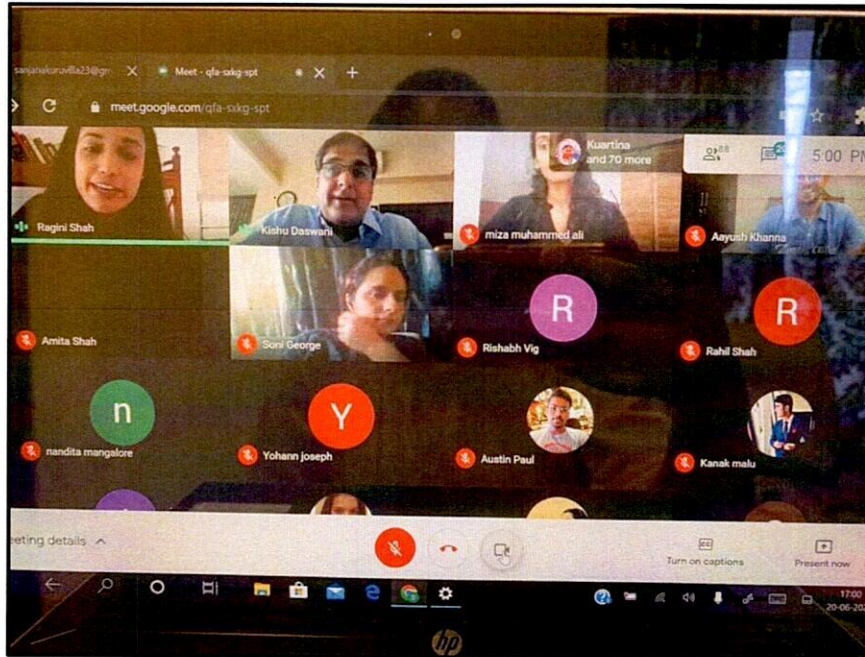
NAAC SSR Cycle 4 (2015-2020):  
3\_3\_2\_Reports\_IPR\_Research\_Methodology

  
PRINCIPAL  
ST. XAVIER'S COLLEGE  
(AUTONOMOUS)  
MUMBAI - 400 001.





**ST. XAVIER'S COLLEGE**  
(AUTONOMOUS)  
5, Mahapalika Marg, Mumbai - 400 001,  
INDIA.  
☎ 2262 0661/65



**Participants attending the session online**

### **About the Speakers:**

Mr. Kishu Daswani has been teaching law at the Government Law College, Mumbai for over 25 years. He is the Faculty Advisor for the publication of 'The Law Review', the premier academic journal of the Government Law College.

Ms. Ragini Shah is the founding partner at Literati Juris, an IP law firm. By qualification, she is a registered Indian Patent agent with a Degree in Life Science & Biochemistry. She also holds a Master's degree in Intellectual Property Law from UC Berkeley, California.



NAAC SSR Cycle 4 (2015-2020):  
3\_3\_2\_Reports\_IPR\_Research\_Methodology

*Shinde*  
PRINCIPAL  
ST. XAVIER'S COLLEGE  
(AUTONOMOUS)  
MUMBAI - 400 001.



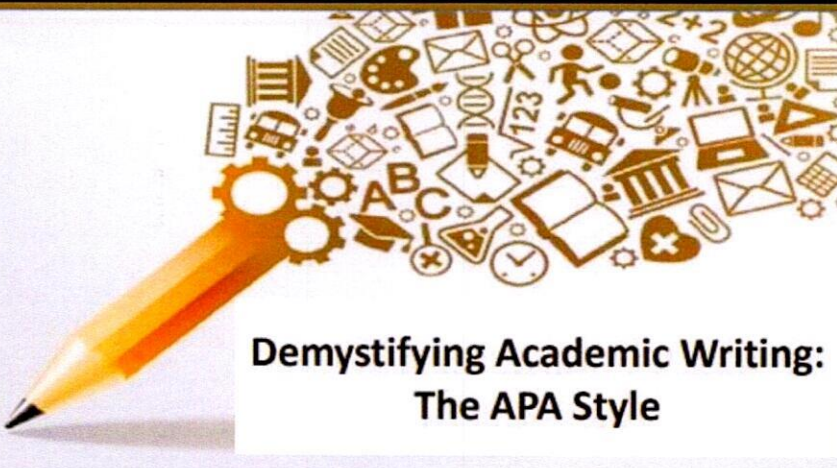
# ST. XAVIER'S COLLEGE

(AUTONOMOUS)

5, Mahapalika Marg, Mumbai - 400 001,  
INDIA.

☎ 2262 0661/65

## Demystifying Academic Writing: The APA Style



**Demystifying Academic Writing:  
The APA Style**

**Duration:** April 27<sup>th</sup> – May 2<sup>nd</sup>  
**Time:** 10am – 1pm daily  
**Platform:** Google Classroom  
**Facilitator:** Ruchi Brahmachari, Asst. Professor, Dept of Psychology, SXC

**Topics Covered in the Workshop**

- ❖ Different types of scientific writing
- ❖ Ethics and Integrity in Academic Writing
- ❖ Planning for Writing
- ❖ Literature Review and Reference management
- ❖ Elements of the APA Style of Writing
  - Language and Grammar
  - Mechanics
  - Table and Figures
  - Citations
  - References

**Who can register:** PG or SY and TY students in Psychology or any discipline  
**Note:**  
SY students will be eligible for earning 1-Honours' credit upon completion  
TY students will get a Certificate of Completion

**Submit Registration form by Sunday 26<sup>th</sup> April, 2020**  
[Click here to Register](#)  
For queries e-mail: [ruchi.brahmachari@xaviers.edu](mailto:ruchi.brahmachari@xaviers.edu)

An online course conducted from **27th April to 2nd May 2020** on Demystifying Academic Writing: The APA Style was attended by 28 of the MA Psychology: Lifespan Counselling Part One students. The resource person was Ms. Ruchi Brahmachari, who is an Assistant Professor with the Post Graduate Department of Psychology, St. Xavier's College, Mumbai (and alumnus of Batch of 2000). She had curated this as a co-curricular workshop for 11 other students. This was an additional activity for them (not part of the course work). Topics covered included different types of scientific writing, Ethics and Integrity in Academic Writing, Planning for Writing, Literature Review and Reference



NAAC SSR Cycle 4 (2015-2020):  
3\_3\_2\_Reports\_IPR\_Research\_Methodology

*Shinde*  
PRINCIPAL  
ST. XAVIER'S COLLEGE  
(AUTONOMOUS)  
MUMBAI - 400 001.





**ST. XAVIER'S COLLEGE**  
(AUTONOMOUS)  
5, Mahapalika Marg, Mumbai - 400 001,  
INDIA.  
☎ 2262 0661/65

management and Elements of the APA Style of Writing • Language and Grammar • Mechanics  
• Table and Figures • Citations • References.



**Participants attending the session online**



NAAC SSR Cycle 4 (2015-2020):  
3\_3\_2\_Reports\_IPR\_Research\_Methodology

*Shinde*  
PRINCIPAL  
ST. XAVIER'S COLLEGE  
(AUTONOMOUS)  
MUMBAI - 400 001.



**ST. XAVIER'S COLLEGE**  
(AUTONOMOUS)  
5, Mahapalika Marg, Mumbai - 400 001,  
INDIA.  
☎ 2262 0661/65

**Social Media Marketing (under the aegis of RUSA 2.0)**

**St. Xavier's College**  
(Autonomous), Mumbai  
Department of  
Management Studies (BMS),  
in collaboration with  
IIDE (Indian  
Institute of Digital  
Education)  
presents a certificate  
course on  
**Social Media Marketing**

**Date: 5th-9th March 2020**  
**Duration: 15 hours**

A total of 31 students from FYBMS took a 15-hour certificate course on Social Media Marketing under the aegis of RUSA 2.0 in collaboration with India's leading institute in Digital Education: IIDE (Indian Institute of Digital Education) conducted on **5<sup>th</sup>-9<sup>th</sup> March 2020**. It was conducted by Mr. Shivam Bansal an educator at IIDE, Mumbai. The larger objective of this session was to make it clear that understanding consumer behaviour and knowledge of targeting online does prove to be a handy tool for today's marketers. With the world tied to their mobile devices, a marketer should be proficient in harnessing the tools provided (on the internet) in order to efficiently put forth his product. Despite using apps like Instagram and Facebook on an everyday basis, only few students knew how to use these applications to market a product and target specific consumers. The final submission which included creation of a Facebook ad and a website (landing page) prompted the participants to use all the skills learnt throughout the week and served as an overall recap of the course.



NAAC SSR Cycle 4 (2015-2020):  
3\_3\_2\_Reports\_IPR\_Research\_Methodology

*Shinde.*  
PRINCIPAL  
ST. XAVIER'S COLLEGE  
(AUTONOMOUS)  
MUMBAI - 400 001.





# ST. XAVIER'S COLLEGE


(AUTONOMOUS)

5, Mahapalika Marg, Mumbai - 400 001,  
INDIA.

☎ 2262 0661/65

## Machine Learning for Business Management

**St.Xavier's College(Autonomous),  
Mumbai**



**CubeIT**  
presents a two-credit  
programme titled


**"MACHINE LEARNING  
FOR BUSINESS  
MANAGEMENT"**

**Instructor: Mr. Aurobindo Adhikari,  
(currently, working on ML)**  
**Duration: January- February 2020**

A two-credit programme was conducted during the months of **January- February 2020** by CubeIT, a leading institute in this domain. A total of 25 students have attended and completed the course. The course had three modules: the 1<sup>st</sup> module being on Fundamentals of Python programming for Data Science (For beginners/ Non-IT or Non-Computer Science Background), the 2<sup>nd</sup> Module about Machine Learning Concepts, Module 3 being about SCM Data Exploration and Preparation Module while the last module dealt with Analytics and ML Models in SCM Applications. The sessions were conducted by Mr. Aurobindo Adhikari, currently working on ML / Deep Learning models in Finance and Retail. This programme was organised mainly for Statistics and Information technology students. This was a three months long programme and highly demanded in the corporate world. After completion six students got placed in a business analytics company. Other students found it useful to enhance their skills in the IT domain.



NAAC SSR Cycle 4 (2015-2020):  
3\_3\_2\_Reports\_IPR\_Research\_Methodology

  
PRINCIPAL  
ST. XAVIER'S COLLEGE  
(AUTONOMOUS)  
MUMBAI - 400 001.





**ST. XAVIER'S COLLEGE**

(AUTONOMOUS)

5, Mahapalika Marg, Mumbai - 400 001,  
INDIA.

☎ 2262 0661/65

**Confluence-Ignite and Innovate - Techniques in Research**

**St. Xavier's College  
(Autonomous), Mumbai**

The Caius Research Laboratory  
and  
The Department of Statistics  
presents:

**"Confluence- Ignite  
and Innovate -  
Techniques in Research"**

Date: 4th February 2020  
Venue: MMR

The Caius Research Laboratory in Collaboration with the Department of Statistics organized a one-day seminar Confluence 2020: "Ignite and Innovate - Techniques in research" for in house students and faculty as well as from various colleges of Mumbai, supported by RUSA grant on **4<sup>th</sup> Feb 2020**. The focus of the seminar was to ignite the minds of young students into thinking innovative ideas and research. The three resource persons who were invited were Mr. Sushil Mungekar, CEO, Enlearning Skill Development, who spoke on Design Thinking: A Framework for Innovation; Dr. Rahul Nabar, Engineering Consultant and Adjunct Professor, IIT B, who spoke on Converting Research to Practice: Tools, Tips, Opportunities and Pitfalls and Ms. Anagha Bhatkande – Director,



NAAC SSR Cycle 4 (2015-2020):  
3\_3\_2\_Reports\_IPR\_Research\_Methodology

*Shinde.*  
PRINCIPAL  
ST. XAVIER'S COLLEGE  
(AUTONOMOUS)  
MUMBAI - 400 001.





# ST. XAVIER'S COLLEGE

(AUTONOMOUS)

5, Mahapalika Marg, Mumbai - 400 001,  
INDIA.

☎ 2262 0661/65

Statistical Program, IQVIA Statistical Program whose talk focussed on Hi Tech Clinical Research. A total of 59 students and faculty attended the seminar. The fraction of academic research that leads to successful industrial projects or start-ups is quite small. The seminar focussed on the typical pitfalls that students face in converting their ideas into practical ventures. The students were explained with the help of case studies and anecdotes about the process of technology transfer as well as mentoring and evaluating start-ups. Students learned about strategies to facilitate the optimal transformation of raw ideas into successful ventures. With the right skill-set and mentoring, significant improvements can be made to the process of translational research and the presentation of ideas to investors. The students were enlightened and empowered on the various aspects of techno-commercial thinking which lie at the interface of several different subject areas.



**Mr. Sushil Mungekar addressing the participants**



NAAC SSR Cycle 4 (2015-2020):  
3\_3\_2\_Reports\_IPR\_Research\_Methodology

*Hinde*  
PRINCIPAL  
ST. XAVIER'S COLLEGE  
(AUTONOMOUS)  
MUMBAI - 400 001.





# ST. XAVIER'S COLLEGE

(AUTONOMOUS)

5, Mahapalika Marg, Mumbai - 400 001,  
INDIA.

☎ 2262 0661/65

## A Journey of a Young Entrepreneur: Tilak Mehta

**ZEPHYRUS 2019-20**  
Dawn of the Decade

**INTERACTIVE SESSION**

**ENTREPRENEURIAL MILESTONES**  
**UNBOXING SUCCESSFUL STORIES**

**MR. TILAK MEHTA**  
Founder  
Papers N Parcels

17TH JANUARY 2020 | DAY-1 | 1:00-1:45 | COLLEGE HALL

Mr. Tilak Mehta, a 13-year-old entrepreneur and founder of Paper n Parcels, a logistics firm based in Mumbai spoke to the audience about his journey as a student and the reasons that motivated him to start his own business. He also spoke about the challenges faced by him during his journey and how he managed to handle them. It was conducted on the **17<sup>th</sup> of January 2020**.



**Mr. Tilak Mehta addressing the participants**



NAAC SSR Cycle 4 (2015-2020):  
*3\_3\_2\_Reports\_IPR\_Research\_Methodology*

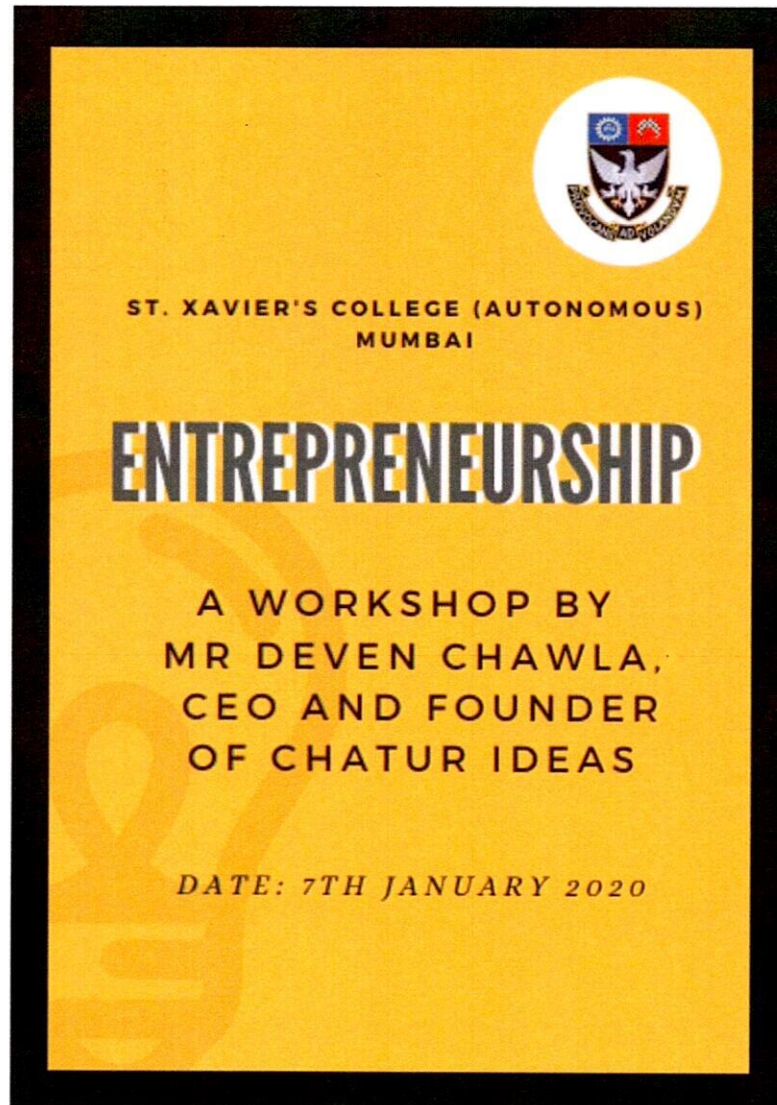
*Shinde*  
PRINCIPAL  
ST. XAVIER'S COLLEGE  
(AUTONOMOUS)  
MUMBAI - 400 001.





**ST. XAVIER'S COLLEGE**  
(AUTONOMOUS)  
5, Mahapalika Marg, Mumbai - 400 001,  
INDIA.  
☎ 2262 0661/65


## Entrepreneurship



On 7<sup>th</sup> January 2020 Mr. Deven Chawla, CEO and Founder of Chatur Ideas delivered a lecture on Entrepreneurship to a group of 100 participants. The objective of this lecture was to foster the spirit of entrepreneurship among the students by training them in the ecosystem of start-ups. This initiative meant to show the real picture of the entrepreneurial journey.



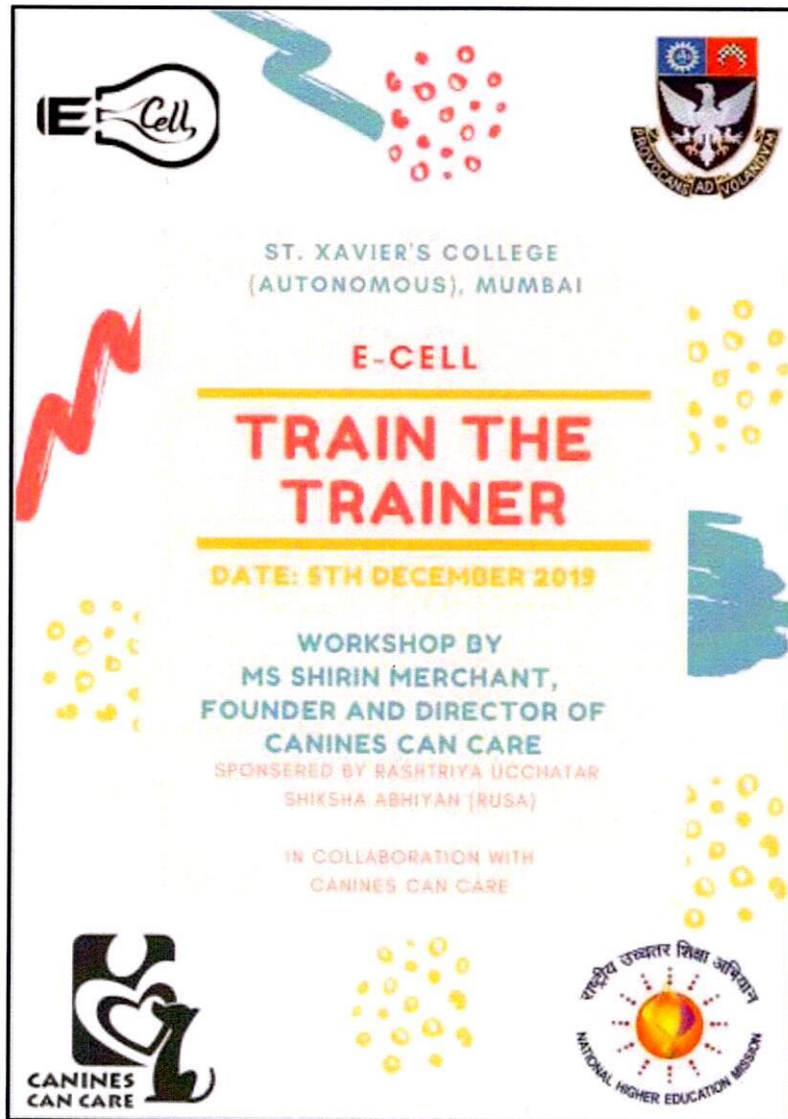
NAAC SSR Cycle 4 (2015-2020):  
3\_3\_2\_Reports\_IPR\_Research\_Methodology

  
PRINCIPAL  
ST. XAVIER'S COLLEGE  
(AUTONOMOUS)  
MUMBAI - 400 001.



**ST. XAVIER'S COLLEGE**  
(AUTONOMOUS)  
5, Mahapalika Marg, Mumbai - 400 001,  
INDIA.  
☎ 2262 0661/65

### Train the Trainer



The student community often associates entrepreneurship only to fields within the domain of commerce and management. In order to broaden the scope on that front, on **5th December 2019**, Ms. Shirin Merchant, Founder and Director of Canines Can Care, an organization that takes up canine related activity in India, conducted a session for 20 participants. Ms. Merchant, a canine behaviourist and trainer, ensured through this to get participants to understand the behaviour of canines and how to use them for the benefits of human beings. It was to also help people understand the entrepreneurship opportunity in the field of dog training.



NAAC SSR Cycle 4 (2015-2020):  
3\_3\_2\_Reports\_IPR\_Research\_Methodology

*Shirde*  
PRINCIPAL  
ST. XAVIER'S COLLEGE  
(AUTONOMOUS)  
MUMBAI - 400 001.





**ST. XAVIER'S COLLEGE**

(AUTONOMOUS)

5, Mahapalika Marg, Mumbai - 400 001,  
INDIA.

☎ 2262 0661/65

**Entrepreneurship (ABCDE Anybody Can Do business): Brochure**

**E-CELL**  
ST. XAVIER'S COLLEGE  
(AUTONOMOUS), MUMBAI

**E-CELL**  
Navyuvak Enterprises Presents  
**ANYBODY CAN DO  
ENTREPRENEURSHIP  
(ABCDE)**

A workshop by:  
Mr Gaurav Mishra (Founder and Managing Director) and  
Devang Dave (Executive Director and Partner)

- To educate students to convert theoretical ideas into entrepreneurship
- How to present business ideas in front of investors
- How to create a team to start the business.

29TH AUGUST 2019

Navayuvak  
Entrepreneurs

Navyuvak (Eagle Security & Personnel Services) on **29<sup>th</sup> August 2019** conducted a session on Entrepreneurship for 50 participants in collaboration with the E cell, St. Xavier's College. The resource persons for this session were Mr. Gaurav Mishra (Founder and Managing Director) and Mr. Devang Dave (Executive Director and Partner) For this session, there were three clear objectives

1. To educate students to convert theoretical ideas into entrepreneurship
2. How to present business ideas in front of investors.
3. How to create a team to start the business. After this session, there were three participants who eventually came up with new business ideas who approached the E cell.



NAAC SSR Cycle 4 (2015-2020):  
3\_3\_2\_Reports\_IPR\_Research\_Methodology

*Shinde*  
PRINCIPAL  
ST. XAVIER'S COLLEGE  
(AUTONOMOUS)  
MUMBAI - 400 001.



**ST. XAVIER'S COLLEGE**  
(AUTONOMOUS)  
5, Mahapalika Marg, Mumbai - 400 001,  
INDIA.  
☎ 2262 0661/65



**Students attending the workshop**



NAAC SSR Cycle 4 (2015-2020):  
3\_3\_2\_Reports\_IPR\_Research\_Methodology

*Shinde*  
PRINCIPAL  
ST. XAVIER'S COLLEGE  
(AUTONOMOUS)  
MUMBAI - 400 001.





**ST. XAVIER'S COLLEGE**

(AUTONOMOUS)

5, Mahapalika Marg, Mumbai - 400 001,  
INDIA.

☎ 2262 0661/65

## Internet of Things

ST. XAVIER'S COLLEGE  
(AUTONOMOUS), MUMBAI

E-CELL PRESENTS in collaboration with  
the Xavier's Institute of Engineering

# INTERNET OF THINGS

WITH HANDS-ON ARDUINO  
KIT TRAINING

A workshop by Ms Meena Ugale,  
HOD and Assistant Professor in  
the Department of Information  
Technology.

**DATE: 24TH AND 25TH  
AUGUST 2019**

E-Cell

XIE

Sponsored by rashtriya uchchar  
shiksha abhiyan (rusa)

On 24<sup>th</sup> and 25<sup>th</sup> August 2019, the E-Cell of St. Xavier's College in collaboration with the Xavier's Institute of Engineering (XIE) organised a workshop titled Internet of Things. A group of 34 participants were exposed to a discussion on the interconnection and integration of the physical world and the cyber space. This also helps them to design & develop IOT Devices. The resource person for this session was Ms. Meena Ugale, HOD and Assistant Professor in the Department of Information Technology, XIE.



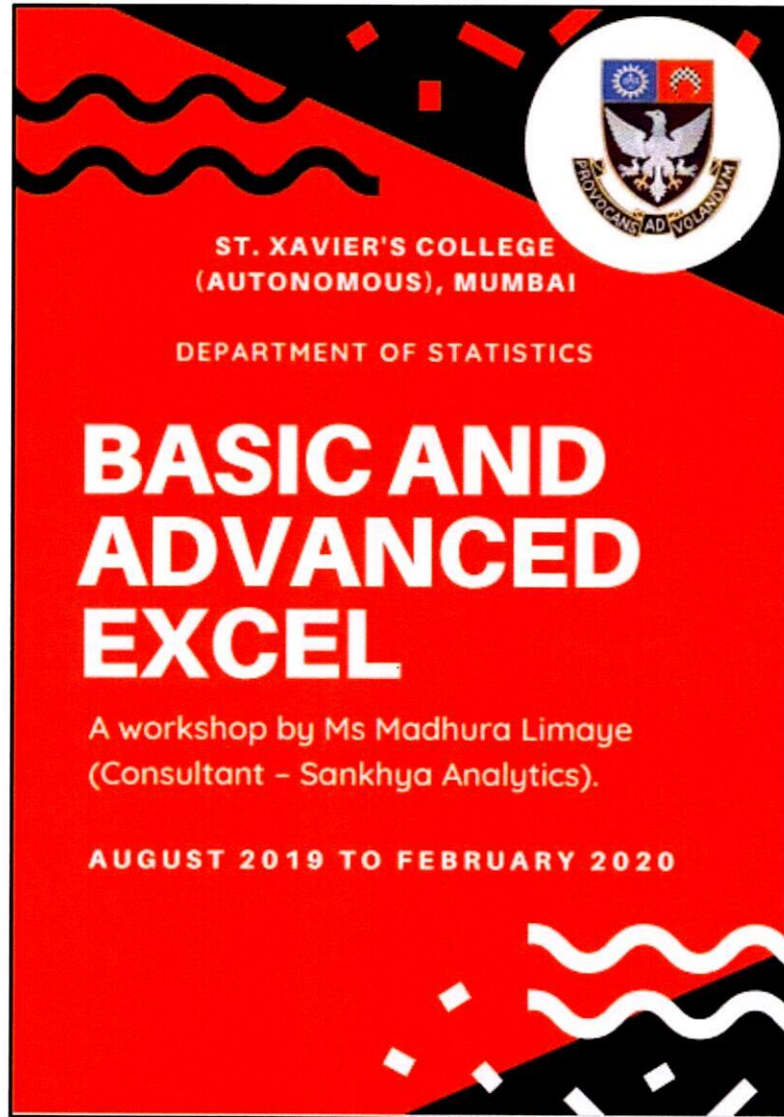
NAAC SSR Cycle 4 (2015-2020):  
3\_3\_2\_Reports\_IPR\_Research\_Methodology

*Shinde*  
PRINCIPAL  
ST. XAVIER'S COLLEGE  
(AUTONOMOUS)  
MUMBAI - 400 001.



**ST. XAVIER'S COLLEGE**  
(AUTONOMOUS)  
5, Mahapalika Marg, Mumbai - 400 001,  
INDIA.  
☎ 2262 0661/65

### Basic and Advanced Excel



It is important to know the Basic and Advanced Knowledge of using MS Excel in order to analyse data which is an important part of Business Analytics. The students could develop the skills of using MS EXCEL by participating in this programme. It was organised for the students of SYBMS in coordination with the Department of Statistics of St. Xavier's College, Mumbai. The resource person was Ms. Madhura Limaye (Consultant – Sankhya Analytics). 14 students participated in this programme. These sessions were conducted over **August 2019 to February 2020**.



NAAC SSR Cycle 4 (2015-2020):  
*3\_3\_2\_Reports\_IPR\_Research\_Methodology*

*Shinde*  
PRINCIPAL  
ST. XAVIER'S COLLEGE  
(AUTONOMOUS)  
MUMBAI - 400 001.





**ST. XAVIER'S COLLEGE**

(AUTONOMOUS)

5, Mahapalika Marg, Mumbai - 400 001,  
INDIA.

☎ 2262 0661/65

## Taxidermy



The E- Cell in collaboration with Siddhi Taxidermy and Museum Works organized a workshop on the **3<sup>rd</sup> and 4<sup>th</sup> of August, 2019** on 'Preservation of Birds by means of Taxidermy and its Restoration'. The objective was to train the 12 participants in the process of the reconstruction of deceased animals, birds, mammals, fish, and reptiles for educational and representational purposes. The resource person for this session was Dr. Santosh Gaikwad. He graduated in 1995 and completed his Post-graduation in 1997 in Veterinary Science from Bombay Veterinary College. He was appointed as Assistant Professor of Anatomy at Bombay Veterinary College, Parel, Mumbai and is currently an Associate Professor.



NAAC SSR Cycle 4 (2015-2020):  
3\_3\_2\_Reports\_IPR\_Research\_Methodology

*Shinde*  
PRINCIPAL  
ST. XAVIER'S COLLEGE  
(AUTONOMOUS)  
MUMBAI - 400 001.



**ST. XAVIER'S COLLEGE**  
(AUTONOMOUS)  
5, Mahapalika Marg, Mumbai - 400 001,  
INDIA.  
☎ 2262 0661/65

## Intellectual Property – A Broad Overview

ST. XAVIER'S COLLEGE (AUTONOMOUS) MUMBAI-400001

CAIUS RESEARCH LABORATORY  
&  
INTERNAL QUALITY ASSURANCE CELL

Organizes  
A Seminar On  
"Intellectual Property: A Broad Overview"

Speakers  
Mr. Raj Mohan Amonkar, Man Mohan Amonkar  
and Mr. Jacob Kadantot  
(Advocates, High Court)

Funded by RUSA

Date: Saturday, 3<sup>rd</sup> August 2019      Time: 3.00 pm —4:30 pm

Venue: LR 61, Hostel Building

All Students and Faculty members are invited to attend the seminar.

Caius Research Laboratory and Internal Quality Assurance Cell (IQAC), St. Xavier's college organized an informative seminar on "Intellectual Property- A Broad Overview" on **3<sup>rd</sup> August 2019**. The seminar was organized under the aegis of RUSA for faculty students. The session was conducted by three advocates of the High Court namely, Mr. Man Mohan Amonkar, Mr. Raj Mohan Amonkar and Mr. Jacob Kadantot. The session began with Mr. Raj Mohan Amonkar who gave an informative talk on Patents, their filing, rules and regulations. The second speaker, Mr. Jacob Kadantot gave an insight about copyrights and their significance in different industries. After an interesting discussion, the final speaker Mr. Man Mohan Amonkar gave an overview about trademarks and their significance. All sessions were followed by a round of Q & A where all the speakers answered questions raised by both teachers and students. The seminar ended with the vote of thanks being delivered by one of the students. This programme was extremely helpful for all the students which helped them understand the importance of Intellectual Property Rights, their usage and advantages. It helped raise interest in students who wanted to pursue IPR as a career option and they looked



NAAC SSR Cycle 4 (2015-2020):  
3\_3\_2\_Reports\_IPR\_Research\_Methodology

*Shinde*  
PRINCIPAL  
ST. XAVIER'S COLLEGE  
(AUTONOMOUS)  
MUMBAI - 400 001.





**ST. XAVIER'S COLLEGE**  
(AUTONOMOUS)  
5, Mahapalika Marg, Mumbai - 400 001,  
INDIA.  
☎ 2262 0661/65

forward to attending more seminars as well. A total of 34 students, both UG and PG and faculty attended the seminar.



**Resource persons**



**Participants attending the seminar**



NAAC SSR Cycle 4 (2015-2020):  
3\_3\_2\_Reports\_IPR\_Research\_Methodology

*Shinde*  
PRINCIPAL  
ST. XAVIER'S COLLEGE  
(AUTONOMOUS)  
MUMBAI - 400 001.



**ST. XAVIER'S COLLEGE**  
(AUTONOMOUS)  
5, Mahapalika Marg, Mumbai - 400 001,  
INDIA.  
☎ 2262 0661/65

### Geneticus Investigatio (sponsored by DBT STAR)

ST. XAVIER'S COLLEGE, MUMBAI

Department of Life Science and Biochemistry  
&  
Department of Microbiology

Jointly Conduct

**A WORKSHOP ON**  
**'Geneticus Investigatio'**

(Problem-solving in Genetics)  
for Undergraduate Bioscience Students

**In collaboration with IIT Bombay**  
Resource Person: Anurag Deep

*Sponsored by* **DBT Star**

**Dates: 1st and 8th August 2019**  
**Time: 12:15pm - 5:00pm**  
**Venue: Knowledge Centre**

This event was organized by the Department of Microbiology in collaboration with IIT Bombay. The aim of this exercise was to equip undergraduate students with the following skills:

- Design experiment to determine the ratio of genotypes of offspring.
- Predict result about the ratio of genotypes in offspring.
- Observe experimental outcomes based on the breeding output.
- Compare result (decision making) based on the predicted and observed result.
- Revise the design of the experiment or hypothesis chosen.

The event was attended by a total of 100 in-house undergraduate students of biosciences on two days. The students were provided with computers and headphones in the knowledge centre for this activity. The IIT team tested a technology-enhanced learning environment platform that they had



NAAC SSR Cycle 4 (2015-2020):  
3\_3\_2\_Reports\_IPR\_Research\_Methodology

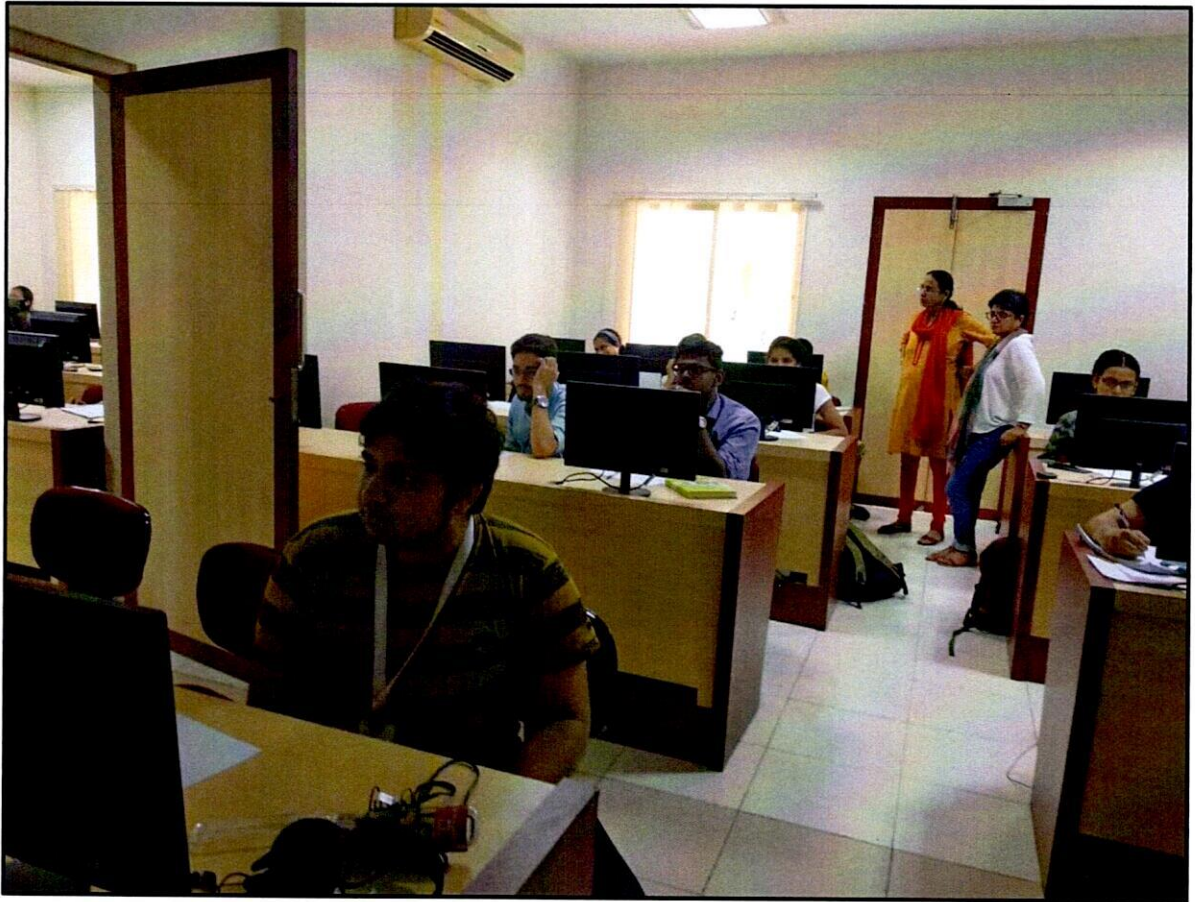
PRINCIPAL  
ST. XAVIER'S COLLEGE  
(AUTONOMOUS)  
MUMBAI - 400 001.





**ST. XAVIER'S COLLEGE**  
(AUTONOMOUS)  
5, Mahapalika Marg, Mumbai - 400 001,  
INDIA.  
© 2262 0661/65

designed for developing problem-solving skills in these students. There were no registration charges for this workshop.



**The workshop in progress**



NAAC SSR Cycle 4 (2015-2020):  
*3\_3\_2\_Reports\_IPR\_Research\_Methodology*

*Alinde*  
PRINCIPAL  
ST. XAVIER'S COLLEGE  
(AUTONOMOUS)  
MUMBAI - 400 001,



**ST. XAVIER'S COLLEGE**

(AUTONOMOUS)

5, Mahapalika Marg, Mumbai - 400 001,  
INDIA.

☎ 2262 0661/65

## Artificial Intelligence Immersion in Retail and Healthcare

ST. XAVIER'S  
COLLEGE (AUTONOMOUS), MUMBAI

**E-CELL**

**ARTIFICIAL  
INTELLIGENCE**

WORKSHOP BY MR.  
MEHUL VED, FOUNDER  
AND DIRECTOR-  
STRATAHIVE

TOPIC      ARTIFICIAL INTELLIGENCE IMMERSION IN  
                 THE FIELD OF RETAIL AND HEALTHCARE

DATE        27TH & 28TH June, 2019

SPONSORED BY RASHTRIYA UCCHATAR SHIKSHA ABHIYAN  
(RUSA)

IN COLLABORATION WITH STRATAHIVE

**StrataHive**  
Enhancing the Digital Experience

This workshop conducted by Mr. Mehul Ved, the Founder and Director at StrataHive, on the **27<sup>th</sup> and 28<sup>th</sup> June 2019**, gave students elements of the fundamentals of Artificial Intelligence, application of concepts within the industry along with an exposure to big data. He is a Data Science & Machine Learning Expert. He has 18+ years of experience in successfully implementing Big Data-Analytics and Enterprise Applications for reputed clients. This training familiarised the participants about AI with regards to Retail and healthcare. It also gave them a window into traditional forms of knowledge patterns and how eventually AI works in that spot.



NAAC SSR Cycle 4 (2015-2020):  
3\_3\_2\_Reports\_IPR\_Research\_Methodology

PRINCIPAL  
ST. XAVIER'S COLLEGE  
(AUTONOMOUS)  
MUMBAI - 400 001.



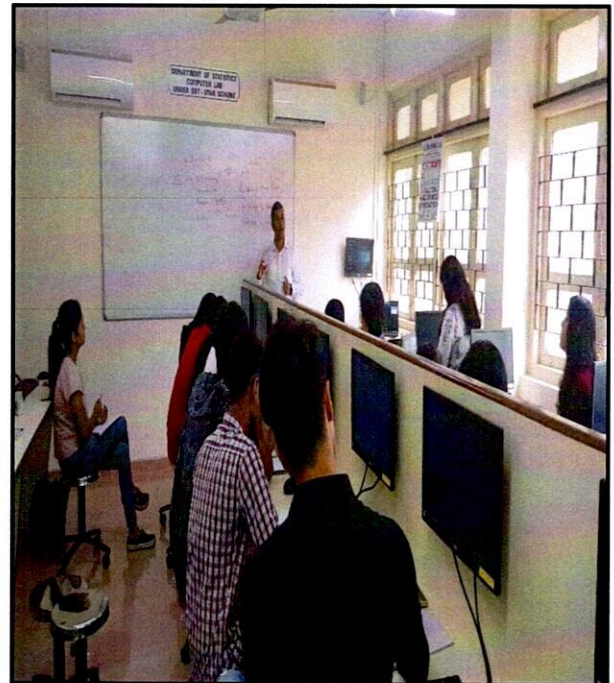


# ST. XAVIER'S COLLEGE

(AUTONOMOUS)

5, Mahapalika Marg, Mumbai - 400 001,  
INDIA.

☎ 2262 0661/65



**Mr. Mehul Ved, StrataHive taking the session for students**



NAAC SSR Cycle 4 (2015-2020):  
3\_3\_2\_Reports\_IPR\_Research\_Methodology

*Munde*

PRINCIPAL  
ST. XAVIER'S COLLEGE  
(AUTONOMOUS)  
MUMBAI - 400 001.



**ST. XAVIER'S COLLEGE**  
(AUTONOMOUS)  
5, Mahapalika Marg, Mumbai - 400 001,  
INDIA.  
☎ 2262 0661/65

**2018 - 2019**





# ST. XAVIER'S COLLEGE

(AUTONOMOUS)

5, Mahapalika Marg, Mumbai - 400 001,  
INDIA.

☎ 2262 0661/65



## Workshop on Cyber Security

ST. XAVIER'S COLLEGE (AUTONOMOUS),  
MUMBAI IN COLLABORATION WITH ROCHESTON

# INTERNET OF THINGS & CYBER SECURITY

A workshop by *Mr. Haja Mohideen*, President  
and CEO of New York Based Internet Technology  
Company, *Rocheston*.

Date: 11th February, 2019



On 11<sup>th</sup> Feb 2019, the students of first- and second-year IT attended the workshop on Internet of Things and Cyber Security. The workshop was organized by **Mrs. Rachana Pandey**, in collaboration with Rochester, a New York based Internet Technology Company. The session was conducted by **Mr. Haja Mohideen, President and CEO of Rochester**. He made use of various devices which demonstrated the increased use of IOT such as soccer ball, toothbrush etc. which makes use of the latest technologies and collects data. This data can be communicated to other devices and device automation with little to no human interference can be achieved. Other half of the workshop was inclined towards the issue pertaining to cyber security, wherein various aspects of cyber security were discussed. Insights on what makes the network vulnerable, malware, hackers, viruses, Trojans etc., the data being breached and necessary steps required in order to avoid various cyber-crimes.



NAAC SSR Cycle 4 (2015-2020):  
3\_3\_2\_Reports\_IPR\_Research\_Methodology

*H. Mohideen*  
PRINCIPAL  
ST. XAVIER'S COLLEGE  
(AUTONOMOUS)  
MUMBAI - 400 001.





**ST. XAVIER'S COLLEGE**  
(AUTONOMOUS)  
5, Mahapalika Marg, Mumbai - 400 001,  
INDIA.  
☎ 2262 0661/65



**Students and Faculty attending the session**



NAAC SSR Cycle 4 (2015-2020):  
3\_3\_2\_Reports\_IPR\_Research\_Methodology

*Shinde*  
PRINCIPAL  
ST. XAVIER'S COLLEGE  
(AUTONOMOUS)  
MUMBAI - 400 001.





# ST. XAVIER'S COLLEGE

(AUTONOMOUS)

5, Mahapalika Marg, Mumbai - 400 001,  
INDIA.

☎ 2262 0661/65



**Mrs. Rachana Pandey Handing the Memento to the Speakers**



NAAC SSR Cycle 4 (2015-2020):  
3\_3\_2\_Reports\_IPR\_Research\_Methodology


*Hlinde*  
PRINCIPAL  
ST. XAVIER'S COLLEGE  
(AUTONOMOUS)  
MUMBAI - 400 001.



**ST. XAVIER'S COLLEGE**  
(AUTONOMOUS)  
5, Mahapalika Marg, Mumbai - 400 001,  
INDIA.  
☎ 2262 0661/65

## Statistics in Business and Media-Comprehending the Data Storm

ST. XAVIER'S COLLEGE (AUTONOMOUS), MUMBAI  
Department of Statistics  
Department of Mass Media  
Department of Management Studies



# Statistics In Business Media

Comprehending the data storm

- 1 Digitalisation of Capital Markets-The Number Game**  
Session by Mr. Abhishek Mathur, VP, ICICI Securities.
- 2 How Managers Perform? A Statistical Perspective**  
Session by Mr. Balkrishna Parab & Mr. Ashwin Srivastava
- 3 Media Research within the Context of the Indian  
Television Industry**  
Session by Mr. Derrick Gray
- 4 Success of Media Campaigns**  
Session by Ms. Nivedita Ravishankar

**19th January, 2019**

This workshop was conducted in collaboration with three departments namely: Statistics, Mass Media and Management Studies on the **19<sup>th</sup> of January 2019**. A total of 4 sessions took place namely:

Session 1 was on Digitalisation of Capital Markets- The Number Game by Mr. Abhishek Mathur, the senior vice president and head- investment advisory and service at ICICI securities. He's an engineer from IIT BHU and is a management graduate from FMS Delhi.

Session 2 was on How Managers Perform? A Statistical Perspective by Mr. Balkrishna Parab, a chair professor of Indian Merchant's Chamber of Banking and Finance at Jamnalal Bajaj Institute of Management Studies in the University of Mumbai. His talk focused on the use and abuse of statistics in the field of management and specifically in the context of risk analysis. Mr. Ashwin Srivastava is



NAAC SSR Cycle 4 (2015-2020):  
3\_3\_2\_Reports\_IPR\_Research\_Methodology

*Shinde*  
PRINCIPAL  
ST. XAVIER'S COLLEGE  
(AUTONOMOUS)  
MUMBAI - 400 001.





# ST. XAVIER'S COLLEGE

(AUTONOMOUS)

5, Mahapalika Marg, Mumbai - 400 001,  
INDIA.

☎ 2262 0661/65

an Indian venture capitalist who founded Idein Ventures in 2015. Srivastava discussed the use of statistics in managerial coaching and profiling.

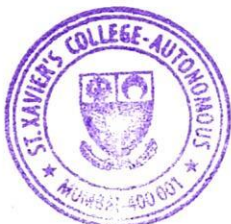
Session 3 was conducted by Mr. Derrick Gray who reviewed media research within the context of the Indian television industry.

Session 4 was conducted by Ms. Nivedita Ravishankar, a media professional, explored how and why certain campaigns are hits while some are misses. For this, she started the talk by showing the recent Gillette advertisement regarding toxic masculinity and built her talk around it.

All the sessions were appreciated by the students.



**Mr. Derick Gray from BARC conducting his session**





# ST. XAVIER'S COLLEGE

(AUTONOMOUS)

5, Mahapalika Marg, Mumbai - 400 001,  
INDIA.

☎ 2262 0661/65

## Food Safety and Management systems

ST. XAVIER'S COLLEGE (AUTONOMOUS), MUMBAI  
DEPARTMENT OF MICROBIOLOGY

### FOOD SAFETY & MANAGEMENT SYSTEMS

---

A 2 DAY WORKSHOP ON INTERNATIONAL AUDITING SYSTEM &  
PROCESS - FOOD & SAFETY BY MS. NAMRATA DAYAL.

---

**DAY 1**

Introduction to world trends and standards- QMS,  
EMS, HACCP, Global G.A.P, BRC, ISO etc.

Types and forms of audits and responsibilities of a  
professional auditor.

Techniques of auditing

---

**DAY 2**


Different microbes present in food

Technical definitions of safe food and food hygiene.

Different clauses of ISO22000:2018 FSMS

---

ST. XAVIER'S COLLEGE, MUMBAI



EST. 1869 | YEARS


---

**11TH AND 12TH DECEMBER, 2019**

The Department of Microbiology conducted a two-day workshop on International auditing system and process – Food Safety and Management system by Ms. Namrata Dayal. Ms. Dayal has over 13+ years of experience. She is a Food Safety Certification and second party audit expert. She is also a trainer for various courses including FOSTAC, CIEH Levels, ISO 22000, Servesafe, Internal auditor course, FSSAI Regulations. Responsible for Auditing and training PAN India and SAARC regions. Additionally, she is a Certified FSSAI Fostac trainer. Her experience includes directorship of FSMS, a complete solution to second party audits and customized audit requirements for all food Industries. Specializing in various global and national food safety audits and training programs. She is heading the entire operation of the educational training sector.



NAAC SSR Cycle 4 (2015-2020):  
3\_3\_2\_Reports\_IPR\_Research\_Methodology

  
PRINCIPAL  
ST. XAVIER'S COLLEGE  
(AUTONOMOUS)  
MUMBAI - 400 001.





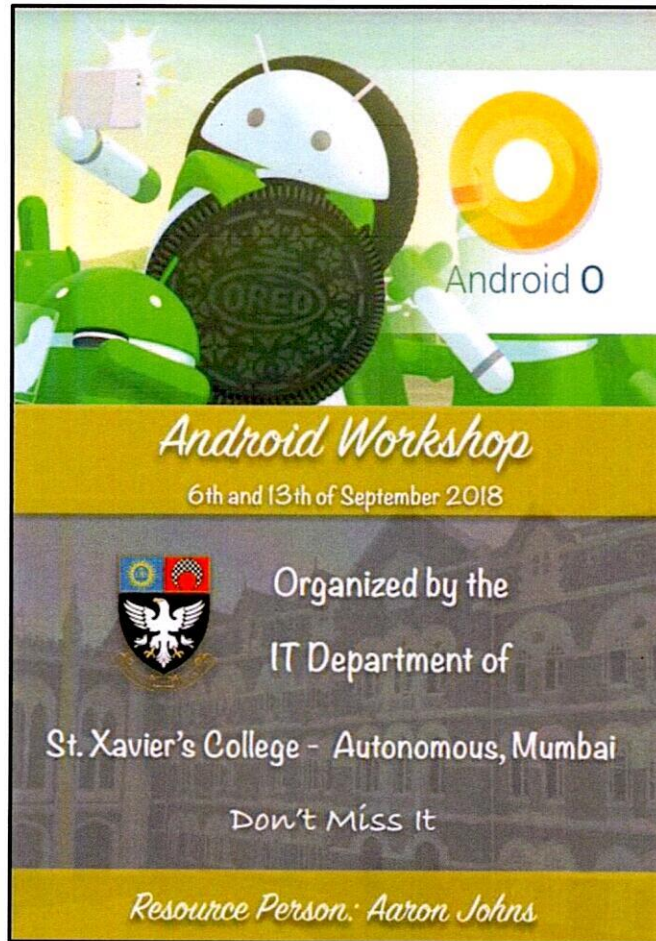
# ST. XAVIER'S COLLEGE

(AUTONOMOUS)

5, Mahapalika Marg, Mumbai - 400 001, INDIA.

☎ 2262 0661/65


## Introduction to Kotlin and SQLite - Android workshop.



The workshop was conducted by Mr. Aaron Johns on **6<sup>th</sup> and 13<sup>th</sup> of September 2018**. An introduction to Kotlin was given to the 10 student participants and the use of SQLite database in Android with Kotlin was taught in these two sessions. Mr. Johns is an Ad Hoc teacher at the Department of Information Technology, St. Xavier's College, Mumbai.



NAAC SSR Cycle 4 (2015-2020):  
3\_3\_2\_Reports\_IPR\_Research\_Methodology

  
PRINCIPAL  
ST. XAVIER'S COLLEGE  
(AUTONOMOUS)  
MUMBAI - 400 001.



**ST. XAVIER'S COLLEGE**  
(AUTONOMOUS)  
5, Mahapalika Marg, Mumbai - 400 001,  
INDIA.  
☎ 2262 0661/65

## Embedded Systems Workshop

ST. XAVIER'S COLLEGE, MUMBAI  
(IN COLLABORATION WITH CURIOSITY GYM)  
PRESENTS

# EMBEDDED SYSTEMS WORKSHOP

A hands-on learning experience supported  
with kits based on the ESP8266 core.  
(Includes home automation demos  
with live configuration on a RaspberryPi)

DATE- 4 AUGUST 2018

A workshop on Embedded Systems (in collaboration with Curiosity Gym) was conducted on 4<sup>th</sup> Aug 2018 for SY-BSC IT students. This workshop was aligned to the SY Curriculum for the BSc IT course at Xavier's college. This was a hands-on learning-oriented workshop supported with kits based on the ESP8266 core. Besides the actual C programming and Interfacing of devices, the workshop reinforced theoretical concepts in a practical manner with a hands-on approach. The Workshop shall culminate with actual Sample Projects and use cases, the students shall be encouraged to build. 2 home automation demos with live configuration on a RaspberryPi were given during the workshop. The Kits were pre-programmed and a demonstration was given on how to build the project using RaspberryPi. This workshop was organised by the faculty of BSC IT dept. Mrs. Rachana Pandey.



NAAC SSR Cycle 4 (2015-2020):  
3\_3\_2\_Reports\_IPR\_Research\_Methodology

*Shinde.*  
PRINCIPAL  
ST. XAVIER'S COLLEGE  
(AUTONOMOUS)  
MUMBAI - 400 001.





**ST. XAVIER'S COLLEGE**

**(AUTONOMOUS)**

**5, Mahapalika Marg, Mumbai - 400 001,  
INDIA.**

**☎ 2262 0661/65**

**2017 - 2018**



# ST. XAVIER'S COLLEGE

(AUTONOMOUS)

5, Mahapalika Marg, Mumbai - 400 001,  
INDIA.

☎ 2262 0661/65

## AIBots Workshop/ Debate/ Panel Discussion/Research Paper Presentation

QUICKWORK TECHNOLOGIES AND DEPARTMENT OF  
INFORMATION TECHNOLOGY,  
ST. XAVIER'S COLLEGE, MUMBAI PRESENTS

**WORKSHOP AND  
HACKATHON:  
AIBOTS**

ChatBot and AI  
training workshop

Panel Discussion

November 18, 2017

**Quickwork Technologies** in collaboration with the Department of Information Technology conducted their annual event AIBots on **18<sup>th</sup> November 2017**. The event started with ChatBot and AI training workshop and was followed by a Hackathon competition with a total of 45 participants. In the afternoon session a debate was conducted on the topic- 'Artificial intelligence-A blessing for humanity?' In the evening session Ms. Swati Pandey and Ms. Anwsha Das presented a paper on 'Applications of AI on Internet of Things' which was appreciated by the audience.



NAAC SSR Cycle 4 (2015-2020):  
3\_3\_2\_Reports\_IPR\_Research\_Methodology

*Shinde*  
PRINCIPAL  
ST. XAVIER'S COLLEGE  
(AUTONOMOUS)  
MUMBAI - 400 001.





**ST. XAVIER'S COLLEGE**  
(AUTONOMOUS)  
5, Mahapalika Marg, Mumbai - 400 001,  
INDIA.  
☎ 2262 0661/65

The last and the most interesting session was a panel discussion by the following Panellists

- Mr. Sai Giridhar, Sr. President (Consumer Lending), Yes Bank.
- Mr. Shiv Bhaskar, Vice President & Head (Learning & Development), Tata AIG.
- Dr. Randhir Mishra, PhD IIM-Bangalore Learning & Development Expert.
- Mr. Radhesh Kanumury, Venture Advisor, Blume Ventures.
- Dr. Kishore Rathi, Xavier's Institute of Management Research, Mumbai,



**Students attending the aiBots Session**



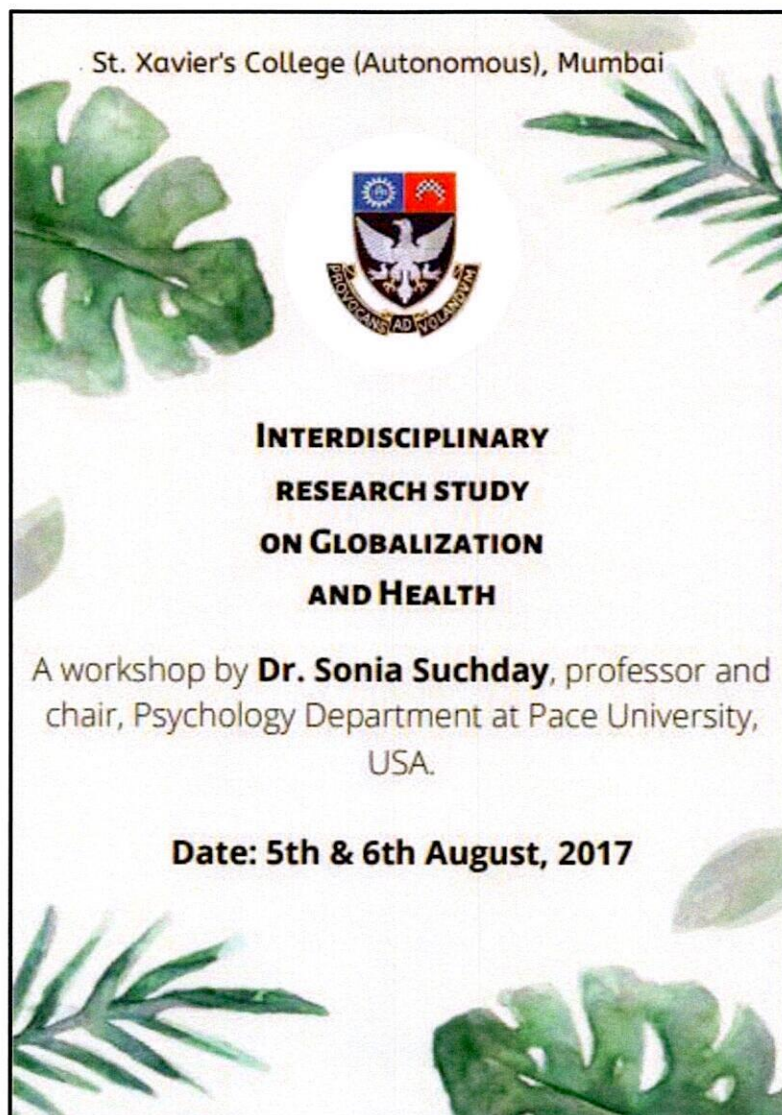
NAAC SSR Cycle 4 (2015-2020):  
3\_3\_2\_Reports\_IPR\_Research\_Methodology

*Shinde*  
PRINCIPAL  
ST. XAVIER'S COLLEGE  
(AUTONOMOUS)  
MUMBAI - 400 001.



**ST. XAVIER'S COLLEGE**  
(AUTONOMOUS)  
5, Mahapalika Marg, Mumbai - 400 001,  
INDIA.  
☎ 2262 0661/65

### Interdisciplinary research study on Globalization and Health



This workshop was held over two days **5th & 6th August 2017**. There were 12 students registered for this activity. Dr. Sonia Suchday, the resource person for the event, is Professor & Chair, Psychology Department, Pace University, NY, USA. She is an alumna of our college (batch of 1989). Her weekend workshop consisted of the importance of interdisciplinary research in the area of Health Psychology. The methodology of her ongoing research was also explained and data generated by students was analysed.



NAAC SSR Cycle 4 (2015-2020):  
3\_3\_2\_Reports\_IPR\_Research\_Methodology

*Shinde*  
PRINCIPAL  
ST. XAVIER'S COLLEGE  
(AUTONOMOUS)  
MUMBAI - 400 001.





**ST. XAVIER'S COLLEGE**  
(AUTONOMOUS)  
5, Mahapalika Marg, Mumbai - 400 001,  
INDIA.  
☎ 2262 0661/65

**2015 - 2016**



**ST. XAVIER'S COLLEGE**

(AUTONOMOUS)

5, Mahapalika Marg, Mumbai - 400 001,  
INDIA.

☎ 2262 0661/65

## Workshop on Game Designing

St. Xavier's College, Mumbai presents

# GAME DESIGNING WORKSHOP

by Mr. Mayank Kumar and Mr. Anmol Mahatpurkar

++++  
++++  
++++  
++++

++++  
++++  
++++  
++++

**DATES-**  
**18 JANUARY 2016 (INSTALLATION SESSION)**  
**&**  
**23 JANUARY 2016**

A workshop for game designing was conducted on **18<sup>th</sup> January and 23<sup>rd</sup> January 2016**. The speakers were Mr. Mayank Kumar and Mr. Anmol Mahatpurkar, alumni of the college. The workshops were free and interactive during which the participants were taught to make a bouncing ball game to collect coins and the famous Air Hockey game using the Game Designing Engine Unity.



*Shinde*  
PRINCIPAL  
ST. XAVIER'S COLLEGE  
(AUTONOMOUS)  
MUMBAI - 400 001.





# ST. XAVIER'S COLLEGE

(AUTONOMOUS)

5, Mahapalika Marg, Mumbai - 400 001,  
INDIA.

☎ 2262 0661/65



**Participants attending the workshop**



NAAC SSR Cycle 4 (2015-2020):  
*3\_3\_2\_Reports\_IPR\_Research\_Methodology*

*Alinde*  
PRINCIPAL  
ST. XAVIER'S COLLEGE  
(AUTONOMOUS)  
MUMBAI - 400 001.



**ST. XAVIER'S COLLEGE**

(AUTONOMOUS)

5, Mahapalika Marg, Mumbai - 400 001,  
INDIA.

☎ 2262 0661/65

**Second Unity Game Engine workshop.**

St. Xavier's College (Autonomous), Mumbai

The IT Society presents

# 2ND UNITY-3D GAME ENGINE

A WORKSHOP BY MR. SOHAM RANE & MR. VIKRAM PAWAR

18th January,  
2016

A second workshop on Unity on the **18th January, 2016**. After the positive feedback from the session on 16th September, another workshop was conducted for a class full of enthusiastic students. The instructors for the session were Soham Rane and Vikram Pawar from TYIT. Students were taught how to add different objects to the game and add physics to it.



NAAC SSR Cycle 4 (2015-2020):  
3\_3\_2\_Reports\_IPR\_Research\_Methodology

*H. Hinde*  
PRINCIPAL  
ST. XAVIER'S COLLEGE  
(AUTONOMOUS)  
MUMBAI - 400 001.





# ST. XAVIER'S COLLEGE

(AUTONOMOUS)

5, Mahapalika Marg, Mumbai - 400 001,  
INDIA.

☎ 2262 0661/65



Students attending the workshop on second unity game engine



NAAC SSR Cycle 4 (2015-2020):  
3\_3\_2\_Reports\_IPR\_Research\_Methodology

*Shinde*  
PRINCIPAL  
ST. XAVIER'S COLLEGE  
(AUTONOMOUS)  
MUMBAI - 400 001.



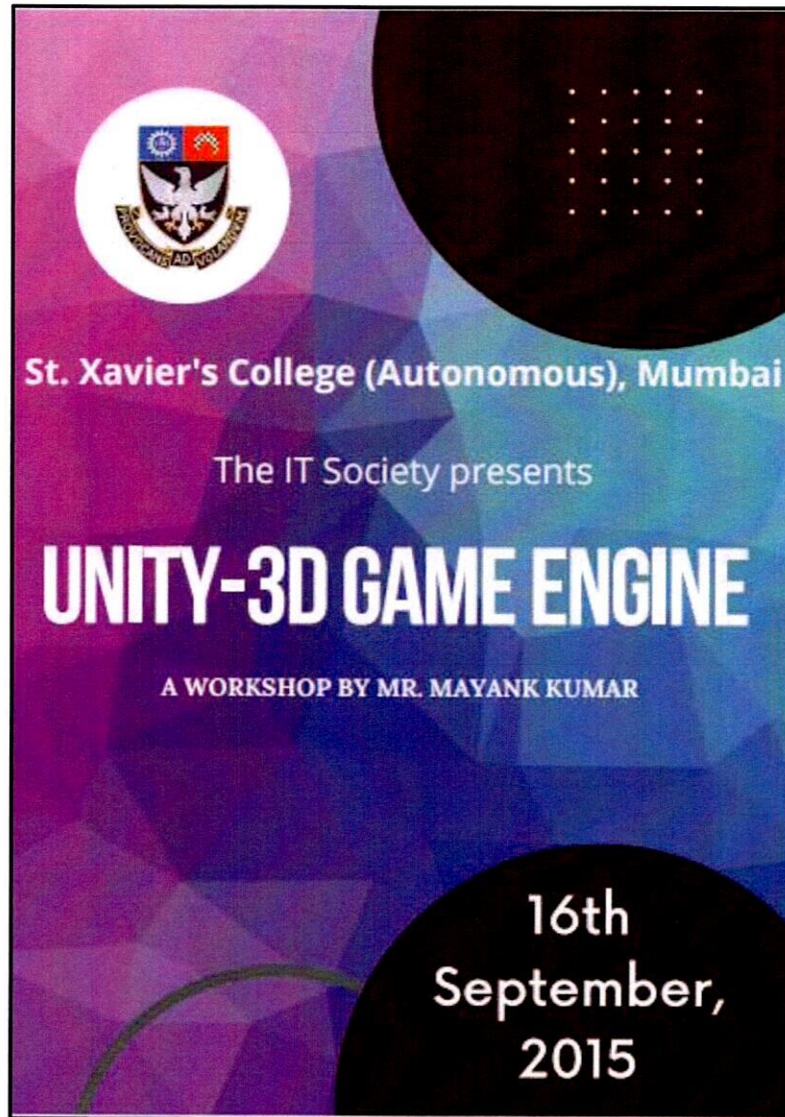
**ST. XAVIER'S COLLEGE**

(AUTONOMOUS)

5, Mahapalika Marg, Mumbai - 400 001,  
INDIA.

☎ 2262 0661/65

### First Unity Game Engine workshop



The IT Society organized its first workshop for the year- A workshop on Unity Game engine **on 16th September 2015**. The workshop saw a good audience, all of whom were keen to learn the basics of the Game Engine: Unity-3D. The workshop instructor was Mayank Kumar, a student of SYIT. He was a student of the batch of 2014 (UID: 145036 [mayank.kumar@xaviers.edu.in](mailto:mayank.kumar@xaviers.edu.in))



NAAC SSR Cycle 4 (2015-2020):  
3\_3\_2\_Reports\_IPR\_Research\_Methodology

*Alhinde.*  
PRINCIPAL  
ST. XAVIER'S COLLEGE  
(AUTONOMOUS)  
MUMBAI - 400 001.





# ST. XAVIER'S COLLEGE

(AUTONOMOUS)

5, Mahapalika Marg, Mumbai - 400 001,  
INDIA.

☎ 2262 0661/65



Mr. Mayank Kumar addressing the students



NAAC SSR Cycle 4 (2015-2020):  
3\_3\_2\_Reports\_IPR\_Research\_Methodology

*Shinde.*  
PRINCIPAL  
ST. XAVIER'S COLLEGE  
(AUTONOMOUS)  
MUMBAI - 400 001.



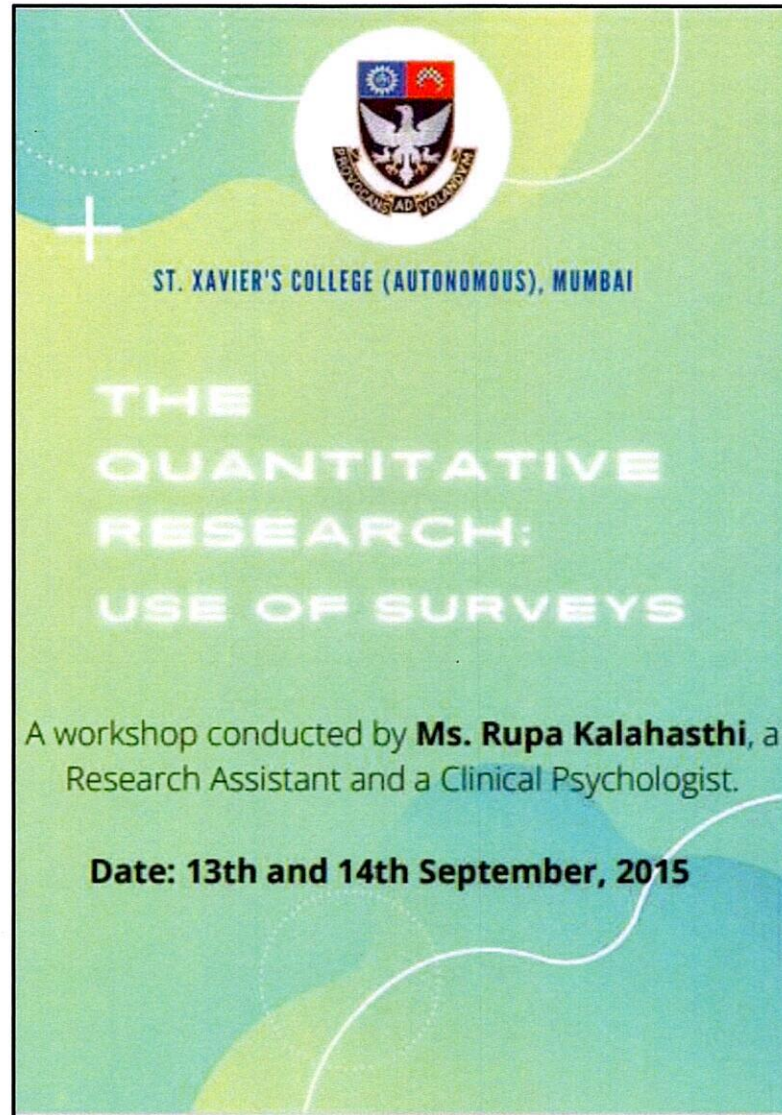
# ST. XAVIER'S COLLEGE

(AUTONOMOUS)

5, Mahapalika Marg, Mumbai - 400 001,  
INDIA.

☎ 2262 0661/65

## The Quantitative Research: Use of Surveys



The Quantitative Research, Highlighting the use of Surveys workshop was conducted on **13th & 14th Sept 2015**. Ms. Rupa Kalahasthi is a Research Assistant (Monk Prayogshala) and a Clinical Psychologist (Unlimited Potentialities) Alumna of our college Batch of 2012. She also conducted a few lectures with our students and guided them for their Khandala seminar paper presentations for 2015-16. Total of 11 students registered for this workshop.

The interactive session covered the design elements (scales of measurement, the framing of survey items). Administration (sample selection and process) and Quantitative Analysis - thus students learnt how to Build a survey, Administer a survey and analyse a survey through input and activities.



NAAC SSR Cycle 4 (2015-2020):  
3\_3\_2\_Reports\_IPR\_Research\_Methodology

*Shinde.*  
PRINCIPAL  
ST. XAVIER'S COLLEGE  
(AUTONOMOUS)  
MUMBAI - 400 001.





**ST. XAVIER'S COLLEGE**  
(AUTONOMOUS)  
5, Mahapalika Marg, Mumbai - 400 001,  
INDIA.  
☎ 2262 0661/65



Survey Research Method Workshop for Students at St. Xavier's College  
by Monk® Prayogshala®

**Resource Person**

Rupa Kalahasthi, Research Personnel, Monk® Prayogshala®

To know more about our team, please visit: <http://www.monkprayogshala.in/our-team/>

**Schedule**

Day 1 9 am - 5 pm	Introduction to Research Methods	30 min
	Understanding Basic Terms	30 min
	Activity	30 min
	Experimental and Non-Experimental Methods	30 min
	Steven's Levels of Measurement: NOIR	30 min
	Activity	30 min
	Break	
	Introduction to Survey Methods	30 min
	How to Build a Survey Questionnaire	
	What is the information required?	30 min
	Question content and framing: Types and order of items	30 min
	Question Formats and Scoring	30 min
	Generating an Item Bank, Selection, and Item Analysis	30 min
	Activity: Generate your Survey	2 hours
Day 2 2 pm - 6 pm	How to Administer a Survey Questionnaire	30 min
	Computerized Surveys	30 min
	Dealing with Data from Survey Questionnaires	30 min
	Scoring, Reverse Scoring, and Descriptive Statistics	1 hour
	Reporting Findings in a Standard Format	1 hour
	Ethics in Research	15 min



NAAC SSR Cycle 4 (2015-2020):  
3\_3\_2\_Reports\_IPR\_Research\_Methodology

*Shinde*  
PRINCIPAL  
ST. XAVIER'S COLLEGE  
(AUTONOMOUS)  
MUMBAI - 400 001.



**ST. XAVIER'S COLLEGE**  
(AUTONOMOUS)  
5, Mahapalika Marg, Mumbai - 400 001,  
INDIA.  
☎ 2262 0661/65


## Qualitative Market Research: Understanding Consumer Psychology

St. Xavier's College  
(Autonomous), Mumbai

**QUALITATIVE MARKET  
RESEARCH:  
UNDERSTANDING  
CONSUMER PSYCHOLOGY**

Workshop by Ms. Trusha Dalal- Associate  
Research Manager at Quantum Consumer  
Solutions.


**1st and 2nd August, 2015**



**Qualitative Market Research** workshop conducted on **1st & 2nd August 2015** focused on understanding Consumer psychology as a field, branding and positioning of products & services. Understanding the methodologies used (such as consumer interviews, focus group discussions, customer satisfaction surveys, participant observation etc.) to yield insights that can be applied to marketing strategies. 17 participants from across departments and disciplines had registered and completed the activity. Ms. Trusha Dalal, Associate Research Manager at Quantum Consumer Solutions, University of Guelph (Masters Marketing and Consumer Studies) Ontario, Canada and Alumnus 2010 was the resource person for the workshop.



NAAC SSR Cycle 4 (2015-2020):  
3\_3\_2\_Reports\_IPR\_Research\_Methodology

  
PRINCIPAL  
ST. XAVIER'S COLLEGE  
(AUTONOMOUS)  
MUMBAI - 400 001.