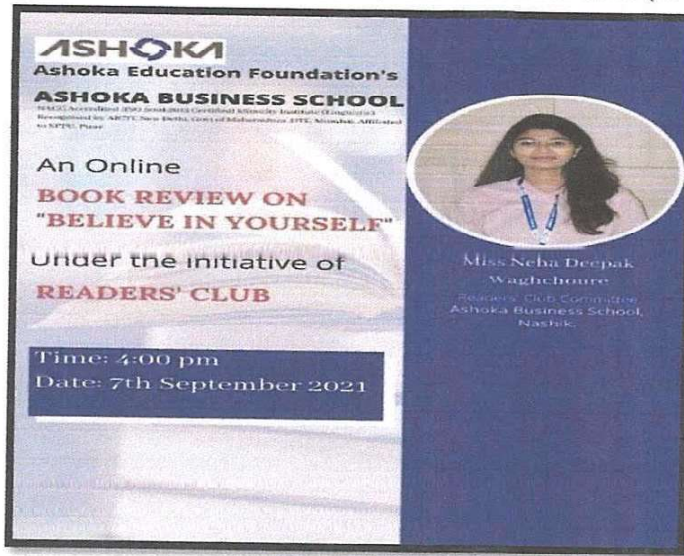


## Book Review on 'Believe in Yourself'

- ❖ **Name of the Activity** : Book Review
- ❖ **Topic** : Online Book Review on 'Believe in Yourself'
- ❖ **Presented by** : Ms.Neha Wagchoure, MBA 1<sup>st</sup> year student
- ❖ **Date of Activity** : 7<sup>th</sup> September 2021
- ❖ **No. of Participate** : 35
- ❖ **Class/Classes Involved** : MBA 1<sup>st</sup> year
- ❖ **Venue** : Zoom online
- ❖ **Organised By** : Readers' club

### Introduction:

A book review is a descriptive and critical/evaluative account of a book. It provides a summary of the content, assesses the value of the book, and recommends it (or not) to other potential readers.



### The main objective of the session:

- Reading, writing, and thinking skills improve of the students.

Develop Student skills of thinking & various ideas and thought about books. Ms. Neha Wagchoure presented a book review on the International bestseller book 'Believe in Yourself'.

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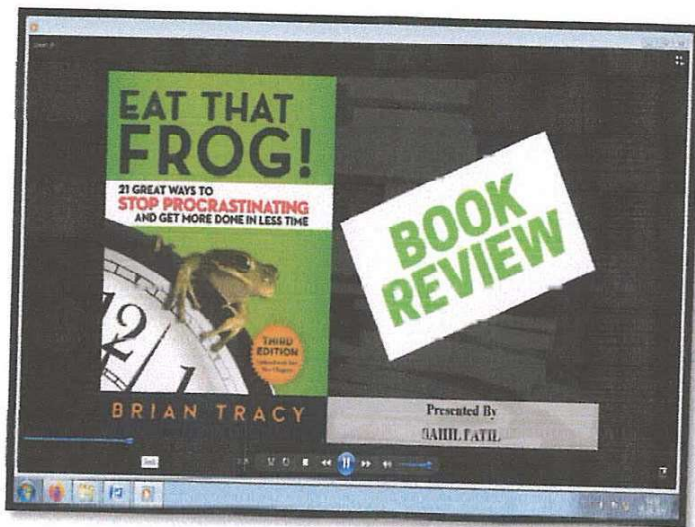
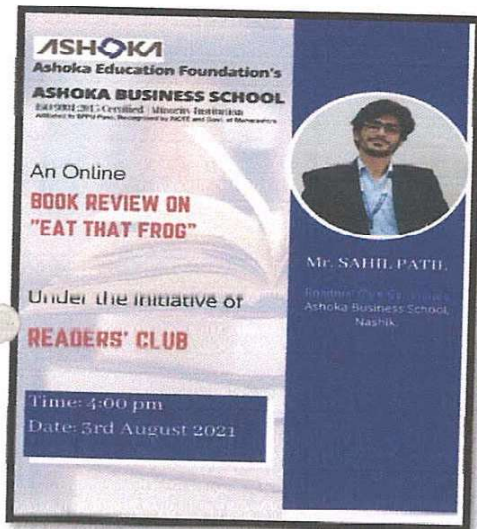
**DIRECTOR**  
Ashoka Business School  
Nashik

## Book Review on 'Eat that Frog'

- Name of the Activity : Book Review
- ❖ Topic : Online Book Review on 'Eat that Frog'
  - ❖ Presented by : Mr. Sahil Patil, MBA 1<sup>st</sup> year student
  - ❖ Date of Activity : 3<sup>rd</sup> August, 2021
  - ❖ No. of Participate : 35
  - ❖ Class/classes Involved : MBA 1<sup>st</sup> year
  - ❖ Venue : Zoom online
  - ❖ Organised By : Readers' club

### Introduction:

A book review is a descriptive and critical/evaluative account of a book. It provides a summary of the content, assesses the value of the book, and recommends it (or not) to other potential readers.



### Main objective of the session:

- ❖ Reading, writing, and thinking skills improve of the students.

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Protecting Intellectual Property is the need of an hour-Mr. Abhijit Bhand



**ASHOKA EDUCATION FOUNDATION'S  
ASHOKA BUSINESS SCHOOL**

**Organizes  
A session on**

**Protecting Intellectual Property**

**under the initiative of IQAC**

**Saturday,  
3rd April 2021,  
@ 02:30 pm**

**Join us through Zoom  
Meeting  
ID-95915821093  
Passcode- abs**



**Resource Person  
Mr. Abhijit Bhand  
Founder & CEO,  
Kanadlab Institute of  
Intellectual Property &  
Research**

**Points to be covered during the session**

- What is Intellectual Property?**
- Various types of Intellectual Property**
- How to protect Intellectual Property?**

“In today’s digitized world, there is a high risk of innovative ideas to be stolen without the permission or consent of owner of that intellectual property. Though there are some effective measures to avoid that people are not much aware about it” said by Mr. Abhijit Bhand who is an IPR expert from Nashik. He was speaking in an online session organized by Ashoka Business School for its MBA Students under the initiative of IQAC of the Institute. He explained the meaning of different kinds of Intellectual Property-Copyrights, Patents, Trademarks and Geographical Indications. Mr. Abhijit explained the importance of protecting Intellectual Property of an individual. In modern era innovative ideas are means to earn profits and to explore new business opportunities. We can encourage new ideas by providing them more security and ensuring benefits to the deserved ones, Mr. Abhijit said. He supported his statements with real life illustrations from the corporate world. He described the need of IPR in the current scenario of COVID where all the major players in Pharma Industry are trying to invent the vaccine over the disease with the philosophy of ‘early bird catches the worm’.

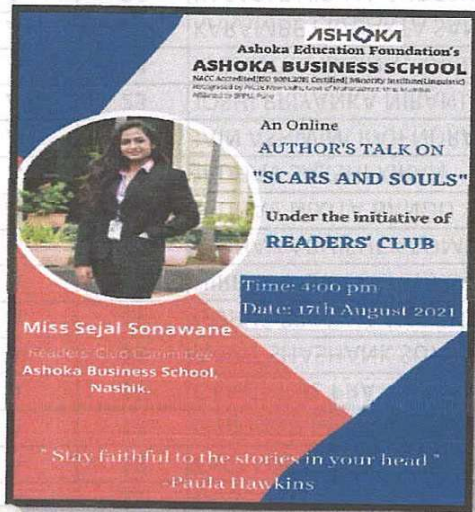
This online session was organized to make MBA students aware about the Intellectual Property and various rights an individual can have for protecting the same. During the session Director of the Institute-Dr. D. M. Gujarathi and Assistant Director-Dr. Rupali Khaire were present. The session was coordinated by Dr. Vikas Gaundare.

MBA first year student-Ms. Sejal Sonawane introduced the resource person where Mr. Bhagyesh Balte proposed the vote of thanks.

This session was coordinated under the guidance of the Chairman of Ashoka Education Foundation -Mr. Ashok Katariya, Secretary of AEF- Mr. Shrikant Shukla, Industry Mentor of ABS-Mr. Venkat Venkitachalam, Administrator of AEF- Dr. N. R. Telrandhe and IQAC Coordinator -Dr. Sarita Dhawale.

## Online Author's Talk on 'Scars and Souls'

- Name of the Activity** : Author's Talk
- ❖ **Topic** : Online Author's Talk on 'Scars and Souls'
  - ❖ **Presented by** : Ms. Sejal Sonawane, MBA 1<sup>st</sup> year
  - ❖ **Date of Activity** : 17<sup>th</sup> August, 2021
  - ❖ **No. of Participate** : 35
  - ❖ **Class/classes Involved** : MBA 1<sup>st</sup> year
  - ❖ **Venue** : Zoom online
  - ❖ **Organised By** : Readers' club



Ms. Sejal Sonawane a author of the book Scars & Souls . Readers' club organized author's talk on Scars & Souls.

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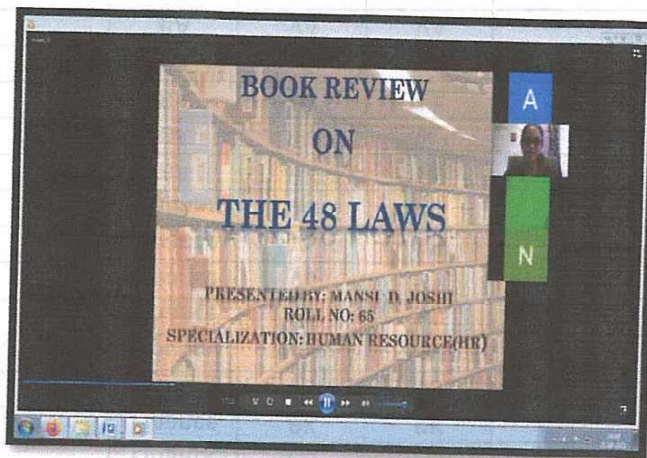
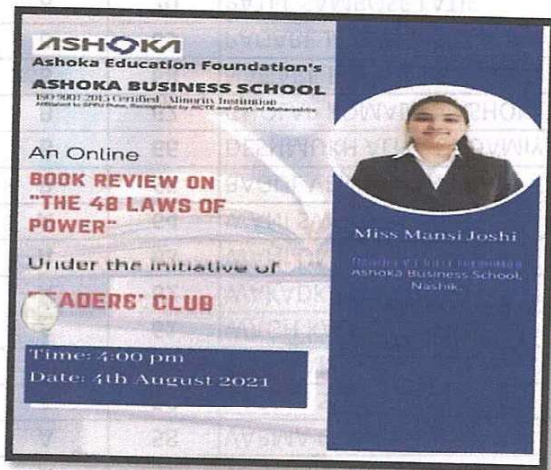
*Sejal Sonawane*  
**DIRECTOR**  
Ashoka Business School  
Nashik.

## Book Review on 'The 48 Laws of Power'

- ❖ **Name of the Activity** : Book Review
- ❖ **Topic** : Online Book Review on 'The 48 Laws of Power'
- ❖ **Presented by** : Ms. Mansi Joshi, MBA 1<sup>st</sup> year
- ❖ **Date of Activity** : 4<sup>th</sup> August, 2021
- ❖ **No. of Participate** : 29
- ❖ **Class/classes Involved** : MBA 1<sup>st</sup> year
- ❖ **Venue** : Zoom online
- ❖ **Organised By** : Readers' club

### Introduction:

A book review is a descriptive and critical/evaluative account of a book. It provides a summary of the content, assesses the value of the book, and recommends it (or not) to other potential readers.




### Main objective of the session:

- ❖ **Reading, writing, and thinking skills improve of the students.**

Develop Student skill of thinking & various ideas and thought about books. Ms. L. J. Mahena Raja presented a book review on International bestseller book 'Who Moved my Cheese' by Dr. Spencer Johnson.

For  
  
**LIBRARIAN**  
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**DIRECTOR**  
Ashoka Business School  
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