

SYMBIOSIS CENTRE FOR INFORMATION TECHNOLOGY

Symbiosis International (Deemed University)

(Established under section 3 of the UGC Act, 1956)

Re-accredited by NAAC with 'A' grade (3.58/4) | Awarded Category – I by UGC

Founder: Prof. Dr. S. B. Mujumdar, M. Sc., Ph. D. (Awarded Padma Bhushan and Padma Shri by President of India)



Celebrating 50 Years of Excellence

The logo for Symbiosis Centre for Information Technology, featuring a stylized globe icon and the text 'SYMBIOSIS CENTRE FOR INFORMATION TECHNOLOGY' in red. Below the globe is the Sanskrit motto 'संघेव कृतम्कर्म॥'.
The logo for the 22nd National Seminar 2021. It features a large, stylized 'N' with a flame-like top, followed by '22nd NATIONAL SEMINAR 2021' and a small icon of a person running.
The title of the seminar, "Impact of the Global Pandemic on Product Strategy and Management.", displayed in red text.
A large infographic illustration on the left side of the poster. It features a black, stylized tree-like structure with various icons connected to its branches. The icons include a virus, a stack of coins with a dollar sign, a bar chart with an upward arrow, gears, a lightbulb, two business people, a group of three people, a clipboard, a computer monitor with a bar chart, and another virus.



National Seminar Report - 2021

1. Title of the Event:

“Impact of the Global Pandemic on Product Strategy and Management”

2. **Date of the Event:** 18th September, 2021

3. **Duration (in hours):** 11:00am to 2:00pm (3 hrs.)

4. **Number of Participants:** 270 (Virtual through Jio Meet platform)

5. Name(s) of Resource Persons:

1. Vijay Mhaskar, VP of Engineering and Pune site leader, Veritas Technologies LLC, as a Chief Guest
2. Sameer Mehta, Sr. Vice President. Jio Platform Limited, as a Guest of Honour and Speaker
3. Meenal Meenaakshi, SAP Product Landscape Owner, SAP Labs India, as a Speaker
4. Suman Guha, Group Product Manager, CX Cisco, as a Speaker





6. Brief Report providing objectives and other requisite details:

Continuing the legacy of 21 years, the 22nd National event was conducted this year on 18th September in SCIT. This year's theme was Impact of the Global Pandemic on Product Strategy and Management.

The chief guest of the event was Vijay Mhaskar, VP of Engineering and Pune and site leader at Veritas Technologies LLC. The event was followed by multiple panellists Sameer Mehta, Sr. Vice President at JIO Platform Limited, and Meenal Meenaakshi, SAP Product Landscape Owner, SAP Labs India, and Suman Guha, Group Manager, CX Cisco.

There is no denying the fact that COVID has disrupted the world engine and caused disruptions in various organizations across the world. To explain further, the topic of the event was introduced- Impact of the global pandemic on product strategy and management. Vijay Mhaskar talked about the pre-COVID era in the business world and how it has gone for a toss after the pandemic. He discussed the various impacts of the pandemic like enterprise data residing at home, the increase of ransomware threat, the shift in cloud acceptance in enterprises. and others.

He highlighted the key takeaways for the product managers like why the hybrid model is the best bet in today's scenario, why the focus should be shifted from features to security, robustness. and how customer loyalty plays in the long run. Next, bringing more clarity to the students about the product management, other panellists also shared their valuable insights. COVID-19 has acted as a digital catalyst that increased the pace of digital transformation globally. It was discussed how business models can be improved by adopting digital technologies.

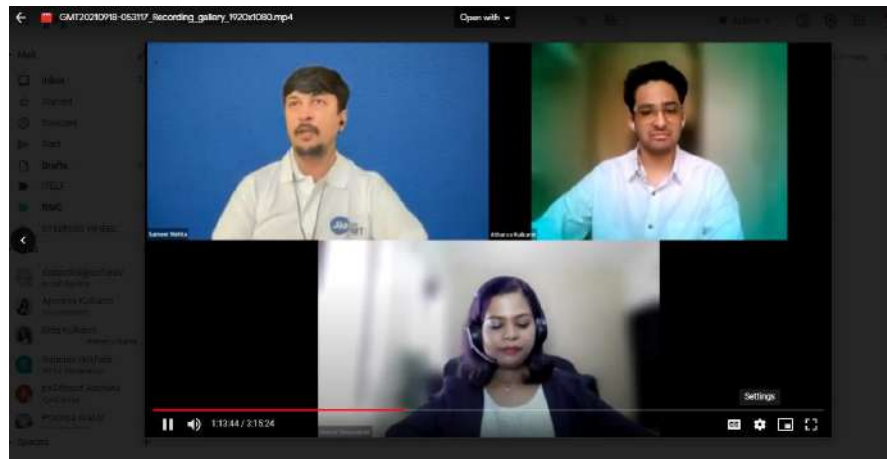
Leading through the crisis, product managers should re-evaluate the product strategy by prioritizing agile enablement and stick to the "people first" principle. Also, few questions were raised by the students which became answered by the panellists. Sameer explained that customer- driven product is the only thing that survives in the last.

For product managers, keeping the people-first policy is necessary as in today's world it just takes a fraction of seconds to lose customers and a lot of effort to make a new one. New needs will arise so revaluation is important. The interesting and encouraging event was concluded with Dr. Vijay Bharthi Sir extending the support with a thank you note and with a quote "The best preparation for tomorrow is to perform today"

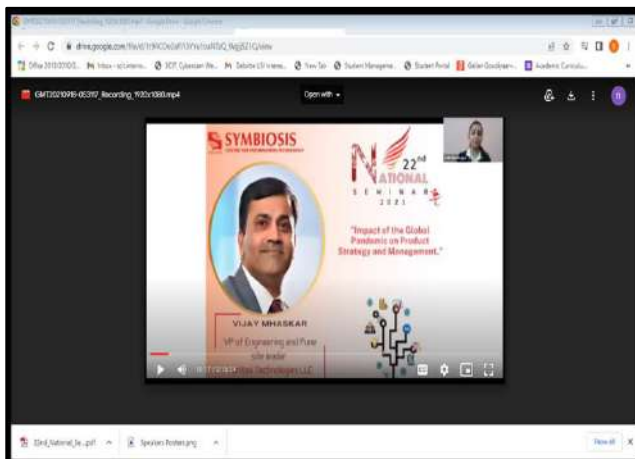
7. Geotagged Photographs with caption:

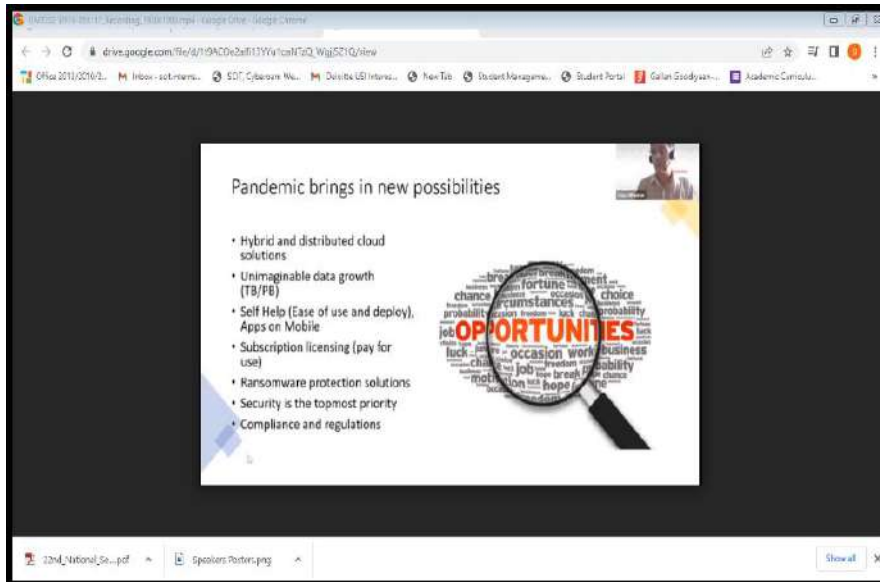


Meenal Meenaakshi, SAP Product Landscape Owner, SAP Labs India during her presentation on the “Product Management Trends –Key to Digital



Panel discussion - Sameer Mehta, Sr. Vice President, Jio Platform Limited, Suman Guha, Group Product Manager, CX Cisco, Meenal Meenaakshi, SAP Product





VP of Engineering and Pune site leader, Veritas Technologies LLC, during his presentation on Impact of the Global Pandemic on Product Strategy and Management



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8. i) Budget Approval: NA

ii) Invitation: (Invitation to Students, Faculty, Staff)

SCIT Placement Cell <placement@scit.edu> Sep 17, 2021, 9:00 PM ☆
to Ekta, Sachin, savitha@scit.edu, Kavita ▾

Dear Ma'am/Sir,

Please let the students know about the following event on **18th September 2021**.

NOTICE FOR NATIONAL SEMINAR
MBA - ITBM Batch 2021-23

Date:	Saturday, September 18th, 2021
Topic:	Impact of the Global Pandemic on Product Strategy and Management
Venue	Joining Link
Reporting Time:	11:00 A.M.

Note :

1. Attendance is mandatory.
2. Students are supposed to join with their associates ID only.
3. The meeting link will be active 10 minutes prior to the event timing
4. Students are supposed to be on mute with the video camera off.

Regards,
Placement Advisory Committee
Symbiosis Centre for Information Technology [SCIT]

Dear SCIT Faculty and Staff,

Warm Greetings from **National Seminar Organizing Committee!**

For over two decades, the National Seminar has provided immense learning opportunities by harnessing contemporary business advances and trends. It intends to establish a platform for industry professionals from various sectors to engage with future leaders in order to inculcate them with a vision of enhancing their professional lives. To carry on the legacy, this year, the topic of discussion is:

"IMPACT OF THE GLOBAL PANDEMIC ON PRODUCT STRATEGY AND MANAGEMENT"

It gives us immense pleasure to invite you to the 22nd Chapter of National Seminar. It will be held virtually on **18th September 2021, at 11 AM.**

Please grace the event with your presence!

Meeting Link: [National Seminar 2021](#)

Please enter your Name and Email ID for registration. Post-registration you will be receiving the meeting details over the registered Email ID.

Thanking You,
National Seminar Organizing Team

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iii) Agenda of the Programme:


Agenda

TIME	TOPIC	SPEAKER
11:00 AM	Inauguration	
11:10 AM – 11:20 AM	Welcome Address	Dr. Kanchan Patil (Deputy Director, SCIT)
11:25 AM – 12:00 PM	Address by Chief Guest	Vijay Mhaskar (VP of Engineering and Pune site leader, Veritas Technologies LLC)
12:05 PM – 12:40 PM	Address by Guest of Honour	Sameer Mehta (Sr. Vice President, Jio Platform Limited)
12:45 PM – 1:20 PM	Keynote Speaker	Meenal Meenaakshi (SAP Product Landscape Owner, SAP labs)
1:25 PM – 2:00 PM	Keynote Speaker	Suman Guha (Group Product Manager, Cisco)
2:00 PM	Vote of Thanks	Dr. SVK Bharathi (Professor, SCIT)



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9. Attendance with signature of participants: (Virtual)

Sr. No.	Name (Original Name)	User Email	Total Duration (Minutes)	Guest
1	Arpit Deora	arpit.deora@associates.scit.edu	199	Yes
2	Prabhat Sharma	prabhat.sharma@associates.scit.edu	204	Yes
3	Rushabh Shah	rushabh.shah@associates.scit.edu	199	Yes
4	Ayushi Verma	ayushi.verma@associates.scit.edu	200	Yes
5	Aayush Chauhan	aayush.chauhan@associates.scit.edu	210	Yes
6	Abhimanyu Mathur	abhimanyu.mathur@associates.scit.edu	203	Yes
7	Abhishek Chauhan	abhishek.chauhan@associates.scit.edu	197	Yes
8	Saborni Kundu	saborni.kundu@associates.scit.edu	199	Yes
9	Shaji Joseph	shaji@scit.edu	172	Yes
10	Abhijith S	abhijith.s@associates.scit.edu	203	Yes
11	Deeksha B	deeksha.burugadda@associates.scit.edu	72	Yes
12	Anmol Chaudhary	anmol.chaudhary@associates.scit.edu	140	Yes
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20	Dr. Krishna Kumar Singh	krishnakumar@scit.edu	147	Yes
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29	Surya Sharma	surya.sharma@associates.scit.edu	208	Yes
30	Jyothsna Rani Chennouju	jyothsna.chennouju@associates.scit.edu	139	Yes
31	Ayush Khandelwal	ayush.khandelwal@associates.scit.edu	182	Yes
32	Aniket Sawant	aniket.sawant@associates.scit.edu	195	Yes
33	Sumit Sadhukhan	sumit.sadhukhan@associates.scit.edu	198	Yes
34	Aditya Singh	adityaksingh@associates.scit.edu	209	Yes
35	debajyoti de	debajyoti.de@associates.scit.edu	198	Yes
36	Navya Taneja	navya.taneja@associates.scit.edu	83	Yes
37	Dhumal B.M	dhumal@scit.edu	12	Yes

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39	Jaiwant Bhushan	jaiwant.bhushan@associates.scit.edu	199	Yes
40	Mayank Yadav	mayank.yadav@associates.scit.edu	165	Yes
41	Sameer Mehta	sameer.mehta@ril.com	97	Yes
42	Yash Dahima	yash.dahima@associates.scit.edu	192	Yes
43	Kedar Kasarpatil	kedar.kasarpatil@associates.scit.edu	201	Yes
44	Alisha Singh	alisha.singh@associates.scit.edu	198	Yes
45	Chandranath Ghoshal	chandranath.ghoshal@associates.scit.edu	188	Yes
46	Bhushan Manjari	bhushan.manjari@associates.scit.edu	190	Yes
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50	Rahul raj	rahul.raj@associates.scit.edu	194	Yes
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52	Yash Hokarne	yash.hokarne@associates.scit.edu	192	Yes
53	Jatin Miglani	jatin.miglani@associates.scit.edu	91	Yes
54	Devansh Tayal	devansh.tayal@associates.scit.edu	179	Yes
55	Siddarth Pathak	siddarth.pathak@associates.scit.edu	192	Yes
56	shivani arora	shivani.arora@associates.scit.edu	212	Yes
57	Vidhi Thakker	vidhi.thakker@associates.scit.edu	217	Yes
58	Kavish Madan	kavish.madan@associates.scit.edu	173	Yes
59	Kriti Chadha	kriti.chadha@associates.scit.edu	215	Yes
60	Advait Sawadkar	advait.sawadkar@associates.scit.edu	188	Yes
61	Satyabrata Saha	satyabrata.saha@associates.scit.edu	203	Yes
62	Subhakar Panuganti	subhakar.panuganti@associates.scit.edu	183	Yes
63	Sumit Bamane	sumit.bamane@associates.scit.edu	205	Yes
64	Hardik Vaidya	hardik.vaidya@associates.scit.edu	183	Yes
65	Foram Sukhadia	foram.sukhadia@associates.scit.edu	182	Yes
66	Suneel K Prasad	suneel@scit.edu	182	Yes
67	Meghanath Nediyrappil	meghanath.nediyrappil@associates.scit.edu	182	Yes
68	Ankit Singh	ankit.singh@associates.scit.edu	211	Yes
69	Gunjan Mali	gunjan.mali@associates.scit.edu	183	Yes
70	Muskan Ahuja	muskan.ahuja@associates.scit.edu	205	Yes
71	V Rao T	os@scit.edu	180	Yes
72	Vidya Nair	vidya.nair@associates.scit.edu	30	Yes
73	Ishita Mejarwar	ishita.mejarwar@associates.scit.edu	204	Yes
74	Ayush Tyagi	ayush.tyagi@associates.scit.edu	141	Yes
75	Arpit Tanwar	arpit.tanwar@associates.scit.edu	164	Yes
76	Rajat Singh	rajat.singh@associates.scit.edu	210	Yes

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63	Sumit Bamane	sumit.bamane@associates.scit.edu	205	Yes
64	Hardik Vaidya	hardik.vaidya@associates.scit.edu	183	Yes
65	Foram Sukhadia	foram.sukhadia@associates.scit.edu	182	Yes
66	Suneel K Prasad	suneel@scit.edu	182	Yes
67	Meghanath Nediyrappil	meghanath.nediyrappil@associates.scit.edu	182	Yes
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74	Ayush Tyagi	ayush.tyagi@associates.scit.edu	141	Yes
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76	Rajat Singh	rajat.singh@associates.scit.edu	210	Yes

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89	Ashutosh Kamble	ashutosh.kamble@associates.scit.edu	205	Yes
90	Anushya Ashok	anushya.ashok@associates.scit.edu	256	Yes
91	Nikita Kadam	nikita.kadam@associates.scit.edu	249	Yes
92	Aniket Srivastava	aniket.srivastava@associates.scit.edu	209	Yes
93	Soniya Sangati	soniya.sangati@associates.scit.edu	203	Yes
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98	Yogesh Sarwade	systemadmin@siu.edu.in	259	No
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102	Priyanka Yadav	yadav.priyanka@associates.scit.edu	258	Yes
103	Vishwendra Chauhan	vishwendra.chauhan@associates.scit.edu	258	Yes
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106	Raghavendra Jagirdar	raghavendra.jagirdar@associates.scit.edu	211	Yes
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108	Adarsh Gusign	adarshgusign@associates.scit.edu	206	Yes
109	Gaurang Agarwal	gaurang.agarwal@associates.scit.edu	215	Yes
110	Rahul Ahuja	rahul.ahuja@associates.scit.edu	209	Yes
111	Sushil Srikumar	sushil.srikumar@associates.scit.edu	252	Yes
112	Ayush Kumar	kumar.ayush@associates.scit.edu	198	Yes
113	Swetangee Tripathy	swetangee.tripathy@associates.scit.edu	107	Yes
114	Mani Sai	sai.allagadda@associates.scit.edu	208	Yes
115	Anagha Kerkar	anagha.kerkar@associates.scit.edu	205	Yes
116	Ashwathi Ganesh	ashwathi.ganesh@associates.scit.edu	206	Yes

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120	Hritik Saxena	hritik.saxena@associates.scit.edu	215	Yes
121	Dibya kanti Bisi	dibya.bisi@associates.scit.edu	205	Yes
122	jatin sharma	jatin.sharma@associates.scit.edu	218	Yes
123	Madhav Mishra	madhav.mishra@associates.scit.edu	206	Yes
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125	Srinivas Medicherla	srinivas.medicherla@veritas.com	216	Yes
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129	Manjuranatan Itagi	manjuranatan.itagi@associates.scit.edu	210	Yes
130	Rupali Bhargava	rupali.bhargava@associates.scit.edu	199	Yes
131	Subhabrata Roy	subhabrata.roy@associates.scit.edu	205	Yes
132	Radhika Khatwani	radhika.khatwani@associates.scit.edu	214	Yes
133	Shantanu Paranjpe	shantanu.paranjpe@associates.scit.edu	214	Yes
134	Mohammad Adib Aslam	aslam.mohammad@associates.scit.edu	223	Yes
135	Aadit Vikram Goel	aadit.goel@associates.scit.edu	207	Yes
136	Meenal Meenaakshi	m_meenakshee@yahoo.com	199	Yes
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10. Feedback/Summary:

The global pandemic has forever transformed how organizations around the world operate. We are gradually moving towards a product-enabled service model. This seminar gave an insight to the students that how organizations have to constantly innovate in the product space to stay relevant in the competitive technology market. In order to effectively manage the product, how they need to understand the changing needs of the user. The crux of this challenge lies in how businesses can effectively strategize and manage user needs to showcase their products and services. It would be an opportune moment to revise the techniques and analyse if these changes are likely to be long-term or even permanent.

