



The Matrix Educational Foundation's

## MATRIX SCHOOL OF MANAGEMENT STUDIES

Affiliated to Savitribai Phule Pune University, Approved by AICTE,  
Recognized by DTE & Government of Maharashtra, Accredited with Grade "B+" by NAAC  
College notified under section 2 (f) & 12 (B) of the UGC Act 1956  
Near Westernly Bypass Road, Ambegaon (BK), Pune- 411 041

<b>Title of the Activity:</b>	<b>"Basic Activity and Skill Enhancement Program (BASE)"</b> <b>Topic:</b> Persuasive Communication
<b>Day &amp; Date:</b>	09 <sup>th</sup> August-2024 (Friday)
<b>Category of Activity:</b>	Curricular/ <b>Co-Curricular</b> /Extra-curricular activity
<b>Organized Under:</b>	IQAC, NDLL, 4 <sup>th</sup> Dimension Lecture Series
<b>Objectives:</b>	To analyze the principles and techniques of persuasive communication and evaluate their effectiveness in various contexts.
<b>Level:</b>	<b>Institute</b> /City/State/National/International
<b>Name, Organization and Designation of Expert</b>	<b>Asst. Prof. Mrunal M Pandit Matrix School Of Management Studies</b>
<b>Number of students benefitted</b>	11
<b>Summary report:</b>	Conducted a session on Persuasive Communication, emphasizing that effective persuasion begins with a deep understanding of the audience's needs, values, and preferences. By tailoring your message to align with their interests and concerns, you can significantly enhance its impact. Additionally, having clear goals enables you to create a focused and compelling message. Speaker also discussed how highlighting the rarity or limited availability of something can create a sense of urgency, making the message even more persuasive. In this regard, activity was carried out in the class, in which they have to sell the product and the other has to buy the product.
<b>Outcome:</b>	Students understood with their own experiences of persuasion, both as senders and receivers, gaining insight into how persuasive messages impact their own attitudes and behaviors.
<b>Name of Staff coordinators:</b>	Dr. Anand Padle

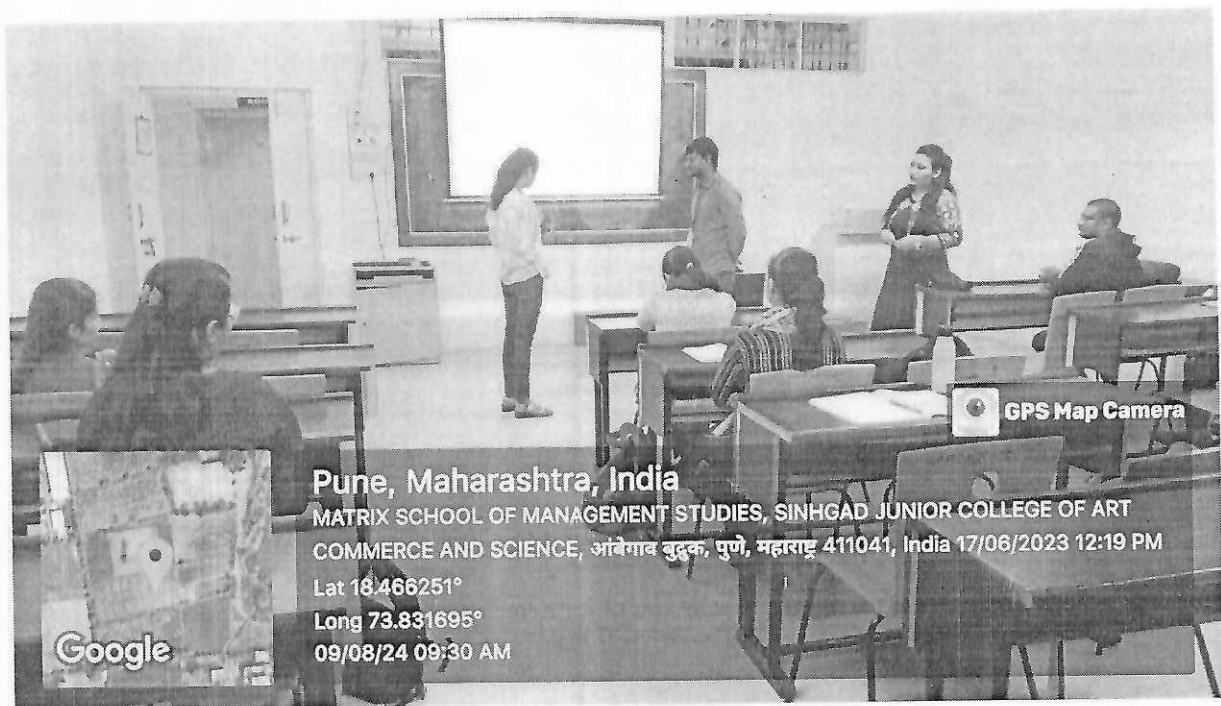
*Satish*

Prof. Dr. Satish Ubale  
Director



*Anand*

Dr. Anand Padle  
Coordinator



**Pune, Maharashtra, India**

MATRIX SCHOOL OF MANAGEMENT STUDIES, SINHGAD JUNIOR COLLEGE OF ART  
COMMERCE AND SCIENCE, आंबेगाव बुद्रुक, पुणे, महाराष्ट्र 411041, India 17/06/2023 12:19 PM

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**Pune, Maharashtra, India**

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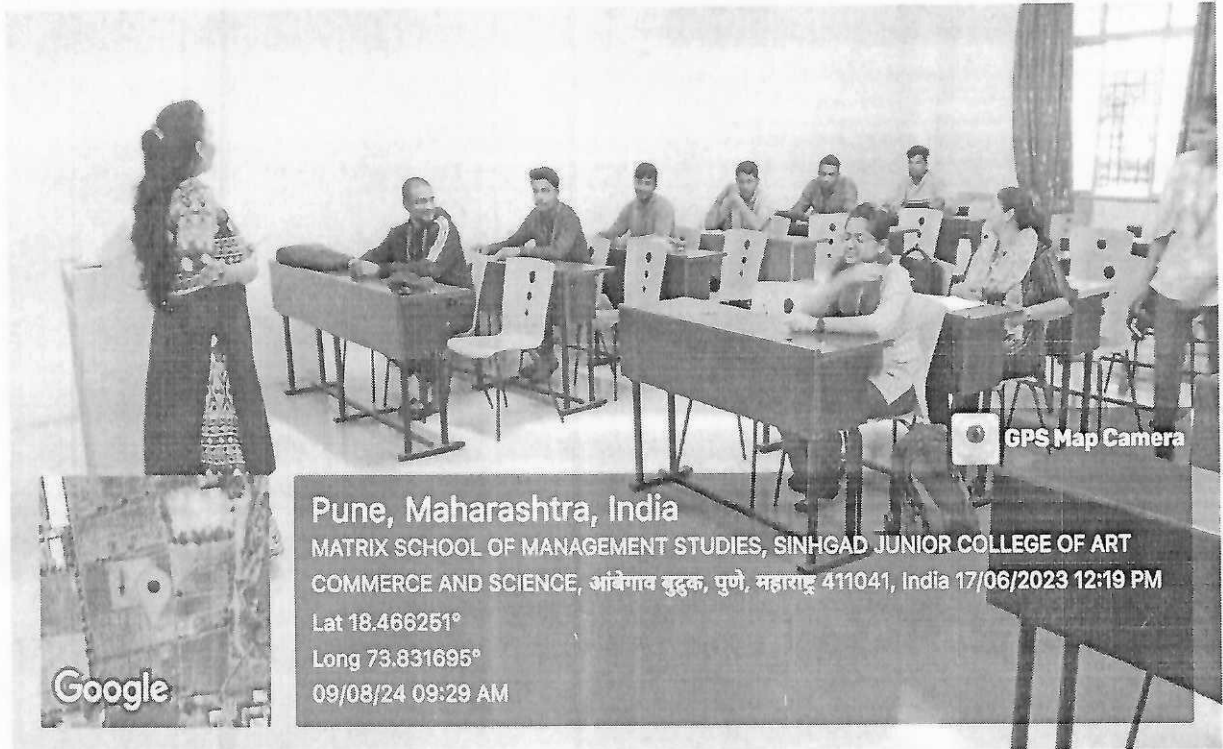
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The Matrix Educational Foundation's		
Matrix School of Management Studies		
MBA II Semester III Division A		
Academic Year 2024-25 Batch 2023-25		
Basic Abilities and Skills Enhancement Program		Topic: <i>Persuasive Communication</i>
Attendance Sheet		Date: <i>9/8/2024</i>
Roll No.	Student Name	Sign
2023-25-01	AMBHURE DIPALI BHARAT	
2023-25-02	ANACHE PRITI SANGAPPA	
2023-25-04	BABAR TEJAL VIJAY	
2023-25-05	BAHIRE ANJALI RAOSAHEB	
2023-25-06	BANSOD RUTUJA SOMNATH	
2023-25-07	BANSODE PRAJAKTA SUKHADEV	
2023-25-08	BAWAGE SAURABH SANJAY	
2023-25-09	BELDARE MILIND TANAJI	
2023-25-10	BHAGAT SAKSHI SHEKHAR	
2023-25-11	BHANDARI BHAGYASHRI MALLAPPA	
2023-25-12	BHENWAL PRACHI PRALHAD	
2023-25-13	BHIMPUR HATIM	
2023-25-14	BHOSALE PRATIK PRASHANT	
2023-25-15	BHOSALE SUSHANT DATTATRAY	
2023-25-16	BIRADAR PAVAN GORAKH	
2023-25-17	BONDE AMOL NAVNATH	
2023-25-18	BUDDE HANUMANT MANOHAR	
2023-25-19	BUIKULE PRATIKSHA MARUTHI	
2023-25-20	DAKHODE ABHINAV SANJAYRAO	
2023-25-21	DEGALE POONAM DHONDIRAM	<i>DeGale</i>
2023-25-23	DIVATE ABHISHEK ARJUN	
2023-25-24	DONGARE DIKSHA	
2023-25-25	DUDHAL PRIYA SANDIPAN	
2023-25-26	GAIKWAD SANJANA SHAM	
2023-25-27	GAJRE MAYUR	
2023-25-28	GANVIR NIDHI ASHOK	
2023-25-29	GAWANDE ISHALI SANJAYRAO	
2023-25-30	GHULE SHWETA MANOJ	<i>Shweta</i>



Roll No.	Student Name	
2023-25-33	HIVARE GANESH	
2023-25-34	HOLEY CHAITANYA NITINKUMAR	
2023-25-35	HOLKAR SURAJ BHIMRAO	
2023-25-36	JADHAV SARIKA PARSHURAM	
2023-25-37	JADHAV TRUPTI RAGHUNATH	
2023-25-38	JADHAV VIVEK	
2023-25-39	JAGTAP POOJA ABASAHEB	
2023-25-40	JANGLE PRIYANKA NILESH	
2023-25-41	JIDAGE ABHISHEK VISHWANATH	
2023-25-42	JOSHI PRACHI SUNIL	
2023-25-43	KADAM DHANASHREE NITIN	
2023-25-44	KAKADE PRANJAL KASHINATH	
2023-25-45	KALE RANJEET SANJAY	
2023-25-46	KAMBLE DNYANESHWARI DHANANJAY	
2023-25-47	KAMBLE PRIYA DEVAPPA	
2023-25-48	KANGHANTI YASH HANUMANT	
2023-25-49	KARANDE VAISHNAVI VYAS	
2023-25-50	KAREKAR RUTIKA CHANDRAKANT	<i>Rutika</i>
2023-25-51	KATKAR SOMESHWAR JAGANNATH	
2023-25-52	KHADE SHUBHANGI SANTOSH	<i>Shubhangi</i>
2023-25-53	KHANDERAO PRANITA PRADIP	
2023-25-54	KHARAT ATHARV MAKARAND	
2023-25-55	KHELBUDE SUYASH SANTOSH	
2023-25-56	KHENGARE ABHISHEK BAJRANG	
2023-25-57	KOGDE PRATHMESH ANIL	
2023-25-58	KORADE DNYANESHWAR BIBHISHAN	
2023-25-59	KUMKAR MAYUR VIJAY	
2023-25-60	KUTE SAURABH SAMBHAJI	





The Matrix Educational Foundation's

Matrix School of Management Studies

MBA II Semester III Division B

Academic Year 2024-25 Batch 2023-25

Basic Abilities and Skills Enhancement Program

Topic: Persuasive Communication

Attendance Sheet

Date: 9/8/24

Roll No.	Student Name	Sign
2023-25-61	LANDAGE SHIVANI SURESH	
2023-25-62	LAWAND RUCHITA YASHWANTRAO	
2023-25-63	LIMBHORE SANJANA SNATOSH	
2023-25-64	LUNIYA TEJAS MAHAVEER	
2023-25-65	MAHINDRAKAR PRAJWAL DIPAK	
2023-25-66	MALI VIKAS SHIVAJI	
2023-25-67	MANE SAURABH SATISH	
2023-25-68	MANKAR ANUJ MANISH	<u>31/07/24</u>
2023-25-69	MANKAR YASH PRAFULLA	<u>Yash</u>
2023-25-70	MANVAL APURVA ASHOK	<u>Apurvam</u>
2023-25-71	MASKAR PRADIP LALASO	
2023-25-72	METKARI KISHOR	
2023-25-73	MHASKE PRANAY KALIAS	<u>Prhaske</u>
2023-25-74	MISAL GOVIND PARMESHWAR	
2023-25-75	MOHITE VAISHNAVI BALAJI	
2023-25-76	MULANI ARMAN JAKIR	
2023-25-77	MUTHE PRANJAL RAM	
2023-25-79	NALE VAIBHAV SUNIL	
2023-25-80	PANDKAR SANDIP DHANANJAY	
2023-25-82	PAWALE ANKITA ANANTA	
2023-25-84	PAWAR NITIN AJAY	
2023-25-85	PAWAR PRUTHVIRAJ PRAKASH	
2023-25-86	PAYGUDE MEGHA RAMDAS	
2023-25-87	PISAL RUSHIKESH SANDIP	
2023-25-88	PRAJAPATI DEEPAK KUMAR RAMMURTI	<u>Deepak</u>
2023-25-89	PUNDAKARE PRASHANT GOVIND	
2023-25-90	RAJPUT VISHNU	

Sign



Roll No.	Student Name	
2023-25-91	RAUT ADARSH LAHU	
2023-25-92	SAKHARE SHRUTIKA SHIVKUMAR	
2023-25-93	SANAS SNEHA KAILAS	
2023-25-94	SANGADE SUYASH DATTU	<i>Sangade</i>
2023-25-95	SANGADE TUKARAM VITTHAL	
2023-25-96	SANT NILAMBARI CHANDRASHEKHAR	
2023-25-97	SAPTASAGARE SANJANA SUNIL	
2023-25-98	SARWE ISHA SUKHDEO	
2023-25-100	SAWANT YASH AJAY	
2023-25-101	SHAH SANSKAR MANILAL	
2023-25-102	SHARMA DIVYA MANPATRAO	
2023-25-103	SHARMA GAURAV VIJAY	
2023-25-104	SHILLAR NINAD SAMEER	<i>N. Shillar</i>
2023-25-105	SHEWALE AAYUSH GAJANAN	
2023-25-106	SHEWALE RAHUL VIJAY	
2023-25-107	SHIKALGAR ALINA ANWAR	
2023-25-108	SHILIMKAR ANUJ KANTA	
2023-25-109	SHINDE ABHISHEK SUDAM	
2023-25-110	SHINDE ATHARVA SANJAY	
2023-25-111	SHINDE SOMNATH CHANDRAKANT	
2023-25-112	SHINDE UMESHCHANDRA DAULAT	
2023-25-113	SHIRSAT VAIBHAV ANIL	
2023-25-114	SOMWANSHI SHREYA SUNIL	
2023-25-115	SONAL BHARAT NARASAPPA	
2023-25-116	SONTAKKE MONIKA DEVENDRA	
2023-25-117	TAKALE YASH RAJENDRA	
2023-25-118	THAKARE PRATIKSHA GULAB	
2023-25-119	UKARDE AKANKSHA KAILASHRAO	
2023-25-120	WAGH DHANANJAY PRASHANT	
2023-25-121	WAGHMARE SHWETA VIJAY	
2023-25-122	WANKHADE SANDIP LAXMAN	
2023-25-123	ZADBUKE SHATAKSHI SIDDHESHWAR	
2023-25-125	GAIKWAD PANDURANG BHUJANGRAO	



*Pandit*  
*Heenaal M. Pandit*