



Wada Nirmitti Education Society's  
**Wada College of Management and Science**  
(Affiliated to University of Mumbai)

**Criterion 1 – Curricular Aspects**

**1.3.2: Percentage of students undertaking project work/field work/ internships (Data for the latest completed academic year)**



**Wada Nirmiti Education Society**

**Wada College of Management & Science**

Accredited "B" Grade by NAAC

(Affiliated to University of Mumbai)

Recognised under Section 2(f) of the UGC Act, 1956

Add.: Wada Parali Road, At - Harosale, Post - Dahe, Taluka - Wada, Dist - Palghar, Pin - 421303, M.H. (India)

Ref No: NAAC/ 2023

Date:30/01/2023

### Declaration

This is to declare that the information, reports, true copies and numerical data etc. Furnished in this file as supporting documents are verified by IQAC and found correct.

Hence this certificate.



*Srijal*  
PRINCIPAL  
WADA COLLEGE OF MANAGEMENT & SCIENCE

**Criterion 1** – Curricular Aspects

**1.3.2: Percentage of students undertaking project work/field work/ internships (Data for the latest completed academic year)**

**LIST OF ENCLOSURE**

<b>Sr No.</b>	<b>Name of Document</b>	<b>Page No</b>
<b>1</b>	<b>T.Y. Bachelor of Commerce(Accounts &amp;Finance)</b>	<b>1-40</b>
<b>2</b>	<b>T.Y.BSC Information Technology</b>	<b>41-79</b>
<b>2</b>	<b>T.Y. Bachelor of Management Studies</b>	<b>80-109</b>
<b>4</b>	<b>T.Y. Hospitality Studies</b>	<b>110-599</b>

**PROJECT REPORT  
ON**

**"A STUDY OF CONSUMER BEHAVIOUR TOWARDS THE E-SHOPPING "**

**A PROJECT SUBMITTED TO UNIVERSITY OF MUMBAI**

**FOR PARTIAL COMPLETION OF THE DEGREE OF**

**BACHELOR OF ACCOUNTING & FINANCE**

**UNDER THE FACULTY OF COMMERCE**

**SUBMITTED BY:**

**SAGAR VILAS SURVE.**

**TYBAF-SEMESTER VI**

**UNDER THE GUIDANCE OF:**

**PROF: Jatin Keni  
FOR ACADEMIC YEAR 2022-23**



**Wada College of  
Management & Science**

**WADA COLLEGE OF MANAGEMENT AND SCIENCE  
WADA, DIST.PALGHAR 421303.**



CERTIFICATE

This is certify that SAGAR VILAS SURVE of BAF ( BACHELOR OF ACCOUNTING & FINANCE) Semester VI ( Academic year 2022-23) has successfully completed the project on Report in partial fulfillment of the requirement for the award of the Degree of TY BAF (BACHELOR OF ACCOUNTING & FINANCE ) OF UNIVERSITY OF MUMBAL.

Internal Examiner

  
External Examiner

  
Principal

BAF CO-ORDINATER

PRINCIPAL  
WADA COLLEGE OF MANAGEMENT & SCIENCE



## INDEX

<b>CHAPTER NO.</b>	<b>CONTENT</b>	<b>PAGE NO.</b>
1.	INTRODUCTION  1. 1 MEANING 1. 2 OBJECTIVES 1. 3 HYPOTHESIS 1. 4 SCOPE 1. 5 RESEARCH METHODOLOGY	6
2.	LITERATURE REVIEW	12
3.	IMPACT OF E-SHOPPING	14
4.	ANALYSIS & INTERPRETAION	17
5.	FINDING	25
6.	CONCLUSION & RECOMMENDATION	27
7.	BIBLIOGRAPHY/WEBLIOGRAPHY	29
8.	ANNEXURE	31

**A PROJECT  
ON  
"FINANCIAL DERIVATIVES"  
(FUTURES & OPTIONS)**

**A PROJECT SUBMITTED TO:**

**University of Mumbai for Partial Completion of the Degree of  
Bachelor of Accounts Finance  
Under the Faculty of Commerce**

**By**

**SNEHA RATHOD & AKASH NAG**

**Under The Guidance of**

**PROF.JATIN KENI**

**For Academic Year [2022-2023]**

**WADA COLLEGE OF MANAGEMENT AND SCIENCE**

**WADA, DIST. PALGHAR, 421303**



WADA NIRMITI EDUCATION SOCIETY  
WADA COLLEGE OF MANAGEMENT & SCIENCE



PROJECT REPORT ON  
FINANCIAL DERIVATIVES

SUBMITTED BY  
SNEHA RATHOD & AKASH NAG

UNDER THE GUIDANCE OF  
PROF. JATIN KENI

Submitted in Partial Fulfillment of the requirement for Qualifying

THIRD YEAR BACHELOR OF ACCOUNTS & FINANCE

[2022-2023]

**WADA COLLEGE OF MANAGEMENT AND SCIENCE**

**CERTIFICATE**

This is to certify that Ms. SNEHA RATHOD & Mr. AKASH NAG of BAF (BACHELOR OF ACCOUNTING & FINANCE) semester 6 (Academic year (2022-2023) has successfully completed the project on report in Partial fulfillment of the requirement for the award of the degree of TY BAF (BACHELOR OF ACCOUNTING & FINANCE) of University of Mumbai.

INTERNAL EXAMINER

EXTERNAL EXAMINER



PRINCIPAL

TYBAF CO-ORDINATOR

PRINCIPAL  
WADA COLLEGE OF MANAGEMENT & SCIENCE





INDEX  
TABLE OF CONTENTS

CONTENTS	PAGE NUMBERS
List of tables	I
List of charts and figures	II
Chapter 1:	
Introduction	1
Need of the study	2
Objectives	3
Scope & Limitations	4
Research methodology	5
Chapter 2:	
Literature review	6
Chapter 3:	
Derivatives	12
Chapter 4:	
Data analysis & Interpretations	49
Chapter 5:	
Recommendations and suggestions	77
Conclusions	79
Chapter 6:	
Bibliography	81

## LIST OF GRAPHS

GRAPH NO.	CONTENTS	PAGE NUMBERS
Graph.1	Graph showing the price movements of ICICI Futures	60
Graph.2	Graph showing the price movements of ICICI Spot & Futures	66
Graph.3	Graph showing the price movements of SBI Futures	68
Graph.4	Graph showing the price movements of SBI Spot & Futures	74
Graph 5	Graph showing the price movements of YES BANK Futures	76
Graph 6	Graph the price movements of YES BANK Spot & Futures	83



## LIST OF TABLES

TABLE NUMBER	CONTENT	PAGE NUMBER
Table-1	Table showing the market and future prices of ICICI bank	59
Table-2	Table showing the call prices of ICICI bank	62
Table-3	Table showing the put prices of ICICI bank	63
Table -4	Table showing the market and future prices of SBI	64
Table- 5	Table showing the call prices of SBI	70
Table- 6	Table showing the put prices of SBI	72
Table -7	Table showing the market and future prices of YES bank	75
Table- 8	Table showing the call prices of YES bank	78
Table -9	Table showing the put prices of YES bank	81

A PROJECT  
ON  
"FINANCIAL DERIVATIVES"  
(FUTURES & OPTIONS)

A PROJECT SUBMITTED TO:

University of Mumbai for Partial Completion of the Degree of  
Bachelor of Accounts Finance  
Under the Faculty of Commerce

By  
SNEHA RATHOD & AKASH NAG

Under The Guidance of  
PROF.JATIN KENI

For Academic Year [2022-2023]

WADA COLLEGE OF MANAGEMENT AND SCIENCE  
WADA, DIST. PALGHAR, 421303



WADA NIRMITI EDUCATION SOCIETY

WADA COLLEGE OF MANAGEMENT & SCIENCE



PROJECT REPORT ON  
FINANCIAL DERIVATIVES

SUBMITTED BY

SNEHA RATHOD & AKASH NAG

UNDER THE GUIDANCE OF

PROF. JATIN KENI

Submitted in Partial Fulfillment of the requirement for Qualifying

THIRD YEAR BACHELOR OF ACCOUNTS & FINANCE

[2022-2023]




WADA COLLEGE OF MANAGEMENT AND SCIENCE

CERTIFICATE

This is to certify that Ms. SNEHA RATHOD & Mr. AKASH NAG of BAF (BACHELOR OF ACCOUNTING & FINANCE) semester 6 (Academic year (2022-2023) has successfully completed the project on report in Partial fulfillment of the requirement for the award of the degree of TY BAF (BACHELOR OF ACCOUNTING & FINANCE) of University of Mumbai.

INTERNAL EXAMINER

EXTERNAL EXAMINER

  
PRINCIPAL

TYBAF CO-ORDINATOR

PRINCIPAL  
WADA COLLEGE OF MANAGEMENT & SCIENCE



INDEX  
TABLE OF CONTENTS

CONTENTS	PAGE NUMBERS
List of tables	I
List of charts and figures	II
Chapter 1:	
Introduction	1
Need of the study	2
Objectives	3
Scope & Limitations	4
Research methodology	5
Chapter 2:	
Literature review	6
Chapter 3:	
Derivatives	12
Chapter 4:	
Data analysis & Interpretations	49
Chapter 5:	
Recommendations and suggestions	77
Conclusions	79
Chapter 6:	
Bibliography	81



### LIST OF GRAPHS

GRAPH NO.	CONTENTS	PAGE NUMBERS
Graph.1	Graph showing the price movements of ICICI Futures	60
Graph.2	Graph showing the price movements of ICICI Spot & Futures	66
Graph.3	Graph showing the price movements of SBI Futures	68
Graph.4	Graph showing the price movements of SBI Spot & Futures	74
Graph 5	Graph showing the price movements of YES BANK Futures	76
Graph 6	Graph the price movements of YES BANK Spot & Futures	83

**A PROJECT  
ON  
"FINANCIAL DERIVATIVES"  
(FUTURES & OPTIONS)**

**A PROJECT SUBMITTED TO:**

**University of Mumbai for Partial Completion of the Degree of  
Bachelor of Accounts Finance  
Under the Faculty of Commerce**

**By**

**GAURAV DIXIT&SARITA DIXIT**

**Under The Guidance of  
PROF.JATIN KENI**

**For Academic Year [2022-2023]**

**WADA COLLEGE OF MANAGEMENT AND SCIENCE  
WADA, DIST. PALGHAR, 421303**

WADA NIRMITI EDUCATION SOCIETY  
WADA COLLEGE OF MANAGEMENT & SCIENCE



PROJECT REPORT ON  
FINANCIAL DERIVATIVES

SUBMITTED BY  
GAURAV DIXIT & SARITA DIXIT

UNDER THE GUIDANCE OF  
PROF. JATIN KENI

Submitted in Partial Fulfillment of the requirement for Qualifying

THIRD YEAR BACHELOR OF ACCOUNTS & FINANCE  
[2022-2023]



WADA COLLEGE OF MANAGEMENT AND SCIENCE

CERTIFICATE

This is to certify that **SARITA DIXIT & Mr. GAURAV DIXIT** of BAF (BACHELOR OF ACCOUNTING & FINANCE) semester 6 (Academic year (2022-2023)) has successfully completed the project on report in Partial fulfillment of the requirement for the award of the degree of TY BAF (BACHELOR OF ACCOUNTING & FINANCE) of University of Mumbai.

INTERNAL EXAMINER

EXTERNAL EXAMINER

  
PRINCIPAL

TYBAF CO-ORDINATOR

PRINCIPAL  
WADA COLLEGE OF MANAGEMENT & SCIENCE



INDEX  
TABLE OF CONTENTS

CONTENTS	PAGE NUMBERS
List of tables	I
List of charts and figures	II
Chapter 1:	
Introduction	1
Need of the study	2
Objectives	3
Scope & Limitations	4
Research methodology	5
Chapter 2:	
Literature review	6
Chapter 3:	
Derivatives	12
Chapter 4:	
Data analysis & Interpretations	49
Chapter 5:	
Recommendations and suggestions	77
Conclusions	79
Chapter 6:	
Bibliography	81

## LIST OF GRAPHS

GRAPH NO.	CONTENTS	PAGE NUMBERS
Graph.1	Graph showing the price movements of ICICI Futures	60
Graph.2	Graph showing the price movements of ICICI Spot & Futures	66
Graph.3	Graph showing the price movements of SBI Futures	68
Graph.4	Graph showing the price movements of SBI Spot & Futures	74
Graph 5	Graph showing the price movements of YES BANK Futures	76
Graph 6	Graph the price movements of YES BANK Spot & Futures	83



A PROJECT

ON

"FINANCIAL DERIVATIVES"  
(FUTURES & OPTIONS)

A PROJECT SUBMITTED TO:

University of Mumbai for Partial Completion of the Degree of

Bachelor of Accounts Finance

Under the Faculty of Commerce

By

SAJID JAFFAR SAYYED

Under The Guidance of

PROF.JATIN KENI

For Academic Year [2022-2023]

WADA COLLEGE OF MANAGEMENT AND SCIENCE

WADA, DIST. PALGHAR, 421303

WADA NIRMITI EDUCATION SOCIETY  
WADA COLLEGE OF MANAGEMENT & SCIENCE



PROJECT REPORT ON  
FINANCIAL DERIVATIVES

SUBMITTED BY  
SAJID JAFFAR SAYYED

UNDER THE GUIDANCE OF  
PROF. JATIN KENI

Submitted in Partial Fulfillment of the requirement for Qualifying

THIRD YEAR BACHELOR OF ACCOUNTS & FINANCE  
[2022-2023]



WADA COLLEGE OF MANAGEMENT AND SCIENCE

CERTIFICATE

This is to certify that **Mr. SAJID JAFFAR SAYYED** of BAF (BACHELOR OF ACCOUNTING & FINANCE) semester 6 (Academic year (2022-2023)) has successfully completed the project on report in Partial fulfillment of the requirement for the award of the degree of TY BAF (BACHELOR OF ACCOUNTING & FINANCE) of University of Mumbai.

INTERNAL EXAMINER

EXTERNAL EXAMINER

PRINCIPAL



PRINCIPAL  
WADA COLLEGE OF MANAGEMENT & SCIENCE



TYBAF CO-ORDINATOR

INDEX  
TABLE OF CONTENTS

CONTENTS	PAGE NUMBERS
List of tables	I
List of charts and figures	II
Chapter 1:	
Introduction	1
Need of the study	2
Objectives	3
Scope & Limitations	4
Research methodology	5
Chapter 2:	
Literature review	6
Chapter 3:	
Derivatives	12
Chapter 4:	
Data analysis & Interpretations	49
Chapter 5:	
Recommendations and suggestions	77
Conclusions	79
Chapter 6:	
Bibliography	81

### LIST OF GRAPHS

GRAPH NO.	CONTENTS	PAGE NUMBERS
Graph.1	Graph showing the price movements of ICICI Futures	60
Graph.2	Graph showing the price movements of ICICI Spot & Futures	66
Graph.3	Graph showing the price movements of SBI Futures	68
Graph.4	Graph showing the price movements of SBI Spot & Futures	74
Graph 5	Graph showing the price movements of YES BANK Futures	76
Graph 6	Graph the price movements of YES BANK Spot & Futures	83



*Wada Nirmiti Education Society's*

**WADA COLLEGE OF MANAGEMENT & SCIENCE**



**PROJECT REPORT ON  
PURCHASE ACCOUNTING IN HINDUSTAN COCA-COLA BEVERAGE,  
PLT.**

**SUBMITTED BY**

**YADAV PANKAJ KAMLESH**

**UNDER THE GUIDANCE OF**

**SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR  
QUALIFYING**

***THIRD YEAR BACHELOR OF ACCOUNTING AND FINANCE***

**(2022-2023)**

Wada Nirmiti Education Society

# Wada College of Management and Science

(Affiliated to University of Mumbai)

(NAAC Accredited with 'B' grade)

Add: Al Harosale, Post Dahe, Tal Wada, Dist Palghar, Pin 421303, Maharashtra (India)

ESTD 2010



## CERTIFICATE

**YADAV PANKAJ KAMLESH**

This is to certify that

(Exam Seat No \_\_\_\_\_) of M. Sc. In Information Technology class has satisfactory completed his / her project on A STUDY ON FINANCIAL ANALYSIS OF ICICLBANK for the partial fulfillment of the Degree Master of Science in Information Technology as prescribed by University of Mumbai For academic Year 2022 -2023

Internal Examiner

Ty-Baf Coordinator



External Examiner

Principal

PRINCIPAL  
WADA COLLEGE OF MANAGEMENT & SCIENCE



## CERTIFICATE

This is to Certify Mr. YADAV PANKAJ KAMLESH Roll no. \_\_\_\_\_ of BAF  
(BACHELOR OF ACCOUNTING AND FINANCE) Semester VI (Academic year  
(2022-2023) has successfully completed the project on Report in Partial  
Fulfillment of the requirement for the award of the degree of T.Y BAF  
(BACHELOR OF ACCOUNTING AND FINANCE) of University of Mumbai.

Signature

PROF. Mr. Jatin Keni

Date of Submission: \_\_\_\_\_



# INDEX

<b>SR. NO.</b>	<b>PARTICULARS</b>	<b>Page no.</b>
<b>1</b>	<b>INTRODUCTION</b>	<b>6</b>
<b>2.</b>	<b>REVIEW OF LITERATURE</b>	<b>16</b>
<b>3.</b>	<b>HISTORY OF ICICI BANK</b>	<b>19</b>
<b>4.</b>	<b>COMPANY PROFILE</b>	<b>26</b>
<b>5.</b>	<b>FINANCIAL ANALYSIS</b>	<b>38</b>
<b>6.</b>	<b>CONCLUSION</b>	<b>63</b>
<b>7.</b>	<b>BIBLIOGRAPHY</b>	<b>64</b>

**UNIVERSITY OF MUMBAI**

**PROJECT REPORT  
ON**

**"A STUDY ON FINANCIAL ANALYSIS OF ICICI BANK"**

**SUBMITTED BY  
DEESHANK MANOJ DHAGE  
EXAMINATION SEAT NO**

**THE AWARD THE DEGREE OF  
BACHELOR OF ACCOUNTING & FINANCE (BAF)  
SEM VI**

**ACADEMIC YEAR  
2022-23**

**GUIDED BY  
Prof. JATIN KENI**



**WADA NIRMITI EDUCATIONAL SOCIETIE'S  
WADA COLLEGE OF MANAGEMENT & SCIENCE WADA  
DIST THANE 421303**



... M. Sc. In Information Technology class has satisfactory completed his / her project on A STUDY ON FINANCIAL ANALYSIS OF ICICI BANK for the partial fulfillment of the Degree Master of Science in Information Technology as prescribed by University of Mumbai

**Wada Nirmiti Education Society**

# Wada College of Management and Science

(Affiliated to University of Mumbai)

(NAAC Accredited with 'B' grade )

Add: At Harosale, Post Dahe, Tal Wada, Dist Palghar, Pin 421303, Maharashtra(India)

ESTD: 2010



## CERTIFICATE

This is to certify that DEESHANK MANOJ DHANGE (Exam Seat No \_\_\_\_\_) of M. Sc. In Information Technology class has satisfactory completed his / her project on A STUDY ON FINANCIAL ANALYSIS OF ICICI BANK for the partial fulfillment of the Degree Master of Science in Information Technology as prescribed by University of Mumbai For academic Year 20 -20

Internal Examiner

Principal

External Examiner

Tybaf Co-Ordinator



PRINCIPAL  
WADA COLLEGE OF MANAGEMENT & SCIENCE



## INDEX

<b>SR. NO.</b>	<b>PARTICULARS</b>	<b>Page no.</b>
<b>1</b>	<b>INTRODUCTION</b>	<b>6</b>
<b>2.</b>	<b>REVIEW OF LITERATURE</b>	<b>16</b>
<b>3.</b>	<b>HISTORY OF ICICI BANK</b>	<b>19</b>
<b>4.</b>	<b>COMPANY PROFILE</b>	<b>26</b>
<b>5.</b>	<b>FINANCIAL ANALYSIS</b>	<b>38</b>
<b>6.</b>	<b>CONCLUSION</b>	<b>63</b>
<b>7.</b>	<b>BIBLIOGRAPHY</b>	<b>64</b>

UNIVERSITY OF MUMBAI

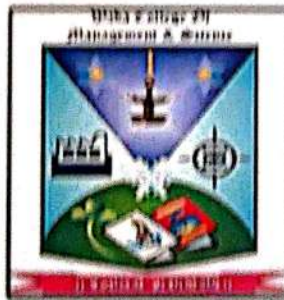
PROJECT REPORT  
ON  
"A STUDY ON FINANCIAL ANALYSIS OF ICICI BANK"

SUBMITTED BY  
SATYAM ARVIND GUPTA  
EXAMINATION SEAT NO

THE AWARD THE DEGREE OF  
BACHELOR OF ACCOUNTING & FINANCE (BAF)  
SEM VI

ACADEMIC YEAR  
2022-23

GUIDED BY  
Prof. JATIN KINI



WADA NIRMITI EDUCATIONAL SOCIETIE'S  
WADA COLLEGE OF MANAGEMENT & SCIENCE WADA  
DIST THANE 421303



Wada Nirmiti Education Society

# Wada College of Management and Science

(Affiliated to University of Mumbai)

(NAAC Accredited with 'B' grade )

Add: At Harosale, Post Dahe, Tal Wada, Dist Palghar, Pin 421303, Maharashtra(India)

ESTD: 2010



## CERTIFICATE

This is to certify that SATYAM ARVIND GUPTA  
(Exam Seat No \_\_\_\_\_) of M. Sc. In Information Technology class has  
satisfactory completed his / her project on A STUDY ON FINANCIAL  
ANALYSIS OF ICICI BANK for the partial fulfillment of the Degree Master of  
Science in Information Technology as prescribed by University of Mumbai For  
academic Year 2022 -2023

Internal Examiner

Ty-Baf Cordinator



External Examiner

Principal

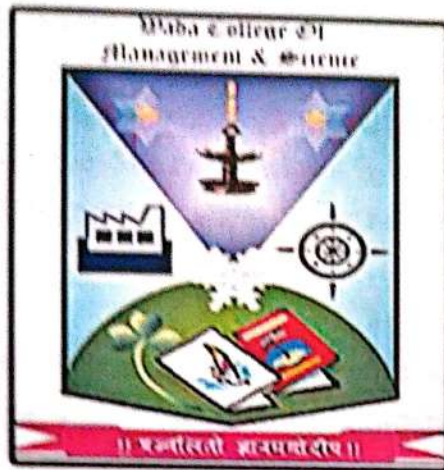
PRINCIPAL  
WADA COLLEGE OF MANAGEMENT & SCIENCE



# INDEX

<b>SR. NO.</b>	<b>PARTICULARS</b>	<b>Page no.</b>
<b>1</b>	<b>INTRODUCTION</b>	<b>6</b>
<b>2.</b>	<b>REVIEW OF LITERATURE</b>	<b>16</b>
<b>3.</b>	<b>HISTORY OF ICICI BANK</b>	<b>19</b>
<b>4.</b>	<b>COMPANY PROFILE</b>	<b>26</b>
<b>5.</b>	<b>FINANCIAL ANALYSIS</b>	<b>38</b>
<b>6.</b>	<b>CONCLUSION</b>	<b>63</b>
<b>7.</b>	<b>BIBLIOGRAPHY</b>	<b>64</b>

**WADA NIRMITI EDUCATION SOCIETY**  
**WADA COLLEGE OF MANAGEMENT & SCIENCE**



**PROJECT REPORT ON**  
**FINANCIAL DERIVATIVES**

**SUBMITTED BY**  
**GAURAV DIXIT & SARITA DIXIT**

**UNDER THE GUIDANCE OF**  
**PROF. JATIN KENI**

**Submitted in Partial Fulfillment of the requirement for Qualifying**

**THIRD YEAR BACHELOR OF ACCOUNTS & FINANCE**

**[2022-2023]**

WADA COLLEGE OF MANAGEMENT AND SCIENCE

CERTIFICATE

This is to certify that SARITA DIXIT & Mr. GAURAV DIXIT of BAF (BACHELOR OF ACCOUNTING & FINANCE) semester 6 (Academic year (2022-2023)) has successfully completed the project on report in Partial fulfillment of the requirement for the award of the degree of TY BAF (BACHELOR OF ACCOUNTING & FINANCE) of University of Mumbai.

INTERNAL EXAMINER

EXTERNAL EXAMINER

  
PRINCIPAL

TYSAF CO-ORDINATOR

PRINCIPAL  
WADA COLLEGE OF MANAGEMENT & SCIENCE





INDEX  
TABLE OF CONTENTS

CONTENTS	PAGE NUMBERS
List of tables	I
List of charts and figures	II
Chapter 1:	
Introduction	1
Need of the study	2
Objectives	3
Scope & Limitations	4
Research methodology	5
Chapter 2:	
Literature review	6
Chapter 3:	
Derivatives	12
Chapter 4:	
Data analysis & Interpretations	49
Chapter 5:	
Recommendations and suggestions	77
Conclusions	79
Chapter 6:	
Bibliography	81

UNIVERSITY OF MUMBAI

PROJECT REPORT  
ON  
"A STUDY ON FINANCIAL ANALYSIS OF ICICI BANK"

SUBMITTED BY  
GAJANAND DHAIRYAKANT MISHRA  
EXAMINATION SEAT NO

THE AWARD THE DEGREE OF  
BACHELOR OF ACCOUNTING & FINANCE (BAF)  
SEM VI

ACADEMIC YEAR  
2022-23

GUIDED BY  
Prof. JATIN KINI



WADA NIRMITI EDUCATIONAL SOCIETIE'S  
WADA COLLEGE OF MANAGEMENT & SCIENCE WADA  
DIST THANE 421303



Wada Nirmiti Education Society

# Wada College of Management and Science

(Affiliated to University of Mumbai)

(NAAC Accredited with 'B' grade)

Add: At Harosale, Post Dahe, Tal Wada, Dist Palghar, Pin 421303, Maharashtra(India)

ESTD: 2010



## CERTIFICATE

This is to certify that GAJANAND DHAIRYAKANT MISHRA (Exam Seat No \_\_\_\_\_) of M. Sc. In Information Technology class has satisfactory completed his / her project on A STUDY ON FINANCIAL ANALYSIS OF ICICI BANK for the partial fulfillment of the Degree Master of Science in Information Technology as prescribed by University of Mumbai For academic Year 2022 -2023

Internal Examiner

Ty-Baf Cordinator



External Examiner

Prineipal

PRINCIPAL  
WADA COLLEGE OF MANAGEMENT & SCIENCE



## INDEX

<b>SR. NO.</b>	<b>PARTICULARS</b>	<b>Page no.</b>
<b>1</b>	<b>INTRODUCTION</b>	<b>6</b>
<b>2.</b>	<b>REVIEW OF LITERATURE</b>	<b>16</b>
<b>3.</b>	<b>HISTORY OF ICICI BANK</b>	<b>19</b>
<b>4.</b>	<b>COMPANY PROFILE</b>	<b>26</b>
<b>5.</b>	<b>FINANCIAL ANALYSIS</b>	<b>38</b>
<b>6.</b>	<b>CONCLUSION</b>	<b>63</b>
<b>7.</b>	<b>BIBLIOGRAPHY</b>	<b>64</b>

**A Project Report**

Submitted in partial fulfilment of the  
Requirement of the award of the Degree of

**BACHLOR OF SCIENCE (INFORMATION TECHNOLOGY)**

By

**1. DHARMADHIKARI NIKHIL VIVEK**

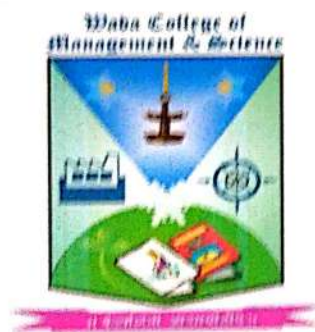
Seat No.4021835

**2. MANDAR GHARAT**

Seat No.4021837

Under the estimated guidance of

**Prof. Mrs. Jadhav Utkarsha**



**WADA COLLEGE OF MANAGEMENT & SCIENCE**

*(Affiliated to University of Mumbai)*

WADA, 421303

MAHARASHTRA

2022-2023



**WADA COLLEGE OF MANAGEMENT & SCIENCE**

*(Affiliated to University Of Mumbai)*

**HAROSALE, MAHARASHTRA, 421303**

**DEPARTMENT OF INFORMATION TECHNOLOGY**




**CERTIFICATE**

This is to certify that the project entitled, "Real Estate Agent", is bonafied work of **Mr. Dharmadhikari Nikhil Vivek** submitted in partial fulfilment of the requirements for the award of degree of BACHELOR OF SCIENCE in INFORMATION TECHNOLOGY from University of Mumbai.

Internal Guide

Coordinator

  
**PRINCIPAL**  
External Examiner  
WADA COLLEGE OF MANAGEMENT & SCIENCE

Date:

27/04/2023





# TABLE OF CONTENTS

CHAPTER 1:INTRODUCTION.....	1
1.1 BACKGROUND.....	1
1.2 PROBLEM DEFINATION.....	2
1.3 OBJECTIVE AND SCOPE.....	3
CHAPTER 2:SYSTEM ANALYSIS.....	4
2.1 EXISTING SYSTEM.....	4
2.2 PROPOSED SYSTEM.....	5
2.3 HARDWARE REQUIREMENT.....	6,7
2.4 REQUIREMENT ANALYSIS.....	8,9
2.5 SOFTWARE REQUIREMENT.....	10
2.5.1:FUNCTIONAL REQUIREMENTS.....	12-17
2.5.2:PERFORMANCE REQUIREMENTS.....	18
2.6 SELECTED SOFTWARE.....	19-26
2.6.1:ACTIVE SERVER PAGES.NET.....	27-31
2.6.2:C#.NET.....	32-36
CHAPTER 3:SYSTEM DESIGN.....	37
3.1 DATA DICTIONARY.....	37-39
3.2 E-R DIAGRAM.....	40
3.3 CONTEXT LEVEL DFD.....	41
3.4 DATA FLOW DIAGRAM.....	42-44
CHAPTER 4:IMPLEMENTATION AND TESTING.....	45
4.1:CODE.....	45-50
4.2:TESTING.....	51
4.2.1:TESTING OBJECTIVES.....	51
4.2.2:STRATEGIES USED FOR SOFTWARE TESTING.....	52



4.3:FEASIBILITY REPORT.....	53
4.3.1:TEACHNICAL FEASIBILITY.....	53
4.3.2:OPERATIONAL FEASIBILITY.....	54
4.3.3:ECONOMIC FEASIBILITY.....	54
CHAPTER 5:RESULTS AND DISCUSSION.....	55
5.1:DATA MODULES AND THEIR DISCRPTION.....	55
CHAPTER 6:CONCLUSION AND FUTURE WORK.....	63
CHAPTER 7:BIBLIOGRAPHY.....	64
CHAPTER 8:REFERANCE.....	65



e-BOOK DONATION

**WADA COLLEGE OF MANAGEMENT & SCIENCE**

*(Affiliated to University of Mumbai)*  
**HAROSALE, MAHARASHTRA, 421303**

**DEPARTMENT OF INFORMATION TECHNOLOGY**



**CERTIFICATE**

This is to certify that the project entitled "E-Book Donation" is bonafied work of **VISHWAKARMA ROHIT VINOD** bearing Seat No.4021826 submitted in partial fulfillment of the requirements for the award of Degree of **BACHELOR OF SCIENCE in INFORMATION TECHNOLOGY** from University of Mumbai.

Internal Guide

Date: *21/10/2023*

*Dr. J. V. Patil*  
**DEPARTMENT OF INFORMATION & SCIENCE**  
**WADA COLLEGE OF MANAGEMENT & SCIENCE**

Coordinator



College Seal



**A Project Report**

Submitted in Partial Fulfillment of the

Requirements for the Award of the Degree of

**BACHELOR OF SCIENCE (INFORMATION TECHNOLOGY)**

By

**Vishwakarma Rohit Vinod**

Seal No. 40218226

Under the esteemed guidance of

**Prof. Mrs. Jadhav Utkarsha**

Designation



**Wada College Of Management & Science**

Affiliated to Mumbai University

Accredited by 'NAAC' with 'B' Grade

DEPARTMENT OF INFORMATION TECHNOLOGY

WADA COLLEGE OF MANAGEMENT & SCIENCE

*(Affiliated to University Of Mumbai)*

Harosale, 421303

MAHARASHTRA

2022-2023



© 2000 Pearson Education, Inc.

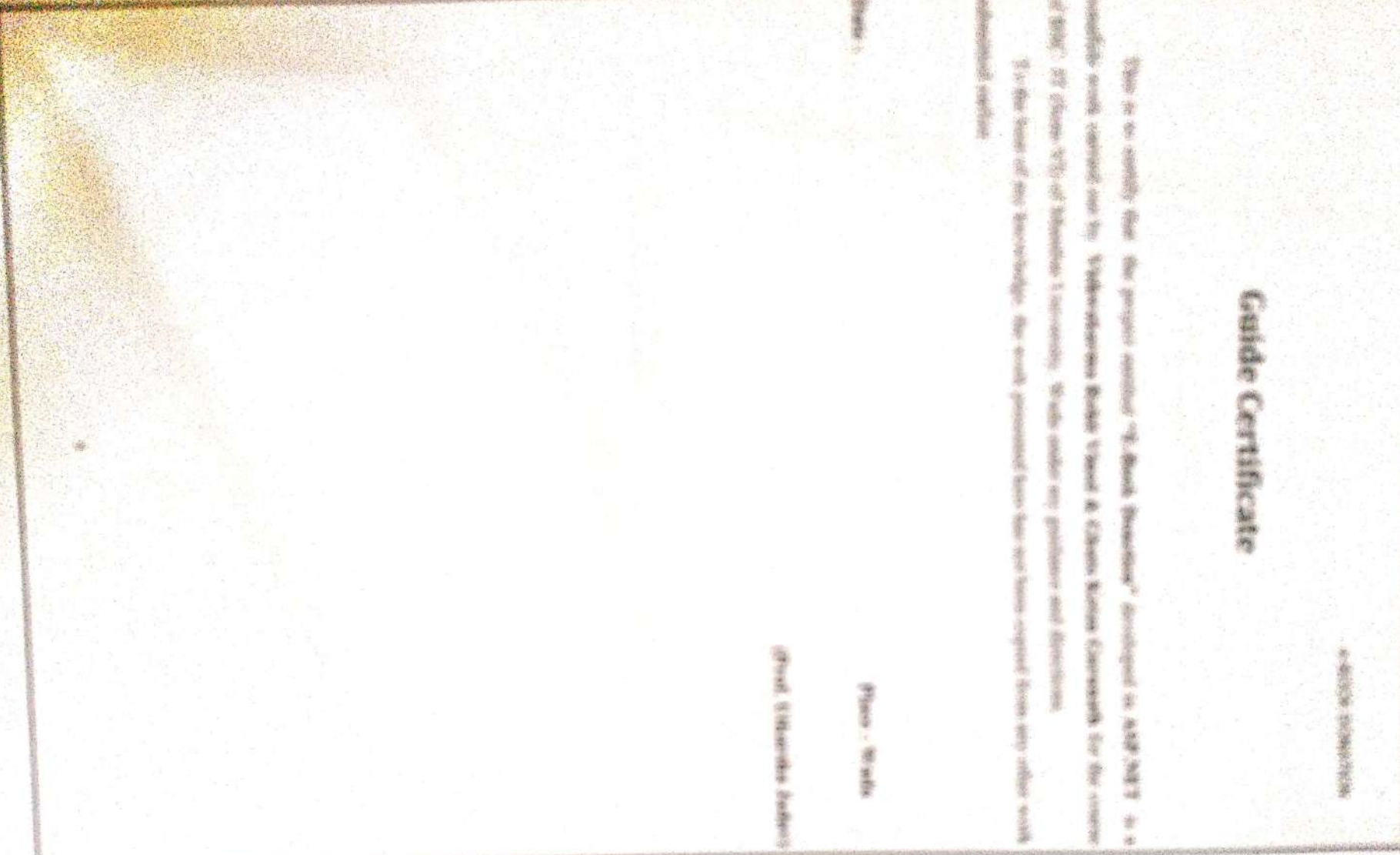
## Guide Certificate

This is to certify that the project entitled "The Great Depression" developed in AP® History is a valuable work created and by independent study and a Creative Commons License for the owner of this work. It is the property of the student and is not to be used for any other work.

In the event of any knowledge, the work presented here has not been copied from any other work.

Phone : 90-9000

Project: The Great Depression



## INDEX

Sr. No	Title	Page No.
1.	Introduction	12
2.	System Study	14
2.1	Existing System	14
2.2	Drawbacks in the Existing System	14
3.	System Analysis	15
3.1	Proposed System	16
3.2	Scope	16
3.3	Need for the Proposed System	17
3.4	Feasibility Study	17
3.4.1	Technical Feasibility	17
3.4.2	Financial Feasibility	18
3.4.3	Operational Feasibility	18
4.	Requirement Analysis	19
4.1	User Class and Characteristics	20
4.2	Functional Requirements	20



4.3	Performance Requirements	21
4.4	Non Functional Requirements	21
4.5	External Interfaces Requirements	22
4.6	General Constraints, Assumptions dependencies	23
<b>5</b>	<b><u>System Design Specification</u></b>	<b><u>24</u></b>
5.1	Architectural Design	24-28
5.1.1	Data Flow Diagrams	24-28
5.1.2	ER Diagram	29
5.1.3	Sequence Diagram	30-31
5.1.4	Class Diagram	32-34
5.1.5	Use Case Diagram	35-36
5.1.6	Activity Diagram	35-41
5.1.7	Database Tables	29-48
<b>6</b>	<b>System Coding</b>	<b>49-65</b>
6.1	Screen Layouts	49-65
7	Testing	66-73
8	Future Enhancement	74
9	Conclusion	75
<b>10</b>	<b>References and Bibliography</b>	<b>76</b>



*A Project Report*

*Submitted in Partial Fulfillment of the*

*Requirements for the Award of the Degree of*

**BACHLOR OF SCIENCE (INFORMATION TECHNOLOGY)**

**By**

**Ghute Ketan Gurunath**

*Seat No. 40218338*

*Under the esteemed guidance of*

**Prof. Mrs. Jadhav Utkarsha**

**Designation**



**Wada College Of Management & Science**

**Affiliated to Mumbai University**

**Accredited by 'NAAC' with 'B' Grade**

**DEPARTMENT OF INFORMATION TECHNOLOGY  
WADA COLLEGE OF MANAGEMENT & SCIENCE**

*(Affiliated to University Of Mumbai)*

**Harosale, 421303**

**MAHARASHTRA**

**2022-2023**



**WADA COLLEGE OF MANAGEMENT & SCIENCE**

*(Affiliated to University Of Mumbai)*  
**HAROSALE, MAHARASHTRA, 421303**

**DEPARTMENT OF INFORMATION TECHNOLOGY**



**CERTIFICATE**

This is to certify that the project entitlede "E-Book Donetion" is bonafied work of GHUTE KETAN GURUNATH bearing Seat No.4021838 submitted in partial fulfillment of the requirements for the award of Degree of BACHLOR OF SCIENCE in INFORMATION TECHNOLOGY from University of Mumbai.

**Internal Guide**

**Coordinator**

  
**External Examiner**

  
**PRINCIPAL**  
**WADA COLLEGE OF MANAGEMENT & SCIENCE**

**Date:**





**College Seal**



## INDEX

Sr. No	Title	Page No.
1.	<b>Introduction</b>	12
2.	<b>System Study</b>	14
2.1	Existing System	14
2.2	Drawbacks in the Existing System	14
3.	<b>System Analysis</b>	15
3.1	Proposed System	16
3.2	Scope	16
3.3	Need for the Proposed System	17
3.4	<b>Feasibility Study</b>	17
3.4.1	Technical Feasibility	17
3.4.2	Financial Feasibility	18
3.4.3	Operational Feasibility	18
4.	<b>Requirement Analysis</b>	19
4.1	User Class and Characteristics	20
4.2	Functional Requirements	20



4.3	Performance Requirements	21
4.4	Non Functional Requirements	21
4.5	External Interfaces Requirements	22
4.6	General Constraints, Assumptions dependencies	23
<b>5</b>	<b><u>System Design Specification</u></b>	<b><u>24</u></b>
5.1	Architectural Design	24-28
5.1.1	Data Flow Diagrams	24-28
5.1.2	ER Diagram	29
5.1.3	Sequence Diagram	30-31
5.1.4	Class Diagram	32-34
5.1.5	Use Case Diagram	35-36
5.1.6	Activity Diagram	35-41
5.1.7	Database Tables	29-48
6	<b>System Coding</b>	49-65
6.1	Screen Layouts	49-65
7	<b>Testing</b>	66-73
8	<b>Future Enhancement</b>	74
9	<b>Conclusion</b>	75
10	<b>References and Bibliography</b>	76



A PROJECT REPORT ON  
**“EGIFTSHOPPY”**

BACHELOR OF SCIENCE (INFORMATION TECHNOLOGY)

Submitted To The

Mumbai University

for the partial fulfillment of the  
BSC-IT (Sem.VI)  
Prepared By

1.Mura Dashank Dipak  
Seat No. : 4021823

Under The Guidance Of

Prof. Mrs. Utkarsha Jadhav-Surve



DEPARTMENT OF INFORMATION TECHNOLOGY  
WADA COLLEGE OF MANAGEMENT AND SCIENCE,  
HAROSALE  
(Affiliated to University of Mumbai)

WADA,421303  
MAHARASHTRA  
2022-23



Wada College of  
Management & Science



### CERTIFICATE

This is to certify that the project entitled, "E-GIFTSHOPPY", is bonafied work of **Dashank Dipak Mura** bearing Seat.No: **4021823** submitted in partial fulfillment of the requirements for the award of degree of BACHELOR OF SCIENCE in INFORMATION TECHNOLOGY from University of Mumbai.  
For academic year 2022-23

Internal Guide

Coordinator

  
**External PRINCIPAL**  
**WADA COLLEGE OF MANAGEMENT & SCIENCE**

Date:

27/04/2023





# INDEX

Serial No.	Description	Page No.
1	<b>INTRODUCTION</b>	1
	1.1 INTRODUCTION TO PROJECT	
	1.2 ORGANIZATION PROFILE	
	1.3 PURPOSE OF THE PROJECT	
	1.4 PROBLEM IN EXISTING SYSTEM	
	1.5 SOLUTION OF THESE PROJECT	
2	<b>SYSTEM ANALYSIS</b>	5
	2.1 INTRODUCTION	
	2.2 ANALYSIS MODEL	
	2.3 STUDY OF THE SYSTEM	
	2.4 HARDWARE AND SOFTWARE REQUIREMENT	
	2.5 PROPOSED SYSTEM	
	2.6 INPUT AND OUTPUT	
	2.7 PROCESS MODEL USED WITH JUSTIFICATION	
3	<b>FEASIBILITY REPORT</b>	12
	3.1 TECHNICAL FEASIBILITY	
	3.2 OPERATIONAL FEASIBILITY	
	3.3 ECONOMIC FEASIBILITY	
4	<b>SOFTWARE REQUIREMENT SPECIFICATION</b>	14
	4.1 FUNCTIONAL REQUIREMENTS	
	4.2 PERFORMANCE REQUIREMENT	
5	<b>SELECTED SOFTWARE</b>	20
	5.1 INTRODUCTION TO .NET FRAMEWORK	
	5.2 ASP.NET	
	5.3 C#.NET	
	5.4 SQL SERVER	
6	<b>SYSTEM DESIGN</b>	39
	6.1 INTRODUCTION	
	6.2 SYSTEM WORKFLOW	
	6.3 NORMALIZATION	
	6.4 E-R DIAGRAM	
	6.5 DATA FLOW DIAGRAM	
7	<b>OUTPUT SCREENS</b>	72
8	<b>SYSTEM TESTING AND IMPLEMENTATION</b>	73
	8.1 INTRODUCTION	
	8.2 STRATEGIC APPROACH OF SOFTWARE TESTING	
	8.3 UNIT TESTING	
	8.4 TEST	
9	<b>SYSTEM SECURITY</b>	77
	9.1 INTRODUCTION	
	9.2 SECURITY IN SOFTWARE	
10	<b>CONCLUSION</b>	79
11	<b>FUTURE IMPROVEMENT</b>	81
12	<b>BIBLIOGRAPHY</b>	82



**A Project Report**  
Submitted in Partial Fulfillment of the  
Requirements for the Award of the Degree of

**BACHELOR OF SCIENCE (INFORMATION TECHNOLOGY)**

**By**

1. Wani Anosh Rajendra  
Seat No. 4021878
2. Mhatre Prajval Santosh  
Seat No.4021822

Under the esteemed guidance of

**Prof. Mrs. Jadhav Utkarsha-**  
**Designation**

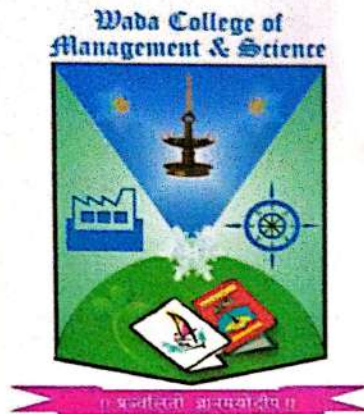


**DEPARTMENT OF INFORMATION TECHNOLOGY**  
**WADA COLLEGE OF MANAGEMENT & SCIENCE**  
*(Affiliated to University Of Mumbai)*

Harosale, 421303  
**MAHARASHTRA**  
2022-2023

**WADA COLLEGE OF MANAGEMENT & SCIENCE**  
(Affiliated to University Of Mumbai)  
HAROSALE, MAHARASHTRA, 421303

**DEPARTMENT OF INFORMATION TECHNOLOGY**



**CERTIFICATE**

This is to certify that the project entitled "E-Greeting Card" is bonafied work of **WANI ANOSH RAJENDRA** bearing Seat No.4021878 submitted in partial fulfillment of the requirements for the award of Degree of **BACHLOR OF SCIENCE** in **INFORMATION TECHNOLOGY** from University of Mumbai.

**Internal Guide**

**Coordinator**

**PRINCIPAL**  
External Examiner  
WADA COLLEGE OF MANAGEMENT & SCIENCE

**Date:**





# INDEX

Sr. No	CONTENT	Page No.
1	Introduction 1.1 Introduction to the project 1.2 Purpose of the project 1.3 Problem I existing system 1.4 Solution of these problems	10
2	System Analysis Introduction Analysis model Hardware and software specification Proposed system Input and output Process models and used with justification	12
3	Software Requirement and Specification 3.1 Functional requirement 3.2 Performance requirement 3.3 C#.NET 3.4 SQL Server	18
4	System Design 4.1 System workflow 4.2 Normalization 4.3 E-R diagrams 4.4 Data flow diagrams 4.5 Data dictionary 4.6 UML diagram	29
5	Implantation 5.1 Coding 5.2 Output	54
6	System Testing and Implementation 6.1 Introduction 6.2 Strategic approach to software testing 6.3 Unit testing	68
7	Time and Scheduling	71

No.	Date	Particulars	Amount



**A Project Report**  
Submitted in Partial Fulfillment of the  
Requirements for the Award of the Degree of

**BACHELOR OF SCIENCE (INFORMATION TECHNOLOGY)**

**By**

**1. Mhatre Prajval Santosh**

**Seat No.4021822**

Under the esteemed guidance of

**Prof. Mrs. Jadhav Utkarsha**

**Designation**



**DEPARTMENT OF INFORMATION TECHNOLOGY**  
**WADA COLLEGE OF MANAGEMENT & SCIENCE**

*(Affiliated to University Of Mumbai)*

**Harosale, 421303**

**MAHARASHTRA**

**2022-2023**

**WADA COLLEGE OF MANAGEMENT & SCIENCE**  
*(Affiliated to University Of Mumbai)*  
HAROSALE, MAHARASHTRA, 421303

**DEPARTMENT OF INFORMATION TECHNOLOGY**



**CERTIFICATE**

This is to certify that the project entitled "E-Greeting Card" is bonafied work of **MHATRE PRAVALL SANTOSH** bearing Seat No. 4021822 submitted in partial fulfillment of the requirements for the award of Degree of **BACHLOR OF SCIENCE in INFORMATION TECHNOLOGY** from University of Mumbai.

Internal Guide

Date:

*28/10/2022*

*Pravall*  
**PRINCIPAL**  
External of MANAGEMENT & SCIENCE  
WADA COLLEGE OF MANAGEMENT & SCIENCE

Coordinator





## INDEX

Sr. No	CONTENT	Page No
1	Introduction 1.1 Introduction to the project 1.2 Purpose of the project 1.3 Problem I existing system 1.4 Solution of these problems	9
2	System Analysis 1.1 Introduction 1.2 Analysis model 1.3 Hardware and software specification 1.4 Proposed system 1.5 Input and output 1.6 Process models and used with justification	11
3	Software Requirement and Specification 3.1 Functional requirement 3.2 Performance requirement 3.3 C#.NET 3.4 SQL Server	17
4	System Design 4.1 System workflow 4.2 Normalization 4.3 E-R diagrams 4.4 Data flow diagrams 4.5 Data dictionary 4.6 UML diagram	28
5	Implantation 5.1 Coding 5.2 Output	54
6	System Testing and Implementation 6.1 Introduction 6.2 Strategic approach to software testing 6.3 Unit testing	68
7	Time And Scheduling	72

8	System Security 8.1 Introduction 8.2 Security in software	73
9	Conclusion	75
10	Future Improvement	77
11	Bibliography	78



A PROJECT REPORT ON

# “EGIFTSHOPPY”

BACHELOR OF SCIENCE (INFORMATION TECHNOLOGY)

Submitted To The

Mumbai University

for the partial fulfillment of the  
BSC-IT (Sem. VI)  
Prepared By

1. Pawar Pratiksha Ramchandra  
Seat No. : 4021825

Under The Guidance Of

Prof. Mrs. Utkarsha Jadhav-Surve



DEPARTMENT OF INFORMATION TECHNOLOGY

WADA COLLEGE OF MANAGEMENT AND SCIENCE,  
HAROSALE  
(Affiliated to University of Mumbai)

WADA, 421303  
MAHARASHTRA  
2022-23





## CERTIFICATE

This is to certify that the project entitled, "E-GIFTSHOPPY", is bonafied work of **Pratiksha Ramchandra Pawar** bearing Seat.No: **4021825** submitted in partial fulfillment of the requirements for the award of degree of **BACHELOR OF SCIENCE** in **INFORMATION TECHNOLOGY** from University of Mumbai. For academic year 2022-23

Internal Guide

**Principal**  
Yashwantrao Chavan Pratishthan  
College of Management & Science

Coordinator



Date:

*22/10/2023*



# INDEX

Serial No.	Description	Page No.
1	<b>INTRODUCTION</b>	1
1.1	INTRODUCTION TO PROJECT	
1.2	ORGANIZATION PROFILE	
1.3	PURPOSE OF THE PROJECT	
1.4	PROBLEM IN EXISTING SYSTEM	
1.5	SOLUTION OF THESE PROJECT	
2	<b>SYSTEM ANALYSIS</b>	5
2.1	INTRODUCTION	
2.2	ANALYSIS MODEL	
2.3	STUDY OF THE SYSTEM	
2.4	HARDWARD AND SOFTWARE REQUIREMENT	
2.5	PROPOSED SYSTEM	
2.6	INPUT AND OUTPUT	
2.7	PROCESS MODAL USED WITH JUSTIFICATION	
3	<b>FEASIBILITY REPORT</b>	12
3.1	TECHNICAL FEASIBILITY	
3.2	OPPRATIONAL FEASIBILITY	
3.3	ECONOMIC FEASIBILITY	
4	<b>SOFTWARE REQUIREMENT SPECIFICATION</b>	14
4.1	FUNCTIONAL REQUIREMENTS	
4.2	PERFORMANCE REQUIREMENT	
5	<b>SELECTED SOFTWARE</b>	20
5.1	INTRODUCTION TO .NET FRAMEWORK	
5.2	ASP.NET	
5.3	C#.NET	
5.4	SQL SERVER	
6	<b>SYSTEM DESIGN</b>	39
6.1	INTRODUCTION	
6.2	SYSTEM WORKFLOW	
6.3	NORMALIZATION	
6.4	E-R DIAGRAM	
6.5	DATA FLOW DIAGRAM	
7	<b>OUTPUT SCREENS</b>	72
8	<b>SYSTEM TESTING AND IMPLEMENTATION</b>	73
8.1	INTRODUCTION	
8.2	STRATEGIC APPROACH OF SOFTWARE TESTING	
8.3	UNIT TESTING	
8.4	TEST	
9	<b>SYSTEM SECURITY</b>	77
9.1	INTRODUCTION	
9.2	SECURITY IN SOFTWARE	
10	<b>CONCLUSION</b>	79
11	<b>FUTURE IMPROVEMENT</b>	81
12	<b>BIBLIOGRAPHY</b>	82



A

PROJECT REPORT ON

“HOMEKART”

BACHELOR OF SCIENCE (INFORMATION TECHNOLOGY)

SUBMITTED BY

1. RAHUL SANJAY KHANJODE

SEAT NO:- 4021821

UNDER THE EXTEND GUIDANCE OF

PROF.Mrs UTKARSHA JADHAV-SURVE

DEPARTMENT OF INFORMATION TECHNOLOGY

WADA COLLEGE OF MANAGEMENT AND SCIENCE



AFFILIATED TO

UNIVERSITY OF MUMBAI

ADD: AT. HAROSALE, POST.DAHE, TEL, WADA,

DIST.PALGHAR, PIN.421303 MAHARASHTRA

YEAR:2022-23



Wada Nirmiti Education Society  
Wada Collage of Management and Science  
(Affiliated to University of Mumbai)

Add: At Harosale, Post Dahe, Tal Wada, Dist Palghar, Pin 421303,  
Maharashtra(India)

ESTD:2010

Wada College of  
Management & Science



प्रमाणपत्र

### CERTIFICATE

This is to certify that the project entitled, "Homekart", is bonafied work of RAHUL SANJAY KHANJODE bearing Seat.No:- 4021821 submitted in partial fulfillment of the requirements for the award of degree of **BACHELOR OF SCIENCE in INFORMATION TECHNOLOGY** from University of Mumbai.

For academic year 2022-23



External Examiner



Professor-in-charge

  
Principal  
WADA COLLEGE OF MANAGEMENT & SCIENCE



## TABLE OF CONTENTS

Chapter No.	Description	Page No.
1.	Introduction	1
2.	System Analysis	5
	2.1 Existing System 2.2 Proposed system 2.3 Number Of Modules 2.4 Hardware And Software requirement	
3.	System Design	9
	3.1 Activity Diagrams 3.2 DFD Diagrams 3.3 ER Diagrams 3.4 Sequential Diagram 3.5 Class Diagram	
4.	System Requirement Specification For Homekart	28
	4.1 Purpose Of The system 4.2 Problems In The Existing System 4.3 Solution Of The These Problems 4.4 Study Of The System 4.5 Scope Of The Project 4.6 Performance Requirements	
5.	Summary	58
6.	Implementation and testing	59
	6.1 Source Code 6.1.1 Login page 6.1.2 Default page	
7.	Project Scheduling • Gantt Chart	63
8.	Conclusion	64
9.	Reference	66



A

PROJECT REPORT ON  
"HOMEKART"

BACHELOR OF SCIENCE (INFORMATION TECHNOLOGY)

SUBMITTED BY

1. RAHUL SANJAY KHANJODE  
SEAT NO:- 4021821

2. KUNAL ARUN NIPURTE  
SEAT NO:- 4021824

UNDER THE EXTEND GUIDANCE OF

PROF.Mrs UTKARSHA JADHAV-SURVE

DEPARTMENT OF INFORMATION TECHNOLOGY

WADA COLLEGE OF MANAGEMENT AND SCIENCE



AFFILIATED TO  
UNIVERSITY OF MUMBAI

ADD: AT. HAROSALE, POST.DAHE, TEL, WADA,  
DIST.PALGHAR, PIN.421303 MAHARASHTRA  
YEAR:2022-23



Wada Nirmiti Education Society  
Wada Collage of Management and Science

(Affiliated to University of Mumbai)

Add: At Harosale, Post Dahe, Tal Wada, Dist Palghar, Pin 421303,  
Maharashtra(India)

ESTD:2010

Wada College of  
Management & Science



**CERTIFICATE**

This is to certify that the project entitled, "**Homekart**", is bonafied work of **RAHUL SANJAY KHANJODE** bearing Seat.No:- 4021821 submitted in partial fulfillment of the requirements for the award of degree of BACHELOR OF SCIENCE in **INFORMATION TECHNOLOGY** from University of Mumbai.

For academic year 2022-23

*(Signature)*  
27/04/2023

External Examiner

Professor-in-charge

Principal  
WADA COLLEGE OF MANAGEMENT & SCIENCE





## TABLE OF CONTENTS

Chapter No.	Description	Page No.
1.	Introduction	1
2.	System Analysis	5
	2.1 Existing System 2.2 Proposed system 2.3 Number Of Modules 2.4 Hardware And Software requirement	
3.	System Design	9
	3.1 Activity Diagrams 3.2 DFD Diagrams 3.3 ER Diagrams 3.4 Sequential Diagram 3.5 Class Diagram	
4.	System Requirement Specification For Homekart	28
	4.1 Purpose Of The system 4.2 Problems In The Existing System 4.3 Solution Of The These Problems 4.4 Study Of The System 4.5 Scope Of The Project 4.6 Performance Requirements	
5.	Summary	58
6.	Implementation and testing	59
	6.1 Source Code 6.1.1 Login page 6.1.2 Default page	
7.	Project Scheduling • Gantt Chart	63
8.	Conclusion	64
9.	Reference	66



A

PROJECT REPORT ON  
"HOMIEKART"

BACHELOR OF SCIENCE (INFORMATION TECHNOLOGY)

SUBMITTED BY

1. KUNAL ARUN NIPURTE

SEAT NO:- 4021824

UNDER THE EXTEND GUIDANCE OF

PROF.Mrs. UTKARSHA JADHAV-SURVE

DEPARTMENT OF INFORMATION TECHNOLOGY

WADA COLLEGE OF MANAGEMENT AND SCIENCE



Wada College of  
Management & Science  
AFFILIATED TO

UNIVERSITY OF MUMBAI

ADD: AT. HAROSALE, POST.DAHE, TEL, WADA,  
DIST.PALGHAR, PIN.421303 MAHARASHTRA

YEAR:2022-23

Wada Nirmiti Education Society

Wada Collage of Management and Science



(Affiliated to University of Mumbai)

Add: At Harosale, Post Dahe, Tal Wada, Dist Palghar, Pin 421303,  
Maharashtra(India)

ESTD:2010

Wada College of  
Management & Science



**CERTIFICATE**

This is to certify that the project entitled, "Homekart", is bonafied work of KUNAL ARUN NIPURTE bearing Seat.No:- 4021824 submitted in partial fulfillment of the requirements for the award of degree of BACHELOR OF SCIENCE in INFORMATION TECHNOLOGY from University of Mumbai.

For academic year 2022-23

*Original*  
*27/04/2023*

External Examiner

Professor-in-charge

Principal  
WADA COLLEGE OF MANAGEMENT & SCIENCE





## TABLE OF CONTENTS

Chapter No.	Description	Page No.
1	Introduction	1
2	System Analysis	5
	2.1 Existing System 2.2 Proposed system 2.3 Number Of Modules 2.4 Hardware And Software requirement	
3	System Design	9
	3.1 Activity Diagrams 3.2 DFD Diagrams 3.3 ER Diagrams 3.4 Sequential Diagram 3.5 Class Diagram	
4	System Requirement Specification For Homekart	28
	4.1 Purpose Of The system 4.2 Problems In The Existing System 4.3 Solution Of The These Problems 4.4 Study Of The System 4.5 Scope Of The Project 4.6 Performance Requirements	
5	Summary	58
6	Implementation and testing	59
	6.1 Source Code 6.1.1 Login page 6.1.2 Default page	
7	Project Scheduling • Gantt Chart	63
8	Conclusion	64
9	Reference	66



A PROJECT REPORT ON  
**“E RTO”**

Submitted To The  
University Of Mumbai

for the partial fulfillment of the  
BSC-IT (Sem. VI)

Prepared By

1. Kachare Devendra Narayan  
Seat No. : 4021820
2. Chimda Rahul Dashmesh  
Seat No. : 4021817

Under The Guidance Of

Prof. Miss. Utkarsha Jadhav-Surve



Through

Wada College Of Management And Science, Harosale  
Years 2022-23



## CERTIFICATE

This is to certify that the project entitled, "E-RTO", is bonafide work of Devendra Narayan Kachare bearing Seat No: 40128320 submitted in partial fulfillment of the requirements for the award of degree of BACHELOR OF SCIENCE in INFORMATION TECHNOLOGY from University of Mumbai For academic year 2021-23

Internal Guide

Coordinator



Date:



## TABLE OF CONTENTS

SER. NO.	DESCRIPTION	Page No.
1.	CHAPTER- 1 PROJECT PROFILE	1
1.1	Introduction	
1.2	Project Profile	
1.2	System Overview	
1.3	Objective	
1.4	Scope	
1.5	Detai Description	
2.	CHAPTER- 2 PROJECT MANAGEMENT	6
2.1	Project Development Approach	
2.2	Study About Software	
3.	CHAPTER- 3 SYSTEM REQUIREMENT STUDY	11
3.1	User Characteristics	
3.2	Hardware Software Requirement	
4.	CHAPTER- 4 SYSTEM ANALYSIS	14
4.1	Drawback Of Current System	
4.2	Features Of New System	
4.3	Feasibility Study	
5.	CHAPTER- 5 SYSTEM DESIGN	17
5.1	System Flow Chart	
5.2	Data Flow Diagram (DFD)	
5.3	Data Modeling	
5.4	Implementation And Testing	
5.5	Screen Layout	
5.6	Project Scheduling	
6.	CHAPTER- 6 SUMMARY	47
6.1	Summary Of Project Work	49
7.	CHAPTER- 7 CONCLUSION	
7.1	Conclusion	
7.2	Reference	

A PROJECT REPORT ON  
**INTERNET MARKETING**

SUBMITTED BY  
**HITESH PRAJAPATI**  
**T.Y.B.M.S.[SemesterVI]**

**WADA COLLEGE OF MANAGEMENT AND SCIENCE**

SUBMITTED TO  
**UNIVERSITY OF MUMBAI**

**ACADEMIC YEAR**  
**2022-2023**



## CERTIFICATE

I, MR. RAJESH SINGH, hereby certify that Mr. HITESH PRAJAPATI  
Of WADA COLLEGE OF MANAGEMENT AND SCIENCE of TYBMS  
[Semester V] has completed his project, titled 'INTERNET MARKETING' in  
the academic year 2022-2023.

The information submitted here in is true and original to the best of my  
knowledge.



SignatureOfThePrincipal



SignatureOfTheProjectGuide

## INDEX

Sr. No.	Topic	Pg. No.
1	Evolution of Marketing	7
2	Growth Of Internet Usage in India and the World	8
3	Overview of Indian Users	11
4	Understanding Internet Customers	16
5	7 P's Of Internet Marketing	17
6	Internet Marketing & Its Tools	20
	• SEO	21
	• Email Marketing	31
	• Affiliate Marketing	34
	• Banner Advertisements	38
	• Sales Promotion	40
	• Social Media Marketing	43
	• B2B Web Portals	54
7	E-commerce & Online Shopping	58
	• Why things sell online	60
	• Growth of E-commerce	62
	• How Online Shopping works	65
	• Strengths of the business model	66
8	E-ticketing	69
9	Blogging as a business	71
	• Introduction	71
	• Facts about blogging	72
	• Steps to setup a successful	73
10	Challenges to Internet Marketing	76
11	Traditional Marketing v/s Internet Marketing	78
12	Future Of Internet Marketing & Conclusion	83



PROJECT REPORT  
ON

**"CONSUMER PERCEPTION TOWARDS ONLINE  
GROCERY STORES "**

A PROJECT SUBMITTED TO UNIVERSITY OF MUMBAI  
FOR PARTIAL COMPLETION OF THE DEGREE OF  
BACHELOR OF ACCOUNTING & FINANCE UNDER THE  
FACULTY OF COMMERCE

SUBMITTED BY:  
KOUSHAL SANJAY SANKHE

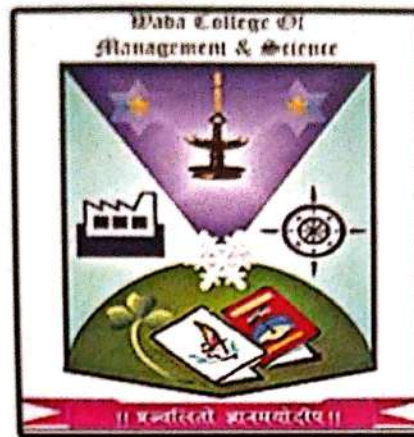
TYBMS-SEMESTER VI  
EXAM SEAT NO:

UNDER THE GUIDANCE OF:  
PROF. YUSUF SHAIKH

FOR ACADEMIC YEAR 2022-2023

WADA COLLEGE OF MANAGEMENT AND SCIENCE  
WADA, DIST. PALGHAR-421303

# **Wada College of Management & Science**



PROJECT REPORT ON  
**"CONSUMER PERCEPTION TOWARDS  
ONLINE GROCERY STORES"**

SUBMITTED BY  
**KOUSHAL SANJAY SANKHE**

**Under the Guidance of**

**Prof. YUSUF SHAIKH**

Submitted in partial fulfillment of the  
requirement For qualifying

**Third Year Bachelor of Management Studies**

**2022-2023**



## CERTIFICATE

This is to certify that **MR. KOUSHAL SANJAY SANKHE** Roll No. \_\_\_\_\_ of  
TYBMS (BACHELOR OF MANAGEMENT) Semester VI (Academic Year 2022-2023)  
has successfully completed the project report in Partial Fulfillment of the requirement for the  
award of the Degree of TYBMS (BACHELOR OF MANAGEMENT) of University of  
Mumbai

INTERNAL EXAMINER

EXTERNAL EXAMINER

  
PRINCIPAL

TYBAF CO-ORDINATOR

# INDEX

Sr.No.	Name of the Topics / Points	Page No.
1	<b>Introduction</b>	1
	<ul style="list-style-type: none"><li>➤ Industry Introduction</li><li>➤ Models of E-Commerce</li><li>➤ Online Shopping in India</li><li>➤ Factors with respect to Women in online shopping</li><li>➤ Online grocery shopping</li><li>➤ Ordering food online</li><li>➤ Benefit of Online Grocery Shopping</li><li>➤ Disadvantages of Grocery Shopping</li></ul>	3
2	<b>Research Methodology</b> <ul style="list-style-type: none"><li>➤ Research Objectives</li><li>➤ Scope of Research</li><li>➤ Limitations</li><li>➤ Research Design and Methodology</li><li>➤ Sampling Techniques</li><li>➤ Data collection tool used</li><li>➤ Questionnaire on online grocery store</li></ul>	25
3	<b>Review of Literature</b>	33
4	<b>Data Collection and Analysis</b> <ul style="list-style-type: none"><li>➤ Top 11 Sites for online grocery shopping</li><li>➤ Budget grocery Shopping tips to save money</li></ul>	37
5	<b>Conclusion</b>	75
6	<b>Bibliography</b>	77



A PROJECT REPORT ON

# INTERNET MARKETING

SUBMITTED BY

HAUSHIL PADHIYAR

T.Y.B.M.S.[Semester VI]

WADA COLLEGE OF MANAGEMENT AND SCIENCE

SUBMITTED TO

UNIVERSITY OF MUMBAI

ACADEMIC YEAR

2022-2023

**CERTIFICATE**

I, **MR. RAJESH SINGH**, hereby certify that **Mr. HAUSHIL PADHIYAR** OF **WADA COLLEGE OF MANAGEMENT AND SCIENCE** of **TYBMS** [Semester V] has completed his project, titled '**INTERNET MARKETING**' in the academic year 2022-2023.

The information submitted here in is true and original to the best of my knowledge.

\_\_\_\_\_

Signature Of The Principal

\_\_\_\_\_

Signature Of The Project Guide



## ACKNOWLEDGEMENT

First of all I would like to take this opportunity to thank the Mumbai University for having projects as a part of the B.M.S curriculum.

I wish to express my heartfelt gratitude to the following individuals who have played a crucial role in the research for this project. Without their active cooperation the preparation of this project could not have been completed within the specified time limit.

The first person I would like to acknowledge is my guide **MR RAJESH SINGH** who supported me through out this project with utmost cooperation and patience. I am very much thankful to them for sparing their precious time for me and for helping me in doing this project.

Next I would like to thank my parents **MR. KANTILAL PADHIYAR** and **Mrs. CHETNA PADHIYAR** for their strong support and cooperation. Having co-founded an iPhone blog under the Only Gizmos Network, I have learnt different metrics of Internet marketing and online media.

Last but not the least I would like to thank **the Almighty** for always helping me.

## INDEX

Sr. No.	Topic	Pg. No.
1	Evolution of Marketing	7
2	Growth Of Internet Usage in India and the World	8
3	Overview of Indian Users	11
4	Understanding Internet Customers	16
5	7 P's Of Internet Marketing	17
6	Internet Marketing & Its Tools	20
	<ul style="list-style-type: none"> <li>• SEO</li> </ul>	21
	<ul style="list-style-type: none"> <li>• Email Marketing</li> </ul>	31
	<ul style="list-style-type: none"> <li>• Affiliate Marketing</li> </ul>	34
	<ul style="list-style-type: none"> <li>• Banner Advertisements</li> </ul>	38
	<ul style="list-style-type: none"> <li>• Sales Promotion</li> </ul>	40
	<ul style="list-style-type: none"> <li>• Social Media Marketing</li> </ul>	43
	<ul style="list-style-type: none"> <li>• B2B Web Portals</li> </ul>	54
7	E-commerce & Online Shopping	58
	<ul style="list-style-type: none"> <li>• Why things sell online</li> </ul>	60
	<ul style="list-style-type: none"> <li>• Growth of E-commerce</li> </ul>	62
	<ul style="list-style-type: none"> <li>• How Online Shopping works</li> </ul>	65
	<ul style="list-style-type: none"> <li>• Strengths of the business model</li> </ul>	66
8	E-ticketing	69
9	Blogging as a business	71
	<ul style="list-style-type: none"> <li>• Introduction</li> </ul>	71
	<ul style="list-style-type: none"> <li>• Facts about blogging</li> </ul>	72
	<ul style="list-style-type: none"> <li>• Steps to setup a successful</li> </ul>	73
10	Challenges to Internet Marketing	76
11	Traditional Marketing v/s Internet Marketing	78
12	Future Of Internet Marketing & Conclusion	83



**“A STUDY OF MODERNIZATION OF BANKING SYSTEM IN INDIA”**

**A PROJECT SUBMITTED TO**

**UNIVERSITY OF MUMBAI FOR PARTIAL COMPLETION OF DEGREE OF  
BACHELOR OF MANAGEMENT STUDIES  
UNDER THE FACULTY OF COMMERCE**

**SEMESTER VI  
2022-23**

**BY**

**SHAIKH MOHD IRFAN GURBATALI**

**SEAT NO : 2125378**

**Under the Guidance of**

**PROF. AISHWARYA RAUT**



**WADA COLLEGE OF MANAGEMENT AND SCIENCE  
AT. HAROSALE, POST DAHE. TAL. WADA, DIST. PALGHAR - 413003**

**ACADEMIC YEAR 2022-23**

## CERTIFICATE

This is to certify that MR. SHASHI KUMAR DEAN GUERATALL, has worked and duly completed his project work for the degree of Bachelor of Management studies under the faculty of commerce in the subject of and his project is entitled, "A STUDY ON MODERNIZATION OF BANKING SYSTEM IN INDIA", under my supervision.

I further certify that the entire work has been done by the learner under my guidance and that no part of it has been submitted previously for any Degree or Diploma of any University.

It is his own work and facts reported by his personal findings and investigation.

Principal : Dr. Anandkumar Sahas

Project Guide : Prof. Ashwarya Rao

Internal Examiner

External Examiner

Date :

Place : Wala



## INDEX

SR NO	TOPIC	PAGE NO
<b>CHAPTER 1</b>		
<b>INTRODUCTION</b>		
1.1	Early history	7-13
1.2	Meaning of banking	14
1.3	Definition of Indian banking	15
1.4	Introduction to modern banking	16
1.5	Types of modern banking technologies	17-23
1.6	Trends in modern Indian banking	24-26
1.7	Modern banking payments method	27-30
1.8	Advantages of modern banking system	31-34
1.9	Disadvantages of modern banking system	35-37
<b>CHAPTER 2</b>		
<b>RESEARCH METHODOLOGY</b>		
2.1	Objectives	38
2.2	Scope of the study	39
2.3	Limitation of the study	40-42
2.4	Source of the study	43
<b>CHAPTER 3</b>		
<b>REVIEW OF LITERATURE</b>		
<b>CASE STUDY ON SBI</b>		
44-45		
<b>CHAPTER 4</b>		
<b>DATA ANALYSIS AND INTERPRETATION</b>		
49-68		
<b>CHAPTER 5</b>		
<b>CONCLUSION AND SUGGESTIONS</b>		
69-71		
<b>CHAPTER 6</b>		
<b>BIBLIOGRAPHY</b>		
72		
<b>CHAPTER 7</b>		
<b>APPENDIX</b>		
73-75		

**"A STUDY OF ON CONSUMER BEHAVIOUR TOWARDS ONLINE SHOPPING"**

**A PROJECT SUBMITTED TO**

**UNIVERSITY OF MUMBAI FOR PARTIAL COMPLETION OF DEGREE OF**

**BACHELOR OF MANAGEMENT STUDIES**

**UNDER THE FACULTY OF COMMERCE**

**SEMESTER VI**

**2022-23**

**BY**

**KAZI ZUMAIR NIZAM**

**SEAT NO : 2119848**

**Under the Guidance of**

**PROF. AISHWARYA RAUT**



**WADA COLLEGE OF MANAGEMENT AND SCIENCE  
AT. HAROSALE, POST DAHE, TAL. WADA, DIST. PALGHAR -- 421303**

**ACADEMIC YEAR 2022-23**



## CERTIFICATE

This is to certify that MR. RAJ KUMAR SHAM has worked and duly completed his project work for the degree of Bachelor of Management studies under the faculty of commerce in the subject of and his project is entitled, "A STUDY ON CONSUMER BEHAVIOUR TOWARDS ONLINE SHOPPING" under my supervision.

I further certify that the entire work has been done by the learner under my guidance and that no part of it has been submitted previously for any Degree or Diploma of any University.

It is his own work and facts reported by his personal findings and investigations.

Principal : Dr. Anjanabai Salunke

Project Guide : Prof. Anjanabai Salunke

Internal Examiner

External Examiner

Date :

Place : Wadi

# A STUDY ON CONSUMER BEHAVIOUR TOWARDS ONLINE SHOPPING

## INDEX

CHAPTER NO.	PARTICULARS	PAGE NO.
1.	INTRODUCTION	7 – 43
2.	REVIEW OF LITERATURE	44 – 52
3.	RESEARCH METHODOLOGY	53 – 59
4.	DATA ANALYSIS AND INTERPRETATION	60 – 74
5.	FINDINGS, SUGGESTIONS & CONCLUSION	75 – 82
6.	BIBILOGRAPHY & REFERENCES	83 – 84
7.	APPENDIX	85 – 87



# Marketing Strategy of Tata Motors

A Project Submitted to

University of Mumbai



University of Mumbai for partial completion of the degree  
of Bachelor in Management Studies (BMS) Under  
the Faculty of Commerce

By

**PRATEEKSHA PRADEEP SHARMA**

Under The Guidance Of  
**PROF. YUSUF SHAIKH**  
FOR ACADEMIC YEAR  
**2022-2023**

**WADA COLLEGE OF MANAGEMENT AND SCIENCE WADA, DIST.  
PALGHAR, 421303**

## Declaration

I the undersigned Miss. PRATEEKSHA PRADEEP SHARMA here by, declare that the work embodied in this project work titled "Marketing Strategy of TATA Motors" forms my own contribution to the research work carried out under the guidance of Prof. YUSUF SHAIKH is a result of my own research work and has not been previously submitted to any other University for any other Degree/ Diploma to this or any other University. Wherever reference has been made to previous works of others, it has been clearly indicated as such and included in the bibliography.

I, here by further declare that all information of this document has been obtained and presented in accordance with academic rules and ethical conduct.



PRATEEKSH PRADEEP SHARMA

Certified By,

Prof. YUSUF SHAIKH



## Certificate

This is to certify that PRATEEKSHA PRADEEP SHARMA of Bachelor Of Management Studies Semester VI (2022-2023) has successfully completed the project on Marketing Strategy Of Tata Motors under the guidance of Prof, YUSUF SHAIKH,

---

Prof, YUSUF SHAIKH  
(co-ordinator/Project Guide)



Sr. No.	Particular	Page No.
Chapter 1.	<p style="text-align: center;"><b>INTRODUCTION</b></p> <p><b>1.1 History Of Tata Motors</b>  1.1.1 History.  1.1.2 Overall Turnover of Tata Motors.  1.1.3 Expansion and Growth of Tata Motors.</p> <p><b>1.2 Competitors Of Tata Motors</b>  1.2.1 Challenges Of Tata Motors.</p> <p><b>1.3 What Is Marketing Strategy?</b></p> <p><b>1.4 Marketing Strategy Of Tata Motors.</b>  1.4.1 Marketing Mix  1.4.2 SWOT analysis  1.4.3 Financial Schemes  1.4.4 After Sales Services</p>	7-38
Chapter 2.	<b>LITERATURE REVIEW</b>	39
Chapter 3.	<p style="text-align: center;"><b>OBJECTIVES OF THE STUDY</b></p> <p>3.1 Objectives.  3.2 Scope of the study.  3.3 Limitations.</p>	40-42
Chapter 4.	<p style="text-align: center;"><b>RESEARCH METHODOLOGY</b></p> <p><b>Primary Research</b>  4.1 Research Method.  4.2 Sample Size  4.3 Data Collection Method  4.4 Data Analysis Tool  4.5 Research Area</p>	43-44
Chapter 5.	<b>DATA ANALYSIS</b>	45-55
Chapter 6.	<b>FINDING AND RECCOMENDATION</b>	56-59
Chapter 7.	<b>CONCLUSION</b>	60
Chapter 8.	<b>BIBLIOGRAPGY &amp; WEBLIOGRAPHY</b>	61
Chapter 9.	<b>ANNEXTURE</b>	62-65



PROJECT ON

"DIRECT SELLING OF PATANJALI PRODUCTS"

IN PARTIAL FULFILLMENT OF THE DEGREE  
BACHELOR OF MANAGEMENT STUDIES  
UNDER THE UNIVERSITY OF MUMBAI

SUBMITTED BY:

BORBHUYAN SHAHIN JOHUR

T.Y.BMS

(ROLL NO.        )

PROJECT GUIDE

PROF.

YUSUF SHAIKH

BACHELOR OF MANAGEMENT STUDIES  
SEMESTER VI

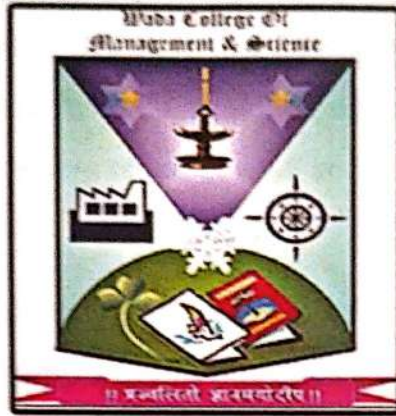
WADA COLLEGE OF MANAGEMENT AND SCIENCE

WADA 421303

2022-2023

*Wada Nirmiti Education Society's*

WADA COLLEGE OF MANAGEMENT & SCIENCE



PROJECT REPORTON

"DIRECT SELLING OF PATANJALI PRODUCTS"

SUBMITTED BY

**BORBHUYAN SHAHIN JOHUR**

UNDER THE GUIDANCE OF

**Prof. YUSUF SHAIKH**

Submitted in partial fulfillment of the requirement

For qualifying

*Third Year Bachelor of Management study*

**2022-2023**



## DECLARATION

I the undersigned **Mr. BORBHUYAN SHAHIN JOHUR** hereby, declare that the work embodied in this project work titled "**DIRECT SELLING OF PATANJALI PRODUCTS**" from my own contribution on the research work carried out under the guidance of MR. YUSUF SHAIKH is a result of my own research work and has not been previously submitted to any other University for any other Degree / Diploma to this or any other University.

Wherever reference has been made to previous work of other, it has been clearly indicated as such and included in the bibliography.

I, here by further declared that all information of this documents has been obtained and presented in accordance with academic rules and ethical conduct.

PLACE :

DATE



**Certified By:**

**MR. YUSUF SHAIKH**



**Student's Signature**

**BORBHUYAN SHAHIN JOHUR**

## CERTIFICATE

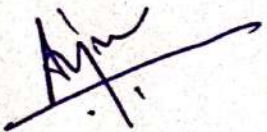
This is to certify that Mr. **BORBHUYAN SHAHIN JOHUR** has worked and duly completed his project work for the degree of Bachelor of Management studies in marketing under the faculty in Commerce in the Subject of MR. YUSUF SHAIKH and her project is entitled of "**DIRECT SELLING OF PATANJALI PRODUCTS**" under my supervision.

I further certify that the entire work has been done by the learner under the guidance and that no part of it has been submitted previously for Degree or Diploma of any University.

It is his own work and facts reported by his personal findings and investigations.

Project Guide

Prof. YUSUF SHAIKH





INDEX		
SR.NO	TOPICS	PAGE NO.
1	ABSTRACT	5
2	INTRODUCTION	6
3	RESEARCH OBJECTIVE	7
4	SWOT ANALYSIS	8-9
5	5W's AND HOW	10-11
6	OWNERS OF PATANJALI	12
7	INDUSTRIES EXPLORER	13-14
8	COMPANY PROFILE	15
9	CONCEPT	16-17
10	LITERATURE REVIEW	18
11	OBJECTIVES OF STUDY	19
12	SCOPE OF STUDY	20
13	DIGITAL MARKETING STRATEGIES	21-22

14	TERMS AND CONDITIONS	23-32
15	PRODUCT	33-34
16	PATANJALI PRODUCT ANALYSIS	35-37
17	BRAND PERFORMANCE RATING	38
18	TOTAL PRODUCTS BOUGHT	39-50
19	RESEARCH METHODOLOGY	51-52
20	HYPOTHESIS	53
21	FINDINGS	54
22	CONCLUSION	55
23	RECOMMENDATION	56
24	BIBLOGHRAPHY	57



A PROJECT REPORT ON  
**INTERNET MARKETING**

SUBMITTED BY  
**PRIYANKA ADHALE**  
T.Y.B.M.S. [Semester VI]

WADA COLLEGE OF MANAGEMENT AND SCIENCE

SUBMITTED TO  
**UNIVERSITY OF MUMBAI**

ACADEMIC YEAR  
2022-2023

**CERTIFICATE**

I, **MR. RAJESH SINGH**, hereby certify that **Miss.PRIYANKA ADHALE** of **WADA COLLEGE OF MANAGEMENT AND SCIENCE** of **TYBMS** [Semester V] has completed his project, titled '**INTERNET MARKETING**' in the academic year 2022-2023. The information submitted herein is true and original to the best of my knowledge.



**Signature Of The Principal**



**Signature Of The Project Guide**



## INDEX

Sr. No.	Topic	Pg. No.
1	Evolution of Marketing	7
2	Growth Of Internet Usage in India and the World	8
3	Overview of Indian Users	11
4	Understanding Internet Customers	16
5	7 P's Of Internet Marketing	17
6	Internet Marketing & Its Tools	20
	<ul style="list-style-type: none"> <li>• SEO</li> <li>• Email Marketing</li> <li>• Affiliate Marketing</li> <li>• Banner Advertisements</li> <li>• Sales Promotion</li> <li>• Social Media Marketing</li> <li>• B2B Web Portals</li> </ul>	21 31 34 38 40 43 54
7	E-commerce & Online Shopping	58
	<ul style="list-style-type: none"> <li>• Why things sell online</li> <li>• Growth of E-commerce</li> <li>• How Online Shopping works</li> <li>• Strengths of the business model</li> </ul>	60 62 65 66
8	E-ticketing	69
9	Blogging as a business	71
	<ul style="list-style-type: none"> <li>• Introduction</li> <li>• Facts about blogging</li> <li>• Steps to setup a successful</li> </ul>	72 73 76
10	Challenges to Internet Marketing	78
11	Traditional Marketing v/s Internet Marketing	83
12	Future Of Internet Marketing & Conclusion	83

**EVENT PLANNING, MARKETING & MANAGEMENT  
PROJECT**

ON

**“MAHARASHTRIAN THALI”**

BY

**JAYSHREE FAKIRA THOMBARE**

HEAD OF DEPARTMENT

**PROFESOR- GAURAV MOHITE**

CO -ORDINATOR

**PROFESOR- OMKAR PATHAK**

**THIRD YEAR B.SC (HOSPITALITY STUDIES)**

SUBMITTED TO

**University of Mumbai**



IN THE ACADEMIC YEAR

**2022 -2023**

**THROUGH**

**WADA COLLAGE OF MANAGEMNT AND SCIENCE**

HAROSALE, WADA HAROSALE ROAD, WADA 421303.



**EVENT PLANNING, MARKETING & MANAGEMENT  
PROJECT**

ON

**“MAHARASHTRIAN THALI”**

BY

**JAYSHREE FAKIRA THOMBARE**

HEAD OF DEPARTMENT PROFESOR

**GAURAV MOHITE**

CO -ORDINATOR

**OMKAR PATHAK**

**THIRD YEAR B.SC (HOSPITALITY STUDIES)**

SUBMITTED TO

**University of Mumbai**



IN THE ACADEMIC YEAR

**2022 -2023**

**THROUGH**

**WADA COLLAGE OF MANAGEMNT AND SCIENCE**

HAROSALE, WADA HAROSALE ROAD, WADA 421303.

**EVENT PLANNING, MARKETING & MANAGEMENT  
PROJECT**

**ON**

**“MAHARASHTRIAN THALI”**

**BY**

**JAYSHREE FAKIRA THOMBARE**

**THIRD YEAR B.SC (HOSPITALY STUDIES)**

**An Event Management Project Submitted In Practical  
Fulfillment of the Requirement for The  
Bachelor of Science (Hospitality studies) For The  
University of Mumbai**



## DECLARATION

I **JAYSHREE FAKIRA THOMBARE**, student of Wada Collage of Management and Science hereby declare that I have completed this Event Planning, Marketing project on the “**MAHARASHTRIAN THALI**” in the academic year **2022 -2023**.The information submitted is true and original to the best of my knowledge.

**ENTROLLMENT NO:**

**WADA COLLAGE OF MANAGEMENT AND SCIENCE**

**CERTIFICATE**

This is to certify that **JAYSHREE FAKIRA THOMBARE**, a student of University of Mumbai has submitted the Event management Project on “**MAHARASHTRIAN THALI**”, under my guidelines and supervision, in connection with his **Bachelor Degree in Hospitality Studies**.

**Mr. Omkar Pathak**  
( CO-Ordinator )

**Mr. Gaurav Mohite**  
( Head of department )

Signature of External:

Name of External:

Date:

( Principal)

**Dr. Anjankumar Sahay**



## **ACKNOWLEDGEMENT**

I am highly indebted to my teaching and non-teaching staff for their guidance and constant supervision as well as for providing necessary information regarding “**MAHARASHTRIAN THALI**” (2022-23) and also for their support in completing the project.

Apart from the efforts of myself, the success of any project depends largely on the encourage and guidelines of many other. I take this opportunity to express my gratitude towards my colleagues in developing the project and people who have willingly helped me out with their abilities.

I wish to express my deep sense of gratitude towards my collage principal Dr. Anjankumar Sahay, HOD and all the faculty members for their encouragement, co-operation and learning experience.

**JAYSHREE FAKIRA THOMBARE**

## Content Page

<b>Sr. No.</b>	<b>Particular</b>	<b>Page No.</b>
<b>1</b>	<b>Title of the Event</b>	
<b>2</b>	<b>Designation of the Student for the Event</b>	
<b>3</b>	<b>Department of Operation</b>	
<b>4</b>	<b>Event Objectives/Purpose/Theme</b>	
<b>5</b>	<b>Introduction of the Event</b>	
<b>6</b>	<b>Estimated Budget</b>	
<b>7</b>	<b>Estimated Department Budget Breakup</b>	
<b>8</b>	<b>Target Audience</b>	
<b>9</b>	<b>Sales &amp; Marketing Activity (Generation of Funds for Event)</b>	
<b>10</b>	<b>Publicity &amp; Promotional Activity</b>	
<b>11</b>	<b>Student Organizational Chart</b>	
<b>12</b>	<b>Student Department Chart</b>	
<b>13</b>	<b>Role in Respective Department</b>	
<b>14</b>	<b>Challenges Faced by Student &amp; Overall Team</b>	
<b>15</b>	<b>Maharashtrian Thali Menu</b>	



<b>16</b>	<b>Learning Outcome</b>	
<b>17</b>	<b>Annexure (Photographs)</b>	

***WADA COLLEGE OF MANAGEMENT & SCIENCE***

***Affiliate To Mumbai University***

***NAAC***



***HOTEL MANAGEMENT EVENT***



Title

# “MAHARASHTRIAN THALI”

## HOTEL MANAGEMENT EVENT



# MAHARASHTRIAN THALI

- **Designation of the Student for the Event**

Housekeeping Department Head

- **Department of Operation**

Housekeeping Department



## ➤ **The objective, Purpose and Theme of the Event**

- The purpose of the theme was to develop the skill of planning, organizing, and team work while executing to hospitality invitees and guests.
- The theme was also a change for us to perform at the highest level of our merit as the job and responsibility were on our shoulders.
- To put it in short, the objective was: to provide a Unity, Entertainment, Better Ambience & Better Experience.
- Increase awareness of a venue, tradition, culture, special interests etc.
- Increase community participation.
- Education, Training, and Volunteering programs.
- Validation of community groups and issues.
- Having a very clear of aims and objectives for a host of reasons.
- Aim and objective relate overall intent, strategic direction and purpose of event.

## ➤ **Introduction To the Event**

The food event 2022-23 tag lined “**MAHARASHTRIAN THALI**” was organized by department of Hotel Management of Wada Collage on 1 March 2023.

It is believed that your daily meal should be well-balanced which is why **a traditional Maharashtrian thali will have Rice, Chapati, Dry Vegetables, Curry, lentils, Salad, Pickle, Chutney and a Dessert.** All the flavours like spicy, savoury, sour, bitter and sweet are packed into one plate.

Maharashtrian cuisine is the cuisine of the Marathi people from the Indian state of Maharashtra. We Maharashtra are big time foodies and take pride in our cultural diversity. Maharashtra can never disappoint you, when it comes to food. From lip smacking snacks like vada-paav, Missal, Paav-bhaji, Kande pohe, to Delectable sweets like Ukadiche Modak, Puran-Poli, Basundi, shrikhand, Maharashtrian has a lot to offer food lovers.

The program commenced with welcoming our dignitaries with flower bouquet followed by an introductory speech by our vice principle Mr. Vishal Sir where they spoke on how the W.C.M.S enlighten the students as well as the guest about scope and prospects in hotel industry. Event is based on the available opportunities in hospitality Industry for upcoming collage students.

In this event we aim to do an event in a funny & interesting way & provide better ambience to our guests for dinner.



➤ **Estimated budget of the Event**

<b>Sr. No.</b>	<b>Department</b>	<b>Cost</b>
<b>1</b>	<b>Food Production Department</b>	<b>19,000/-</b>
<b>2</b>	<b>Food &amp; Beverage Service Department</b>	<b>3,880/-</b>
<b>3</b>	<b>Front Office Department</b>	<b>3,210/-</b>
<b>4</b>	<b>Housekeeping Department</b>	<b>1,200/-</b>
	<b>Total Estimated Budget of Events</b>	<b>27,290/-</b>

➤ **Estimated Department Budget Breakup**

**1. Food Production Department**

<b>Sr. No.</b>	<b>Items</b>	<b>Cost</b>
<b>1</b>	<b>Vegetables</b>	<b>1,550/-</b>
<b>2</b>	<b>Store Items</b>	<b>11,700/-</b>
<b>3</b>	<b>Chicken &amp; Seafood</b>	<b>4,750/-</b>
<b>4</b>	<b>Other Expenses</b>	<b>1,000/-</b>
	<b>Total Estimated Budget</b>	<b>19,000/-</b>

**2. Front Office Department**

<b>Sr. No.</b>	<b>Items</b>	<b>Cost</b>
<b>1</b>	<b>Flower Bouquet</b>	<b>1,000/-</b>
<b>2</b>	<b>Banner</b>	<b>700/-</b>
<b>3</b>	<b>Gifts &amp; Decoration</b>	<b>810/-</b>
<b>4</b>	<b>Other Expenses</b>	<b>700/-</b>
	<b>Total Estimated Budget</b>	<b>3,210/-</b>



### 3. Food And Beverage Service Department

<b>Sr. No.</b>	<b>Items</b>	<b>Cost</b>
<b>1</b>	<b>Dinner Plates &amp; Bowls</b>	<b>2,700/-</b>
<b>2</b>	<b>Hand Gloves</b>	<b>280/-</b>
<b>3</b>	<b>Dinner Sets</b>	<b>800/-</b>
<b>4</b>	<b>Others Expenses</b>	<b>100/-</b>
	<b>Total Estimated Budget</b>	<b>3,880/-</b>

### 4. Housekeeping Department

<b>Sr. No.</b>	<b>Items</b>	<b>Cost</b>
<b>1</b>	<b>Handwash</b>	<b>300/-</b>
<b>2</b>	<b>LED Bulbs</b>	<b>400/-</b>
<b>3</b>	<b>Dusters &amp; Garbage Bags</b>	<b>300/-</b>
<b>4</b>	<b>Others Expenses</b>	<b>200/-</b>
<b>5</b>	<b>Total Estimated Budget</b>	<b>1,200/-</b>

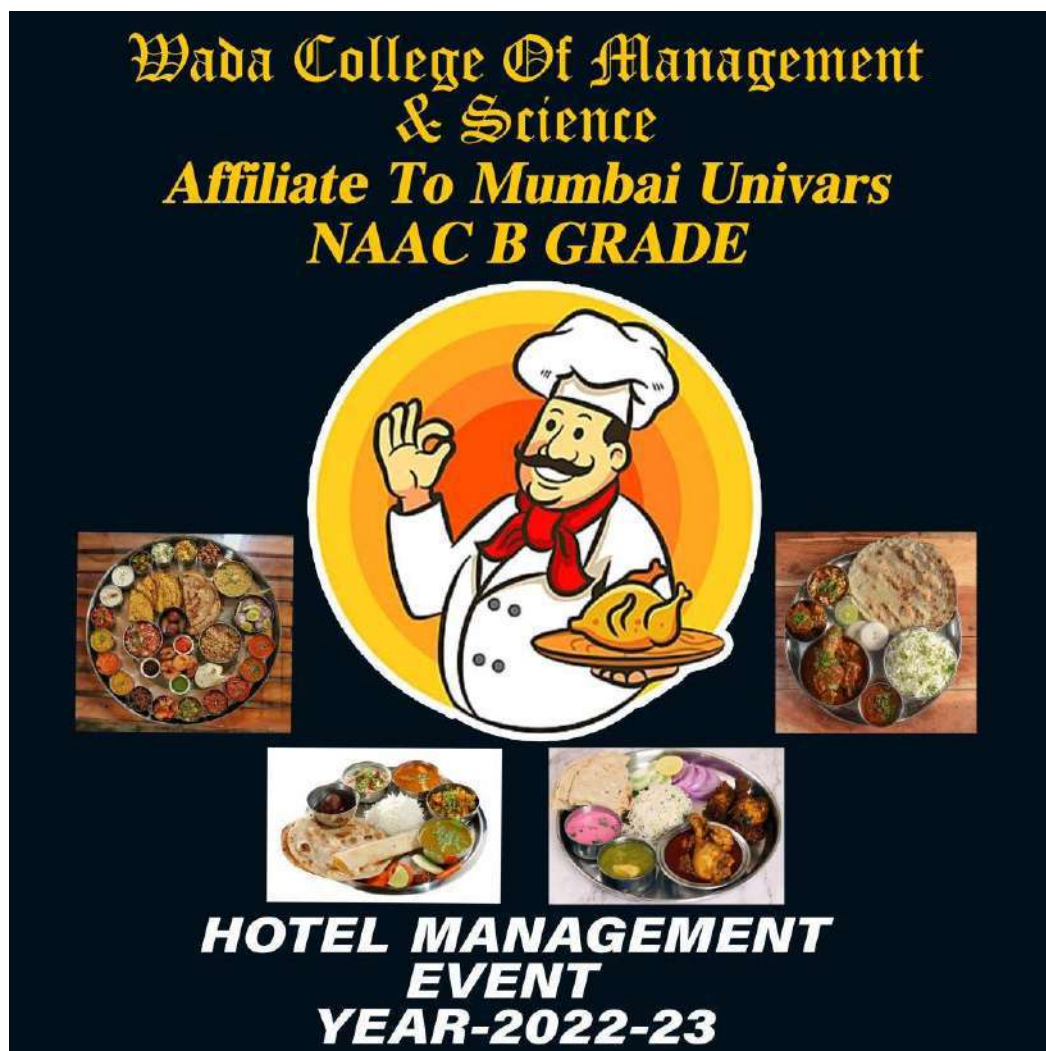
➤ **Target Audience**

- Our target audience was all reputed colleges principle's and their family members.
- Also, the student from different colleges looking for guidance about hospitality industry.



## ➤ Sales & Marketing Activity

- We have this event free of cost for all the guests and student.
- Also, we made an invitation card of the event for marketing.
- We Have done marketing of course Hospitality Studies and the upcoming opportunities in the hotel industry.
- Our event is financed by our college and the students contributed the other expenses and required equipment.



➤ Student Organizational chart

# Hotel Management Department

Food  
Production  
Department

1. Amol Gaikwad  
2. Ajay Waghe  
3. Hemant Yadav

Food &  
Beverage  
Service  
Department

1. Ajay Vadhan  
2. Pratiksha  
Nitnavre  
3. Monish  
Chaudhari

Housekeeping  
Department

1. Vivek Rinjad  
2. Sapna Sutar  
3. Akshay  
Gurav

Front Office  
Department

1. Jayshree  
Thombare  
2. Mandar patil  
3. Manoj pawar  
4. Kisan Mali



➤ **Student Department Chart**

# Food Production Department

**PROF. OMKAR PATHAK**

1. Amol Gaikwad
2. Ajay Waghe
3. Yadav Hemant

# Food & Beverage Service Department

PROF. OMKAR PATHAK

1. Ajay Vadhan
2. Pratiksha Nitnavre
3. Monish Chaudhari



# Housekeeping Department

PROF. GAURAV MOHITE

1. Vivek Rinjad
2. Sapna Sutar
3. Akshay Gurav

# Front Office Department

PROF. GAURAV MOHITE

1. Jayshree Thombare
2. Mandar Patil
3. Kisan Mali



## ➤ **Role in the Respective Department**

### **1) Food Production Team**

- In Event “**MAHARASHTRIAN THALI**” planning and directing food preparation and culinary activities.
- Modifying menus or create new ones that meet quality standards.
- Estimating Food Requirement and food/ labor cost.
- Supervising kitchen and manage staff.
- Rectify arising problems or duties.
- Maintain safety standards.
- Maintain hygiene and quality standards

### **2) F & B Service Team**

- Responsible for ensuring that all food and drink are of the highest quality.
- Designing unique menus, handling customer complaints, creating event policies, complying with food and safety regulation.
- Responsible for overall food and beverage service.
- Develop a relationship with all guests.
- Ensure that guest is satisfied with food and service.
- Assist With marketing event.

### **3) Front Office Team**

- Dealing with guest
- Welcoming & greeting guest.
- Provide a professional and friendly service for guest.
- Timely and accurate customer service.
- Proper mail distribution.
- Record and plan every moment of event.
- Provide all information to guest related to event.

### **4) Housekeeping Team**

- Cleaning of all public areas.
- Maintain cleanliness of all the area.
- Timely & accurate service.
- Planning, organizing and developing of the overall operation of the housekeeping department.
- Distribute the duties to housekeeping team members.
- Disposal of all the waste generated after the event.



➤ **Challenge faced by student and overall team**

- We have faced many challengers before and during the event.
- We lost some time during the start of the day.
- Arranging all the required items for the event, dinner tables arrangement, all perishable food items management are some of the main challenges we faced.
- Then we have done cost cutting so that we can manage to make event in the cost friendly and profitable way.
- Team co-ordination is main issues we engaged in and lost some time.
- Calling vendors and giving required items and making payment for our orders.
- Making guest list and confirming the guest reservations.
- Selection, managing and executing of the event games.
- Handling of dinner service for all the guests and VIP's during candle light dinner.
- Making outline of event in which manner the event is going to happen.
- Cooking the event menu receipt and on-time pickups of dishes.
- Cutting and preparation of vegetables and meat.
- Cleaning of the public area.
- Checking of all the sound and stage equipment before event.

➤ **Maharashtrian Thali Menu**

❖ **Mocktail**

- **Mint Mojito**
- **Blue Berry**

❖ **Starters**

- **Sabudana wada**
- **Wada Pav**
- **Sankarpara**
- **Aalu Vadi**

❖ **Main Course**

**Chicken thali**

- **Varan Bhat**
- **Chicken Kolhapuri**
- **Chicken Tambda Rassa**
- **Kokani Chicken**

**Fish thali**

- **Malvani Fish Fry**
- **Paplet Fry**
- **Roti**
- **Suramai Tawa**



## **Veg Thali**

- **Vangyachi Bharit**
- **Batata Sukhi Bhaji**
- **Jawar Bhakari**

### **❖ Dessert**

- **Puran Poli**
- **Sevaychi Kheer**

➤ **Learning Outcome**

- Students will be able to perform all the given work with perfection.
- Students will understand budgeting, financing and human resource planning.
- Students observed how all the department works together in event planning and management.
- Students can utilize interpersonal skill to manage hospitality service
- Student will be able to develop interest in potential area and work to learn management skill through group co-operation.



**Wada College Of Management  
& Science  
Affiliate To Mumbai Univars  
NAAC B GRADE**



**HOTEL MANAGEMENT  
EVENT  
YEAR-2022-23**

❖ Welcome Drink





❖ Starters









❖ Main Course

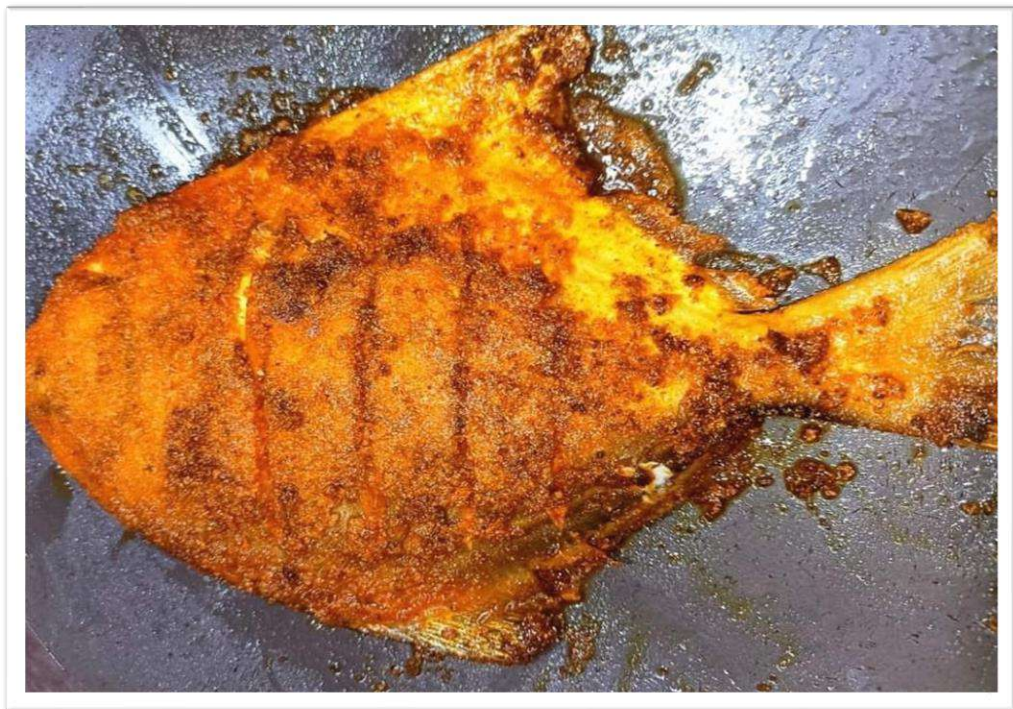
- Chicken Thali







- **Fish Thali**

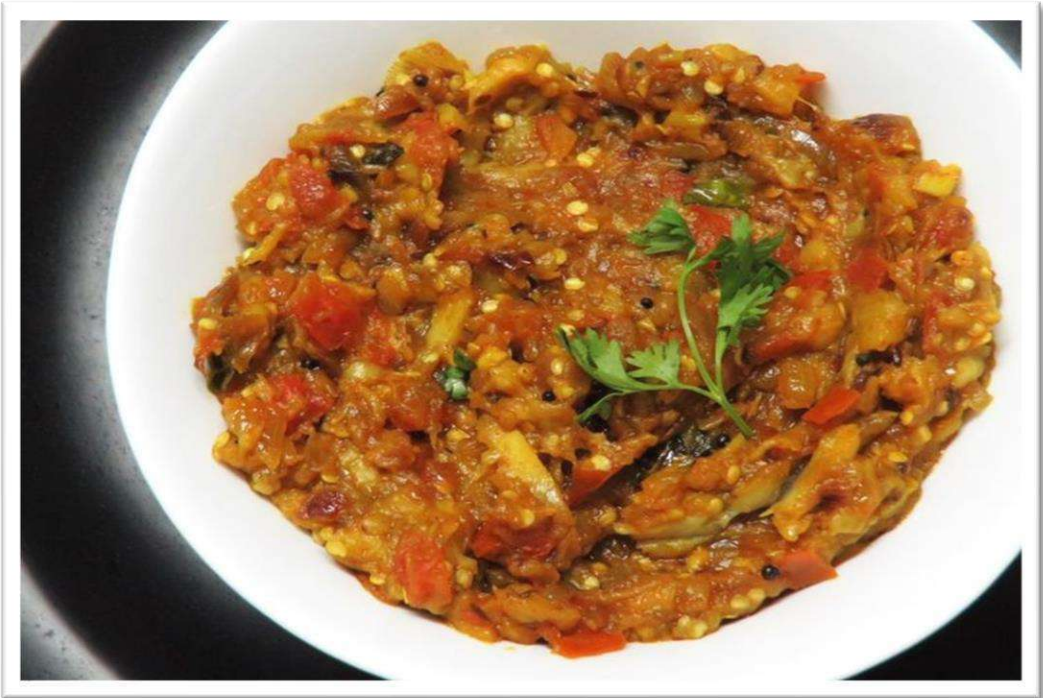








❖ Veg Thali







❖ Dessert



## Annexure



**Hotel management Department Professors & Students  
( Wada Collage Of Management And Science )**





**FOOD PRODUCTION DEPARTMENT ( T.Y B.SC H.S )**



**FRONT OFFICE DEPARTMENT ( T.Y B. SC H.S )**





**HOUSEKEEPING DEPARTMENT TY BSC HS**



**FOOD & BEVERAGE SERVICE DEPARTMENT ( T.Y B.SC H.S )**





**Prof. Mohite Sir Giving Guidance About Event**



**Preparation Of Food In Kitchen During Event**





**Table Set-up & Service During Event**



**Speech And Dancing Event**



**EVENT PLANNING, MARKETING & MANAGEMENT  
PROJECT**

ON

**“MAHARASHTRIAN THALI”**

BY

**AJAY SHANKAR VADHAN**

HEAD OF DEPARTMENT

**PROFESOR- GAURAV MOHITE**

CO -ORDINATOR

**PROFESOR- OMKAR PATHAK**

**THIRD YEAR B.SC (HOSPITALITY STUDIES)**

SUBMITTED TO

**University of Mumbai**



IN THE ACADEMIC YEAR

**2022 -2023**

**THROUGH**

**WADA COLLAGE OF MANAGEMNT AND SCIENCE**

HAROSALE, WADA HAROSALE ROAD, WADA 421303.

**EVENT PLANNING, MARKETING & MANAGEMENT  
PROJECT**

ON

**“MAHARASHTRIAN THALI”**

BY

**AJAY SHANKAR VADHAN**

HEAD OF DEPARTMENT PROFESOR

**GAURAV MOHITE**

CO -ORDINATOR

**OMKAR PATHAK**

**THIRD YEAR B.SC (HOSPITALITY STUDIES)**

SUBMITTED TO

**University of Mumbai**



IN THE ACADEMIC YEAR

**2022 -2023**

**THROUGH**

**WADA COLLAGE OF MANAGEMNT AND SCIENCE**

HAROSALE, WADA HAROSALE ROAD, WADA 421303.



**EVENT PLANNING, MARKETING & MANAGEMENT  
PROJECT**

**ON**

**“MAHARASHTRIAN THALI”**

**BY**

**AJAY SHANKAR VADHAN**

**THIRD YEAR B.SC (HOSPITALY STUDIES)**

**An Event Management Project Submitted In Practical  
Fulfillment of the Requirement for The  
Bachelor of Science (Hospitality studies) For The  
University of Mumbai**

## **DECLARATION**

I **AJAY SHANKAR VADHAN**, student of Wada Collage of Management and Science hereby declare that I have completed this Event Planning, Marketing project on the “**MAHARASHTRIAN THALI**” in the academic year **2022 - 2023**.The information submitted is true and original to the best of my knowledge.

**ENTROLLMENT NO:**



**WADA COLLAGE OF MANAGEMENT AND SCIENCE**

**CERTIFICATE**

This is to certify that **AJAY SHANKAR VADHAN**, a student of University of Mumbai has submitted the Event management Project on “**MAHARASHTRIAN THALI**”, under my guidelines and supervision, in connection with his **Bachelor Degree in Hospitality Studies**.

**Mr. Omkar Pathak**  
( CO-Ordinator )

**Mr. Gaurav Mohite**  
( Head of department )

Signature of External:

Name of External:

Date:

( Principal)

**Dr. Anjankumar Sahay**

## **ACKNOWLEDGEMENT**

I am highly indebted to my teaching and non-teaching staff for their guidance and constant supervision as well as for providing necessary information regarding “**MAHARASHTRIAN THALI**” (2022-23) and also for their support in completing the project.

Apart from the efforts of myself, the success of any project depends largely on the encourage and guidelines of many other. I take this opportunity to express my gratitude towards my colleagues in developing the project and people who have willingly helped me out with their abilities.

I wish to express my deep sense of gratitude towards my collage principal Dr. Anjankumar Sahay, HOD and all the faculty members for their encouragement, co-operation and learning experience.

**AJAY SHANKAR VADHAN**



## Content Page

<b>Sr. No.</b>	<b>Particular</b>	<b>Page No.</b>
<b>1</b>	<b>Title of the Event</b>	
<b>2</b>	<b>Designation of the Student for the Event</b>	
<b>3</b>	<b>Department of Operation</b>	
<b>4</b>	<b>Event Objectives/Purpose/Theme</b>	
<b>5</b>	<b>Introduction of the Event</b>	
<b>6</b>	<b>Estimated Budget</b>	
<b>7</b>	<b>Estimated Department Budget Breakup</b>	
<b>8</b>	<b>Target Audience</b>	
<b>9</b>	<b>Sales &amp; Marketing Activity (Generation of Funds for Event)</b>	
<b>10</b>	<b>Publicity &amp; Promotional Activity</b>	
<b>11</b>	<b>Student Organizational Chart</b>	
<b>12</b>	<b>Student Department Chart</b>	
<b>13</b>	<b>Role in Respective Department</b>	
<b>14</b>	<b>Challenges Faced by Student &amp; Overall Team</b>	
<b>15</b>	<b>Maharashtrian Thali Menu</b>	

<b>16</b>	<b>Learning Outcome</b>	
<b>17</b>	<b>Annexure (Photographs)</b>	



***WADA COLLEGE OF MANAGEMENT & SCIENCE***

***Affiliate To Mumbai University***

***NAAC***



***HOTEL MANAGEMENT EVENT***

Title

# “MAHARASHTRIAN THALI”

## HOTEL MANAGEMENT EVENT



# MAHARASHTRIAN THALI



- **Designation of the Student for the Event**

Housekeeping Department Head

- **Department of Operation**

Housekeeping Department

### ➤ **The objective, Purpose and Theme of the Event**

- The purpose of the theme was to develop the skill of planning, organizing, and team work while executing to hospitality invitees and guests.
- The theme was also a change for us to perform at the highest level of our merit as the job and responsibility were on our shoulders.
- To put it in short, the objective was: to provide a Unity, Entertainment, Better Ambience & Better Experience.
- Increase awareness of a venue, tradition, culture, special interests etc.
- Increase community participation.
- Education, Training, and Volunteering programs.
- Validation of community groups and issues.
- Having a very clear of aims and objectives for a host of reasons.
- Aim and objective relate overall intent, strategic direction and purpose of event.



## ➤ Introduction To the Event

The food event 2022-23 tag lined “**MAHARASHTRIAN THALI**” was organized by department of Hotel Management of Wada Collage on 1 March 2023.

It is believed that your daily meal should be well-balanced which is why **a traditional Maharashtrian thali will have Rice, Chapati, Dry Vegetables, Curry, lentils, Salad, Pickle, Chutney and a Dessert.** All the flavours like spicy, savoury, sour, bitter and sweet are packed into one plate.

Maharashtrian cuisine is the cuisine of the Marathi people from the Indian state of Maharashtra. We Maharashtra are big time foodies and take pride in our cultural diversity. Maharashtra can never disappoint you, when it comes to food. From lip smacking snacks like vada-paav, Missal, Paav-bhaji, Kande pohe, to Delectable sweets like Ukadiche Modak, Puran-Poli, Basundi, shrikhand, Maharashtrian has a lot to offer food lovers.

The program commenced with welcoming our dignitaries with flower bouquet followed by an introductory speech by our vice principle Mr. Vishal Sir where they spoke on how the W.C.M.S enlighten the students as well as the guest about scope and prospects in hotel industry. Event is based on the available opportunities in hospitality Industry for upcoming collage students.

In this event we aim to do an event in a funny & interesting way & provide better ambience to our guests for dinner.

➤ **Estimated budget of the Event**

<b>Sr. No.</b>	<b>Department</b>	<b>Cost</b>
<b>1</b>	<b>Food Production Department</b>	<b>19,000/-</b>
<b>2</b>	<b>Food &amp; Beverage Service Department</b>	<b>3,880/-</b>
<b>3</b>	<b>Front Office Department</b>	<b>3,210/-</b>
<b>4</b>	<b>Housekeeping Department</b>	<b>1,200/-</b>
	<b>Total Estimated Budget of Events</b>	<b>27,290/-</b>



➤ **Estimated Department Budget Breakup**

**1. Food Production Department**

<b>Sr. No.</b>	<b>Items</b>	<b>Cost</b>
<b>1</b>	<b>Vegetables</b>	<b>1,550/-</b>
<b>2</b>	<b>Store Items</b>	<b>11,700/-</b>
<b>3</b>	<b>Chicken &amp; Seafood</b>	<b>4,750/-</b>
<b>4</b>	<b>Other Expenses</b>	<b>1,000/-</b>
	<b>Total Estimated Budget</b>	<b>19,000/-</b>

**2. Front Office Department**

<b>Sr. No.</b>	<b>Items</b>	<b>Cost</b>
<b>1</b>	<b>Flower Bouquet</b>	<b>1,000/-</b>
<b>2</b>	<b>Banner</b>	<b>700/-</b>
<b>3</b>	<b>Gifts &amp; Decoration</b>	<b>810/-</b>
<b>4</b>	<b>Other Expenses</b>	<b>700/-</b>
	<b>Total Estimated Budget</b>	<b>3,210/-</b>

### 3. Food And Beverage Service Department

<b>Sr. No.</b>	<b>Items</b>	<b>Cost</b>
<b>1</b>	<b>Dinner Plates &amp; Bowls</b>	<b>2,700/-</b>
<b>2</b>	<b>Hand Gloves</b>	<b>280/-</b>
<b>3</b>	<b>Dinner Sets</b>	<b>800/-</b>
<b>4</b>	<b>Others Expenses</b>	<b>100/-</b>
	<b>Total Estimated Budget</b>	<b>3,880/-</b>

### 4. Housekeeping Department

<b>Sr. No.</b>	<b>Items</b>	<b>Cost</b>
<b>1</b>	<b>Handwash</b>	<b>300/-</b>
<b>2</b>	<b>LED Bulbs</b>	<b>400/-</b>
<b>3</b>	<b>Dusters &amp; Garbage Bags</b>	<b>300/-</b>
<b>4</b>	<b>Others Expenses</b>	<b>200/-</b>
<b>5</b>	<b>Total Estimated Budget</b>	<b>1,200/-</b>

➤ **Target Audience**


- Our target audience was all reputed colleges principle's and their family members.
- Also, the student from different colleges looking for guidance about hospitality industry.



➤ **Sales & Marketing Activity**

- We have this event free of cost for all the guests and student.
- Also, we made an invitation card of the event for marketing.
- We Have done marketing of course Hospitality Studies and the upcoming opportunities in the hotel industry.
- Our event is financed by our college and the students contributed the other expenses and required equipment.

**Wada College Of Management  
& Science**  
**Affiliate To Mumbai Univars**  
**NAAC B GRADE**



**HOTEL MANAGEMENT  
EVENT  
YEAR-2022-23**

➤ Student Organizational chart

# Hotel Management Department

Food  
Production  
Department

1. Amol Gaikwad  
2. Ajay Waghe  
3. Hemant Yadav

Food &  
Beverage  
Service  
Department

1. Ajay Vadhan  
2. Pratiksha  
Nitnavre  
3. Monish  
Chaudhari

Housekeeping  
Department

1. Vivek Rinjad  
2. Sapna Sutar  
3. Akshay  
Gurav

Front Office  
Department

1. Jayshree  
Thombare  
2. Mandar patil  
3. Manoj pawar  
4. Kisan Mali

➤ **Student Department Chart**

# Food Production Department

**PROF. OMKAR PATHAK**

1. Amol Gaikwad
2. Ajay Waghe
3. Yadav Hemant



# Food & Beverage Service Department

PROF. OMKAR PATHAK

1. Ajay Vadhan
2. Pratiksha Nitnavre
3. Monish Chaudhari

# Housekeeping Department

PROF. GAURAV MOHITE

1. Vivek Rinjad
2. Sapna Sutar
3. Akshay Gurav

# Front Office Department

PROF. GAURAV MOHITE

1. Jayshree Thombare
2. Mandar Patil
3. Kisan Mali



## ➤ **Role in the Respective Department**

### **1) Food Production Team**

- In Event “**MAHARASHTRIAN THALI**” planning and directing food preparation and culinary activities.
- Modifying menus or create new ones that meet quality standards.
- Estimating Food Requirement and food/ labor cost.
- Supervising kitchen and manage staff.
- Rectify arising problems or duties.
- Maintain safety standards.
- Maintain hygiene and quality standards

### **2) F & B Service Team**

- Responsible for ensuring that all food and drink are of the highest quality.
- Designing unique menus, handling customer complaints, creating event policies, complying with food and safety regulation.
- Responsible for overall food and beverage service.
- Develop a relationship with all guests.
- Ensure that guest is satisfied with food and service.
- Assist With marketing event.

### **3) Front Office Team**

- Dealing with guest
- Welcoming & greeting guest.
- Provide a professional and friendly service for guest.
- Timely and accurate customer service.
- Proper mail distribution.
- Record and plan every moment of event.
- Provide all information to guest related to event.

### **4) Housekeeping Team**

- Cleaning of all public areas.
- Maintain cleanliness of all the area.
- Timely & accurate service.
- Planning, organizing and developing of the overall operation of the housekeeping department.
- Distribute the duties to housekeeping team members.
- Disposal of all the waste generated after the event.

➤ **Challenge faced by student and overall team**

- We have faced many challengers before and during the event.
- We lost some time during the start of the day.
- Arranging all the required items for the event, dinner tables arrangement, all perishable food items management are some of the main challenges we faced.
- Then we have done cost cutting so that we can manage to make event in the cost friendly and profitable way.
- Team co-ordination is main issues we engaged in and lost some time.
- Calling vendors and giving required items and making payment for our orders.
- Making guest list and confirming the guest reservations.
- Selection, managing and executing of the event games.
- Handling of dinner service for all the guests and VIP's during candle light dinner.
- Making outline of event in which manner the event is going to happen.
- Cooking the event menu receipt and on-time pickups of dishes.
- Cutting and preparation of vegetables and meat.
- Cleaning of the public area.
- Checking of all the sound and stage equipment before event.



➤ **Maharashtrian Thali Menu**

❖ **Mocktail**

- **Mint Mojito**
- **Blue Berry**

❖ **Starters**

- **Sabudana wada**
- **Wada Pav**
- **Sankarpara**
- **Aalu Vadi**

❖ **Main Course**

**Chicken thali**

- **Varan Bhat**
- **Chicken Kolhapuri**
- **Chicken Tambda Rassa**
- **Kokani Chicken**

**Fish thali**

- **Malvani Fish Fry**
- **Paplet Fry**
- **Roti**
- **Suramai Tawa**

## **Veg Thali**

- **Vangyachi Bharit**
- **Batata Sukhi Bhaji**
- **Jawar Bhakari**

### **❖ Dessert**

- **Puran Poli**
- **Sevaychi Kheer**

➤ **Learning Outcome**

- Students will be able to perform all the given work with perfection.
- Students will understand budgeting, financing and human resource planning.
- Students observed how all the department works together in event planning and management.
- Students can utilize interpersonal skill to manage hospitality service
- Student will be able to develop interest in potential area and work to learn management skill through group co-operation.



**Wada College Of Management  
& Science  
Affiliate To Mumbai Univars  
NAAC B GRADE**



**HOTEL MANAGEMENT  
EVENT  
YEAR-2022-23**

❖ Welcome Drink





❖ Starters









❖ Main Course

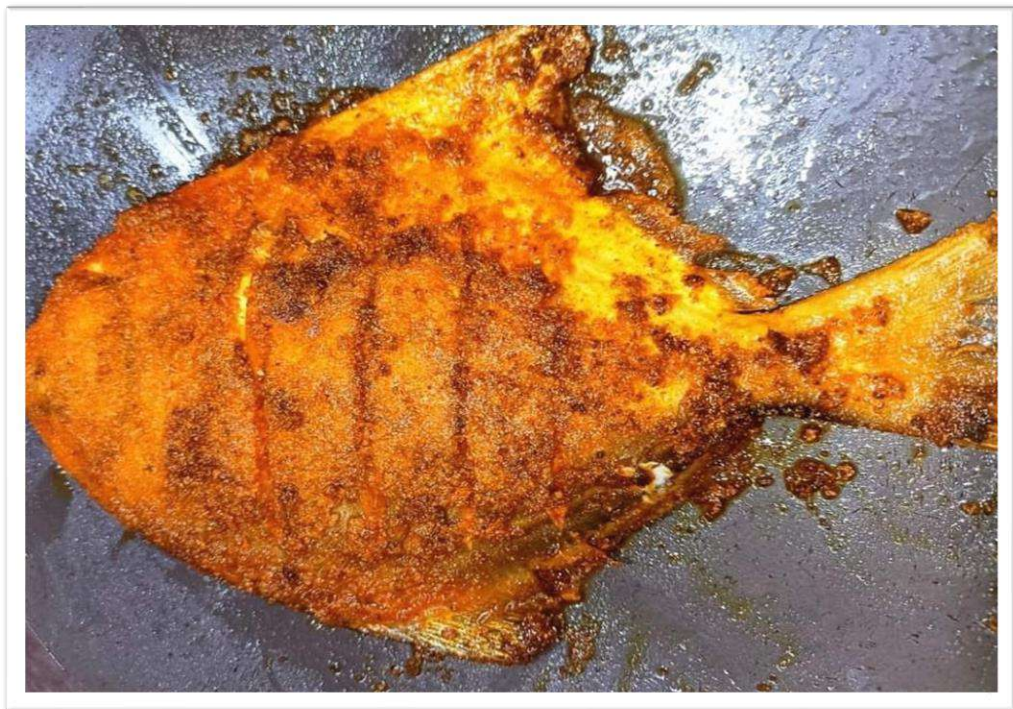
- Chicken Thali







- **Fish Thali**







❖ Veg Thali







❖ Dessert



## Annexure



**Hotel management Department Professors & Students  
( Wada Collage Of Management And Science )**





**FOOD PRODUCTION DEPARTMENT ( T.Y B.SC H.S )**



**FRONT OFFICE DEPARTMENT ( T.Y B. SC H.S )**



**HOUSEKEEPING DEPARTMENT TY BSC HS**





**FOOD & BEVERAGE SERVICE DEPARTMENT ( T.Y B.SC H.S )**



**Prof. Mohite Sir Giving Guidance About Event**





**Preparation Of Food In Kitchen During Event**





**Table Set-up & Service During Event**



**Speech And Dancing Event**

**EVENT PLANNING, MARKETING & MANAGEMENT  
PROJECT**

ON

**“MAHARASHTRIAN THALI”**

BY

**AJAY DASHRATH WAGHE**

HEAD OF DEPARTMENT

**PROFESOR- GAURAV MOHITE**

CO -ORDINATOR

**PROFESOR- OMKAR PATHAK**

**THIRD YEAR B.SC (HOSPITALITY STUDIES)**

SUBMITTED TO

**University of Mumbai**



IN THE ACADEMIC YEAR

**2022 -2023**

**THROUGH**

**WADA COLLAGE OF MANAGEMNT AND SCIENCE**

HAROSALE, WADA HAROSALE ROAD, WADA 421303.



**EVENT PLANNING, MARKETING & MANAGEMENT  
PROJECT**

ON

**“MAHARASHTRIAN THALI”**

BY

**AJAY DASHRATH WAGHE**

HEAD OF DEPARTMENT PROFESOR

**GAURAV MOHITE**

CO -ORDINATOR

**OMKAR PATHAK**

**THIRD YEAR B.SC (HOSPITALITY STUDIES)**

SUBMITTED TO

**University of Mumbai**



IN THE ACADEMIC YEAR

**2022 -2023**

THROUGH

**WADA COLLAGE OF MANAGEMNT AND SCIENCE**

HAROSALE, WADA HAROSALE ROAD, WADA 421303.

**EVENT PLANNING, MARKETING & MANAGEMENT**

**PROJECT**

**ON**

**“MAHARASHTRIAN THALI”**

**BY**

**AJAY DASHRATH WAGHE**

**THIRD YEAR B.SC (HOSPITALY STUDIES)**

**An Event Management Project Submitted In Practical  
Fulfillment of the Requirement for The  
Bachelor of Science (Hospitality studies) For The  
University of Mumbai**

## **DECLARATION**

I **AJAY DASHRATH WAGHE**, student of Wada Collage of Management and Science hereby declare that I have completed this Event Planning, Marketing project on the “**MAHARASHTRIAN THALI**” in the academic year **2022 - 2023**.The information submitted is true and original to the best of my knowledge.

**ENTROLLMENT NO:**



**WADA COLLAGE OF MANAGEMENT AND SCIENCE**

**CERTIFICATE**

This is to certify that **AJAY DASHRATH WAGHE**, a student of University of Mumbai has submitted the Event management Project on “**MAHARASHTRIAN THALI**”, under my guidelines and supervision, in connection with his **Bachelor Degree in Hospitality Studies**.

**Mr. Omkar Pathak**  
( CO-Ordinator )

**Mr. Gaurav Mohite**  
( Head of department )

Signature of External:

Name of External:

Date:

( Principal)

**Dr. Anjankumar Sahay**

## **ACKNOWLEDGEMENT**

I am highly indebted to my teaching and non-teaching staff for their guidance and constant supervision as well as for providing necessary information regarding “**MAHARASHTRIAN THALI**” (2022-23) and also for their support in completing the project.

Apart from the efforts of myself, the success of any project depends largely on the encourage and guidelines of many other. I take this opportunity to express my gratitude towards my colleagues in developing the project and people who have willingly helped me out with their abilities.

I wish to express my deep sense of gratitude towards my collage principal Dr. Anjankumar Sahay, HOD and all the faculty members for their encouragement, co-operation and learning experience.

**AJAY DASHRATH WAGHE**

## Content Page

<b>Sr. No.</b>	<b>Particular</b>	<b>Page No.</b>
<b>1</b>	<b>Title of the Event</b>	
<b>2</b>	<b>Designation of the Student for the Event</b>	
<b>3</b>	<b>Department of Operation</b>	
<b>4</b>	<b>Event Objectives/Purpose/Theme</b>	
<b>5</b>	<b>Introduction of the Event</b>	
<b>6</b>	<b>Estimated Budget</b>	
<b>7</b>	<b>Estimated Department Budget Breakup</b>	
<b>8</b>	<b>Target Audience</b>	
<b>9</b>	<b>Sales &amp; Marketing Activity (Generation of Funds for Event)</b>	
<b>10</b>	<b>Publicity &amp; Promotional Activity</b>	
<b>11</b>	<b>Student Organizational Chart</b>	
<b>12</b>	<b>Student Department Chart</b>	
<b>13</b>	<b>Role in Respective Department</b>	
<b>14</b>	<b>Challenges Faced by Student &amp; Overall Team</b>	
<b>15</b>	<b>Maharashtrian Thali Menu</b>	



<b>16</b>	<b>Learning Outcome</b>	
<b>17</b>	<b>Annexure (Photographs)</b>	

***WADA COLLEGE OF MANAGEMENT & SCIENCE***

***Affiliate To Mumbai University***

***NAAC***



***HOTEL MANAGEMENT EVENT***

Title

# “MAHARASHTRIAN THALI”

## HOTEL MANAGEMENT EVENT



# MAHARASHTRIAN THALI



- **Designation of the Student for the Event**

Housekeeping Department Head

- **Department of Operation**

Housekeeping Department

## ➤ **The objective, Purpose and Theme of the Event**

- The purpose of the theme was to develop the skill of planning, organizing, and team work while executing to hospitality invitees and guests.
- The theme was also a change for us to perform at the highest level of our merit as the job and responsibility were on our shoulders.
- To put it in short, the objective was: to provide a Unity, Entertainment, Better Ambience & Better Experience.
- Increase awareness of a venue, tradition, culture, special interests etc.
- Increase community participation.
- Education, Training, and Volunteering programs.
- Validation of community groups and issues.
- Having a very clear of aims and objectives for a host of reasons.
- Aim and objective relate overall intent, strategic direction and purpose of event.

## ➤ Introduction To the Event

The food event 2022-23 tag lined “**MAHARASHTRIAN THALI**” was organized by department of Hotel Management of Wada Collage on 1 March 2023.

It is believed that your daily meal should be well-balanced which is why **a traditional Maharashtrian thali will have Rice, Chapati, Dry Vegetables, Curry, lentils, Salad, Pickle, Chutney and a Dessert.** All the flavours like spicy, savoury, sour, bitter and sweet are packed into one plate.

Maharashtrian cuisine is the cuisine of the Marathi people from the Indian state of Maharashtra. We Maharashtra are big time foodies and take pride in our cultural diversity. Maharashtra can never disappoint you, when it comes to food. From lip smacking snacks like vada-paav, Missal, Paav-bhaji, Kande pohe, to Delectable sweets like Ukadiche Modak, Puran-Poli, Basundi, shrikhand, Maharashtrian has a lot to offer food lovers.

The program commenced with welcoming our dignitaries with flower bouquet followed by an introductory speech by our vice principle Mr. Vishal Sir where they spoke on how the W.C.M.S enlighten the students as well as the guest about scope and prospects in hotel industry. Event is based on the available opportunities in hospitality Industry for upcoming collage students.

In this event we aim to do an event in a funny & interesting way & provide better ambience to our guests for dinner.



➤ **Estimated budget of the Event**

<b>Sr. No.</b>	<b>Department</b>	<b>Cost</b>
<b>1</b>	<b>Food Production Department</b>	<b>19,000/-</b>
<b>2</b>	<b>Food &amp; Beverage Service Department</b>	<b>3,880/-</b>
<b>3</b>	<b>Front Office Department</b>	<b>3,210/-</b>
<b>4</b>	<b>Housekeeping Department</b>	<b>1,200/-</b>
	<b>Total Estimated Budget of Events</b>	<b>27,290/-</b>

➤ **Estimated Department Budget Breakup**

**1. Food Production Department**

<b>Sr. No.</b>	<b>Items</b>	<b>Cost</b>
<b>1</b>	<b>Vegetables</b>	<b>1,550/-</b>
<b>2</b>	<b>Store Items</b>	<b>11,700/-</b>
<b>3</b>	<b>Chicken &amp; Seafood</b>	<b>4,750/-</b>
<b>4</b>	<b>Other Expenses</b>	<b>1,000/-</b>
	<b>Total Estimated Budget</b>	<b>19,000/-</b>

**2. Front Office Department**

<b>Sr. No.</b>	<b>Items</b>	<b>Cost</b>
<b>1</b>	<b>Flower Bouquet</b>	<b>1,000/-</b>
<b>2</b>	<b>Banner</b>	<b>700/-</b>
<b>3</b>	<b>Gifts &amp; Decoration</b>	<b>810/-</b>
<b>4</b>	<b>Other Expenses</b>	<b>700/-</b>
	<b>Total Estimated Budget</b>	<b>3,210/-</b>

### 3. Food And Beverage Service Department

<b>Sr. No.</b>	<b>Items</b>	<b>Cost</b>
<b>1</b>	<b>Dinner Plates &amp; Bowls</b>	<b>2,700/-</b>
<b>2</b>	<b>Hand Gloves</b>	<b>280/-</b>
<b>3</b>	<b>Dinner Sets</b>	<b>800/-</b>
<b>4</b>	<b>Others Expenses</b>	<b>100/-</b>
	<b>Total Estimated Budget</b>	<b>3,880/-</b>

### 4. Housekeeping Department

<b>Sr. No.</b>	<b>Items</b>	<b>Cost</b>
<b>1</b>	<b>Handwash</b>	<b>300/-</b>
<b>2</b>	<b>LED Bulbs</b>	<b>400/-</b>
<b>3</b>	<b>Dusters &amp; Garbage Bags</b>	<b>300/-</b>
<b>4</b>	<b>Others Expenses</b>	<b>200/-</b>
<b>5</b>	<b>Total Estimated Budget</b>	<b>1,200/-</b>

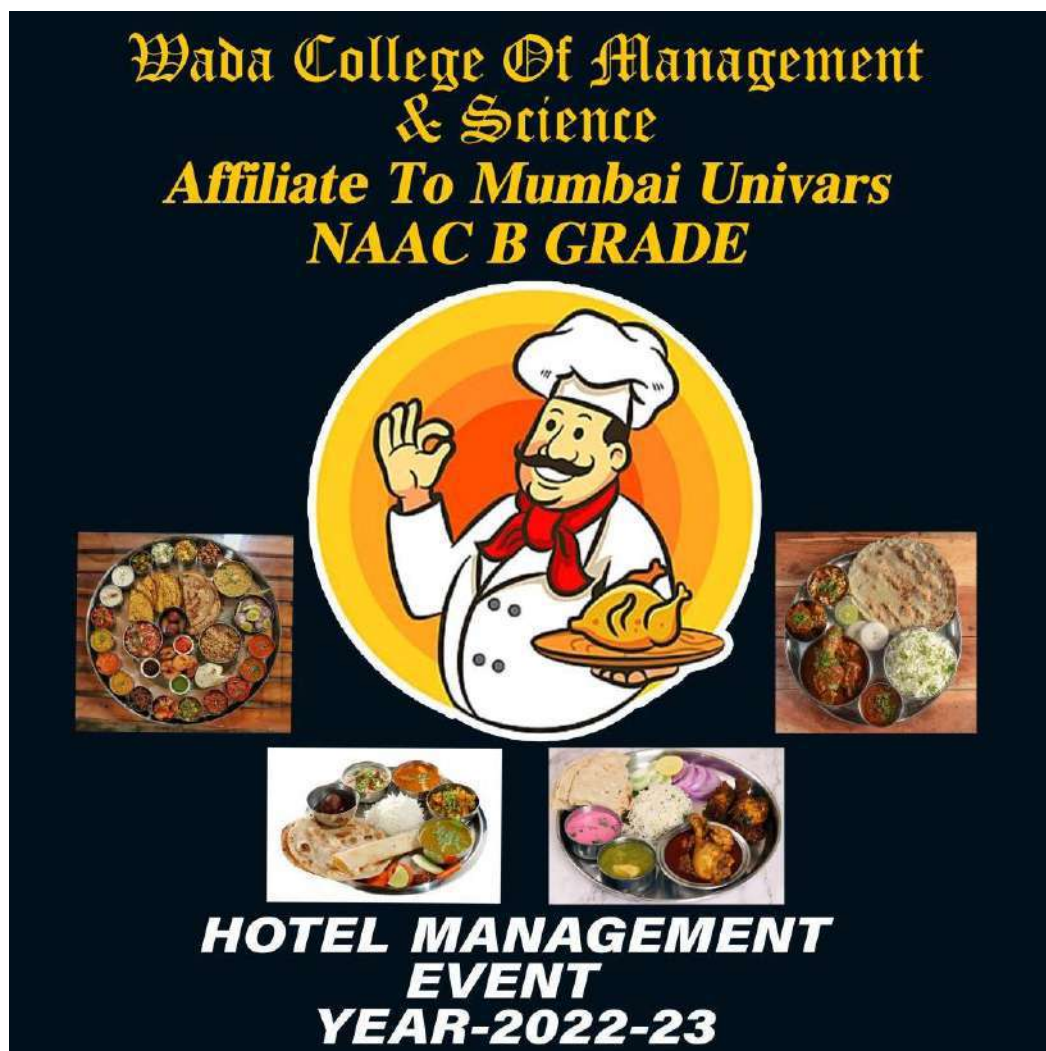


➤ **Target Audience**

- Our target audience was all reputed colleges principle's and their family members.
- Also, the student from different colleges looking for guidance about hospitality industry.

## ➤ Sales & Marketing Activity

- We have this event free of cost for all the guests and student.
- Also, we made an invitation card of the event for marketing.
- We Have done marketing of course Hospitality Studies and the upcoming opportunities in the hotel industry.
- Our event is financed by our college and the students contributed the other expenses and required equipment.



➤ **Student Organizational chart**

# Hotel Management Department

Food  
Production  
Department

1. Amol Gaikwad  
2. Ajay Waghe  
3. Hemant Yadav

Food &  
Beverage  
Service  
Department

1. Ajay Vadhan  
2. Pratiksha  
Nitnavre  
3. Monish  
Chaudhari

Housekeeping  
Department

1. Vivek Rinjad  
2. Sapna Sutar  
3. Akshay  
Gurav

Front Office  
Department

1. Jayshree  
Thombare  
2. Mandar patil  
3. Manoj pawar  
4. Kisan Mali



➤ **Student Department Chart**

# Food Production Department

**PROF. OMKAR PATHAK**

1. Amol Gaikwad
2. Ajay Waghe
3. Yadav Hemant

# Food & Beverage Service Department

**PROF. OMKAR PATHAK**

1. Ajay Vadhan
2. Pratiksha Nitnavre
3. Monish Chaudhari

# Housekeeping Department

PROF. GAURAV MOHITE

1. Vivek Rinjad
2. Sapna Sutar
3. Akshay Gurav



# Front Office Department

PROF. GAURAV MOHITE

1. Jayshree Thombare
2. Mandar Patil
3. Kisan Mali

## ➤ **Role in the Respective Department**

### **1) Food Production Team**

- In Event “**MAHARASHTRIAN THALI**” planning and directing food preparation and culinary activities.
- Modifying menus or create new ones that meet quality standards.
- Estimating Food Requirement and food/ labor cost.
- Supervising kitchen and manage staff.
- Rectify arising problems or duties.
- Maintain safety standards.
- Maintain hygiene and quality standards

### **2) F & B Service Team**

- Responsible for ensuring that all food and drink are of the highest quality.
- Designing unique menus, handling customer complaints, creating event policies, complying with food and safety regulation.
- Responsible for overall food and beverage service.
- Develop a relationship with all guests.
- Ensure that guest is satisfied with food and service.
- Assist With marketing event.

### **3) Front Office Team**

- Dealing with guest
- Welcoming & greeting guest.
- Provide a professional and friendly service for guest.
- Timely and accurate customer service.
- Proper mail distribution.
- Record and plan every moment of event.
- Provide all information to guest related to event.

### **4) Housekeeping Team**

- Cleaning of all public areas.
- Maintain cleanliness of all the area.
- Timely & accurate service.
- Planning, organizing and developing of the overall operation of the housekeeping department.
- Distribute the duties to housekeeping team members.
- Disposal of all the waste generated after the event.



➤ **Challenge faced by student and overall team**

- We have faced many challengers before and during the event.
- We lost some time during the start of the day.
- Arranging all the required items for the event, dinner tables arrangement, all perishable food items management are some of the main challenges we faced.
- Then we have done cost cutting so that we can manage to make event in the cost friendly and profitable way.
- Team co-ordination is main issues we engaged in and lost some time.
- Calling vendors and giving required items and making payment for our orders.
- Making guest list and confirming the guest reservations.
- Selection, managing and executing of the event games.
- Handling of dinner service for all the guests and VIP's during candle light dinner.
- Making outline of event in which manner the event is going to happen.
- Cooking the event menu receipt and on-time pickups of dishes.
- Cutting and preparation of vegetables and meat.
- Cleaning of the public area.
- Checking of all the sound and stage equipment before event.

➤ **Maharashtrian Thali Menu**

❖ **Mocktail**

- **Mint Mojito**
- **Blue Berry**

❖ **Starters**

- **Sabudana wada**
- **Wada Pav**
- **Sankarpara**
- **Aalu Vadi**

❖ **Main Course**

**Chicken thali**

- **Varan Bhat**
- **Chicken Kolhapuri**
- **Chicken Tambda Rassa**
- **Kokani Chicken**

**Fish thali**

- **Malvani Fish Fry**
- **Paplet Fry**
- **Roti**
- **Suramai Tawa**

## **Veg Thali**

- **Vangyachi Bharit**
- **Batata Sukhi Bhaji**
- **Jawar Bhakari**

### **❖ Dessert**

- **Puran Poli**
- **Sevaychi Kheer**



➤ **Learning Outcome**

- Students will be able to perform all the given work with perfection.
- Students will understand budgeting, financing and human resource planning.
- Students observed how all the department works together in event planning and management.
- Students can utilize interpersonal skill to manage hospitality service
- Student will be able to develop interest in potential area and work to learn management skill through group co-operation.

**Wada College Of Management  
& Science  
Affiliate To Mumbai Univars  
NAAC B GRADE**



**HOTEL MANAGEMENT  
EVENT  
YEAR-2022-23**

❖ Welcome Drink





❖ Starters









❖ **Main Course**

- **Chicken Thali**

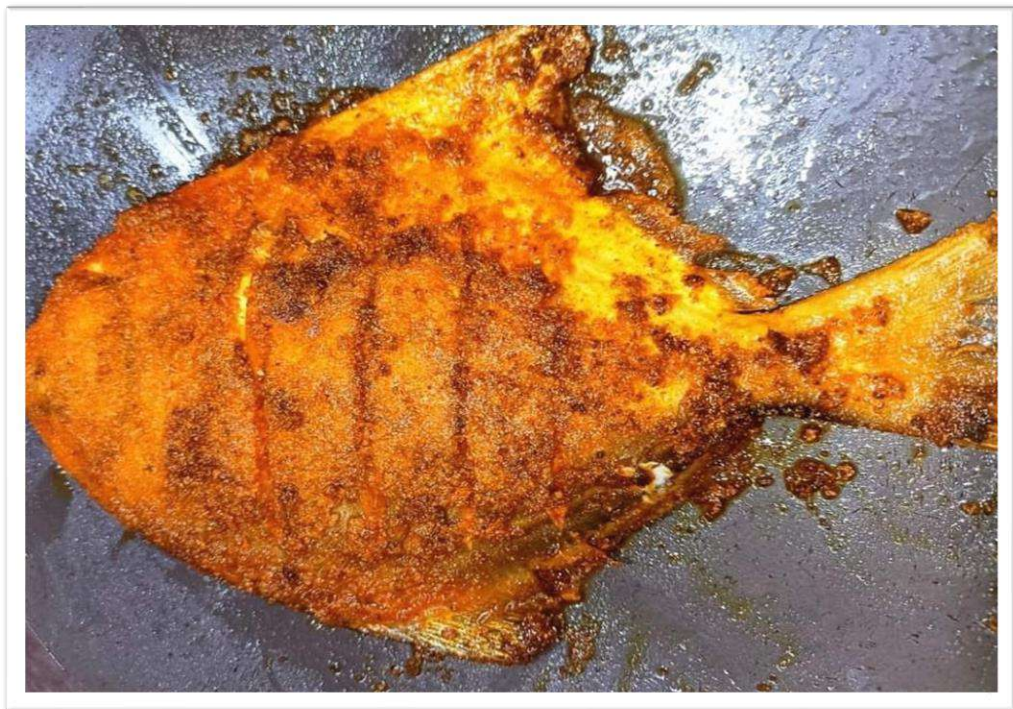








- **Fish Thali**









❖ Veg Thali







❖ Dessert





## Annexure



**Hotel management Department Professors & Students  
( Wada Collage Of Management And Science )**



**FOOD PRODUCTION DEPARTMENT ( T.Y B.SC H.S )**



**FRONT OFFICE DEPARTMENT ( T.Y B. SC H.S )**





**HOUSEKEEPING DEPARTMENT TY BSC HS**



**FOOD & BEVERAGE SERVICE DEPARTMENT ( T.Y B.SC H.S )**



**Prof. Mohite Sir Giving Guidance About Event**





**Preparation Of Food In Kitchen During Event**



**Table Set-up & Service During Event**





**Speech And Dancing Event**



**EVENT PLANNING, MARKETING & MANAGEMENT  
PROJECT**

ON

**“MAHARASHTRIAN THALI”**

BY

**RINJAD VIVEK PRAKASH**

HEAD OF DEPARTMENT

**PROFESOR- GAURAV MOHITE**

CO -ORDINATOR

**PROFESOR- OMKAR PATHAK**

**THIRD YEAR B.SC (HOSPITALITY STUDIES)**

SUBMITTED TO

**University of Mumbai**



IN THE ACADEMIC YEAR

**2022 -2023**

**THROUGH**

**WADA COLLAGE OF MANAGEMNT AND SCIENCE**

HAROSALE, WADA HAROSALE ROAD, WADA 421303.

**EVENT PLANNING, MARKETING & MANAGEMENT  
PROJECT**

ON

**“MAHARASHTRIAN THALI”**

BY

**RINJAD VIVEK PRAKASH**

HEAD OF DEPARTMENT PROFESOR

**GAURAV MOHITE**

CO -ORDINATOR

**OMKAR PATHAK**

**THIRD YEAR B.SC (HOSPITALITY STUDIES)**

SUBMITTED TO

**University of Mumbai**



IN THE ACADEMIC YEAR

**2022 -2023**

THROUGH

**WADA COLLAGE OF MANAGEMNT AND SCIENCE**

HAROSALE, WADA HAROSALE ROAD, WADA 421303.

**EVENT PLANNING, MARKETING & MANAGEMENT  
PROJECT**

**ON**

**“MAHARASHTRIAN THALI”**

**BY**

**RINJAD VIVEK PRAKASH**

**THIRD YEAR B.SC (HOSPITALY STUDIES)**

**An Event Management Project Submitted In Practical  
Fulfillment of the Requirement for The  
Bachelor of Science (Hospitality studies) For The  
University of Mumbai**



## DECLARATION

I **RINJAD VIVEK PRAKASH**, student of Wada Collage of Management and Science hereby declare that I have completed this Event Planning, Marketing project on the “**MAHARASHTRIAN THALI**” in the academic year **2022 - 2023**.The information submitted is true and original to the best of my knowledge.

**ENTROLLMENT NO:**

**WADA COLLAGE OF MANAGEMENT AND SCIENCE**

**CERTIFICATE**

This is to certify that **RINJAD VIVEK PRAKASH**, a student of University of Mumbai has submitted the Event management Project on “**MAHARASHTRIAN THALI**”, under my guidelines and supervision, in connection with his **Bachelor Degree in Hospitality Studies**.

**Mr. Omkar Pathak**  
( CO-Ordinator )

**Mr. Gaurav Mohite**  
( Head of department )

Signature of External:

Name of External:

Date:

( Principal)

**Dr. Anjankumar Sahay**

## **ACKNOWLEDGEMENT**

I am highly indebted to my teaching and non-teaching staff for their guidance and constant supervision as well as for providing necessary information regarding “**MAHARASHTRIAN THALI**” (2022-23) and also for their support in completing the project.

Apart from the efforts of myself, the success of any project depends largely on the encourage and guidelines of many other. I take this opportunity to express my gratitude towards my colleagues in developing the project and people who have willingly helped me out with their abilities.

I wish to express my deep sense of gratitude towards my collage principal Dr. Anjankumar Sahay, HOD and all the faculty members for their encouragement, co-operation and learning experience.

**RINJAD VIVEK PRAKASH**



## Content Page

<b>Sr. No.</b>	<b>Particular</b>	<b>Page No.</b>
<b>1</b>	<b>Title of the Event</b>	
<b>2</b>	<b>Designation of the Student for the Event</b>	
<b>3</b>	<b>Department of Operation</b>	
<b>4</b>	<b>Event Objectives/Purpose/Theme</b>	
<b>5</b>	<b>Introduction of the Event</b>	
<b>6</b>	<b>Estimated Budget</b>	
<b>7</b>	<b>Estimated Department Budget Breakup</b>	
<b>8</b>	<b>Target Audience</b>	
<b>9</b>	<b>Sales &amp; Marketing Activity (Generation of Funds for Event)</b>	
<b>10</b>	<b>Publicity &amp; Promotional Activity</b>	
<b>11</b>	<b>Student Organizational Chart</b>	
<b>12</b>	<b>Student Department Chart</b>	
<b>13</b>	<b>Role in Respective Department</b>	
<b>14</b>	<b>Challenges Faced by Student &amp; Overall Team</b>	
<b>15</b>	<b>Maharashtrian Thali Menu</b>	

<b>16</b>	<b>Learning Outcome</b>	
<b>17</b>	<b>Annexure (Photographs)</b>	

***WADA COLLEGE OF MANAGEMENT & SCIENCE***

***Affiliate To Mumbai University***

***NAAC***



***HOTEL MANAGEMENT EVENT***



Title

# “MAHARASHTRIAN THALI”

## HOTEL MANAGEMENT EVENT



# MAHARASHTRIAN THALI

- **Designation of the Student for the Event**

Housekeeping Department Head

- **Department of Operation**

Housekeeping Department

### ➤ **The objective, Purpose and Theme of the Event**

- The purpose of the theme was to develop the skill of planning, organizing, and team work while executing to hospitality invitees and guests.
- The theme was also a change for us to perform at the highest level of our merit as the job and responsibility were on our shoulders.
- To put it in short, the objective was: to provide a Unity, Entertainment, Better Ambience & Better Experience.
- Increase awareness of a venue, tradition, culture, special interests etc.
- Increase community participation.
- Education, Training, and Volunteering programs.
- Validation of community groups and issues.
- Having a very clear of aims and objectives for a host of reasons.
- Aim and objective relate overall intent, strategic direction and purpose of event.



## ➤ Introduction To the Event

The food event 2022-23 tag lined “**MAHARASHTRIAN THALI**” was organized by department of Hotel Management of Wada Collage on 1 March 2023.

It is believed that your daily meal should be well-balanced which is why **a traditional Maharashtrian thali will have Rice, Chapati, Dry Vegetables, Curry, lentils, Salad, Pickle, Chutney and a Dessert.** All the flavours like spicy, savoury, sour, bitter and sweet are packed into one plate.

Maharashtrian cuisine is the cuisine of the Marathi people from the Indian state of Maharashtra. We Maharashtra are big time foodies and take pride in our cultural diversity. Maharashtra can never disappoint you, when it comes to food. From lip smacking snacks like vada-paav, Missal, Paav-bhaji, Kande pohe, to Delectable sweets like Ukadiche Modak, Puran-Poli, Basundi, shrikhand, Maharashtrian has a lot to offer food lovers.

The program commenced with welcoming our dignitaries with flower bouquet followed by an introductory speech by our vice principle Mr. Vishal Sir where they spoke on how the W.C.M.S enlighten the students as well as the guest about scope and prospects in hotel industry. Event is based on the available opportunities in hospitality Industry for upcoming collage students.

In this event we aim to do an event in a funny & interesting way & provide better ambience to our guests for dinner.

➤ **Estimated budget of the Event**

<b>Sr. No.</b>	<b>Department</b>	<b>Cost</b>
<b>1</b>	<b>Food Production Department</b>	<b>19,000/-</b>
<b>2</b>	<b>Food &amp; Beverage Service Department</b>	<b>3,880/-</b>
<b>3</b>	<b>Front Office Department</b>	<b>3,210/-</b>
<b>4</b>	<b>Housekeeping Department</b>	<b>1,200/-</b>
	<b>Total Estimated Budget of Events</b>	<b>27,290/-</b>

➤ **Estimated Department Budget Breakup**

**1. Food Production Department**

<b>Sr. No.</b>	<b>Items</b>	<b>Cost</b>
<b>1</b>	<b>Vegetables</b>	<b>1,550/-</b>
<b>2</b>	<b>Store Items</b>	<b>11,700/-</b>
<b>3</b>	<b>Chicken &amp; Seafood</b>	<b>4,750/-</b>
<b>4</b>	<b>Other Expenses</b>	<b>1,000/-</b>
	<b>Total Estimated Budget</b>	<b>19,000/-</b>

**2. Front Office Department**

<b>Sr. No.</b>	<b>Items</b>	<b>Cost</b>
<b>1</b>	<b>Flower Bouquet</b>	<b>1,000/-</b>
<b>2</b>	<b>Banner</b>	<b>700/-</b>
<b>3</b>	<b>Gifts &amp; Decoration</b>	<b>810/-</b>
<b>4</b>	<b>Other Expenses</b>	<b>700/-</b>
	<b>Total Estimated Budget</b>	<b>3,210/-</b>



### 3. Food And Beverage Service Department

<b>Sr. No.</b>	<b>Items</b>	<b>Cost</b>
<b>1</b>	<b>Dinner Plates &amp; Bowls</b>	<b>2,700/-</b>
<b>2</b>	<b>Hand Gloves</b>	<b>280/-</b>
<b>3</b>	<b>Dinner Sets</b>	<b>800/-</b>
<b>4</b>	<b>Others Expenses</b>	<b>100/-</b>
	<b>Total Estimated Budget</b>	<b>3,880/-</b>

### 4. Housekeeping Department

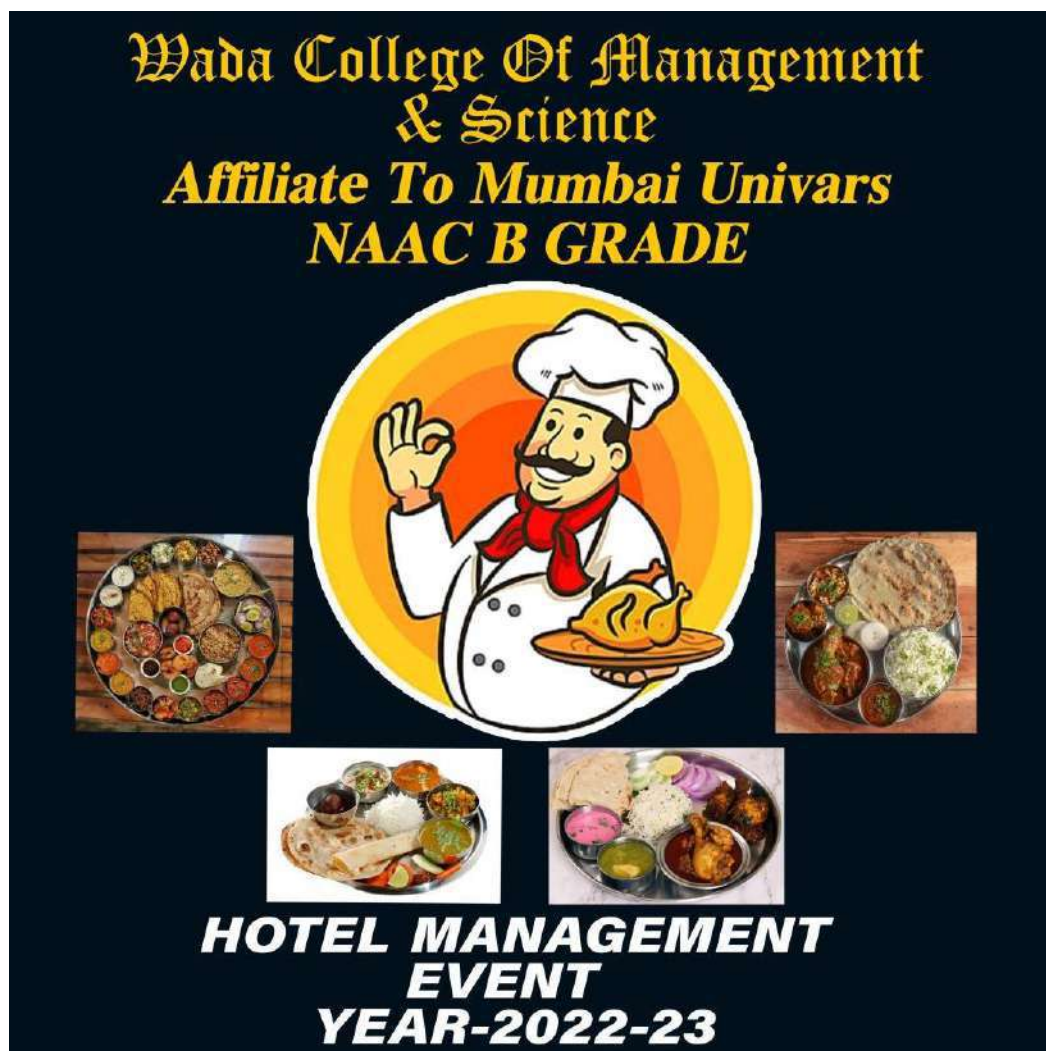
<b>Sr. No.</b>	<b>Items</b>	<b>Cost</b>
<b>1</b>	<b>Handwash</b>	<b>300/-</b>
<b>2</b>	<b>LED Bulbs</b>	<b>400/-</b>
<b>3</b>	<b>Dusters &amp; Garbage Bags</b>	<b>300/-</b>
<b>4</b>	<b>Others Expenses</b>	<b>200/-</b>
<b>5</b>	<b>Total Estimated Budget</b>	<b>1,200/-</b>

➤ **Target Audience**

- Our target audience was all reputed colleges principle's and their family members.
- Also, the student from different colleges looking for guidance about hospitality industry.

## ➤ Sales & Marketing Activity

- We have this event free of cost for all the guests and student.
- Also, we made an invitation card of the event for marketing.
- We Have done marketing of course Hospitality Studies and the upcoming opportunities in the hotel industry.
- Our event is financed by our college and the students contributed the other expenses and required equipment.





➤ Student Organizational chart

# Hotel Management Department

Food  
Production  
Department

1. Amol Gaikwad  
2. Ajay Waghe  
3. Hemant Yadav

Food &  
Beverage  
Service  
Department

1. Ajay Vadhan  
2. Pratiksha  
Nitnavre  
3. Monish  
Chaudhari

Housekeeping  
Department

1. Vivek Rinjad  
2. Sapna Sutar  
3. Akshay  
Gurav

Front Office  
Department

1. Jayshree  
Thombare  
2. Mandar patil  
3. Manoj pawar  
4. Kisan Mali

➤ **Student Department Chart**

# Food Production Department

**PROF. OMKAR PATHAK**

1. Amol Gaikwad
2. Ajay Waghe
3. Yadav Hemant

# Food & Beverage Service Department

**PROF. OMKAR PATHAK**

1. Ajay Vadhan
2. Pratiksha Nitnavre
3. Monish Chaudhari



# Housekeeping Department

**PROF. GAURAV MOHITE**

1. Vivek Rinjad
2. Sapna Sutar
3. Akshay Gurav

# Front Office Department

PROF. GAURAV MOHITE

1. Jayshree Thombare
2. Mandar Patil
3. Kisan Mali

## ➤ **Role in the Respective Department**

### **1) Food Production Team**

- In Event “**MAHARASHTRIAN THALI**” planning and directing food preparation and culinary activities.
- Modifying menus or create new ones that meet quality standards.
- Estimating Food Requirement and food/ labor cost.
- Supervising kitchen and manage staff.
- Rectify arising problems or duties.
- Maintain safety standards.
- Maintain hygiene and quality standards

### **2) F & B Service Team**

- Responsible for ensuring that all food and drink are of the highest quality.
- Designing unique menus, handling customer complaints, creating event policies, complying with food and safety regulation.
- Responsible for overall food and beverage service.
- Develop a relationship with all guests.
- Ensure that guest is satisfied with food and service.
- Assist With marketing event.



### **3) Front Office Team**

- Dealing with guest
- Welcoming & greeting guest.
- Provide a professional and friendly service for guest.
- Timely and accurate customer service.
- Proper mail distribution.
- Record and plan every moment of event.
- Provide all information to guest related to event.

### **4) Housekeeping Team**

- Cleaning of all public areas.
- Maintain cleanliness of all the area.
- Timely & accurate service.
- Planning, organizing and developing of the overall operation of the housekeeping department.
- Distribute the duties to housekeeping team members.
- Disposal of all the waste generated after the event.

➤ **Challenge faced by student and overall team**

- We have faced many challengers before and during the event.
- We lost some time during the start of the day.
- Arranging all the required items for the event, dinner tables arrangement, all perishable food items management are some of the main challenges we faced.
- Then we have done cost cutting so that we can manage to make event in the cost friendly and profitable way.
- Team co-ordination is main issues we engaged in and lost some time.
- Calling vendors and giving required items and making payment for our orders.
- Making guest list and confirming the guest reservations.
- Selection, managing and executing of the event games.
- Handling of dinner service for all the guests and VIP's during candle light dinner.
- Making outline of event in which manner the event is going to happen.
- Cooking the event menu receipt and on-time pickups of dishes.
- Cutting and preparation of vegetables and meat.
- Cleaning of the public area.
- Checking of all the sound and stage equipment before event.

➤ **Maharashtrian Thali Menu**

❖ **Mocktail**

- **Mint Mojito**
- **Blue Berry**

❖ **Starters**

- **Sabudana wada**
- **Wada Pav**
- **Sankarpara**
- **Aalu Vadi**

❖ **Main Course**

**Chicken thali**

- **Varan Bhat**
- **Chicken Kolhapuri**
- **Chicken Tambda Rassa**
- **Kokani Chicken**

**Fish thali**

- **Malvani Fish Fry**
- **Paplet Fry**
- **Roti**
- **Suramai Tawa**



## **Veg Thali**

- **Vangyachi Bharit**
- **Batata Sukhi Bhaji**
- **Jawar Bhakari**

### **❖ Dessert**

- **Puran Poli**
- **Sevaychi Kheer**

➤ **Learning Outcome**

- Students will be able to perform all the given work with perfection.
- Students will understand budgeting, financing and human resource planning.
- Students observed how all the department works together in event planning and management.
- Students can utilize interpersonal skill to manage hospitality service
- Student will be able to develop interest in potential area and work to learn management skill through group co-operation.

**Wada College Of Management  
& Science  
Affiliate To Mumbai Univars  
NAAC B GRADE**



**HOTEL MANAGEMENT  
EVENT  
YEAR-2022-23**



❖ Welcome Drink



❖ Starters









❖ Main Course

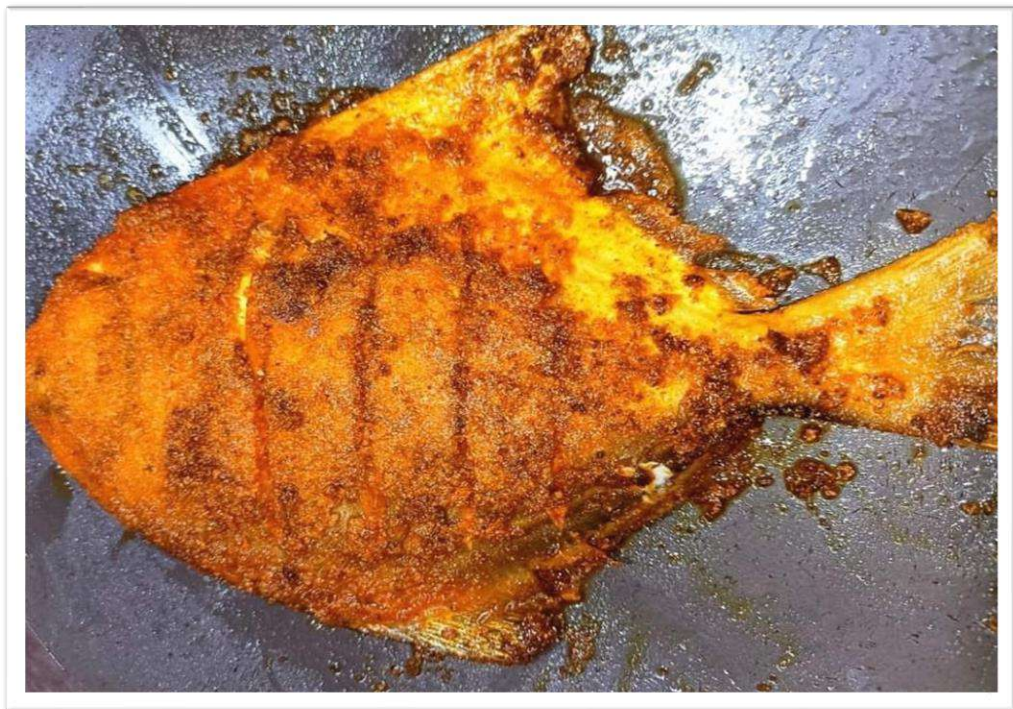
- Chicken Thali







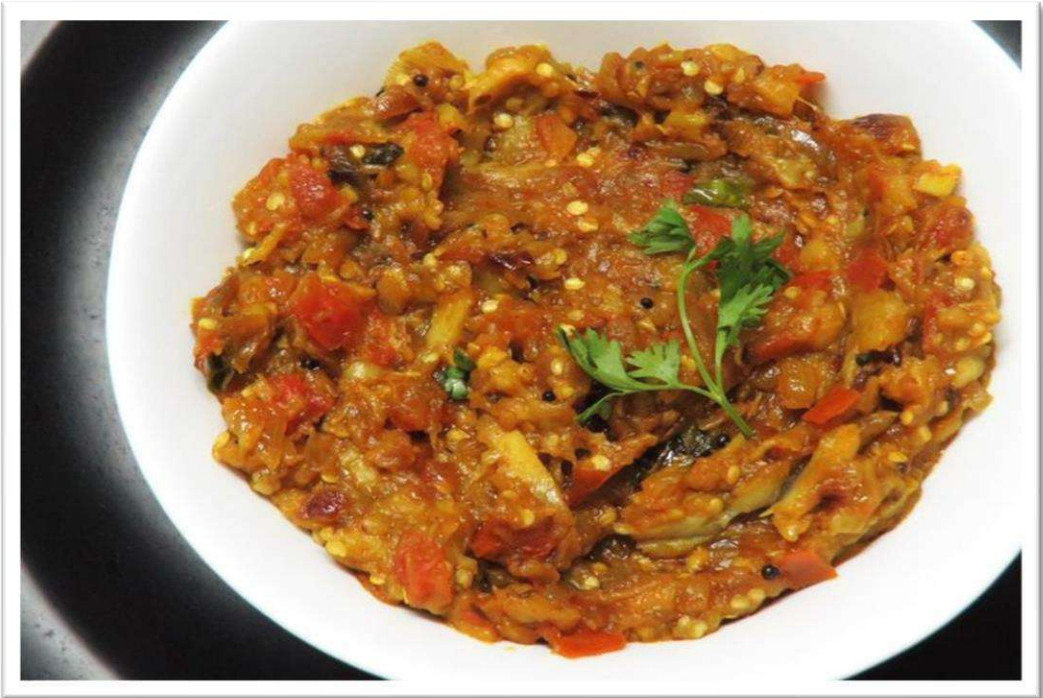
- **Fish Thali**







❖ Veg Thali









❖ Dessert



## Annexure



**Hotel management Department Professors & Students  
( Wada Collage Of Management And Science )**



**FOOD PRODUCTION DEPARTMENT ( T.Y B.SC H.S )**





**FRONT OFFICE DEPARTMENT ( T.Y B. SC H.S )**



**HOUSEKEEPING DEPARTMENT TY BSC HS**





**FOOD & BEVERAGE SERVICE DEPARTMENT ( T.Y B.SC H.S )**





**Prof. Mohite Sir Giving Guidance About Event**



**Preparation Of Food In Kitchen During Event**





**Table Set-up & Service During Event**





**Speech And Dancing Event**

**EVENT PLANNING, MARKETING & MANAGEMENT  
PROJECT**

ON

**“MAHARASHTRIAN THALI”**

BY

**HEMANT SHIVPUJAN YADAV**

HEAD OF DEPARTMENT

**PROFESOR- GAURAV MOHITE**

CO -ORDINATOR

**PROFESOR- OMKAR PATHAK**

**THIRD YEAR B.SC (HOSPITALITY STUDIES)**

SUBMITTED TO

**University of Mumbai**



IN THE ACADEMIC YEAR

**2022 -2023**

**THROUGH**

**WADA COLLAGE OF MANAGEMNT AND SCIENCE**

HAROSALE, WADA HAROSALE ROAD, WADA 421303.

**EVENT PLANNING, MARKETING & MANAGEMENT  
PROJECT**

ON

**“MAHARASHTRIAN THALI”**

BY

**HEMANT SHIVPUJAN YADAV**

HEAD OF DEPARTMENT PROFESOR

**GAURAV MOHITE**

CO -ORDINATOR

**OMKAR PATHAK**

**THIRD YEAR B.SC (HOSPITALITY STUDIES)**

SUBMITTED TO

**University of Mumbai**



IN THE ACADEMIC YEAR

**2022 -2023**

THROUGH

**WADA COLLAGE OF MANAGEMNT AND SCIENCE**

HAROSALE, WADA HAROSALE ROAD, WADA 421303.



**EVENT PLANNING, MARKETING & MANAGEMENT  
PROJECT**

**ON**

**“MAHARASHTRIAN THALI”**

**BY**

**HEMANT SHIVPUJAN YADAV**

**THIRD YEAR B.SC (HOSPITALY STUDIES)**

**An Event Management Project Submitted In Practical  
Fulfillment of the Requirement for The  
Bachelor of Science (Hospitality studies) For The  
University of Mumbai**

## **DECLARATION**

I **HEMANT SHIVPUJAN YADAV**, student of Wada Collage of Management and Science hereby declare that I have completed this Event Planning, Marketing project on the “**MAHARASHTRIAN THALI**” in the academic year **2022 -2023**.The information submitted is true and original to the best of my knowledge.

**ENTROLLMENT NO:**

**WADA COLLAGE OF MANAGEMENT AND SCIENCE**

**CERTIFICATE**

This is to certify that **HEMANT SHIVPUJAN YADAV**, a student of University of Mumbai has submitted the Event management Project on “**MAHARASHTRIAN THALI**”, under my guidelines and supervision, in connection with his **Bachelor Degree in Hospitality Studies**.

**Mr. Omkar Pathak**  
( CO-Ordinator )

**Mr. Gaurav Mohite**  
( Head of department )

Signature of External:

Name of External:

Date:

( Principal)

**Dr. Anjankumar Sahay**



## **ACKNOWLEDGEMENT**

I am highly indebted to my teaching and non-teaching staff for their guidance and constant supervision as well as for providing necessary information regarding “**MAHARASHTRIAN THALI**” (2022-23) and also for their support in completing the project.

Apart from the efforts of myself, the success of any project depends largely on the encourage and guidelines of many other. I take this opportunity to express my gratitude towards my colleagues in developing the project and people who have willingly helped me out with their abilities.

I wish to express my deep sense of gratitude towards my collage principal Dr. Anjankumar Sahay, HOD and all the faculty members for their encouragement, co-operation and learning experience.

**HEMANT SHIVPUJAN YADAV**

## Content Page

<b>Sr. No.</b>	<b>Particular</b>	<b>Page No.</b>
<b>1</b>	<b>Title of the Event</b>	
<b>2</b>	<b>Designation of the Student for the Event</b>	
<b>3</b>	<b>Department of Operation</b>	
<b>4</b>	<b>Event Objectives/Purpose/Theme</b>	
<b>5</b>	<b>Introduction of the Event</b>	
<b>6</b>	<b>Estimated Budget</b>	
<b>7</b>	<b>Estimated Department Budget Breakup</b>	
<b>8</b>	<b>Target Audience</b>	
<b>9</b>	<b>Sales &amp; Marketing Activity (Generation of Funds for Event)</b>	
<b>10</b>	<b>Publicity &amp; Promotional Activity</b>	
<b>11</b>	<b>Student Organizational Chart</b>	
<b>12</b>	<b>Student Department Chart</b>	
<b>13</b>	<b>Role in Respective Department</b>	
<b>14</b>	<b>Challenges Faced by Student &amp; Overall Team</b>	
<b>15</b>	<b>Maharashtrian Thali Menu</b>	

<b>16</b>	<b>Learning Outcome</b>	
<b>17</b>	<b>Annexure (Photographs)</b>	



***WADA COLLEGE OF MANAGEMENT & SCIENCE***

***Affiliate To Mumbai University***

***NAAC***



***HOTEL MANAGEMENT EVENT***

Title

# “MAHARASHTRIAN THALI”

## HOTEL MANAGEMENT EVENT



# MAHARASHTRIAN THALI

- **Designation of the Student for the Event**

Housekeeping Department Head

- **Department of Operation**

Housekeeping Department



➤ **The objective, Purpose and Theme of the Event**

- The purpose of the theme was to develop the skill of planning, organizing, and team work while executing to hospitality invitees and guests.
- The theme was also a change for us to perform at the highest level of our merit as the job and responsibility were on our shoulders.
- To put it in short, the objective was: to provide a Unity, Entertainment, Better Ambience & Better Experience.
- Increase awareness of a venue, tradition, culture, special interests etc.
- Increase community participation.
- Education, Training, and Volunteering programs.
- Validation of community groups and issues.
- Having a very clear of aims and objectives for a host of reasons.
- Aim and objective relate overall intent, strategic direction and purpose of event.

## ➤ Introduction To the Event

The food event 2022-23 tag lined “**MAHARASHTRIAN THALI**” was organized by department of Hotel Management of Wada Collage on 1 March 2023.

It is believed that your daily meal should be well-balanced which is why **a traditional Maharashtrian thali will have Rice, Chapati, Dry Vegetables, Curry, lentils, Salad, Pickle, Chutney and a Dessert.** All the flavours like spicy, savoury, sour, bitter and sweet are packed into one plate.

Maharashtrian cuisine is the cuisine of the Marathi people from the Indian state of Maharashtra. We Maharashtra are big time foodies and take pride in our cultural diversity. Maharashtra can never disappoint you, when it comes to food. From lip smacking snacks like vada-paav, Missal, Paav-bhaji, Kande pohe, to Delectable sweets like Ukadiche Modak, Puran-Poli, Basundi, shrikhand, Maharashtrian has a lot to offer food lovers.

The program commenced with welcoming our dignitaries with flower bouquet followed by an introductory speech by our vice principle Mr. Vishal Sir where they spoke on how the W.C.M.S enlighten the students as well as the guest about scope and prospects in hotel industry. Event is based on the available opportunities in hospitality Industry for upcoming collage students.

In this event we aim to do an event in a funny & interesting way & provide better ambience to our guests for dinner.

➤ **Estimated budget of the Event**

<b>Sr. No.</b>	<b>Department</b>	<b>Cost</b>
<b>1</b>	<b>Food Production Department</b>	<b>19,000/-</b>
<b>2</b>	<b>Food &amp; Beverage Service Department</b>	<b>3,880/-</b>
<b>3</b>	<b>Front Office Department</b>	<b>3,210/-</b>
<b>4</b>	<b>Housekeeping Department</b>	<b>1,200/-</b>
	<b>Total Estimated Budget of Events</b>	<b>27,290/-</b>



➤ **Estimated Department Budget Breakup**

**1. Food Production Department**

<b>Sr. No.</b>	<b>Items</b>	<b>Cost</b>
<b>1</b>	<b>Vegetables</b>	<b>1,550/-</b>
<b>2</b>	<b>Store Items</b>	<b>11,700/-</b>
<b>3</b>	<b>Chicken &amp; Seafood</b>	<b>4,750/-</b>
<b>4</b>	<b>Other Expenses</b>	<b>1,000/-</b>
	<b>Total Estimated Budget</b>	<b>19,000/-</b>

**2. Front Office Department**

<b>Sr. No.</b>	<b>Items</b>	<b>Cost</b>
<b>1</b>	<b>Flower Bouquet</b>	<b>1,000/-</b>
<b>2</b>	<b>Banner</b>	<b>700/-</b>
<b>3</b>	<b>Gifts &amp; Decoration</b>	<b>810/-</b>
<b>4</b>	<b>Other Expenses</b>	<b>700/-</b>
	<b>Total Estimated Budget</b>	<b>3,210/-</b>

### 3. Food And Beverage Service Department

<b>Sr. No.</b>	<b>Items</b>	<b>Cost</b>
<b>1</b>	<b>Dinner Plates &amp; Bowls</b>	<b>2,700/-</b>
<b>2</b>	<b>Hand Gloves</b>	<b>280/-</b>
<b>3</b>	<b>Dinner Sets</b>	<b>800/-</b>
<b>4</b>	<b>Others Expenses</b>	<b>100/-</b>
	<b>Total Estimated Budget</b>	<b>3,880/-</b>

### 4. Housekeeping Department

<b>Sr. No.</b>	<b>Items</b>	<b>Cost</b>
<b>1</b>	<b>Handwash</b>	<b>300/-</b>
<b>2</b>	<b>LED Bulbs</b>	<b>400/-</b>
<b>3</b>	<b>Dusters &amp; Garbage Bags</b>	<b>300/-</b>
<b>4</b>	<b>Others Expenses</b>	<b>200/-</b>
<b>5</b>	<b>Total Estimated Budget</b>	<b>1,200/-</b>

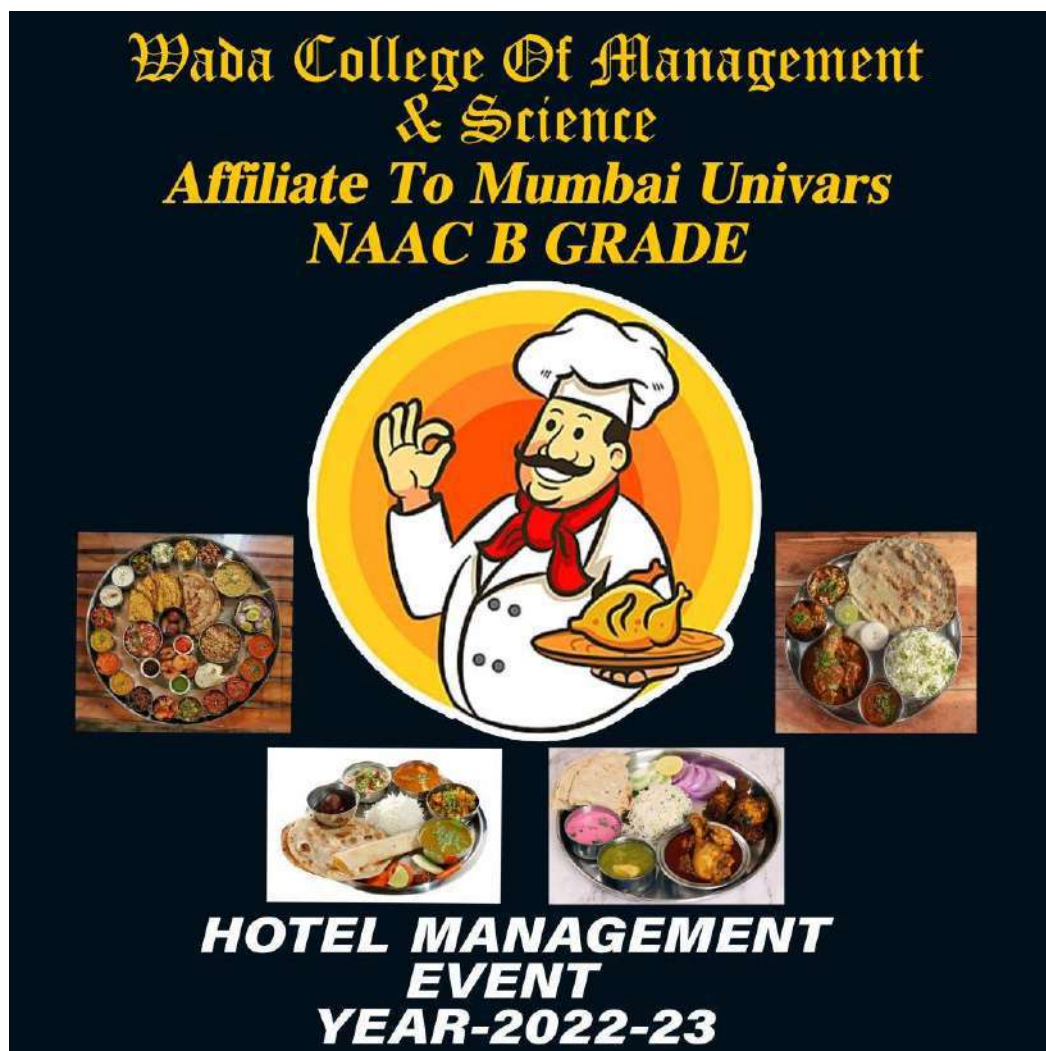
➤ **Target Audience**

- Our target audience was all reputed colleges principle's and their family members.
- Also, the student from different colleges looking for guidance about hospitality industry.



➤ **Sales & Marketing Activity**

- We have this event free of cost for all the guests and student.
- Also, we made an invitation card of the event for marketing.
- We Have done marketing of course Hospitality Studies and the upcoming opportunities in the hotel industry.
- Our event is financed by our college and the students contributed the other expenses and required equipment.



➤ Student Organizational chart

# Hotel Management Department

Food  
Production  
Department

1. Amol Gaikwad  
2. Ajay Waghe  
3. Hemant Yadav

Food &  
Beverage  
Service  
Department

1. Ajay Vadhan  
2. Pratiksha  
Nitnavre  
3. Monish  
Chaudhari

Housekeeping  
Department

1. Vivek Rinjad  
2. Sapna Sutar  
3. Akshay  
Gurav

Front Office  
Department

1. Jayshree  
Thombare  
2. Mandar patil  
3. Manoj pawar  
4. Kisan Mali

➤ **Student Department Chart**

# Food Production Department

**PROF. OMKAR PATHAK**

1. Amol Gaikwad
2. Ajay Waghe
3. Yadav Hemant



# Food & Beverage Service Department

**PROF. OMKAR PATHAK**

1. Ajay Vadhan
2. Pratiksha Nitnavre
3. Monish Chaudhari

# Housekeeping Department

**PROF. GAURAV MOHITE**

1. Vivek Rinjad
2. Sapna Sutar
3. Akshay Gurav

# Front Office Department

PROF. GAURAV MOHITE

1. Jayshree Thombare
2. Mandar Patil
3. Kisan Mali



## ➤ **Role in the Respective Department**

### **1) Food Production Team**

- In Event “**MAHARASHTRIAN THALI**” planning and directing food preparation and culinary activities.
- Modifying menus or create new ones that meet quality standards.
- Estimating Food Requirement and food/ labor cost.
- Supervising kitchen and manage staff.
- Rectify arising problems or duties.
- Maintain safety standards.
- Maintain hygiene and quality standards

### **2) F & B Service Team**

- Responsible for ensuring that all food and drink are of the highest quality.
- Designing unique menus, handling customer complaints, creating event policies, complying with food and safety regulation.
- Responsible for overall food and beverage service.
- Develop a relationship with all guests.
- Ensure that guest is satisfied with food and service.
- Assist With marketing event.

### **3) Front Office Team**

- Dealing with guest
- Welcoming & greeting guest.
- Provide a professional and friendly service for guest.
- Timely and accurate customer service.
- Proper mail distribution.
- Record and plan every moment of event.
- Provide all information to guest related to event.

### **4) Housekeeping Team**

- Cleaning of all public areas.
- Maintain cleanliness of all the area.
- Timely & accurate service.
- Planning, organizing and developing of the overall operation of the housekeeping department.
- Distribute the duties to housekeeping team members.
- Disposal of all the waste generated after the event.

➤ **Challenge faced by student and overall team**

- We have faced many challengers before and during the event.
- We lost some time during the start of the day.
- Arranging all the required items for the event, dinner tables arrangement, all perishable food items management are some of the main challenges we faced.
- Then we have done cost cutting so that we can manage to make event in the cost friendly and profitable way.
- Team co-ordination is main issues we engaged in and lost some time.
- Calling vendors and giving required items and making payment for our orders.
- Making guest list and confirming the guest reservations.
- Selection, managing and executing of the event games.
- Handling of dinner service for all the guests and VIP's during candle light dinner.
- Making outline of event in which manner the event is going to happen.
- Cooking the event menu receipt and on-time pickups of dishes.
- Cutting and preparation of vegetables and meat.
- Cleaning of the public area.
- Checking of all the sound and stage equipment before event.



➤ **Maharashtrian Thali Menu**

❖ **Mocktail**

- **Mint Mojito**
- **Blue Berry**

❖ **Starters**

- **Sabudana wada**
- **Wada Pav**
- **Sankarpara**
- **Aalu Vadi**

❖ **Main Course**

**Chicken thali**

- **Varan Bhat**
- **Chicken Kolhapuri**
- **Chicken Tambda Rassa**
- **Kokani Chicken**

**Fish thali**

- **Malvani Fish Fry**
- **Paplet Fry**
- **Roti**
- **Suramai Tawa**

## **Veg Thali**

- **Vangyachi Bharit**
- **Batata Sukhi Bhaji**
- **Jawar Bhakari**

### **❖ Dessert**

- **Puran Poli**
- **Sevaychi Kheer**

➤ **Learning Outcome**

- Students will be able to perform all the given work with perfection.
- Students will understand budgeting, financing and human resource planning.
- Students observed how all the department works together in event planning and management.
- Students can utilize interpersonal skill to manage hospitality service
- Student will be able to develop interest in potential area and work to learn management skill through group co-operation.



**Wada College Of Management  
& Science  
Affiliate To Mumbai Univars  
NAAC B GRADE**



**HOTEL MANAGEMENT  
EVENT  
YEAR-2022-23**

❖ Welcome Drink





❖ Starters









❖ Main Course

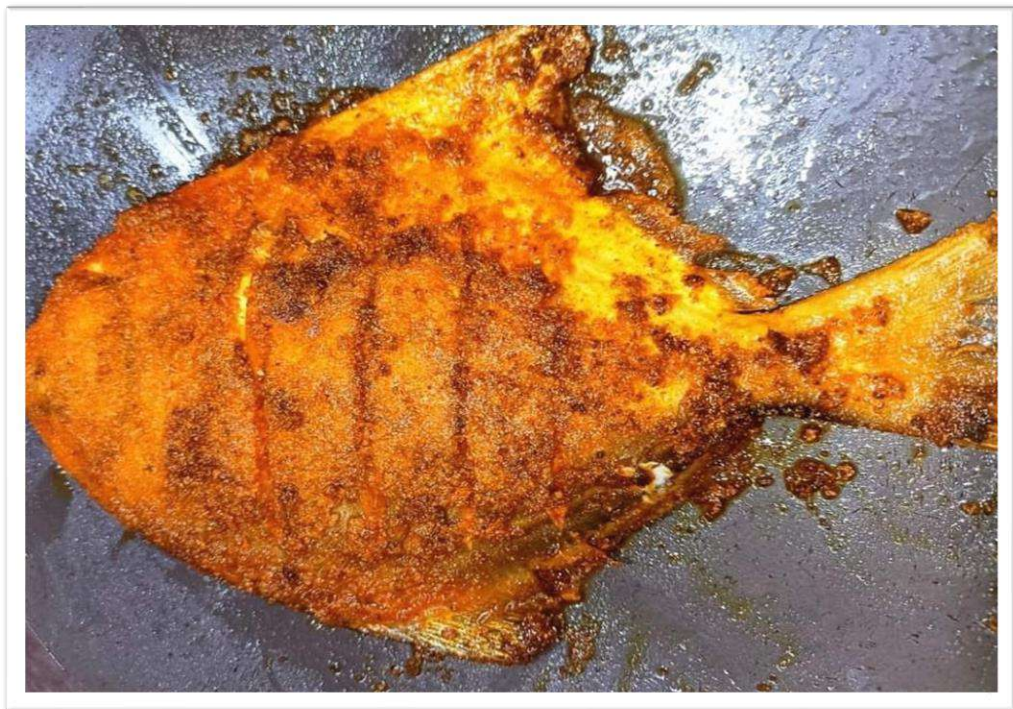
- Chicken Thali







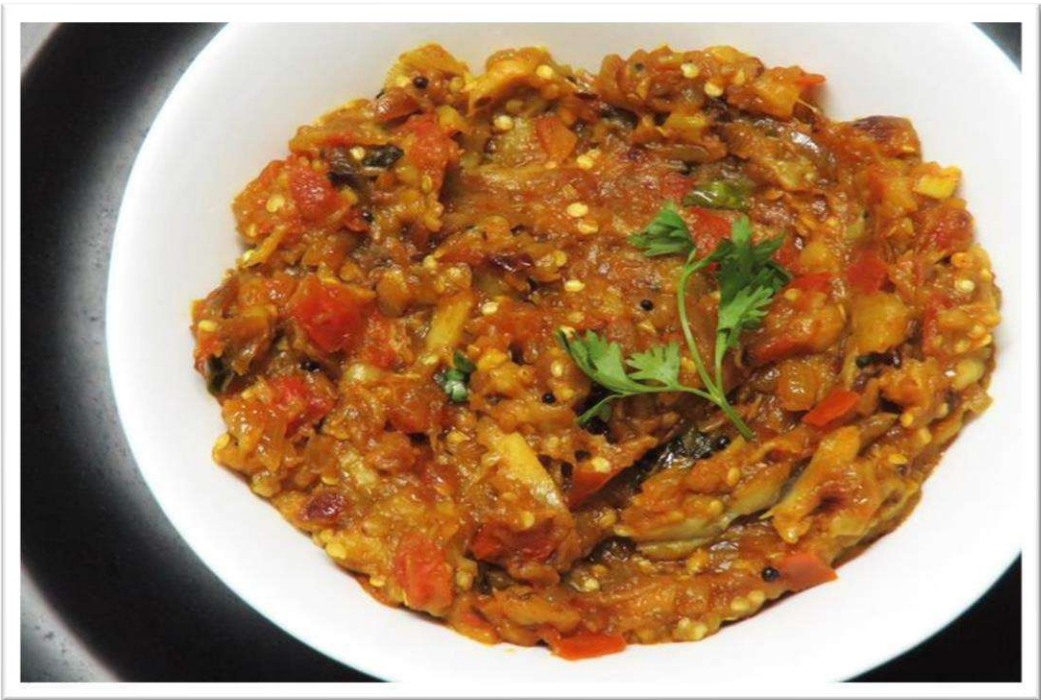
- **Fish Thali**







❖ Veg Thali







❖ Dessert



## Annexure



**Hotel management Department Professors & Students  
( Wada Collage Of Management And Science )**





**FOOD PRODUCTION DEPARTMENT ( T.Y B.SC H.S )**



**FRONT OFFICE DEPARTMENT ( T.Y B. SC H.S )**



**HOUSEKEEPING DEPARTMENT TY BSC HS**





**FOOD & BEVERAGE SERVICE DEPARTMENT ( T.Y B.SC H.S )**



**Prof. Mohite Sir Giving Guidance About Event**





**Preparation Of Food In Kitchen During Event**





**Table Set-up & Service During Event**



**Speech And Dancing Event**

**EVENT PLANNING, MARKETING & MANAGEMENT  
PROJECT**

ON

**“MAHARASHTRIAN THALI”**

BY

**PRATIKSHA VINAYAK NITNAWARE**

HEAD OF DEPARTMENT

**PROFESOR- GAURAV MOHITE**

CO -ORDINATOR

**PROFESOR- OMKAR PATHAK**

**THIRD YEAR B.SC (HOSPITALITY STUDIES)**

SUBMITTED TO

**University of Mumbai**



IN THE ACADEMIC YEAR

**2022 -2023**

**THROUGH**

**WADA COLLAGE OF MANAGEMNT AND SCIENCE**

HAROSALE, WADA HAROSALE ROAD, WADA 421303.



**EVENT PLANNING, MARKETING & MANAGEMENT  
PROJECT**

ON

**“MAHARASHTRIAN THALI”**

BY

**PRATIKSHA VINAYAK NITNAWARE**

HEAD OF DEPARTMENT PROFESOR

**GAURAV MOHITE**

CO -ORDINATOR

**OMKAR PATHAK**

**THIRD YEAR B.SC (HOSPITALITY STUDIES)**

SUBMITTED TO

**University of Mumbai**



IN THE ACADEMIC YEAR

**2022 -2023**

THROUGH

**WADA COLLAGE OF MANAGEMNT AND SCIENCE**

HAROSALE, WADA HAROSALE ROAD, WADA 421303.

**EVENT PLANNING, MARKETING & MANAGEMENT  
PROJECT**

**ON**

**“MAHARASHTRIAN THALI”**

**BY**

**PRATIKSHA VINAYAK NITNAWARE**

**THIRD YEAR B.SC (HOSPITALY STUDIES)**

**An Event Management Project Submitted In Practical  
Fulfillment of the Requirement for The  
Bachelor of Science (Hospitality studies) For The  
University of Mumbai**

## DECLARATION

I **PRATIKSHA VINAYAK NITNAWARE**, student of Wada Collage of Management and Science hereby declare that I have completed this Event Planning, Marketing project on the “**MAHARASHTRIAN THALI**” in the academic year **2022 -2023**.The information submitted is true and original to the best of my knowledge.

**ENTROLLMENT NO:**



**WADA COLLAGE OF MANAGEMENT AND SCIENCE**

**CERTIFICATE**

This is to certify that **PRATIKA VINAYAK NITNAWARE**, a student of University of Mumbai has submitted the Event management Project on “**MAHARASHTRIAN THALI**”, under my guidelines and supervision, in connection with his **Bachelor Degree in Hospitality Studies**.

**Mr. Omkar Pathak**  
( CO-Ordinator )

**Mr. Gaurav Mohite**  
( Head of department )

Signature of External:

Name of External:

Date:

( Principal)

**Dr. Anjankumar Sahay**

## **ACKNOWLEDGEMENT**

I am highly indebted to my teaching and non-teaching staff for their guidance and constant supervision as well as for providing necessary information regarding “**MAHARASHTRIAN THALI**” (2022-23) and also for their support in completing the project.

Apart from the efforts of myself, the success of any project depends largely on the encourage and guidelines of many other. I take this opportunity to express my gratitude towards my colleagues in developing the project and people who have willingly helped me out with their abilities.

I wish to express my deep sense of gratitude towards my collage principal Dr. Anjankumar Sahay, HOD and all the faculty members for their encouragement, co-operation and learning experience.

**PRATI KSHA VINAYAK NITNAWARE**

## Content Page

<b>Sr. No.</b>	<b>Particular</b>	<b>Page No.</b>
<b>1</b>	<b>Title of the Event</b>	
<b>2</b>	<b>Designation of the Student for the Event</b>	
<b>3</b>	<b>Department of Operation</b>	
<b>4</b>	<b>Event Objectives/Purpose/Theme</b>	
<b>5</b>	<b>Introduction of the Event</b>	
<b>6</b>	<b>Estimated Budget</b>	
<b>7</b>	<b>Estimated Department Budget Breakup</b>	
<b>8</b>	<b>Target Audience</b>	
<b>9</b>	<b>Sales &amp; Marketing Activity (Generation of Funds for Event)</b>	
<b>10</b>	<b>Publicity &amp; Promotional Activity</b>	
<b>11</b>	<b>Student Organizational Chart</b>	
<b>12</b>	<b>Student Department Chart</b>	
<b>13</b>	<b>Role in Respective Department</b>	
<b>14</b>	<b>Challenges Faced by Student &amp; Overall Team</b>	
<b>15</b>	<b>Maharashtrian Thali Menu</b>	



<b>16</b>	<b>Learning Outcome</b>	
<b>17</b>	<b>Annexure (Photographs)</b>	

***WADA COLLEGE OF MANAGEMENT & SCIENCE***

***Affiliate To Mumbai University***

***NAAC***



***HOTEL MANAGEMENT EVENT***

Title

# “MAHARASHTRIAN THALI”

## HOTEL MANAGEMENT EVENT



# MAHARASHTRIAN THALI



- **Designation of the Student for the Event**

Housekeeping Department Head

- **Department of Operation**

Housekeeping Department

### ➤ **The objective, Purpose and Theme of the Event**

- The purpose of the theme was to develop the skill of planning, organizing, and team work while executing to hospitality invitees and guests.
- The theme was also a change for us to perform at the highest level of our merit as the job and responsibility were on our shoulders.
- To put it in short, the objective was: to provide a Unity, Entertainment, Better Ambience & Better Experience.
- Increase awareness of a venue, tradition, culture, special interests etc.
- Increase community participation.
- Education, Training, and Volunteering programs.
- Validation of community groups and issues.
- Having a very clear of aims and objectives for a host of reasons.
- Aim and objective relate overall intent, strategic direction and purpose of event.

## ➤ Introduction To the Event

The food event 2022-23 tag lined “**MAHARASHTRIAN THALI**” was organized by department of Hotel Management of Wada Collage on 1 March 2023.

It is believed that your daily meal should be well-balanced which is why **a traditional Maharashtrian thali will have Rice, Chapati, Dry Vegetables, Curry, lentils, Salad, Pickle, Chutney and a Dessert.** All the flavours like spicy, savoury, sour, bitter and sweet are packed into one plate.

Maharashtrian cuisine is the cuisine of the Marathi people from the Indian state of Maharashtra. We Maharashtra are big time foodies and take pride in our cultural diversity. Maharashtra can never disappoint you, when it comes to food. From lip smacking snacks like vada-paav, Missal, Paav-bhaji, Kande pohe, to Delectable sweets like Ukadiche Modak, Puran-Poli, Basundi, shrikhand, Maharashtrian has a lot to offer food lovers.

The program commenced with welcoming our dignitaries with flower bouquet followed by an introductory speech by our vice principle Mr. Vishal Sir where they spoke on how the W.C.M.S enlighten the students as well as the guest about scope and prospects in hotel industry. Event is based on the available opportunities in hospitality Industry for upcoming collage students.

In this event we aim to do an event in a funny & interesting way & provide better ambience to our guests for dinner.



➤ **Estimated budget of the Event**

<b>Sr. No.</b>	<b>Department</b>	<b>Cost</b>
<b>1</b>	<b>Food Production Department</b>	<b>19,000/-</b>
<b>2</b>	<b>Food &amp; Beverage Service Department</b>	<b>3,880/-</b>
<b>3</b>	<b>Front Office Department</b>	<b>3,210/-</b>
<b>4</b>	<b>Housekeeping Department</b>	<b>1,200/-</b>
	<b>Total Estimated Budget of Events</b>	<b>27,290/-</b>

➤ **Estimated Department Budget Breakup**

**1. Food Production Department**

<b>Sr. No.</b>	<b>Items</b>	<b>Cost</b>
<b>1</b>	<b>Vegetables</b>	<b>1,550/-</b>
<b>2</b>	<b>Store Items</b>	<b>11,700/-</b>
<b>3</b>	<b>Chicken &amp; Seafood</b>	<b>4,750/-</b>
<b>4</b>	<b>Other Expenses</b>	<b>1,000/-</b>
	<b>Total Estimated Budget</b>	<b>19,000/-</b>

**2. Front Office Department**

<b>Sr. No.</b>	<b>Items</b>	<b>Cost</b>
<b>1</b>	<b>Flower Bouquet</b>	<b>1,000/-</b>
<b>2</b>	<b>Banner</b>	<b>700/-</b>
<b>3</b>	<b>Gifts &amp; Decoration</b>	<b>810/-</b>
<b>4</b>	<b>Other Expenses</b>	<b>700/-</b>
	<b>Total Estimated Budget</b>	<b>3,210/-</b>

### 3. Food And Beverage Service Department

<b>Sr. No.</b>	<b>Items</b>	<b>Cost</b>
<b>1</b>	<b>Dinner Plates &amp; Bowls</b>	<b>2,700/-</b>
<b>2</b>	<b>Hand Gloves</b>	<b>280/-</b>
<b>3</b>	<b>Dinner Sets</b>	<b>800/-</b>
<b>4</b>	<b>Others Expenses</b>	<b>100/-</b>
	<b>Total Estimated Budget</b>	<b>3,880/-</b>

### 4. Housekeeping Department

<b>Sr. No.</b>	<b>Items</b>	<b>Cost</b>
<b>1</b>	<b>Handwash</b>	<b>300/-</b>
<b>2</b>	<b>LED Bulbs</b>	<b>400/-</b>
<b>3</b>	<b>Dusters &amp; Garbage Bags</b>	<b>300/-</b>
<b>4</b>	<b>Others Expenses</b>	<b>200/-</b>
<b>5</b>	<b>Total Estimated Budget</b>	<b>1,200/-</b>




➤ **Target Audience**

- Our target audience was all reputed colleges principle's and their family members.
- Also, the student from different colleges looking for guidance about hospitality industry.

➤ **Sales & Marketing Activity**

- We have this event free of cost for all the guests and student.
- Also, we made an invitation card of the event for marketing.
- We Have done marketing of course Hospitality Studies and the upcoming opportunities in the hotel industry.
- Our event is financed by our college and the students contributed the other expenses and required equipment.

**Wada College Of Management  
& Science**  
**Affiliate To Mumbai Univars**  
**NAAC B GRADE**



**HOTEL MANAGEMENT  
EVENT  
YEAR-2022-23**

➤ Student Organizational chart

# Hotel Management Department

Food  
Production  
Department

1. Amol Gaikwad  
2. Ajay Waghe  
3. Hemant Yadav

Food &  
Beverage  
Service  
Department

1. Ajay Vadhan  
2. Pratiksha  
Nitnavre  
3. Monish  
Chaudhari

Housekeeping  
Department

1. Vivek Rinjad  
2. Sapna Sutar  
3. Akshay  
Gurav

Front Office  
Department

1. Jayshree  
Thombare  
2. Mandar patil  
3. Manoj pawar  
4. Kisan Mali



➤ **Student Department Chart**

# Food Production Department

**PROF. OMKAR PATHAK**

1. Amol Gaikwad
2. Ajay Waghe
3. Yadav Hemant

# Food & Beverage Service Department

**PROF. OMKAR PATHAK**

1. Ajay Vadhan
2. Pratiksha Nitnavre
3. Monish Chaudhari

# Housekeeping Department

PROF. GAURAV MOHITE

1. Vivek Rinjad
2. Sapna Sutar
3. Akshay Gurav



# Front Office Department

PROF. GAURAV MOHITE

1. Jayshree Thombare
2. Mandar Patil
3. Kisan Mali

## ➤ **Role in the Respective Department**

### **1) Food Production Team**

- In Event “**MAHARASHTRIAN THALI**” planning and directing food preparation and culinary activities.
- Modifying menus or create new ones that meet quality standards.
- Estimating Food Requirement and food/ labor cost.
- Supervising kitchen and manage staff.
- Rectify arising problems or duties.
- Maintain safety standards.
- Maintain hygiene and quality standards

### **2) F & B Service Team**

- Responsible for ensuring that all food and drink are of the highest quality.
- Designing unique menus, handling customer complaints, creating event policies, complying with food and safety regulation.
- Responsible for overall food and beverage service.
- Develop a relationship with all guests.
- Ensure that guest is satisfied with food and service.
- Assist With marketing event.

### **3) Front Office Team**

- Dealing with guest
- Welcoming & greeting guest.
- Provide a professional and friendly service for guest.
- Timely and accurate customer service.
- Proper mail distribution.
- Record and plan every moment of event.
- Provide all information to guest related to event.

### **4) Housekeeping Team**

- Cleaning of all public areas.
- Maintain cleanliness of all the area.
- Timely & accurate service.
- Planning, organizing and developing of the overall operation of the housekeeping department.
- Distribute the duties to housekeeping team members.
- Disposal of all the waste generated after the event.



➤ **Challenge faced by student and overall team**

- We have faced many challengers before and during the event.
- We lost some time during the start of the day.
- Arranging all the required items for the event, dinner tables arrangement, all perishable food items management are some of the main challenges we faced.
- Then we have done cost cutting so that we can manage to make event in the cost friendly and profitable way.
- Team co-ordination is main issues we engaged in and lost some time.
- Calling vendors and giving required items and making payment for our orders.
- Making guest list and confirming the guest reservations.
- Selection, managing and executing of the event games.
- Handling of dinner service for all the guests and VIP's during candle light dinner.
- Making outline of event in which manner the event is going to happen.
- Cooking the event menu receipt and on-time pickups of dishes.
- Cutting and preparation of vegetables and meat.
- Cleaning of the public area.
- Checking of all the sound and stage equipment before event.

➤ **Maharashtrian Thali Menu**

❖ **Mocktail**

- **Mint Mojito**
- **Blue Berry**

❖ **Starters**

- **Sabudana wada**
- **Wada Pav**
- **Sankarpara**
- **Aalu Vadi**

❖ **Main Course**

**Chicken thali**

- **Varan Bhat**
- **Chicken Kolhapuri**
- **Chicken Tambda Rassa**
- **Kokani Chicken**

**Fish thali**

- **Malvani Fish Fry**
- **Paplet Fry**
- **Roti**
- **Suramai Tawa**

## **Veg Thali**

- **Vangyachi Bharit**
- **Batata Sukhi Bhaji**
- **Jawar Bhakari**

### **❖ Dessert**

- **Puran Poli**
- **Sevaychi Kheer**



➤ **Learning Outcome**

- Students will be able to perform all the given work with perfection.
- Students will understand budgeting, financing and human resource planning.
- Students observed how all the department works together in event planning and management.
- Students can utilize interpersonal skill to manage hospitality service
- Student will be able to develop interest in potential area and work to learn management skill through group co-operation.

**Wada College Of Management  
& Science  
Affiliate To Mumbai Univars  
NAAC B GRADE**



**HOTEL MANAGEMENT  
EVENT  
YEAR-2022-23**

❖ Welcome Drink





❖ Starters









❖ Main Course

- Chicken Thali

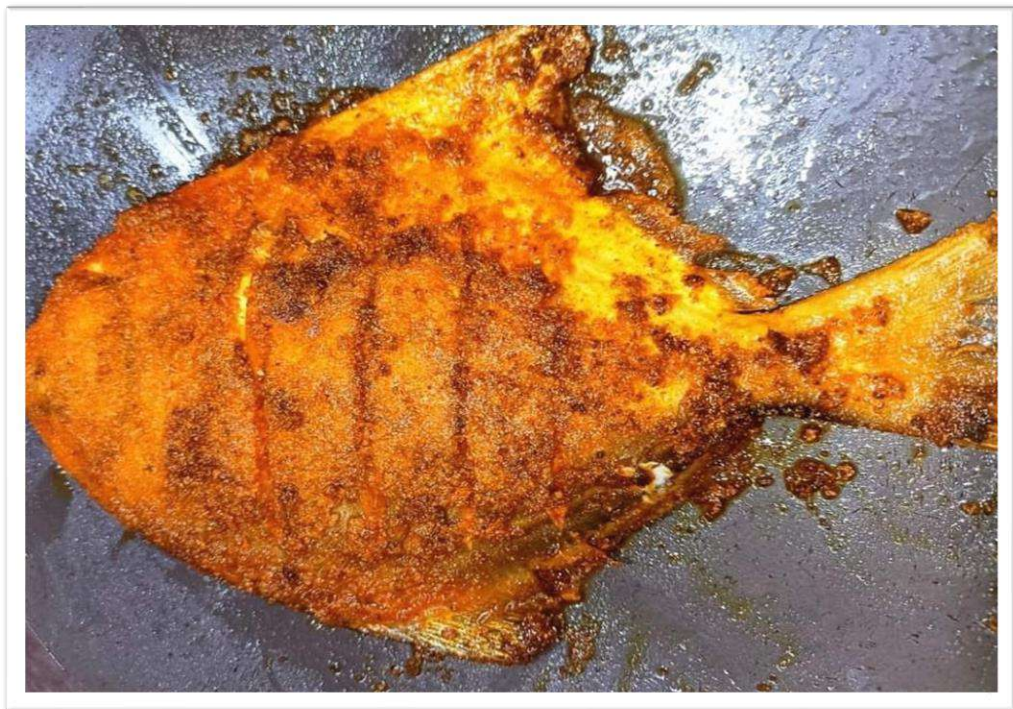








- **Fish Thali**







❖ Veg Thali







❖ Dessert



## Annexure



**Hotel management Department Professors & Students  
( Wada Collage Of Management And Science )**





**FOOD PRODUCTION DEPARTMENT ( T.Y B.SC H.S )**





**FRONT OFFICE DEPARTMENT ( T.Y B. SC H.S )**



**HOUSEKEEPING DEPARTMENT TY BSC HS**





**FOOD & BEVERAGE SERVICE DEPARTMENT ( T.Y B.SC H.S )**





**Prof. Mohite Sir Giving Guidance About Event**



**Preparation Of Food In Kitchen During Event**





**Table Set-up & Service During Event**





**Speech And Dancing Event**

**EVENT PLANNING, MARKETING & MANAGEMENT  
PROJECT**

ON

**“MAHARASHTRIAN THALI”**

BY

**AMOL PANDHARINATH GAIKWAD**

HEAD OF DEPARTMENT

**PROFESOR- GAURAV MOHITE**

CO -ORDINATOR

**PROFESOR- OMKAR PATHAK**

**THIRD YEAR B.SC (HOSPITALITY STUDIES)**

SUBMITTED TO

**University of Mumbai**



IN THE ACADEMIC YEAR

**2022 -2023**

**THROUGH**

**WADA COLLAGE OF MANAGEMNT AND SCIENCE**

HAROSALE, WADA HAROSALE ROAD, WADA 421303.

**EVENT PLANNING, MARKETING & MANAGEMENT  
PROJECT**

ON

**“MAHARASHTRIAN THALI”**

BY

**AMOL PANDHARINATH GAIKWAD**

HEAD OF DEPARTMENT PROFESOR

**GAURAV MOHITE**

CO -ORDINATOR

**OMKAR PATHAK**

**THIRD YEAR B.SC (HOSPITALITY STUDIES)**

SUBMITTED TO

**University of Mumbai**



IN THE ACADEMIC YEAR

**2022 -2023**

THROUGH

**WADA COLLAGE OF MANAGEMNT AND SCIENCE**

HAROSALE, WADA HAROSALE ROAD, WADA 421303.



**EVENT PLANNING, MARKETING & MANAGEMENT  
PROJECT**

**ON**

**“MAHARASHTRIAN THALI”**

**BY**

**AMOL PANDHARINATH GAIKWAD**

**THIRD YEAR B.SC (HOSPITALY STUDIES)**

**An Event Management Project Submitted In Practical  
Fulfillment of the Requirement for The  
Bachelor of Science (Hospitality studies) For The  
University of Mumbai**

## **DECLARATION**

I **AMOL PANDHARINATH GAIKWAD**, student of Wada Collage of Management and Science hereby declare that I have completed this Event Planning, Marketing project on the “**MAHARASHTRIAN THALI**” in the academic year **2022 -2023**.The information submitted is true and original to the best of my knowledge.

**ENTROLLMENT NO:**

**WADA COLLAGE OF MANAGEMENT AND SCIENCE**

**CERTIFICATE**

This is to certify that **AMOL PANDHARINATH GAIKWAD**, a student of University of Mumbai has submitted the Event management Project on “**MAHARASHTRIAN THALI**”, under my guidelines and supervision, in connection with his **Bachelor Degree in Hospitality Studies**.

**Mr. Omkar Pathak**  
( CO-Ordinator )

**Mr. Gaurav Mohite**  
( Head of department )

Signature of External:

Name of External:

Date:

( Principal)

**Dr. Anjankumar Sahay**



## **ACKNOWLEDGEMENT**

I am highly indebted to my teaching and non-teaching staff for their guidance and constant supervision as well as for providing necessary information regarding “**MAHARASHTRIAN THALI**” (2022-23) and also for their support in completing the project.

Apart from the efforts of myself, the success of any project depends largely on the encourage and guidelines of many other. I take this opportunity to express my gratitude towards my colleagues in developing the project and people who have willingly helped me out with their abilities.

I wish to express my deep sense of gratitude towards my collage principal Dr. Anjankumar Sahay, HOD and all the faculty members for their encouragement, co-operation and learning experience.

**AMOL PANDHARINATH GAIKWAD**

## Content Page

<b>Sr. No.</b>	<b>Particular</b>	<b>Page No.</b>
<b>1</b>	<b>Title of the Event</b>	
<b>2</b>	<b>Designation of the Student for the Event</b>	
<b>3</b>	<b>Department of Operation</b>	
<b>4</b>	<b>Event Objectives/Purpose/Theme</b>	
<b>5</b>	<b>Introduction of the Event</b>	
<b>6</b>	<b>Estimated Budget</b>	
<b>7</b>	<b>Estimated Department Budget Breakup</b>	
<b>8</b>	<b>Target Audience</b>	
<b>9</b>	<b>Sales &amp; Marketing Activity (Generation of Funds for Event)</b>	
<b>10</b>	<b>Publicity &amp; Promotional Activity</b>	
<b>11</b>	<b>Student Organizational Chart</b>	
<b>12</b>	<b>Student Department Chart</b>	
<b>13</b>	<b>Role in Respective Department</b>	
<b>14</b>	<b>Challenges Faced by Student &amp; Overall Team</b>	
<b>15</b>	<b>Maharashtrian Thali Menu</b>	

<b>16</b>	<b>Learning Outcome</b>	
<b>17</b>	<b>Annexure (Photographs)</b>	



***WADA COLLEGE OF MANAGEMENT & SCIENCE***

***Affiliate To Mumbai University***

***NAAC***



***HOTEL MANAGEMENT EVENT***

Title

# “MAHARASHTRIAN THALI”

## HOTEL MANAGEMENT EVENT



# MAHARASHTRIAN THALI

- **Designation of the Student for the Event**

Housekeeping Department Head

- **Department of Operation**

Housekeeping Department



## ➤ **The objective, Purpose and Theme of the Event**

- The purpose of the theme was to develop the skill of planning, organizing, and team work while executing to hospitality invitees and guests.
- The theme was also a change for us to perform at the highest level of our merit as the job and responsibility were on our shoulders.
- To put it in short, the objective was: to provide a Unity, Entertainment, Better Ambience & Better Experience.
- Increase awareness of a venue, tradition, culture, special interests etc.
- Increase community participation.
- Education, Training, and Volunteering programs.
- Validation of community groups and issues.
- Having a very clear of aims and objectives for a host of reasons.
- Aim and objective relate overall intent, strategic direction and purpose of event.

## ➤ Introduction To the Event

The food event 2022-23 tag lined “**MAHARASHTRIAN THALI**” was organized by department of Hotel Management of Wada Collage on 1 March 2023.

It is believed that your daily meal should be well-balanced which is why **a traditional Maharashtrian thali will have Rice, Chapati, Dry Vegetables, Curry, lentils, Salad, Pickle, Chutney and a Dessert.** All the flavours like spicy, savoury, sour, bitter and sweet are packed into one plate.

Maharashtrian cuisine is the cuisine of the Marathi people from the Indian state of Maharashtra. We Maharashtra are big time foodies and take pride in our cultural diversity. Maharashtra can never disappoint you, when it comes to food. From lip smacking snacks like vada-paav, Missal, Paav-bhaji, Kande pohe, to Delectable sweets like Ukadiche Modak, Puran-Poli, Basundi, shrikhand, Maharashtrian has a lot to offer food lovers.

The program commenced with welcoming our dignitaries with flower bouquet followed by an introductory speech by our vice principle Mr. Vishal Sir where they spoke on how the W.C.M.S enlighten the students as well as the guest about scope and prospects in hotel industry. Event is based on the available opportunities in hospitality Industry for upcoming collage students.

In this event we aim to do an event in a funny & interesting way & provide better ambience to our guests for dinner.

➤ **Estimated budget of the Event**

<b>Sr. No.</b>	<b>Department</b>	<b>Cost</b>
<b>1</b>	<b>Food Production Department</b>	<b>19,000/-</b>
<b>2</b>	<b>Food &amp; Beverage Service Department</b>	<b>3,880/-</b>
<b>3</b>	<b>Front Office Department</b>	<b>3,210/-</b>
<b>4</b>	<b>Housekeeping Department</b>	<b>1,200/-</b>
	<b>Total Estimated Budget of Events</b>	<b>27,290/-</b>

➤ **Estimated Department Budget Breakup**

**1. Food Production Department**

<b>Sr. No.</b>	<b>Items</b>	<b>Cost</b>
<b>1</b>	<b>Vegetables</b>	<b>1,550/-</b>
<b>2</b>	<b>Store Items</b>	<b>11,700/-</b>
<b>3</b>	<b>Chicken &amp; Seafood</b>	<b>4,750/-</b>
<b>4</b>	<b>Other Expenses</b>	<b>1,000/-</b>
	<b>Total Estimated Budget</b>	<b>19,000/-</b>

**2. Front Office Department**

<b>Sr. No.</b>	<b>Items</b>	<b>Cost</b>
<b>1</b>	<b>Flower Bouquet</b>	<b>1,000/-</b>
<b>2</b>	<b>Banner</b>	<b>700/-</b>
<b>3</b>	<b>Gifts &amp; Decoration</b>	<b>810/-</b>
<b>4</b>	<b>Other Expenses</b>	<b>700/-</b>
	<b>Total Estimated Budget</b>	<b>3,210/-</b>



### 3. Food And Beverage Service Department

<b>Sr. No.</b>	<b>Items</b>	<b>Cost</b>
<b>1</b>	<b>Dinner Plates &amp; Bowls</b>	<b>2,700/-</b>
<b>2</b>	<b>Hand Gloves</b>	<b>280/-</b>
<b>3</b>	<b>Dinner Sets</b>	<b>800/-</b>
<b>4</b>	<b>Others Expenses</b>	<b>100/-</b>
	<b>Total Estimated Budget</b>	<b>3,880/-</b>

### 4. Housekeeping Department

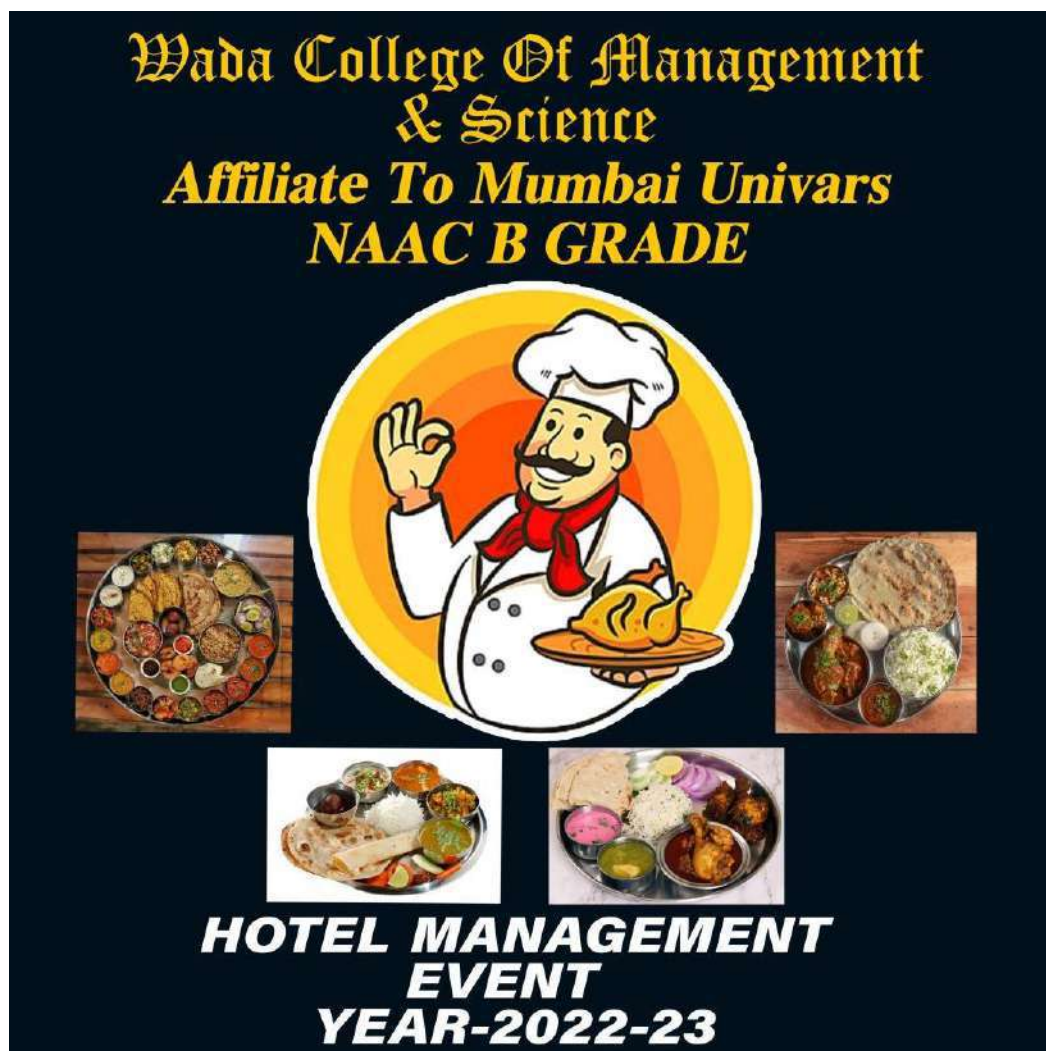
<b>Sr. No.</b>	<b>Items</b>	<b>Cost</b>
<b>1</b>	<b>Handwash</b>	<b>300/-</b>
<b>2</b>	<b>LED Bulbs</b>	<b>400/-</b>
<b>3</b>	<b>Dusters &amp; Garbage Bags</b>	<b>300/-</b>
<b>4</b>	<b>Others Expenses</b>	<b>200/-</b>
<b>5</b>	<b>Total Estimated Budget</b>	<b>1,200/-</b>

➤ **Target Audience**

- Our target audience was all reputed colleges principle's and their family members.
- Also, the student from different colleges looking for guidance about hospitality industry.

➤ **Sales & Marketing Activity**

- We have this event free of cost for all the guests and student.
- Also, we made an invitation card of the event for marketing.
- We Have done marketing of course Hospitality Studies and the upcoming opportunities in the hotel industry.
- Our event is financed by our college and the students contributed the other expenses and required equipment.



➤ Student Organizational chart

# Hotel Management Department

Food  
Production  
Department

1. Amol Gaikwad  
2. Ajay Waghe  
3. Hemant Yadav

Food &  
Beverage  
Service  
Department

1. Ajay Vadhan  
2. Pratiksha  
Nitnavre  
3. Monish  
Chaudhari

Housekeeping  
Department

1. Vivek Rinjad  
2. Sapna Sutar  
3. Akshay  
Gurav

Front Office  
Department

1. Jayshree  
Thombare  
2. Mandar patil  
3. Manoj pawar  
4. Kisan Mali



➤ **Student Department Chart**

# Food Production Department

**PROF. OMKAR PATHAK**

1. Amol Gaikwad
2. Ajay Waghe
3. Yadav Hemant

# Food & Beverage Service Department

**PROF. OMKAR PATHAK**

1. Ajay Vadhan
2. Pratiksha Nitnavre
3. Monish Chaudhari

# Housekeeping Department

**PROF. GAURAV MOHITE**

1. Vivek Rinjad
2. Sapna Sutar
3. Akshay Gurav

# Front Office Department

PROF. GAURAV MOHITE

1. Jayshree Thombare
2. Mandar Patil
3. Kisan Mali



## ➤ **Role in the Respective Department**

### **1) Food Production Team**

- In Event “**MAHARASHTRIAN THALI**” planning and directing food preparation and culinary activities.
- Modifying menus or create new ones that meet quality standards.
- Estimating Food Requirement and food/ labor cost.
- Supervising kitchen and manage staff.
- Rectify arising problems or duties.
- Maintain safety standards.
- Maintain hygiene and quality standards

### **2) F & B Service Team**

- Responsible for ensuring that all food and drink are of the highest quality.
- Designing unique menus, handling customer complaints, creating event policies, complying with food and safety regulation.
- Responsible for overall food and beverage service.
- Develop a relationship with all guests.
- Ensure that guest is satisfied with food and service.
- Assist With marketing event.

### **3) Front Office Team**

- Dealing with guest
- Welcoming & greeting guest.
- Provide a professional and friendly service for guest.
- Timely and accurate customer service.
- Proper mail distribution.
- Record and plan every moment of event.
- Provide all information to guest related to event.

### **4) Housekeeping Team**

- Cleaning of all public areas.
- Maintain cleanliness of all the area.
- Timely & accurate service.
- Planning, organizing and developing of the overall operation of the housekeeping department.
- Distribute the duties to housekeeping team members.
- Disposal of all the waste generated after the event.

➤ **Challenge faced by student and overall team**

- We have faced many challengers before and during the event.
- We lost some time during the start of the day.
- Arranging all the required items for the event, dinner tables arrangement, all perishable food items management are some of the main challenges we faced.
- Then we have done cost cutting so that we can manage to make event in the cost friendly and profitable way.
- Team co-ordination is main issues we engaged in and lost some time.
- Calling vendors and giving required items and making payment for our orders.
- Making guest list and confirming the guest reservations.
- Selection, managing and executing of the event games.
- Handling of dinner service for all the guests and VIP's during candle light dinner.
- Making outline of event in which manner the event is going to happen.
- Cooking the event menu receipt and on-time pickups of dishes.
- Cutting and preparation of vegetables and meat.
- Cleaning of the public area.
- Checking of all the sound and stage equipment before event.

➤ **Maharashtrian Thali Menu**

❖ **Mocktail**

- **Mint Mojito**
- **Blue Berry**

❖ **Starters**

- **Sabudana wada**
- **Wada Pav**
- **Sankarpara**
- **Aalu Vadi**

❖ **Main Course**

**Chicken thali**

- **Varan Bhat**
- **Chicken Kolhapuri**
- **Chicken Tambda Rassa**
- **Kokani Chicken**

**Fish thali**

- **Malvani Fish Fry**
- **Paplet Fry**
- **Roti**
- **Suramai Tawa**



## **Veg Thali**

- **Vangyachi Bharit**
- **Batata Sukhi Bhaji**
- **Jawar Bhakari**

### **❖ Dessert**

- **Puran Poli**
- **Sevaychi Kheer**

➤ **Learning Outcome**

- Students will be able to perform all the given work with perfection.
- Students will understand budgeting, financing and human resource planning.
- Students observed how all the department works together in event planning and management.
- Students can utilize interpersonal skill to manage hospitality service
- Student will be able to develop interest in potential area and work to learn management skill through group co-operation.

**Wada College Of Management  
& Science  
Affiliate To Mumbai Univars  
NAAC B GRADE**



**HOTEL MANAGEMENT  
EVENT  
YEAR-2022-23**

❖ Welcome Drink





❖ Starters









❖ Main Course

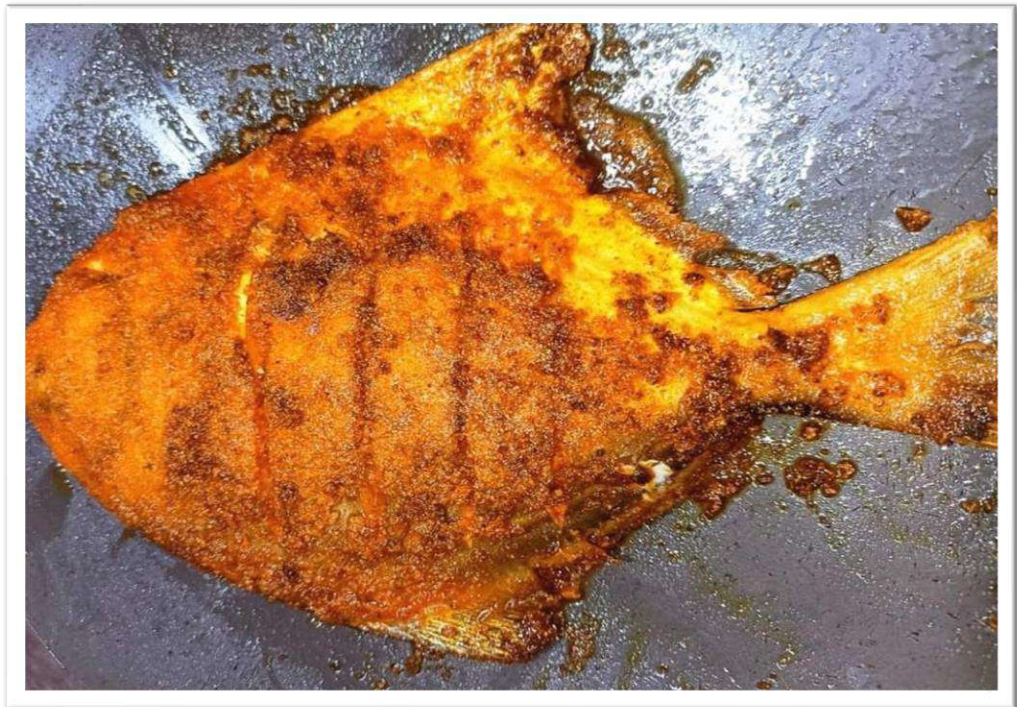
- Chicken Thali







- **Fish Thali**







❖ Veg Thali









❖ Dessert



## Annexure



**Hotel management Department Professors & Students  
( Wada Collage Of Management And Science )**



**FOOD PRODUCTION DEPARTMENT ( T.Y B.SC H.S )**





**FRONT OFFICE DEPARTMENT ( T.Y B. SC H.S )**





**HOUSEKEEPING DEPARTMENT TY BSC HS**



**FOOD & BEVERAGE SERVICE DEPARTMENT ( T.Y B.SC H.S )**



**Prof. Mohite Sir Giving Guidance About Event**





**Preparation Of Food In Kitchen During Event**





**Table Set-up & Service During Event**



**Speech And Dancing Event**

**EVENT PLANNING, MARKETING & MANAGEMENT  
PROJECT**

ON

**“MAHARASHTRIAN THALI”**

BY

**MANDAR KRUSHNA PATIL**

HEAD OF DEPARTMENT

**PROFESOR- GAURAV MOHITE**

CO -ORDINATOR

**PROFESOR- OMKAR PATHAK**

**THIRD YEAR B.SC (HOSPITALITY STUDIES)**

SUBMITTED TO

**University of Mumbai**



IN THE ACADEMIC YEAR

**2022 -2023**

**THROUGH**

**WADA COLLAGE OF MANAGEMNT AND SCIENCE**

HAROSALE, WADA HAROSALE ROAD, WADA 421303.

**EVENT PLANNING, MARKETING & MANAGEMENT  
PROJECT**

ON

**“MAHARASHTRIAN THALI”**

BY

**MANDAR KRUSHNA PATIL**

HEAD OF DEPARTMENT PROFESOR

**GAURAV MOHITE**

CO -ORDINATOR

**OMKAR PATHAK**

**THIRD YEAR B.SC (HOSPITALITY STUDIES)**

SUBMITTED TO

**University of Mumbai**



IN THE ACADEMIC YEAR

**2022 -2023**

**THROUGH**

**WADA COLLAGE OF MANAGEMNT AND SCIENCE**

HAROSALE, WADA HAROSALE ROAD, WADA 421303.



**EVENT PLANNING, MARKETING & MANAGEMENT  
PROJECT**

**ON**

**“MAHARASHTRIAN THALI”**

**BY**

**MANDAR KRUSHNA PATIL**

**THIRD YEAR B.SC (HOSPITALY STUDIES)**

**An Event Management Project Submitted In Practical  
Fulfillment of the Requirement for The  
Bachelor of Science (Hospitality studies) For The  
University of Mumbai**

## **DECLARATION**

I **MANDAR KRUSHNA PATIL**, student of Wada Collage of Management and Science hereby declare that I have completed this Event Planning, Marketing project on the “**MAHARASHTRIAN THALI**” in the academic year **2022 - 2023**.The information submitted is true and original to the best of my knowledge.

**ENTROLLMENT NO:**

**WADA COLLAGE OF MANAGEMENT AND SCIENCE**

**CERTIFICATE**

This is to certify that **MANDAR KRUSHNA PATIL**, a student of University of Mumbai has submitted the Event management Project on “**MAHARASHTRIAN THALI**”, under my guidelines and supervision, in connection with his **Bachelor Degree in Hospitality Studies**.

**Mr. Omkar Pathak**  
( CO-Ordinator )

**Mr. Gaurav Mohite**  
( Head of department )

Signature of External:

Name of External:

Date:

( Principal)

**Dr. Anjankumar Sahay**

## **ACKNOWLEDGEMENT**

I am highly indebted to my teaching and non-teaching staff for their guidance and constant supervision as well as for providing necessary information regarding “**MAHARASHTRIAN THALI**” (2022-23) and also for their support in completing the project.

Apart from the efforts of myself, the success of any project depends largely on the encourage and guidelines of many other. I take this opportunity to express my gratitude towards my colleagues in developing the project and people who have willingly helped me out with their abilities.

I wish to express my deep sense of gratitude towards my collage principal Dr. Anjankumar Sahay, HOD and all the faculty members for their encouragement, co-operation and learning experience.

**MANDAR KRUSHNA PATIL**



## Content Page

<b>Sr. No.</b>	<b>Particular</b>	<b>Page No.</b>
<b>1</b>	<b>Title of the Event</b>	
<b>2</b>	<b>Designation of the Student for the Event</b>	
<b>3</b>	<b>Department of Operation</b>	
<b>4</b>	<b>Event Objectives/Purpose/Theme</b>	
<b>5</b>	<b>Introduction of the Event</b>	
<b>6</b>	<b>Estimated Budget</b>	
<b>7</b>	<b>Estimated Department Budget Breakup</b>	
<b>8</b>	<b>Target Audience</b>	
<b>9</b>	<b>Sales &amp; Marketing Activity (Generation of Funds for Event)</b>	
<b>10</b>	<b>Publicity &amp; Promotional Activity</b>	
<b>11</b>	<b>Student Organizational Chart</b>	
<b>12</b>	<b>Student Department Chart</b>	
<b>13</b>	<b>Role in Respective Department</b>	
<b>14</b>	<b>Challenges Faced by Student &amp; Overall Team</b>	
<b>15</b>	<b>Maharashtrian Thali Menu</b>	

<b>16</b>	<b>Learning Outcome</b>	
<b>17</b>	<b>Annexure (Photographs)</b>	

***WADA COLLEGE OF MANAGEMENT & SCIENCE***

***Affiliate To Mumbai University***

***NAAC***



***HOTEL MANAGEMENT EVENT***

Title

# “MAHARASHTRIAN THALI”

## HOTEL MANAGEMENT EVENT



# MAHARASHTRIAN THALI



- **Designation of the Student for the Event**

Housekeeping Department Head

- **Department of Operation**

Housekeeping Department

## ➤ **The objective, Purpose and Theme of the Event**

- The purpose of the theme was to develop the skill of planning, organizing, and team work while executing to hospitality invitees and guests.
- The theme was also a change for us to perform at the highest level of our merit as the job and responsibility were on our shoulders.
- To put it in short, the objective was: to provide a Unity, Entertainment, Better Ambience & Better Experience.
- Increase awareness of a venue, tradition, culture, special interests etc.
- Increase community participation.
- Education, Training, and Volunteering programs.
- Validation of community groups and issues.
- Having a very clear of aims and objectives for a host of reasons.
- Aim and objective relate overall intent, strategic direction and purpose of event.

## ➤ Introduction To the Event

The food event 2022-23 tag lined “**MAHARASHTRIAN THALI**” was organized by department of Hotel Management of Wada Collage on 1 March 2023.

It is believed that your daily meal should be well-balanced which is why **a traditional Maharashtrian thali will have Rice, Chapati, Dry Vegetables, Curry, lentils, Salad, Pickle, Chutney and a Dessert.** All the flavours like spicy, savoury, sour, bitter and sweet are packed into one plate.

Maharashtrian cuisine is the cuisine of the Marathi people from the Indian state of Maharashtra. We Maharashtra are big time foodies and take pride in our cultural diversity. Maharashtra can never disappoint you, when it comes to food. From lip smacking snacks like vada-paav, Missal, Paav-bhaji, Kande pohe, to Delectable sweets like Ukadiche Modak, Puran-Poli, Basundi, shrikhand, Maharashtrian has a lot to offer food lovers.

The program commenced with welcoming our dignitaries with flower bouquet followed by an introductory speech by our vice principle Mr. Vishal Sir where they spoke on how the W.C.M.S enlighten the students as well as the guest about scope and prospects in hotel industry. Event is based on the available opportunities in hospitality Industry for upcoming collage students.

In this event we aim to do an event in a funny & interesting way & provide better ambience to our guests for dinner.

➤ **Estimated budget of the Event**

<b>Sr. No.</b>	<b>Department</b>	<b>Cost</b>
<b>1</b>	<b>Food Production Department</b>	<b>19,000/-</b>
<b>2</b>	<b>Food &amp; Beverage Service Department</b>	<b>3,880/-</b>
<b>3</b>	<b>Front Office Department</b>	<b>3,210/-</b>
<b>4</b>	<b>Housekeeping Department</b>	<b>1,200/-</b>
	<b>Total Estimated Budget of Events</b>	<b>27,290/-</b>



➤ **Estimated Department Budget Breakup**

**1. Food Production Department**

<b>Sr. No.</b>	<b>Items</b>	<b>Cost</b>
<b>1</b>	<b>Vegetables</b>	<b>1,550/-</b>
<b>2</b>	<b>Store Items</b>	<b>11,700/-</b>
<b>3</b>	<b>Chicken &amp; Seafood</b>	<b>4,750/-</b>
<b>4</b>	<b>Other Expenses</b>	<b>1,000/-</b>
	<b>Total Estimated Budget</b>	<b>19,000/-</b>

**2. Front Office Department**

<b>Sr. No.</b>	<b>Items</b>	<b>Cost</b>
<b>1</b>	<b>Flower Bouquet</b>	<b>1,000/-</b>
<b>2</b>	<b>Banner</b>	<b>700/-</b>
<b>3</b>	<b>Gifts &amp; Decoration</b>	<b>810/-</b>
<b>4</b>	<b>Other Expenses</b>	<b>700/-</b>
	<b>Total Estimated Budget</b>	<b>3,210/-</b>

### 3. Food And Beverage Service Department

<b>Sr. No.</b>	<b>Items</b>	<b>Cost</b>
<b>1</b>	<b>Dinner Plates &amp; Bowls</b>	<b>2,700/-</b>
<b>2</b>	<b>Hand Gloves</b>	<b>280/-</b>
<b>3</b>	<b>Dinner Sets</b>	<b>800/-</b>
<b>4</b>	<b>Others Expenses</b>	<b>100/-</b>
	<b>Total Estimated Budget</b>	<b>3,880/-</b>

### 4. Housekeeping Department

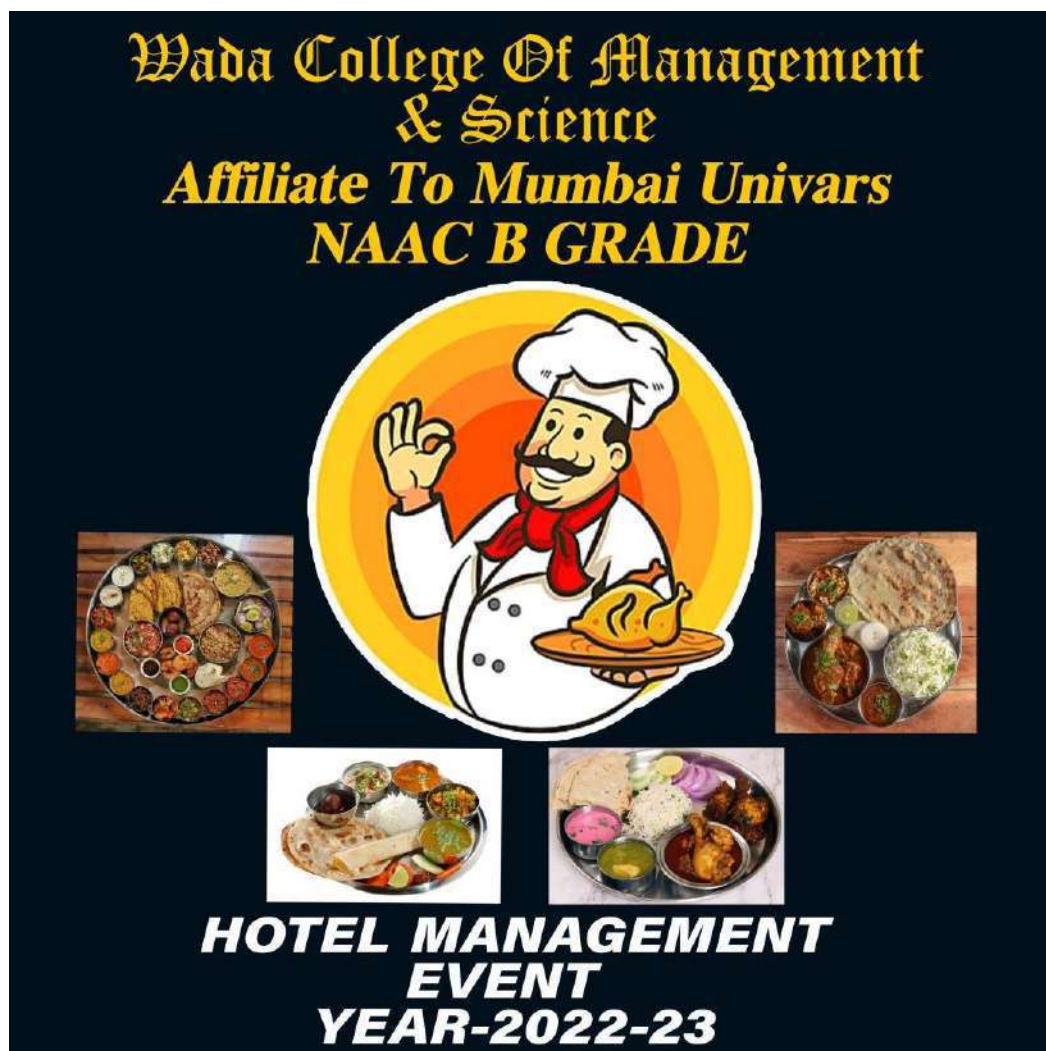
<b>Sr. No.</b>	<b>Items</b>	<b>Cost</b>
<b>1</b>	<b>Handwash</b>	<b>300/-</b>
<b>2</b>	<b>LED Bulbs</b>	<b>400/-</b>
<b>3</b>	<b>Dusters &amp; Garbage Bags</b>	<b>300/-</b>
<b>4</b>	<b>Others Expenses</b>	<b>200/-</b>
<b>5</b>	<b>Total Estimated Budget</b>	<b>1,200/-</b>

➤ **Target Audience**

- Our target audience was all reputed colleges principle's and their family members.
- Also, the student from different colleges looking for guidance about hospitality industry.

➤ **Sales & Marketing Activity**

- We have this event free of cost for all the guests and student.
- Also, we made an invitation card of the event for marketing.
- We Have done marketing of course Hospitality Studies and the upcoming opportunities in the hotel industry.
- Our event is financed by our college and the students contributed the other expenses and required equipment.





➤ Student Organizational chart

# Hotel Management Department

Food  
Production  
Department

1. Amol Gaikwad  
2. Ajay Waghe  
3. Hemant Yadav

Food &  
Beverage  
Service  
Department

1. Ajay Vadhan  
2. Pratiksha  
Nitnavre  
3. Monish  
Chaudhari

Housekeeping  
Department

1. Vivek Rinjad  
2. Sapna Sutar  
3. Akshay  
Gurav

Front Office  
Department

1. Jayshree  
Thombare  
2. Mandar patil  
3. Manoj pawar  
4. Kisan Mali

➤ **Student Department Chart**

# Food Production Department

**PROF. OMKAR PATHAK**

1. Amol Gaikwad
2. Ajay Waghe
3. Yadav Hemant

# Food & Beverage Service Department

PROF. OMKAR PATHAK

1. Ajay Vadhan
2. Pratiksha Nitnavre
3. Monish Chaudhari

# Housekeeping Department

**PROF. GAURAV MOHITE**

1. Vivek Rinjad
2. Sapna Sutar
3. Akshay Gurav



# Front Office Department

PROF. GAURAV MOHITE

1. Jayshree Thombare
2. Mandar Patil
3. Kisan Mali

## ➤ **Role in the Respective Department**

### **1) Food Production Team**

- In Event “**MAHARASHTRIAN THALI**” planning and directing food preparation and culinary activities.
- Modifying menus or create new ones that meet quality standards.
- Estimating Food Requirement and food/ labor cost.
- Supervising kitchen and manage staff.
- Rectify arising problems or duties.
- Maintain safety standards.
- Maintain hygiene and quality standards

### **2) F & B Service Team**

- Responsible for ensuring that all food and drink are of the highest quality.
- Designing unique menus, handling customer complaints, creating event policies, complying with food and safety regulation.
- Responsible for overall food and beverage service.
- Develop a relationship with all guests.
- Ensure that guest is satisfied with food and service.
- Assist With marketing event.

### **3) Front Office Team**

- Dealing with guest
- Welcoming & greeting guest.
- Provide a professional and friendly service for guest.
- Timely and accurate customer service.
- Proper mail distribution.
- Record and plan every moment of event.
- Provide all information to guest related to event.

### **4) Housekeeping Team**

- Cleaning of all public areas.
- Maintain cleanliness of all the area.
- Timely & accurate service.
- Planning, organizing and developing of the overall operation of the housekeeping department.
- Distribute the duties to housekeeping team members.
- Disposal of all the waste generated after the event.

➤ **Challenge faced by student and overall team**

- We have faced many challengers before and during the event.
- We lost some time during the start of the day.
- Arranging all the required items for the event, dinner tables arrangement, all perishable food items management are some of the main challenges we faced.
- Then we have done cost cutting so that we can manage to make event in the cost friendly and profitable way.
- Team co-ordination is main issues we engaged in and lost some time.
- Calling vendors and giving required items and making payment for our orders.
- Making guest list and confirming the guest reservations.
- Selection, managing and executing of the event games.
- Handling of dinner service for all the guests and VIP's during candle light dinner.
- Making outline of event in which manner the event is going to happen.
- Cooking the event menu receipt and on-time pickups of dishes.
- Cutting and preparation of vegetables and meat.
- Cleaning of the public area.
- Checking of all the sound and stage equipment before event.



➤ **Maharashtrian Thali Menu**

❖ **Mocktail**

- **Mint Mojito**
- **Blue Berry**

❖ **Starters**

- **Sabudana wada**
- **Wada Pav**
- **Sankarpara**
- **Aalu Vadi**

❖ **Main Course**

**Chicken thali**

- **Varan Bhat**
- **Chicken Kolhapuri**
- **Chicken Tambda Rassa**
- **Kokani Chicken**

**Fish thali**

- **Malvani Fish Fry**
- **Paplet Fry**
- **Roti**
- **Suramai Tawa**

## **Veg Thali**

- **Vangyachi Bharit**
- **Batata Sukhi Bhaji**
- **Jawar Bhakari**

### **❖ Dessert**

- **Puran Poli**
- **Sevaychi Kheer**

➤ **Learning Outcome**

- Students will be able to perform all the given work with perfection.
- Students will understand budgeting, financing and human resource planning.
- Students observed how all the department works together in event planning and management.
- Students can utilize interpersonal skill to manage hospitality service
- Student will be able to develop interest in potential area and work to learn management skill through group co-operation.

**Wada College Of Management  
& Science  
Affiliate To Mumbai Univars  
NAAC B GRADE**



**HOTEL MANAGEMENT  
EVENT  
YEAR-2022-23**



❖ Welcome Drink



❖ Starters









❖ Main Course

- Chicken Thali

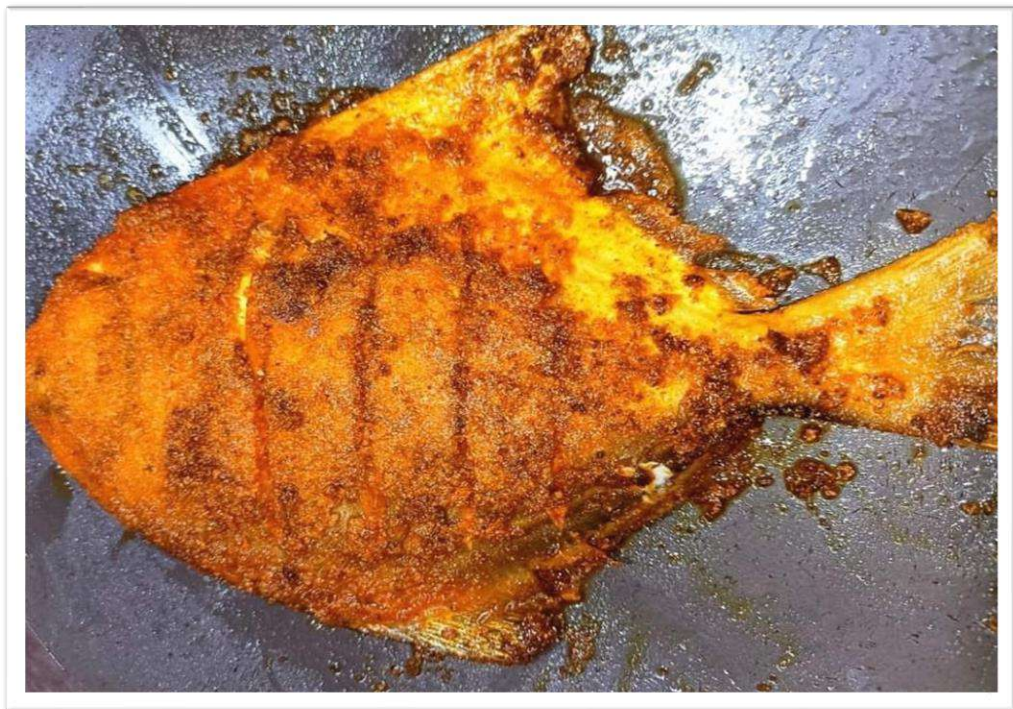








- **Fish Thali**







❖ Veg Thali







❖ Dessert



## Annexure



**Hotel management Department Professors & Students  
( Wada Collage Of Management And Science )**





**FOOD PRODUCTION DEPARTMENT ( T.Y B.SC H.S )**





**FRONT OFFICE DEPARTMENT ( T.Y B. SC H.S )**



**HOUSEKEEPING DEPARTMENT TY BSC HS**





**FOOD & BEVERAGE SERVICE DEPARTMENT ( T.Y B.SC H.S )**



**Prof. Mohite Sir Giving Guidance About Event**





**Preparation Of Food In Kitchen During Event**



**Table Set-up & Service During Event**





**Speech And Dancing Event**

**EVENT PLANNING, MARKETING & MANAGEMENT  
PROJECT**

ON

**“MAHARASHTRIAN THALI”**

BY

**SAPNA DILIP SUTAR**

HEAD OF DEPARTMENT

**PROFESOR- GAURAV MOHITE**

CO -ORDINATOR

**PROFESOR- OMKAR PATHAK**

**THIRD YEAR B.SC (HOSPITALITY STUDIES)**

SUBMITTED TO

**University of Mumbai**



IN THE ACADEMIC YEAR

**2022 -2023**

**THROUGH**

**WADA COLLAGE OF MANAGEMNT AND SCIENCE**

HAROSALE, WADA HAROSALE ROAD, WADA 421303.



**EVENT PLANNING, MARKETING & MANAGEMENT  
PROJECT**

ON

**“MAHARASHTRIAN THALI”**

BY

**SAPNA DILIP SUTAR**

HEAD OF DEPARTMENT PROFESOR

**GAURAV MOHITE**

CO -ORDINATOR

**OMKAR PATHAK**

**THIRD YEAR B.SC (HOSPITALITY STUDIES)**

SUBMITTED TO

**University of Mumbai**



IN THE ACADEMIC YEAR

**2022 -2023**

THROUGH

**WADA COLLAGE OF MANAGEMNT AND SCIENCE**

HAROSALE, WADA HAROSALE ROAD, WADA 421303.

**EVENT PLANNING, MARKETING & MANAGEMENT  
PROJECT**

**ON**

**“MAHARASHTRIAN THALI”**

**BY**

**SAPNA DILIP SUTAR**

**THIRD YEAR B.SC (HOSPITALY STUDIES)**

**An Event Management Project Submitted In Practical  
Fulfillment of the Requirement for The  
Bachelor of Science (Hospitality studies) For The  
University of Mumbai**

## **DECLARATION**

I **SAPNA DILIP SUTAR**, student of Wada Collage of Management and Science hereby declare that I have completed this Event Planning, Marketing project on the “**MAHARASHTRIAN THALI**” in the academic year **2022 -2023**.The information submitted is true and original to the best of my knowledge.

**ENTROLLMENT NO:**

**WADA COLLAGE OF MANAGEMENT AND SCIENCE**

**CERTIFICATE**

This is to certify that **SAPNA DILIP SUTAR**, a student of University of Mumbai has submitted the Event management Project on “**MAHARASHTRIAN THALI**”, under my guidelines and supervision, in connection with his **Bachelor Degree in Hospitality Studies**.

**Mr. Omkar Pathak**  
( CO-Ordinator )

**Mr. Gaurav Mohite**  
( Head of department )

Signature of External:

Name of External:

Date:

( Principal)

**Dr. Anjankumar Sahay**



## **ACKNOWLEDGEMENT**

I am highly indebted to my teaching and non-teaching staff for their guidance and constant supervision as well as for providing necessary information regarding “**MAHARASHTRIAN THALI**” (2022-23) and also for their support in completing the project.

Apart from the efforts of myself, the success of any project depends largely on the encourage and guidelines of many other. I take this opportunity to express my gratitude towards my colleagues in developing the project and people who have willingly helped me out with their abilities.

I wish to express my deep sense of gratitude towards my collage principal Dr. Anjankumar Sahay, HOD and all the faculty members for their encouragement, co-operation and learning experience.

**SAPNA DILIP SUTAR**

## Content Page

<b>Sr. No.</b>	<b>Particular</b>	<b>Page No.</b>
<b>1</b>	<b>Title of the Event</b>	
<b>2</b>	<b>Designation of the Student for the Event</b>	
<b>3</b>	<b>Department of Operation</b>	
<b>4</b>	<b>Event Objectives/Purpose/Theme</b>	
<b>5</b>	<b>Introduction of the Event</b>	
<b>6</b>	<b>Estimated Budget</b>	
<b>7</b>	<b>Estimated Department Budget Breakup</b>	
<b>8</b>	<b>Target Audience</b>	
<b>9</b>	<b>Sales &amp; Marketing Activity (Generation of Funds for Event)</b>	
<b>10</b>	<b>Publicity &amp; Promotional Activity</b>	
<b>11</b>	<b>Student Organizational Chart</b>	
<b>12</b>	<b>Student Department Chart</b>	
<b>13</b>	<b>Role in Respective Department</b>	
<b>14</b>	<b>Challenges Faced by Student &amp; Overall Team</b>	
<b>15</b>	<b>Maharashtrian Thali Menu</b>	

<b>16</b>	<b>Learning Outcome</b>	
<b>17</b>	<b>Annexure (Photographs)</b>	

***WADA COLLEGE OF MANAGEMENT & SCIENCE***

***Affiliate To Mumbai University***

***NAAC***



***HOTEL MANAGEMENT EVENT***



Title

# “MAHARASHTRIAN THALI”

## HOTEL MANAGEMENT EVENT



# MAHARASHTRIAN THALI

- **Designation of the Student for the Event**

Housekeeping Department Head

- **Department of Operation**

Housekeeping Department

➤ **The objective, Purpose and Theme of the Event**

- The purpose of the theme was to develop the skill of planning, organizing, and team work while executing to hospitality invitees and guests.
- The theme was also a change for us to perform at the highest level of our merit as the job and responsibility were on our shoulders.
- To put it in short, the objective was: to provide a Unity, Entertainment, Better Ambience & Better Experience.
- Increase awareness of a venue, tradition, culture, special interests etc.
- Increase community participation.
- Education, Training, and Volunteering programs.
- Validation of community groups and issues.
- Having a very clear of aims and objectives for a host of reasons.
- Aim and objective relate overall intent, strategic direction and purpose of event.

## ➤ Introduction To the Event

The food event 2022-23 tag lined “**MAHARASHTRIAN THALI**” was organized by department of Hotel Management of Wada Collage on 1 March 2023.

It is believed that your daily meal should be well-balanced which is why **a traditional Maharashtrian thali will have Rice, Chapati, Dry Vegetables, Curry, lentils, Salad, Pickle, Chutney and a Dessert.** All the flavours like spicy, savoury, sour, bitter and sweet are packed into one plate.

Maharashtrian cuisine is the cuisine of the Marathi people from the Indian state of Maharashtra. We Maharashtra are big time foodies and take pride in our cultural diversity. Maharashtra can never disappoint you, when it comes to food. From lip smacking snacks like vada-paav, Missal, Paav-bhaji, Kande pohe, to Delectable sweets like Ukadiche Modak, Puran-Poli, Basundi, shrikhand, Maharashtrian has a lot to offer food lovers.

The program commenced with welcoming our dignitaries with flower bouquet followed by an introductory speech by our vice principle Mr. Vishal Sir where they spoke on how the W.C.M.S enlighten the students as well as the guest about scope and prospects in hotel industry. Event is based on the available opportunities in hospitality Industry for upcoming collage students.

In this event we aim to do an event in a funny & interesting way & provide better ambience to our guests for dinner.



➤ **Estimated budget of the Event**

<b>Sr. No.</b>	<b>Department</b>	<b>Cost</b>
<b>1</b>	<b>Food Production Department</b>	<b>19,000/-</b>
<b>2</b>	<b>Food &amp; Beverage Service Department</b>	<b>3,880/-</b>
<b>3</b>	<b>Front Office Department</b>	<b>3,210/-</b>
<b>4</b>	<b>Housekeeping Department</b>	<b>1,200/-</b>
	<b>Total Estimated Budget of Events</b>	<b>27,290/-</b>

➤ **Estimated Department Budget Breakup**

**1. Food Production Department**

<b>Sr. No.</b>	<b>Items</b>	<b>Cost</b>
<b>1</b>	<b>Vegetables</b>	<b>1,550/-</b>
<b>2</b>	<b>Store Items</b>	<b>11,700/-</b>
<b>3</b>	<b>Chicken &amp; Seafood</b>	<b>4,750/-</b>
<b>4</b>	<b>Other Expenses</b>	<b>1,000/-</b>
	<b>Total Estimated Budget</b>	<b>19,000/-</b>

**2. Front Office Department**

<b>Sr. No.</b>	<b>Items</b>	<b>Cost</b>
<b>1</b>	<b>Flower Bouquet</b>	<b>1,000/-</b>
<b>2</b>	<b>Banner</b>	<b>700/-</b>
<b>3</b>	<b>Gifts &amp; Decoration</b>	<b>810/-</b>
<b>4</b>	<b>Other Expenses</b>	<b>700/-</b>
	<b>Total Estimated Budget</b>	<b>3,210/-</b>

### 3. Food And Beverage Service Department

<b>Sr. No.</b>	<b>Items</b>	<b>Cost</b>
<b>1</b>	<b>Dinner Plates &amp; Bowls</b>	<b>2,700/-</b>
<b>2</b>	<b>Hand Gloves</b>	<b>280/-</b>
<b>3</b>	<b>Dinner Sets</b>	<b>800/-</b>
<b>4</b>	<b>Others Expenses</b>	<b>100/-</b>
	<b>Total Estimated Budget</b>	<b>3,880/-</b>

### 4. Housekeeping Department

<b>Sr. No.</b>	<b>Items</b>	<b>Cost</b>
<b>1</b>	<b>Handwash</b>	<b>300/-</b>
<b>2</b>	<b>LED Bulbs</b>	<b>400/-</b>
<b>3</b>	<b>Dusters &amp; Garbage Bags</b>	<b>300/-</b>
<b>4</b>	<b>Others Expenses</b>	<b>200/-</b>
<b>5</b>	<b>Total Estimated Budget</b>	<b>1,200/-</b>

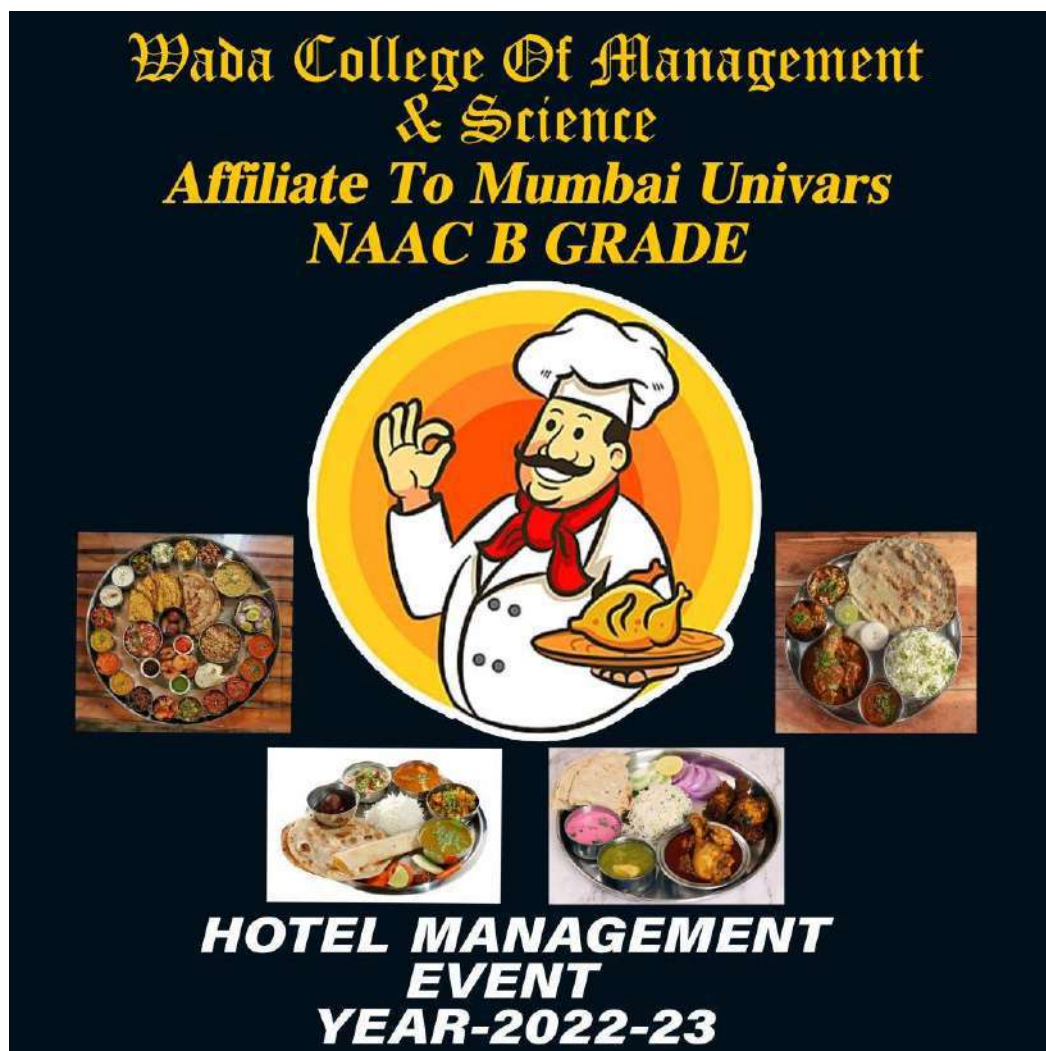
➤ **Target Audience**

- Our target audience was all reputed colleges principle's and their family members.
- Also, the student from different colleges looking for guidance about hospitality industry.



➤ **Sales & Marketing Activity**

- We have this event free of cost for all the guests and student.
- Also, we made an invitation card of the event for marketing.
- We Have done marketing of course Hospitality Studies and the upcoming opportunities in the hotel industry.
- Our event is financed by our college and the students contributed the other expenses and required equipment.



➤ Student Organizational chart

# Hotel Management Department

Food  
Production  
Department

1. Amol Gaikwad  
2. Ajay Waghe  
3. Hemant Yadav

Food &  
Beverage  
Service  
Department

1. Ajay Vadhan  
2. Pratiksha  
Nitnavre  
3. Monish  
Chaudhari

Housekeeping  
Department

1. Vivek Rinjad  
2. Sapna Sutar  
3. Akshay  
Gurav

Front Office  
Department

1. Jayshree  
Thombare  
2. Mandar patil  
3. Manoj pawar  
4. Kisan Mali

➤ **Student Department Chart**

# Food Production Department

**PROF. OMKAR PATHAK**

1. Amol Gaikwad
2. Ajay Waghe
3. Yadav Hemant

# Food & Beverage Service Department

**PROF. OMKAR PATHAK**

1. Ajay Vadhan
2. Pratiksha Nitnavre
3. Monish Chaudhari



# Housekeeping Department

PROF. GAURAV MOHITE

1. Vivek Rinjad
2. Sapna Sutar
3. Akshay Gurav

# Front Office Department

PROF. GAURAV MOHITE

1. Jayshree Thombare
2. Mandar Patil
3. Kisan Mali

## ➤ **Role in the Respective Department**

### **1) Food Production Team**

- In Event “**MAHARASHTRIAN THALI**” planning and directing food preparation and culinary activities.
- Modifying menus or create new ones that meet quality standards.
- Estimating Food Requirement and food/ labor cost.
- Supervising kitchen and manage staff.
- Rectify arising problems or duties.
- Maintain safety standards.
- Maintain hygiene and quality standards

### **2) F & B Service Team**

- Responsible for ensuring that all food and drink are of the highest quality.
- Designing unique menus, handling customer complaints, creating event policies, complying with food and safety regulation.
- Responsible for overall food and beverage service.
- Develop a relationship with all guests.
- Ensure that guest is satisfied with food and service.
- Assist With marketing event.

### **3) Front Office Team**

- Dealing with guest
- Welcoming & greeting guest.
- Provide a professional and friendly service for guest.
- Timely and accurate customer service.
- Proper mail distribution.
- Record and plan every moment of event.
- Provide all information to guest related to event.

### **4) Housekeeping Team**

- Cleaning of all public areas.
- Maintain cleanliness of all the area.
- Timely & accurate service.
- Planning, organizing and developing of the overall operation of the housekeeping department.
- Distribute the duties to housekeeping team members.
- Disposal of all the waste generated after the event.



➤ **Challenge faced by student and overall team**

- We have faced many challengers before and during the event.
- We lost some time during the start of the day.
- Arranging all the required items for the event, dinner tables arrangement, all perishable food items management are some of the main challenges we faced.
- Then we have done cost cutting so that we can manage to make event in the cost friendly and profitable way.
- Team co-ordination is main issues we engaged in and lost some time.
- Calling vendors and giving required items and making payment for our orders.
- Making guest list and confirming the guest reservations.
- Selection, managing and executing of the event games.
- Handling of dinner service for all the guests and VIP's during candle light dinner.
- Making outline of event in which manner the event is going to happen.
- Cooking the event menu receipt and on-time pickups of dishes.
- Cutting and preparation of vegetables and meat.
- Cleaning of the public area.
- Checking of all the sound and stage equipment before event.

➤ **Maharashtrian Thali Menu**

❖ **Mocktail**

- **Mint Mojito**
- **Blue Berry**

❖ **Starters**

- **Sabudana wada**
- **Wada Pav**
- **Sankarpara**
- **Aalu Vadi**

❖ **Main Course**

**Chicken thali**

- **Varan Bhat**
- **Chicken Kolhapuri**
- **Chicken Tambda Rassa**
- **Kokani Chicken**

**Fish thali**

- **Malvani Fish Fry**
- **Paplet Fry**
- **Roti**
- **Suramai Tawa**

## **Veg Thali**

- **Vangyachi Bharit**
- **Batata Sukhi Bhaji**
- **Jawar Bhakari**

### **❖ Dessert**

- **Puran Poli**
- **Sevaychi Kheer**

➤ **Learning Outcome**

- Students will be able to perform all the given work with perfection.
- Students will understand budgeting, financing and human resource planning.
- Students observed how all the department works together in event planning and management.
- Students can utilize interpersonal skill to manage hospitality service
- Student will be able to develop interest in potential area and work to learn management skill through group co-operation.



**Wada College Of Management  
& Science  
Affiliate To Mumbai Univars  
NAAC B GRADE**



**HOTEL MANAGEMENT  
EVENT  
YEAR-2022-23**

❖ Welcome Drink





❖ Starters









❖ Main Course

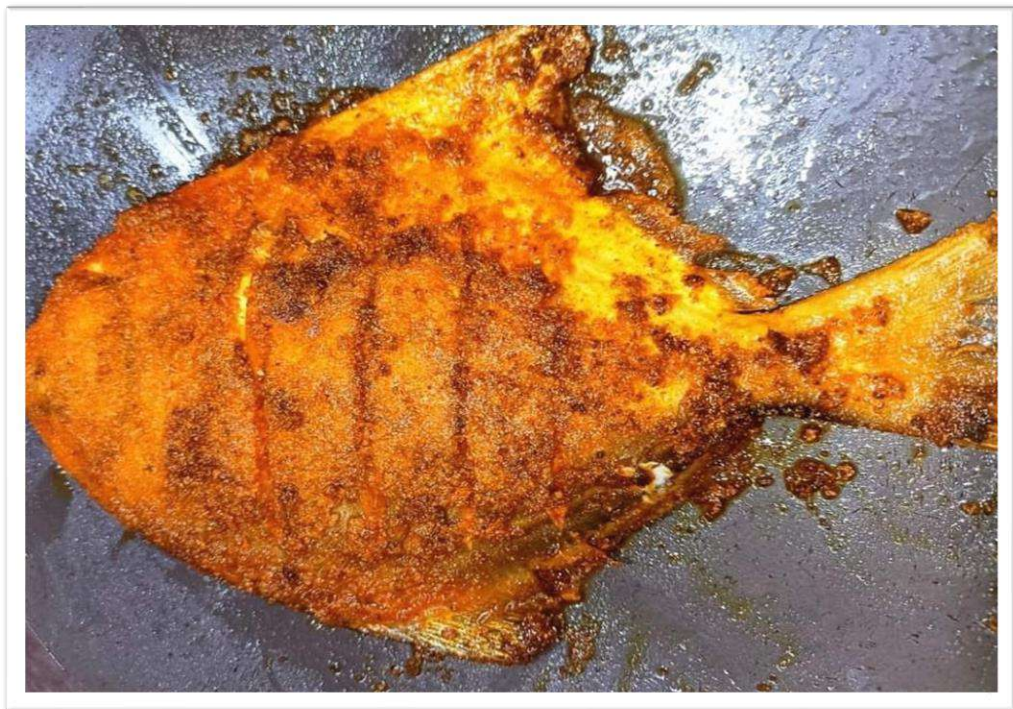
- Chicken Thali







- **Fish Thali**









❖ Veg Thali







❖ Dessert



## Annexure



**Hotel management Department Professors & Students  
( Wada Collage Of Management And Science )**





**FOOD PRODUCTION DEPARTMENT ( T.Y B.SC H.S )**



**FRONT OFFICE DEPARTMENT ( T.Y B. SC H.S )**



**HOUSEKEEPING DEPARTMENT TY BSC HS**





**FOOD & BEVERAGE SERVICE DEPARTMENT ( T.Y B.SC H.S )**





**Prof. Mohite Sir Giving Guidance About Event**



**Preparation Of Food In Kitchen During Event**





**Table Set-up & Service During Event**



**Speech And Dancing Event**



**EVENT PLANNING, MARKETING & MANAGEMENT  
PROJECT**

ON

**“MAHARASHTRIAN THALI”**

BY

**SAPNA DILIP SUTAR**

HEAD OF DEPARTMENT

**PROFESOR- GAURAV MOHITE**

CO -ORDINATOR

**PROFESOR- OMKAR PATHAK**

**THIRD YEAR B.SC (HOSPITALITY STUDIES)**

SUBMITTED TO

**University of Mumbai**



IN THE ACADEMIC YEAR

**2022 -2023**

**THROUGH**

**WADA COLLAGE OF MANAGEMNT AND SCIENCE**

HAROSALE, WADA HAROSALE ROAD, WADA 421303.

**EVENT PLANNING, MARKETING & MANAGEMENT  
PROJECT**

ON

**“MAHARASHTRIAN THALI”**

BY

**SAPNA DILIP SUTAR**

HEAD OF DEPARTMENT PROFESOR

**GAURAV MOHITE**

CO -ORDINATOR

**OMKAR PATHAK**

**THIRD YEAR B.SC (HOSPITALITY STUDIES)**

SUBMITTED TO

**University of Mumbai**



IN THE ACADEMIC YEAR

**2022 -2023**

THROUGH

**WADA COLLAGE OF MANAGEMNT AND SCIENCE**

HAROSALE, WADA HAROSALE ROAD, WADA 421303.

**EVENT PLANNING, MARKETING & MANAGEMENT**

**PROJECT**

**ON**

**“MAHARASHTRIAN THALI”**

**BY**

**SAPNA DILIP SUTAR**

**THIRD YEAR B.SC (HOSPITALY STUDIES)**

**An Event Management Project Submitted In Practical  
Fulfillment of the Requirement for The  
Bachelor of Science (Hospitality studies) For The  
University of Mumbai**

## **DECLARATION**

I **SAPNA DILIP SUTAR**, student of Wada Collage of Management and Science hereby declare that I have completed this Event Planning, Marketing project on the “**MAHARASHTRIAN THALI**” in the academic year **2022 -2023**.The information submitted is true and original to the best of my knowledge.

**ENTROLLMENT NO:**



**WADA COLLAGE OF MANAGEMENT AND SCIENCE**

**CERTIFICATE**

This is to certify that **SAPNA DILIP SUTAR**, a student of University of Mumbai has submitted the Event management Project on “**MAHARASHTRIAN THALI**”, under my guidelines and supervision, in connection with his **Bachelor Degree in Hospitality Studies**.

**Mr. Omkar Pathak**  
( CO-Ordinator )

**Mr. Gaurav Mohite**  
( Head of department )

Signature of External:

Name of External:

Date:

( Principal)

**Dr. Anjankumar Sahay**

## **ACKNOWLEDGEMENT**

I am highly indebted to my teaching and non-teaching staff for their guidance and constant supervision as well as for providing necessary information regarding “**MAHARASHTRIAN THALI**” (2022-23) and also for their support in completing the project.

Apart from the efforts of myself, the success of any project depends largely on the encourage and guidelines of many other. I take this opportunity to express my gratitude towards my colleagues in developing the project and people who have willingly helped me out with their abilities.

I wish to express my deep sense of gratitude towards my collage principal Dr. Anjankumar Sahay, HOD and all the faculty members for their encouragement, co-operation and learning experience.

**SAPNA DILIP SUTAR**

## Content Page

<b>Sr. No.</b>	<b>Particular</b>	<b>Page No.</b>
<b>1</b>	<b>Title of the Event</b>	
<b>2</b>	<b>Designation of the Student for the Event</b>	
<b>3</b>	<b>Department of Operation</b>	
<b>4</b>	<b>Event Objectives/Purpose/Theme</b>	
<b>5</b>	<b>Introduction of the Event</b>	
<b>6</b>	<b>Estimated Budget</b>	
<b>7</b>	<b>Estimated Department Budget Breakup</b>	
<b>8</b>	<b>Target Audience</b>	
<b>9</b>	<b>Sales &amp; Marketing Activity (Generation of Funds for Event)</b>	
<b>10</b>	<b>Publicity &amp; Promotional Activity</b>	
<b>11</b>	<b>Student Organizational Chart</b>	
<b>12</b>	<b>Student Department Chart</b>	
<b>13</b>	<b>Role in Respective Department</b>	
<b>14</b>	<b>Challenges Faced by Student &amp; Overall Team</b>	
<b>15</b>	<b>Maharashtrian Thali Menu</b>	

<b>16</b>	<b>Learning Outcome</b>	
<b>17</b>	<b>Annexure (Photographs)</b>	



***WADA COLLEGE OF MANAGEMENT & SCIENCE***

***Affiliate To Mumbai University***

***NAAC***



***HOTEL MANAGEMENT EVENT***

Title

# “MAHARASHTRIAN THALI”

## HOTEL MANAGEMENT EVENT



# MAHARASHTRIAN THALI

- **Designation of the Student for the Event**

Housekeeping Department Head

- **Department of Operation**

Housekeeping Department

➤ **The objective, Purpose and Theme of the Event**

- The purpose of the theme was to develop the skill of planning, organizing, and team work while executing to hospitality invitees and guests.
- The theme was also a change for us to perform at the highest level of our merit as the job and responsibility were on our shoulders.
- To put it in short, the objective was: to provide a Unity, Entertainment, Better Ambience & Better Experience.
- Increase awareness of a venue, tradition, culture, special interests etc.
- Increase community participation.
- Education, Training, and Volunteering programs.
- Validation of community groups and issues.
- Having a very clear of aims and objectives for a host of reasons.
- Aim and objective relate overall intent, strategic direction and purpose of event.



## ➤ Introduction To the Event

The food event 2022-23 tag lined “**MAHARASHTRIAN THALI**” was organized by department of Hotel Management of Wada Collage on 1 March 2023.

It is believed that your daily meal should be well-balanced which is why **a traditional Maharashtrian thali will have Rice, Chapati, Dry Vegetables, Curry, lentils, Salad, Pickle, Chutney and a Dessert.** All the flavours like spicy, savoury, sour, bitter and sweet are packed into one plate.

Maharashtrian cuisine is the cuisine of the Marathi people from the Indian state of Maharashtra. We Maharashtra are big time foodies and take pride in our cultural diversity. Maharashtra can never disappoint you, when it comes to food. From lip smacking snacks like vada-paav, Missal, Paav-bhaji, Kande pohe, to Delectable sweets like Ukadiche Modak, Puran-Poli, Basundi, shrikhand, Maharashtrian has a lot to offer food lovers.

The program commenced with welcoming our dignitaries with flower bouquet followed by an introductory speech by our vice principle Mr. Vishal Sir where they spoke on how the W.C.M.S enlighten the students as well as the guest about scope and prospects in hotel industry. Event is based on the available opportunities in hospitality Industry for upcoming collage students.

In this event we aim to do an event in a funny & interesting way & provide better ambience to our guests for dinner.

➤ **Estimated budget of the Event**

<b>Sr. No.</b>	<b>Department</b>	<b>Cost</b>
<b>1</b>	<b>Food Production Department</b>	<b>19,000/-</b>
<b>2</b>	<b>Food &amp; Beverage Service Department</b>	<b>3,880/-</b>
<b>3</b>	<b>Front Office Department</b>	<b>3,210/-</b>
<b>4</b>	<b>Housekeeping Department</b>	<b>1,200/-</b>
	<b>Total Estimated Budget of Events</b>	<b>27,290/-</b>

➤ **Estimated Department Budget Breakup**

**1. Food Production Department**

<b>Sr. No.</b>	<b>Items</b>	<b>Cost</b>
<b>1</b>	<b>Vegetables</b>	<b>1,550/-</b>
<b>2</b>	<b>Store Items</b>	<b>11,700/-</b>
<b>3</b>	<b>Chicken &amp; Seafood</b>	<b>4,750/-</b>
<b>4</b>	<b>Other Expenses</b>	<b>1,000/-</b>
	<b>Total Estimated Budget</b>	<b>19,000/-</b>

**2. Front Office Department**

<b>Sr. No.</b>	<b>Items</b>	<b>Cost</b>
<b>1</b>	<b>Flower Bouquet</b>	<b>1,000/-</b>
<b>2</b>	<b>Banner</b>	<b>700/-</b>
<b>3</b>	<b>Gifts &amp; Decoration</b>	<b>810/-</b>
<b>4</b>	<b>Other Expenses</b>	<b>700/-</b>
	<b>Total Estimated Budget</b>	<b>3,210/-</b>

### 3. Food And Beverage Service Department

<b>Sr. No.</b>	<b>Items</b>	<b>Cost</b>
<b>1</b>	<b>Dinner Plates &amp; Bowls</b>	<b>2,700/-</b>
<b>2</b>	<b>Hand Gloves</b>	<b>280/-</b>
<b>3</b>	<b>Dinner Sets</b>	<b>800/-</b>
<b>4</b>	<b>Others Expenses</b>	<b>100/-</b>
	<b>Total Estimated Budget</b>	<b>3,880/-</b>

### 4. Housekeeping Department

<b>Sr. No.</b>	<b>Items</b>	<b>Cost</b>
<b>1</b>	<b>Handwash</b>	<b>300/-</b>
<b>2</b>	<b>LED Bulbs</b>	<b>400/-</b>
<b>3</b>	<b>Dusters &amp; Garbage Bags</b>	<b>300/-</b>
<b>4</b>	<b>Others Expenses</b>	<b>200/-</b>
<b>5</b>	<b>Total Estimated Budget</b>	<b>1,200/-</b>

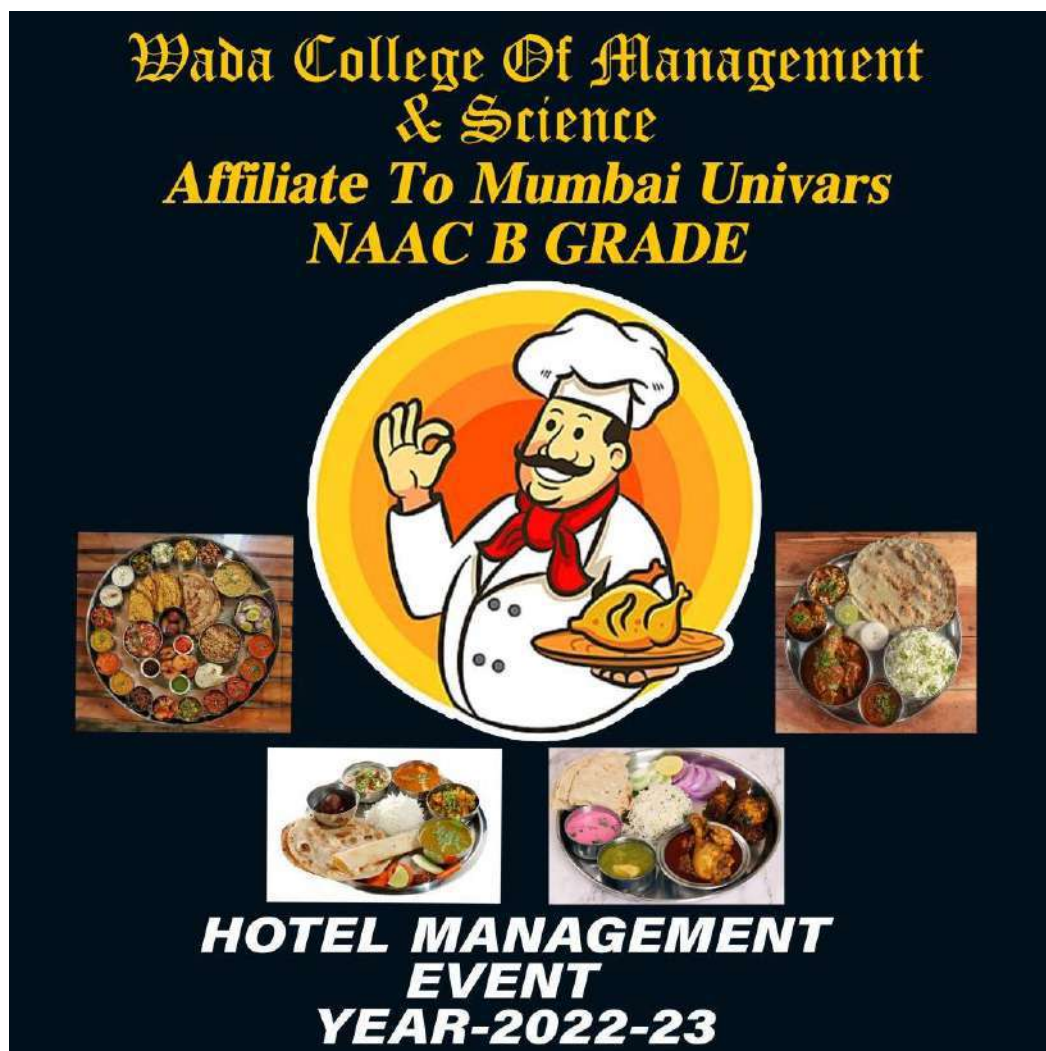


➤ **Target Audience**

- Our target audience was all reputed colleges principle's and their family members.
- Also, the student from different colleges looking for guidance about hospitality industry.

➤ **Sales & Marketing Activity**

- We have this event free of cost for all the guests and student.
- Also, we made an invitation card of the event for marketing.
- We Have done marketing of course Hospitality Studies and the upcoming opportunities in the hotel industry.
- Our event is financed by our college and the students contributed the other expenses and required equipment.



➤ Student Organizational chart

# Hotel Management Department

Food  
Production  
Department

Food &  
Beverage  
Service  
Department

Housekeeping  
Department

Front Office  
Department

1. Amol Gaikwad  
2. Ajay Waghe  
3. Hemant Yadav

1. Ajay Vadhan  
2. Pratiksha  
Nitnavre  
3. Monish  
Chaudhari

1. Vivek Rinjad  
2. Sapna Sutar  
3. Akshay  
Gurav

1. Jayshree  
Thombare  
2. Mandar patil  
3. Manoj pawar  
4. Kisan Mali

➤ **Student Department Chart**

# Food Production Department

**PROF. OMKAR PATHAK**

1. Amol Gaikwad
2. Ajay Waghe
3. Yadav Hemant



# Food & Beverage Service Department

PROF. OMKAR PATHAK

1. Ajay Vadhan
2. Pratiksha Nitnavre
3. Monish Chaudhari

# Housekeeping Department

PROF. GAURAV MOHITE

1. Vivek Rinjad
2. Sapna Sutar
3. Akshay Gurav

# Front Office Department

PROF. GAURAV MOHITE

1. Jayshree Thombare
2. Mandar Patil
3. Kisan Mali

## ➤ **Role in the Respective Department**

### **1) Food Production Team**

- In Event “**MAHARASHTRIAN THALI**” planning and directing food preparation and culinary activities.
- Modifying menus or create new ones that meet quality standards.
- Estimating Food Requirement and food/ labor cost.
- Supervising kitchen and manage staff.
- Rectify arising problems or duties.
- Maintain safety standards.
- Maintain hygiene and quality standards

### **2) F & B Service Team**

- Responsible for ensuring that all food and drink are of the highest quality.
- Designing unique menus, handling customer complaints, creating event policies, complying with food and safety regulation.
- Responsible for overall food and beverage service.
- Develop a relationship with all guests.
- Ensure that guest is satisfied with food and service.
- Assist With marketing event.



### **3) Front Office Team**

- Dealing with guest
- Welcoming & greeting guest.
- Provide a professional and friendly service for guest.
- Timely and accurate customer service.
- Proper mail distribution.
- Record and plan every moment of event.
- Provide all information to guest related to event.

### **4) Housekeeping Team**

- Cleaning of all public areas.
- Maintain cleanliness of all the area.
- Timely & accurate service.
- Planning, organizing and developing of the overall operation of the housekeeping department.
- Distribute the duties to housekeeping team members.
- Disposal of all the waste generated after the event.

➤ **Challenge faced by student and overall team**

- We have faced many challengers before and during the event.
- We lost some time during the start of the day.
- Arranging all the required items for the event, dinner tables arrangement, all perishable food items management are some of the main challenges we faced.
- Then we have done cost cutting so that we can manage to make event in the cost friendly and profitable way.
- Team co-ordination is main issues we engaged in and lost some time.
- Calling vendors and giving required items and making payment for our orders.
- Making guest list and confirming the guest reservations.
- Selection, managing and executing of the event games.
- Handling of dinner service for all the guests and VIP's during candle light dinner.
- Making outline of event in which manner the event is going to happen.
- Cooking the event menu receipt and on-time pickups of dishes.
- Cutting and preparation of vegetables and meat.
- Cleaning of the public area.
- Checking of all the sound and stage equipment before event.

➤ **Maharashtrian Thali Menu**

❖ **Mocktail**

- **Mint Mojito**
- **Blue Berry**

❖ **Starters**

- **Sabudana wada**
- **Wada Pav**
- **Sankarpara**
- **Aalu Vadi**

❖ **Main Course**

**Chicken thali**

- **Varan Bhat**
- **Chicken Kolhapuri**
- **Chicken Tambda Rassa**
- **Kokani Chicken**

**Fish thali**

- **Malvani Fish Fry**
- **Paplet Fry**
- **Roti**
- **Suramai Tawa**

## **Veg Thali**

- **Vangyachi Bharit**
- **Batata Sukhi Bhaji**
- **Jawar Bhakari**

### **❖ Dessert**

- **Puran Poli**
- **Sevaychi Kheer**



➤ **Learning Outcome**

- Students will be able to perform all the given work with perfection.
- Students will understand budgeting, financing and human resource planning.
- Students observed how all the department works together in event planning and management.
- Students can utilize interpersonal skill to manage hospitality service
- Student will be able to develop interest in potential area and work to learn management skill through group co-operation.

**Wada College Of Management  
& Science  
Affiliate To Mumbai Univars  
NAAC B GRADE**



**HOTEL MANAGEMENT  
EVENT  
YEAR-2022-23**

❖ Welcome Drink





❖ Starters









❖ Main Course

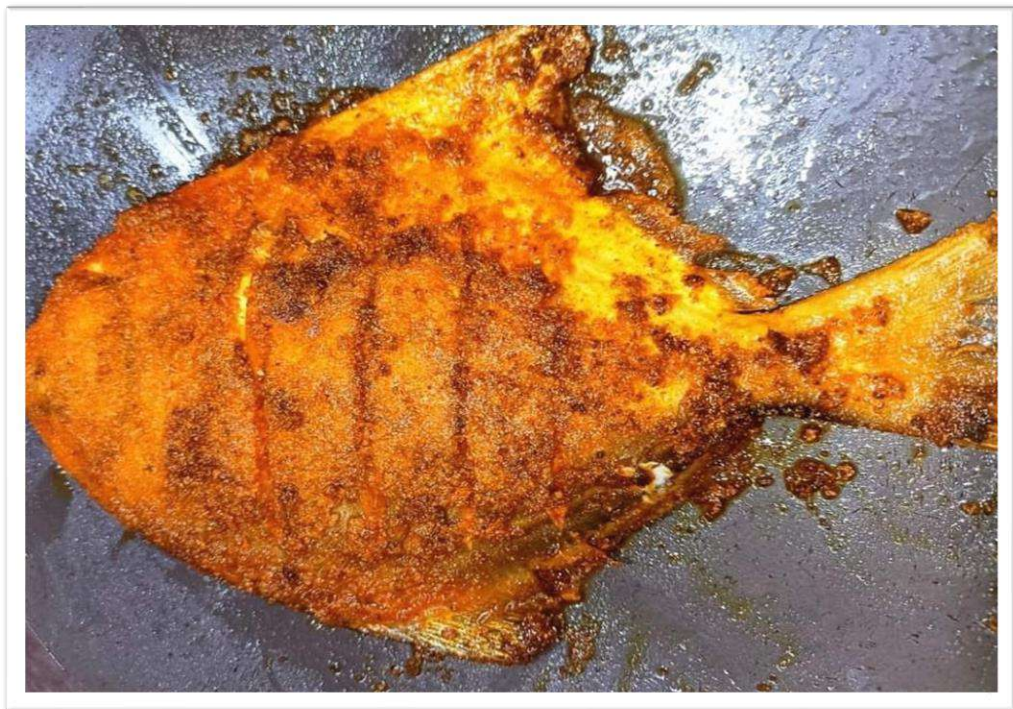
- Chicken Thali







- **Fish Thali**







❖ Veg Thali







❖ Dessert





## Annexure



**Hotel management Department Professors & Students  
( Wada Collage Of Management And Science )**



**FOOD PRODUCTION DEPARTMENT ( T.Y B.SC H.S )**



**FRONT OFFICE DEPARTMENT ( T.Y B. SC H.S )**





**HOUSEKEEPING DEPARTMENT TY BSC HS**





**FOOD & BEVERAGE SERVICE DEPARTMENT ( T.Y B.SC H.S )**



**Prof. Mohite Sir Giving Guidance About Event**





**Preparation Of Food In Kitchen During Event**



**Table Set-up & Service During Event**





**Speech And Dancing Event**