



PROGRESSIVE EDUCATION SOCIETY'S MODERN COLLEGE OF ENGINEERING ED CELL & IIC

ED CELL & IIC

Organizes

**One Day Workshop on
"Product Branding Challenge"**

at

**Rani Laxmibai Mulinchi Sainiki Shala,
Kasaramboli, Pune.**



**Monday
Aug 24th**



Time: 10.00 AM

**IQAC Coordinator
Prof. Dr. (Mrs.) R. S. Kamathe**

**Principal
Prof. Dr. (Mrs.) K. R. Joshi**

**Activity Coordinator
Prof. S. K. Kolase**

**IIC Coordinator
Dr. (Mrs.) P. N. Shintre**

**Dean R&D
Prof. Dr. (Mrs.) S. D. Borde**



Workshop Report

Title of the Activity: One-Day Workshop on “Product Branding Challenge”

Date & Day: 24th Aug 2026, Monday

Venue: Rani Laxmibai Mulinchi Sainiki Shala, Kasaramboli, Pirangut, Pune

Mode of Conduction: Offline (On-site)

Objectives of the Workshop:

The Product Branding Challenge was organized with the objective of developing creativity, entrepreneurial thinking, communication skills, and teamwork among students. The workshop aimed to provide students with an opportunity to understand the fundamentals of product branding, identify customer needs, develop unique brand ideas, and present their concepts confidently in a supportive and engaging environment.

About the Activity:

The workshop was conducted as part of the ATL (Atal Tinkering Lab) initiative for students of Grades 6 to 12 at Rani Laxmibai Mulinchi Sainiki Shala. Organized in association with the ED (Entrepreneurship Development) Cell and the Institution's Innovation Council (IIC) of PES's Modern College of Engineering, Pune, the event aimed to introduce students to the basic concepts of product branding and entrepreneurship through practical and interactive activities.

A team of enthusiastic MBA students facilitated the workshop on “Product Branding Challenge”. A total of 50 students participated in the event and were divided into groups. The Product Branding Challenge included a series of interactive activities designed to enhance students' creativity, problem-solving abilities, teamwork, and entrepreneurial mindset. Students were introduced to the basics of branding, including understanding the target audience, identifying product needs, creating a unique brand identity, and developing an appealing brand message. The teams were encouraged to select or develop a product idea and work together to create its brand name, tagline, logo concept, and promotional approach. The challenge encouraged students to think creatively, understand customer preferences, and communicate their ideas effectively. Each group presented its product and branding concept to the other participants, providing students with an opportunity to

develop confidence in public speaking and receive feedback on their ideas. The workshop concluded with a reflection session where students discussed their learning and understood the importance of creativity, teamwork, customer understanding, and effective communication in building a successful brand.

Outcomes of the Workshop:

The Product Branding Challenge was highly interactive and successful. Students showed noticeable improvement in:

- Creativity and innovative thinking
- Teamwork and group interaction
- Understanding of basic branding concepts
- Communication and presentation skills
- Willingness to develop and present new ideas
- The activities helped students develop an entrepreneurial mindset and motivated them to think creatively about products, customers, and brands.

Participation Details:

Total Student Participants: 50

Number of Student Coordinators: 04

Name of Student Coordinators: Manasi Patki, Karan Jaybhay, Jagruti Patnaik, Sonal Gosavi.

Name of Staff Coordinator: Prof. Siddhant K. Kolase, Mrs. Manjiri Patil.



Group photo with participants at Rani Laxmibai Mulinchi Sainiki Shala, Kasaramboli, Pirangut, Pune



PES's MCOE Student explaining nature of activity



Aug 24, 2026, 11:13

Teams are formed and guided individually regarding brand logo and tagline creation



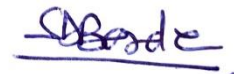
Winner team of Product Branding Challenge.



Prof. S. K. Kolase
ATL Coordinator



Dr. (Mrs.) P. N. Shintre
IIC Coordinator



Prof. (Dr.) Sheetal Borde
Dean R&D



Progressive Education Society's
Modern College of Engineering, Pune-05.
ED CELL & IIC



Attendance Sheet

Activity Name: One day Workshop on " Product Branding Challenge"

Date: 24/08/2026

Name of School: Rani Laxmibai Mulinchi Sainiki Shala, Kasaramboli.

Sr. No.	Name	Sign
1	cdt. Tamanna Simran Kacchi	Tamanna..
2	cdt. Gunjan Samrat Bhadule	Gunjan
3	cdt. Anushri Jyotiprasad Sawant	Anushri
4	cdt. Stuti Prashant Alange	Stuti
5	cdt. Vidhi Liladhar Atakori	Vidhi
6	cdt. Sharvari Ganesh Potdar	Potdar
7	cdt. Sai Laxman Bore.	Sai Bore
8	cdt. Shreya Mahesh Patil	Shreya
9	Cdt. Sambodhi Sachin Dabhade	Sambodhi
10	Cdt. Nihira Swapnil Mhatre	Nihira
11	CDT. Teju Umesh Bagul	Teju
12	Cdt. Avika Nikhil Gaikwad	Avika
13	Cdt. Swarnjali Sandeep Powar	Swarnjali
14	Cdt. Yuva Samir Bhosale	Bhosale
15	Cdt. Saisha Ashok Kadhane	Kadhane
16	Cdt. Dusha Mahadev Patil	Dusha
17	Cdt. Sanskruti Sachin Bhosare	S.S. Bhosare
18	Cdt. Saumya Nathsaheb Mhetre	Saumya
19	Cdt. Shraddha Sunil Tadgar	Shraddha
20	Cdt. Poojeeta Sachin Bore.	Poojeeta
21	Cdt. Ovi Umesh Tadge.	Ovi Tadge...
22	Cdt. Jiya Sachin Pendharkar	Jiya
23	Cdt. Shriya Harish Joshi	Shriya
24	Cdt. Aradhya Sarangkumar Parbhare	Aradhya
25	Cdt. Saanvi Vishwanath Shetty	Saanvi



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Attendance Sheet

Activity Name: One day Workshop on " Confidence Carnival "

Date: 24/08/2026

Name of School: Rani Laxmibai Mulinchi Sainiki Shala, Kasaramboli.

Sr. No.	Name	Sign
26	CDT. Bhakti Ulhas Shimpi	
27	CDT. Sanika Rahul Sawant	
28	CDT. Vibha Sanjay Taskar	
29	CDT. Sharayu Pravin Salunke	
30	CDT. Yashashri Yogesh Patil	
31	CDT. Saeeraje Sangram Deshmukh	
32	CDT. Kashish Bipin Wale	
33	CDT. Swarali Atul Mehatre	
34	CDT. Pihu Snehal Rathod	
35	CDT. Riya Niles Sarangdhar	
36	CDT. Urja Anam Nitin Ghodake	
37	CDT. Sanadnya Vijay Dighe	
38	CDT. Tirtha Sudhakar Divekar	
39	CDT. Anu Harishkumar Gangwar	
40	CDT. Bhumi Harshad Bhirud	
41	CDT. Akanksha Anand Joshi	
42	CDT. Siya Sachin Mayekar	
43	CDT. Viha Niles Tawde	
44	CDT. Alisha Niles Wagh	
45	CDT. Aditi Ajit Mane	
46	CDT. Akshara Ranjit Phale	
47	CDT. Ketaki Sunny Pawar	
48	CDT. Rudrani Ajit Pawar	
49	CDT. Asmee Atul Patil	
50	CDT. Apurva Akshay Deshpande	



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Date: 24/08/2026

Feedback Form

Name of Student: Cdt. Sai Laxman Bore

Name of School: Rani Laxmibai Mulinchi Sainiki Shala, Kasaramboli.

Activity Name: One day Workshop on "Product Branding Challenge"

Q 1. The Content of Sessions were Appropriate?

☐ Unsatisfied ☐ Neutral ☒ Satisfied ☐ Very Satisfied

Q 2. The Sessions/Programs were well Organized?

☐ Unsatisfied ☐ Neutral ☐ Satisfied ☒ Very Satisfied

Q 3. The duration of all the sessions were adequate?

☐ Unsatisfied ☐ Neutral ☒ Satisfied ☐ Very Satisfied

Q 4. Did the Speakers deliver good content relevant to topics?

☐ Unsatisfied ☐ Neutral ☒ Satisfied ☐ Very Satisfied

Q 5. Do you have any suggestions for future activities under Atal Tinkering Lab?

→ No, I am very Satisfied about
this activity.

Obase
Sign



Maharashtra Education Society's

RANI LAXMIBAI MULINCHI SAINIKI SHALA

Gut No.80 K, Kasar Amboli, Post : Pirangut, Mulshi, Pune



ESTD. 1997

www.rlmss.mespune.in



NITI Aayog

Atal Tinkering Laboratory



ATAL INNOVATION MISSION

Certificate of Appreciation

This is to certify that Miss / Mr Prof. Siddhant K. Kolase (Faculty)
of Modern college of Engineering, Pune College / Institute
from Mechanical department has successfully conducted Product workshop
Engg. Branding challenge
held on 24/08/2026 at Atal Tinkering Lab RLMSS. The program was an enriching experience
all participants. We acknowledge and appreciate the valuable contribution made towards this initiative.

vyas

Mrs Manjiri Patil
ATL Incharge & Coord

Jyoti Khirid
Mrs Jyoti Khirid
Principal

Avn Wg Cdr M Yagnaraman

Avn Wg Cdr M Yagnaraman
Commandant