

luli will guide at the workshop. Along with demonstrations, disabled children will also participate in the workshop. There will be no fee for the workshop. However, prior registration is required. For registration contact on 25655953 or 25675953.

### **Pioneers have advantage in a market: Bang**

**PRAKASH** Bang, a champion of direct marketing through his brand 'Bangoes' stressed on the importance of a brand. He was addressing the audience at a function titled "Focus, a key to marketing success" organised by the Extentia Information Technology, a well known IT company as a part of their Breakfast talk series. He said that the concept of first mover advantage is relevant and being a pioneer in any market segment is helpful. A brand is built when there is an emotional connect with a specific target audience and so knowing the 'who' of communication is an important factor in marketing. He said that understanding buyers psyche helps a brand in deciding its brand position. Senior executives of the company were also present for the talk.

### **MBA in healthcare from July: Jamkar**

**THE** Maharashtra University of Health Sciences (MUHS) will start the first of its kind MBA course in healthcare management, beginning from July this year. MUHS vice-chancellor Dr Arun Jamkar announced the same on Sunday at the inauguration of Sancheti Healthcare Academy (SHA). "It will be a two-year course based on credit system. We have developed multiple modules for it. The course will be a public-private partnership. It will be conducted at different management institutes. The institutes interested to run the course can approach MUHS. We also expect

said that it is high time that owners of educational institutions and teachers together should realise the importance of quality in education.

"Both will have to undergo continuous training and would have to update their knowledge to ensure that certain minimum quality of education is maintained," he said.

Walse-Patil was speaking at a felicitation programme of chairman of Universal Group of Industries Rohidas More and teacher Gahinnath Dhakane, organised by Mamasahab Mohol Educational Organisation, here on Monday.

Walse-Patil criticised pri-



**HONOURED:** Maharashtra Legislative Assembly Speaker Dilip Walse-Patil (second from left) from Mamasahab Mohol Educational Organisation here on Monday. Mamasahab Mohol Educational Organisation, Ashok Mohol (centre) and chairman of Universal Group of Industries Rohidas More (right) are also seen.

private organisations in the field of education for running their activities sans the spirit of service mindedness towards education.

"Since they sensed some (financial) potential, they have invested their money in setting up educational in-

stitutions. Most of these institutions lack service mindedness towards the education," he said.

Walse-Patil also underlined the need for change in the outlook of parents when it comes to education of their wards.

"Many of their children come either from a doctor or an engineer's family. They are not inclined towards education," he said, advising parents to be more inclined towards education for counselling their wards.

