



## *Samarpan Science and Commerce College*

Under the guidance of our trustee sir, Shri Mahendrasinh Vaghela, and support of our registrar sir, Dr MD Pande, an insightful Expert Lecture was organised on the topic “Integrating Ancient Indian Knowledge in Modern Management”, on 24<sup>th</sup> July 2025 at SSCC.

Principal of Samarpan Arts and Commerce College, Dr. Ashish Janakray Dave, was invited as the resource person, who shared innovative approaches to marketing strategies, emphasizing the importance of creativity, adaptability, and out-of-the-box thinking from our ancient scriptures in to modern business environment. The session covered real-life case studies, practical applications, and strategies for implementing unconventional ideas in marketing practices.

The lecture was attended by Principal, Dr Raji Dennis, along with vice-principal, Dr Salma Ghanchi, and other faculty members of SSCC.



