

TILAK MAHARASHTRA VIDYAPEETH

Deemed to be University
ISO 21001: 2018 Certified

(Declared as a Deemed to be University under section 3 of the UGC Act 1956 vide
Notification No. F- 9-19/85-U-3 dated 24th April 1987 by the Government of India)
Vidyapeeth Bhavan Mukundnagar, Gultekdi, Pune 411037

104th ANNUAL REPORT 2024-25



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P R E F A C E

I am pleased to introduce this year's Annual Report (1st June 2024 to 30th May 2025) of the Vidyapeeth in compliance with Rule No. 12 (1) d-vi) of the Constitution of the Vidyapeeth, which illustrates our commitment to advancing excellence in education and research.

In pursuit of excellence, our Vidyapeeth has taken different initiatives and organized several events and programs throughout the year. We had the privilege to meet and interact with eminent personalities. I would like to especially acknowledge the contribution of all the experienced and dedicated faculty and administrative staff to make the year successful.

This annual report is the gist of all the activities carried out during the year.

Last but not least, I express my gratitude to all those who wholeheartedly contributed to preparing this Annual Report.

Place: Pune
Date: /07/2025

Prof. (Dr.) Suvarna Sathe
Actg. Registrar



To impart national education through a fine blend of traditional and modern knowledge, as well as to democratize quality higher education by empowering the masses and reaching the unreached.

- To create autonomous, creative, analyzing, and practical intelligence.
- To strike a balance between quality and affordability.
- To equip and update with skills and knowledge to face global challenges.



In keeping with Vidyapeeth's founding principles, what defines its character and ethos, we commit ourselves to the following core values: **SCALE**

Student Success: Meeting student needs by creating an educational environment in which Students can attain a variety of goals, enhancing employability and entrepreneurship (Swadeshi).

Collaboration: Seeking input from all sectors, including industry and the community, to work toward achieving common goals while valuing teamwork.

Accountability: Achieving accountability at all levels.

Life-long Learning: Encouraging enthusiastic, independent thinkers, and learners striving for personal growth.

Empathy: To create awareness about the weaker sections of society and offer solutions to improve the quality of their life.



FROM THE DESK OF THE HON'BLE CHANCELLOR

Late. Dr. Deepak J. Tilak



Tilak Maharashtra Vidyapeeth, founded on the ideals of Lokmanya Bal Gangadhar Tilak, stands today as a dynamic symbol of India's intellectual and cultural heritage. As we stride into a new era, my vision is rooted in two enduring principles: Excellence and Affordability.

We believe that quality education should not remain a privilege of the few but a right of all. Our commitment is to deliver world-class academic standards, cutting-edge infrastructure, and forward-looking programs while ensuring that education remains accessible and inclusive to students from all backgrounds.

Our adoption of the New Education Policy (NEP) 2020, the creation of advanced research and innovation centres, and our investments in technology-driven, student-centric learning environments are aligned with this mission. At TMV, we nurture not only employable graduates but leaders, innovators, and citizens devoted to national growth and ethical responsibility.

FROM THE DESK OF THE VICE-CHANCELLOR

Dr. Geetali Tilak



Tilak Maharashtra Vidyapeeth, with its glorious legacy of over 100 years, continues to be an insignia of learning and progress in the educational arena of Maharashtra. As a premier deemed-to-be-University, we remain rooted in the ideals of national education envisioned by Lokmanya Tilak while constantly evolving to meet the dynamic needs of contemporary society. Our enduring commitment is to shape empowered, skilled, and responsible citizens who will contribute meaningfully to nation-building.

In harmony with this mission, we have proactively implemented the New Education Policy (NEP 2020), integrating its core tenets such as multidisciplinary learning, holistic development, skill-based training, Indian knowledge systems, and outcome-based education. These reforms reflect our dedication to nurturing students who are not only academically competent but also professionally and socially agile.

This year has seen the launch of several innovative initiatives that underscore our commitment to academic excellence and student empowerment. The Centre for Innovation and Entrepreneurship Development (CIED) has been established to cultivate entrepreneurial skills and provide a platform for ideation, incubation, and start-up support. Simultaneously, the newly inaugurated English Literary Club fosters language proficiency, creative thinking, and literary appreciation.

We are proud to announce the commencement of an MSME-supported Incubation Centre, a significant step toward enhancing self-reliance and startup culture in alignment with national priorities. Our efforts toward internationalization have resulted in research collaborations

with global universities, enriching our academic environment and promoting knowledge exchange at the international level.

The Vidyapeeth has also received vital government grants for the construction of a state-of-the-art Hostel, reinforcing our dedication to inclusivity. Additionally, funding has been secured and a cutting-edge Artificial Intelligence and Machine Learning (AI/ML) Laboratory has been developed, which will serve as a hub for technical innovation and advanced research. The Vidyapeeth has also been actively involved in Fellowships, Government-Funded Projects, Seminars, and Conferences, further strengthening its academic profile and providing opportunities for scholarly engagement and professional development.

Through industry tie-ups, experiential learning, and internships, we continue to bridge the gap between theory and practice. Our focus remains on creating a vibrant academic ecosystem where students can discover their potential and prepare for dynamic careers. Our faculty and students are consistently encouraged to pursue research, publish their findings, and participate in meaningful collaborations.

The academic year 2024-25 stands as a testament to our pursuit of excellence. This report captures the highlights of our achievements and future aspirations. We invite you to explore our journey and celebrate our resolute dedication to transformative education.

Academic contributions in AY 2024-25

Publications:

1. Tilak, G. (2024). Impact of musical appeal in advertisement on consumer mindset. ShodhKosh: Journal of Visual and Performing Arts, 5(1). <https://doi.org/10.29121/shodhkosh.v5.i1.2024.850>
2. Tilak, G. (2024). Charting the path of futuristic support tools: Opportunities, challenges, recent advances, and future directions in the era of ChatGPT. In Proceedings of the Third International Conference in Mechanical and Energy Technology (pp. 305–315). Springer. https://link.springer.com/chapter/10.1007/978-981-97-2716-2_27
3. Tilak, G. (2024). Consumer sentiment analysis. In 2023 International Conference on Smart Devices (ICSD), Dehradun, India (pp. 1–5). IEEE. <https://doi.org/10.1109/ICSD60021.2024.10751293>
4. Tilak, G. (2024). Revolutionizing e-learning with AR, VR, and AI. The Scientific Temper, 15(4), 3122–3126. <https://doi.org/10.58414/SCIENTIFICTEMPER.2024.15.4.20>
5. Tilak, G. (2024). Tilak and Agarkar yanchyatil tatvik matbhed. History Research Journal, December 2024. UGC Care Journal.
6. Tilak, G. (2024). AI driven NPCs and the evolution of interactive storytelling in video games. Anvesak, 54(1), Jan–Jun 2024. ISSN: 0378-4568.
7. Tilak, G. (2025, July). A study on new emerging technologies adopted by management institute for students' learning and development and its impact on students' psychology. In International Conference on Educational Research, Humanities and Social Sciences (ICERHS), Barcelona.

8. Tilak, G. (2024). Exploring the effectiveness of print media in the digital era on the buying decision of millennials. IEEE. <https://ieeexplore.ieee.org/Xplore/home.jsp>
9. Tilak, G. (2024). Comparative analysis of print and electronic media on brand equity using AI and data science techniques. IEEE. <https://ieeexplore.ieee.org/Xplore/home.jsp>
10. Tilak, G. (2024). Leveraging artificial intelligence for strategic decision-making in modern management practices. IEEE. <https://ieeexplore.ieee.org/Xplore/home.jsp>
11. Tilak, G. (2024). Transforming learning: The impact of emerging technologies on higher education pedagogy. AIP Conference Proceedings. <https://pubs.aip.org/aip/acp>
12. Tilak, G. (2024). Social media content analysis with machine learning tools. AIP Conference Proceedings. <https://pubs.aip.org/aip/acp>
13. Tilak, G. (2024). A study on the impact of social media on buying behavior of young people in rural areas. Taylor & Francis. <https://taylorandfrancis.com/>
14. Tilak, G. (2024). Experiential consumption: The intersection of fantasy, emotion, and enjoyment. Scopus Journal.
15. Tilak, G. (2025). The role of interaction design in enhancing user experience in animation-based applications. *Arthshastra: Indian Journal of Economics and Research*, 14(2), Apr–Jun 2025.
16. Tilak, G., Anute, N., Limbore, N. V., Londhe, S., Gundawar, P., & Kalshetti, P. (2024). Comparative analysis of print and electronic media on brand equity using AI and data science techniques. In *Proceedings of the 2024 Second International Conference on Computational and Characterization Techniques in Engineering & Sciences (IC3TES)* (pp. 1–5). IEEE. <https://doi.org/10.1109/IC3TES62412.2024.10877460>
17. Borde, A., Tilak, G., Anute, N., Bihade, V. M., Patole, J., & Tejpal, K. (2024). Assessing the impact of print media in the digital era: An AI-driven analysis of millennial buying decisions. In *Proceedings of the 2024 Second International Conference on Computational and Characterization Techniques in Engineering & Sciences (IC3TES)* (pp. 1–5). IEEE. <https://doi.org/10.1109/IC3TES62412.2024.10877461>

Patents:

1. AI Based Consumer Behaviour Detecting Device (Design No.: 428966-001).
2. AI-Based Business Strategy and Managing Device (Design No.: 449873-001).

UNIVERSITY AT A GLANCE

BASIC INFORMATION

Name and Address of the University:

Name : Tilak Maharashtra Vidyapeeth (Deemed to be University)
Address : Vidyapeeth Bhavan, Mukundnagar, Gultekdi
City : Pune
State : Maharashtra
Pin : 411037
Website : www.tmv.edu.in

Type of University: Deemed to be University

Establishment Date of the University: 06-05-1921

Area and Activity of Campus: Gultekdi, Mukundnagar, Pune

Campus Type: Main Campus

Location: Urban

Campus Area in Acres: 6

Built-up Area in sq.mts. : 21357.19

| Designation | Name | Telephone with STD Code | Mobile | Email |
|-----------------|---------------------|-------------------------|------------|--|
| Chancellor | Dr. Deepak J. Tilak | 020-24403000 | | ---- |
| Vice-Chancellor | Dr. Geetali Tilak | 020-24403000 | | kulguru@tmv.edu.in |
| Actg. Registrar | Dr. Suvarna Sathe | 020-24403002 | 9822309490 | registrar@tmv.edu.in |

Details of Teaching and Non-Teaching staff:

- Total No. of Teaching and Non-Teaching Staff : 292
- Total No. of Teaching Staff: 137
- Total No. of Non-Teaching staff: 155

Appointment of distinguished academicians:

- Emeritus Professor - 1
- Adjunct Professor – 1
- Professor of Practice - 5