

# SSR IMR NEWS LETTER

SEPTEMBER 2014

## From Director's desk



SSR IMR presents to its readers the next version of its News Letter. We at IMR focus on the all round development of the students and this newsletter reflects our efforts towards our aim. A Research oriented Institute ensures the participation of all its members into Research projects and gains out of the initiatives. We are glad that the Faculties and students have been contributing to various Conferences across the Nation and also Research papers have been published in National and International Journals. We put forward through this newsletter to our readers the glimpse of the extra curricular & academic events at the Institute, Academic Performances of Students and Research Orientation etc. We aspire to be an Institution of choice and promise to deliver the best towards our goal in our academic journey. Happy Reading!!

### **Editor-in-chief**

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Director, SSR IMR

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**SSR**  
INSTITUTE OF  
MANAGEMENT & RESEARCH

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**An ISO 9001:2008 QMS Certified Institute**

# IMR's Academic Extracurriculars

## Project Presentation amidst Industry Interaction

MBA 2nd Year students went through a Project Presentation programme in the presence of Industry representatives during the period 24th to 26th July 2014. It was a good representation from the Industries where we could find the representatives from HUL, Welspun, JFR, Micro Fibre and newly established Vibrant team with a set of Entrepreneurs representing Technological solution companies. Also the Alumni of the Institute were present during the session. Students had a good opportunity to Interact and seek the guidance from the Industry representatives & Alumni. The day progressed with the project presentation of the students backed by the feedback from the Industry representatives.



## Industrial Visit

Industrial exposure is one of the essential aspects of the Management Education and certainly helps in providing a good exposure to the students. The MBA 1<sup>st</sup> Year students went for One day Industrial visit at the following locations: Castrol India, Reliance Industries and PPL.

The visit was followed by presentation by the groups and then submission of a Report at the respective Organisation. SSR IMR Family is very Thankful to all the Industries, specifically the management of Castrol, Reliance and PPL for providing their support to complete the Industry visits. Such events will be organized in future as well to ensure the continuous improvement in students.



Castrol Visit



Reliance Visit



PPL Visit

**“It always seems impossible until it's done”**

**- Nelson Mandela**

### Manthan: CAG

SSR IMR witnessed a never before competitive platform where its students had the opportunity to participate in Manthan - A National Convention organized by CAG, a Not-for-Profit Organisation, at New Delhi on 2nd Oct'13. The Organisers claimed it to be India's biggest youth movement to help set the agenda for 2014 General Elections with an aim to conduct a nationwide youth competition to come up with innovative solutions to 14 critical challenges that India faces today. The IMR Team comprising of Vanita Jain, Jyothi Kothari, Swathi Vijaykumar, Rutika Chhajjer and Nipun Pandya contributed their literary expertise in ONE out the 14 Tracks i.e., Boosting Skillsets: Increasing the Employability of Youth. The Team under the able guidance of the Director, IMR & Faculty members could upload their contribution for the convention & took every effort to generate maximum votes on their effort through the online voting parameter in order to compete for the Grand Culmination Convention on 2nd of October, 2013. The IMR team successfully got selected and received the invitation to attend the convention at New Delhi. Mr. Nainesh Mutha, one of the Teaching Faculty at IMR accompanied the team to the convention. The Five Day academic visit ended on 4th Oct 2013 and the team returned from the convention with an impressive experience, lot of aspirations and certainly inspirational values. The Institute congratulates the Team and looks up to the student community at IMR for such academic achievements in future as well.



### Visit at Bombay Stock Exchange (BSE), Mumbai and Stock Torero event

SSR IMR students had a good fortune of visiting BSE and gaining insight of the Stock Market. The Financial Management Specialization students under the Leadership of Finance Faculty Miss. Punitaa Chadha and accompanying faculty Mr. Nainesh Mutha visited the Stock Exchange. The visit was organized on 18th Feb. 2014 with co-ordinal support of Mr. Roy Aranha- Training Coordinator at BSE Institute Ltd. Amongst the whole lot of learning that students gathered during the visit, the primary take away included the enhancement in overall knowledge of Stock market, Benefits of Investing in the Market and essentially exposure to the technical team at BSE. The association of our Institute doesn't end here with the visit instead it was the start of the wonderful academic gain. We got the opportunity to witness a competitive event "Stock Torero - Tame the Bull" held at BSE on March 20th & 21st, 2014. Miss. Swati Vijaykumar and Miss. Jyoti Kothari of MBA 2nd Year took the initiative and represented the Institute in the event. IMR's team was in the list of Top 30 and their effort & potential eventually took them to the Top 5 & they stood at 4th Position surpassing the premiere Education Institutions like IIMs, MIT, Wellingkar's, XLRI etc.

### Tussls - An Academic Event organized by the Rotary Club, Vapi

IMR students Miss. Vanita Jain, Miss. Swati Vijaykumar, Miss. Rajani Agrawal and Miss. Ayesha Irani participated and competed at the Presentation Competition Organized by Rotary Club of Vapi. Good amount of representatives from several Institutes & Colleges Participated in the competition. IMR representatives had all smiles on the faces with winning prizes.



### Census 2011 Data Dissemination Workshop

Census 2011 Data Dissemination workshop was organized on 14<sup>th</sup> Aug 2014 by IMR in association with Directorate of Census Operations, Gujarat through Ministry of Home Affairs, Government of India. Hon'ble Collector of DNH Shri. G. S Meena (IAS) was the Chief Guest of the session and the session was obliged by the presence of Shri. V. K Avasti, Chief Officer SMC & other Government officials, representatives from Census Department, Participants (Students & Faculties) from different colleges etc. At this occasion IMR students, Ritesh Patel and Rajani Agrawal presented their thoughts on the Census data pertaining to DNH & Gujarat and its comparison with India. A full day workshop attracted the participants and the specific data on gender, several castes, and their impact on Marketing etc. made the audience realize the impact of the Census data.



### Fun @ IMR...

### Sports Week @ SSR Campus



Annual Sports week was celebrated at campus from 23<sup>rd</sup> to 25<sup>th</sup> Jan 2014 and **Prize Distribution** was held on 26<sup>th</sup> Jan 2014. IMR participated in almost all the Games and could bag prizes in Individual and Team games. The Girls Tug of WAR team won the competition and Girls Cricket Team reached to the Finals but stood Runners Up. Ronak Mehta won 2<sup>nd</sup> Prize in 100 mtrs race, Ranjani Tanganiya & Swathi Vijay Kumar won prizes in Shot Put throw. Rajani Tanganiya of MBA 1<sup>st</sup> year was declared as the Best Sportswomen.



### FESTO Beats

SSR Campus witnessed the cultural extravaganza in the form of FESTO Beats. The campus celebrates its Cultural Function in the name of VISION every alternate year. This year it was considered as a Mini-Vision as the programme was planned on a short note. FESTO Beats was more like a Talent hunt show where the students represented their talent in the form of singing, dancing, Poetry, Dramatics, Fashion Show etc. IMR participated in all these activities. The evening witnessed the Social

Instinct of the SSR Family with donation to an Orphanage. The Donation was collected from all Colleges in the Campus and the heads of the colleges presented the same to the Orphanage.

## Tour - Goa



SSR Institute of Management & Research had Organized Leisure cum educational tour to Goa. The students had the opportunity to witness the scenic beauty at Goa, its cultural heritage and Tourism aspects. The commutation was via Train and students were divided into respective teams. The Director along with a Faculty member & Librarian accompanied the touring team.

## Women's Day

The Institute celebrated the International Women's Day by the saluting the Power of Women with the theme ASTITVA. The audiences were proud to Witness the presence of Hon'ble President of Silvassa Municipal Council **Kumari Chandanben Delkar**, Vice President of SMC **Smt. Jigishaben Patel** and **Smt. Kalaben M. Delkar** - Founder of Navshakti Mahila Mandal, DNH. The Institute was also fortunate to have the company of a few leading Ladies at the Union Territory namely Mrs. Anju Desai, President Rotary (Women Cell), Dr. Archana jain, Leading Psychiatrist, Ms. Ameer Daru, HR Head, Hamilton Houseworks Pvt. Ltd., Mrs. Sangeeta Menon, GSFI, and Mrs. Padma Jayanth, Educationist at DNH. These invitees shared their notion on Women Power at the occasion of Women's Day. The guests were felicitated by the Director & other Women Teaching staff at the Institute. The session was aptly supported by the a few Cultural performances.



## Adieu to Batch 2012-14

IMR celebrated the Farewell function of the 5<sup>th</sup> Batch. The programme gave an opportunity to seniors to express their feelings, they participated in a few games and the programme was followed by delicious food and rocking DJ night. The Institute presented its Annual Awards on this occasion. **Swathi Vijaykumar** was declared as the Best outgoing student. The other recipients of the Awards included **Amey Palande** as Technocrat, **Khushabu Singh** for Punctuality, **Jinu Varghese** for Photography and **Sheetal Trivedi** for Creativity. The Teachers in their respective speeches congratulated the students and expressed the warm wishes for the delightful careers of the students. The gathering was enlightened by the words of the Director who appreciated the efforts of the students and congratulated them for achieving the academic milestone in the career.

**Congratulations to IMR Librarian ... 😊 😊**

Somnath Bava for clearing MSET & GSET

## Patriotic week



IMR celebrated the Patriotic week at the Institute by arranging programmes like Drawing and Singing Competitions with the common theme as Patriotism. Overall 15 students participated in the Drawing Competition. 4 selected candidates from the competition represented the Institute at the Drawing Competition Organized by VBC Hospital at SSR ACS. The patriotic week also experienced the singing talent of the students. 2 Solo performances and 3 group song performances were presented and top performers in each category were selected to represent the Institute on 15th August 2014 at the Independence day celebration.

## Guest Lectures...

### **Session by Mr. Paul Goldring**

Mr. Paul a resident of England with vast experience of Japanese & Chinese Business Model engaged the session with MBA 2nd year students. The massive focus of the session was on enriching students with his knowledge & experience. Mr. Paul in general spoke about the Japanese & Chinese Business models and compared the same with Indian style. He was happy to field the questions of the students. He guided the students with respect to the skill sets and attitude required during work. Overall the session was appreciated by the Students and the teaching staff.

### **Capital Awareness & MSME Programmes by ICSI-WIRC**

Students were fortunate to witness the Capital Market & MSME Awareness programmes scheduled on 13th Feb. 2014, conducted in association with the ICSI-WIRC Team. The Institute expresses its deep respect to the resource persons during the session: Shri. Smitesh Desai and Shri. Prakash K. Pandya.

### **Awareness Programme on Corporate Governance, Capital Market, SME and Companies Act 2013**

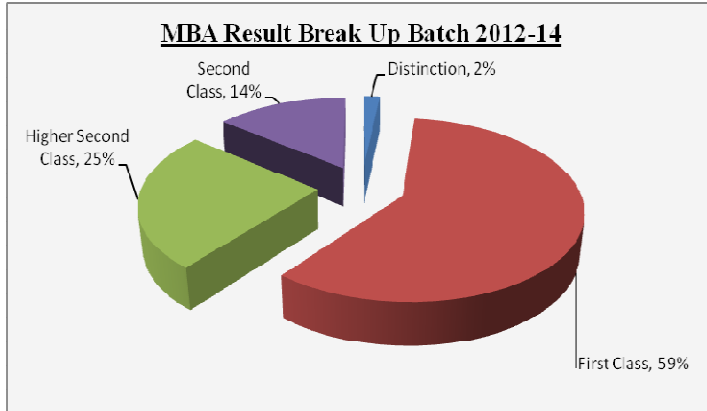
Students were fortunate to experience the One Day Awareness program on Capital Market, Corporate Governance, SMEs & Companies Act, 2013 held on 13th March 2014 at our premises from 11 AM to 5:30 PM, conducted by the ICSI-WIRC. The Institute expresses its deep respect to the resource persons during the session: Mr. Bhagirath Merchant, Ex-President, BSE, Mr. Robert Pavrey, Practicing Companies Secretaries, Mumbai, Mr. Bharat Dave, Deputy Manager, Investors Protection Fund, BSE and Mr. Ranjith Krishnan, Education Officer, ICSI-WIRC. The session was attended by 150 members including the students, faculty members and other participants from the campus.

**Congratulations to IMR Faculties ... 😊😊**

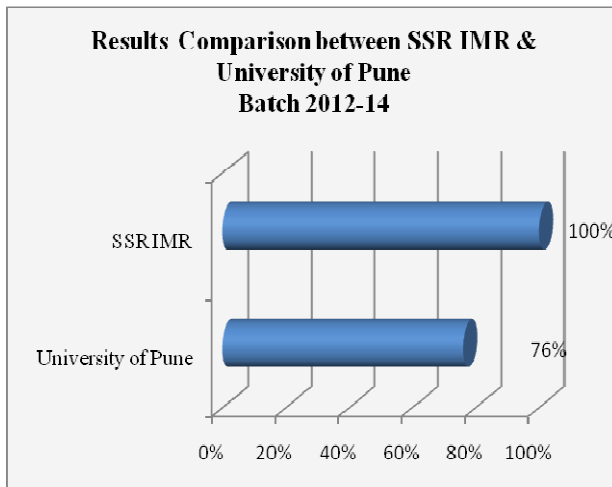
**Mohd. Bilal Bhada A., Nainesh Mutha,  
Natasha Nunes and Suraj Kamble  
for clearing NET**

## Academic Performance: Results

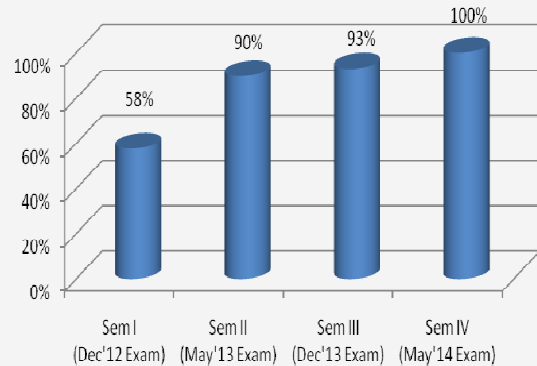
### Results of the IMR Students Batch 2012-14



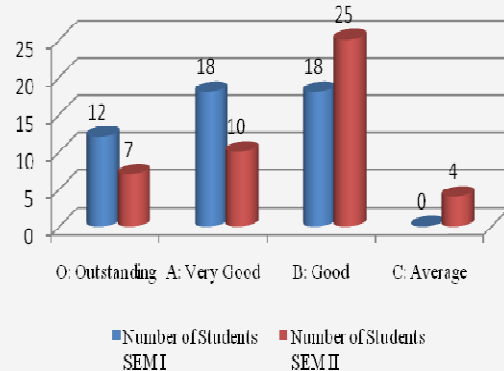
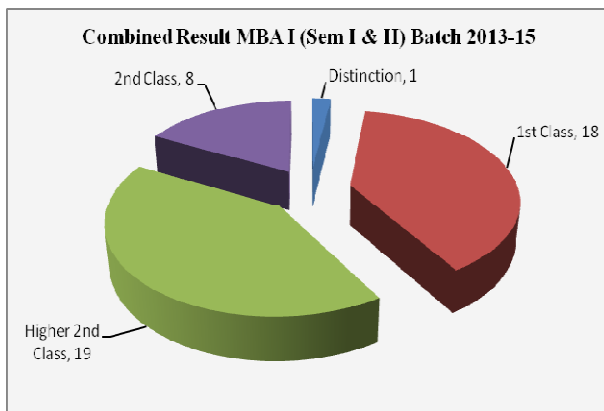
IMR recorded 100% results for the batch 2012-14. **Miss. Karishma Chandarana** is the topper of the Batch with Distinction Scores – 72.29%. Also approx. 60% of the students have scored 1<sup>st</sup> Class scores and there is no student with scores less than 51%. The Institute is proud of the students and wishes them every success in their life.



**Percentage of All clear Result for the Batch 2012-14 across all Four Semesters**



### IMR Students Batch 2013-15: Combined Results Sem I & II and Grade wise Performance





## Faculty Corner: Conference/ Seminars/Research Papers / FDP (2013 & 2014)

Sr. No.	Name of the Faculty	Title of the Research Paper / FDP	Conference /Seminar/FDP (International /National)	Organizer	ISSN / ISBN Ref.
1	Suraj C. Kamble	Business Strategies adopted by Indian English Newspaper Industry in Declining Global Newspaper Market	International conference	IMSCDR, Ahmednagar	-
2	Rajesh Kumar Pandey	Women Entrepreneurship: Perspective, Avenues & Challenges	National Conference	SIES, Nerul, Navi Mumbai	ISBN: 978-81-907787-8-7
3	Diksha Swaroop	The Role of HR Professional in Preventing the Violence at Workplace	National HR Conference	NCUTE & ISTM, Coimbatore	-
4	Rajesh Kumar Pandey	Work Place Management – The Organisational Priority			-
5	Suraj C. Kamble	A Conceptual Study On Social Media : An Innovation In Marketing	National conference	NCDIM, Chandwad, Nashik	-
6		Conceptual Study: Newspaper Survival in the Age of Digitization	International conference	Pacific University, Udaipur	-
7	Rajesh Kumar Pandey	Women Empowerment, Entrepreneurship and Economic Growth (Co- Author – Dr. A. A. Verulkar)	International Journal	JSPM's IJCAM, Pune	ISSN : 2231 - 0967
8	Suraj C. Kamble	An Empirical Study on Impact of Business Strategies on sustainability and Readers' satisfaction adopted by Indian English Newspaper Industry in Declining Global News paper market (Co – Author – Dr. Sarita Aurangabadkar)			
9	Rajesh Kumar Pandey	A study of the Essence and Significance of Corporate Governance in Indian Context	National	FMS, Udaipur	-
10		A Study on Essence of Integrated Marketing Communication for Organisations in Indian Context	National	KIT IMER, Kolhapur	ISBN: 978-81-926976-7-3
11	Mohd. Bilal A. Bhada	FDP on Decision Science	FDP	MGV's IMR, Nashik	-
12	Suraj C. Kamble	FDP on HRM	FDP	MGV's IMR, Nashik	-
13	Rajesh Kumar Pandey	Gaining Competitive Advantage through Learning & Development Practices at Organisations	International Conference	SIES COM, Nerul, Navi Mumbai	ISBN 13: 97881921528 82



14	Rajesh Kumar Pandey	Women: The Power of Society	ISSN Journal	Prerna (SIES, Nerul)	ISSN 2319-989X
15		A Study of Entrepreneurship Development in India with Special reference to Service Sector (Co-Author – Dr. A. A Verulkar)	ISSN Journal	SANKALP, MGVI IMR, Nashik	ISSN 2277 - 1875

### Student Corner: Conference/ Seminar/ Research Papers: (2013-14)

Sr. No.	Name of the Student	Title of the Research Paper / FDP	Conference /Seminar/ FDP (International /National)	Organizer	ISSN / ISBN Ref.
1	Rutika Chhajjer, Vanita Jain, Amey Palande	Global Work Force Management & Issues	International Conference	SDMIMD, Mysore	ISBN Ref.: 978-81-922146-5-8
2		Work Life Balance	International Conference		
3		Job Engagement	International Conference		
4	Swathi Vijaykumar & Jyoti Kothari	Micro Finance in India: A Contrivance for Financial Inclusion	National Conference	SIPNA, COET, Nashik	ISSN Ref.: 2347-9558
5		Ethical Accounting- Cascading its negative	National Conference		
6		Strategies to enhance employee welfare	National Conference		
7	Swathi Vijaykumar	A Mechanism of business uprising- Talent Management	National Conference	St. Xavier's Catholic COE, Nagercoil	--
8	Rizwan Qureshi	A Study On Impact Of Comparative Advertisements On Brand Building	International Conference	SIES, Nerul, Navi Mumbai	ISBN 13: 97881921528 82
9	Swathi Vijaykumar	FDI- An Indian Perspective	International Journal- IJMSS	IJMSS	ISSN Ref: 2322 – 0899
10	Jyothi Kothari	FDI: An Indian perspective	National conference	Bhujbal Knowledge city – Institute of Mgmt (MET-BKC) - Mumbai	--

**Swargeeya Sanjibhai Rupjibhai (SSR) Memorial Trust**, a self financed charitable Trust started with a mission to promote education towards excellence and education for all. **The Institute of Management & Research (IMR)** is the latest feather in the SSR Memorial Trust's cap, operational since 2008-09. The Institute is affiliated to **SAVITRIBAI PHULE PUNE UNIVERSITY** and approved by AICTE, presently running the Two years' Post Graduate Programme '**Masters in Business Administration**' (MBA). The Institute enjoys the uniqueness of being affiliated to a University of repute and it is privileged to find its existence amidst a huge Industrial belt at Dadra & Nagar Haveli. The University Results, Teaching quality, overall personality development of students and great assistance with placement makes the Institute stand tall in this ever increasing competitive professional world. The Institute is working with a vision for its academic excellence, research contribution, creative ability and innovation.



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