

# SSR IMR NEWS LETTER

AUG TO OCT 2017 VOL. V

## From Director's desk



SSR IMR presents to its readers the next version of its News Letter. Through this issue we initiate with three different sections, namely Industry corner, Faculty corner & Student corner. A Research oriented Institute ensures the participation of all its members into Research work 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, thoughts from Industry representatives etc. We aspire to be an Institution of choice for students and promise to deliver the best towards our goal in our academic journey.

Happy Reading!!

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

Dr. Mrs. Praveena Muley  
Director, SSR IMR

### **Editorial Team**

Dr. Rajesh Kumar Pandey & Mrs. Diksha Swaroop

## Our Patrons

### **Shri. Mohan S. Delkar**

Chairman  
SSR Memorial Trust

### **Shri. Keshubhai Patel**

Secretary / Vice Chairman  
SSR Memorial Trust

### **Shri. Ajit Deshpande**

Managing Trustee  
SSR Memorial Trust

### **Dr. Pankaj Sharma**

Public Relations Officer (PRO)  
SSR Memorial Trust

## Contents

Intellectual Corner  
Academic Extracurricular  
Fun @ IMR  
PDP & Guest Lectures  
Research @ IMR



**SSR**  
INSTITUTE OF  
MANAGEMENT & RESEARCH

Sayli-Silvassa Road, Silvassa – 396230, UT of Dadra & Nagar Haveli  
Approved by AICTE & Affiliated to Savitribai Phule Pune University, Pune  
Phone: 0260 2681115, director@ssrimr.edu.in, www.ssrimr.edu.in

# Intellectual Corner

## Workforce Diversity

“Diversity: the art of thinking independently together.”  
— Malcolm Forbes



Workforce diversity is one of the important environmental factor for human resource management. Workforce diversity refers to the varied personal characteristic, which makes the workforce heterogeneous such as gender, culture, age, lifestyle etc. In 21st century workforce is classified as Baby Boomers (Born between 1946 to 1964), Baby Bust or Gen Xers (born between 1965 to 1979) and Generation Y or Millennium generation (born in or after 1980). Each generation has different outlook towards employment. The older generation wants job security while young generation seeks recognition and challenging job. This shift has transformed employer-employee relationship. Both the generation has different attitude. The younger employees want to be recognized and if they feel they are not valued by their employer, they are likely to change job. The younger generation value their lifestyle and seek work life balance. Another trend is that employees no longer work only for money but for the challenging assignment, appreciation and growth.

Young generation are keen to get perks which are lifestyle driven like childcare services, children education, paying bills, paid vacation etc. These perks helps employer to retain their valuable employees. Since each generation has different attitude towards work, it is important for the management to understand the expectation and aspiration of their heterogeneous workforce. Human resource must customize strategies for hiring, retaining and motivating employees belonging to different generation.

Contributed by Mrs. Diksha Swaroop, Asst. Professor, SSR IMR, Silvassa

*“Success is walking from failure to failure with no loss of enthusiasm.”*  
*- Winston Churchill*

## Workplace Violence

“Unexpected Turbulence Creates an Opportunity to Experience more Unity”  
-Leah DiPascal, Motivational Bible teacher

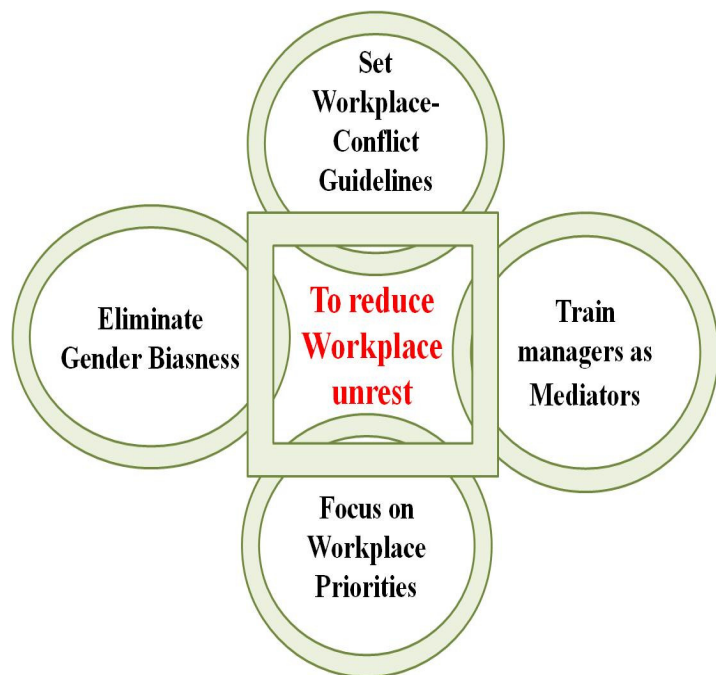


An individual deserves to be treated with respect just by virtue of being a member of the human race. It is impossible for a person to consistently do their best work, in a turbulent environment. Workplace violence results in business loss and consequential losses. At times it damages trust, community, and the sense of security every worker has a right to feel while on the job. So it becomes very stressful for the HR to attain the effectiveness. This article focuses on the impact of such human behaviour upon the organisation culture in context of workplace turbulence.

An incident occurred in 2012 of **Maruti's Manesar** plant where a company official was murdered and 100 employees were injured due to their peer member who was working as a supervisor in the company which caused a huge loss for the Maruti Suzuki and led to Workplace violence. Many factors cause workplace violence which hampers the organisational culture for the success of any business. The causes of

Workplace conflicts can be broadly classified into three: *Environmental factors*, *Organisational Factors* and *Personal factors*. Two types of conflicts in Workplace are *Destructive Conflicts* and *Constructive conflicts*. Three main consequences of Destructive Conflict include: *failure in achieving organisational goals*, *hostility among employees* and *high labour turnover*. These turbulences could be managed to some extent through proper leadership and harmonious organisational culture.

To minimise the workplace violence the HR professional must let employees understand appropriate work culture. To prevent the workplace turbulence the HR personnel must observe employees behaviour and must know how to act appropriately in the existence of inappropriate behaviour.



Contributed by Miss. Pooja Sarada, Student, MBA 2<sup>nd</sup> Year (HR)

# IMR's Academic Extracurriculars

## **Patriotic Day @ IMR:**



SSR IMR celebrated Patriotic Day on 12th August 2017 on the occasion of 71st Independence Day by organizing Rangoli competition. Students from SSR Campus participated in Competition. There were 11 groups who participated in Rangoli competition. The competition was unique in its own way as the participants were allowed to use only four colors i.e. green, white, saffron and blue to create their designs. These colours

were the colors representing colours of our national flag. The corridor was decked with creative designs by the students. Overall there was an ambience of heartfelt gratitude and patriotism.

## **Big Bazaar - Big Day Sales:**

MBA 2<sup>nd</sup> Year Marketing Specialization students participated in the Big Day Sales at Big Bazaar. It is an annual event organized by Big Bazaar during the Independence day week. The students had the opportunity to observe the proceedings at Retail giant Big Bazaar, they got hands on experience to sales activity and customer management.



## **Hindi Pakhwada:**



14th Sept.'17 was celebrated as Hindi Divas. Essay Writing, Elocution & Group Song competition from 1st Sept.'17 to 13th Sept.'17 marked the Hindi Pakhwada celebration in the Union Territory of Dadra & Nagar

Haveli. Students as well as faculty participated in these competitions. SSRIMR participated enthusiastically in all the competitions and emerged with 6 prizes in student and faculty category.



## **MBA Batch 2016-18 Project Presentation:**

SSR IMR organized Summer Training Project Presentation by second year MBA students in the month of October 2017. Students did their SIP in 42 different organizations in respective areas of their specialization like Marketing, Finance, Human Resource, Operations & International Business.

## **MSME Programme at ITI Silvassa:**

MBA 2<sup>nd</sup> year students participated in seminar on the topic “Zero Defect- Zero Effect (ZED)” organized by MSME-Development Institute, Ahmedabad. It was coordinated by Mr Bhavesh Motiani, Assistant Director, and IMT.

## **Fun @ IMR...**

### **10th Inception Day and Experanza 2017 (Fresher’s Party):**

It has been a culture at IMR to celebrate 26th August as Inception Day every year and is clubbed with the welcome of new students. The Institution celebrated its 10th Inception Day. The Ceremony was graced by the presence of respected Dr. Pankaj Sharma, PRO SSR Memorial Trust. The students of MBA I and II presented a role play highlighting the Role of MBA in the Corporate Dr. Pankaj Sharma inspired the gathering with his thoughts and shared the vision of prosperity in the Institute. On this day, the Academic achievers were honored by the



Institute. The Director Dr. Praveena Muley addressed the gathering and announced the Best Manager Activity for the Batch 2016-18. This activity will be carried out throughout the year and the students would compete on the basis of the given certain task. The student outperforming in the entire task given



would be awarded the Best Manager in the Farewell 2018. The Inception Day ceremony was then followed by the Fresher’s Party. This year the students celebrated Fresher’s Party with the name - Experanza 2017. All the new students of MBA I got a chance to showcase their talents and Mr. and Ms. Fresher were chosen by a jury of faculty members.

### Teacher's Day Celebration:



MBA I & II of SSR IMR celebrated Teacher's day on 5th September 2017 to pay gratitude to all teaching fraternity. Various activity and games were organized by students for their Teachers. On that auspicious occasion faculties of IMR had presented group song for their beloved students. The day ended with the speech of Director IMR where she highlighted on inculcating moral and ethical values among all students.



### Navratri Celebration:



The SSR Campus celebrates Navratri festival with great enthusiasm and energy every year. This year it celebrated the festival on 23rd Sept'17 by active participation of the students. Students were also encouraged by awarding the prizes under various categories like Best Attire & Best Dancer. IMR Students – Miss. Pooja Sarla, Miss. Himani Desai and Mr. Nitish Singh were felicitated in respective categories.

### CSR @ IMR: Swatch Bharat Abhiyan:



SSR Memorial Trust participated in the Swatch Baharat Abhiyan Rally organised by the Vinoba Bhawe hospital in association with the DNH Administration. Team IMR participated in the event and contributed its efforts towards creating awareness in the society towards cleanliness and hygiene. Overall a team of approx. 300 students from all the colleges at SSR campus took part in the rally.



***“Good People do not need laws to tell them to act responsibly, while bad people will find a way around the laws.” - Plato***

## PERSONALITY DEVELOPMENT PROGRAMME (PDP) @ IMR

Team IMR has been focusing on the all-round development of the students. The PDP sessions have been conducted on regular intervals with scheduled activities. In this series of PDP, IMR students experienced following activities in this period:

<b>PDP Activities</b>	<b>IMR Coordinator</b>
Goal Setting	Dr. Praveena Muley (MBA I) & All Faculties with MBA II students
Brainstorming Session	Mrs. Diksha Swaroop & Mr. Mohd. Bilal A
Debate Competition	Mr. Amar Vangad & Mr. Charanjeetsingh Dadiyal
Group Presentation	Mrs. Natasha Nunes
Functional Magazines Article Review	All Faculties
Contents of Resume	Mr. Charanjeet Singh & Mr. Mohd. Bilal A Bhada
Business Plan Competition	Mr. Nainesh Mutha
Communication Exercise	Mr. Amar Vangad & Mr. Mohd. Bilal A
Session on Presentation Skills	Mrs. Diksha Swaroop & Mr. Amar Vangad
Team Building	Mrs. Diksha Swaroop & Mrs. Natasha Nunes
Expectation of Industries from MBA	Mr. Ashwini Kumar Jha

## FDP @ IMR...



IMR coordinated a Faculty Development Programme (FDP) on the theme of **Publication Techniques & Research Quality Enhancement** on 7<sup>th</sup> Oct. 2017. Mr. Somu Makdam from NITIE, Mumbai conducted the FDP and all the Faculty members from SSR Memorial Trust attended the same & gained the research insights.

*“Develop a passion for learning. If you do, you will never cease to grow.”*

*- Anthony J. D'Angelo*

## GUEST LECTURES @ IMR

Sr. No.	Name of the Guest	Speaker Credentials	Theme of the session
1	<b>Mr. Abhishek Rane</b>	Dy. Manager- Comp. & Benefits, Atul Limited, Atul	Training Need Assessment of various Organisation
2	<b>Mr. Sushil Patel</b>	HR Head, Bayer Vapi	
3	<b>Mrs. Indu Nair</b>	Lead L&D Bayer Vapi	
4	<b>Mr. Hitesh Katarmal</b>	HR Manager, UPL, Vapi	
5	<b>Mr. Sagar Hosurkar</b>	CEO, Colour India, Vapi	Entrepreneurial Success & Failures
6	<b>Dr. Rajeev Singh</b>	Principal, SSR ACS	Entrepreneurial Competencies
7	<b>Shri. Jeetendra Chauhan</b>	Asst. Manager, Graeur & Weil (I) Ltd., Vapi	Pre & Post Buying Behaviour of Consumers
8	<b>CS Neelabh Kaushik</b>	Consultant	IT Act 2000
9	<b>Mr. Bihag Trivedi</b>	Consultant	SWOT & Johari Window
10	<b>Mr. Limesh Parekh</b>	CEO, Enjay Solutions	Designing Your Life
11	<b>Dr. Pankaj Sharma</b>	PRO, SSR Memorial Trust	Interpersonal Skills
12	<b>Mr. Ashwini Kumar Jha</b>	Asst. Manager (PPC), Blue Star Ltd	Expectation of Industries from MBA
13	<b>Mr. Chaitanya Parekh</b>	Enjay Solutions	
14	<b>Mr. Taufikahmed Patel</b>	Bajaj IT Solutions Ltd.	
15	<b>Mr. Bhavnesh Pate</b>	Enjay Solutions	





## Conference/ Seminars/ Research Papers / FDP

Sr. No.	Name of the Faculty / Student	Title of the Research Paper / FDP	Place
1	Dr. Rajesh Kumar Pandey & Miss. Anjali Bhalerao	Consumer Behaviour: A Literature Review	Pune
2	Dr. Praveena Muley	FDP on Techniques & modes of Research Paper Publications	SSR IMR, Silvassa
3	Mrs. Diksha Swaroop		
4	Mr. Mohd. Bilal Bhada A.		
5	Mr. Nainesh Mutha		
6	Mr. Charanjeetsingh Dadiyal		
7	Mrs. Natasha Nunes		
8	Mr. Amar Vangad		
9	Mr. Somnath Bava		
10	Dr. Rajesh Kumar Pandey	A study on Customers' Preference & Attitude towards Patanjali products with special reference to Silvassa city	DAIMSR, Nagpur
11	Mustafa Kapasi	A Study on Non-Performing Assets of Private Sector Banks in India	
12	Shihas P.	Customer Satisfaction: An Empirical Study Special reference to Kataria Automobiles, Vapi, Gujarat	
13	Sumit Dixit	A pragmatic study on client satisfaction with special reference to Asterix Reinforced ltd., Silvassa	



**Congratulations ...**

**Dr. Rajesh Kumar Pandey** for being adjudged as the Best Research Paper Presenter at DAIMSR, Nagpur on 7th Oct '2017.

**Congratulations ...**

**Mrs. Diskha Swaroop, Mr. Charanjeetsingh Dadiyal & Mr. Amar Vangad** for qualifying to next round of Ph. D enrollment post clearing Ph. D Entrance Test (PET).  
IMR wishes all the best to the faculties for Ph. D enrollment.

**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.



**SSR**  
**INSTITUTE OF**  
**MANAGEMENT & RESEARCH**

Sayli-Silvassa Road, Silvassa – 396230, UT of Dadra & Nagar Haveli  
 Approved by AICTE & Affiliated to Savitribai Phule Pune University, Pune  
 Phone: 0260 2681115, [director@ssrimr.edu.in](mailto:director@ssrimr.edu.in), [www.ssrimr.edu.in](http://www.ssrimr.edu.in)