

SSR IMR NEWS LETTER

JUL TO OCT 2018 VOL. IX

From Director's desk



SSR IMR has completed 10 Years of successful journey and the glimpses of the event are presented in this edition. We continue with our venture of spreading knowledge & insight. The current edition further focuses on recording our success in various exciting events at IMR. 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 Institution has been contributing to various Conferences and Seminars. We are reaching closure to 200 mark on the count of literary contributions and attendance at conferences & FDPs. We put forward the glimpses of all these literary achievements and also the insight on Extra Curricular & Academic Events at the Institute. 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!!

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Director, SSR IMR

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MANAGEMENT & RESEARCH

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Intellectual Corner

Corporate Athlete

Economic Times recently reported some shocking and distorting facts and figures pertaining to survey of 2 lakh employees across India of which major highlights were: 46% of workforce in organizations in India suffers from some or the other form of stress. 43% have skewed BMI (Body Mass Index) and 30% have diabetic risk.



The growth in the corporate atmosphere requires increased inputs pertaining to time, energy, mental modeling and integrated understanding. During the journey, one of the prominent aspect which is ignored is Health.

As a Youth, one might be able to drag and dip into work for long hours without actually caring about the physical damage being created in a long run. Working for late hours in challenging roles requires mental and physical endurance. Also, the energy requirement and nutrition combination our body needs have straight correlation with the age.

The Athletes on the track and field have to go through rigorous training to work on stamina, performance improvement and above all ensuring injury free season. The difference between a corporate sprinter and the real one is the amount of time for preparation of performance and the recovery period post performance. The Athlete would deal in season by season which accommodates rest as an important part of training and load of workout in pre and post season is comparatively low. In the same regards, the corporate athlete doesn't have the luxury of such rest period post an important deal completion neither any health related refreshment after a tough month or quarter.

Managers are a typical dual performer on the field i.e. Sprinter and Marathoners as they have to carry a journey of 30-40 years along with adrenaline performance on a daily basis consisting of stress and fatigue related to long-hours at workplace, meetings, travel time and any other assignment which they have stumbled upon due to initiative skills or have been entrusted due to the faith of management.

Focusing on health and wellbeing would call for a fine balance between physical fitness, endurance, resilience taking care of stress, sleep and diet. Adequate level of water intake and stabilizing sleep schedule is a good way to start with. Conscious efforts to take care of the diet leads to better energy management. Adding a religious routine for normal workout like walking, swimming, outdoor sports activities, yoga would help your mind to focus on other than the world of work leading to reduced burnout and improve productivity. Organizational Policy consisting of balanced health and wellness can lower staff absenteeism and boost morale.

Contributed by Mr. Mohd. Bilal A. Bhada, Asst. Professor, SSR IMR, Silvassa

IMR's Extracurriculars

MBA Students Orientation Programme Batch 2018-20

MBA 2nd Year

The 2nd Year students resumed their classes post SIP on 16th July 2018. A Three days Orientation was scheduled with focus on Goal Setting exercise and Research writing Orientation. A full day session was held on Research Methodology & Literature Review writing. Students had a good learning moment.

MBA 1st Year

SSR IMR's Batch 2018-20 witnessed a Three days orientation programme. The massive aim of the orientation was to get the students acquainted to the culture of IMR and get inducted to the two years MBA curriculum. The activities conducted during the Orientation comprised of introductory rounds from the Institute as well as the introductory rounds of the students. The further activities



included Management Video, SWOT Analysis session, Library orientation, Team building activities, know your friend activity and finally ended with the full day workshop on Paradigm shift conducted by the Mastermind Training & Consulting group, Surat. The three days of orientation had a wonderful enjoyment for the new students.

Patriotic Day Celebration:



On the occasion of 72nd Independence Day, SSR IMR celebrated Patriotic week from 13th Aug – 18th 2018, during which 14th August 2018 was celebrated as Patriotic Day. The event was celebrated by organizing Rangoli competition for the students of SSR Campus (All four campus). There were 29 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 with a Patriotic Message. These four colours are the colors representing colours of our national flag. The corridor was decorated with creative designs by the students. Overall there was an ambience of heartfelt gratitude and patriotism. Winners of Rangoli Competition were **Miss Archana Bhatt, Miss Surbhi Sinha and Miss Jill Butani** from SSR Institute of Management & Research, Silvassa.

Inception Day Function & 10 Years Celebration

SSR IMR celebrated its 10 years of completion and 11th Inception day function amidst the presence of SSR Memorial Trust (MT) representatives, Industry representatives, Principals from colleges at SSR, Teachers & students. The program constituted a formal set up with words of advice to students from the knowledge partners from Industry, blessings & good wishes from Shri. Ajit Deshpande, Managing Trustee SSR MT and Dr. Pankaj Sharma, PRO SSR MT. The IMR Director Dr. Praveena Muley presented a snapshot of the 10 years journey and also shared her views on the potential future of the Institute. The students delivered a short presentation on **Recent Trends in Management** followed by a quick entertainment programme. On



this occasion of Inception day the Top Three rankers of the Batch 2016-18 were felicitated. Also the



Institute acknowledged the Industry connects established over the years and the recruiters present at the occasion were felicitated. The students present at the function were the larger beneficiary with take away in the form of inspiration from speakers of the day & aspiration for a successful career.

Hindi Pakhwada

Hindi Divas was celebrated on 14th Sept.'18. A Two weeks Hindi Pakhwada was organized by the Union Territory of Dadra & Nagar



Haveli and culminated with the Prize distribution at the Town hall, Silvassa.

Students as well as faculty of SSR IMR participated in various competitions like essay writing, elocution and group song. It was proud moment for all to win various competitions thereby adding feathers to the glory of SSR IMR.

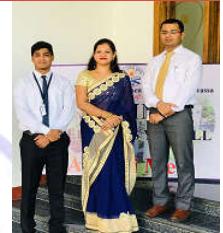


SSR IMR Alumni Meet 2018

The SSR Institute of Management & Research, Silvassa had organized first Alumni meet on 30th September, 2018. More than 70 ex-students of IMR were present in this meet. The Alumni meet session began with Saraswati Vandana at the auditorium. Dr. Pankaj Sharma, PRO of SSR



Memorial Trust forwarded message of Hon. Chairman, Shri Mohan S. Delkar to students. In his words, "Alumni are the true brand ambassadors of the Institute" and extended his best wishes for the student's future and overall development. The Alumni students shared their experience of IMR and motivated MBA present students. MBA



second year students performed cultural program and entertained the Alumni. This was the first alumni meet of SSR IMR and the Director announced that SSR IMR will organize Alumni Meet in every alternate year on the last Sunday of September.

Sessions at VIA, Vapi and Peace Conclave:



Students had a good learning opportunity while attending the sessions at the Vapi Industries Association (VIA) run HR meets. In this series the students' team along with the faculty representative attended the session on **Human Resource Accounting** by Ms. Advaita Acharya and **Design Thinking** session by Mr. Nilesh Parekh. Also the Heartfulness

Institute had organised a Peace Conclave where the IMR representatives had an opportunity to listen to Mr. Punit Lalbhai, Executive Director, Arvind Ltd.

Fun @ IMR

Fresher's Day: ESPERANZA

The students of MBA-II organized Fresher's Party "ESPERANZA 2018" to welcome the students of MBA I on 21st August 2018. The event began with worshipping Goddess Saraswati – the goddess of knowledge followed by cultural program. The students portrayed their feelings through dance, songs, skit, poems and instrumental performance. Also games were organized for the juniors; this kept



them involved throughout the event. The charm of the entire event was the title of Mr. & Ms. Fresher 2018. The entire competition was judged by a jury of faculty members, and declared the following as the winners for the respective title: Mr. Fresher – Mr. Mohsin Chauhan & Ms. Fresher – Ms. Vidhi Bandari.

SPOTAL @ IMR

SSR IMR celebrated interclass sports competition “SPOTAL @ IMR 2018”. The games were categorized into 11 games with 8 team events and 3 individual games. The events were held at Basketball Court, Volleyball Court and Sports Complex Ground. The event was concluded with prize distribution to the winners of various events.



The Spotal event imbibed healthy sportsmanship amongst the student helping them to cope up with their behavioral aspect and positive outlook towards the professional life. The students learnt the lesson of Sportsmanship and Team spirit.

Navratri @ IMR

The SSR Campus celebrates Navratri festival with great enthusiasm and energy every year. This year it celebrated the festival on 13TH Oct 2018 by active participation of the students. Students were also



encouraged by awarding the prizes under various categories like Best Attire & Best Step. IMR Students – Miss. Anjali Tank and Mr. Nitish Singh were felicitated in respective categories. Among the faculties Mr. Amar Vangad won the best Step award.



Workshop & Competition @ IMR

Digital Marketing Workshop

A two days workshop on Digital Marketing was conducted at the premises in association with the makeintern.com and i5 Summit IIM Indore event. The Trainer Mr. Pravin Thite from Pune engaged the students on the essential of the Digital Marketing. The entire participants received the participation certificate. There were 5 students selected on merit to represent the Institute at IIM Indore for the International Business Plan competition.



Change India Workshop



A full day workshop on **Paradigm shift** was conducted by the Mastermind Training & Consulting group, Surat. Mr. Nishidh Goradiya, a freelance Trainer engaged the students in developmental activities. This team from Surat works under the campaign of Change India and they have a wonderful profile of Institutes visited and workshops conducted. Students had a good learning opportunity.

International Business Plan Competition

IMR's MBA 2nd Year students *Mr. Abhishek Singh Chauhan, Miss. Riddhi Pathak, Mr. Farhan Khan, Miss. Khushboo Patel and Mr. Kuldeep Jangid* participated in the International Business Plan Competition on 17th & 18th Aug. 2018 organised by the Makeintern.com in association with i5 Summit IIM Indore event. Event



Coordinator - Dr. Rajesh K. Pandey accompanied the students to IIM - I. The product selected by the team for the competition was an engagement center (V5 Engagement Centre) with services to three segments of the society i.e., kids, family and Senior citizen. Total 32 Institutions participated from across the Nation i.e.,



Chandigarh, New Delhi, Noida, Gorakhpur, Patna, Massourie, Bengaluru, Mangalore, Chennai, Jaipur, Pune, Indore, Bhopal, Mumbai, Ahmedabad etc. and also included team from Nepal. The IMR team qualified in the Round 1 and was selected in top 14 to present the Business Plan in round 2 (finale).

Industry Visit @ IMR

Industrial Visit at Navneet Education Ltd. on 19th Oct. 2018

SSR Institute of Management & Research, Silvassa organized Industry visit for the students of MBA 1st Year on 19th October 2018 at Navneet Education Ltd., Sayli. Industry visit is a part of the MBA curriculum, during which students visit companies and get insight of on the internal working environment of the company. The industrial visit



also provides an insight on how companies work and also useful information related to the practical aspects of the course. SSR IMR extends its gratitude to the organization for providing valuable insights to the students. SSR IMR in collaboration with Industries is providing practical and learning opportunity for students to have a better knowledge about industries which will help them in their near future.

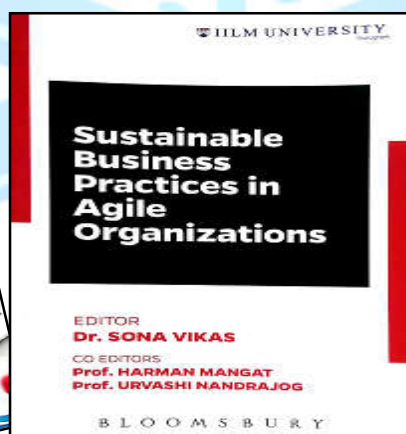
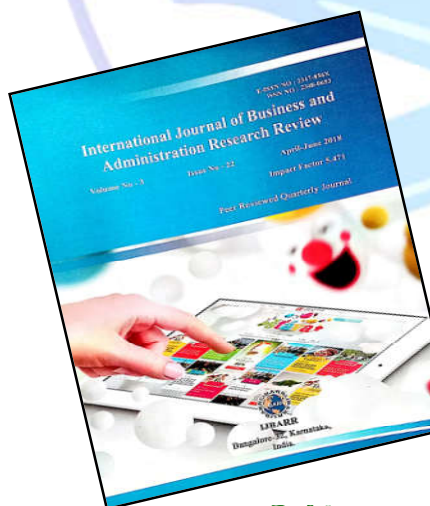
Guest Lectures @ IMR

Sr.No.	Name of the Guest	Speaker Credentials	Theme of the session
1	Mr. Nishidh Goradiya	Free Lance Trainer, Surat	Paradigm Shift
2	Dr. Rajeev Singh	Principal, SSR College of ACS, Silvassa	Entrepreneurial Competencies
3	Mr. Pravin Thite	Free Lance Trainer, Pune	Digital Marketing-IIM Carpedium
4	Mr. Padmin Buch	IPR Expert, Ahmedabad	Intellectual property Rights
5	Mr. Neelabh Kaushik	EAC Management Consultant LLP, Silvassa	Digital Signature and E- Governance
6	Mr. Gaurang Patel	Free Lance Trainer, Valsad	Personal Branding
7	Mr. Bagish Jha	Manager HR, Sterlite Power, Silvassa	TNA
8	Mr. Jay Bhat	Branch Manager, DCB Bank, Silvassa	Performance Evaluation Parameters for Banks
9	Team of Doctors	VBCH, Silvassa	Communicable and Non- Communicable Diseases
10	Mr. Mahesh Mahajan	Brahmakumaris Silvassa Unit	Stress Management
11	Mr. Minoos Parasia	Retired Professor, Surat	Herbal Way of Life
12	Mr. Hemant Bari	Dy. Manager, HR, HPPL, Silvassa	TNA
13	Mr. Prashant Mistry	Branch Manager, Mutual Fund, Vapi	Mutual Funds
14	Mr. Abhishek Rane	Dy. Manager- Comp. & Benefits, Atul	TNA
15	Sadhvi Devaditiji	Patanjali, Haridwar	Scientific Yoga
16	CA Rajesh Nadkarni	Consultant	Direct Tax



Conference/ Seminars/Research Papers / FDP

Sr. No.	Name of the Faculty / Student	Title of the Research Paper / FDP	Place of Presentation / Publication
1	Dr. Rajesh Kumar Pandey	A Study on Contemporary Retail Strategies & Challenges in Retail Sector In Indian Context	Bengaluru
2	Mr. Nainesh Mutha	Excellence in MSMEs through ICTs	Bengaluru
3	Mr. Amar Vangad	Case Study: Financial Check of Micropet Enterprise: A fiction Case study solution on Accounting Process	Bhavnagar
4	Dr. Rajesh Kumar Pandey	Agile Organisations: Creation & Sustainability	Gurugram
5	Dr. Rajesh Kumar Pandey	Life Long Learning	Bengaluru
6	Mr. Somnath Bava	Attended Workshop on KOHA and Library Automation	Surat
7	Dr. Rajesh Kumar Pandey	An Article on Gandhian Philosophy & Management Principles	Vadodara



Publications of IMR Faculty in Edited Books & Journal

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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