

SSR IMR NEWS LETTER

JAN'2020 TO JUN' 2020 VOL. XIII

From Director's desk



SSR IMR continues with its aim of meeting educational excellence. IMR is progressing well with its venture of spreading knowledge & insight to build the career of students. The current edition focuses on the highlights of maiden venture of IMR towards accreditation process. The Institute was accredited with NAAC in Mar'20. This achievement leads to new responsibilities and amidst the global pandemic the Institute aims to survive with innovative practices and efforts. The Institution fulfilled its commitment during lock down by completing the curriculum & executing the assessment through online mode. The Institute is glad to state that the Faculties & Students have utilized the Lockdown period for self-development as well. The Issue further highlights the extracurricular & literary research activities at Institute. We constantly aim to deliver the best towards our goal of being an institution of choice for students.

Happy Reading!!

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Dr. Mrs. Praveena Muley
Director, SSR IMR

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Dr. Rajesh Kumar Pandey & Mrs. Diksha Swaroop

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Contents

Intellectual Corner
NAAC Report
IMR Extracurricular
Sports @ IMR
Industry Visit @ IMR
PDP @ IMR
Seminars @ IMR
Research @ IMR
Lock down Engagement @ IMR



SSR
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Empower Yourself @ IMR

NAAC 1st Cycle Accreditation "B+" Grade (CGPA: 2.72)

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Intellectual Corner

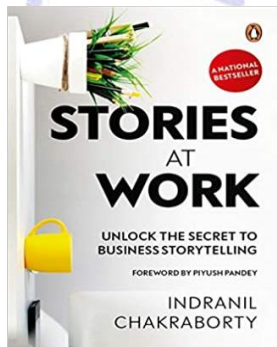
Faculty Corner:

Book Review on “STORIES AT WORK” by Indranil Chakraborty

“Stories constitute the single most powerful weapon in a leader’s arsenal.”

--Dr. Howard Gardner, Professor-Harvard University

Indranil Chakraborty, an IIM Lucknow Alumni and Engineer with computer science specialization presents a power pack book with insights on the influence of stories and ways to be an original and effective storyteller. His anecdotes from his experiences with brands like Unilever, Meru, Tata Teleservices, Mahindra Holidays and interviews with stalwarts of Industries have helped him bring that nick in creating a remembrance impact for a long time as against the short-lived advices and insights. His YouTube channel has a repository of short videos with impactful results of creating a lasting impact.



One can easily connect with his stories as the title of the book “Stories at Work” lives up to expectations of aligning the readers with their daily routine work experiences. The book also provides some room for self-exercises and thus makes the book as a handy tool. A non-fiction but intriguing at the same time, the book is a feast for readers who are stuck at their home in this pandemic and are obsessed with attending webinars (like me!) and also for the professionals at work who wants to create a channel of meaningful communication in their work atmosphere. The challenging part for the readers cum implementers would be connecting the dots based on relevancy and appropriateness as it might be tricky in terms of extempore context. Story telling has been a part of our personal and work life since ages and leaders have had a better hand in delivering their decisions and its justifications instead of monotonous verdicts of work orders. During the launch of her book “Here, there and everywhere”, Sudha Murthy affirms that while she was a teacher of computer science in a college, she had made it a practice of narrating a story in quarter of the lecture time. And after 29 years of those days, one of her student Madhavi recalls only stories sections from her lecture. That’s the power of stories that the author Indranil tries to bring on the plate for readers. This book is highly recommended for all those searching to create an impact in their communications irrespective of the profession one belongs.

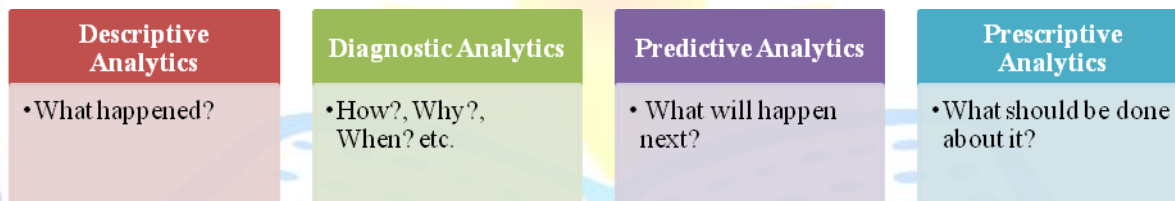
Contributed by Mr. Mohd. Bilal A. Bhada, Assistant Professor, SSR IMR, Silvassa

Business Analytics : The Buzzword In Industry

Business Analytics refers to the use of past performances of an organization to fetch significant insights for business decision making. To understand better the term Business Analytics, it becomes important to understand the term – Analytics. Analytics is the process of analysing data and information through appropriate techniques, models and informative visualization to conclude meaningful inferences. The typical process of data analytics is as depicted below:



The components of analytics are: **Machine Learning, Artificial Intelligence, Big Data and Business Intelligence**. Commonly, software like Python and R are used for data analysis whereas Tableau is widely used for data visualization. Analytics is largely backed by the statistics and the statistical methods & models are classified into four types as depicted below:



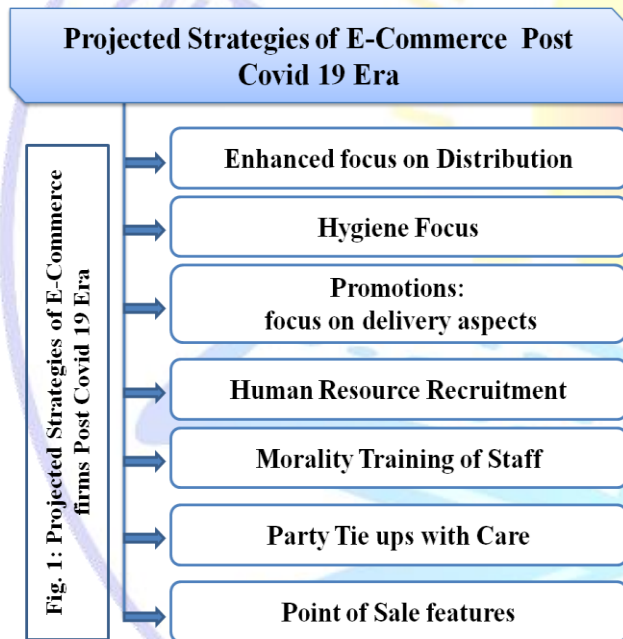
Business Analytics has wide application irrespective of the private or public sector businesses and within business among all the verticals like; Marketing, Human Resource, Finance, Supply Chain Management etc. The application of analytics in business can be further understood through the exemplary case: **The marketing team of Company ABC has generated 5 leads for the sales of its new RO water purifier. However, not all of them are at the same stage. While some are expected to quickly convert, others need more convincing. Real-time analysis, demographic segmentation and predictive analytics will help to push the leads further down the sales funnel. Predictive Analysis shall provide the right content to the leads at the right time, so that they are motivated to make the purchase.** Business Analytics is creating a new career prospect within the business domain. The survey, 'The Future of Big Data Analytics – Global Market and Technologies Forecast – 2015-2020', Big Data Analytics Global Market expected to grow by 14.4% CAGR. Major cities contributing to analytics jobs are: Bengaluru, Delhi/NCR, Mumbai, Pune, Hyderabad, Chennai, Kolkata and Ahmedabad.

Contributed by Mr. Amar C. Vangad, Assistant Professor, SSR IMR, Silvassa

Faculty Corner:

“E-Commerce Firms: Looking Beyond The Obstacles”

E-Commerce has emerged as a brilliant avenue for young budding entrepreneurs in the Nation. The Indian E-Commerce industry has been on an upward growth trend and soon India is going to lead the E-Commerce industry. The market is expecting a rise for e-commerce industry to US \$ 200Bn by 2026 (www.ibef.org). E Commerce revenue is growing at an annual rate of 51 %, highest in the world. The Industry has its own share of Challenges as well and the present Covid 19 situation has added to the existing struggle. The Pandemic is such that huge economies are also helpless in predicting the day & date for its extinction from the universe. Vijay Shekhar Sharma (Paytm) referred this situation of post Covid 19 era as E-Commerce 2.0 for India. Certain Strategies to be



adopted by the E-Commerce firms post the Covid Era may include extreme focus on the delivery mechanism as the consumers are now in the ambit of skepticism on health & hygiene factor. Also the Promotional strategy, the Human Resource recruitment & selection and their training etc. will be a bottleneck. The industry potentially to survive will have to look beyond the obstacles. When it comes to the E-Commerce Industry, a digitally literate economy and diversified demography can do wonders. The overall business terms will have an overhauling post the Covid Era, which shall include the credit terms, delivery

time & process, approach towards selecting clients etc. The diversified approach & relevant strategies shall equip E-Commerce Industry to establish itself as a value add to the Industrial domain & society at large.

Contributed by Dr. Rajesh K. Pandey, Associate Professor, SSR IMR, Silvassa

“Online learning is not the next big thing, it is the now big thing.”

- Donna J. Abernathy

Student Corner:

Entrepreneurial Finance

Entrepreneurial Finance is an essential business outlook. One of the central prerequisites for Entrepreneurs is funding for the venture as the new venture needs capital and more often entrepreneurs need significant capital for launching their ventures. This article reflects a few avenues of Entrepreneurial finance:



- ✦ **Bootstrapping:** This form of financing the ventures applies when entrepreneurs invest their own money, or offer stakes in their venture to individuals in return for their services, as well as includes other forms of financing such as delaying payments to partners, offering sweat equity to employees and other stakeholders etc.
- ✦ **External Financing:** External financing often involves sourcing capital from external sources which are tangible and immediately monetized forms of financing. Apart from the types of external financing described in this article, private equity or equity to large investors in return for financing is often the way out for entrepreneurs.
- ✦ **Angel Investors:** The angel investors not only invest their own money but are also known to guide the entrepreneurs in actualizing a successful business model. Indeed, Angel Investors are also known to invest in new ventures as a means of doing good for society as well as to share their wealth with new and upcoming entrepreneurs.
- ✦ **Venture Capitalists:** Venture capitalists differ from Angel Investors in the sense that while the latter invest their own money and often do so for giving back to society, the former invest in new ventures with capital that their professionally managed investment firms have accumulated from private investors.
- ✦ **Buyouts:** This type of financing happens when the entrepreneur sells his or her stake in the venture to individual or a group of investors. However, buyouts are also used to refer to instances when private equity firms pick up stakes in new ventures where the majority stake is still with the entrepreneur.

Contributed by Miss. Rutuja Sonawane, Student MBA 2nd Year, SSR IMR, Silvassa

Student Corner:

Indian Pharma Industry amidst the global pandemic - COVID19

The Indian Pharmaceutical Industry in terms of volume is 3rd largest and in terms of value it is 14th largest. With 3000 drug Companies and around 10500 manufacturing units, the Industry Exports stood at US\$ 13.69 Bn in FY20 till Jan 2020. Despite this, India relies heavily on China for Bulk drugs and API (Active Pharmaceuticals Ingredients) imports. In the wake of the COVID – 19 situation the Government of India and Indian Pharmaceutical companies have come together to boost the manufacturing of APIs. This will not only help India in ending their overdependence in China for APIs, but also India is looking to be the major player in exporting APIs to other countries. As of March 2020, India contributes to about 20% to the global generic market. The Union Cabinet has approved the plan of “Promotion of Bulk Drug Parks” with the aim to reduce manufacturing costs and dependency on other countries.



In the light of COVID – 19, the Confederation of Indian Industries (CII) has declared production of APIs as Strategic Sector. In their statement they said: “Firms, for which capacity utilization is 40 per cent, may be permitted to produce API which is being imported. Approvals for new investments should be fast – tracked”. In a post-corona virus global order, India’s comparative advantage can rely heavily on becoming a major provider for global public-goods and services. India has advantage of large-scale pharmaceutical production with soft power by investing in the outward growth of the healthcare sectors of other nations by Exports in pharmaceuticals, upgrading to be preferred medical tourist destination for those seeking affordable treatment in quality in health services, focusing more on the end to end drug Manufacturing and providing medical training & technical expertise to many other developing nations whose healthcare systems are much worse than India. In a nutshell, there is a greater potential for India’s pharmaceutical sector now to increase trade partners both regionally and in other parts of the world.

Contributed by Miss. Sushma Paliwal, Student MBA 1st Year, SSR IMR, Silvassa

NAAC Accreditation – 1st Cycle

The NAAC Peer Team visited SSR IMR, Silvassa premises on 21st & 22nd Feb. 2020 and submitted their confidential report to NAAC Authorities. The final accreditation score was released through NAAC on 11th March 2020. SSR IMR secured Grade “B+” with a score of 2.72 on a 4 point scale. The Peer Team who visited the premises were impressed with the overall functionalities at the Institute and suggested the potential areas of improvement. The yearlong effort of the SSR IMR NAAC preparation team had a successful result and the Institute is geared up to achieve better results.



Managing Trustee Greeting the Peer Team



Director, IQAC Coordinator & NAAC Peer Team



NAAC Peer Team addressing the Team IMR during the Exit Meeting

IMR's Extracurricular

AVISHKAR Competition Participation by Team SSR IMR



SSR IMR student Teams participated in the Maharashtra State run Research Competition named AVISHKAR. District Level Avishkar Competition was held on 4th Jan 2020 at HPT Arts & RYK Science College, Nashik. The selected Teams from Round I, participated in the District Level Competition. IMR was represented by Team I- Mr. Nikhil Yadav & Mr. Anand

Agarwal, Team II - Mr. Krushang Thakor & Mr. Hardik Bhandari and Team III- Mr. Mohsin Chaus & Mr. Umang Patil. The Teams had a fair representation and learning opportunity at the District Level participation.

Inauguration of Red Ribbon Club at SSR IMR

Red Ribbon Club (RRC) has been constituted at SSR IMR on 16th January 2020. The aim of the club is to harness the potential youth by equipping them with information on HIV/AIDS prevention, Care, Support and Treatment. It aims to build youth as peer educators in providing information on healthy living. The club has been constituted under the support



of DNHSACS (Dadra & Nagar Haveli State AIDS Control Society) and guidance of NACO (National AIDS Control organization.) During the inaugural session Mrs. Sweety Thakkar, Regional Coordinator of RRC for Silvassa region addressed the students about the objectives of the club and guidance them towards the activities to be undertaken in the club.

Tattva @ IMR



SSR IMR celebrated Cultural Day Tattva @ IMR on 1st February 2020. The objective of this program is to provide the students a platform to reveal their culture and showcase their talents. Students from MBA 1st & 2nd Year took active participation in the event. The event had a mix of various cultural performances like Singing, Dance,

Poem recitation, Rap Singing, Fashion show and such other amazing performances. The event was well organized by the student cultural committee and very much appreciated by the students and staff.

Zest @ IMR

Zest @ IMR 2020 an inter collegiate competition was organized for the Undergraduate students on 25th and 26th of February 2020. The main aim of organizing the event every year is to provide a platform to the students to imbibe managerial competency along with avenues for undergraduate students to showcase their talents. This



year event comprised of six competitions namely Quiz Competition, Event Management, Best out of Plastic on 25th February and Poster making, Ad Mad Show and Traditional Costume Show on 26th February 2020.

National Safety Week



SSR Institute of Management & Research, under the aegis of IQAC observed the National Safety week 2020 during the period of 4th March to 11th March wherein Students presented their thoughts on Safety aspects in the assembly activities and the Institute felicitated the winners and participants of Road Safety Week Competition participants on 12th March, 2020. To encourage the students for their

active involvement in the competitions namely Poem Writing, Poster Making and Slogan Writing, Dr. Praveena Muley- Director, SSR IMR along with representatives of Sun Pharmaceutical Industries Limited, Silvassa Plant namely Mr. Devendra Kansara-Plant Head, Mr. Rashmikant Patel-HR Head and Mr. Kaivalya Shelat- CSR officer were present to grace the Dias.

International Women's Day

The Students & Faculty at SSR IMR celebrated the International Women's day with a mark of respect to all the Women in the Universe and in our respective lives. Good Wishes in the form of speeches floated all around. The Female staff members at the Institute were humbly presented the token of respect. At this occasion the Director & Female Teaching staff expressed their feelings & extended their word of advice to the students. Also at this occasion the Girls @ IMR were felicitated for their recent performances.



Book Review Competition 2020



Book review Competition is conducted every year for MBA 1st Year students. This year it was organized on 13th & 14th Mar'20. The objective being creating awareness of Library Books and collections in the students, develop reading habits, creating presentation skills and to increase self confidence in the students. Librarian Mr. Somnath Bava explained how to present in book review competition and addressed the student's question in the session.

IIM Bengaluru Visit

SSR IMR's MBA 2nd Year students Mr. Krushang Thakor, Mr. Umang Patil, Miss. Babita Thakur, Mr. Nikhil Yadav, and Miss. Anjali Tank along with Faculty guide Dr. Rajesh K. Pandey, participated in the Business Plan Competition organised by the Makeintern.com in association with Unmaad IIM Bangalore event. Total 46 Institutions participated from across the Nation i.e., Jalandhar, Chandigarh, New Delhi, Bengaluru, Mangalore, Chennai, Pondicherry, Goa, Ernakulum, Bijnor, Jaipur, Pune, Udaipur, Bhopal, Mumbai, Ahmedabad etc. The product selected by the team for the competition was SNACKEO - a food delivery service with change in the sourcing Model. The focus was on the morning breakfast & evening snacks segment. The aim of the business was linked with Women empowerment and Youth empowerment.



Strategy Day Celebration



SSR IMR Marketing Specialization Students celebrated Strategy Day on 16th March 2020. As part of the Strategy day celebration students were engaged in reviewing & presenting marketing strategies of selected companies. Such exercises have the potential of developing strategic marketing acumen in students. The

students from Batch 2018-20 performed well during the presentation session. The effort was appreciated by the Director and Faculties at the Institute. MBA 1st Year students had the opportunity to witness the efforts of their seniors towards academic extra-curricular activities.

Sports @ IMR

SPOTAL

SSR IMR celebrated interclass sports competition “SPOTAL@IMR 2020” on 25th January, 2020.

The main objective of this event was creating sports awareness, team building skill and reduces education stress in the students. The event started with inspiring speech by Dr. Praveena S. Muley, Director of SSR IMR where she highlighted the importance of sports in student’s personal and



professional life. Participants from MBA 1st & 2nd Year took part in team events as well as Individual events demonstrating their sporting skills as well as sportsman spirit. The 11 games were categorized into 5 team events and 6 individual games.

SSR Sports Meet

SSR Memorial Trust’s Colleges had a wonderful experience of the Annual Sports meet 2020 during the period of 6th Feb to 8th Feb, 2020. It was an enthusiastic demonstration of sporting talent at the Campus and more than 800 students participated in various Games & Sports. The Chief Guest Miss. Mira Erda inspired the students with



her thoughts and expressed her best

wishes to the participants for their performances. The objective of this Annual Sports Meet was to give an opportunity to every student to perform their sports talent & Hunt the best talent to make them ready to perform in University Tournaments.

“What makes something special is not just what you have to gain, but what you feel there is to lose.”

– Andre Agassi

Industry Visit @ IMR

SSR Institute of Management & Research, Silvassa organized Industry visit for the students of MBA 1st Year on 13th February 2020 at Navneet Education Ltd., Sayli. Industrial visits offer a great source to gain practical knowledge. Students observed and learnt as to how theoretical concepts are put to into action, thereby aiding their practical learning. An industrial



visit is first-hand experience to anything related to student's career. It helps students gain an active learning experience. 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 career.

PDP @ IMR

IMR students experience Personality Development Programme (PDP) on regular Intervals. Massively these sessions are conducted in-house by the Faculty team

Sr.No.	Theme of the session	Name of the Instructor / Resource
1	Orientation on Google Forms	Mr. Mohd. Bilal A. Bhada
2	Library Informative Session	Mr. Somnath Bava
3	Book Review Competition Orientation	Mr. Somnath Bava
4	Technical Skills on Power Point	Mr. Amar Vangad
5	Group Discussion	Dr. Rajesh Pandey & Mrs. Natasha Nunes
6	Workshop on Excel Refresher Course	Mr. Amar Vangad
7	Sexual Harassment Prevention Session	MBA 2 nd Year Students (Session for MBA 1 st Year)
8	Union Budget Live Streaming	Online Facilitation

Mentor – Mentee Session

In addition to the Guest sessions from Industry Representatives and In-house PDP sessions, The IMR faculties had a good Mentor – Mentee Interaction & guidance provided to the students.

Seminars @IMR

Sr. No.	Name of the Guest	Speaker Credentials	Theme of the session
1	Representatives from SMC	SMC Silvassa	Awareness on Swachh Bharat Survey of Silvassa
2	Mrs. Sweety Thakkar	In-Charge, Red Ribbon Club, VBCH	Red Ribbon Club Inauguration
3	Mr. T. R. Bisht	Sun Pharmaceuticals Industries Limited, Silvassa	Orientation on National Safety Week - 2020
4	Mr. Himanshu Rawat	HRS Events & Entertainment, Vapi	Being an Entrepreneur
5	Mr. Rizwan Qureshi	Meril Life Science, Vapi	International Marketing
6	Sadhvi Devaditiji	Patanjali Yogpeeth, Haridwar	Motivational Talk
7	Mr. Snehal Rana	SMart, Silvassa	4 Ps of Marketing With reference to Retail Sector
8	Dr. Vijay Vyas	Ahmedabad (HR Professional)	Stress Management
9	Mr. Subodh Sarangi	Gulf Oil Lubricants India Limited, Silvassa	Talent Management



Conference/ Seminars/Research Papers / FDP

Jan '20 to June '20

Sr. No.	Name of the Faculty / Student	Title of the Research Paper / FDP	Place
1	Dr. Rajesh Kumar Pandey	A Study on Entrepreneurial Avenues, Feasibility & Contemporary Approach	SIMSREE, Mumbai
2	Dr. Rajesh Kumar Pandey	A Case Study on HR Outsourcing At Organisations	JSPM's KIMR, Pune
3	Dr. Rajesh Kumar Pandey	A Case Study on Brand Management	IMDR, Pune
4	Mrs. Natasha Nunes	A study on role of Self Help Groups and its growth in India	Pune
5	Dr. Rajesh Kumar Pandey	A Study on E-Commerce Firms with special reference to COVID-19 phase	IBMR, Pune
6	Miss. Riya Agrawal	A study on the significance of Innovation in Entrepreneurial ventures	JSPM's KIMR, Pune
7	Miss. Megha Pandoria	A Study on Competency Mapping	SRJIS Journal, Pune
8	Miss. Rutuja Sonawane	A Case study on JIO	
9	Mr. Ansar Kaliya	A Case study on Zomato Gold Conflict, 2019	
10	Miss. Chanchal Jangid	A Case Study on Employees Relations	
11	Miss. Neha Agrawal	A Case Study on Indian Banking Sector	
12	Miss. Riya Agrawal	A Case Study on Business Ethics and Sustainability	
13	Miss. Vidhi Bhandari	A Case Study on ZARA	SRJHE Journal, Pune
14	Mr. Anand Agrawal	A case study on Increase in financial inclusion leads to development of banks in India	
15	Miss. Niyati Patel	A Case Study On Food Delivery Application	
16	Mr. Hardik Bhandari	A Case Study on Air India	
17	Miss. Dhvani Bhanushali	A Case Study on Impact of E- Commerce on Traditional Buying Behavior	

18	Miss. Megha Pandoria	A study on Employee Engagement	Pune
19	Miss. Neha Agrawal	A Study on Tax Planning Of Salaried Individual	Bengaluru
20	Mr. Bhargav Nayak & Mr. Rehan Meman	A Study on Rural Entrepreneurship In India	Bengaluru
21	Miss. Nidhi Singh	A Case study on Life Insurance Corporation's SWOC	SRJHE Journal, Pune
22	Miss. Riya Agrawal	A Case Study on Starbucks Marketing Strategies	Pune
23	Miss. Chanchal Jangid	A Study on New Trends In Talent Acquisition	Bengaluru
24	Miss. Achsa James	A case on HR Practices at FMCG Sector	SRJHE Journal, Pune
25	Mr. Divyaraj Parkar	A Case Study on Employee Retention Strategies in IT Industry	SRJHE Journal, Pune
26	Miss. Amrita Tiwari	A case study on Bollywood as an institution rather just an Industry	Bengaluru
27	Miss. Rashmi Pandey & Mr. Muzammil Sharif	A study on Digital Entrepreneurship	Bengaluru
28	Mr. Mohsin Chaus	A Study on Business Management Strategies amidst the Global Pandemic	Bengaluru
29	Miss. Rutuja Sonawane	A Study On Prospects & Challenges of Industries In Covid 19 Era	Bengaluru
30	Miss. Neha Agrawal & Miss. Aayushi Lad	Impact of Corona Virus on Economic Slowdown	Pune
31	Dr. Rajesh K. Pandey & Mr. Nikhil Yadav	A Study on Outsourcing of HR Practices: Perspective & Challenges	Bengaluru
32	Mrs. Diksha Swaroop & Mr. Samris Jadhav	A study of Performance Management System with reference to selected companies of Silvassa	Pune
33	Dr. Rajesh K. Pandey & Mr. Mohsin Chaus	A study on significance of the Blue Ocean Strategy	Pune

34	Mrs. Diksha Swaroop & Miss. Megha Pandoria	A study on PMS Practices of Pharmaceutical Companies of India	Pune
35	Dr. Rajesh Kumar Pandey & Miss. Vaishnavi Kadam	An empirical study on the Swachh Bharat Mission	Bengaluru
36	Dr. Rajesh K. Pandey & Miss. Urvi Radadiya	Employee Retention & Organizational Culture	Pune



“Research is the highest form of adoration”

— Pierre Teilhard de Chardin, French Philosopher

Lock down Engagement @ IMR

LOCKDOWN: UNVEILING ACADEMIC SUCCESS

Amidst the Global Pandemic, SSR IMR, Silvassa progressed with its Curriculum completion and respective Assessment successfully. While focusing on the overall development of students & faculties, IMR recorded exemplary performance during the lock down period i.e., Apr'20 onwards till Jun'20 and the triumph continues. The Faculties and Students under the guidance of Director SSR IMR Dr. Mrs. Praveena S. Muley, participated in Webinars, Presented & Published Papers & Case Studies including the UGC Care Journals, recorded success in the SWAYAM MOOCs and Institute was recognised by the internationally acclaimed National Level Organisation MTC Global Trust, Bengaluru for Research Inclination.

Achievements of SSR IMR, Silvassa

WEBINARS



Attended by Faculties: 153

Attended by Students: 90

Swayam MOOCs

Faculties & Students: 61



PUBLICATIONS



Research Papers & Case studies

Faculties & Students: 32

UGC CARE JOURNAL PUBLICATIONS

Faculties & Students: 10

Conducted COVID -19 Awareness QUIZ

Certificates to Participants: 1000



SOCIAL AWARENESS CAMPAIGN



Awareness Video & Poster by Students circulated in the region of DNH & DD, South Gujarat & Western Maharashtra

AWARD TO INSTITUTE FOR RESEARCH

Felicitation by the Internationally Acclaimed Organisation MTC Global Trust, Bengaluru



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 NAAC Accredited Institute is affiliated to **SAVTRIBAI 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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