

SSR IMR NEWS LETTER

JULY'2020 TO DEC' 2020 VOL. XIV

From Director's desk



SSR IMR wishes all our readers a very Happy New Year – 2021. We continue with our aim of meeting educational excellence. Amidst the global pandemic the Institute had progressed with Online Education & every possible developmental activities for our students. The current edition focuses on the highlights of the activities at IMR and its involvement in the literary activities. We are adding the section of MOOCs completed by our students & Faculties. The Institute is glad to state that the Faculties & Students have utilized the tenure of Lockdown & the extended restrictions for their self-development in terms of literary writing & online education through MOOCs. We aim for a year ahead with more development & shall certainly aim to deliver the best towards our goal of being an institution of choice for students.

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. Abhinav M. Delkar
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
Results @ IMR
IMR Extracurricular
PDP @ IMR
Seminars @ IMR
Research & MOOCs @ IMR
Book Launch @ IMR



SSR
INSTITUTE OF
MANAGEMENT & RESEARCH

Empower Yourself @ IMR

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

Sayli-Silvassa Road, Silvassa – 396230, UT of Dadra & Nagar Haveli & DD

Approved by AICTE & Permanently Affiliated to Savitribai Phule Pune University, Pune

Phone: 0260 2681114, 9081160002, director@ssrimr.edu.in, www.ssrimr.edu.in

Intellectual Corner

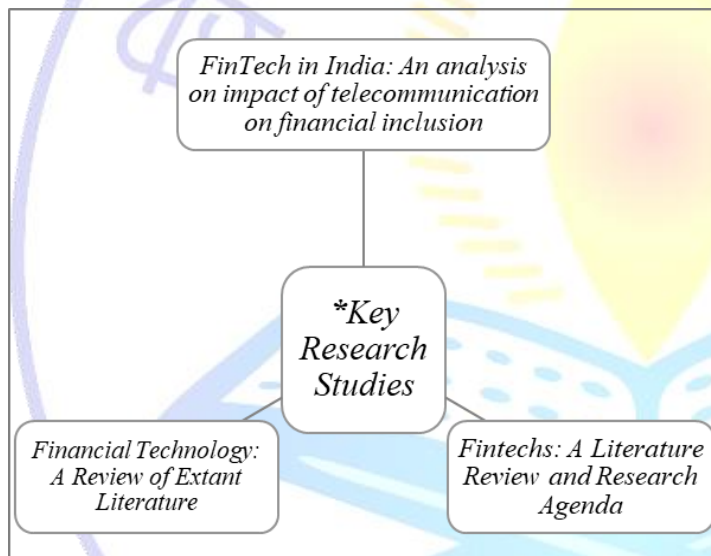
Faculty Corner:

Finance & Technology: The FinTech

FinTech is the buzzword in business world now. It has caused disruption in almost all kind of businesses and forced the technology prone business models to erupt. The existing businesses on the other hand are attempting to leverage with FinTech development to stay abreast in the industry. But the considerable hit is on the Financial Services Industry. It is the word coined out of “Finance” & “Technology” depicting possibilities of dealing with finances and its traditional operationalization through technology involvement.



(Sangwan, Harshita, Prakash, & Singh, 2020) argue that FinTech has brought bundle of opportunities to all the players in the field of financial services but along with the threats. The opportunities for consumers are better decision making, cheaper and easy access to loans, innovative lending etc, but it also brings in the threat of protection, data theft, ethnicity bias etc. Whereas the financial service providers enjoy the bliss of technology in their respective offerings to clients but are threatened of the existing business



models. The existing studies on the nascent “FinTech”, pave the ways to understand this phenomenon by the various means like FinTech and its relationship with various financial services, FinTech interface with its stakeholders, impact of FinTech on Financial Inclusion etc.

The significant research work undertaken on this subject-matter is cited in the *fig.1. These studies reveal that FinTech has brought in lot of ease to the access of finance and financial services. Therefore, this phenomenon has changed and will yet change the ways of dealing with the finances through various FinTech models.

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

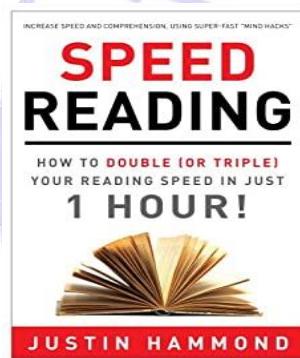
A Book Review on “Speed Reading” by Justin Hammond

“Reading is to the mind what exercise is to the body.” ~ Joseph Addison

Speed Reading is a perfection of the art known as reading. The Book “Speed Reading” tries to put forward some science behind fast reading and recommends some avoidable negative habits which slow you down and extends a few strategies that could aid in achieving a higher rate of content reading. Justin has tried to put in practical learnings and helps to better the skill which



is as important as many in every walk of life right from reading a blog on the internet of your interest or proofreading the complex contract of employees or clients. The book aims to elevate your current standards to a version which is enabling you to learn faster with effectiveness. One exercise in the Annexure section helps to evaluate your status quo in terms of measuring reading speed. This would help the reader to set a target or milestone for betterment. For example, if your present reading speed is said



around 200 WPM then by trying to eliminate the speed breakers habits and inculcating a few techniques, you may aim to take your reading level to a double speed that is 400 WPM which is surprisingly achievable by religiously following the principles and keeping track in real-time.

The book mentions some of them by default customs that we are used to that reduces our reading speed. For example, Naively, we incline to sub-vocalize whatever we read, i.e., we utilize our inner voice in reading and thereby understanding, which in turn bounds our reading speed to our speaking speed. One option to overcome this tendency is to read with eyes rather than imagining the context of speaking while reading and that would help us in getting a grasp of context consisting of many words in a quick glance.

As mention speed reading is a wonderful skill to possess, nevertheless it shall be not be used in some context for example before signing a legal document or taking a brief of medical reports or even while reading complex terminologies or wherever the language has been used in higher regards e.g., poetries of Shakespeare. Measures that can help in coping up with the bad habits are Emphasis on reading phrases and not words, Concentrate on reading key words and psychologically bypass filler words and Focus on crucial stages where key contents are mentioned such as start and closure of paragraphs, initial and last passages of sections, text that are bold or in italic etc.

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

Student Corner:

HR 4.0: Catalyst to Business Excellence

HR 4.0, do you know this concept? So to clarify this concept all we need to know is that it is now gaining more & more attention from all over the world. So the concept of HR 4.0 which is an adjacent development to Industry 4.0 i.e., forth industrial revolution which is largely focused on technology & automation. HR 4.0 supports the Human capital management and ensures technological solutions to the HR related functions. Right from managerial work to the operational work, human resource (HR) is most precious resource of every organisation.



The Organisations deal with current changing scenario of the Industrial world with automation and technological advancements. HR 4.0 aims at People Management with digital transformation, Use digital approaches for HR activities, be clear with the HR 4.0 mind-set & Requirements of knowledge from experts. Massively HR 4.0 benefits with the Reduction in human error due to automation, Process improvement, Involvement of HR in production contribution, Discussion & analytical approach, Strategy making for people's management, Collaboration between manual work & automation etc. That is why we can say that HR 4.0 is the revolutionary movement in the activities for maintaining the human capital, here HR department focuses more on the automation rather than manual interventions.

“Digital transformation is a fundamental reality for businesses today.”

- Warren Buffett, Chairman and CEO of Berkshire Hathaway

Contributed by Miss. Pranjali Singh, Student MBA 2nd Year, SSR IMR, Silvassa

Student Corner:

Benefits of Industry 4.0

The term Industry 4.0 refers to the fourth industrial revolution that focuses heavily on interconnectivity, automation, machine learning and real-time data; which will affect every manufacturing domain and also it comprises of advanced technologies which will help in capturing, optimizing and deploying data. The benefits of Industry 4.0 largely comprises of the following:



- ▶ **Higher productivity and efficiency:** It helps in speeding up the production process which uses less raw materials and resources to produce a greater number of units while keeping the costs down. As machines have enhanced monitoring systems and human interval is minimal, the smart factories can benefit from it as preventive maintenance can be done at the right time.
- ▶ **Reduced costs:** Although implementing automotive implementation shall add on to investments but Smart factory will help to produce faster, use resources optimally, reduces downtime, less material wastage, and also low operating costs.
- ▶ **Higher quality and better customer experience:** In addition to higher productivity and low costs, industry 4.0 can also help in delivering better customer experience as it provides facilities for better tracking which can identify problematic products and also the reasons behind such defective products.
- ▶ **Increased profitability:** Smart factories can produce better quality products with better efficiency, better costs and customer experience, leading to profitability.

While Industries shall certainly benefit from Industry 4.0, it can further provide benefits to the nation at large. It can play a major role in alleviating poverty; it can provide better and low-cost healthcare through AI-driven diagnosis. It can enhance farmer's income by providing them with latest technologies, advanced detection of pest attacks. It will strengthen infrastructure and improve connectivity among interiors. It will improve the standard of living and ease of doing business with the help of smart technologies. Thus, Industry 4.0 will help in developing economies and enhancing the life experience of people at large.

Contributed by Miss. Nazma Lakhani, Student MBA 2nd Year, SSR IMR, Silvassa

Result @ IMR : Batch 2018-20



The IMR Batch 2018-20 experienced the wonderful Academic Results. The Batch comprised of 58 Students among which 12% students have scored distinction & 59% of the students have scored 1st Class scores. It was a record 100% results yet another time at SSR IMR. **Mr. Mohsin M. Chaus** was the topper of the Batch.

Grades	CGPA (10)	Number of Students	Top Five Students of the Batch	
			Name of the Student	CGPA
O	9 & Above	4	Mohsin Mohmed Munaf Chaus	9.12
A+	8.5 to 8.99	25	Agrawal Neha Hemant	9.06
A	7.5 to 8.49	9	Chaudhary Tara Suresh	9.02
B+	6.5 to 7.49	19	Pandoria Megha Kalpeshbhai	9.01
B	less than 6.5	1	Babita Thakur	8.94

“A true champion can adapt to anything.”

- Floyd Mayweather, Jr.

IMR's Extracurricular

E-Orientation: Sem III



SSR Institute of Management & Research, Silvassa MBA 2nd Year Students witnessed a virtual Orientation programme on 4th Aug. 2020. On this occasion of E-Orientation a webinar was organised and the guest speaker Mr. Partha Pratim Pal, Author & Career Coach, Mumbai addressed the students on the theme “Uncertainty - The Way Out”. Positivity is the key to success in this tough time advocated Mr. Pal. It was an incredible session with lot of take away for Students and Faculties.

E-Farewell

SSR Institute of Management & Research, Silvassa MBA Batch 2018-20 experienced the E-Farewell function – Bon Voyage on 4th Aug. 2020. Amidst the Global Pandemic, the Institute took a call to organise the Farewell on virtual platform whereby following the tradition of the Institute, the Annual awards were announced for the Batch 2018-20. Director SSR IMR, Dr. Praveena Muley & all the Faculties expressed their good wishes to the Batch 2018-20 and appreciated the winners in various categories. The Major award was the Best Manager Contest Winner – Miss. Riya Agrawal and Best Outgoing Student – Miss. Megha Pandoria.



13th Inception Day Celebration



13th Inception day was celebrated by SSR Institute of Management & Research, Silvassa on 26th August 2020. Director, Faculties and students witnessed this E- celebration of inception day. Students' Team on this occasion presented their thoughts on the topic of "Importance of Communication & Technology in MBA" and "Redefining HR Practices during & post Covid -19 World". Ms. Sheetal Khurana's

webinar on Principles of Gita for Students was organized on this occasion. Recently her book Ms. Khurana accentuated on various life skills i.e., Human nature & its importance, Right career, choosing right friends, to become a good human being, to remain focused by positive thinking and make decisions based on your heart.

Patriotic Day Slogan Competition



SSR IMR, Silvassa organized Slogan competition on the eve of Patriotic day celebration. Students wrote slogan on patriotic theme in both Hindi and English language. The Institute also hosted the Prize distribution for Patriotic Day Slogan Competition held on 26th Aug. 2020 on Inception day of the institute.

Teacher's Day Celebration

SSR Institute of Management & Research, Silvassa MBA Batch 2019-21 celebrated the Teacher's Day on 5th Sept. 2020 through the Online Mode. Poems, Speeches, Games etc. were part of the celebrations. All students had a nostalgic feel and their words packed with emotions created an aura of love & respect for each other. The SSR IMR Director, Teacher's & Non-Teaching Staff appreciated the efforts of the students and expressed their good wishes to them.



Hindi Diwas

The Institute celebrated Hindi Diwas while hosting an in-house essay competition on 14th Sept'20. The essay writing was in Hindi on the theme Online Education, China Trouble, Corona virus and Media. Students participated with enthusiasm in the competition. Best three essays were felicitated.

SSR IMR 2nd Alumni Meet 2020



SSR IMR, Silvassa had organised its 2nd Alumni Meet (Virtual form) on 27th Sept'20. Institute organizes the Alumni meet at every alternate year and provides the platform to the students to meet with IMR Alumni and Alumni Team gets the opportunity to interact with the students & Institute. It was good opportunity for the Alumni to guide the present students at IMR and also discuss some developmental aspects for the Institute. The Director of SSR IMR and President of the Alumni Association Dr. Praveena S. Muley expressed her good wishes to the Alumni attending the meet and invited all to join the Alumni Association & support the Institute. Existing Students presented different types of virtual games and entertained the Alumni.

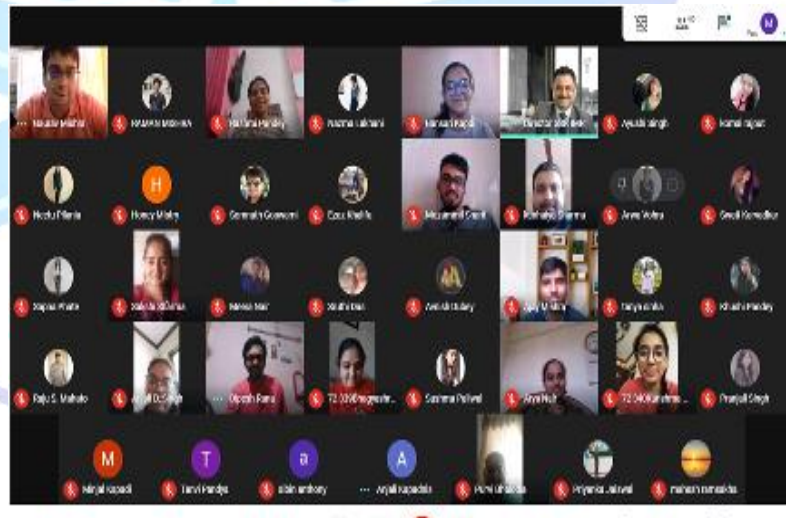
PDP @ IMR

IMR students experience Personality Development Programme (PDP) on regular Intervals:

Sr.No.	Theme of the session	Name of the Instructor / Resource
1	Uncertainties- The Way Out	Mr. Partha Pratim Pal Author & Career Coach, Mumbai
2	Case Learning Method an IIM Approach	Mr. Amar C. Vangad Asst. Professor, SSR IMR, Silvassa
3	The Gita – Happiness Retreat Principles of Gita for students	Ms. Sheetal Khurana Author, Motivational Speaker, Life Coach , Career Growth Consultant, Pune, Maharashtra
4	Entrepreneurship ~ the Personal goal	Mr. Gaurav Mishra, Founder & CEO-Navayuvak Entrepreneurs, Mumbai, India
5	Story of an Entrepreneur ~ The Medimix Man	Dr. A. V. Anoop Managing Director, A V A Group of companies (Medimix Soap)

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	Dr. Anand Deshmukh	BOS Chairman, Marketing Management, SPPU Pune, Director – IIMHRD, Pune	Career in Marketing with Academic Focus
2	Dr. Pankaj Nandurkar	Associate Professor, JSPM- KIMR, Pune	Service Sector beyond 2020, Indian, Asian & Global Perspective
3	Mr. Limesh Parekh	CEO, Enjay IT Solution Ltd Bhilad, Gujarat	Information Technology amidst increasing digital practices
4	Dr. Anupama Malagi	Professor & IQAC Coordinator, R V Institute of Management, Bengaluru	Global Perspective to SHRM
5	Dr. Vibha Bhandari	College of Applied Sciences, University of Technology & Applied Sciences, Nizwa, Oman	Exchange Rate & Forex Market Operations
6	Dr. Vijay Vyas	HR Professional, Ahmedabad	An experienced insight on specific HR strategies
7	Dr. Archana Singh	Dean JSPM Institute, Pune	Strategic Management
8	Mr. Rohan Uday Desai	FMCG Expert, Ahmedabad	Sales & Distribution Management
9	Mr. Abhishek Rane	HR Manager, Axtel Industries Ltd, Vadodara IMR Alumni : 2010-12	Performance Management System
10	CS Neelabh Kaushik	Eminent Advisor & Consultant, Silvassa IMR Alumni : 2008-10	Statutory Returns

Conference/ Seminars/Research Papers / FDP
Jul'20 to Dec'20

Sr. No.	Name of the Faculty / Student	Title of the Research Paper / FDP	Place
1	Dr. Rajesh Kumar Pandey	Book Chapter - E-Commerce Firms: Pre & Post the Era of COVID-19	Bestow Publication, Mumbai
2	Dr. Rajesh Kumar Pandey & Mrs. Renuka Suravanshi	A Conceptual Study on Learning Practices During & Post Covid 19 period in Indian Context	MTC Global Trust, Bengaluru
3	Mr. Amar C Vangad	IIM (A) FDP on Pedagogy and Research Methods	IIM (A) Ahmedabad
4	Dr. Rajesh Kumar Pandey & Miss. Anjali Mishra	A study on Frugal Innovations & Start Ups in Indian Context	SIES SBS, Navi Mumbai
5	Miss. Sushma Paliwal	A study on impact of COVID - 19 on Indian Pharmaceutical Companies	SRJHSE, Pune
6	Miss. Meera Nair	A Pragmatic study on understanding the Employee engagement strategies during and post COVID-19	
7	Mr. Raju S. Mahato	A Study on Essence of Start Ups & Role of Funding Agencies In Indian Context	MTC Global Trust, Bengaluru
8	Mr. Mohd Bilal A Bhada	Book Chapter - Manufacturing 4.0: An Apt Succession of World Class Manufacturing	Bestow Publication, Mumbai
9	Mr. Amar Vangad	Book Chapter - Financialization In Industry 4.0: The Indian Scenario	
10	Miss. Shikha Singh	A Case Study on Mcdonald's Marketing Strategies	SRJHSE, Pune
11	Miss. Vaishnavi S. Kadam	A Study on Talent Management with Special reference to IT Companies	SRJIS, Pune
11	Miss. Shikha Singh	A Study on Employee Engagement with reference to FMCG companies	Mantech Publications, Gazhiabad
12	Dr. Rajesh Kumar Pandey	Innovation Ecosystem at Educational Institutions: Way Out Post Covid 19	AIMS Journal, Pune

Sr. No.	Name of the Faculty / Student	Title of the Research Paper / FDP	Place
14	Mr. Mohd Bilal A Bhada	ATAL FDP Operations Management	AICTE, New Delhi
15	Dr. Rajesh K. Pandey	FDP - MHRD HRDC Building Start Up and Innovation Centre	SPPU, Pune
16	Mr. Somnath Bava	ATAL FDP Capacity Building	AICTE, New Delhi
17	Mr. Somnath Bava	ATAL FDP Internet of Things (IoT)	AICTE, New Delhi
18	Dr. Rajesh Kumar Pandey	Book Chapter - Emergence of New Business Avenues During Covid 19	NB Publications, Meerut

● - - - ● Institutional Honour ● - - - ●



“Research is the highest form of adoration”

- French Philosopher

IMR Faculty's Proud Moment



**Prestigious FIVE weeks Online Faculty Development Programme in Pedagogy and Research Methods from June 22 to July 28, 2020
Attended by the IMR Professor – Mr. Amar C. Vangad**

MOOCs @ IMR

The IMR Teachers, Librarian and Students have actively completed MOOCs of various MOOC providers including Swayam Courses, Udemy, Coursera etc. The Team IMR is all set to hit a century of MOOCs in the coming Term.

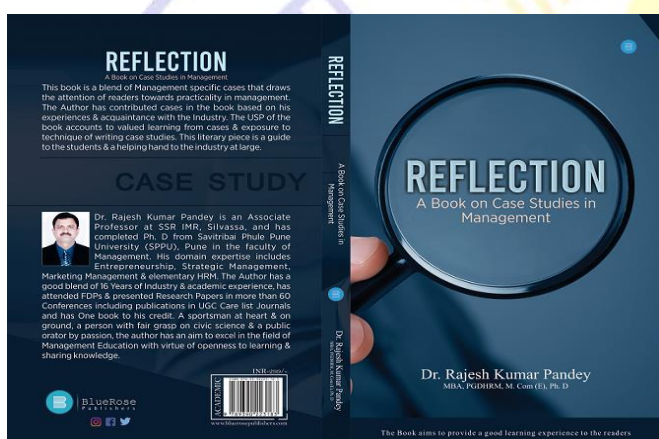
Category	Number of MOOCs
Teachers & Librarian	15
Students	54
Total	69



Book Launches @ IMR

Book No.1 – July 2020

The New Book of Dr. Rajesh K. Pandey, Associate Professor, SSR IMR, Silvassa in the name of **Reflection: Cases in Management** was released recently by the New Delhi based Publisher Blue Rose Publication. The Book launch at SSR was done by the hands of PRO SSR Memorial Trust Dr. Pankaj Sharma and Director SSR IMR Dr. Praveena Muley.



असली आजादी ■ दादरा एवं नगर हवेली और दमण

एसएसआर आईएमआर के डॉ. राजेश कुमार पाण्डेय की प्रकाशित हुई नई पुस्तक का संस्था के पीआरओ डॉ. पंकज शर्मा तथा आईएमआर की निर्देशिका डॉ. प्रवीणा मुले के हाथों हुआ विमोचन

■ पेशावर में प्रो. एस. डेवकार ने इस अवसर पर पाठ्यक्रम के अंतर्गत आयोजित कार्यक्रम में भाग लिया।

दादरा एवं नगर हवेली और दमण में आयोजित कार्यक्रम में डॉ. राजेश कुमार पाण्डेय की पुस्तक का विमोचन हुआ।

इस अवसर पर डॉ. पंकज शर्मा और डॉ. प्रवीणा मुले ने डॉ. राजेश कुमार पाण्डेय को पुस्तक का प्रारंभिक श्रेणी में प्रस्तुत किया।

डॉ. राजेश कुमार पाण्डेय ने अपने 16 वर्षों के अनुभवों और शोधों को इस पुस्तक में प्रस्तुत किया है।

इस पुस्तक का उद्देश्य है कि यह छात्रों को प्रबंधन के क्षेत्र में एक अच्छे शिक्षक के रूप में तैयार करे।

इस पुस्तक का उद्देश्य है कि यह छात्रों को प्रबंधन के क्षेत्र में एक अच्छे शिक्षक के रूप में तैयार करे।

इस पुस्तक का उद्देश्य है कि यह छात्रों को प्रबंधन के क्षेत्र में एक अच्छे शिक्षक के रूप में तैयार करे।

Book No. 2 – October 2020

An Edited e-Book of Dr. Rajesh K. Pandey, Associate Professor, SSR IMR, Silvassa in the name of **Industry 4.0 – An Economic Perspective** was released by the Mumbai based Publisher Bestow Edutrex Int. LLP. The Edited e-Book launch at SSR IMR was done by the hands of Director SSR IMR Dr. Praveena Muley through the online release of a launch video. The 12 Chapter book has the Foreword by Mr. Varinder Joshi, President and Managing Partner, S.Q.A. Canada Inc., Toronto, Canada.



Industry 4.0 - An Economic Perspective

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 **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

Empower Yourself @ IMR

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

Sayli-Silvassa Road, Silvassa – 396230, UT of Dadra & Nagar Haveli & DD

Approved by AICTE & Permanently Affiliated to Savitribai Phule Pune University, Pune

Phone: 0260 2681114, 9081160002, director@ssrimr.edu.in, www.ssrimr.edu.in