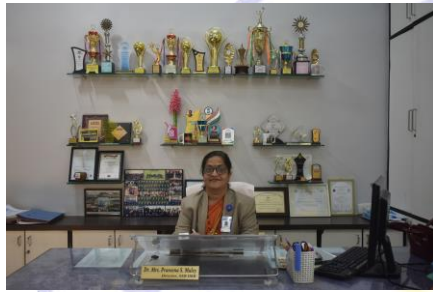


SSR IMR NEWS LETTER

JAN'2022 TO JUNE' 2022 VOL. XVII

From Director's desk



SSR IMR believes in academic excellence, research contribution, creative ability & innovation. The Institute consistently aims to develop professionals, armed not only with professional knowledge but also with positive attitude, entrepreneurial skills, ethical values and vision to fulfil corporate goals. The Institute developed students with numerous activities in the form of Personality Development Program, Extra Curriculum activities, Seminar, Subject specific guest sessions, Field visit, Research paper and MOOCs. The institute also strive to instill employability skill through Industry Institute collaboration.

Happy Reading!!

Editor-in-chief

Dr. Mrs. Praveena Muley
Director, SSR IMR

Faculty Editor

Mrs Diksha Swaroop
Assistant Professor, SSR IMR, Silvassa

Our Inspiration

Late Shri. Mohan S. Delkar
Founder Chairman, SSR Memorial Trust

Our Patrons

Shri. Abhinav M. Delkar
Chairman, SSR Memorial Trust

Ms. Divita Delkar
Secretary, SSR Memorial Trust

Shri. Ajit Deshpande
Managing Trustee, SSR Memorial Trust

Dr. Pankaj Sharma
Public Relations Officer (PRO)
SSR Memorial Trust

Contents

Intellectual Corner

IMR Extracurricular

PDP @ IMR

Industry connect & Seminar

Research & MOOCs @ IMR



SSR
INSTITUTE OF
MANAGEMENT & RESEARCH

Empower Yourself @ IMR

NAAC 1st Cycle Accreditation "B+" Grade

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:

CUSTOMER RELATIONSHIP MANAGEMENT – A FUNDAMENTAL

Businesses in Modern day atmosphere have multiple objectives and a massive objective in present terms is relationship with the Customers. Maintaining good relations with the customers has turned up as the core objective for any business. Customer-relationship management (CRM) is an approach to manage a company's interaction with current and potential customers. CRM is largely about acquiring & retaining the valuable customers hence meeting the aim of CRM & eventually meeting Organisational objectives. The relation building is an effort by the organization to retain its customers but to reveal the darker side of the picture, the Customer Relationship Management may not always result into customer retention so there is a need of focusing more over the customer retention rather than just maintaining good relations with the customers as the retained customer will give numerous business opportunities for the organization in near future and the customer base has direct impact over the profitability of any business organization.



The CRM as marketing tool attempts to develop a long-term business relationship with the customers to develop them as lifetime customers. CRM philosophy supports the customer to climb up the ladder of loyalty and the resultant Organisational state is the Customer Satisfaction, Delight & avoiding switching costs. CRM supports the enhancement in profitability of the businesses in five key ways, those are *Customer loyalty translates into reduced price competition, Customer information allows companies to target profitable customers, Predictable buying patterns lowers inventory holding costs, spoilage, and distribution costs, Customer loyalty reduces advertising and marketing costs and Customer loyalty extends products life cycle.* CRM as fundamental supports the Organisational intent of business development. In the modern business world, the CRM applications & software assists the businesses to maintain the CRM practices. The CRM fundamental is an imperative aspect for every business and it is an ongoing & a never ending process.

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

Faculty Corner:

WORKPLACE ETIQUETTES

Etiquettes or common norms of expected behavior are important in professional setup as you interact with colleagues, Seniors, Subordinates and reporting authorities. This can significantly impact on your relationship with them at and off the workplace. There is no proforma as to what make a best one; nevertheless, few important things shall always be taken care of for improving the effectiveness when at office. Practice Punctuality as a Religion. Few minutes before the starting the work at the desk shall give you time to get normalize and focus on the priorities for the day ahead. Communication is the Key to have conducive relations at workplace. Here there would be difference in mode of communication vis-à-vis email, one to one, at meetings or gatherings. Personal touch to approach with professionalism would help you to gel with your team and synergize while keeping your private life separated out to a considerable extent.



Discussion shall be avoiding any gossip, company politics or any person specific talks. Few “Ws” that require special attention are Words, Wear (Clothing), Work (Own), Work-Connection (Integration), Work-Ethics and Watch (time). Involving oneself into improvement activities through training, add-on certificates, involvement help one to grow intellectually and professionally. Be Flexible, open-minded and take initiatives, as all these traits would help the company to recognize you for any succession planning or even important assignments outside of the organization. Make sure to have a strict code of personal differentiation between Personal and Professional Work; Easier said than done but nevertheless, worth exercising to evolve into a good global citizen and after all, Balancing is an Art. The tips and tricks are applicable specially to Interns and Freshers as the anxiety to get involve (detach) from the new atmosphere might lead an individual to be in an embarrassing situation.

Contributed by Dr. M. Bilal A. Bhada, Assistant Professor, SSR IMR, Silvassa

Contemporary Management

When talking about contemporary, it denotes the present as well as being up-to-date about the trends and in this case; trends in the business environment. Contemporary management involves planning, leading, organizing and controlling operations and strategies to achieve organizational goals as well as aligning it with the interests of all the stakeholders including customers. It is also interchangeably called as Modern Management. As a result of Globalization, it emphasizes working effectively in a global marketplace along with an increase in decentralized authority and flexibility. The evaluation in this segment relies heavily upon the behavioral aspect of humans as well as environmental factors.



What makes it different from the traditional way of management is that it incorporates the use of technology heavily to automate the earlier manual tasks of scheduling, tracking employee performance and productivity and much more. As opposed to traditional management, the contemporary management believes in decentralization of authority wherein the employees experience more independence to carry out the given tasks according to their skillset. This not only fosters innovation in the company but also helps in retaining and encouraging the employees. Also, the emphasis on the company culture is increased due to more humanized work environments.

But in today's 21st century even contemporary management faces some daunting issues such as constantly keeping up with the trends in this ever-changing world, also lack of teamwork especially among the diverse work groups wherein the team members are in constant disagreement makes it harder to get the work done. But the most of it all is the communication; because if the communication in the organization or team is not effective, they have a long way to go in order to sustain in this business environment. In all, contemporary management helps in recognizing and respecting the changes that come with time and technology. It realizes that employees now no longer work for monetary gains but instead strives for challenges and satisfaction in their work.

Contributed by Miss. Alisha Unia, Student MBA 2nd Year, SSR IMR, Silvassa

EMERGING TRENDS IN HRM 2022

Covid-19 has completely changed the way we work and live. It was the function of HR that has been drastically changed as the focus completely shifted from calculating employee work hours to total productivity and quality of work. In the meantime, also managing the employee engagement and stress of the employees virtually. We are still in the middle of the pandemic and we still have to adopt the post covid world. So here are some emerging HR Trends of 2022:



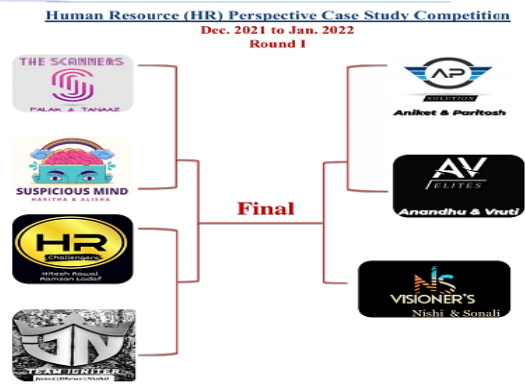
1. **Hybrid Work Model:** The Hybrid work is an employee-centric flexible model that includes a mix of in-office and remote work. Few companies have adopted model that allows the employees to work from office for three days a week and the other two days remotely. This will ensure the welfare and safety of the employees.
2. **The Transition from Employee Well-being to Healthy Organization:** Employee's mental health is being given the most importance in the current scenario. Employee well-being goes beyond just physical safety including mental well-being, safe workplace and health culture; resulting into increase in productivity, satisfaction and retention of employees.
3. **Upskilling and Reskilling:** Job uncertainty has made it necessary for people to learn additional skills. To keep up with the market trends and to eliminate skill gaps, the company should upskill their workforce in order to retain them and move with the fast pace world. This will also boost morale of the employees.
4. **Diversity, Equity Inclusion:** The study found out that more diversity results to better productivity and creativity. Therefore, inclusion of diversity is one of the top trends in HR. For which steps such as Diversity sourcing, blind hiring processes and AI-powered candidate screening recruitment techniques have been adopted to eliminate any biasness.
5. **Power Skills Playing a Key Role:** The workplace is evolving and so are its requirements. Companies are looking for more than just technical skills. Behavioral skills are hard to teach and the current scenario is having a candidate with better power skills to deal efficiently with the customers, to lead the team and manage the stress and time. Steven Cates lists leadership, teamwork, communication, problem solving, work ethic, adaptability and people skills as some of the major powers kills recruiters are seeking.

Contributed by Miss. Neha Kataria, Student MBA 1st Year, SSR IMR, Silvassa

IMR's Extracurricular

HR Perspective Case Study Competition @ IMR

SSR IMR, Silvassa witnessed the HR Perspective Case Study Competition 2021-22 during the months of Nov. 2021 to Feb. 2022. The HR Specialization students of Semester III at IMR– **The Humanagers of Batch 2020-22** had the opportunity to participate in the competition and altogether 7 teams with total 15 students competed. **SSR IMR, Silvassa** witnessed the HR Perspective Case Study Competition 2021-22 during the months of Nov. 2021 to Feb. 2022. The HR Specialization students of Semester III at IMR had the opportunity to participate in the competition and altogether 7 teams with total 15 students competed



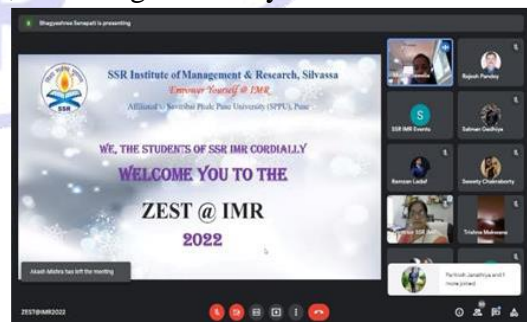
SSR IMR Mentor – Mentee Scheme



SSR IMR, Silvassa under the aegis of IQAC launched its trademark **Mentor – Mentee Scheme** for the newly inducted MBA Batch 2021-23 on 8th Jan 2022. The Director Dr. Praveena Muley launched the Scheme in the presence of all the Mentors. The Faculties & Librarian at IMR portray their role of Mentors and the aim is crystal clear i.e., to indentify the better instinct in Mentees (Students). The Scheme at IMR has been a successful venture since its inception with enhanced approach year after year.

ZEST @ IMR 2022

ZEST @ IMR 2022 an inter collegiate competition, was organized by SSR Institute of Management & Research, Silvassa for the Undergraduate student on 10th and 11th of January 2022. The main aim of organizing the event was to provide a platform to the students to showcase their talent and MBA students get acquainted to learn management skills. The two Days event comprised of six competitions namely Ad Mad Show, Feel it Reel it and Photography on 10th January while Poster, Web Series Review and Quiz conducted on 11th January 2022.



National Youth Day Celebration



SSR IMR Knowledge Resource cell under the aegis of IQAC celebrates the National Youth Day on the 12th January every year to mark the Birthday of Swami Vivekananda with the objective of youth being aware about great monk Swami Vivekananda & his life and implementing his thought in their life. This year we organised “Elocution Competition (virtual)” on the theme of “It’s all in the mind”. Dr. Meena Kute, Principal, SSR College of education, Silvassa was the chief guest and delivered importance of national youth day and motivated the participants.

Journal Day Celebration

SSR IMR Marketing Specialization Students, the Marketing Sparklez celebrated Journal Day on 4th Feb. 2022.



As part of the Journal Day celebration students were engaged in reviewing & presenting a research article from any marketing journal. Such exercises have the potential of developing strategic marketing acumen in students. The students from Batch 2020-22 performed well during the Competitive presentation session.

Career Awareness Programme

SSR IMR Alumni Association in coordination with the ICSI & under the aegis of IQAC



conducted a Career Awareness Programme (CAP) with special reference to the Company Secretary (CS) Course. CS Neelabh Kaushik, a practising CS and proud Alumni of SSR IMR Batch 2008-10 addressed the students of MBA 1st Year at SSR IMR. He appreciated the students’ choice of pursuing MBA and to enhance their capability & competency he suggested them to pursue CS Course as well. The students were delighted to know a further career opportunity and appreciated the general developmental guidance extended by the Alumni.

Leading Entrepreneur Presentation

SSR IMR Startup & Innovation cell under the aegis of IQAC conducted the programme on Leading Entrepreneur Presentations. Total 5 Presenters from MBA 1st Year participated in the contest which was judged by Dr. Praveena S. Muley, Director, SSR IMR and event Coordinator & faculty for Entrepreneurship Development Course Dr. Rajesh K. Pandey. The Leading Entrepreneurs presented during the Contest by the students were Shri. Ratan Tata, Ms. Namita Thapar (Emcure Pharma), Mr. Dilip Shanghvi (Sun Pharma), Shri. Vijay Chauhan (Parle-G) and Mr. Roman Saini (Unacademy).



Swatch Bharat Abhiyan

SSR IMR in association with the Branch MSME DI, Silvassa under the aegis of IQAC organized the activity as per the Swatch Bharat Abhiyan on Friday, 18th Feb. 2022. Shri. Nitin Chawla – representing MSME Team addressed the students and faculties. He emphasized on the social need of the Cleanliness drive and how importantly this drive can create an environment that is good to breathe & good to live. An oath ceremony was conducted at this occasion to sensitize students & staff with the commitment towards the environment & society at large. All MBA 1st & 2nd Year students along with the Faculties at IMR were the beneficiaries of this session and took part in the pledge ceremony.



Entrepreneurship Awareness Programme

Branch MSME DI, Silvassa & SSR IMR, Start up & Innovation Cell under the aegis of IQAC organized Entrepreneurship Awareness Programme on Friday, 18th Feb. 2022. The Programme started with the Welcome of all the Dignitaries, Lighting of the lamp and University anthem followed by programme inaugural address by Dr. Rajesh Kumar Pandey. There were 5 Resource Persons for the session, comprising of Shri. Nitin Chawla – representing MSME Team, Shri. Chintan D Shah, Consultant, Umbergaon, Shri. Sunil Mali, Baroda RSETI, Silvassa, Shri Sagar Meshram, Chief Manager, Bank of Baroda & Shri. T Balaganesan, HOD, Govt. Polytechnic, Daman.



SAMIKSHA: I- Book Review Competition 2022



SSR IMR Knowledge Resource Cell arranged the **SAMIKSHA: I** (Book Review Competition 2022) on 26th February, 2022 for MBA 1st Year students. The objectives of this Competition were creating awareness of Library Books and collections in the students, develop reading habits, creating presentation skills and to increase self confidence in the students. The competition was organized in Three batches. Total Three students were declared as the Best Reviewer of the competition.

International Women's Day Celebration

SSR IMR celebrated the International Women's Day at the Institute level. The Female staff



members at the Institute were humbly presented the token of respect from the entire Institute. At this occasion, the female staff expressed their feelings & gratitude. The event concluded with a constructive talk on working together with equal footing for the betterment of the Institution and the Society. The students celebrated the day with e-Poster Presentations. 12 Leading Women Entrepreneurs were presented by the Boys Team from the MBA 1st

Year.

Motivational Talk - Story of an Entrepreneur



Start Up & Innovation Cell at SSR IMR, Silvassa under the aegis of IQAC and in association with the Ministry of Education's IIC conducted a Motivational Talk by the leading NRI Industrialist from Canada Shri. Baldev Singh Shokar on 11th March 2022. This session was organised as part of the "Story of Entrepreneur Series". Shri. Baldev Singh Shokar represents around 10 companies in India & Canada. Some of the Leading companies in India are Internex Poly, Microfiber Corp., Audax Protective Fabrics, Artis Technical Textile etc. At Canada he represents InterWrap Inc. & Poligof-microhygiene. Shri. Shokar

demonstrated his journey as a Shop floor worker to owning a company.

Learning Management Scholarship (LMS)

SSR IMR, Silvassa experienced a very delightful moment on 16th March 2022 when the students of Batch 2021-23 received the laptops as part of the Learning Management Scholarship (LMS). This Scholarship in the form of Laptops has been granted since the inception of the Institution in the year 2008. The laptops are issued to students without any additional fees. The laptops are handy for practical exercises and enhancement of the skill sets among the students leading to better employability. This initiative is linked with the overall student development approach under the ambit of the Learning Management Scholarship. On 16th March 2022 in the presence of the SSR Memorial Trust Representatives the Laptops were distributed.



Online Book Talk

Every year, UNESCO celebrates 23rd April as “**World Book Day**” on the Birth Anniversary of great Author Willian Shakespeare to promote reading of the books. SSR IMR Knowledge Resource Cell under the aegis of IQAC organised the Online Book Talk on the book of “**Emotional Intelligence by Daniel Goleman**” on this occasion on 23rd April, 2022. The guest speaker in this Book Talk was **Mr. B. S. Chaudhari**, Author, Philosopher & Teacher.



Esperanza 2021-22

Esperanza 2021-22 (Freshers party) for the 1st year was organized by the students of MBA 2nd year. The celebration began by offering prayers to Goddess Sarawati – the goddess of knowledge followed by University Anthem and cultural program. Dance, songs, poems, interactive games were organized for the juniors; this kept them involved throughout the event. The event’s charm was Mr. and Ms. fresher competition that was judged by Ms. Nazma Lakhani and Ms. Honey Mistry (Alumni Batch 2019-21). There were four rounds conducted for Mr. and Ms. Fresher competition comprising of Introduction, Extempore,



Talent and Q&A. Mr. Avinash Mishra and Ms. Neha Kataria won the title of Mr. and Ms. Fresher 2021.

Marketing Sparklez Visit - 2022

SSR IMR Marketing Sparklez, the Marketing Specialization students experienced a Retail Store visit at Silvassa on **28th May 2022** as part of their 412 MKT - Retail Marketing Course. **Mr. Snehal Rana, owner, S Mart, Silvassa & our MoU Partner** was generous to grant the permission for the visit. The students had a good exposure to the real life demonstration of Retail activities. Massive take away was pertaining to the practical knowledge on Retail outlet layout designing and Retail planning.



Brand Day Celebration – 2022

SSR IMR Marketing Sparklez, the Marketing Specialization students celebrated the Brand Day on **31st May 2022** In association with MHRD MoE's IIC. As part of the celebration, students presented poster on a Brand of their choice. The likes of Amul, Nestle, Apple, One Plus, Samsung, Balaji, Food Mohalla, Redbul, Coca Cola, Patanjali, Cadbury etc., altogether 20 brands were presented through a 1 x 1 size Poster for each brand. The external Judge on the occasion was **Dr. Nupur Angirish**, Asst. Professor at ROFEL GRIMS, Vapi.



Tattva @ IMR 2022

SSR IMR celebrated Cultural Day Tattva @ IMR on **4th June 2022**. The objective of this program was to provide the students a platform to reveal their culture and showcase their talents. Students from MBA I & II year actively participated in the event. The event had a mix of various cultural performances like Singing, Dance, Speech, Skit, Ramp-Walk and such other amazing performances. Students also participated in other activities like Food Without Fire, Rangoli Making and Poster Making. The programme truly lived in its own unique way leaving good happy memories among students.



World Environment Day 2022

SSR IMR, Silvassa under the aegis of IQAC celebrated World Environment Day on 6th June 2022. On this day SSR IMR participated in the Tree plantation activity conducted by National Service Scheme (NSS) unit under the leadership of SSR Memorial Trust. IMR Students very enthusiastically participated in the initiative and made it a huge success. We are glad that our students contributed in the initiative with the best of their commitments by planting the trees in the campus. On 5th June students voluntarily conducted tree plantation activities in their surroundings. This

noble effort got students acquainted to environment protection values and gained maturity towards safe guarding the Nature.

Industrial Visit

SSR Institute of Management & Research, Silvassa organized Industrial visit for the students of MBA 1st Year on 10th June 2022 at R R Wires Ltd., Karad, UT of DNH & DD. Industrial visits offer a great source to gain practical knowledge. Students observed and learnt as to how theatrical concepts are put into action, thereby aiding their practical learning. An industrial visit is first-hand experience student's career. It helps students gain an active learning experience. The set of 34 students along with IMR Professor Coordinators **Mrs. Diksha Swaroop and Dr. Rajesh K. Pandey** visited the Company. SSR IMR extends its gratitude to the organization for providing valuable knowledge 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 professional career.



SPOTAL @ IMR 2022

Every year SSR IMR conducts Interclass sports competition SPOTAL@IMR. This year “SPOTAL@IMR 2022” was held on 11th June, 2022 at IMR Premises. The main objective of this event is to tap sporting Talent among students, Team building & Leadership skills and a day out from Studies with potential learning through games & sports. The Director, SSR IMR Dr. Praveena S. Muley declared the Spotal@IMR 2022 while encouraging & motivating the participants. Students from MBA 1st Year and 2nd year participated in team events as well as Individual events demonstrating their sports skills as well as sportsman spirit. The indoor games were categorized into 12 games with 7 team events and 5 individual games.



SAMIKSHA – II



SSR IMR Knowledge Cell under aegis of IQAC organizes Book review competition and Article review competition as “SAMIKSHA” Part I and II every year. This year SAMIKSHA II (Article review competition) was organized on 17th June, 2022 for MBA-I, 2nd semester students in two groups. The objectives of this competition were creating awareness of Magazines, Journals & Library resources available in Library, to create

reading habits and awareness on latest updates on subject area of the students.

International Yoga Day

SSR IMR, Silvassa under aegis of IQAC celebrated “International Yoga Day” on 21st June, 2022. The celebration started with the welcome of Yoga Teachers, Mr. Chittaranjan Maharjan, Mrs. Swagatika Jn Samal and Mrs. Nirma Devi. In the beginning of event, Yoga Teacher Mr. Chittaranjan Sir addressed the students with the significance of Yoga in the Student’s life.



Print Advertisement Competition

SSR IMR MBA Sem II Batch 2021-23 Marketing Sparklez students witnessed a creative activity in the form of **Print Advertisement Competition** on 27th June 2022. This event is a trade mark event conducted at IMR since the year 2009 as part of the course **Integrated Marketing Communication (IMC)**. The aim is to inculcate the creative trait among the Marketing specialization students. The event was conducted under the aegis of IQAC where by all students of Marketing Specialization in the batch presented their Print Ads.



Patriotism: Story of a Soldier आज़ादी का अमृत महोत्सव

SSR IMR under the aegis of IQAC celebrates the **Azadi Kaa Amrut Mahotsav** activity in the form of **Patriotism – Story of a Soldier**. The **Ex-Army Man - Shri. M. Dhiraj Kumar** presently into a Technical Service interacted with the students of MBA 1st Year and encouraged them with his story. The guest speaker responded to questions of the Students and Faculties. His words were an inspiration and his experience was a guiding principle for the audiences. As the Nation celebrates 75 Years of Independence, at SSR IMR we are with the National Momentum & celebrating the Azadi Kaa Amrut Mahotsav with best of the patriotic inspirational experiences for the students.



Developmental Talk by CEO



SSR IMR under the aegis of IQAC and in association with MHRD MoE's IIC conducted a Developmental Talk by CEO **Shri. Limesh Parekh, Enjay IT Solutions Ltd., Bhilad**. The Company is **MoU Partner** to SSR IMR and in the series of activities with the MoU Partner the Institute conducted a Case Study Presentation on 23rd June 2022. Miss. Anjali Singh, Student MBA 2nd Year & Dr. Rajesh K. Pandey, Associate Professor, together had contributed their efforts on developing a real-life Case Study on Enjay IT Solution.

PDP @ IMR

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

Sr.No.	Theme of the session	Name of the Instructor / Resource
1	Patriotism: Story of a Soldier	Mr. Dhiraj Kumar, Ex, Army Man
2	Mock Interview	Mr. Neel Jain, Partner, Flavor & Essence Resource, Silvassa
3	Resume Building (Content of Resume)	Dr. Rajesh Kumar Pandey, Associate Professor, SSR IMR
4	LinkedIn Profile Orientation	Dr. Mohd Bilal Bhada, Assistant Professor, SSR IMR
5	Information Security Orientation	Dr. Rajesh Kumar Pandey, Associate Professor, SSR IMR
6	Professional Etiquettes	Dr. Rajesh Kumar Pandey, Associate Professor, SSR IMR
7	Group Presentation Orientation	Mrs. Natasha Nunes, Assistant Professor, SSR IMR
8	Orientation on Human Rights	Dr. Rajesh Kumar Pandey, Associate Professor, SSR IMR
9	Brain Storming Session	Mrs. Diksha Swaroop & Dr Mohd Bilal Bhada, Assistant Professor, SSR IMR
10	Orientation on Business Analytic Specialization	Mr. Amar Vangad, Assistant Professor, SSR IMR
11	Orientation on Financial Management Specialization	Mrs. Natasha Nunes, Assistant Professor, SSR IMR
12	Orientation on Human Resource Management Specialization	Mrs. Diksha Swaroop, Assistant Professor, SSR IMR
13	Orientation on Operations & Supply Chain Management Specialization	Dr Mohd Bilal Bhada, Assistant Professor, SSR IMR
14	Behavioral Modeling	Mr. Amar Vangad, Assistant Professor, SSR IMR
15	Orientation on Marketing Management Specialization	Dr. Rajesh Kumar Pandey, Associate Professor, SSR IMR

16	Case Study Workshop	Dr. Rajesh Kumar Pandey , Associate Professor, SSR IMR
17	Orientation on Google Form	Dr Mohd Bilal Bhada , Assistant Professor, SSR IMR
18	Book Talk	Mr. Somnath Bava , Librarian SSR IMR, Silvassa
19	Goal Setting	Mrs. Diksha Swaroop , Assistant Professor, SSR IMR
20	Resume Contents - Objective	Mr. Amar Vangad , Assistant Professor, SSR IMR
Mentor – Mentee Session The IMR faculties had a good Mentor – Mentee Interaction & guidance provided to the students.		

“The best way out is always through.”

—Robert Frost

Industry Connect & Seminar

Sr. No.	Name of the Guest	Speaker Credentials	Theme of the session
1	Mr. Limesh Parekh	CEO, Enjay IT Solution Bhilad	Case Study Presentation & Developmental Talk
2	Mr. Sandeep Kumar Kanodia	HR Manager, RR Wires Ltd	Industry Visit-RR Wires Ltd
3	Mr. V.R. Prakash	GM Projects & BD, JSK Industries Pvt Ltd, Mumbai	Session on Production planning & control
4	Mr. Atul Chaturvedi	Associate Consultant, QMC, Mumbai	Interview Etiquettes

5	Mr. Snehal Rana	Partner SMART, Silvassa	Visit to SMART
6	Mr. Baldev Singh Shokar	NRI Industrialist Canada	Motivational Talk
7	Prof. Sushma Sathe	Asst Prof, CDGIMS, Pune	Probability & Non Probability Sampling
8	Adv Nivedita Shree	Lawyer, High Court & Various District Courts, Jharkhand	Information Technology Act 2000
9	Ms. Indu Nair	HR Business Partner Bayer Vapi Pvt Ltd	Management Fundamentals
10	Mr. Aalhad Wadekar	DGM, Lubricates, Paints Gulf Oil, India, Mumbai	Introductory Marketing- Practical Essence
11	Ms. Nidhi Desai	Sr. Executive Human Capital & Admin, Meril Life Science Pvt Ltd, Vapi	Global Recruitment & Selection of Human Resource
12	Dr Jayashree Bhalerao	Associate Professor, MGV's Institute of Management & Research	Importance of Decision Science & Role & Application of Quantitative Techniques in Decision Making
13	Mr. Mustafa Kapasi	Lead Business Associate, WNS Global Service Pune	Applied Finance & Business Finance Analysis
14	Mr. Sayed Mudassar Nazir	Assistant Professor, Management Dept, Institute of Management Studies, Career Development & Research, Ahmednagar	Outsourcing & Global Value Chain
15	Dr Prasad Joshi	Asst. Prof, Symbiosis Institute of Operation Management	Foreign Direct Investment
16	CS Neelabh Kaushik	Partner EAC Management Consultant LLP Silvassa	Career Awareness

17	Mr. Rizwan Qureshi	Product Manager, Meril Endo Surgery Pvt Ltd Vapi	International Marketing Research & Related Process
8	CA Sapna Lunawat	Practicing CA, Aurangabad	Input Tax Credit in GST
19	Ms. Shinam Agrawal	Associate HR, Veena Energy, Bengaluru	Issues related to compensation & salary administration
20	Mr. Neelabh Kaushik	Partner EAC Management Consultant LLP Silvassa	Cash Management
21	Mr. Seby Abraham	Sr. Marketing Officer, Essel Mining & Industries Ltd Vapi	Customer Interaction in Industrial Markets & Key Account Management
22	Mrs. Pooja A Gholap	Assistant Professor, Ashoka Business School, Nashik	Merger, Acquisition & Collaborative Partnership
23	Mr. Jitesh Chauhan	Director, Rubik Infotech Pvt Ltd Ahmedabad	Information Security: An Overview
24	Dr. Mugdha P Joshi	Assistant Professor, GES's JDC Bytco IMSR, Nashik	Performance Management Practices of Different Companies: An Overview
25	Mr. Rishikesh Kumar	Assistant Professor & Coordinator ED Cell, SBPIM, Pune	Entrepreneurship Competencies for Successful Business
26	Dr Rakesh Pareek	National President & Chairman, Fast Track Anticorruption Human Rights & Social Livelihood Organization, New Delhi	Insights on Human Rights

“Education is a progressive discovery of our own ignorance.”
--Will Durant

Conference/ Seminars/Research Papers

Jan 2022 to June 2022

Sr. No.	Name of the Faculty / Student	Title of the Research Paper	Place of Presentation / Publication Journal
1	Miss. Tanaaz Khan	A Study on Women Entrepreneurship in Contemporary India	Article in Journal, IJAEM
2	Dr. Rajesh K. Pandey	Entrepreneurship in India – Feasibility Analysis	Book Chapter- Manakin Press
3	Dr. Rajesh K. Pandey	Entrepreneurship in India – Initial Ethical and Legal Issues Facing a New Firm	Book Chapter- Manakin Press
4	Dr. Rajesh K. Pandey & Miss. Anjali Singh (MBA 2 nd Year Student)	A Case Study on Singh Confectioneries Private Limited (SCPL)	Conference Proceedings, MTC Global
5	Dr. Rajesh K. Pandey	A study on Sustainable Development Goals (SDG) & Role of Industries	IMDR, Pune
6	Dr. Rajesh K. Pandey & Miss. Kalyani Rajput (B. Pharma Student)	Pharmaceutical Marketing: A Literature Review	Article in Journal, IJEMR
7	Mr. Somnath Bava	The Changing Role of Collection development in Academic Libraries in the digital era	Book Chapter - Ess Ess Publication
8	Mrs. Natasha Nunes	A Study on Factors influencing the performance of Self-Help Groups in Dadra & Nagar Haveli	SOM, Graphic Era Hill University, Bhimtal
9	Dr. Rajesh K. Pandey & Miss. Jinal Khilari (MBA 1 st Year Student)	A Study on Social Entrepreneurship in Indian Context	SDC, Ambala, Haryana
10	Miss. Tanaaz Khan	A Study on Employee Engagement Practices: A Case Approach	Article in Journal, SRJIS

“The only person who is educated is the one who has learned how to learn and change.”

— Carl Rogers

MOOCs @ IMR

The IMR Teachers, Librarian and Students have actively completed MOOCs of various MOOC providers including Swayam Courses, Udemy, Coursera etc. Till date the tally has reached to 108 MOOCs and IMR has hit a century of MOOCs in this Term.

<u>Category</u>	<u>Number of MOOCs</u>
<u>Teachers & Librarian</u>	<u>32</u>
<u>Students</u>	<u>76</u>
<u>Total</u>	<u>108</u>



“Support Staff Training”

Jigyasa – Curiosity to Learn Skills

SSR IMR, Silvassa under the aegis of IQAC conducted a Session Jigyasa – Curiosity to Learn Skills with the Support staff at the Institute on 6th April 2022. The session was conducted by IMR Faculty Mr. Amar Vangad and the aim was to inculcate basic office / admin skills among the support staffs especially the Peons at the Office. The session included imparting hands-on skills on File Management at Office, Basic Computer operating, Opening & Saving MS office files and basic data entry on MS Excel. A Task of creating a sheet with Name of Staff, DOB, Gender, Designation etc. was assigned as part of the exercise during the session. The participants were happy to get engaged in skill development activity.



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 permanently 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

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