



## SSR INSTITUTE OF MANAGEMENT & RESEARCH, SILVASSA

*Empower Yourself @ IMR*

Sayli-Silvassa Road, Silvassa – 396230, UT of DNH & DD  
Permanently Affiliated to Savitribai Phule Pune University, Pune and Approved by AICTE,  
New Delhi & DTE, Mumbai, Maharashtra  
NAAC Accredited

**Mo.:** 9081160002, **E:**director@ssrimr.edu.in, **W:**www.ssrimr.edu.in  
**DTE Code:** MB6169 **PUN Code:** IMMD018980

# MBA PROSPECTUS 2024-25



SSR IMR, Silvassa Campus



Savitribai Phule Pune University, Pune



### **Our Strength & Inspiration**

**Founder & Chairman of SSR Memorial Trust Late Shri. Mohan S. Delkar**

### **Patrons**

<b>Chairman</b>	<b>:</b>	<b>Shri. Abhinav M. Delkar</b>
<b>Secretary</b>	<b>:</b>	<b>Ms. Divita Delkar</b>
<b>Managing Trustee</b>	<b>:</b>	<b>Shri. Ajit Deshpande</b>
<b>PRO</b>	<b>:</b>	<b>Dr. Pankaj Sharma</b>

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## Director's Message

*"Education is the most powerful weapon which you can use to change the world."*

Welcome to SSR Institute of Management and Research (SSR IMR), Silvassa, the pioneering and leading Business School in UT of Dadra & Nagar Haveli and Diu Daman and South Gujrat region. We are delighted to greet you warmly and invite you to join our esteemed institute.

At SSR IMR, our mission is to achieve educational excellence and provide every student with the foundation for a successful career and fulfilling life. In this era where 'Intellectual Gratification' is essential, we believe that perseverance is key to navigating the global challenges we face. Technological advancements have made information readily accessible, yet it is crucial to differentiate between merely seeking information and truly acquiring knowledge.

We at SSR IMR dedicated to nurturing leaders and entrepreneurs who will drive their organizations in emerging economies. We prioritize instilling a sense of professional commitment in our students, encouraging a socially responsible impact. We aim to prepare them for the complexities and challenges they will encounter, expanding their knowledge and intellectual horizons. Our goal is to transform our students into well-rounded individuals ready to make significant contributions to the business world and society at large. Engaging students in personality development initiatives, assessing their competencies, and fostering an environment of intellectual growth is at the core of our mission. We strive to develop our students into holistic human beings and efficient professionals who deeply care for their families, society, and the environment.

As the new batch embarks on their journey, we understand the aspirations you hold in this competitive professional landscape. At SSR IMR, we are committed to creating an ecosystem that supports your intellectual growth and career aspirations.

We warmly welcome you to SSR IMR, Silvassa.

**Prof (Dr) Rakesh Patil**  
**Director**  
**SSR IMR, Silvassa**

**SSR**

## **SSR Memorial Trust**

In 2003, a self-financed charitable Trust "Swargeeya Sanjibhai Rupjibhai (SSR) Memorial Trust" ventured into the field of Education to undertake the great task of setting up a chain of Institutions providing quality education to the students of Dadra & Nagar Haveli. Dadra & Nagar Haveli, then, was a small progressive place and a business hub, but did not have any proper educational institutions to cater to the varied requirements of the resident and industrial community. Shri Mohan S. Delkar voiced the feelings of many concerned parents of Dadra & Nagar Haveli about the dearth of educational facilities and the urgent need of the people to bridge the demand and supply mismatch for a higher Education Center.

Shri Mohan S. Delkar, a great visionary and nationalist, who translated his ideas and dreams of promoting higher education into reality. In no time, he has carved out a niche for himself as an educationist, who believes in inculcation of values through education in the young generation. The group, under the able leadership of Shri. Mohan S. Delkar and the active support and association of renowned academicians, experienced professionals, eminent industrialists and technocrats, has established the educational center in the following branches:

- SSR College of Arts, Commerce and Science College (Estd. 2006-07)
- SSR College of Pharmacy (Estd. 2007-08)
- SSR College of Education (Estd. 2007-08)
- SSR Institute of Management & Research (Estd. 2008-09)

This is the only campus of its kind in Silvassa affiliated to Savitribai Phule Pune University. The educational campus under SSR Memorial Trust has a beautiful lush green campus elaborately spread over 50 acres of land catering to the aspirations of many students.

### **OUR VISION**

To emerge as an Institution of Choice with sense of commitment to the World of Education.

### **OUR MISSION**

To Impart Education of Global standards by inculcating creative ability and innovation in the students in order to achieve academic excellence while maintaining ethical management practices.

### **OUR OBJECTIVES**

1. To impart quality education through academic excellence.
2. To lead the profession globally by setting the highest standards of management practices, ethics, and excellence.
3. To nurture quality creative ability and innovation in stakeholders to emerge as leaders with a sense of commitment to the society and industry.
4. To enrich with a combination of Industry and Academic experience supported by global standard infrastructure.

## **SSR INSTITUTE OF MANAGEMENT & RESEARCH (IMR), SILVASSA**

SSR IMR, permanently affiliated to Savitribai Phule Pune University and approved by All India Council of Technical Education (AICTE), New Delhi. It is a NAAC Accredited Institute with Grade “B+”. It presently runs the two years post graduate programme in Masters of Business Administration (MBA). The Institute is working with a vision for its academic excellence, research contribution, creative ability and innovation. The learning process involves extensive classroom instructions, case analysis, individual and group projects. The curriculum and the depth of coverage are at par with that of the top B-Schools in the country. The aim is to carve the students as leaders with a sense of commitment to the society and the Industry. With this, transforming untrained graduates into highly skilled corporate worthy individual is a strong aim of SSR IMR. The Institute puts its best efforts to develop professionals who are armed not only with professional knowledge, but also with positive attitude, Entrepreneurial skills, sense of responsibility and vision to fulfill organizational goals. Continuous evaluation is being done through presentations, assignments, quizzes and class tests along with soft skills training to fine tune the students. IMR provides the need of the hour environment to the students with regular Industry Interface, Mentor Mentee Approach, Industrial visits, International & National Educational Tours, Live Projects, Conference opportunities to students & staff and various other Educational & skill development avenues. The Industry Oriented approach & the Skill development environment at the Institute, enhances the personality of students and equips them to combat competition.

### **IMR's Approach**

Practical Based  
Learnings

Focus on  
Personality  
Development &  
Self Grooming

Constant Industry  
-Institute  
Interaction

Research  
Orientation

## Infrastructure @ IMR

The academic block has assertions of auditorium, Conference Hall, and spacious classrooms accommodating 60 students at one time and is access equipped with the latest Technology, Computer lab with upgraded technological facilities. Spread over 50 acres of lush green campus along with well-furnished hostels and administrative building provides the apt homely ambience for high intellectual pursuit



**Class Room at IMR**



**Library at IMR**



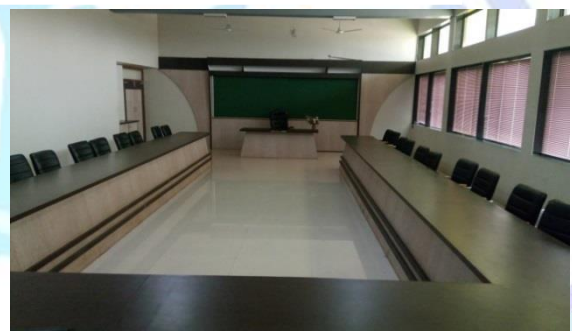
**IMR Auditorium**



**Canteen at SSR**



**IMR Computer Lab**



**Conference Room at IMR**



**Girls Hostel at SSR**



**Boys Hostel at SSR**

## Faculty Profiles| SSR IMR, Silvassa

### Intellectual Capital



**Prof (Dr) Rakesh Patil**  
Director  
MCA, MBA (IT), M. Phil  
Ph D, D. Litt.



**Dr. Rajesh Kumar Pandey**  
Associate Professor  
MBA, PGDHRM, M Com,  
Ph D  
Marketing and HR



**Dr. Diksha Swaroop**  
Assistant Professor  
MA, PGDM, Ph d  
HR



**Dr. Mohd. Bilal A. Bhada**  
Assistant Professor  
MBA, Ph D  
UGC-NET  
Operations, Marketing & HR



**Dr. Natasha Nunes**  
Assistant Professor  
MBA, UGC-NET, Ph D  
Finance



**Mr. Amar Vangad**  
Assistant Professor  
MBA,CFM, UGC-NET  
Research Scholar  
Finance, Marketing

### Librarian



**Dr. Somnath Bava**  
Librarian  
M.L.I.Sc, M.PHIL  
Ph D,  
UGC-NET, M-SET, G-SET

### LDC



**Mr. Dharmesh Solanki**  
LDC  
B. Com ,  
M Com (Pursuing)

## Guest Speakers

Mr. Sushil Patel, <b>Bayer Crop Science, Vapi</b>	Mr. Ravi Chawla, <b>Gulf Oil Ltd., Silvassa</b>	Mr. P. K. Jadia, <b>Total HR, Silvassa</b>
CS Mr. Neelabh Kaushik, <b>EAC Management, Silvassa</b>	Mr Abhishek Rane, <b>Axtel Ind.Ltd, Vadodara</b>	Mrs. Indu Nair, <b>Bayer CropScience, Vapi</b>
Mr. Kersi Khambata, <b>Sterling Gen. Ltd, Silvassa</b>	Justice S G Mehre, <b>District Court, Silvassa</b>	Mr. Bhupendra Tripathi <b>AGM RBI, Ahmedabad</b>
Mr. Snehal Rana, <b>S Mart, Silvassa</b>	Mr. Aniruddha Panchal <b>Huber Group, Vapi</b>	Mr.Tarang Shah <b>SunArc Energies, Valsad</b>
Mr. Chandrashekhar Tilak, <b>NSDL</b>	Mr Partha Pratim Pal, <b>Career Coach Mumbai</b>	Mr Ajay C Bhayani, <b>Ambisure Tech, Mumbai</b>
Mr. Limesh Parikh, <b>Enjay IT Solutions Ltd, Bhilad</b>	Mr. Ranjith Krishnan, <b>NISM, Mumbai</b>	Ms Aparna Srikanth <b>Appsian, Bengaluru</b>
Mr. VR Prakash, <b>JSK Ind. Pvt Ltd, DNH</b>	Dr Anil Kumar Mishra, <b>Magicbricks, Delhi</b>	Mr. Jeetendra Chauhan, <b>Grawer and Weil Ltd, Vapi</b>
Mr. Subodha K. Sarangi, <b>Gulf Oil Lub., Silvassa</b>	Mr. Sagar Hosurkar, <b>Colour India, Vapi</b>	Mr Satendra Sharma, <b>Ladha Advisor, Vapi</b>
Dr Vibha Bhandari, <b>University of Technology &amp; Applied Sciences, Oman</b>	Dr A V Anoop <b>AVA Group, Chennai</b>	Mr. Dina Nath Mishra <b>Indo Count Ind., Gujarat</b>
Mr. Farhan Khan, <b>Galva Decoparts, Bhilad</b>	Mr. Dipesh Shah, <b>Partner- Speed Mart, Silvassa</b>	Sadhvi Devaditiji <b>Patanjali, Haridwar</b>
Mr Gurudutt Shenoy, <b>Set Connect Inc Bengaluru</b>	Mr. Padmin Buch, <b>IPR Expert, Ahmedabad</b>	Mr Gaurav Mishra, <b>Navayuvak Entrepreneurs, Mumbai</b>
Dr. Binish Desai, <b>Social Entrepreneur, Valsad</b>	Mr. Prakash Kulkarni <b>Savita Oil, Silvassa</b>	Ar. Krushit Shah, <b>Serial Entreprneeur, Vapi</b>

## Research @ IMR

IMR involves itself in academic research activities. The Faculties & Students have presented & contributed Research papers to the National & International publications & conferences.



<u>Category</u>	<u>Number of Publications</u>
<b>Faculties &amp; Librarian</b>	164
<b>Students</b>	140
<b>Faculty combined with Students</b>	66
<b>Total</b>	<b>370</b>

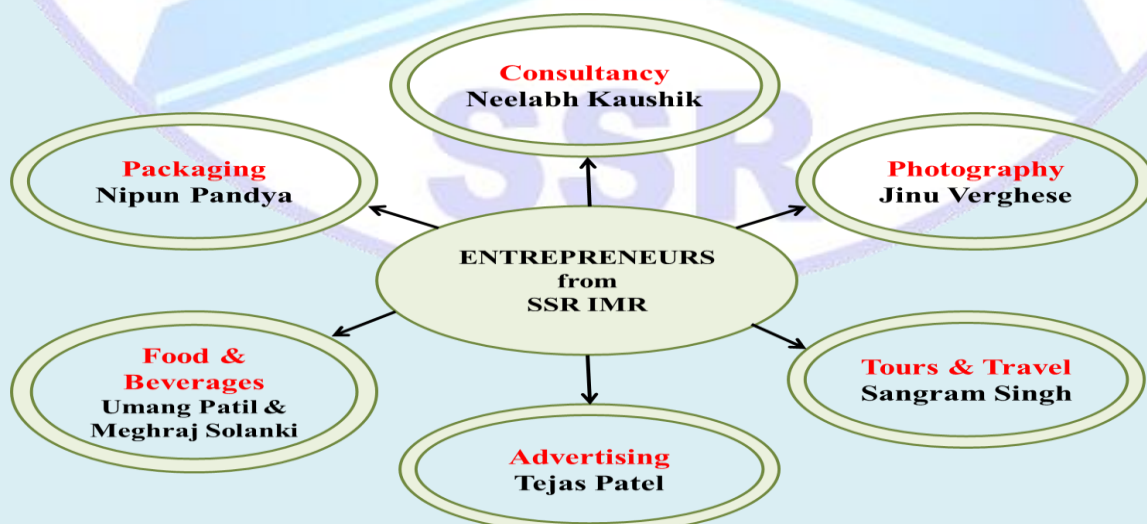


## Placements @ IMR

Placements have been the top priority for the Institute and 100% placement assistance is provided at the campus which has resulted into very inspiring state of employment for the students. Students have got exciting exposure and are employed at Multinationals, Banks & Insurance Companies, Educational Institutions, Leaders in Manufacturing Sector, Government Establishments etc. Some of the prominent Recruiters of IMR include:

1. Bayer CropScience, Vapi
2. HUL, DNH
3. Huhtamaki, Silvassa
4. Reliance Industries Ltd. Silvassa
5. Atul Industries, Atul
6. IPPPL (Owen's Corning), DNH
7. EAC Management, Silvassa
8. Enjoy IT Solutions, Bhilad
9. RR Kabel, Silvassa
10. Alok Industries, Silvassa
11. Writefine Product Ltd, Umergaon
12. Prestresswire, Silvassa
13. TCPL, Silvassa
14. Sterlite Industries, Silvassa
15. Anchors Electricals, Daman
16. A S Engineering, Vapi
17. Mangalsai Tradewings, Vapi
18. Alpha India Ltd., Silvassa
19. Raj Petro Specialities, Silvassa
20. Meril Lifesciences, Vapi
21. Huber Group, Vapi
22. Naukri.com, Vapi
23. Bandhan Bank, Vapi
24. Ador Welding, Silvassa
25. Total HR, Silvassa
26. Byju's, Noida Region
27. Unacademy, Gujarat Region
28. Vashi Electricals, Vapi
29. Tirupati Corporation, Vapi
30. Navneet Education ltd. Silvassa
31. Essel Mining, Vapi
32. Pramukh Developers, Vapi
33. SIA, Silvassa
34. Apar Industries Ltd. Silvassa
35. Welspun India Ltd, Vapi
36. IndusInd Bank, Vapi & Silvassa
37. Kotak Mahindra, Silvassa & Vapi
38. Axis Bank, Silvassa
39. Yes Bank, Silvassa
40. HDFC Bank, Silvassa
41. Sterling Generators, Khanvel
42. Beckaylon Synthetics, Vapi
43. GHCL, Bhilad
44. Laxmi Institute, Sarigam
45. Ruby Macons, Vapi
46. Prince Pipes, Silvassa
47. VBCH, Silvassa
48. Huhtamaki, Silvassa
49. Hamilton, Silvassa
50. Usha Martin, Silvassa

The employment success doesn't get restricted till the Job exposure, we nurture budding entrepreneurs and some of the leading startups by IMR students include:



These are few among many such Entrepreneurs with roots at IMR

## Life @ IMR

SSR IMR recorded excellent memories in the preceding year. The Sessions were conducted online and offline both. The motto is all-round development of the students and the activities were conducted to aptly fit the intent of the Institute. Personality development webinars, subject specific sessions, festivities, cultural activities are a few among various student engagement & learning programme initiated at IMR.



## **MBA Curriculum at IMR**

- Two years (Four Semester) MBA Curriculum 2019 builds on the implementation of the Choice Based Credit System (CBCS) and Grading System initiated in the AY 2013. The curriculum takes the MBA programme to the next level in terms of implementing Outcome Based Education along with the Choice Based Credit System (CBCS) and Grading System.
- The academic year is divided into two terms: 1 and 2. Each term has one semester. In each term, course are offered in 15 teaching weeks and the remaining 5 weeks are utilized for examination and evaluation purposes.
- For students, each week has 40 working hours spread over 6 days a week Consist of lectures, tutorials, assignments, class participation, library work, special counselling, sports, project work, field visit, youth welfare and social activities.
- In the first semester the students go through general management papers while from the second semester they need to opt for a specialization out of the five specialization provided by the university.
- MBA curriculum of 12 subjects in Sem I, and II each, 11 subject in Sem III and 8 subjects in Sem IV. After Completion of Sem II the students need to undertake a summer internship program at an organization for a minimum duration of eight weeks. Additional optional courses are foundation courses, enrichment courses and alternative study credit courses are offered by institute.

### **Specializations at IMR:**

1. Marketing Management
2. Financial Management (FIN)
3. Human Resources Management (HRM)
4. Operations & Supply Chain Management (OSCM)
5. Business Analytics (BA)

### **Specializations offered ONLY as MINOR:**

1. Rural & Agribusiness Management (RABM)
2. Pharma & Healthcare Management (PHM)
3. Tourism & Hospitality Management (THM)

*For the more information click here:*

[http://www.unipune.ac.in/university\\_files/syllabi.htm](http://www.unipune.ac.in/university_files/syllabi.htm)

## MBA Admission Process

### Minimum Eligibility

1. 50% in graduation
2. Non Zero Score in MBA Entrance Examination Accepted by DTE, Mumbai, Maharashtra

I. Registration with DTE / ARA , Maharashtra through Facilitation centre (FC) process

II. Document Verification through Facilitation Centre (FC)

Online CAP Round  
or  
Institute Level Admission Round

Confirmation of Admission before cut-off date

### Important Website links:

1. <http://www.unipune.ac.in>
2. <https://www.aicte-india.org>
3. <https://www.dtemaharashtra.gov.in>
4. <http://www.ropune.org.in>
5. [www.ssrivr.edu.in](http://www.ssrivr.edu.in)

# Our Corporate Partners



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DTE Code: MB6169 PUN Code: IMMD018980



# SSR

## Institute of Management & Research, Silvassa

*Empower Yourself @ IMR*

Accredited by NAAC with Grade "B+" (CGPA: 2.72)

Permanently Affiliated to Savitribai Phule Pune University, Pune, Approved by AICTE, New Delhi & DTE, Mumbai, Maharashtra

PUN Code: IMMD018980 | DTE Code: MB6169

**Admission form for MBA- I / II**

Academic Year: 202

Sr. No.:

For Office Use Only

Received ₹ \_\_\_\_\_ on \_\_\_\_\_

Receipt No.: \_\_\_\_\_ Dated \_\_\_\_\_

Cashier's Signature \_\_\_\_\_

PHOTO

(Please Use Ball Pen Only)

(To be filled by the Applicant)

### PART – I: Personal Information

(1) Applicant's Name: \_\_\_\_\_

(In Block Letters)

First Name

Middle Name

Surname

(2) Name in Devnagari Script: \_\_\_\_\_

(3) Father's Name: \_\_\_\_\_ Mother's Name: \_\_\_\_\_

(4) Local Address: \_\_\_\_\_

Student Contact No.: \_\_\_\_\_ E-mail: \_\_\_\_\_

(5) Permanent Address: \_\_\_\_\_

Parent's Contact No.: \_\_\_\_\_ Parent's E-mail: \_\_\_\_\_

(6) Date of Birth: \_\_\_\_\_ Blood Group: \_\_\_\_\_ Place of Birth: \_\_\_\_\_

(7) Caste (Tick): Open  / SC  / ST  / OBC  / NT

(8) Profession of Father / Guardian / Mother: \_\_\_\_\_

(9) Annual Income (₹): \_\_\_\_\_

(10) Bank Details:

a. Name of the Bank & Branch: \_\_\_\_\_

b. Account No.: \_\_\_\_\_ c. IFSC Code: \_\_\_\_\_

(11) Aadhar Number: \_\_\_\_\_

(12) Aadhar linked with Bank Account: Yes  No

(13) ABC ID: \_\_\_\_\_

**PART-II: Educational Qualifications**

**(14) Educational Qualification:**

Name of Examination	Board / University	Year of Passing	Marks Obtained /Out of	Percentage & Division Secured
S.S.C. (10 <sup>th</sup> )				
H.S.C. (12 <sup>th</sup> )				
Graduation (B.A./B.Com./BBA/B.Sc./ B.Pharm./B.E./_____)				
Post Graduation / Any other				
Entrance Test (As approved by DTE)				

**Part-III : Declaration cum Undertaking**

To,  
The Director,  
SSR IMR, Silvassa  
Sayli Road, Silvassa - 396230  
UT of Dadra & Nagar Haveli and Daman & Diu

Respected Sir,

Kindly admit me to the **MBA - 1<sup>st</sup> / 2<sup>nd</sup> Year in SSR IMR, Silvassa**. I hereby declare that the information given below is correct. I hereby undertake to abide by the rules and regulations of the Institute/ University/ Government in force from time to time. I am seeking admission to the above class at my own risk and if for some reason or other, my admission is cancelled by the University or Institute Authorities at any time, I shall not hold either party responsible for the same. I also hereby undertake to abide by the University / Government / Institute rules that I will attend more than 75% lectures.

I have read the rules and regulations regarding discipline, fee structure etc., of the Institute and the same are binding on me. I undertake to abide by the same in letter and in spirit and that any breach thereof shall render me liable for disciplinary action including cancellation of admission/terms.

\_\_\_\_\_  
Applicant's Signature

Place:

Date:

\_\_\_\_\_  
Parent's / Guardian's Signature

Admitted / Not Admitted

**Director**  
**SSR Institute of Management**  
**& Research, Silvassa**

**Checklist of documents to be attached: (For Office Use Only)**

- |   |   |
|---|---|
| a. Original statement of marks obtained in 10 <sup>th</sup> , 12 <sup>th</sup> , Graduation or its equivalent examination | e. Caste Certificate (if any) (Caste Validity, creamy layer certificate)        |
| b. Passing Certificate  | f. Nationality Proof (Domicile, Birth Certificate, Passport, School LC, College |
| c. Original Leaving Certificate/ Transfer LC)Certificate of the last College attended                                     | g. Gap Certificate (If Applicable)  |
| d. Migration Certificate (For other than SPPU Students)   | h. Passport size Photographs (2 Nos.)   |
|   | i. One set of photocopy of all documents  |