

# SSR IMR NEWS LETTER

JANUARY TO JUNE' 2025 Vol. XXIII

## From Director's desk



SSR IMR, dedicated to academic excellence, fosters holistic student development through research, creativity, innovation, and a growth mindset. The institute cultivates entrepreneurial skills, ethical values, and a forward-thinking vision to prepare students for the professional world. This edition of the newsletter showcases key activities from January to June 2025, featuring Personality Development Programs (PDP), Conclaves, Extra-curricular engagements, Seminars, Subject-specific expert sessions, Industry Visits, Industry Exposure, Research Contributions, MOOCs, Industry Collaborations, Placement Updates & Awards—all designed to enhance employability and professional readiness.

Happy Reading!!

**Editor-in-chief**  
Prof (Dr.) Rakesh Patil  
Director, SSR IMR

**Faculty Editor**  
**Dr. 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

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

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**SSR**  
**INSTITUTE OF**  
**MANAGEMENT & RESEARCH**

*Empower Yourself @ IMR*  
NAAC 1st Cycle Accreditation "B+" Grade  
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## Intellectual Corner

Faculty Corner:

### Indian Knowledge System (IKS)

The Indian Knowledge System (IKS) offers a vast repository of wisdom on health, agriculture, and social well-being. Education has always been a developmental strength for the mankind. The current era is hugely dependent on the educational inputs to human being and making them survive the life challenges. The education system and the implementation of the same has undergone the turmoil. The knowledge system once implemented properly makes the human being reap the benefits. The Indian Knowledge System (IKS) is deeply rooted in Vedic literature and aims to address contemporary societal issues through a structured approach. It encompasses traditional wisdom from the Vedas and Upanishads, fostering interdisciplinary research and education. IKS hence includes knowledge from ancient India and, its progress. Indian civilization is one of the most ancient civilizations in the world with a very rich history. The Vedas, Arthshastras and various philosophical texts provide a vast reservoir of knowledge on life, business and society.



The Indian Government has taken efforts with respect to the IKS promotion. IKS / Bhartiya Gyan Parampara Vibhag is the division of Ministry of Education, Govt of India, estd. in 2020 at AICTE Head office, with an aim to promote Indigenous Indian system of Knowledge. The New National Education Policy 2020 (NEP) focuses on demonstration & implementation of IKS. The NEP, 2020 recognizes this rich heritage of ancient and eternal Indian knowledge. The ancient scriptures state that the Indian Knowledge Systems comprise of Jnan, Vignan, and Jeevan Darshan that have evolved out of experience, observation, and experimentation.

The time-tested wisdom of Bhartiya Gyan Parampara carries the potential to inspire a new generation of intellectuals, innovators, and leaders. Key obstacles in implementing IKS include the lack of awareness and understanding of IKS among educators and administrators, recording of IKS knowledge, resistance to change within educational institutions, and an inclination towards Western knowledge systems. IKS aims to preserve and disseminate indigenous knowledge for further research and its practical applications in society.

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

## Faculty Corner:

# Carbon Accounting: An environmental standard

Carbon Accounting is a systematic process of accounting for Greenhouse Gases (GHG) emissions by an organization. This process quantifies for Carbon Dioxide (CO<sub>2</sub>) and equivalent (CO<sub>2</sub>e) emissions by an organization. As climate change becomes an urgent global issue, businesses, governments, and individuals are increasingly adopting carbon accounting to understand their environmental impact and implement reduction strategies (WBCSD, 2004). Greenhouse Gas Protocol is an approach widely used to calculate the emissions. As per the GHG Protocol corporate standards the emissions are classified as Scope 1, Scope 2 and Scope 3 emissions which include as Direct and Indirect, emissions in the Corporate Carbon footprints. Direct emissions arise from an organization's activity as well as from assets like machinery, vehicles and buildings that is owned and controlled by the entity, also classified as Scope 1. Indirect emissions consists of Scope 2 and Scope 3 GHG, wherein Scope 2 is a result of purchased and used electricity, heating, steaming and cooling and Scope 3 includes all emissions arising from the upstream and downstream value chain of the organization (Carbon Accounting).



### Importance of Carbon Accounting

- Regulatory Compliance – Governments worldwide are implementing carbon pricing mechanisms (e.g., carbon taxes, cap-and-trade systems), making carbon accounting essential for compliance (State and Trends of Carbon Pricing 2022, 2022)
- Corporate Sustainability – Investors and consumers demand transparency in environmental performance, pushing companies to adopt carbon accounting. (Climate change)
- Climate Mitigation – Accurate emissions data helps organizations set science-based targets and align with the Paris Agreement (IPCC, 2021)

### Key Carbon Accounting Standards

- GHG Protocol, ISO 14064 & Science-Based Targets initiative (SBTi)

Advancements in digital tools, such as AI and blockchain, are improving carbon tracking. Additionally, mandatory disclosure requirements, like the EU's Corporate Sustainability Reporting Directive (CSRD), will drive widespread adoption (European Commission, 2022). Carbon accounting is a vital tool for achieving net-zero emissions. While challenges exist, technological advancements and regulatory pressures are accelerating its adoption. Organizations must integrate robust carbon accounting practices to contribute effectively to global climate goals.

Contributed by Dr. Natasha Nunes, Assistant Professor, SSR IMR, Silvassa

Student Corner:

## Momentum Isn't Built in Miles- It's Built in Inches

### The Power of Micro-Momentum

Management excellence is often associated with major achievements record breaking quarters, big launches & strategic realignment. But the true measure of consistent leadership lies not in the magnitude of a moment, but in the mastery of momentum. More specifically Micro-Momentum the kind that moves projects forward, team energy upward & confidence deeper, one step at a time. Micro-momentum is the intentional recognition & reinforcement of small wins. Solving a minor workflow issue or simply having a productive meeting, these moments might seem insignificant in isolation. But when consistently acknowledged, they build the emotional fuel that keeps people engaged.



Great managers understand this, instead of waiting for annual reviews or quarterly results to appreciate efforts, they incorporate recognition into the everyday efforts. Breaking down large objectives into achievable segments, track visible progress & create an environment where movement is celebrated & not just milestones.

In practice, this does not mean lowering standards, but designing performance in a way that allows individual to see progress regularly. When progress is visible then motivation becomes independent. Micro-momentum also reinforces focus rather than chasing multiple goals with limited clarity, teams work smarter when success is clearly defined in stages. As direction becomes sharper, decision making improves & a culture of steady advancement replaces one of overwhelming pressure.

Managers who cultivate Micro-momentum don't just move projects- they move people. Small wins may not make headlines, but they surely build something more powerful, that being the belief, rhythm & resilience. And that is the kind of momentum no strategy can succeed without.

Contributed by Ms. Megha Nair, Student MBA 2<sup>nd</sup> Year, SSR IMR, Silvassa

## Redefining Financial Management: A New Era of Data, Decisions and Direction.

In a World Where business decision is increasing driven by real-time data and advanced technology, the scope of financial management is undergoing a major shift. Modern Management leaders are no longer confined to traditional accounting tasks. They are Strategic partners, Influencing critical decisions on mergers, investments, liquidity, and long-term value creation. This requires financial leaders to think beyond ratio and returns, and take ownership of broader business outcomes. With access too vast volumes of structured and unstructured data, terms develop skills in data interpretation, Statistical modelling and integration to remain competitive and relevant.



**Technology as a Catalyst:** Whether its AI-Driven forecasting to real-time, blockchain, robotic process automation or cloud-based ERPs, technology a driving force plays a critical role in translating data into strategic insights. These technologies not only increase efficiency and reduce errors but also enable to focus on higher value strategic activities. **Commitment to Ethical and Sustainable Practices:** Financial decision carry-far reaching impacts, affecting not only Shareholders but also communities, employees, and the environment. Management Professionals are tasked with upholding robust governance, advancing ESG Goals (Environmental, Social, Governance) objectives, and embedding ethical consideration into decision-making to balance profitability with purpose.

**Conclusion** The scope of management is rapidly expanding- requiring a blend of analytical sharpness, strategic perspective, digital adaptability and ethical grounding. The transformation of management is not merely a trend-it is fundamental shift in how organization view value, manage complexity and pursue growth. The future of management will belong to those who can navigate the complexities of modern business with clarity, creativity and conviction.

Contributed by Ms. Krishna Dasani, Student MBA 2<sup>nd</sup> Year, SSR IMR, Silvassa

## Student Corner

### From Vision to Velocity

#### The Unseen force driving collective achievement

Management is the cornerstone of organized human activity, serving as the framework through which goals are achieved effectively and efficiently. It is the multifaceted discipline in compassing tasks, responsibilities and practices that involve working with and through people to achieve organizational and personal goals.

The bedrock of efficient management rests upon a set of interconnected functions, each critical to the overall health and trajectory of an enterprise. Planning, the initial intellectual exercise, involves setting objectives, determining future courses of action and deciding what needs to be done, when, how and by whom. It is followed by Organizing, that involves arranging resources in a structural way to achieve organization goals. Then it is accompanied by Staffing & Directing that involves focusing on acquiring, training, development, retaining competent employees, guiding, motivating and influencing all the employees to achieve the organizational goals. Then comes Coordinating, which ensures that various departments, teams and individuals work together harmoniously toward share goals. It is then followed by Reporting & Budgeting, that involves regularly communication, progress, performance, problems to relevant stakeholders and financial planning & control aspect of management. Then comes the last step, Controlling, which monitors the performance against established standard comparing actual results with the planned results, identifying deviation and taking corrective measures. It's important to note that the functions are interconnected and often overlaps. The principles of management are not confined to business alone, they permeate every sphere of life, from household and educational institutions to government, non-profit organizations and healthcare. Managers must navigate the external environment, consider social responsibility and adhere to ethical standards while making decision and implementing strategies.. When practiced with vision, integrity and profound understanding of human potential, management ceases to be a mere administrative task and transforms into vital catalyst for organizational flourishing, steering collective endeavours towards sustained success.



Contributed by Ms. Astha Tiwari, BBA 2<sup>nd</sup> Year Student, SSR IMR, Silvassa

# The Smart Suit: Why Your Next Manager Might Be a Machine

It's no longer a question of if, but when Artificial Intelligence is no longer confined to tech labs and sci-fi thrillers — it's walking into boardrooms, reviewing KPIs, scheduling shifts, and yes, even managing teams. The age of the AI Manager has dawned.

Gone are the days when leadership was only about charisma, corner offices, and gut instincts. Today, companies are discovering that emotionless precision, 24/7 availability, and data-backed decision-making can outperform even the most seasoned human managers. AI systems now allocate tasks, track performance metrics in real-time, and generate unbiased performance reviews — all without burnout, bias, or bad moods.

Imagine a manager that remembers every detail, doesn't play favorites, and never misses a deadline. Tools like Microsoft's Copilot or Salesforce's Einstein aren't just "assistants" anymore — they're actively shaping strategic decisions, managing workflows, and transforming HR operations.

But let's be clear: AI won't replace all managers. It will replace bad ones.

The future lies in collaboration, not competition. The smartest human managers will be those who learn to lead alongside AI — using it as a partner to enhance empathy, creativity, and judgment. While the bot handles the data and logistics, the boss focuses on vision, mentorship, and emotional intelligence.

Still, the shift is seismic. Leadership is no longer just a human game. So next time you attend a team meeting, don't be surprised if the sharpest one at the table doesn't wear a suit — but runs on code.

Welcome to the era where the smartest suit in the room might just be artificial..

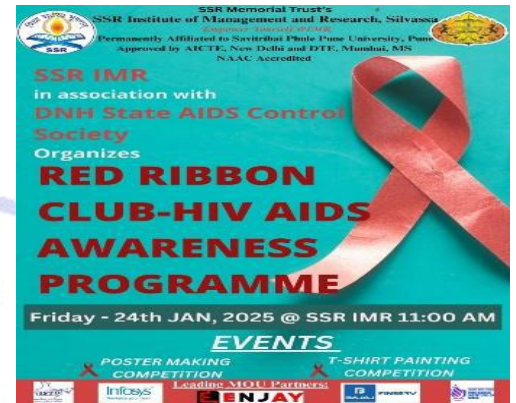


Contributed by Ms. Khushi Shinde, BBA 2<sup>nd</sup> year Student, SSR IMR, Silvassa

# IMR's Extracurricular

## HIV AIDS Awareness Program

SSR IMR under the aegis of IQAC have conducted HIV AIDS Awareness program under Red Ribbon Club Activity in association with National AIDS Control Organisation, State AIDS Control Society. The objective was to spread awareness regarding the spread of HIV AIDS and measures of prevention. The Institute had organised Poster Presentation Competition and T-Shirt Painting Competition for the students. The students actively participated in both the competitions and helped in conveying the message of awareness and prevention.



## 8th National Level Management Fest ZEST@IMR 2025

SSR Institute of Management and Research, Silvassa, successfully hosted ZEST @ IMR 2025, a dynamic national-level management fest tailored for undergraduate students. The two-day extravaganza, held on 31st January & 1st February 2025, drew an impressive 192 participants from 14 colleges across Dadra & Nagar Haveli, Vapi, Daman, Surat, and Western Maharashtra. The event featured seven diverse competitions designed to showcase a wide range of skills and creativity: Elocution, Mehendi Making, Reel Making, Best out of Waste, Quiz Competition, Poster Making, and Ad Mad.



## Finance Day

SSR IMR on 10th February 2025 celebrated Finance Day under the aegis of IQAC. The objective of Finance Day celebration was to provide insights of the financial system and its working and provide awareness with regards to Personal Finances and Investments. The Conclave started with an address of the Director, Prof (Dr) Rakesh Patil, and was followed by presentation on Union Budget highlights 2025 by the MBA II Finance Specialization students, role play on personal finances and investment opportunities, a guest session on Stock Market & Technical Analysis by Mr. Nehal Taparia, Certified NSE, BSE, CDSL and NISM Trainer, Finance Quiz and Games. The Finance Day celebration provided students of MBA I & II with deeper understanding on the Union Budget, Functioning of the Indian Financial system, Stock Market and Personal Finances..



## CSR Activity at Red Cross School under CSR Club of IMR : Harmony for Humanity

SSR IME organized CSR activity at the Red Cross School for Special Children, Silvassa on 25<sup>th</sup> February 2025. Our team spent a wonderful day engaging with the students, contributing to their learning environment, and creating lasting memories. During the visit we provided each child with a set of essential stationery items, including notebooks, pens, pencils, and coloring materials, to support their learning and creative expression. This experience reinforced our dedication to creating a positive difference in the lives of children with special needs. We extend our sincere thanks to the Red Cross School for Special Children for allowing us to be a part of their incredible work.



## Marketing Sparklez's Brand Day Celebration

SSR IMR Marketing Sparklez, the Marketing Specialization students celebrated the Brand Day on 03 March 2025 in association with MHRD MoE's IIC. As part of the celebration, students presented poster on a Brand of their choice. The likes of Everest, Nestle, Unilever, Britannia, Dabur etc., altogether 12 brands were presented through a 1 x 1 size Poster for each brand. The Judge on the occasion were Dr. Chandani Chandarana and Ms. Jamuna Jat along with the coordinator Dr. Rajesh Pandey. The Brand Day celebration is an annual activity conducted with the purpose of the development of the students and to enhance their competitive spirit. Based on the judges' scores, Top Three presenters were declared namely at 1st Position – Mr. Sarvar Chudesara, 2nd Position – Ms. Mansi Badhe & Ms. Ananya Bhansali and 3rd Position Mr. Dhruv Prajapati.



## Ethos Day Celebration @ IMR

SSR IMR's Start Up & Innovation cell under the aegis of IQAC and in association with MoE's IIC celebrated the ETHOS day on 5<sup>th</sup> Mar. 2025. The aim of the event was to sensitize students towards Ethos & Ethics. Dr. H. C. Panjekar, Director and Group Head – HR, Bilakhia Group, Vapi graced the occasion and addressed the Students. He presented his thoughts on Ethos and Ethics. He cited relevant examples of leading companies. At this Occasion 14 Students from MBA 1<sup>st</sup> & 2<sup>nd</sup> Year presented their thoughts on Ethos & Ethics. All presenters were felicitated with presentation certificates.



## Women's Day Celebration

SSR Institute of Management & Research (SSR IMR) proudly commemorated International Women's Day on March 11, 2025, with a memorable event dedicated to celebrating the achievements and contributions of women. The day was filled with inspiring moments, fostering a sense of unity and empowerment within our community. The event commenced with a powerful video presentation highlighting the significance of Women's Day and the remarkable strides women have made in various fields. Students delivered a compelling skit that explored the theme of gender equality, resilience, and empowerment. In recognition of their valuable contributions, SSR IMR presented tokens of appreciation to all the female students of MBA 1st and 2nd year, BBA Semester 2, as well as our esteemed female professors and supportive staff



## HR Day Celebration

SSR Institute of Management & Research, Silvassa, in collaboration with Humanagers, successfully hosted a dynamic and engaging HR Day celebration on March 11th, 2025. The event provided a platform for students, and faculty to learn, and test their skills through a series of interactive and fun-filled activities. The session was dedicated to HR-focused activities designed to challenge and enhance participants' knowledge and skills in various HR domains. Attendees actively participated in a diverse range of games and challenges, including: HR Buzzword: Testing knowledge of key HR terminology. Strategic and Collaborative Games, Skill-Based Challenges



## Marketing Sparklez's Campaign "At SSR IMR have a Good Day"

SSR IMR Marketing Sparklez, the Marketing Specialization students attempted a campaign on "At SSR IMR Have a Good Day" on 10th March 2025. Marketing Sparklez, the student marketing club at SSR IMR, organized this brand promotion campaign titled "At SSR IMR, Have a Good Day." The campaign aimed to creatively engage students with activity centred on Good Day biscuits, aligning the brand with positivity and joy. Last Year the Marketing Sparklez celebrated Parle-G with theme "When Parle-G meets IMR, Genius gets created." This year with the punch line "At SSR IMR, Have a Good Day," the initiative brought attention to the brand's message of spreading happiness through its delightful products



## Celebrating TATA

SSR IMR, Silvassa conducted a unique presentation competition “Celebrating TATA” on 21st March 2025 on account of National Start Up Day celebration under the aegis of IQAC & Start Up & Innovation Cell @ SSR IMR in association with Centre for Innovation, Incubation & Linkages, SPPU, Pune & Ministry of Education’s IIC. Total 21 Students participated in the contest from MBA-I. The Idea was to present the various Companies of TATAs. His is such iconic figure in the Nation who inspires millions. Students had a good time learning about TATAs and its various companies. Alumni Miss. Ashwini Sonar & Mr. Shubham Soni both represents the Batch 2022-24 were the judges at the Competition.



## HR Perspective Case Study Competition @ IMR

SSR IMR, Silvassa witnessed the HR Perspective Case Study Competition 2024-25 from Oct'24 to March 2025. The competition gave a great opportunity to the Semester III Human Resources Specialization students of the Batch 2023-25, known as the HUMANGERS. The final round was held on 26th March 2025, between Team Lily & Muse (Ms. Lisa Kapadia & Ms. Mahima Patel) and Team Tyshi (Ms. Tyagi Modh & Ms. Shital Kale), where Team Lily & Muse WON. The competition aimed to help students learn strategic thinking, as they analysed case studies and presented useful recommendations.



## Bon voyage @ IMR 2025

The students of MBA I organized the BON VOYAGE 2025 (Farewell Programme) for the class of 2023-2025 on 12th April 2025. The students of MBA I engaged the day with cultural activities including dance, games, videos and music. The students of MBA II shared their experiences and journey of being a part of the Institute. The day was filled with mixed emotions of joy, happiness and the pain of parting away. The Class representatives of the batch in every semester was also awarded with the Certificate of appreciation towards their dedication and sincerity they portrayed while on role

The students of MBA I engaged the day with cultural activities including dance, games, videos and music. The students of MBA II shared their experiences and journey of being a part of the Institute. The day was filled with mixed emotions of joy, happiness and the pain of parting away. The Class representatives of the batch in every semester was also awarded with the Certificate of appreciation towards their dedication and sincerity they portrayed while on role



## International Day of Yoga

SSR IMR, Silvassa, in collaboration with its Internal Quality Assurance Cell (IQAC), celebrated International Yoga Day on 21st June 2025. This global event aims to promote a healthy and balanced lifestyle among staff and students. The celebration began with a warm welcome to Yoga Teachers, Mr. Kiran Patel and Miss Nirali Patel. The institute felicitated the yoga experts, who then shared the significance of yoga in human life. They elaborated on how yoga can improve physical and mental well-being, and its benefits in today's fast-paced world. Dr. Rakesh Patil, Director of SSR IMR, along with staff members, actively participated in the yoga session.



## Student Recognition Award

The Institute conducted the Annual awards 2024-25, by felicitating the students in various categories as mentioned below:

Sr.No.	Best Outgoing Student : Category	Name of the Winner
1	Category - Technocrat Award	Pratham Bhandari
2	Category - Tech Support Recognition	Ravi Gavit & Anand Dokya
3	Category - Institutional Support	Ananya Bhansali & Tyagi Modh
4	Category - Reader Award	Shital Kale
5	Category - Transformed Personality	Ashminiben Borsa
6	Category - Photography Award	Gaurav Kolte
7	Category - Peer Mentor Award	Anushka Giri
8	Category - Punctuality	Tiya Bhandari & Mahima Patel
9	Category - Anchoring	Lisa Kapadia
10	Category - Research	Ananya Bhansali
11	Category - Social Media Support	Tyagi Modh & Lisa Kapadia
12	Category - Sports	Anushka Giri (Girl), Sandeep Shekhawat (Boys)
13	Category - Competitive Spirit	Parth Patel & Shital Kale
14	Category - Brand Ambassador	Ananya Bhansali
15	Best Manager Contest Winner	Ananya Bhansali



## BBA (HR) Activity: Hire Design Innovate Competition

BBA Sem II students organized an engaging and highly informative activity focused on the practical aspects of human resource management: the Job Vacancy Template Design namely “Hire Design Innovate Competition” on 25<sup>th</sup> April 2025. This event aimed to enhance students’ understanding and application of key HR concepts, specifically in the areas of job analysis, description, and specification. Students were tasked with designing comprehensive job vacancy templates for hypothetical roles. Each template was required to include a detailed job description, outlining the responsibilities, duties, and reporting structure of the position, as well as a precise job specification, detailing the necessary qualifications, skills, experience, and personal attributes required for the ideal candidate.



## BBA (Mkt) - Print Advertisement Contest

SSR IMR BBA Sem II Batch 2024-27 Marketing students witnessed a creative activity in the form of **Print Advertisement Competition** on 2<sup>nd</sup> April 2025. The aim of the contest was to inculcate the creative trait among the Marketing specialisation students. The event was conducted under the aegis of IQAC where by all students of Marketing Specialisation in the batch presented their Print Ads. The Poster on this occasion was launched by the hands of the Director, SSR IMR, Silvassa. Teachers in BBA were the judges to the event and the winners were felicitated with a certificate by the Director. The students had a wonderful opportunity to express their creative thoughts in the form of Advertisement designing (pictorial), Tag Line creation, specific dialogues etc.



The students had a wonderful opportunity to express their creative thoughts in the form of Advertisement designing (pictorial), Tag Line creation, specific dialogues etc.

## BBA (Mkt) – Review Rally Contest

SSR IMR BBA Marketing Specialisation Students had a unique experience of celebrating Review Rally contest on 23<sup>rd</sup> April 2025. As part of the Review Rally Contest students were engaged in reviewing & presenting a recent research article from any marketing journal. Such exercises have the potential of developing strategic marketing acumen in students. The Teachers from BBA were the judges and a poster was launched on this occasion by the Director, SSR IMR, Silvassa. The Librarian also addressed the students and encouraged them to utilise the services at Library. The winners were felicitated with the certificates and their performances were applauded by all.



# INDUSTRY VISITS @ IMR

## **NISM Visit**

SSR IMR on 28th March 2025 organised a Study Tour to National Investment Securities Ltd.(NISM) Patalganga, Raigad District, Maharashtra, for the MBA II-Financial Management. The tour had two sessions first a Lab session on "Introduction to Trading" followed by a session on "Careers in Securities Market. Students got a first-hand experience of Indian securities markets with the immersive learning experience at NISM's state of the art campus near Mumbai. This study tour was an excellent way to learn markets blended with fun and joy. The program provided a valuable insights and experiences tailored to complement the educational journey for an MBA finance graduate.



## **Marketing Sparklez Visit SS Electronics Electronic Carnival, Silvassa**

SSR IMR Marketing Sparklez, the Marketing Specialization students experienced a Field visit at SS Electronics Carnival, Silvassa on 25<sup>th</sup> Feb 2025 as part of their subject specific visit. The students had a good exposure to the real life demonstration of Products at the expo. Massive take away was pertaining to the event management specifics and specifications on Electronic products. A brief discussion on challenges to such exhibitions & carnival was held and students experienced every desired support from the visit coordinator at the carnival. Such and many more activities will be the motto of SSR IMR towards shaping the career of its students. The Students witnessed live demonstrations of a vast array of electronic products, gaining invaluable insights into their features and functionalities. The smooth flow of the event, the strategic placement of booths, and the effective management of crowds showcased the importance of meticulous event management.



## **FACULTY INDUSTRY VISIT at Treat Resort Silvassa**

The staff of SSR IMR Silvassa had an enriching industrial visit to Treat Resort Silvassa, organized by Abhinav Pipliwal, Cluster Learning and Development Manager on 10<sup>th</sup> June 2025. The visit aimed to provide insights into the operational and functional areas of a hospitality establishment, including Accounts, Marketing, HR, and other key departments. The visit was highly informative, offering practical exposure to the functioning of a premium resort. The team gained valuable knowledge applicable to their respective roles at SSR IMR. Special Thanks to Mr. Abhinav Pipliwal, Cluster Learning and Development Manager for organizing this insightful visit and Treat Resort Silvassa for their hospitality and detailed demonstrations



# CONCLAVES @ IMR

## 4th National Level Marketing Conclave

SSR Institute of Management & Research, Silvassa organized the 4th National Level Marketing Conclave. The Conclave commenced with the Marketing Specialization Students taking the Charge of hosting the same with lighting of lamp by the dignitaries followed by the University Anthem. The Chief Guest of the event was **Dr. Kedar Shukla, Dean Doctoral Research, RSRU, Vapi, and Director, ROFEL MBA, Vapi.** Esteemed speakers for the event included **Dr. Bhautik Shah, Entrepreneur, Vapi, SSR IMR Alumni Mr. Rizwan Qureshi, Meril Life Sciences, Vapi, Alumni Mr. Sangram Singh, Entrepreneur, Silvassa and Mr. Muzammil Sharif, Enjay IT Solution Ltd., Bhilad.**



## 4th National Finance Conclave-2025

SSR IMR on 24th February 2025 witnessed its Fourth National Finance Conclave under the aegis of IQAC. The theme of conclave was "Changing Landscape of Finance". The objective of the conclave was to gain an indepth understanding of the changes that are occurring in the corporate world. It aimed to understand the role of digitalization, Artificial Intelligence and Machine Learning in the financial system and learn regarding the adaptability and resilience power of the finance world. The conclave hosted a series of Speaker Sessions by Ms. Meetu Singh, Senior Finance Executive at Dabur India Ltd, CA Aashish Pandya, Proprietor at Aashish Pandya & Associates and Mr. Neeraj Kumar, Assistant Manager at IDBI Bank, Silvassa.



## 4th National HR Conclave

SSR Institute of Management & Research (SSR IMR), Silvassa, successfully hosted the 4th National HR Conclave. This significant event, which focused on the theme "The Changing Face of HR: Trends, Challenges & Opportunities," was held on Saturday, 22nd March 2025. The event featured a distinguished panel of speakers who shared their expertise and insights. The speakers included Mr Abhishek Rane, Senior Manager - HR Axtel Industries Limited & SSR IMR Alumnus, Batch 2010-12, Mr Shivu LG, Deputy Manager - HR at Blue Star Limited & SSR IMR Alumnus, Batch 2011-13, Ms Meera Nair, Corporate HR at Huber Group & SSR IMR Alumna, Batch 2019-21, Ms Aradhana Rai, Head L & OD at Sun Pharma; and Mr Subir Verma, Group Head - HR & L&D at Treat Hotels & Resorts

## 1st National OSCM Conclave 2025

SSR Institute of Management & Research (SSR IMR), Silvassa, successfully hosted the 1st National OSCM Conclave, on Thursday, 13th March-2025. The Conclave offered the insights on the Current Happening in the world of Operations and Supply Chain Management and Industry Updates. The Event was graced by Chief Guest Mr. Manoj Kumar, Senior Vice-President, Operations and HR, TCPL Packaging



Ltd., Silvassa with resource Person Mr. Hasim Khan, Senior Manager, Production Deon Tapes Industries Limited, Silvassa. The Event also hosted Alumni Mr. Amit Patel, Dy. Manager-Production, Raj Petro Specialities Pvt. Ltd., Silvassa (Batch 2016-18) Students gained practical knowledge on optimizing supply chain processes, leveraging technologies like AI and addressing sustainability in operations. Speakers highlighted diverse career paths in OSCM, including roles in logistics, procurement, and

operations strategy, emphasizing skills like data analytics and risk management

## 1st National Level BBA Conclave-2025 on “Explore the World of Management”

SSR IMR on 30th April 2025 witnessed its First National Level BBA Conclave under the aegis of IQAC. The theme of conclave was “Explore the World of Management”. The objective of the conclave was to provide practical exposure towards changes that are occurring in the management field. It aimed to understand the Management towards the changing scenario and its adaptability and resilience in shaping the



organisation. The conclave hosted a series of Speaker Sessions by Shri Sujendra Roy, HR Head, Apar Industries Ltd, Dr Sukhmani Taneja, Health Expert, Silvassa and Shri Rajeev Singh, Educationist, Silvassa. The activities by the students included a speech on Marketing, Ad Mad Show, and Presentation on Current Trends in Finance, Role Play on HR, and Quiz.

### 1st National Level **BBA CONCLAVE** Explore the World of Management

Wednesday / 30 April, 2025 / 9:00 am-11:30 am / SSR IMR Auditorium

<b>Programme Highlights</b>	
 <b>Chief Guest</b> Shri. Sujendra Roy HR Head, APAR Industries Ltd., Silvassa	Industry Interaction  Student Activity  Prizes Distribution
 <b>Guest Speaker</b> Dr. Sukhmani Taneja Silvassa	 <b>Guest Speaker</b> Shri Rajeev Singh Educationist, Silvassa


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

**Conclave Organizing Team:**  
SSR IMR Faculties  
&  
BBA Batch 2024-27

# PLACEMENT HIGHLIGHTS BATCH 2023-25

SSR Memorial Trust's  
SSR Institute of Management and Research, Silvassa  
*Empower Yourself @IMR*  
Permanently Affiliated to Savitribai Phule Pune University, Pune  
Approved by AICTE, New Delhi and DTE, Mumbai, MS  
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PRANUKHVENTURE  
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AMI POLYMER PVT. LTD.  
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**MIDHUNA VINOD**  
Wheel Flexible Packaging Pvt. Ltd.  
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**MEET PATEL**  
MERIL LIFE SCIENCES PVT. LTD.  
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**LISA KAPADIA**  
LEBO METALS PRIVATE LIMITED  
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**ANCHAL MISHRA**  
VALSAD INSTITUTE OF MEDICAL SCIENCES  
MULTI SUPER SPECIALIST HOSPITAL  
Batch 2023-25  
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Director, Staff and Students  
SSR IMR, Silvassa

## PDP @ IMR

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

Sr. No.	Theme of the session	Name of the Instructor / Resource
1	Orientation on Desk Research	Mr. Amar Vangad, Asst. Professor, SSR IMR, Silvassa
2	Orientation on Google Form & Microsoft Forms	Dr. Mohd. Bilal A. Bhada, Asst. Professor, SSR IMR, Silvassa
3	Business Plan Contest	Dr. Rajesh K. Pandey, Asst. Professor, SSR IMR, Silvassa
4	OJT Orientation	Prof (Dr. ) Rakesh Patil, Director, SSR IMR, Silvassa
5	Best Manager Contest	Dr. Rajesh K. Pandey, Asst. Professor, SSR IMR, Silvassa
6	Celebrating TATA	Dr. Rajesh K. Pandey, Asst. Professor, SSR IMR, Silvassa
7	Orientation of Business Plan	Dr. Rajesh K. Pandey, Asst. Professor, SSR IMR, Silvassa
8	IQ Games	Ms Shivangi Singh & Ms Megha Agrawal, Asst. Professor, SSR IMR, Silvassa
9	Workshop on Resume Writing	Dr Nainesh Mutha, Assistant Professor, Ashoka Business School, Nashik
10	Best Manager Contest :Business Scenario	Dr Vinu Agarwal, Asst. Prof, SSR CoE & CS Neelabh Kaushik, EAC Consultant, Silvassa SSR IMR Alumni
11	Samiksha -IV_ Self Introduction	Dr Somnath Bava, Librarian, SSR IMR, Silvassa
12	Fire & Safety Training	Mr. Yogendra , Shayona Tradig Company, Silvassa
<b>Mentor – Mentee Session</b>		
The IMR faculties had a good Mentor – Mentee Interaction & guidance provided to the students.		

*“Develop a passion for learning. If you do, you will never cease to grow.”*

**Anthony J. D'Angelo**

# INDUSTRY CONNECT & SEMINAR

Sr. No.	Name of the Guest	Speaker Credentials	Theme of the session
1	Ms. Richa Mittal	Advocate at Bar Council of Delhi	Importance of Law
2	Shri Justice K J Thaker & Justice K K Tated	Gujarat State HRC	Human Rights Mission
3	Dr. Hiral Trivedi Pathak	SEBI certified Trainer	Investor Awareness Program
4	Dr Yogesg Gayakwad	Asst. Prof, MET Institute of Management, Nashik	Orientation of Research Project
5	Ms. Neha Kataria	HR Executive Welspun Mumbai, SSR IMR Alumni	Strategic Talent Acquisition: Bridging theory & practical
6	Dr H C Panjekar	Director & Head HR Bilakhia Group & Companies Vapi	Ethos Day
7	Mr. Muzammil Sharif, Ms. Ishani Lad, & Ms. Aswathy	Enjay IT Solution Ltd Bhild	Virtual Tour of Enjay IT Solution Bhilad
8	Dr Gururaj D Devarhubli,	Assistant Professor of Law at Institute of Law, Nirma University Ahmedabad	Insolvency & Bankruptcy Code (IBC) 2016
9	Ms Archana Desai	TGT Laxmi International School	Sankhyayan
10	Red Ribbon Club	Red Ribbon Club, Silvassa	HIV/AIDS Awareness Program
11	Mr Pradipta Acharya, Mr Ajeet K Ojha	HR Heard, Audax Protective Fabrics Pvt Ltd, Owner HR Discovery	Mock Interview
12	Dr Kedar Shukla, Dr Bhautik Shah & Alumni	Industry Representative & Alumni	4th National Marketing Conclave
13	Ms Meetu Singh, CA Ashish Pandya & Mr Niraj Kumar	Dabur India, CA Firm Ashish Pandya & Associates & IDBI Bank	4th National Finance Conclave
14	Mr Hasim Khan, Mr Amit Kumar, Mr Manoj Kumar	Industry Representative & Alumni	1st National Level OSCM Conclave
15	MS Aradhana Rai, Mr Shivu LG, Mr Abhishek rane, Ms Meera Nair *Mr Subir Verma	Industry Representative & Alumni	4th National HR Conclave
16	Mr Sujendra Roy, Mr Rajeev Singh & Ms Sukhmani Taneja	Apar Industries, Educationalist Silvassa	1st National Level BBA Conclave

# CONFERENCE/ RESEARCH PAPERS

## January to June 2025

Sr. No.	Name of the Faculty /Student	Title of the Research Paper	Place of Presentation /Publication Journal
1	Dr. Diksha Swaroop & Ms. Ankita Pandey	A Study on Performance Appraisal System at Manufacturing Company	BZT Turan Academy , Turkey
2	Dr. Natasha Nunes & Ms Anjali Prajapati	A comparative study on Health Insurance policy for Individuals offered by Private Insurance Companies of India	BZT Turan Academy , Turkey
3	Yukta Patel	A Study On Up-Skilling And Re- Skilling Of Work Force Amidst The Technological Advancement	BZT Turan Academy , Turkey
4	Anushka Giri	A study on DuPont Analysis with Reference to Power Sector	BZT Turan Academy , Turkey
5	Megha Agrawal	An article on role of active listening towards enhanced productivity	BZT Turan Academy , Turkey
6	Simran Jha	A Study on Working Capital Management with reference to UM Cables Ltd.	BZT Turan Academy , Turkey
7	Pratham Bhandari	A Study On Cost Of Capital And Its Impact On Profitability	BZT Turan Academy , Turkey
8	Kishan Marvaniya	A Study on Customer Perception of ICICI Lombard's Brand Image in Vapi, Daman, & Silvassa	BZT Turan Academy , Turkey
9	Shruti Patel	A Study on financial analysis	BZT Turan Academy , Turkey
10	Meet Patel	A Study On Common-Size Statement Analysis With Reference To Cello Wim Plast Ltd.	BZT Turan Academy , Turkey
11	Jaimin Patel	A Study On Profitability Analysis Of One Of The Pharmaceuticals Company	BZT Turan Academy , Turkey
12	Ashminiben Ramabhai Borsia	A study on key financial performance indicators with reference to Hindustan Unilever limited(HUL)	BZT Turan Academy , Turkey
13	Aadil Zakirkhan	A Study on Absenteeism at a leading Industrial Machinery and Equipment Company at Silvassa	BZT Turan Academy , Turkey
14	Vishal Patel	A Study on Training and Development at leading Air conditioner Manufacturing company	BZT Turan Academy , Turkey

Sr. No.	Name of the Faculty /Student	Title of the Research Paper	Place of Presentation /Publication Journal
15	Keyuri Prajapati	A Study on Performance Management System	BZT Turan Academy, Turkey
16	Mahima Patel	A study on HR Practices and Policies at FMCG Company	BZT Turan Academy, Turkey
17	Sneha Rajesh Kank	A Study On Trend Analysis With Reference To Gulf Oil And Lubricants India Limited- case approach	BZT Turan Academy, Turkey
18	Adithya Nair	A study on inventory management with reference to RR Shramik ltd	BZT Turan Academy, Turkey
19	Shital Kale	A Study On Motivation Factors At Workplace For Employees With Reference To A Stationery Company	BZT Turan Academy, Turkey
20	Tyagi Modh	A Study On Skill Matrix Framework At Organisations	BZT Turan Academy, Turkey
21	Akhilesh MA	A Study On Wage & Salary Administration With Reference To Textile Industry	BZT Turan Academy, Turkey
22	Aditya Singh	A study on employee motivation with reference to kewal kiran clothing ltd	BZT Turan Academy, Turkey
23	Ananya Bhansali	A Study on Factors Influencing Consumer's Choice of Retail Store Format in Region of Silvassa, Vapi and Daman	BZT Turan Academy, Turkey
24	Dr. Rajesh K. Pandey, Mr. Jeet Desai & Jini Saxena	A Study on factors influencing Brand Management at Organisations in Indian Context	BZT Turan Academy, Turkey
25	Dr. Rajesh K. Pande & Mr. Kundan	Role of Organisations in Faculty Development	BZT Turan Academy, Turkey
26	Dr. Rajesh K Pandey & Ms. Vishakha Patel	A Study On Strategic Planning Leading To Business Success With Special Reference To Selected Manufacturing Companies In The Region Of Dadra & Nagar Haveli And Daman	INTERNATIONAL CONFERENCE - ERMA 2025

Sr. No.	Name of the Faculty /Student	Title of the Research Paper	Place of Presentation / Publication Journal
27	Dr. Rajesh K. Pandey & Ms. Krishna Dasani	A study on Managing Virtual Teams At Organisation	15th International "Baskent" Congress
28	Dr. Rajesh K. Pandey & Ms. Shital Kale	An Article on Developing Making Training Accessible (MTA) Model with Respect to Training & Development	MTC Global, Bengaluru
29	Dr. Rajesh K Pandey & Ms. Anushka Giri	A Study on Knowledge Management with Special Reference to Manufacturing Sector in Indian Context	International Conference of Poland
30	Dr. Rajesh K Pandey & Ms. Megha Nair	A Study on Role of Ethics in Contemporary Businesses in Indian Context	SSJAR
31	Dr. Rajesh K Pandey & Ms. Ananya Bhansali	Business Saga of LANTE C Technologies, MASAT: A Case Study	MJAR
32	Ashwin Patil	A Study on Customer Relationship Management with special reference to Pramukh Investments, Silvassa.	International Conference of Poland
33	Mr. Amar Vangad, Mr. Ashwin Patil & Ms. Avani Thakor	Evaluation of Service Quality of Restaurants in the Region of DNH & DD, India	JOIREM
34	Dr. Rajesh K Pandey, Amalraj Nair, Sandeep Shekhawat & Akshay Patel	A study on global sourcing of materials with special reference to manufacturing companies in India	Book Chapter - Infinity publications
35	Mr. Amar Vangad & Ms. Sneha Kank	A study on influence of Financial Debt on Individuals in the Region of DNH & DD	International Conference of Poland
36	Sneha Kank	A hypothetical case study on pet care market- pawsome place	International Conference of Poland
37	Urvashi Patel	A Study on Human Resource Development Process	International Conference of Poland
38	Roopali Kumari Singh	A Study On Talent Acquisition With Reference To Hr Consultancy Company	International Conference of Poland
39	Dhodi Rajvi Bhagawandas	A study on Training Need Assessment	International Conference of Poland

Sr. No.	Name of the Faculty /Student	Title of the Research Paper	Place of Presentation / Publication Journal
40	Dr. Rajesh K Pandey & Ms. Joshi Nisha	A Study on Design Thinking Approach and it's implications in organisations	JDC Bytco IMSR, Nashik - Proceedings
41	Dr. Diksha Swaroop, Miss. Neha Kataria & Ms. Bhakti Chanchal	A Study on Work Life Balance in the Service Sector	SSJAR
42	Dr. Rajesh K Pandey & Miss. Jyoti Mishra	A study on contemporary issues in business administration with Special reference to the manufacturing sector in Indian context	JOIREM
43	Dr. Rajesh K Pandey & Miss. Anchal Mishra	Revamping Legacy- The Sustainable Transformation : A case study of Anchal Leather Company Limited	MJAR
44	Dr. Rajesh K Pandey & Mr. Jeet Desai	A Study On Factors Influencing Sales And Distribution	Book Chapter, Paradox International Publications
45	Dr. Rajesh K Pandey & Ms. Khushi Shinde	An Article On Significance Of Business Administration For Organisations	15th International Conference "Basket"
46	Ms. Megha Agrawal	Role of AI in Environmental Protection	MG College of Law, Gwalior
47	Ms. Megha Agrawal	Global Issue, Local remedies – Contextualizing Innovation	Department of Education, Jadavpur University
48	Ms. Megha Agrawal	A Study on Green HRM Practices and Their Role in Building Sustainable Organizations	GOEIR
49	Dr. Rajesh K Pandey & Ms. Avni Desai	A Study On The Role Of Marketing In Augmenting The Patient Access To Pharmaceutical Care	Book Chapter, Scriptoria International Publications
50	Dr. Rajesh K Pandey & Mr. Kundan Sapkale	A study on role of institutional Strategies towards faculty development In higher education	16th International Congress Basket
	Dr. Rajesh K Pandey & Ms. Shruti Dubey	A Study On Corporate Social Responsibility (CSR) Its Connect To Sustainable Development Goals	16th International Congress Basket
52	Mr. Amar Vangad & Miss. Krishna Dasani	Use of social media on personal financial management: an empirical study from India	16th International Congress Basket
53	Miss. Ankita Thakare	An article on significance of Communication at organisations	16th International Congress Basket

# SSR IMR @ INTERNATIONAL CONFERENCE

## 15th International Congress on Social, Humanities, Administrative, And Educational Sciences in a Changing World, 13<sup>th</sup> to 15<sup>th</sup> Feb. 2025

SSR IMR, Silvassa (India) in association with BZT Turan Academy, Ankara, Turkiye coordinated an International Conference. It was one of its kind associations for the Institute. It was a collaborative effort of Universities from 6 Nations. The Faculties along with Students had a wonderful participating experience. More than 25 Papers were presented and Conference proceedings with International Conference

15<sup>TH</sup> INTERNATIONAL CONGRESS ON SOCIAL, HUMANITIES, ADMINISTRATIVE, AND EDUCATIONAL SCIENCES IN A CHANGING WORLD | PROCEEDINGS BOOK



certificates were received by the participants.

## 2<sup>nd</sup> International Conference on Arts, Technology, Education & Management (ATEM), 22<sup>nd</sup> & 23<sup>rd</sup> March 2025

SSR IMR Silvassa (India), in association with partnering Universities from Poland, Turkiye & North Macedonia Organised a Two days International Conference on Arts, Technology, Education & Management (ATEM) on 22<sup>nd</sup> & 23<sup>rd</sup> March 2025. This was the 2<sup>nd</sup> edition of the Internal Conference. Team India was represented by SSR IMR, Silvassa and more than 15 Papers were reported by Team India in the Conference.



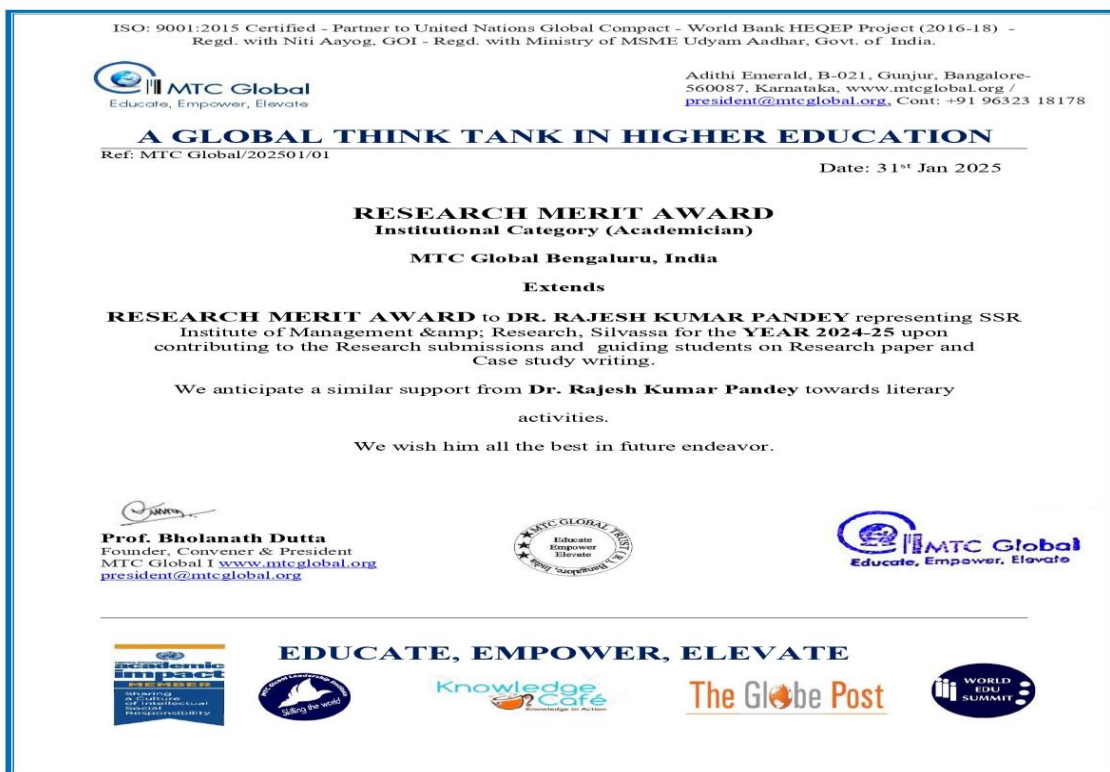
## 16th International Congress on Social, Humanities, Administrative, and Educational Sciences, 11<sup>th</sup> to 13<sup>th</sup> June 2025

SSR IMR Silvassa (India), in association with Urgench, Uzbekistan conducted an International Conference. More than 15 Nations participated and glad to experience the students of SSR IMR presenting their papers and case studies in the conference. The Three Days International Conference was conducted as per the Turkish Time and the Team India represented by the Faculties & Students had a wonderful learning experience.

16<sup>TH</sup> INTERNATIONAL CONGRESS ON SOCIAL, HUMANITIES, ADMINISTRATIVE, AND EDUCATIONAL SCIENCES IN A CHANGING WORLD | PROCEEDINGS BOOK | VOLUME - II



# AWARDS & ACHIEVEMENTS



# IMR In MEDIA



## MOOCS @ IMR

The IMR Teachers, Librarian and Students have actively completed MOOCs of various MOOC providers including Swayam Courses, Udemy, Coursera & Infosys Springboard etc.

<u>Category</u>	<u>Number of MOOCs</u>
Teachers & Librarian	52
Students	131
Teachers & Students Infosys Springboard(Access to Content)	1801



**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) & AICTE approved Bachelors of Business Administration (BBA)**. 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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