

# SSR IMR NEWS LETTER

JUL' 2025 TO DEC' 2025 VOL. XXIV

## From Director's desk



SSR IMR, committed to academic excellence, fosters student development through research, creativity, innovation, and positive attitude. SSR IMR nurtures entrepreneurial skills, imbibes ethics, and vision to prepare students for professional world. This edition of newsletter highlights activities from Jul to Dec. 2025,

including Personality Development Programs (PDP), Conclaves, Extra-curricular activities, Seminars, Subject-specific guest sessions, field visits, Industry Visits, Research contributions, MOOCs and industry collaborations to enhance employability.

Happy Reading!!

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

**Faculty Editor**

**Dr. Rajesh Kumar Pandey**  
Associate 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

## Contents

Intellectual Corner  
IMR Extracurricular  
Conclaves @ IMR  
PDP @ IMR  
Industry connect & Seminar  
MOOCs @ IMR  
Research @ 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

Mo.: 9081160002, E: director@ssrimr.edu.in, W: www.ssrimr.edu.in

# Intellectual Corner

## Faculty Corner:

### Understanding Gaslighting: How to Spot and Stop Reality Manipulation

Gaslighting is a quiet but harmful form of emotional abuse. It happens when someone makes you doubt your own memories, feelings, or even your sanity. Unlike a physical injury, you can't see the damage, but the psychological impact is deep. The name comes from a 1938 play called *Gaslight*, where a husband dims the lights in the house but tells his wife she is imagining it, eventually making her believe she is losing her mind. The term originates from the 1938 play *Gaslight*. In modern contexts; it involves a power dynamic where the "gaslighter" maintains control by destabilizing the "gaslightee". The main goal of a gaslighter is to gain control. They don't just lie; It usually starts small, but over time, it becomes a pattern of behavior designed to make you rely on them for the "truth."



#### Common signs include:

- **Persistent Denial:** Even when you have proof, they insist something never happened.
- **Trivializing Feelings:** They tell you that you are "too sensitive" or "overreacting."
- **Shifting Blame:** They turn the situation around so that their bad behavior is somehow your fault.

#### Data and Societal Prevalence

- **At Work:** In a 2023 study, nearly 58% of employees reported being gas lit by a boss.
- **In Healthcare:** "Medical Gaslighting" is a serious issue where doctors dismiss a patient's real physical symptoms as "just stress" or "anxiety." This happens most often to women and people of color, often leading to missed diagnoses and a lack of proper care.

#### CONCLUSION

Gaslighting is more than a disagreement; it is an attack on the truth. It grows in secret, fueled by your isolation and confusion. However, once you recognize the pattern, the manipulator loses their power. By documenting facts and trusting your intuition, you can stop the cycle and rebuild the confidence that was taken from you.

Contributed by Dr. Diksha Swaroop, Assitant Professor, SSR IMR, Silvassa

## Student Corner:

### Leadership and Motivation: A Managerial Perspective

Leadership and motivation are integral components of effective management and play a decisive role in achieving organizational success. From a managerial perspective, leadership provides strategic direction and clarity, while motivation drives employee effort and commitment. When aligned, these two forces enable managers to translate organizational goals into consistent performance outcomes.



Leadership in management extends beyond positional authority. It involves influencing, guiding, and inspiring employees to work toward shared objectives. An effective manager demonstrates leadership by articulating a clear vision, setting achievable goals, and maintaining transparency in decision-making. Such leaders lead by example, uphold ethical standards, and foster trust, which is essential for sustaining employee motivation.

Motivation refers to the set of internal and external factors that stimulate employees to perform their duties efficiently and willingly. Managers are responsible for identifying employee needs and designing motivational strategies that align individual aspirations with organizational objectives. While financial incentives such as salaries, bonuses, and promotions remain significant, contemporary management places increasing emphasis on non-monetary motivators. These include recognition, career development opportunities, meaningful work, autonomy, and a supportive work environment. The role of leadership in motivation is particularly evident in day-to-day managerial practices. Managers who adopt participative and supportive leadership styles encourage employee involvement, enhance accountability, and build a sense of ownership. Regular feedback, performance recognition, and open communication further strengthen employee morale and engagement. In conclusion, leadership and motivation should be viewed as strategic managerial tools rather than optional soft skills. Strong leadership combined with purposeful motivation forms the foundation of successful management in modern organizations.

Contributed by Mr Vedant Patel, Student MBA 2<sup>nd</sup> Year, SSR IMR, Silvassa

## Student Corner:

### Environmental, Social, Governance (ESG): The key success factor for organisations

Environmental, Social, and Governance (ESG) principles have moved from being a luxury to a mandatory "health check" for business survival and growth. Modern organizations are finding that strong ESG performance is a key success factor because it lowers the cost of capital, attracts top talent who seek value-driven careers, and builds deep resilience against market volatility. Rather than viewing sustainability as a cost, successful firms are using it to drive innovation, as seen in the rise of circular economies and AI-driven energy optimization, proving that ethical leadership and environmental stewardship are the ultimate competitive advantages in today's transparent, data-driven economy.



My research visit to Blue Star Limited further confirms these trends, as the company serves as a model for integrating ESG into the very core of its business strategy. Blue Star's success is anchored in its commitment to "Green Products," such as high-efficiency inverter technology and eco-friendly refrigerants, which directly align with global decarbonization goals while maintaining market leadership. Beyond environmental innovation, their operations demonstrate a holistic approach through Zero Liquid Discharge (ZLD) systems at manufacturing sites and a robust social commitment through the Blue Star Foundation's focus on STEM education and skill-building. By consistently winning awards for corporate governance and transparency, Blue Star illustrates how a proactive ESG stance builds the long-term stakeholder trust necessary for sustainable, profitable growth.

Contributed by Ms Juhikumari Patel, Student MBA 1<sup>st</sup> Year, SSR IMR, Silvassa

## Student Corner

### Jugaad Innovation in Management

In today's competitive and resource-constrained business environment, organizations are constantly searching for innovative ways to solve problems and achieve growth. In the Indian context, the concept of Jugaad innovation has emerged as a practical and effective management approach. Jugaad refers to a flexible, creative and low-cost solution developed using limited resources. It reflects the ability to think differently and act quickly in challenging situations. Jugaad



innovation in management focuses on doing more with less. Instead of depending only on advanced technology or heavy investment, managers using Jugaad rely on local knowledge, creativity and experience.

This approach is especially useful for small businesses, start-ups and organizations operating in uncertain environments. By encouraging experimentation and quick decision-making, Jugaad helps managers respond effectively to changing market conditions. One of the key strengths of Jugaad innovation is its practical orientation. Managers do not wait for perfect plans or complete information; they take action with available resources and improve solutions over time. This makes organizations more agile and adaptable. Jugaad also promotes employee involvement, as workers at all levels are encouraged to share ideas and find simple solutions to everyday problems. However, Jugaad innovation should be applied carefully in management. While it supports creativity and speed, it should not compromise quality, safety or ethical standards. When combined with proper planning and control, Jugaad can become a powerful management tool.

In conclusion: Jugaad innovation represents an indigenous management practice that aligns well with the dynamic nature of modern business. By integrating Jugaad thinking with formal management principles, organizations can achieve sustainable growth, efficiency and competitive advantage.

**Contributed by Ms. Nisha Bhagat, Student MBA 1<sup>st</sup> Year, SSR IMR, Silvassa**

## *Student Corner*

### *Budgeting and Financial Planning in Organizations*

Budgeting and financial planning are important tools that help organizations manage their money wisely. They support smooth operations, control expenses, and help the organization achieve its goals in a planned way. In today's competitive business world, proper financial planning is necessary for growth and long-term success. Budgeting means preparing a financial plan for a specific time period, usually one year. It includes estimating income, expenses, and cash flows. A budget shows how much money can be spent and where it should be used. It helps managers avoid unnecessary spending and use resources properly. Budgets also guide managers in decision-making and help different departments work together toward common goals. By setting financial limits, budgeting creates discipline and responsibility at all levels.



Financial planning is a broader and long-term process. It focuses on understanding the organization's financial position and preparing for future needs. It includes planning for investments, arranging funds, managing risks, and improving profits. Financial planning helps organizations face challenges such as rising costs, market changes, or low profits. It also supports business growth by planning for new projects and expansion. When budgeting and financial planning are used together, they improve financial control. Actual results are compared with budgeted figures to find differences. If there are problems, managers can take corrective actions quickly. This regular checking helps the organization stay on track and use resources efficiently. These tools also improve communication by clearly explaining financial goals to employees.

#### Conclusion

Budgeting and financial planning plays a key role in the success of any organization. They help in proper use of money, reduce financial risks, and support better decision-making. An organization that follows good budgeting and financial planning practices can grow steadily and remain financially strong in the long run.

**Contributed by Mr. Jithin Jayakumar, MBA 1<sup>st</sup> Year Student, SSR IMR, Silvassa**

## Alumni Speaks...

### **Mr. Tarang Shah, Director, Sun Arc Energies, Valsad – SSR IMR Alumni Batch 2009-11**

I completed my MBA in Marketing from SSR-IMR in 2011. My time at the institute played a significant role in shaping my professional journey by building a strong foundation in marketing, business strategy, and entrepreneurship. The guidance from faculty and the exposure to practical business thinking helped me develop the confidence to pursue and grow in the business world. Today, I am engaged in the renewable energy sector through my company Sun Arc Energies, based in Valsad, Gujarat, where we focus on providing sustainable and cost-effective solar energy solutions for homes and businesses. Over the years, I have also been fortunate to expand my entrepreneurial journey by developing a few more ventures. Elite Impressions works in the field of corporate gifting, Bluevix Technologies provides IT services including website development and social media solutions, and Shree Laxmi Furniture specializes in industrial heavy-duty racks and office furniture. The learning and values instilled during my time at SSR IMR continue to guide my professional path. I remain grateful to my alma mater for being an important part of my journey and wish great success to the institute and its future leaders. I wish for students to imbibe the culture of learning, it will help throughout the life.



### **Dr. Indu Nair, Director, Synergy HR Consulting, Vapi, SSR IMR Alumni Batch 2010-12**



A consultant by profession, I partner with organizations to build high-performance cultures by aligning individual purpose with business outcomes blending leadership coaching, agile ways of working, and behavioral science. My work is rooted in research and designed to create both measurable impact and meaningful transformation. Research consistently shows that passion significantly influences performance but only when supported by the right environment. Organizations must move beyond engagement to enabling ownership, psychological safety, and continuous evolution. The future belongs to businesses that don't just manage talent, but truly activates it in helping them giving them opportunity to do what they love too! My message to students is that in a rapidly evolving world, your greatest advantage is not just skill but self-awareness. Discover what drives you, build capabilities around it, and stay adaptable. When passion meets discipline and mindfulness, it doesn't just shape careers, it shapes extraordinary lives.

# IMR's Extracurricular

## Hindi Pakhwada

SSR IMR Students & Staff participated in the Hindi Pakhwada 2025 event. It is a literary fest celebrated every Year by the UT Administration. It is aimed at promoting the use and appreciation of the Hindi language. This year, the competition featured a variety of engaging activities, including the Hindi Vak Pratiyogita (Elocution Competition), Hindi Nibandh (Essay Competition), and a Patriotic Song Competition.



## Teacher's Day



Teacher's Day was celebrated at the Institute with great zeal and enthusiasm. The event included a Cultural program for the entire staff of SSR IMR. The students portrayed their love and gratitude in the form of various performances and games. The day reminded of the wonderful bond shared between the students and the teachers.

## Marketing Perspective Case Study Competition

SSR IMR, Silvassa witnessed the Marketing Perspective Case Study Competition 2025- 26 from October to Nov.' 2025. The competition gave a great opportunity to the Semester III Marketing Specialization students of the Batch 2024-26, known as Marketing Sparklez, to participate. The competition aimed to help students learn strategic thinking.



## HR Perspective Case Study Competition



SSR IMR, Silvassa witnessed the HR Perspective Case Study Competition 2025-26 effective Aug'25. The competition gave a great opportunity to the Semester III Human Resources Specialization students of the Batch 2024-26, known as the HUMANAGERS. The competition aimed to help students learn strategic thinking, as they analyzed case studies and presented useful recommendations.

## Mega Student-Teacher Award (MSTA 3.0)

Mega Student-Teacher Award (MSTA) is a flagship event conducted by Team Alchemy at Vapi, Gujarat. It is one among the prestigious event in South Gujarat where by Students participate in various rounds to qualify for the finals. MSTA into its 3rd edition was held during Jun '25 to Sept '25. SSR IMR Student Ms. Shruti Tiwari contested for the Finals during MSTA 3.0.



## Aavishkar Competition



SSR IMR successfully hosted Institute Level Aavishkar competition on 9th Sept, 2025. Students from both BBA and MBA participated with great enthusiasm showcasing their innovative ideas and research. The competition was judged by esteemed Professors and Alumnus C.S Neelabh Kaushik. The SSR IMR students participated in Zonals at Nashik. Eventually Two Students Vishakha Patel & Megha Nair represented

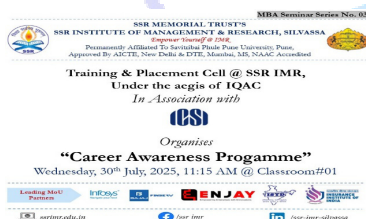
Zonal at SPPU (University Level). It is 3rd Year in the row that IMR Students represented at University level.

## Placement Activity: Beyond degree what gets you job

The Training and Placement cell on 29th July 2025, conducted an impactful session on beyond degree what gets you job by Ms. Pooja Gohil, consultant, Flexi HR solutions Silvassa. The development session helped students gain adaptability, preparing beyond academic excellence and learn essential skills to face the real life challenges while seeking jobs. The practical orientation was well received by the students.



## Career awareness program in association with ICSI



The Training and Placement cell at SSR IMR on 30th July 2025, conducted a Career awareness program in association with ICSI enhancing career insights for management students. Company Secretaries is one among the premium career choices and the students had a wonderful time learning this avenue.

## Liberation Day, Independence Day & Patriotic Day

SSR IMR organized the Liberation Day & Independence Day Celebration at the SSR Campus. It was celebrated with best of the enthusiasm. Post the Flag Hoisting, all at the function respected the flag with Salute and National Anthem. The Institute also celebrated Patriotic Day to mark a tribute to the freedom fighters and as gratitude towards the nation.



## Competitive examinations: what and how?

The Training and Placement cell at SSR IMR hosted an insightful session on competitive examinations: what and how? Led by alumnus Mr. Ritesh Patel a distinguished professional of Bank of Baroda on 23rd August 2025. The session was great success providing students with essential knowledge and practical strategies to excel



## Know Your Purpose



The Training and Placement cell at SSR IMR successfully conducted an inspiring development session on know your purpose on 25th August 2025. The session was led by Dr. Indu Nair Bayer Transformation coach and esteemed Alumni of SSR IMR. The session motivated students to explore their inner potential, set meaningful goals, and embrace purpose driven career journeys

## TDS and Form 26AS

The Training and Placement cell successfully organized an insightful session on TDS and Form 26AS on 3rd October 2025, the session was conducted by C.S Neelabh Kaushik from EAC management consultants LLP, enlightening students with TDS and the role of form 26AS in financial planning demonstrating how to file tax returns and check form 26AS



## Samiksha II- Article Review Competition



Samiksha is a trademark event conducted at SSR IMR by the Knowledge Resource Cell (Library). As part of the contest students participate in the Book / Article Reviews presentation. The Contest is judged by the external judges / Alumni and the winners get felicitated. The motto is to encourage reading habits & presentation quality among students

## PoSH Seminar

On October 8 2025, SSR IMR organized a Seminar on Prevention of Sexual Harassment at Workplace. The seminar was coordinated by Humanagers (Batch 2024-26) under the auspices of the Think Tank (HR Club). The primary aim of this seminar was to raise awareness about sexual harassment and how to prevent it. The seminar featured engaging activities such as a presentation, skit, helpline number and Safety app information, Self-defense video on sexual harassment prevention.



## एक पेड़ माँ के नाम CAMPAIGN @ IMR

SSR IMR in accordance to the Government initiative has launched a sustainable effort, “Ek Ped Maa Ke Naam”, symbolizing life, nurturing, and gratitude to Mother Nature through tree plantation. The drive fosters environmental responsibility among students, faculty, and guests, making each sapling a living memory and a step toward a greener future. The initiative marked every guest session and institutional event with sapling plantation. Distinguished speakers, faculty, and students actively participated, creating a sense of ownership and pride. Going forward, the institute will focus on nurturing the planted saplings and encouraging continued participation, ensuring the initiative grows stronger and leaves a lasting impact on campus sustainability.



### Navratri Garba Celebration:



The SSR Campus on during the Navratri was full with cultural enthusiasm and festive spirit. Navratri 2025! Brought new wave of celebration and competition. This festival, dedicated to the worship of Goddess Durga, brought students and faculty together in a celebration of culture, devotion, and joy. A Garba event was Organised were students and staff both participated. The festivities included traditional dance performances like Garba and Dandiya, where everyone was encouraged to join in the fun and showcase their dance moves.

### Diwali Celebration

Diwali 2025 brought a great flavour of competitive colours. The event featured a colorful Rangoli Making competition, where participants showcased their artistic skills with beautiful, intricate designs using vibrant powders and flowers. The Diya Decoration contest added a special touch to the celebration, with contestants decorating clay lamps in unique and stunning ways to light up the festive night. To keep things fun and safe, we also held a Food without Fire competition, where participants prepared delicious and innovative dishes without using any heat. The event was filled with laughter, camaraderie, and an abundance of festive spirit as families and friends gathered to enjoy the festivities.



## Laptop Distribution

SSR IMR, Silvassa experienced a very delightful moment when the students of Batch 2025-27 received the laptops as part of the Learning Management Scholarship (LMS). This scheme in the form of Laptops distribution 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. Amidst the presence of IMR Director Prof (Dr) Rakesh Patil, the laptops were distributed to the students.



## IKS Day Celebrations @ IMR



Certificates by the Director and Guests.

SSR IMR MBA 1<sup>st</sup> Year and BBA 1<sup>st</sup> Year celebrated the Indian Knowledge System (IKS) Day. IKS is a curriculum subject for the students under SPPU and demonstrating the learning on values from ancient India the students presented their thoughts on respective IKS topics. The same was judged by the Alumni. All the presenters were felicitated with

## An Insight on SHRM

On 20th Aug, 2025 a session was conducted by Mr. Hemant Bari of Parksons Packaging Ltd, on the theme of strategic human resource management (SHRM). The MBA (HR) students gained valuable insights and knowledge from the expertise.



## Best Manager Contest 2025-26



contestants shall reach Finals of the Best manager Contest.

SSR IMR's flagship programme Best Manager Contest is scheduled in this year as well with activities like Essay writing, Quiz, Presentations etc. The students of Batch 2024-26 are actively participating in the same and by the time the report was compiled, the Participants have completed Essay writing, Quiz and one set of presentation. Post eliminations during the next month, the Top 6

## CONCLAVE @ IMR

### **5<sup>th</sup> National Level Entrepreneurship Conclave:**

SSR IMR, Silvassa, under the aegis of the IQAC, organized the 5<sup>th</sup> National Level Entrepreneurship Conclave on Friday, November 14, 2025. The Conclave commenced with an institutional address, followed by an encouraging address from SSR IMR Director Prof. Dr Rakesh Patil, who reminded students why entrepreneurship matters and how such conclaves help shape their future. The guest speakers in the conclave were from the SSR IMR Alumni as well as Industry Resource Person. The Alumni speaker was Mr. Sunil Chaudhary, who shared insights from his remarkable entrepreneurial journey, wherein he has been achieving notable milestones. Industry Resource Persons included Mr. Rajendra Reddy, Mr. Kapil Makkar and Mr. Krushit Shah. The representatives were from the Banking sector, an Entrepreneur and a Serial Entrepreneur. Representatives motivated and encouraged students for their future, along with guiding them towards an entrepreneurship journey



## INDUSTRY VISIT @ IMR

### **Blue Star Limited, R. R. Wires Ltd., Karad, UT of DNH & DD and Navneet Education Ltd.**



SSR IMR has an initiative of organising specialisation wise industry visit every year for the MBA 2<sup>nd</sup> Year Students. This term on 07-10-2025, an Industrial visit was organised for HR Students with an aim to experience policies & practices at Blue Star Company.

In this series the MBA 1<sup>st</sup> Year Students on 17<sup>th</sup> November 2025 visited at R R Wires Ltd. Karad and learnt the essential of the Industry. The BBA 2<sup>nd</sup> Year Students had a wonderful visit to Navneet Education limited, Silvassa. All the Students together with Teaching Staff visited the premises and gained learning on the workings at the plant site. Such visits are inclined towards understanding the Factory atmosphere. The bunch of under Graduate students witnessed the plant site workings and gained the insights.



## PDP @ IMR

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

<u>Sr.No.</u>	<u>Theme of the session</u>	<u>Name of the Instructor / Resource</u>
1	Case Study Writing	Dr. Rajesh Kumar Pandey, Associate Professor, SSR IMR, Silvassa
2	Samiksha II: Article Review Competition	Dr. Somnath Bava, Librarian, SSR IMR, Silvassa
3	Aavishkar Competition	CS Neelabh Kaushik EAC Management Consultant, Silvassa SSR IMR Alumni 2008-10
4	"FOCUS"	Prof. (Dr) Rakesh Patil, Director, SSR IMR, Silvassa
5	Strength Matrix	Dr. Rajesh Kumar Pandey, Associate Professor, SSR IMR, Silvassa
6	Library Connect Workshop	Dr. Somnath Bava, Librarian, SSR IMR, Silvassa
7	Behavioural Modeling- Video Show	Mr. Amar Vangad, Asst. Prof., SSR IMR, Silvassa
8	Anti Ragging Orientation & Form Filling	Dr Diksha Swaroop Asst. Prof., SSR IMR, Silvassa
9	Orientation on LinkedIn	Dr Mohd Bilal A Bhada Asst. Prof., SSR IMR, Silvassa
10	Information Security	Dr. Rajesh Kumar Pandey, Associate Professor, SSR IMR, Silvassa
11	Yoga Education	Mr. Rahul Narwade, DoPE
12	Brainstorming	Dr. Natasha Nunes Asst. Prof., SSR IMR, Silvassa
13	Self-Awareness and Self-Reflection	Ms. Ankita Thakare Asst. Prof., SSR IMR, Silvassa
14	Emotional Intelligence	Ms. Megha Agrawal Asst. Prof., SSR IMR, Silvassa
15	Personal Development Growth -5 Areas of Development	Ms Kalpana Saini Asst. Prof., SSR IMR, Silvassa
16	Art of Communication	Dr. Rajesh Kumar Pandey, Associate Professor, SSR IMR, Silvassa
17	Mythology & Personality Development- Mahabhartar Way	Dr. Rajesh Kumar Pandey, Associate Professor, SSR IMR, Silvassa
18	Mythology & Personality Development- Ramayan Way	Dr. Rajesh Kumar Pandey, Associate Professor, SSR IMR, Silvassa

19	Mythology & Personality Development- Gita Way	Dr. Rajesh Kumar Pandey, Associate Professor, SSR IMR, Silvassa
20	Goal Setting - BBA Sem I	Ms. Megha Agrawal Asst. Prof., SSR IMR, Silvassa
21	Brainstorming	Dr Mohd Bilal A Bhada Asst. Prof., SSR IMR, Silvassa
22	A Seminar on PoSH	Dr Diksha Swaroop Asst. Prof., SSR IMR, Silvassa
23	Active Listening	Ms Ankita Thakare Asst. Prof., SSR IMR, Silvassa
<b>Mentor – Mentee Session</b> The IMR faculties had a good Mentor – Mentee Interaction & guidance provided to the students.		

*“When we strive to become better than we are, everything around us becomes better too.” —Paulo Coelho*

### Industry Connect & Seminar

Sr. No.	Name of the Guest	Speaker Credentials	Theme of the session
1	Ms. Pooja Gohil	HR Consultant	Beyond Degree: What gets you job?
2	CS Bhavesh Rawal, Dr. CS Neelabh Kaushik CS Khusboo Agrawal	ICSI Representatives	Career Awareness - CS
3	Bhramakumaris	Team from Bhramakumaris, Silvassa Chapter	Spiritual Learning & Raksha Bandhan Celebration
4	Mr. Hemant Bari	Sr. HR Manager, Parkson Packing, Daman	An Insight on SHRM
5	Mr. Ritesh Patel	Bank of Baroda, Vapi	Competitive Exams Preparation
6	Dr. Indu Nair	Bayer Life Sciences, Vapi	Know Your Purpose
7	Mr Jitendra Agrawal	Sales Leader, Ananta Synthetic Innovations, Ahmedabad, Gujarat	Marketing, Sales & Distribution Management

8	Team MSME, Silvassa Branch	MSME Development & DFO	Entrepreneurship Awareness Programme
9	Dr. CS Neelabh Kaushik	EAC Consultants, Silvassa	Session on TDS & Form 16
10	Mr Jinu Varghase	JV Studios, Silvassa	Essence of Marketing
11	Ms Vishruta Dugal	Legal Professional, RR Wires Ltd Silvassa	Indian Knowledge System – Veer Shivaji
12	IAP	IAP Organisation	Introduction to Securities market
13	Mr Vivek Bhatia	Asst. Manager HR, Blue Star Ltd Dadra	HR Analytics
14	Shri DD Sharma	ISKON Preaching Centre, Silvassa	Essence of Bhagvad Gita
15	Dr Hiral Trivedi Pathak	SEBI Certified Trainer	Capital Market
16	Mr Yogendra bhai	Shayona Trading Silvassa	Fire & Safety Training Session
17	Ar. Krushit Shah	Serial Entrepreneur, Vapi	How to make the most of your graduation journey?
18	Ms Pooja Yadav	Blue Star Ltd., Dadra	General HR Practices
19	Mr Diwakar Tiwari	TGT, Govt. Higher Secondary School, Rakholi	Basics of Hindi
20	Ms Diksha Thakur	Meril Life Science Vapi	SCM Challenges & Strategies

*“Perfection is not attainable. But if we chase perfection, we can catch excellence.”* *Vince Lombardi z*

## Conference/ Seminars/Research Papers

Jul 2025 to Dec. 2025

Sr. No.	Name of the Faculty /Student	Title of the Research Paper	Place of Presentation /Publication Journal
1	Prof. (Dr.) Rakesh Patil	AI & BI Enabled Decision Support Systems: Shaping India's Economic Future	IJRPR
2	Ms. Mahak Pathak & Dr. Rajesh K. Pandey	A Study on Factors Influencing Ethical Culture at Organisations in Indian Context	IJRPR
3	Dr Diksha Swaroop & Prof. (Dr.) Rakesh Patil	Artificial Intelligence in SMES in India: Implementation, Benefits & Challenges	IJFMR
4	Dr. Mohd. Bilal A. Bhada	Cultivating Diverse Leaders: Building Inclusive Leadership pipelines for sustainable Organisational success	IBMRD's JMR
5	Ms. Kalpana Saini & Dr. Rajesh K. Pandey	An Article on Global Marketing strategies in current era	SSJAR
6	Dr Diksha Swaroop & Prof. (Dr.) Rakesh Patil	Breaking Barriers: A Study on Advancing Diversity & Inclusion in Indian Society	IJMRSET
7	Ms. Vishakha Patel & Dr. Rajesh K. Pandey	A Review Study on Customer Relationship Management (CRM)	13 <sup>th</sup> International Conference, Turkey
8	Ms. Dhiya Patel & Dr. Rajesh K. Pandey	An Article on factors affecting consumer's buying behaviour	13 <sup>th</sup> International Conference, Turkey
9	Ms. Kalpana Saini	Digital Marketing: Concept, Significance and Way Forward	Red Unicorn Publishing
10	Ms. Krishna Dasani & Dr. Mohd. Bilal A. Bhada	The financial benefit of sustainable business practices	IJCRM
11	Ms. Krishna Dasani & Mr. Amar Vangad	Use of social media on personal financial management: An empirical study from India	16 <sup>th</sup> International Conference, Turkey
12	Ms. Megha Nair & Dr. Rajesh K. Pandey	A Study on Role of Ethics in Contemporary Businesses in Indian Context	SSJAR
13	Ms. Megha Agrawal	A study of the effects of Tax Bracket Reforms on GDP Growth in India Lessons from Past Policy Changes	Book Chapter

14	Mr. Christeena Baiju	A Study on Employee Engagement with Reference to Employees of Small Manufacturing Companies in Dadra and Nagar Haveli and Vapi	MJAR
15	Ms. Pranjali Singh & Dr. Rajesh K. Pandey	Exploring Bhartiya Gyan Parampara - IKS	Book Chapter
116	Ms. Simran Sandhu & Dr. Rajesh K. Pandey	A Review Study on Talent Management Practices at Organisations	IJRPR
17	Ms. Riya Thakur & Dr. Rajesh K. Pandey	A Study on Agile HR Practices at Organisations	3 <sup>rd</sup> International Conference, Turkey
18	Ms. Vishakha Patel & Dr. Rajesh K. Pandey	Evolving Indian Market Towards Beauty Products With Special Reference To Nykka's Offerings: A Case Study	IJIRT
19	Ms. Pradnaya Bhanji & Dr. Rajesh K. Pandey	A Study on Innovation Strategies adopted By Indian Startups and its Sustainability	IJEMR
20	Ms. Payal Mali & Dr. Rajesh K. Pandey	Services Management: Design, Quality & Recovery	Book Chapter
21	Ms. Kanan Pardeshi & Dr. Rajesh K. Pandey	A Study on Women Empowerment & Women Entrepreneurship In India	Ajanta Publication

**“No Research without action, No action without Research”**  
**~ Kurt Lewin**

**“Research is creating new knowledge.”**

**~ Neil Armstrong**

**SSR**

## 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	55
Students	141
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.



# 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

Mo: 9081160002, E: [director@ssrimr.edu.in](mailto:director@ssrimr.edu.in), W: [www.ssrimr.edu.in](http://www.ssrimr.edu.in)