

# SSR IMR NEWS LETTER

JUL'2023 TO DEC' 2023 VOL. XX

## From Director's desk



SSR IMR is progressing with its aim of delivering academic excellence and believes in development of Students, research contribution, creative ability & innovations. The Institute consistently aims to nurture the Students & develop positive attitude, entrepreneurial skill sets, ethical values and vision to get ready with Professional goals. This issue highlights the activities during the period of Jul to Dec 2023 which includes Personality Development Program (PDP), Extra Curriculum activities, Seminar, Subject specific Guest Sessions, field visits etc. The Institute further aims to Strive to Instill Employability skills through Industry-Institute collaboration.

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

**Shri. Ajit Deshpande**  
Managing Trustee, SSR Memorial Trust

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

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# Intellectual Corner

## Student Corner:

### “Striking the Right Balance: The Narayana Murthy Workweek Debate”

India's young workforce, comprising an average population age of 29, is at the forefront of a new era in employment. This demographic trend is expected to continue until 2030, making India one of the youngest nations globally. However, the younger generation's priorities and perspectives differ significantly from those of previous generations.



In a recent statement, Infosys founder Narayana Murthy urged India's youth to embrace a 70-hour workweek to enhance the country's productivity. This sparked a nationwide debate, with varying opinions from business leaders. While some, like Sajjan Jindal and Bhavish Agarwal, support the idea as crucial for India's economic growth, Dr. Somdutta Singh and Namita Thapar, emphasized the importance of work-life balance, questioning the feasibility of fitting family and mental health into extended work hours. As the discussion unfolds, it becomes clear that the emphasis should shift from the number of hours worked to the value and efficiency of the work. A 48-hour workweek, as advocated by the International Labour Organization, aligns with global standards and allows for a balanced approach to work and personal life. In the evolving landscape of work, prioritizing efficiency, well-being, and a harmonious work-life balance is crucial for both individuals and organizations to thrive in the long run. In conclusion, the discussion on the workweek is not just about time but about finding the right balance for a thriving and sustainable work environment. Rather than enforcing a 70-hour workweek, the focus should be on cultivating efficiency within a reasonable 48-hour workweek to ensure a healthier and more productive workforce.

Contributed by Miss. Snehal Gund, Student MBA 2<sup>nd</sup> Year, SSR IMR, Silvassa

## Student Corner

### Unleashing the Fintech Revolution in Business Management



In the ever-evolving landscape of business, the fusion of finance and technology has given birth to a transformative force – Fintech. Beyond its impact on personal finance, Fintech emerges as a beacon of change, reshaping the fundamental paradigms of business management. Real-time financial dashboards illuminating cash flow dynamics, AI-powered forecasting deciphering market trends, and automated workflows revolutionizing operational efficiency. Fintech isn't just a tool; it's a management revolution, empowering leaders to optimize, strategize, and thrive. Yet, the true magic lies in data. Fintech propels us into an era of data-driven decision-making. Insights into customer

behaviour, employee performance, and market trends become more than aspirations – they become realities. Tailoring products based on real-time analytics, streamlining workflows through historical data, and predicting future performance with AI models; Fintech places the power of informed decisions in the hands of every manager. However, this revolution demands adaptability.

Bridging the gap between tech teams and financial departments, upskilling employees, and establishing robust data governance are imperative. It's not merely about adopting technology; it's about redefining the essence of management itself. Leaders, the rise of Fintech isn't a threat, it's your opportunity. Embrace innovation, cultivate a culture of collaboration, and rewrite the rules of success. The future of management is intertwined with the power of Fintech – and it's right in your pocket. Don't just manage your finances; manage them with Fintech, and watch your business soar into a new era of unprecedented possibilities.

Contributed by Miss. Tisha Rajpara, Student MBA 2<sup>nd</sup> Year, SSR IMR, Silvassa

## Student Corner

### Workplace Spirituality: A New Trend for Employee Wellbeing and Performance

Workplace spirituality is the idea that work can be a source of meaning, purpose and connection for employees. It is not about being religious or following a specific belief system, but rather about finding a sense of transcendence and joy in one's work and relationship with others. Workplace spirituality can benefit both individuals and organisations, as it can enhance well-being, productivity, motivation, satisfaction and performance.



Some ways to cultivate workplace spirituality are:

- 1) Aligning the organization mission and values with the employees' personal goals and passions.
- 2) Creating a culture of trust respect and compassion among all members of the organization.
- 3) Encouraging mindfulness, reflection and self-awareness among employees and leaders.
- 4) Providing opportunities for employees to express their creativity, talent and strength.
- 5) Supporting employees personal and professional growth and development.
- 6) Fostering a sense of community and belonging among employees and stakeholders.

Workplace spirituality is a holistic approach to work that recognize the human need for meaning and connection. It can help employees and organization thrive in a complex and changing world. Workplace spirituality refers to a sense of purpose, meaning and interconnectedness that individuals seek in their work environment. It encompasses values, ethics a sense of community and a deeper connection to work beyond merry job task. In summary workplace spirituality revolves around creating a work environment that value purpose, ethics community and individual well-being. Embracing these elements can lead to a more engaged, satisfied and productive workforce. It fosters ethical practices, encourages a healthy work-life balance and promote a sense of belonging, enabling employees to feel valued and connected. Embracing workplace spirituality can lead to Heightened engagement, improve wellbeing and increase productivity, creating a harmonious and fulfilling workplace where individual thrive both professionally and personally.

Contributed by Miss. Anchal Mishra, Student MBA 1<sup>st</sup> Year, SSR IMR, Silvassa

## Student Corner

### Embracing Ethical Leadership: A Blueprint for Success

In the ever changing landscape of modern business, ethical leadership has appeared as a basis for sustainable success. Ethical leaders go beyond traditional managerial roles; they inspire, guide, and introduces a culture of integrity within their organizations. At its core, ethical leadership involves making decisions that are not only legal but also morally right. Leaders who prioritize ethics create an environment where trust builds up, laying the basis for long-term success. Transparency, accountability, and fairness become the guiding principles that shapes organizational culture. Ethical leaders actively promote diversity and inclusion, recognizing the essential value of different perspectives. By stimulating a culture that respects individual differences, ethical leadership contributes to a more innovative and adaptable organization.



The modern business terrain is extensive with ethical challenges, ranging from corporate scandals to ethical lapses that ruins trust in leadership. These issues not only depreciate a company's reputation but can also lead to legal consequences and diminished employee engagement. The lack of ethical leadership contributes to a culture where short-term gains often take priority over long-term sustainability, threatening the very core of an organization. Moreover, the global interrelation of businesses increases the impact of decisions, making it domineering for leaders to steer cultural variation and diverse value system ethically. Failure to do so can lead to reputational damages, legal backlash, and a disengaged workforce. To address this challenge, organizations must prioritize the development and implementation of robust ethical leadership practices. Leaders need to demonstrate ethical behavior, infuse a culture that values transparency, fairness, and responsibility. Incorporating ethical considerations into decision-making processes, promoting open communication channels, and providing ethical training are crucial steps. By doing so, organizations not only minimize risks but also promote an environment that attracts and retains top talent, raises innovation, and secures long-term success. Additionally, organizations should establish dynamic mechanisms for reporting ethical concerns, ensuring that employees feel secure in bringing problems to light. Highlighting the alignment of organizational goals with ethical principles can redefine success metrics, promoting a more sustainable and morally sound approach to business.

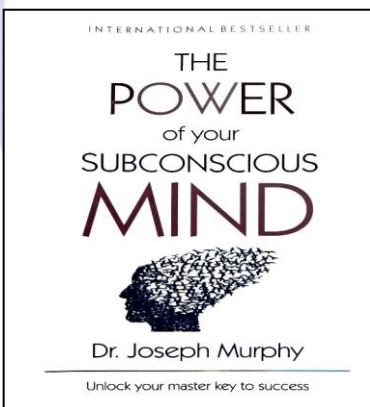
In conclusion, ethical leadership is not a simple checkbox on a corporate agenda; it is the foundation of a resilient and respected organization. Leaders must recognize that ethical decision-making is not ainterruption to success but rather an important substance for sustainable growth. By constructing ethical considerations in the organizational culture, leaders can direct the complex ethical land, stimulating a workplace that excels on principles as much as profits. In doing so, they not only lead their teams to success but also contribute to a broader societal framework built on trust and integrity.

Contributed by Miss. Ananya Bhansali, Student MBA 1<sup>st</sup> Year, SSR IMR, Silvassa

## Faculty Corner

### Book Review: The Power of your subconscious mind

This book accounts for the ways one can use the power of mind in every aspect of life. Author begins with the concepts of “conscious mind” and “unconscious mind” and its working. Further he has explained in detail the power of subconscious mind. He advocates that subconscious mind have solutions to all the problems of life. It is all about belief one holds. There is ample real-life evidence produced by author for validation that how a firm belief in something you want can be a reality. Subconscious mind can be used as guide. The book enumerates on how to take the guidance from your subconscious mind. The learning from this book can be helpful for everyone of us. Therefore, it makes this book for a student, teacher, professional, homemaker, businessmen and to all those who want to unleash the power of subconscious mind.



The book has 21 contents. To put it in condensed way it starts with significance of the book, later deals with *working of mind and its power*. Followed by *metal healing in ancient and modern times with the practical techniques* for the same. And good half a segment till end deals with *how your subconscious mind can be used in various aspects of life* such as to get *rich, successful, deal with marital problems, create happiness, forgiveness, removing mental blocks and stay young in spirit forever*.

The three key learning from this book are:

- i. *The law of life is “belief”.*
- ii. *The way to get rid of darkness is with light. Thus, affirm good, and the bad will vanish.*
- iii. *Your future is in your subconscious mind.*

To get the deeper insights it is recommend reaching out to this book and make maximum out of it. Happy Reading!

Contributed by Mr. Amar Vangad, Assitant Professor, SSR IMR, Silvassa

# Results @ IMR

## SSR IMR Batch 2021-23 Results SSR IMR Semester- II Toppers Batch 2022-24

SSR IMR students have achieved good results in their examinations in 2023. The Institute here in announces the Overall Results of **Batch 2021-23**. The SSR IMR further announces the **Semester II Toppers** of **Batch 2022-24**. The Academic performers were felicitated by the Guests, IMR Director, IMR Faculties & SSR Memorial Trust Representatives. The meritorious Students were applauded by all in the Academic performance awards ceremony.

### Academic Rankers of Batch 2021-23

<u>Name of the Student</u>	<u>Rank</u>	<u>CGPA</u>
Miss. Bhakti Chanchal	1	8.92
Miss. Neha Kataria	2	8.67
Miss. Shivani Damani	3	8.51



### Academic Toppers of Sem II Batch 2022-24

**Miss. Anjali Prajapati Topped Sem - II with SGPA 9.14**

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**CONGRATULATIONS**

**MBA (Batch-2021-23) Toppers**

Rank 1  Miss. Chanchal SGPA-8.92	Rank 2  Neha Kataria SGPA-8.67	Rank 3  Shivani Damani SGPA-8.51	Rank 4  Siddhant Paree SGPA-8.36	Rank 5  Shreyas Mhatre SGPA-8.1
Rank 6  Anshu Sebastian SGPA-8.05	Rank 7  Arvind Mishra SGPA-7.99	Rank 8  Ritesh Kamranji SGPA-7.94	Rank 9  Karan Singh SGPA-7.87	Rank 10  Shivraj Kapadi SGPA-7.86

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**CONGRATULATIONS**

**MBA -I Sem- II Toppers 2023 (Batch: 2022-24)**

Rank 1  Anjali Prajapati SGPA-9.14	Rank 2  Sushant Gaud SGPA-8.76	Rank 3  Aditya Padhyar SGPA-8.62	Rank 4  Pooja Kewal SGPA-8.54	Rank 5  Krishna Bhambhani SGPA-8.31
Rank 6  Hiral Bhambhani SGPA-8.03	Rank 6  Tishu Rajpara SGPA-8.03	Rank 6  Vidya Parot SGPA-8.03	Rank 7  Adwait Suresh SGPA-8.00	Rank 8  Jyotsna Jai SGPA-7.9
Rank 8  Nikita Sait SGPA-7.9	Rank 9  Shubham Nani SGPA-7.86	Rank 9  Santosh Jaiswal SGPA-7.86	Rank 10  Arun Zaverchi SGPA-7.75	Rank 10  Khushi Jain SGPA-7.76

SSR IMR is proud of You!

**SSR IMR family wishes all the best to the Academic Gems @ IMR**

# IMR's Extracurricular

## **E-Pledge – Say No to Drugs:**

SSR IMR, Silvassa participated in the E-pledge “Say Yes to Life, No to Drugs” coordinated Nationwide by the Narcotics Control Bureau. Adhering to the UT of DNH & DDNCORD Committee Notification, we here in submit the Report on the e-pledge. Altogether 90 Students & Staff have taken the e-pledge and the sample certificates are produced here for records.



## **Activities at IMR Library: Librarians Day, Launch – Library at your desk, Waachan Prerna Diwas**



Every year, India is celebrating Librarian's Day on 12th August in remembrance of Birth Anniversary of Padmashri Dr S.R. Ranganathan. He is regarded as “Father of Indian Libraries”, Father of “Library Science, Documentation & Information Science”. As his 131st Birth Anniversary, SSR IMR Knowledge Cell under aegis of IQAC celebrated “Librarian's Day” on 12th August, 2023. SSR IMR Library initiated a new service under banner of “Library @ Your Desk” on 1st September, 2023. The inauguration started with Speech of Prof (Dr) Rakesh Patil, Director, SSR IMR on importance of Latest information. Dr. Somnath

Bava, Librarian explained about this new service and requested the faculty members to utilize optimally. The main objective of this service is to keep aware the respective staff members about latest information on their respective subject and general issue. As part of the Ongoing activities at the Library, Waachan Prerna Diwas was also celebrated to awaken the sense of reading among the students.



## **Liberation Day & Independence Day**



SSR IMR organized the 77th Independence Day Celebration at the SSR Campus. Under the aegis of Azadi ka Amrit Amritkal, the SSR Campus whole heartedly celebrated the Independence Day. Prof (Dr) Rakesh Patil, Director SSR IMR, was the Chief Guest on the occasion. Post the Flag Hoisting, all at the function respected the flag with Salute and National Anthem. The entire occasion was full with Enthusiastic mood and Patriotic feelings. Recently on 2<sup>nd</sup> Aug the Institute had also celebrated the Liberation Day of DNH. In 1954 DNH was liberated from Portuguese colonial rule after a huge independence struggle by the citizens of the territory.

## **World Entrepreneur Day**

In association with MoE's IIC & under the aegis of IQAC Institute celebrated the World Entrepreneurs Day. CEO of Enjay IT Solutions Pvt. Ltd., Bhilad Shri Limesh Parekh addressed the gathering and extended his views. All Students and Staff were glad to witness the CEO and appreciated his speech on the occasion. The aspiring Minds of Students got food for thought and the same shall benefit in their career.



## Parents Meet – 21st Aug'24

SSR IMR organized the Parents Meet on 21st Aug 2023. The Parents meet was organized with an aim to interact with Parents of the Students seek their views on the Institutional functioning, give opportunity to the Parents to extend suggestions and together come up with constructive thoughts to nurture the students. SSR IMR has always been inclined towards developing its students and this Parents meet was one such activity towards the goal. This meet was of Parents of Batch 2023-25.



## Embarkation MBA 1st Year



SSR IMR under the aegis of IQAC organized the MBA 1st Year Batch 2023-25 Orientation Programme Embarkation - Blossom into Brilliance. The Institute commenced its functioning for Batch 2023-25 effective 21st Aug, 23 with the Orientation Programme Embarkation: Blossom into Brilliance. The Orientation session on Day 1 included the Institute's Introduction, Intellectual Capital Introduction, Self-Introduction by the students & Admission formalities. The Day 2 commenced with the Industry - Institute Interaction. Shri Limesh Parekh, CEO of Enjay IT Solution Pvt, Ltd.,

Bhilad (MoU Partner) addressed the students on the theme Expectation of Industries from MBAs. The session was followed by the Alumni Talk where by Mr. Shijo Verghese, SSR IMR Alumni Batch 2017-19 spoke on the theme Journey as Entrepreneur & Expectations from MBAs. Also another Alumni Mr. Hardik Bhandari, Batch 2018-20, spoke about his experiences on Professional front. An Engagement activity was planned for developing the Team Spirits of the Students. The orientation concluded with the Library session for all New Students.

## Farewell: Bon Voyage - 14

SSR Institute of Management & Research, Silvassa MBA Batch 2021-23 experienced the Farewell function - Bon Voyage - 14 on 2nd Sept 2023. The Annual awards were announced for the Batch 2021-23. Director SSR IMR, (Prof) Dr. Rakesh Patil & all the Faculties expressed their good wishes to the Batch 2021-23 and appreciated the winners in various categories. The Major awards were the Best Manager Contest Winner - Miss. Neha Kataria and Best Outgoing Student - Miss. Bhakti Chanchal. Amidst the Cultural events, the entire programme was successfully completed.



## Hindi Pakhwada



Hindi Divas was celebrated on 14th Sept '23. A Two-week Hindi Pakhwada was organized by the Union Territory of Dadra & Nagar Haveli & Daman & Diu and culminated with the Prize distribution at the Kalakendra, Silvassa. Students as well as faculty of SSR IMR participated in various competitions like essay writing, elocution and group song. It was proud moment for all to win various Individual & Group competitions thereby adding feathers to the glory of SSR IMR.



## Entrepreneurship Conclave 2023



SSR IMR, Silvassa under the aegis of IQAC organized 3rd National Entrepreneurship Conclave on Saturday, 14th Oct. 2023. The conclave started with the Institutional address followed by the My Entrepreneurs Series Presentations. SSR IMR Director Prof. Dr. Rakesh Patil addressed the students on the essence of Entrepreneurship and such conclaves. All the Guest Speakers in the Conclave were from the IMR Alumni across batches. The Alumni Speakers included Mr. Neelabh Kaushik, Mr. Nikhil Yadav, Mr. George Bino Kunjumon, Mr. Ritesh Patel, Miss. Babita Singh & Mr. Anand Agrawal. All these Alumni are doing good in their entrepreneurial ventures. The representation was from Manufacturing, Trading, Academic Institution, Consultancy & banking Sector.

## Diwali Celebration at IMR – Days & Diwali Milan

Diwali was celebrated at SSR IMR with new wave of events on daily basis with students enjoying & celebrating the festival with week-long activities. SSR Memorial Trust's Colleges on Saturday, 4th Nov. 2023 experienced a very soothing and delightful moment. It was the occasion of Diwali Celebration with the Family members of all SSR staff. The Cultural night and the Diwali Milan celebrations started at 6 PM and the Families of the Staff had a wonderful delicious moment with Dinner. The Families had good opportunity of networking and witnessing the Campus ambience. The Evening was graced by the presence of the Hon'ble Chairman SSR Memorial Trust Mr. Abhinav M. Delkar. Also at the occasion Shri Ajit Deshpande, Managing Trustee & Dr. Pankaj Sharma, PRO, SSR Memorial Trust were present to Welcome the Families of the Staff members. The Evening was specially graced by the presence of the Head of the family Smt. Kalaben M. Delkar Madam, Hon'ble Member of Parliament, DNH.



## CSR Conclave



SSR IMR, Silvassa under the aegis of IQAC organized 3rd National Level CSR Conclave on Saturday, 4th Nov. 2023. The CSR conclave started with the Institutional address and the Introduction of the Programme. The Conclave had the inclusion of Alumni and Industry representatives. The first half was dedicated to the Alumni Interaction and the other half was packed with Industry representatives' presentations on CSR activities in their respective companies. The Alumni Team was represented by Miss. Vaishnavi Kadam, Meril Life Science, Vapi and Mr. Umang Patil, Ami Polymer, Silvassa. The other Industry Speakers included Mr. Subodha Sarangi, Gulf Oil Lubricants, Silvassa, Mr. Debjyoti Das – Blue Star Ltd., Dadra. and Mr. Piyush Verma, Balmer Lawrie (PSU), Sayli. All Speakers including Alumni commonly focused on the significance of CSR and narrated their own experiences.

## Human Rights Seminar

SSR IMR conducted a webinar on the theme Human Rights under the aegis of IQAC for the MBA 1st Year Sem I Batch 2023-25 Students on 4th Oct 2023. The Resource person for the session was Mrs. Tamanna Patel, Asst. Professor, SSR College of Arts, Commerce & Science, Silvassa and Proud Alumni SSR IMR Batch 2013-15. This session was organized for students adhering to the norms directed by SPPU, Pune pertaining to additional subjects for PG Courses. The speaker for the day stated her thoughts on Human Rights and discussed various points to know with respect to Human Rights.



## Orientation Sem III



SSR IMR, Silvassa, recently organized a two-day orientation program for the MBA II students of the Batch 2022-2024. The event took place on the 26th and 27th of September 2023 and was themed "Embarkation: Campus to Corporate." Mr. Rashmikant Patel, an esteemed HR Consultant, IR Expert, and Legal Advisor, graced the event and guided the students on various aspects of employability skills. Following Mr. Rashmikant Patel, the stage was graced by one of the distinguished alumni of SSR IMR, Mr. Amit Patel. Mr. Amit Patel currently serves as the Deputy Manager at Raj Petro Specialties Pvt Ltd. He offered a thought-provoking discussion on the theme of "Expectations of Industry from MBA Students."

## POSH Training

"On October 20, 2023, SSR IMR in Silvassa organized a Seminar on Prevention of Sexual Harassment at Workplace. The seminar was coordinated by Humanagers (Batch 2022-24) 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 skit, presentation, and a short film on sexual harassment prevention.



## Industry visit – IPCA, Navneet, RR Kabel, Balmer Lawrie



SSR IMR, Silvassa organized Industry visit for the students of MBA 1<sup>st</sup> Year at IPCA labs, Navneet Education Ltd. & Balmer Lawrie, PSU. Industry visit is a part of the MBA curriculum, during which students visit companies and get insight of on the internal working environment of the company. The industrial visit also provides an insight on how companies work and also useful information related to the practical aspects of the course. SSR IMR extends its gratitude to the organization for providing valuable insights to the students. SSR IMR in collaboration with Industries is providing practical and learning opportunity

for students to have a better knowledge about industries which will help them in their near future.

## Navratri Celebration

The SSR Campus celebrates Navratri festival with great enthusiasm and energy every year. The Navratri festival this Year was celebrated by active participation of the students. Students were also encouraged by awarding the prizes under various categories like Best Attire & Best Step. Among the faculties Mr. Amar Vangad won the best Step award.



## Avishkar @ Nashik & Pune

SSR IMR conducted Institute level Avishkar Competition in Oct'23. Avishkar is a Maharashtra State run research competition held in Four levels. It starts with Institute Level, then Zonal level, then University level and finally State level. Total 7 participants presented their thoughts this year with new product ideas including the Research Scholar category & MBA 2<sup>nd</sup> year Students. Among the Students category Aditya Padhyar and Hetvi Kataria were the Top 2 to represent at Zonal level Nashik and Mr.



Amar Vangad represented SSR IMR in Research Scholar (PPG) category. The IMR Team presented quietly nicely at Zonal level and got shortlisted for university level as well. The Teams could not move beyond university level, however the Institute appreciates the effort of the Students and staff towards research instinct. Now gearing up for the next years Avishkar competition.

## Visits by the Students: Kataria Agency and Hyundai Visit

SSR IMR Marketing Specialisation students had a good fortune of visiting the leading automobile agencies in the region. The major objectives of such visit is to acquaint students with the practicality of the Sales & distribution management at these agencies. In this series the students visited Hyundai and Maruti Suzuki



agencies in the region and experienced the best of the learning supported by the officials of the agencies. Majorly students got to learn the challenges associated with the business and the overall managing of Sales & distribution aspects of the business.



## Visit at Harshvardhan Show, Vapi Tech and Richter Themis

The students of SSR IMR visited the various Exhibitions and Motivational shows during this period. The leading visits included the superb Motivation talk by Harshvardhan, the leading motivational speaker. The students had a good time listening to Harshvardhan and seeking inputs for problem solving approach in life. Students also visited and volunteered for Tech Vapi 2023 exhibition. An Industrial goods exhibition had every potential for the student to imbibe Marketing and Exhibition skills. Also as part of the HR Vapi Trainings, the IMR students visited Richter Themis company where independent consultant Mr. Aniruddha Panchal engaged the audiences on motivational aspects.



## Key to Happiness – ISTD Event

ISTD Silvassa Chapter in association with SSR IMR conducted a session on Key to Happiness by Swami Chinmaydas, BAPS, Swaminarayan Sanstha Silvassa on 23<sup>rd</sup> Dec. 2023. The Session was attended by Industry representatives and the MBA students. The Speaker enlightened the students with the key to happiness in life. All participants were very happy with the speaker's delivery and inputs.



## Red Ribbon Club activity

SSR IMR was privileged to constitute Red Ribbon club in Jan 2020. The DNHSACS (Dadra & Nagar Haveli State AIDS Control Society) conducts activities at UT Level every year under the aegis of red ribbon Club. On the occasion of World Aids Day, the DNHSACS (Dadra & Nagar Haveli State AIDS Control Society) conducted Elocution and Poster making competitions. SSR IMR students Aditya Padhyar, Shubham Soni and Ananya Bhansali participated in the same. IMR Student Aditya Padhyar was declared State Champion the Elocution Competition.



## Laptop Distribution

SSR IMR, Silvassa experienced a very delightful moment when the students of Batch 2023-25 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 PRO Dr. Pankaj Sharma, IMR Director Prof (Dr) Rakesh Patil & Principal, SSR College of ACS Dr. Rajeev Singh, the laptops were distributed to the students.



## Launch of Clubs – CSR, HR, Finance and Marketing

SSR IMR effective term 2023-24 created various clubs at the Institute. The Students of especially 2<sup>nd</sup> year coordinated well and with the help of the newly joined 1<sup>st</sup> year Students created HR Club, Finance Club, Marketing Club and CSR Club. The major aim of these clubs is to engage students primarily on Specialisation front and seek further academic inputs to gain more insights during their academic journey. The students are contributing well and by the time the report got compiled, various sessions have already been experienced under the banner of respective clubs.



## HR Perspective and Marketing Perspective Case Study

SSR IMR, Silvassa witnessed the HR Perspective & Marketing Perspective Case Study Competition 2023-24 during the months of Oct. 2023 to Dec. 2023. The HR & Marketing Specialisation students of Semester III at IMR Batch 2022-24 had the opportunity to



participate in the competition. The winners of HR Perspective Case Study Competition were the Team **Snehvi- Hetvi Kataria & Snehal Gund** and the winners of the Marketing Perspective Case study competition were Team **Joyful Nomads – Jamuna Jat and Narendra Raut**.



## CSR Activity – Clothes Donation

SSR IMR under the aegis of CSR Club @ IMR conducted the Clothes Donation drive. The mission was launched during the CSR Conclave and every year post the conclave the students



drive the mission of Clothes donation. Right from students to Staff all contributed their clothes and the students committee distributed the same among the needy in the near by locations. Such efforts imbibe the sense of belongingness among students and they grow compassion within.



## EAP – MSME

Branch MSME DI, Silvassa & SSR IMR, Start up & Innovation Cell under the aegis of IQAC organized Entrepreneurship Awareness Programme on 25th Nov. 2023. The Programme started with the Welcome of all the Dignitaries, Lighting of the lamp and University anthem followed by programme inaugural address by Prof (Dr) Rakesh Patil, Director, SSR IMR. There were 4 Resource Persons for the session, comprising of Shri. Nitin Chawla – representing MSME Team, Dr. Dipak M. Sanki, KBS, Vapi, Dr. S Balasubramanian, Govt. College, Daman and Dr. Dipesh Shah, Director, N K Desai College, Pardi. The Resource Persons for the day stated their thoughts on



Entrepreneurship as well as various bank's scheme towards development of the Entrepreneurship. The students who had accumulated various achievements recently got felicitated by the hands of the guests. The students had a good learning opportunity and potentially the session will add value to their career aspirations. The session concluded with Vote of Thanks. SSR IMR Family appreciates the support extended by the MSME Team.

## Safe Banking Practices Seminar RBI

SSR IMR conducted a safe banking practice session by Shri. Bhupendra Tripathi AGM, office of RBI Ombudsman, Ahmedabad, Gujarat. The session was quite interesting with a quiz at the end and goodies were distributed by the session speaker. The participants had a wonderful experience on financial literacy as well tips to be safe on banking practices. The Speaker was blind and has created such a wonderful talent of engaging audiences with



literarily no external support. We at SSRIMR express heartiest thanks to the speaker and Team from RBI.



## Monthly Birthday Celebration

SSR IMR effective 2023-24 started the practice of celebrating the Happy Birthdays of the entire Month on the last day of the month. The Humangers at IMR every year prepare a Birthday Calendar / Chart and display on the IMR Boards. Every Day during assembly in the morning, the respective birthdays get celebrated. The addition to the existing practice was student engagement activity in the form of Monthly birthday celebration. The activity is full of fun and engaging for all Students & Staff.



## Techxsecure – Cyber Crime session

SSR IMR hosted a session on awareness on Cyber Crime and related remedies. Techxsecure team from Surat visited the Institute and engaged the students while addressing them on the theme of Cyber Crime and related remedial practices. The students had the opportunity of listening to tech experts and seeking guidance.



## Best Manager Contest 2023-24

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 2022-24 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 contestants shall reach Finals of the Best manager Contest.



## Swayam MOOCs attempt by IMR Team at Surat



SSR IMR Students & Faculties have been appearing for Massive Open Online Courses (MOOCs) on various platforms like Swayam, Udemey, Coursera etc. The recent success in the term 2023-24 was the International Marketing Course on NPTEL, Swayam platform where the Marketing Sparklez Team Batch 2022-24 attempted the Test in Sem III. The Team post Swayam Exam visited the Historical place Dandi. The learning at Dandi was icing on the cake for the students.

## SSR IMR Participation in UT level Marathon

Dept of Health & Family Welfare, UT of DNH & DD had organized a marathon with theme Run for HIV Aids Awareness. Entire Schools and Colleges of the UT participated in the same. SSR IMR was represented by Miss. Sweta Singh and Mr. Aniket Barhat. Both had a wonderful participation and experience. Year on Year IMR Students have been participating in such events which eventually satisfies dual purpose of student talent & skills depiction and supporting a cause.



**“Inspiration does exist, but it must find you working.”**

**—Pablo Picasso**

## PDP @ IMR

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

Sr.No.	Theme of the session	Name of the Instructor / Resource
1	Session on SAMIKSHA-I (Book review competition)	Dr. Somnath Bava, Librarian, SSR IMR
2	Strength Weakness Matrix	Dr. Rajesh Kumar Pandey, Associate Professor, SSR IMR
3	Focus 2025-Campus to corporate	Prof (Dr.) Rakesh Patil, Director, SSR IMR
4	Orientation on LinkedIn	Dr. M. Bilal A. Bhada, Asst. Professor, SSR IMR
5	Orientation to information Security	Dr. Rajesh Kumar Pandey, Associate Professor, SSR IMR
6	Workshop on Google Form	Dr. M. Bilal A. Bhada, Asst. Professor, SSR IMR
7	Meditation Session	Dr. Somnath Bava, Librarian, SSR IMR
8	Orientation on MOOCS platform & Courses	Dr. Natasha Nunes, Asst. Professor, SSR IMR
9	Business Plan	Dr. Rajesh Kumar Pandey, Associate Professor, SSR IMR
10	Orientation on OSCM Specialization	Dr. M. Bilal A. Bhada, Asst. Professor, SSR IMR
11	Orientation on HR Specialization	Dr. Diksha Swaroop, Asst. Professor, SSR IMR
12	Resume Contents- Objective & Skills	Mr Amar Vangad, Asst. Professor, SSR IMR
13	Orientation on Finance Specialization	Dr Natasha Nunes, Asst. Professor, SSR IMR
14	Orientation on Marketing Specialization	Dr. Rajesh Kumar Pandey, Associate Professor, SSR IMR
<b>Mentor – Mentee Session</b> The IMR faculties had a good Mentor – Mentee Interaction & guidance provided to the students.		



## Industry Connect & Seminar

Sr. No.	Name of the Guest	Speaker Credentials	Theme of the session
1	Team from Ami Polymer Company	Team from Ami Polymer Pvt. Ltd., Silvassa	Awareness campus on menstrual Hygiene
2	Mr. Vaibhav Jadhav	Asst. Professor, SSR ACS, Silvassa	Management Principles & Leadership: Insights from lord Krishna
3	Dr. Rajeev Singh	Principal, SSR ACS, Silvassa	Entrepreneurial Competencies and Skills
4	Mr. Yogendra Bhai	Trainer, Shayona Trading co., Silvassa	Training session on mastering Fire safety: A Disaster Management Approach
5	Ms. Megha Pandoria	SSR IMR Alumni & Freelance Trainer	Stress Management and Emotional Intelligence
6	Mrs. Tamanna Patel	Asst. Professor, SSR ACS, Silvassa	Human Rights
7	Mrs. Manali Choudhary Sengupta	NDCI Club, IIT Kharagpur (Sr. Manager)	User Awareness programme on National digital Library of India
8	Mr. Himanshu Rawat	SSR IMR Alumni & Owner- HRS Events and Entertainment	Event Management Opportunities & Challenges
9	Ms. Diksha Thakur	Meril life Science, Vapi (Sr. Executives)	The Essence of management Principles
10	Mr. Farhan Khan	SSR IMR Alumni & Senior Executives HR & Admin, Galva, Bhilad	Practical insights on EPF and ESI
11	Mr. Nikhil Yadav Mr. Bino George Mr. Anand Agarwal Ms. Babita Singh Mr. Neelabh Kaushik	SSR Alumni Entrepreneurs	Entrepreneurship Conclave
12	Mr. Dipesh Shah	Partner- Speed Mart, Silvassa	Preparing for Entrepreneurship: Key factor

13	Dr. Meena Kute	Principal, SSR College of Education, Silvassa	Vachan Prerna Diwas
14	Humanagers, Batch 2022-24	HR Club Activity	Prevention of Sexual Harassment at Workplace
15	Mr. Vikas Mishra	Founder 360 Degree Marketing, Mumbai	Digital Marketing: The Business Booster
16	Industry Representatives & Alumni	Industry Representatives & Alumni	CSR Conclave
17	Mr. S Shinde & Dr. Sanjay Tupe	Assistant Secretary & Faculty of Economics, Insurance Institute of India	Awareness on Insurance Certifications
18	Mr. Vinay Vasanth & Mr. Braj Bharadwaj	Infosys Ltd, Representatives	Campus connect & INFOSYS Springboard Road show for Students
19	Mr. Bhupendra Tripathi	AGMRBI, Ahmedabad, Gujarat	Awareness on Safe Banking Operations
20	Team MSME	Branch MSME DFO Silvassa	Entrepreneurship Awareness Programme
21	Mr. Subodha Sarangi	HR Manager Gulf Oil Lubricant Silvassa	Talent Management

## Best Case Study Resolution Award @ ABS, Nashik

SSR IMR Teams participated in the National Case Study Resolution championship at Ashoka Business School (ABS), Nashik in August 2023. Total 5 teams from the Institute Participated in the competition and battled with Institutions across the nation. We are very glad to announce that the Team comprising of Dr. Rajesh K. Pandey (Faculty) and Students Aditya Padhyar & Shubham Soni MBA 2<sup>nd</sup> Year were declared the WINNERS of the contest. As prizes they received a Cash Prize of Rs. 10,000/- and Trophy & Certificate. The Team SSR IMR congratulates the achievers.



**Congratulations for the Achievement**

## Conference/ Seminars/Research Papers

July 2023 to Dec. 2023

Sr. No.	Name of the Faculty / Student	Title of the Research Paper	Place of Presentation / Publication Journal
1	Dr. Rajesh K. Pandey Miss. Shahin Shaikh Miss. Sufiya Sayed	A Study on Healthcare Product Marketing Strategies	IJRAR
2	Dr. Rajesh K. Pandey Miss. Vrushali Parekh	A Study on Emergence & Status of E-Commerce In Indian Context	4 <sup>th</sup> International Acharaka congress on Humanities and Social Sciences
3	Dr. Rajesh K. Pandey Mr. Fayaz Khan	A study on the synergistic relationship between Corporate Social Responsibility and Marketing in Organizations	MTC Global Video International Conference
4	Dr. Rajesh K. Pandey Miss. Shreya Parekh	Brand Management: Concern Of Organisations	Perna Journal
5	Dr. Rajesh K. Pandey Miss. Hetvi Kataria	A Study on Essence of Employee Engagement: An Organisational Perspective	IJEMR
6	Dr. Rajesh K. Pandey Miss. Anushree Bose	Dilemma to Dominance: Decoding the Evolution of the Indian Pharmaceutical Industry - A Case Study	ABJAR
7	Dr. Mohd. Bilal A Bhada Mr. Shubham Parte	Distribution Channels For ICT Components & Peripherals	Juni Khyat
8	Mr. Amar Vangad Dr. Rajesh K. Pandey	Tribal Entrepreneurship: A Case Study of Dadra and Nagar Haveli	Juni Khyat
9	CS Neelabh Kaushik Dr. Rajesh K. Pandey	Business Sustainability: A Literature Review	Juni Khyat
10	Dr. Rajesh K. Pandey Miss. Jyoti Singh	A study on development of higher education and professional development of teachers in Indian context	GOEIRJ
11	Dr. Rajesh K. Pandey Miss. Ashwini Sonar	Human Resource (HR) Practices - A Comprehensive Review	MJAR

## Institute Research Award:

The “International Journal of Engineering and Management Research (IJEMR)”, an International Peer Reviewed & Referred Journal recognized the Literary Research Activities conducted at SSR IMR. A recognition certificate was received by the Institute and



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Date: 27-09-2023

### Certificate

#### Recognition of Literary Research Inclination

We at “International Journal of Engineering and Management Research”, an International Peer Reviewed & Referred Journal recognize the Literary Research Activities conducted at the

**SSR INSTITUTE OF MANAGEMENT & RESEARCH, SILVASSA,**  
Permanently Affiliated to **SPPU, Pune**

We acknowledge & honour the visionary leadership of

**Shri. Abhinav M. Delkar,**  
Chairman, SSR Memorial Trust, Silvassa

We appreciate the guidance & efforts of

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

for creating the Research environment and nurturing the Staff & Students towards Literary Research activities at the Institute.

*Muhammad Husina*

Prof. (Dr.) Muhammad Husina  
(Editor-in-Chief)  
International Journal of Engineering and  
Management Research (IJEMR)

the same was presented to the Chairman SSR Memorial Trust Mr. Abhinav Delkar. The Chairman was generous to present a copy to the IMR Director Prof (Dr) Rakesh Patil. Also a Research Excellence Certificate was awarded to Dr. Rajesh Kumar Pandey representing SSR IMR Silvassa upon coordinating Research activities & guiding students on Research paper & Case study writing.



## Faculty Exchange:

SSR IMR Faculties have been undertaking learning exercises by being associated



with Industry and academia. The faculties have conducted sessions at SSR College of ACS, SSR College of Education, Silvassa, Parul University, Baroda etc.



## MoUs with Leading Organisations:

SSR IMR has been in good touch with Industries for student development. In this respect several MoUs have been signed with the Industry and Academia. In this



series during the term 2023-24, IMR signed MoUs with ISTD, Infosys Springboard, Bajaj Finserv, Insurance

Institute of India etc. Such MoUs do support in developing students skill sets and acumen.



## IMR in Media



## MOOCs @ IMR

The IMR Teachers, Librarian and Students have actively completed MOOCs of various MOOC providers including Swayam Courses, Udemy, Coursera etc. Till date the tally has reached to 143 MOOCs and IMR is promoting MOOCs among students.

<u>Category</u>	<u>Number of MOOCs</u>
Teachers & Librarian	42
Students	101
Total	143



**SSR Memorial Trust**, a self financed charitable Trust started with a mission to promote education towards excellence and education for all. The **Institute of Management & Research (IMR)** is the latest feather in the SSR Memorial Trust's cap, operational since 2008-09. The NAAC Accredited Institute is permanently affiliated to **SAVITRIBAI PHULE PUNE UNIVERSITY** and approved by AICTE, presently running the Two years' Post Graduate Programme '**Masters in Business Administration**' (MBA). The Institute enjoys the uniqueness of being affiliated to a University of repute and it is privileged to find its existence amidst a huge Industrial belt at Dadra & Nagar Haveli. The University Results, Teaching quality, overall personality development of students and great assistance with placement makes the Institute stand tall in this ever-increasing competitive professional world. The Institute is working with a vision for its academic excellence, research contribution, creative ability and innovation.



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