

SSR IMR NEWS LETTER

JUL' 2024 TO DEC' 2024 VOL. XXII

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. 2024, 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!!

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Prof (Dr.) Rakesh Patil
Director, SSR IMR

Faculty Editor
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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

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

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SSR
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MANAGEMENT & RESEARCH

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Intellectual Corner

Faculty Corner:

INTERNATIONAL INSURANCE

India introduced the globalization in Indian economy which has helped to boost the Indian economy. Likewise, other country also has globalized approach. As all companies are thriving towards global, they are indirectly affecting the insurance and reinsurance sector and allowing the creation of new term called as International Insurance. International Insurance importance has been increased as more and more businesses move to globalization and that is not only limited to companies but other area also need to know about international insurance. The International Travellers need to be aware about the concept of international insurance to insure their life across the globe. The industries need to manage the risk related to currency flexibility, cyber, political events and casualty caused by natural disaster, accidents and other hazards. All such areas can be addressed through International Insurance.



International Insurance refers to the protection against the risk that operates at multiple jurisdiction and countries. There are multiple companies who provide insurance at international level for e.g. Allianz Global Corporate Society, AXA XL, AIG etc. which helps to manage multiple scenario of risk management like health and medical insurance, property and liability insurance and marine and cargo insurance, political risk and trade credit insurance and automobile insurance for international fleet and other risk.

Insurance Industry attracts complexity. The disputes in International insurance are pretty critical and hence to resolve any issue related to insurance, international organization was established in 1994 named as International Association of Insurance Supervisors (IAIS). It is the international standards-setting body for the insurance sector. It is a membership organization of insurance supervisors from more than 200 jurisdictions, constituting 97% of the world's insurance premiums. IAIS plays a critical role in setting global standards for the insurance sector, providing a framework to maintain financial stability, encourage fair regulation, and promote consumer protection. As the International insurance landscape continues to evolve, the IAIS focuses on several key future trends, adapting its regulatory standards and guidance to address emerging challenges and opportunities.

Contributed by Ms Megha Agrawal, Assistant Professor, SSR IMR, Silvassa

Student Corner:

Potential Growth of Rural Market in India

How do you think brand like Coca – Cola, Colgate, Pepsi became a household name in rural area?

Nearly 70% of Indian population resides in rural area, businesses like Coca – cola, Colgate, Pepsi has successfully identified the growth potential of rural India and strategically planned their marketing efforts in early stage to fulfill customer demand. The common factors that coca – cola, Colgate and Pepsi had was tailored offering, affordability, accessibility, creating emotional connection, believing in word-of-mouth advertising along with their marketing efforts.



Through their continuous marketing efforts now in rural market, Coca-Cola is found in every corner, the word “toothpaste” is replaced by the word “Colgate” and Pepsi became a part of every occasion.

Due to the increase in income and living standard in rural area, there exists a growth potential. Brands can focus on the following factors to tap into the rural market i.e., customized product size as per the need, delivering products which are value for money, be consistent in offering, build trust and loyalty, making timely availability of products. The indigenous management guru late C.K. Prahalad, in his book “The Fortune at the Bottom of the Pyramid”, highlighted that the greatest untapped market potential lies with the low-income or “bottom of the pyramid” segment. He argued that businesses can find high growth by serving the needs of the low-income population in rural and semi-urban areas, as this group represents a vast consumer base that is often overlooked.

In today's fast-moving market, any businesses aiming to become successful in rural areas must focus on understanding the population and customizing their efforts accordingly to unlock the potential that rural markets possess.

Contributed by Ms Vishakha Patel, Student MBA 1st Year, SSR IMR, Silvassa

Student Corner

Soft Skills Development: A Pathway to Success

In today's fast-paced and competitive world, technical knowledge alone is not enough to excel. Employers, organizations, and even society value individuals who possess soft skills—a combination of communication, teamwork, adaptability, leadership, and emotional intelligence. These skills enable individuals to navigate challenges, build meaningful relationships, and create a positive impact in both personal and professional spheres.



Soft skills are essential in every aspect of life. Effective communication helps in expressing ideas clearly, while teamwork and collaboration foster a productive work environment. Critical thinking and problem-solving enhance decision-making, and time management ensures efficiency. Moreover, qualities like resilience, adaptability, and emotional intelligence help individuals remain composed and solution-focused, even in stressful situations.

Developing soft skills requires consistent effort and practice. Participating in group discussions, engaging in leadership roles, improving public speaking, and actively listening to others are some ways to enhance these abilities. Continuous learning, self-reflection, and feedback from peers and mentors further contribute to personal and professional growth.

In the era of automation and artificial intelligence, soft skills have become more valuable than ever. While technical skills may open doors, it is soft skills that determine long-term success. Those who master the art of communication, teamwork, and adaptability will not only thrive in their careers but also build stronger relationships and lead more fulfilling lives.

Investing in soft skills is an investment in a brighter future. The key is to embrace lifelong learning and continuously strive for self-improvement.

Contributed by Mr. Gaurav Kolte, Student MBA 2nd Year, SSR IMR, Silvassa

Student Corner

The Contribution of Invisible Hand towards organization Success

In today's dynamic business landscape, technology has emerged as the invisible hand guiding managerial decisions. It's no longer just a tool; it's the very foundation upon which successful organizations are built. At the heart of this transformation lies a profound shift towards customer-centricity. Technology empowers managers to understand customer needs and preferences with unprecedented granularity. Data analytics, AI-powered insights, and personalized experiences have become cornerstones of modern marketing. By leveraging these tools, businesses can anticipate customer demands, tailor offerings with precision, and build lasting relationships based on trust and mutual value. Furthermore, this customer-centric approach extends beyond marketing. It permeates every aspect of the organization, from product development and service delivery to internal operations.



But the impact of technology transcends internal operations. Socially responsible businesses leverage technology to minimize their environmental footprint, empower local communities, and contribute to a more sustainable future. Through strategic CSR initiatives, they demonstrate a commitment to ethical practices and build a strong reputation that resonates with socially conscious consumers. Effective public relations in this digital age require a nuanced understanding of how to leverage technology to shape public perception. Social media, online reviews, and digital content have become powerful channels for communicating brand values and building authentic connections with stakeholders. Ultimately, the success of any organization is a collective effort. It is the invisible hands of countless individuals and factors that contribute to its growth and prosperity. From the dedication of employees and the support of suppliers to the strategic planning of leadership and the trust of customers and creditors, each element plays a vital role.

In conclusion, technology has become the invisible hand that shapes the future of management. By embracing its transformative power, managers can unlock new levels of efficiency, innovation, and customer satisfaction. This customer-centric approach, coupled with a strong commitment to social responsibility and effective public relations, will not only drive business success but also contribute to a more sustainable and equitable future for all.

Contributed by Mr. Kishan Marvania, MBA 2nd Year Student, SSR IMR, Silvassa

The Power of Psychological Safety: Unleashing Innovation and Performance in the Workplace

In an era of rapid change and intense competition, organizations constantly seek ways to boost innovation, enhance performance, and create resilient workplace cultures. While traditional strategies often prioritize efficiency, processes, and structure, one crucial yet frequently overlooked factor psychological safety has emerged as a key differentiator. Coined by Harvard Professor Amy Edmondson, psychological safety refers to an environment where employees feel safe taking interpersonal risks without fear of embarrassment, rejection, or punishment. Psychological safety plays a crucial role in multiple aspects of organizational effectiveness. First, it fuels innovation by encouraging employees to challenge conventional thinking, experiment with new approaches, and learn from failures without fear of blame. This openness fosters creativity and enables teams to develop groundbreaking solutions that push the organization forward. Additionally, psychological safety strengthens team performance by promoting honest communication, constructive feedback, and mutual support. Furthermore, it cultivates a learning culture, where employees are encouraged to seek knowledge, embrace growth opportunities, and adapt to industry shifts critical traits for long-term competitiveness and resilience.



Beyond innovation and teamwork, psychological safety also has significant implications for risk management and employee retention. In high-stakes industries such as healthcare, aviation, and manufacturing, a lack of psychological safety can lead to unreported errors, increasing the likelihood of critical mistakes. Building a psychologically safe workplace requires intentional leadership and cultural transformation. Leaders set the tone by modeling humility, actively listening, and showing openness to feedback. Creating structured opportunities for employees to voice concerns through open forums, anonymous feedback channels, or regular team check-in sessions that every voice is heard. In today's dynamic business landscape, psychological safety is not an option but a necessity. Companies that prioritize it will unlock their employees' full potential, drive sustained innovation, and build high-performing, resilient teams prepared to navigate future challenges.

Contributed by Ms. Yukta Patel, MBA 2nd year Student, SSR IMR, Silvassa

Hindi Diwas Celebration

The Students at the Institute celebrated the Hindi Diwas with best of their literary & poetic performances and experienced the tough competition. 14th Nov., the Hindi Diwas celebration is hosted every year. This year it was a vibrant celebration of our national language, emphasizing its cultural significance. The event featured engaging competitions like elocution and poem recitation, fostering appreciation and pride for Hindi among students. The guest judges on the occasion Shri. Amol Arondekar and Dr. Shalini Sharma, the well known Poets from the region, presented their performances as well while judging the contestants.



Avishkar Competition 2024-25

SSR Institute of Management & Research, Silvassa 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 had conducted Institute level Avishkar Competition during Sept. 2024 post which the Team represented at Zonal and University level. The



winner of the Institute level competition, Ms. Tyagi Modh & Ms.

Ananya Bhansali, were selected to represent the institution at the Zonal Level Round held at Loknete Vyankatrao Hiray Arts, Science and Commerce College, Panchavati, Nashik (MS) - 422 003 on 29th November 2024. Subsequently they were selected for University Level Competition on 15th Dec. 2024

Fresher's Day Celebration – MBA & BBA

The Institute celebrated the Fresher's day occasion for the new Batch 2024-26 on 21-09-2024, It was a lively event where MBA 2nd-year students extended a warm welcome to the new batch, presenting engaging performances and fostering a positive and inclusive environment for the new students to begin their academic journey. The



new batch with new aspirations shall embark on the journey of gaining academic excellence. During the event, Mr. & Miss. Contest was judged by the team of Alumni. Mr. Alok Dubey was adjudged as Mr. Fresher and Miss. Mansi Patil was judged as Miss. Freshers. These Two will be the Class Representatives of the Batch. Also BBA Batch 2024-27 experienced the welcome party. Miss. Khushi Shinde was selected as Miss. Fresher and Mr. Ujjwal Chaubey was declared the Mr. Fresher of the Batch. They both are serving as CR of the batch.



Hindi Pakhwada Participation

SSR IMR Students & Staff participated in the Hindi Pakwada 2024 event. It is an literary fest celebrated every Year by the local 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. Both Students and Teachers actively participate in these competitions, showcasing their talent and creativity in the Hindi language. The event serves as an important platform to encourage a deeper understanding and love for Hindi, fostering cultural and linguistic pride in participants. It is held every year, bringing together the school community in a spirit of competition and celebration of our rich cultural heritage. This Year Students bagged prizes in Elocution Competition and Singing contest. Staff was in Top 3 in the Singing competition.



Navratri Garba Celebration:

The SSR Campus on during the Navratri was full with cultural enthusiasm and festive spirit. Navratri 2024! Brought new wave of celebration and competition. This nine-night festival, dedicated to the worship of Goddess Durga, brought students and faculty together in a celebration of culture, devotion, and joy. A Garba Night 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. IMR Student Miss. Roopali Singh bagged the Best Dress award and Staff Member Librarian Dr. Somnath Bava was adjudged with Best Step Prize. The Students group dance bagged the 2nd Prize in the competition.

Diwali Celebration:

This Diwali, we celebrated the festival of lights with a vibrant and exciting series of competitions that brought everyone together in the spirit of joy and creativity. 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.



Knowledge Day & IKS Day Celebrations @ IMR

SSR IMR 2nd year Students experienced a New Subject in the form of Knowledge Management during Sem III. As part of the pedagogy, the students experienced a presentation session where by students independently picked topics on Knowledge Management and the



presentations were judged by the Alumni. On similar grounds the newly inducted subject for MBA 1st Year and BBA 1st Year i.e., Indian Knowledge System (IKS) also created an avenue for the instructor to introduce Presentations by Students. The same was judged by the Alumni. All the presenters were felicitated with Certificates by the Director and Guests.



Entrepreneurship Awareness Program by MSME

Branch MSME DI, Silvassa & SSR IMR, Start up & Innovation Cell under the aegis of IQAC organized Entrepreneurship Awareness Programme (EAP) on 20th Nov. 2024. 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 3 Resource Persons for the session, comprising of Shri. Nitin Chawla – representing MSME Team, Dr. Dipesh Shah, Director, N K Desai College, Pardi and CA Chintan D. Shah, Umbergaon, Gujarat. 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.



Laptop Distribution

SSR IMR, Silvassa experienced a very delightful moment when the students of Batch 2024-26 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 and IMR Director Prof (Dr) Rakesh Patil, the laptops were distributed to the students.



POSH Training Session

SSR IMR organised a Seminar on Prevention of Sexual Harassment (POSH) at Workplace on 16th Oct 2024. The seminar was coordinated by Humanagers (Batch 2023-25) under the initiative of Think Tank – the 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. Further on 23rd Nov 2024 a seminar in this respect was organised by the Institute. Ms Namrata Thakor, Certified POSH Trainer engaged the students in the Auditorium.



Best Manager Contest 2024-25

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.



HR & Marketing Perspective Case Study

SSR IMR, Silvassa witnessed the HR & Marketing Perspective Case Study Competition 2024-25. The HR & Marketing Specialisation students of Semester III at IMR Batch 2023-25 had the opportunity to participate in the competition. The winners of the Marketing Perspective Case study competition were Team Ms. Ananya Bhansali & Mr. Sarvar Chudesara. In case of HR Perspective Case study Competition, the teams have reached the Semi Finals and shall contest further during Sem IV in next term post exams of Sem III.



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, Udeemy, Coursera etc. The recent success in the term 2024-25 was the Marketing Course on NPTEL, Swayam platform where the Marketing Sparklez Team Batch 2023-25 attempted the Test in Sem III. The Team had a good learning outing and cleared the Test with good scores.



Tagline Contest ~ BBA

The BBA 1st Year Students had the opportunity of witnessing their talent in the form of Tagline creation. The BBA Marketing Students participated in the TAGLINE Contest. Students performed and the Teachers judged their performance. The



Innovative Ideas and thoughts around the Tagline was also presented by the students. Overall as beginners, they wonderfully experienced the occasion. This activity was part of the Marketing Management subject specific activity coordinated by Dr. Rajesh Pandey. The students being fairly new to the system, had the opportunity of grasping the innovative thoughts.



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

INDUSTRY VISITS @ IMR

On 24-10-2024, an industrial visit was organized for HR specialization students to **Blue Star Pvt. Ltd.**, providing them with an enriching opportunity to gain real-life industry exposure. During the visit, students were introduced to the company's core operations, HR practices, manufacturing processes, and workforce management strategies. Another visit was Organised on 23-11-2024 to **Balmer & Lawrie** for HR specialization students. The visit offered students a unique opportunity to understand the inner workings of a reputed organization known for its excellence in logistics, manufacturing, and services.



The MBA 1st 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 BBA 1st Year had the fortune of visiting the **RR Kabel** plant. The new bunch of under Graduate students witnessed the plant site workings and gained the insights.



CONCLAVES @ IMR

4th National Level Entrepreneurship Conclave:

SSR IMR, Silvassa under the aegis of IQAC organized 4th National Level Entrepreneurship Conclave on Saturday, 17th Nov. 2024. 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. The Guest Speakers in the Conclave were from the IMR Alumni across batches & Industry Representatives. The Speakers included from Alumni Mr. Ritesh Patel, Mr., Nikhil Gavli and Yash Mishra. The Industry speakers included Mr. Krushit Shah & Mr. Dipesh Shah. The Speakers inculcated the essence of Entrepreneurship among the students. The session ended with the Prize distribution ceremony.



4th National Level CSR Conclave:

SSR IMR, Silvassa, under the aegis of its IQAC, successfully hosted its 4th National Level CSR Conclave on Tuesday, October 15, 2024. The conclave brought together esteemed SSR Alumni and Industry representatives to delve into the significance of Corporate Social Responsibility (CSR). The first half of the event featured Alumni interaction, student-tribute to Ratan Tata, and presentations by distinguished speakers. The keynote speaker, Mr. Aniruddha Panchal,

Founder of Vikalp Business Solutions, Valsad, provided insightful

perspectives on

CSR. Additionally, industry experts from renowned organizations, including Mr. Debjyoti Das from Blue Star Ltd., Dadra, Alumni Miss. Neha Singh (Transrail Lighting Ltd.), Mr. Shashank Palkar (Bharti Airtel), and Mr. Shubham Parte (Reliance Jio), shared their experiences and best practices in implementing CSR initiatives. The CSR club @ IMR announced its CSR activity. The Institute also hosted a Plantation drive and all guests & Teachers planted saplings in the campus.



PDP @ IMR

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

| Sr. No. | Theme of the session | Name of the Instructor / Resource |
|--|---|--|
| 1 | Samiksha Orientation (Book Review Session) | Dr. Somnath Bava, Librarian, SSR IMR |
| 2 | "Focus" – Enlightening session for Students | Prof. (Dr) Rakesh Patil, Director, SSR IMR, Silvassa |
| 3 | Orientation of Infosys Springboard | Mr. Amar Vangad, Asst. Professor, SSR IMR, Silvassa |
| 4 | Interview Techniques | Dr. Diksha Swaroop, Asst. Professor, SSR IMR, Silvassa |
| 5 | Orientation on LinkedIn | Dr. Mohd. Bilal A. Bhada, Asst. Professor, SSR IMR, Silvassa |
| 6 | Extempore | Ms. Shivangi Singh, Asst. Professor, SSR IMR, Silvassa |
| 7 | Strength Matrix | Dr. Rajesh K. Pandey, Asst. Professor, SSR IMR, Silvassa |
| 8 | Anti-Ragging Seminar | Dr. Diksha Swaroop, Asst. Professor, SSR IMR, Silvassa |
| 9 | General Awareness & Its Implication in the Management Studies | Mr. Amar Vangad, Asst. Professor, SSR IMR, Silvassa |
| 10 | Group Presentation on Business Personalities | Dr. Natasha Nunes, Asst. Professor, SSR IMR, Silvassa |
| 11 | Group Discussion | Mr. Amar Vangad, Asst. Professor, SSR IMR, Silvassa |
| 12 | Orientation on Human Resource Management Specialization | Dr. Diksha Swaroop, Asst. Professor, SSR IMR, Silvassa |
| 13 | Orientation on Marketing Management Specialization | Dr. Rajesh K. Pandey, Asst. Professor, SSR IMR, Silvassa |
| 14 | Orientation on Financial Management Specialization | Dr. Natasha Nunes, Asst. Professor, SSR IMR, Silvassa |
| 15 | Orientation on OSCM Specialization | Dr. Mohd. Bilal A. Bhada, Asst. Professor, SSR IMR, Silvassa |
| <p style="text-align: center;">Mentor – Mentee Session</p> <p>The IMR faculties had a good Mentor – Mentee Interaction & guidance provided to the students.</p> | | |

Industry Connect & Seminar

| Sr. No. | Name of the Guest | Speaker Credentials | Theme of the session |
|---------|---------------------------|---|--|
| 1 | Dr. Pankaj Sharma | PRO, SSR Memorial Trust, Silvassa | Unleashing the Leadership Potential |
| 2 | Mr. Jitendra Agrawal | Sales Leader, Ananta Synthetic Innovations, Ahmedabad | Sales & Distribution Management |
| 3 | Shri D.D. Sharma | Head, Preaching Centre, ISKCON, Silvassa | Overview on Learning from Bhagvad Gita |
| 4 | Mr. Harsh Vira | Consultant, Surat | A Seminar on Billionaire Mindset |
| 5 | Mrs. Tamanna Patel | Assistant Professor, SSR College of ACS, Silvassa SSR IMR Alumni | Insights On Human Rights |
| 6 | CS Neelabh Kaushik | EAC Consultant, Silvassa SSR IMR Alumni | Essence of Knowledge Management |
| 7 | Mr. Shrey Mehta | Marketing Executive, Tirupati Corporation | Industrial Marketing |
| 8 | Mr. Maqsood Hanif Menon | SEBI Smart Trainer, Asst Prof (HOD) SDSM College, Palghar | Investor Awareness Program Financial Literacy |
| 9 | CS Neelabh Kaushik | EAC Consultant, Silvassa SSR IMR Alumni | Understanding Company Final Accounts |
| 10 | Ms Namrata Thakor | Certified POSH Trainer | Addressing & Preventing Sexual Harassment at Workplace |
| 11 | Ms Vishruta Dugal | HR & IR, R R Kabel, Silvassa | IKS: Life of Shivaji Maharaj |
| 12 | CA Prasanna Pangam | Partner Palsule Pangam & Co | Financial Awareness Program |
| 13 | Shri DB Vora | Former District Collector, Gujarat | Career Compass: Navigating your path to success |
| 14 | Team of Doctors from VBCH | Team VBCH | Sickle Cell Screeing & Thalassemia |
| 15 | Mr Balubhai Gohil | Senior Manager Canara Bank Silvassa | A seminar on Banking Services |

Conference/ Research Papers
Jul 2024 to Dec. 2024

| Sr. No. | Name of the Faculty / Student | Title of the Research Paper | Place of Presentation / Publication Journal |
|---------|---|--|---|
| 1 | Dr. Rajesh K Pandey & Miss. Shital Kale | A Study on Women Entrepreneurship Development in Indian Context | IJCRM |
| 2 | Miss. Ananya Bhansali | An Article on Integrated Marketing Management at Organisations | GJRM |
| 3 | Dr. Rajesh K Pandey, Ms. Sweta Singh & Ms. Lina Prajapati | Essence & Significance of Work Culture for Organisations in Indian Context – A Case Approach | IJEMR |
| 4 | Dr. Rajesh K Pandey & Miss. Shital Kale | A Review Study on Motivational Factors at Organisations in Indian Context | 13th International "Baskent" Congress, Turkey |
| 5 | Dr. Mohd. Bilal A. Bhada, Miss. Jamuna Jat and Miss. Anjali Prajapati | Youth Entrepreneurship: Motivations and Challenges | ICTACT Journal of Management Studies |
| 6 | Dr. Rajesh K Pandey & Mrs. Shivangi Singh | A Study on Women Entrepreneurship Development in India and Contemporary Challenges of Women Entrepreneurs | MJAR |
| 7 | Dr. Rajesh K Pandey & Mr. Jeet Desai | A Study on Role of Integrated Marketing Communication (IMC) as A Catalyst to Marketing function at Organisations | IJEMR |
| 8 | Dr. Rajesh K Pandey | An article on Indian knowledge system (IKS) & its connect to Higher Education with special reference to National Education Policy (NEP) 2020 | IJARM |
| 9 | Miss. Ananya Bhansali | Retail Management: Past, Present and Future | 13th International "Baskent" Congress, Turkey |
| 10 | Dr. Mohd. Bilal A. Bhada & Miss. Anushka Giri | A Study on Investment Avenues and Preferences in the Region of Dadra and Nagar Haveli | RVIM Journal of Management Research |
| 11 | Miss. Tyagi Modh | A Study Corporate Social Responsibility (CSR): Case Approach | Prerna Journal |

| Sr. No. | Name of the Faculty / Student | Title of the Research Paper | Place of Presentation / Publication Journal |
|---------|---|---|--|
| 12 | Miss. Anchal Mishra | Ancient Varn Vyavastha and the Modern Class Discrimination in India: An Overview | Prerna Journal |
| 13 | Dr. Rajesh K. Pandey | An article on Emotional Intelligence, Social Development and School Environment in Indian Context | Prerna Journal |
| 14 | Miss. Ananya Bhansali | An Article on Mindful Living: An understanding on Mental Well-being | Prerna Journal |
| 15 | Dr. Rajesh K. Pandey & Miss. Rajvi Upadhyay | A Study on Identification of factors leading to Stress at Organisations | 14 th International Istanbul Congress |
| 16 | Dr. Rajesh K. Pandey & Miss. Lisa Kapadia | A study on diversity, equity & inclusion (DEI) at workplace in Indian context | IMCTBMLA, MTC Global |

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

“Research is creating new knowledge.”

~ Neil Armstrong

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.

| Category | Number of MOOCs |
|---|-----------------|
| Teachers & Librarian | 49 |
| Students | 121 |
| 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 **SAVTRIBAI 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
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