



AudyogikTantraShikshanSanstha's  
Institute of Industrial and Computer Management and Research(IICMR)

Approved by AICTE, Permanently Affiliated to SPPune University,  
Recognized by DTE, Government of Maharashtra, NAAC Re-accredited  
Ranked Platinum Category by AICTE-CII for Industry Linked Technical Institute  
Awarded Best Management Institute for Industry Interface by CEGR

## MBA@IICMR



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Institute of Industrial and Computer Management and Research  
(Affiliated to SP Pune University, Approved by AICTE New Delhi, Recognized by Govt. of Maharashtra)  
Reaccredited by NAAC & Best ICT B-School in Pune

## MBA @ IICMR

### BPE REPORT 2022

Date: 15/03/2022

**Topic:** BPE CONTINUUM 2022 - Developing Workplace Intelligence for Organizational Resilience

**Venue:** IICMR Auditorium

**Date:** 26<sup>th</sup> Feb and 27<sup>th</sup> Feb 2022

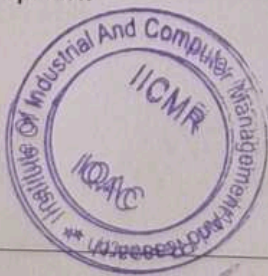
**Time:** 9.00am to 6pm

#### Participants:

- No of Students participation- 140
- Corporates - 10
- Academicians - 14

#### Objectives:-

- To sensitize the students and faculty members about the changing industry dimensions post disruption.



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2. To acquaint the students with the skill requirements of the recent industrial developments.
3. To understand and to develop workplace intelligence for organizational resilience.

### Introduction:

- ❖ In the business world situations are changing faster than ever and its need to develop workplace intelligence to maintain a competitive advantage. With this same line, the BPE 2022 title, "Developing Workplace Intelligence for Organizational Resilience ", was well taken in the two days program. It also focused on current situations, live case studies, challenges, world and impact of happenings in workplace with Marketing, HR, Finance and Operations & Supply Chain Management. There were more than 15 corporate people heading the positions of CEO, Director and Divisional heads including 5 academicians to give inputs and emphasize and give justice to the title.

#### Day1

#### Agenda of day 1

Time	Topic for the Session	Resource Person
9.00am to 9.30am	Registration of students	
9.30am to 9.40am	Continuum Journey	<b>Dr. Manisha Kulkarni</b> HoD MBA@IICMR
9.40am to 10.00am	1. Problems to Prosperity – Presentation of Ideas 2. Felicitation of Performer of the Month	<b>Ms. Dipti Bajpai</b> Faculty MBA@IICMR MBA First Year Students
10.00am to 10.10am	Setting the Context	<b>Dr. Abhay Kulkarni</b> Director, IICMR
10.10am to 10.40am	Need of smart workplace Management	<b>Dr. Parag Kalkar</b> Dean- Faculty of Commerce and management SP Pune University
10.40am to	Changing Workplace	<b>Mr. Jay Dholakia</b>



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11.15am	Management	General Manager Learning and Development Persistent Systems
11.15am to 11.25am	Concluding Remarks and Vote of Thanks	<b>Mr. Maruti Prasad</b> Assistant Professor MBA@IICMR
11.25am to 11.45am	<b>BREAK</b>	
11.45am to 12.30pm	Good to Great Marketing	<b>Dr Shailesh Kasande</b> CEO & Group Director Suryadatta Group of Institutes, Academic Council member SPPU
12.30pm to 1.30pm	Exploring multi modal Marketing Channels (Panel Discussion) <b>Moderator: Dr. Shailesh Kasande</b> CEO & Group Director Suryadatta Group of Institutes, Academic Council member SPPU	<b>MrJeetendra Sharma</b> Associate Faculty MBA@IICMR Ex- GM- Kimberley Clark  <b>Mr. Madhu Nair</b> Director Group of Companies
1.30 to 2.15pm	<b>LUNCH</b>	
2.15pm to 3.15pm	Need of Endurance & Resilience in smart Factory	<b>Mr. Madhu Nair</b> Director, Bio Neutra Innovations Pvt. Ltd.
3.15pm to 4.15pm	Getting Prepared for Smart Operations- using AIML (Panel Discussion) <b>Moderator: Mr. Mohan Nair (M)</b> Founder- Ensigns Software & Communication Business and Life Coach	<b>Mr. Sunil Kulkarni</b> Advisor and Ex-VP Operations Mahindra & Mahindra Ltd.  <b>Mr. Vijay Punjabi</b> Director Radheshyam Well Pack Pvt. Ltd. (RWPL)



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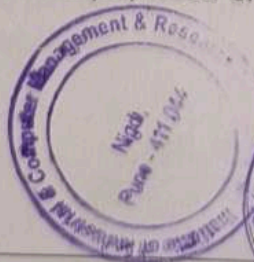
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4.15pm to 4.30pm	<b>BREAK</b>	
4.30pm to 5.30pm	Getting prepared for Smart HR in Changing workplace requirements <b>MoU Signing Ceremony</b> with OHR  <b>Moderator: Dr. Manisha Kulkarni</b> HoD MBA@IICMR	<b>Mr. Milind Kale</b> General Manager- Corporate HR FIAT India Automobiles Ltd. <b>Mr. Sunil Kulkarni</b> Advisor and Ex-VP Operations Mahindra & Mahindra Ltd.
5.30pm to 5.40pm	Concluding Remarks Day 1	<b>Dr. Jyoti Bhanage</b> Associate Professor MBA@IICMR

### DAY 1

The day one started with digital lamp lighting and welcome address by Dr. Manisha Kulkarni, HOD MBA @ IICMR with the journey of BPE continuum followed by felicitation of the chief guests from corporate and academics. Dr. Parag Kalkar, Dean SPPU Commerce and Management graced the program as chief guest with Mr. Jay Dholakia, (General Manager) Learning and Development Persistent Systems. Mr. Hemant Aspsthamb, (Plant Head) Reiter India Pvt. Ltd. was another guest who was felicitated by Dr. Abhay Kulkarni. He shared his views on time management, lean management and gave a classic example of logistics time and cost saving from six containers to three containers. The theme of problems to prosperity was presented by MBA I year students with Ms. Dipti and the mentor was Mr. Shashikant Katti. The audience and guests appreciated all the three groups. Dr. Abhay Kulkarni while setting the context of the flagship event between the corporate and academics and further said that R 2 R rejuvenate to reshape is important. He also emphasized on 5C's = Customer, Costs, Competition, Challenge, Cutting edge. He added that focus should be on :-

Process → operational → business excellence. Dr. Parag Kalkar gave valuable inputs on the topic, Need of smart workplace management. He further highlighted



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on :- there will be no hierarchy in future, change is in mindset, only degree will not help, quality of knowledge will help and be innovative.

He gave a wonderful example of Infosys

- Recreation facilities
- No time binding

Mr. Jay Dholakia threw light on changing workplace management. He explained his point with a Case study: - challenges infield service operation which really added value. He also mentioned one example:- LafargeHolcim is optimizing P2P (procure to pay) and about UiPath: - robotic process automation. One more input was given by him with a question, What does outstanding job mean? Ex: - ex of employee A, B, Q& O and here O stands for - create a permanent asset initiative pays (whether at work or in personal). Mr. Maruti Prasad gave the concluding remarks of the inauguration session.

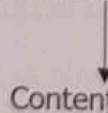
The prize distribution ceremony took place. Dr. Parag Kalkar, Dean SPPU Commerce and Management felicitated the student toppers of last academic results. Mr. Dileep Pawar, faculty member announced the performance of the month from MBA first year for January and February were also felicitated by both the guests.

In the post lunch session, Dr. Shailesh Kasande, CEO & Group Director Surya Datta Group of Institutes and Academic Council member SPPU enriched with Good to Great marketing. His example on Understanding current and future marketing disruption appreciated with few new concepts and diagrams like-

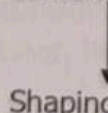
Content creation & distribution



Content supply chain management



Content customization



Shaping customer journey & custom

Zmot: - Zero moment of truth, Channel integration quality, Customer experience & Customer value chain was explained by him.



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Followed by that, a very important panel discussion on Exploring multi -media marketing channels took place. Dr. Shailesh Kasande was the moderator, Mr. Madhu Nair, Director, Bio Neutra Innovations Pvt. Ltd. and Dr. Jeetendra Sharma, Adjunct faculty and Ex- GM- Kimberley Clark were panel members. The discussion focused on Multi model channel- omni channel AI, machine learning and what expectation change among the customer data excellence. The students interaction was highest in this session.

Then, Getting Prepared for Smart Operations- using AIML , a panel discussion was conducted wherein the participants were Mr. Vijay Punjabi, Director Radheshyam Well Pack Pvt. Ltd. (RWPL) and r. Sunil Kulkarni, Advisor and Ex-VP Operations Mahindra & Mahindra Ltd. The difference between 4.0 Vs 5.0 and the concepts like, AIML Generation - Efficiency input concept, Effective output concept & Quality is process. With simple slides, the roles and skills of data engineer were explained.

There were few important discussions, all manufacturing industries continues to face evolving requirement hence intelligence automation arises. The students too received many insights and the audience appreciated few videos shown on smart operations.

After a short break, Mr. Milind Kale, General Manager- Corporate HR FIAT India Automobiles Ltd. gave his valuable thoughts on, Getting prepared for Smart HR in changing workplace requirements. He started the session with questions like, What does HR looks like now? What are trends that will change Global HR? The session was quite interactive as increasing outsourcing- Talent acquisition, Remote work practice and Data & AI came into discussion and every next person wanted to put his / her opinion. The session closed with the significance of intelligence and wisdom. Moderator was Dr. Manisha Kulkarni, HOD- MBA @ IICMR. The examples of fight, fright and flight was liked by all. A multiple-choice test conducted at the end of panel discussion to understand where we stand was very apt.

MOU signing with Mr. Sachin Landge, OHR (Only HR foundation) & MBA @IICMR took place. The concluding remarks of the day one was presented by Dr. Jyoti Bhanage, Associate Professor, MBA @ IICMR.



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### DAY 2

Time	Particulars	Resource Person
09.20 a.m. to 09.30 a.m.	Review and Recap of Day1	<b>Mr. Vinod Bhelose</b> SME- Finance, MBA@IICMR
09.30 a.m. to 11.00 a.m.	Significance of Data Analytics in Smart Workplace	<b>Dr. Prashant Pansare</b> Founder & CEO Rubiscape Founder & Managing Director Intelliment Technologies
11.00 a.m. to 11.10 a.m.	<b>SHORT BREAK</b>	
11.10am to 12.10pm	Understanding and Interpreting Excellence – The Finance Way	<b>Mr. Anil Kudal</b> Managing Director & CFO, Rieter India Private Limited
12.10pm to 01.00pm	Disruptions in Logistics and new ways to overcome the challenges	<b>Dr. Umesh Deshpande</b> Global Operations Leader, Mercedes Benz India Pvt. Ltd.
01.00p.m. to 01.05p.m.	Concluding Remarks of Morning Session	<b>Mr. Dileep Pawar</b> SME- Marketing, MBA@IICMR
01.05p.m. to 1.45.p.m.	<b>LUNCH</b>	
01.45 p.m. to 02.45 p.m.	Balance of Workplace Intelligence	<b>Mr. Sunil Manikani</b> Data science manager Schlumberger Limited.



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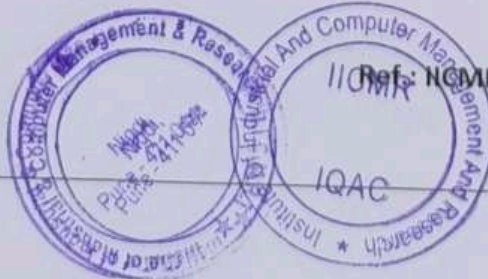
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02.45 p.m. to 03.45 p.m.	Business Process Excellence using Ideation and Suggestion - Case Study	<b>Mr. Parag Auty</b> Head Business Excellence Services CVBU, TATA Motors Limited.
03.45 p.m. to 04.00 p.m.	The New Age Organization	<b>Dr. Arvind Chinchure</b> CEO, Deshpande Startups Founder & CEO QLEAP Academy
04.00 p.m. to 04.15 p.m.	<b>TEA BREAK</b>	
04.15 p.m. to 05.40 p.m.	<b>VALEDICTORY SESSION</b>	<b>All Dignitaries</b>

### Valedictory Agenda

Particulars	Resource Person
Welcome Address and Review of BPE Continuum 2022	<b>Dr. Rajendra Agawane</b> SME- Marketing, MBA@IICMR
Felicitations of Chief Guest	<b>Dr. Abhay Kulkarni</b> Director, IICMR
Sharing of Experience	All Participants
Certificate Distribution	All Dignitaries
Getting Ready for Smart Workplace Management	<b>Mr. Vinod Bidwaik</b> Vice President- HR & CHRO, Alfa Laval India Private Limited
Vote of Thanks	<b>Dr. Madhura Deshpande</b> SME-Finance MBA@IICMR

The second day started with the review and recap of earlier day by Mr. Vinod Bhelsose, faculty member of MBA @ IICMR.



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The first topic of the day was Significance of data analytics in smart workplace, was introduced by the guest speaker, Mr. Prashant Pansare, Founder & CEO Rubiscape and MD IntellimentTechnologies. He focused on the needs of **external factors**- impact, factor and access and **internal factors**- enable, innovate and discover. He emphasized good examples and discussion on AI technologies. He said the upcoming important words and concepts are- Computer Vision , Audio Processing, Natural Language processing, Knowledge Representation & Machine learning.

The next speaker, Mr. Anil Kudal, MD and CFO, Rieter India Private Limited spoke on understanding and interpreting excellence in finance way. He pointed few points on finance excellence as Existence of strategic planning, Value creation advises, Optimization of treasury, Identification of risks and its mitigation plan, Tax planning, Automation of key finance processes and Talent mobilization.

According to the speaker, **finance resilience** was like-

- Minimize or defer cost
- Minimize inventory & receivables
- Realize cash from idle assets
- Renegotiate commercial terms

Mr. Umesh Deshpande, Global operation leader, Mercedes Benz India Pvt. Ltd. highlighted on the Disruptions in Logistics and new ways to overcome the challenges. He further stated the current challenges faced by the logistic industry- Decrease in production, Supply chain companies, many container carriers and Small-scale suppliers. He said Inventory management, Warehouse management and Customer requirement process will the new technologies affecting the global supply and chain. Mr. Dileep Pawar, faculty member of MBA @ IICMR, gave the concluding remarks of the morning session.

Mr. Sunil Manikani headed the next session, Data science manager Schlumberger Limited. He explained the role of data scientist with Sea bottom seismic machine interpretation 3D , data analyst with Skills & tools of a data/ BA and data engineer with small Case study-



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Serving 200mn subscriber- Netflix. All appreciated narration of case study on metaverse and it was quite interactive session.

The session was all the way through Mr. Parag Auty, Head business excellence services CVBU TATA Motors. He explained the DWM- **Daily Work Management Process-**

- Define roles and responsibility
- Define MP and CP
- Standardization (SOP) Monitoring

He further gave very simple and unique examples of DWM and Resilience the DWM way and Daily Work Improvement- PDCA (plan do check Act). He conducted a small test of students and turned to be very interactive one.

Later on, Marathi Bhasha Diwas flyer and banner were shown to the audience and students narrated poems, quotes, and Dr. Abhay Kulkarni, Director, IICMR appreciated all those students.

The valedictory session, Mr. Vice President- HR & CHRO, Alfa Laval India Private Limited focused on the topic, Getting Ready for Smart Workplace Management. He put forth for the students - **Take 3 goals-** Personal goal- Professional goal - Back burner goal. The further points were like- few things never change mainly- Human interaction, Emotional Intelligence/ Empathy and Integrity.

Dr. Madhura Deshpande, SME Finance proposed the vote of thanks and concluded that the session was completed.

### Assessment of the activity:

- The students were overjoyed with the feast of corporate insights.
- Every panel discussions and case studies added cherry on the cake in the whole activity.
- The faculty members had a good information and new perspective towards the topics elaborated by the guest speakers.



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### Outcome of the activities:

- Every student understood that there is a need to focus on domain knowledge and be prepared towards the upcoming situations and jobs in the market.
- Each one understood the important terms are developing the survival strategy, elasticity logistics and need to edge on the future trends.

### Feedback of the activity:

Assist to understand the practical feature and appreciated the case studies with gave lots of practical insights rather than from classroom learning.  
The success lies in, Change the old roads and think differently.

### Conclusion:

Persistence and resilience only come from when given the chance to work through difficult problems. Resilience is accepting your new actuality, even if it is less good than the one you had before. A deep-rooted commitment towards education, corporate culture and societal needs was amongst the audience.



### Prepared by

Dr. Jyoti Bhanage  
SME HR

### Verified by

Dr. Adv. Manisha Kulkarni  
HOD, MBA@IICMR

### Approved by

Dr. Abhay Kulkarni  
Director, IICMR



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