



Audyogik Tantra Shikshan Sanstha's
Institute of Industrial and Computer Management and Research (IICMR)
Approved by AICTE, Permanently Affiliated to SP Pune University,
Recognized by DTE, Government of Maharashtra, NAAC Re-accredited



Criterion 1.3 – Curriculum Enrichment

Key Indicator - 1.3.1: Institution integrates crosscutting issues relevant to Professional Ethics, Gender, Human Values, Environment and Sustainability in transacting the Curriculum

Metric 1.3.1

Institution integrates crosscutting issues relevant to Professional Ethics, Gender, Human Values, Environment and Sustainability in transacting the Curriculum

Academic Year 2018-2019

MBA Syllabus 2016 (Revised) addressing Cross Cutting Issues 2018-2019

1.3.1 The Institution integrates cross cutting issues such as Gender, Environmental and sustainability Human values and professional ethics into the curriculum prescribed by SPPU Courses.

Program Name	Semester	Course Code	Course Name	Cross Cutting Issues Relevant to		
				Gender	Environmental and sustainability	Human Values & Professional Ethics
MBA	SEM I	101	Accounting for Business Decisions			yes
MBA	SEM I	102	Economic Analysis for Business Decisions			yes
MBA	SEM I	103	Legal Aspects of Business			yes
MBA	SEM I	104	Business Research Methods			yes
MBA	SEM I	105	Organizational Behavior	yes		yes
MBA	SEM I	106	Basics of Marketing Management			yes
MBA	SEM I	107	Management Fundamentals			yes
MBA	SEM I	108	Business Communication Lab			yes
MBA	SEM I	111	Business Govt. & society	yes		
MBA	SEM I	113	Personality Development Lab	yes		
MBA	SEM I	115	Enterprise			yes



[Signature]

DIRECTOR
Institute of Industrial & Computer
Management & Research [I.I.C.M.R.]

			Analysis - Desk Research			
MBA	SEM II	201	Marketing Management			yes
MBA	SEM II	202	Financial Management			yes
MBA	SEM II	203	Human Resource Management			yes
MBA	SEM III	301	Strategic management	yes	yes	yes
MBA	SEM III	302	Enterprise Performance Management			yes
MBA	SEM III	303	Startup and New Venture Management	yes	yes	yes
MBA	SEM III	304	Summer Internship Project	yes	yes	yes
MBA	SEM III	305 HR	Labour & Social Security Laws		yes	
MBA	SEM III	305 MKT	Contemporary Marketing Research			yes
MBA	SEM III	305 FIN	Direct Taxation			yes
MBA	SEM III	306 MKT	Consumer Behaviour			yes
MBA	SEM III	307 FIN	Strategic Cost Management	yes		
MBA	SEM III	307 MKT	Integrated Marketing Communications			yes
MBA	SEM III	309 MKT	Strategic Brand Management			yes
MBA	SEM III	312 IB	Global Logistics and Supply Chain		yes	
MBA	SEM III	312 MKT	Customer Relationship Management			yes
MBA	SEM I	391	Introduction to	yes		



A. B. Chavan
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			Human Rights & duties			
MBA	SEM IV	401	Managing for Sustainability	yes	yes	yes
MBA	SEM IV	402	Dissertation	yes	yes	
MBA	SEM IV	403 HR	Employment Relations			yes
MBA	SEM IV	404 HR	Strategic Human Resource			yes
MBA	SEM IV	405IB	Environment & Global Competitiveness	yes		
MBA	SEM IV	407 IB	Cross-Cultural Relationship Marketing	yes	yes	
MBA	SEM IV	409 HR	Conflict & Negotiation Management			yes
MBA	SEM IV	412OPE	Challenges & opportunities in operations Management	yes		
MBA	SEM IV	414 MKT	Marketing to Emerging Markets & Bottom of the Pyramid		yes	
MBA	SEM IV	414 HR	Emerging Trends in HR			yes
MBA	SEM IV	415 HR	Designing HR policies			yes
MBA	SEM IV	416 HR	Competency Mapping			yes



Keelkar
DIRECTOR

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Nigdi, Pune - 411 044

Academic Year 2018-2019

Curriculum enrichment through co-curricular activities conducted by HEI for addressing cross cutting issues

Career Excellence Program- Knowing Self -SWOC

MBA @ IICMR
MBA-I, Semester-I
Career Excellence Program-

Ref-IICMR/MBA/2018-19/CEP Date: 20/08/18

Report
On
Exploring – Knowing Self- SWOC


Date: 14/08/2018
Venue: IICMR
Topic: SWOC Analysis
Speaker: Dr. Abhay Kulkarni
Objective: .

- Understand Self strength, weakness opportunities and constraint
- How to overcome with your problems.

This was first CEP of 1st Semester conducted by Director Dr.Abhay Kulkarni. It was done in order to help students to believe on themselves and excel their attitude. Also, evaluated the foundation of SWOC analysis and made us aware how to step towards excellence.

Inputs given by the speaker -

- How to plan career
- Thinking abilities
- Knowledge based skills (to explore)
- Soft skills (to express)
- Evolve
- Excel (Continuous improvement)



Strengths made us understand with valuable and remarkable examples. Created amazing environment and had one to one Q & A. Also, students actively participated and made the session fruitful.

Speaker pressurized on innovation aspects price, quality & value, attitudinal & behaviour.

Outcome-

- Students got a brief understanding about challenges, opportunities and strength and weakness.
- How to overcome themselves from weakness.

Glimpse of sessions

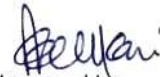




Prepared by,
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CEP Coordinator



Submitted to,
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HOD MBA@IICMR



Approved by,
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Career Excellence Program- How to Present Yourself

MBA @ IICMR
MBA-I, Semester-I
Career Excellence Program-
How to Present Yourself
Session 5

Ref-IICMR/MBA/2018-19

Date: 16/09/18

Report
On
How to Present Yourself

Date: 11/09/2018
Venue: T14 Classroom
Topic: How to Present Yourself
Speaker: Ms. Sharmita Dey

Objective:

- To learn Business English
- To get Clarity in speech
- To understand Elements to influence speech
- To know how to present PPT effectively

This was fifth CEP session conducted by Ms. Sharmita Dey. The session was all about effective corporate communication skills. She conveyed that in corporate environment, there is no facet of professional life that doesn't require or request improvisation.

Inputs given by the speaker -

- Communication importance
- Opportunity
- Listening
- Reading

Speaker conveyed very prudently to audience how to present oneself in corporate. She stressed, on elements that influences speech while presentation. Students participated very enthusiastically, for presenting PPT.





Outcome

- To enable participants to communicate clearly and with impact, by improving their verbal and non-verbal communication style, as well as enhancing interpersonal skills. Communicating effectively will soon seem effortless!
- Appreciated the role of body language and voice tone in effective communication.

Glimpse of sessions




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Career Excellence Program- Impression Management

MBA @ IICMR
MBA-I, Semester-I
Career Excellence Program-
Impression Management
Session 6

Ref-IICMR/MBA/2018-19/ CEP/

Date: 20/09/18

Report
On
Impression Management

Date: 18/09/2018
Venue: Auditorium
Topic: Impression Management
Speaker: Ms. Maushami Achari.

Objective:

- To learn Communication Tactics
- To understand Strategies to present ourselves

This was the sixth CEP session conducted by Ms. Maushami Achari. The session was all about effective Impression management. Speaker conveyed about how to present oneself in corporate. She made this session very interactive and the student's also interacted very enthusiastically and participated very enthusiastically, for all the games and activity conducted. She also conveyed the importance of effective communication with our proper body language and effective impression on the people.

Inputs given by the speaker -

- Communication importance
- Opportunity
- Self Promotion
- Postures and Gestures





Outcome

- Students learned about Personality enhancement;
- Students Improved physical appearance;
- Learned about Posture and Gestures
- Improved communication techniques;

Glimpse of sessions




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Career Excellence Program- Enabling Thought Process and Time Management

MBA @ IICMR
MBA-I, Semester-I
Career Excellence Program-
Enabling Thought Process and Time Management
Session 7

Ref-IICMR/MBA/2018-19/CEP/

Date: 28/09/18

Report
On
Enabling Thought Process and Time Management

Date: 25/09/2018
Venue: Auditorium
Topic: Enabling Thought Process and Time Management
Speaker: Adv.Manisha Kulkarni

Objective:

- To Learn Time management Tactics
- To help the students in manage their stress with Positive thinking

This was seventh CEP session conducted by Adv. Manisha Kulkarni. The session was all about effective time management in our daily life as well as corporate life. She conveyed that there should be proper time management, punctuality in any activity you are participating. Elaboration of the topic was done by her, how we all should we start managing time for studies, exercising, family and many more things.

Inputs given by the speaker -

- Importance of Time.
- Giving some time to ourselves

Outcome

- Students were able to gain some understanding of one technique, they would continue to practice that technique in class and at home for managing stress



Glimpse of sessions



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Career Excellence Program- High Performance Attitudes

MBA @ IICMR
MBA-I, Semester-I
Career Excellence Program
High Performance Attitudes
Session 10

Ref-IICMR/MBA/2018-19

Date: 30/1/2019

Report

On

High Performance Attitudes

Date: 30/1/2019

Venue: IICMR(Auditorium)

Topic: High Performance Attitudes

Speaker: Ms. Maushami Achari

Objectives:

1. To understand the concept of high performance attitudes
2. To Improve performance and attitudes skills

This was tenth CEP session conducted by Ms. Maushami Achari. The session was based on how one can **unleash the power within** by practising positive thought process. Speaker also discuss how student could overcome negative thoughts, distractions and failures in day-to-day life events.

Inputs given by the speaker:

Tips for building up positive thought process-

1. Recollect happy moments before any important presentation or rehearsals.
2. Give affirmations to yourself.
3. Visualize the positive outcome.

Three things to practice daily-

1. Work with passion
2. Practice gratitude
3. Appreciate others.



She also shared Dr. Emoto water experiment and rice experiment. She concluded the session with one method to visualize the goals i.e. SMART Method.

1. Specific
2. Measurable
3. Attainable
4. Relevant
5. Time bound

Outcomes

1. Improvement in decision making skill
2. Understand how to overcome uninterested/unfocused/Negative thoughts in life and workplace.
3. Improvement in self -motivation and stay focused.

Glimpse of sessions:



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CEP Coordinator

Manisha Kulkarni

Submitted to,
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Abhay Kulkarni

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Student Development Program- Know Your Dream Organization



Institute of Industrial & Computer Management & Research Nigdi, Pune 44

MBA @ IICMR

Ref: IICMR/MBA/2018-19/SDP

Date: 1st Sept.2018

Report on SDP – 3 Know your dream company

Plan:

Under the roof of SDP 2018-19, "Know your dream company" was conducted by MBA @ IICMR on Friday 31st August 2018. The students were allotted different sectors from where they had to choose company of their choice like IT, Agriculture, Pharmaceutical, Banking etc with consent of mentor a week in advance. They were informed to prepare PowerPoint presentation on the company chosen by them from the allotted industry.

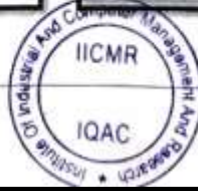
Event:

All the nine groups presented as per the rules given to them like the company's vision, mission, objectives and future plans should be presented with the additional information of the sector. The students were allowed to prepare maximum 15 slides of their presentation.

They were given 10 mins for presentation followed by 3 mins for questions on the same.

Critical evaluation was done and feedback was given by the eminent judges Dr. Abhay Kulkarni and Adv. Manisha Kulkarni.

Golden Moments:



Desired Outcome:

The activity was planned with the objective of making the students aware about the current happenings, importance of vision, mission objectives of the company. Even to update the students about the company future plans and innovations.

Students Feedback:

The students enjoyed entire activity and were happy to learn the following:

1. Experience to overcome the fear of stage daring, mike handling and posture.
2. Expressing their opinion about the given content and time limit.
3. Energizing the whole activity with competing, communicating and coordinating.

Winners:

"Impressive Eagles" Team who presented on IIM (A) was declared winner unanimously by both the judges.

Student Development Achieved:

- ✓ Overcoming on student stage fear, confidence and communication.
- ✓ Inculcating habit of designing, reading and explaining the information.



Prepared by

Dr. Jyoti Bhanage

(Event Coordinator)



Submitted to

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(HOD MBA)



Approved by

Dr. Abhay Kulkarni

DIRECTOR

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Student Development Program- Industrial Relations



Institute of Industrial & Computer Management & Research Nigdi, Pune 44

MBA @ IICMR

Ref: IICMR/MBA/2018-19/SDP

Date: 11th Sept.2018

Report on SDP – 4 Industrial Relations

Plan:

Under the roof of SDP 2018-19, "Industrial Relations – Role Play" was conducted by MBA @ IICMR on Monday 10th September 2018. The students were allotted different themes from industrial relations area on which they had to do role play. They were informed about the rules and evaluating parameters of the role play in advance.

Event:

All the nine groups presented their role play as per the rules given to them. The students were allowed to perform the role play for 10 minutes followed by 2 minutes for question answering.

Critical evaluation and feedback was given by the eminent judges Dr. Abhay Kulkarni, Director, IICMR and Adv. Manisha Kulkarni, HOD, MBA@IICMR.

Golden Moments:



Desired Outcome:

The role plays were planned with the objective of making the students aware about the organizational situation. Students were ready with the solutions of the problems which is there in the situation.

Students Feedback:

The students enjoyed entire activity and were happy to learn the following:

1. Experience to overcome the fear of stage.
2. Expressing them self's with the given situation.
3. Energizing the whole activity with competing, communicating and coordinating.

Winners:

"Transmuters" team who declared winner unanimously by both the judges.

Student Development Achieved:

- ✓ Students developed the situation understanding skills.
- ✓ Inculcating habit of involvement and task distribution.



Prepared by

Dr. Hemant Anbhule

(Event Coordinator)



Submitted to

Adv. Manisha Kulkarni

(HOD MBA)



Approved by

Dr. Abhay Kulkarni

DIRECTOR

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Student Development Program- Model Making



Institute of Industrial & Computer Management & Research Nigdi, Pune 44

MBA @ IICMR

Ref: IICMR/MBA/2018-19/SDP

Date: 25th January 2019

Report on SDP – 7

Market Survey

Plan:

Under the roof of SDP 2018-19, "Market Survey" was conducted by MBA @ IICMR on Friday 25th January 2019. The purpose was to instill the thought process of the students and make them understand the way in which business research is carried out.

Event:

The students were given a week's time to collect data on the topics distributed to them. They received full support from their mentors in deciding the method of collecting the data, analyzing and presenting it. They were required to make a small report on the work done by them.

The groups submitted their reports to the judges Adv. Manisha Kulkarni and Dr. Abhay Kulkarni. The entire group had to explain the work done by them and answer the questions put forth by the judges and the peers.

All the groups were judged across the following parameters:

- Developing appropriate questionnaire
- Data collection methodology
- Data Analysis
- Findings and suggestions



Golden Moments:



Desired Outcome:

The activity was planned with the objective of making the students understand business research methodology.

Students Feedback:

The students enjoyed entire activity and were happy to learn the following:

1. Developing appropriate questionnaire.
2. Deciding on representative sample.
3. Data analysis

Student Development Achieved:

- ✓ Crystal clear understanding of the importance of the subject business research methodology and challenges therein.

Prepared by 

Mrs. Vidhya Hittalmani
(Event Coordinator)



Adv. Manisha Kulkarni
(HOD MBA)



Dr. Abhay Kulkarni
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Business Process Excellence- Connecting the Dots



ATSS'S, PUNE-44,
MBA @ IICMR Organizes, Business Process Excellence 2018

Connecting The Dots

REPORT

On

MBA @ IICMR, BPE 2018

Ref-IICMR/MBA/2018-19

Date : 5th, 6th, 7th October, 2018

Venue: IICMR, Auditorium

Time : 10:00 a.m. to 4:00 p.m.

Attended By: Faculty members and Students of IICMR and other Institute

Introduction

Commitment towards excellence as a core value is practiced at MBA @ IICMR through a series of activities. As a part of the tradition Business Process Excellence 2018 with a theme "Connecting The Dots" was held on 5th, 6th & 7th October 2018. The program was held with a view to enlighten the students about how the various dots need to be connected in the Business Processes to march towards excellence.

Day 1

The inaugural session was followed by the felicitation of chief guest by Dr. Abhay Kulkarni, Director IICMR. Later, Adv. Manisha Kulkarni, IICMR, briefed about the journey BPE continuum. Dr. Abhay Kulkarni, Director IICMR, gave a detailed explanation on what, how and why Business Excellence is inevitable.





Swarnil Khanolkar MD-Asia Tredegar Corp was the chief guest for the inaugural session.

He expressed that to connect the dots, industry needs candidates with the habit of seeing interconnection between issues, information and trends which may seem to be unrelated on the surface. Sir discussed 5 commandments for success in any profession

- Continuous learning – as degree has an expiry date
- Take Risks , Think Big
- Strive for number 1 or 2 and lead
- Networking
- Ethics and Integrity

The session was concluded by Adv. Manisha Kulkarni followed by a lunch break.



The post lunch session was taken over by Mrs. Maushmi Divekar Ex - AVP, Max New York Life Insurance. She shared her views on changes due to disruption. Mr. Jeetendra Sharma, Ex GM - Kimberly Clerk and Mr. Devdatta Mandore, Founder Webclincher. They enabled the students to think through the digital marketing journey that would help the business houses to add value to customers. Mr. Dilip Tikle, Founder and Consultant discussed about the required technology for rejuvenated business processes.



Day 2



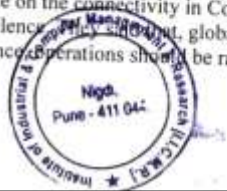
Mr. Vighnahari Deo SKF Group IT Incident Management Process Champion, started his discussion with a statement, "Customers expectations are the same from a service whether you deliver a pizza, repair a car or deliver a project". Sir explained how responsibilities are required to be dealt with in service sector by giving the example of the latest responsibility given to him by SKF where, communication and collaboration were leading words in the project. He discussed that, to ensure successful implementation of any project on time, the following steps can be used as a guideline.

- Know your customers
- Tailoring customers' expectations
- Identify what can be changed in given time and things that cannot be changed.(Don't promise anything that cannot be achieved.)
- Plan for delivery with 4 W & 1H. Why, Who, Where, When, How
- Review the progress, prepare a customer user friendly communication plan.
- Timely Appreciation on achieving small targets.

Ms. Nora Bhatia Mahindra Accelo Chief - HR & Corporate Admin, HR Role in Reskilling the Human Resource. She discussed that when four to five generations are working together in any organization to meet its goals, the role of an HR Executive is extremely challengeable. She expressed that today's generation is overwhelmed, distracted and impatient. And its only with the right attitude that one can always continue to learn, irrespective of the diversities.



CMA. Sunil Joshi, CMA Finance Forum and CFP Sudhakar Kulkarni Managing Partner, Securities spoke on the connectivity in Cost Cutting , Cost control, Financial Stability and Business Excellence. In the global competition has reduced down profit margins drastically. Hence, Operations should be rationalized in such a way that with the same



resources profitability can be maintained. Businesses should try to convert the cost centers into profit centers.

The day was concluded with the valuable inputs of Mr. Ankush Bhandari Head (India) IMS Proschool-CPS, on process development.

Day 3



The day started with the felicitation of Mr. Jay Dholakia, PMP Professional, Sr. Practice Director – KPIT. He discussed that the characteristics of any business process include definite boundaries, inputs & outputs, list of activities, time limits specified etc. Further he stated that any business process has three categories:

- Operational Processes – Taking customer orders & managing bank accounts
- Supporting Processes – Accounting & HR Management
- Management Processes – Strategic Planning & Budgeting.

Of all the three, Operational Processes are critical as they bring revenue. They deliver value to customer by helping to produce a product or service. Process Excellence should seek to ensure standardization & coordination of expectations across different processes.

This was followed by a panel discussion between Dr. Jayant Abhyankar, Founder Sharangdhar Pharma and Mr. Parag Gore, Founder Business Mantra on Emerging business Process Outsourcing as an opportunity for entrepreneurs.

Later on there was another panel discussion amongst, Mr. Parag Auty, Head – Business Excellence CVBU, Tata Motors Ltd., Mr. Sudhanshu Panse, Samanway Management Consultants and Dr. Sudhir Hasamnis, Adjunct Faculty for MBA on how to collaborate and integrate business functions.

The two panel discussions were followed by the valedictory function. The guest for the valedictory function was Mr. Sarfaraz Maner GM – HR, TATA Motors Ltd. He gave valuable views Human Resource most powerful resource to connect the dots, to enable and drive process excellence and projects. The programme concluded with the distribution of the certificates by the hands of the Chief Guest and Vote of thanks by Adv. Manisha Kulkarni coordinator of BPE 2018.



Outcome

- Developing confidence amongst the students for open discussion with industry professionals.
- Awareness about the expectations of corporates from management professionals.
- Recognition of the skills the students need to develop to adapt to the changing scenarios in employment market.
- Connecting the dots between campus to corporates.....

B.D. Deshpande

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Curriculum Enrichment through Extra Curricular Activities conducted by HEI addressing cross cutting issues

Celebration of International Yoga Day 2018

Institute of Industrial and Computer Management and Research

Nigdi, Pune

Academic Social Responsibility (ASR) Initiative

Report

On

Celebration of International Yoga Day – 21-06-2018

Date : 21/06/2018

Venue: IICMR, Auditorium

Time : 9.15 am to 10.30 am

Attended By: IICMR Faculty members and Students

Agenda

IICMR Nigdi, Pune - 44.		
Agenda - Celebration of International Yoga Day		
Date : - 21/06/2018		
Sr. No.	Time	Agenda (Particulars)
1	9.15am - 9.20am	Welcome - Mr. Maruti Prasad
2	9.20am - 9.30am	Felicitation of Mr. Pavan Shaha & Mrs. Sushreeta V. Terwadkar - Dr. Abhay Kulkarni
3	9.30am - 9.40am	Importance of Yoga for Wellness - Dr. Anbhay Kulkarni
4	9.40am - 10.20am	Yoga Workshop - Mrs. Sushreeta V. Terwadkar
5	10.20am - 10.25am	Vote of Thanks - Dr. Hemant Anbhule



On the occasion of International Yoga Day, IICMR organized a workshop on 'Wellness through Yoga' in association with Aarogyam Yoga & Therapy Center on 21st June 2017. The main aim of the workshop was to let people know the amazing and natural benefits of yoga.

The session started with welcoming the guests by Mr. Maruti Prasad followed by lighting of lamp. Dr. Abhay Kulkarni, Director IICMR, highlighted on 'The importance of Yoga'. He also shared how simple practices of yoga help each person to maintain a sound mind, a sound body and lead a healthy life.


Mrs. Sushreeta Terwadkar, Yoga Therapist, Consultant & Instructor took over the charge and demonstrated yoga for the audience. They taught many of the standing and sitting asanas. They also told the benefits of each asana. Mrs. Sushreeta Terwadkar highlighted that one should enjoy the beauty of yoga while performing it to get its benefit to the fullest. The audience was eager to perform all the asanas. Finally the session was concluded by giving vote of thanks by Dr. Hemant Anbhule. Total 87 members attended the workshop.







Outcome:

This workshop proved fruitful to the audience. The participants also learnt the easy and simple methods of performing Yoga asanas. They understood that 'Yoga makes each one mentally and physically fit'. Yoga is not an exercise but a lifestyle.


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Domestic Waste Management

Ref: MBA@IICMR/ASR/2018-19/

Institute of Industrial and Computer Management and Research

Nigdi, Pune

Academic Social Responsibility (ASR) Initiative

Report

On

"Domestic Waste Management."

Date : 17/08/2018 – 19/08/2018

Venue: Auto Cluster, Pimpri, Pune.

Time : 09.00 am to 06.00 pm

Attended By: IICMR Faculty members and Students

On 17th to 19th August 2018 IICMR@MBA students participated in 'Recycle and Waste Expo 2018' held at Auto Cluster, Pimpri, organized by PCMC in association with ECA. Our students participated in street play competition on waste management and also managed registration at expo. Registration team was combination of MBA 1st year and 2nd year students. They handled registration counter for all the three days from 9 am to 6 pm. They registered every visitor's information both digitally and manually 8000 visitors attended the exhibition. ECA appreciated their work and gave the certificate.

MBA 1st year and 2nd year students participated in street play. The subject of the act performed was "Domestic Waste Management." The Act was written and directed by the faculty member of City Pride Ms. Shilpa Jogalekar. The duration of the act was 8 minutes where students performed the act for 7 times on 18th and 19th August at the Expo.



The Prize distribution ceremony of street play competition held on 25th August at Science Park. IICMR MBA students received 3rd prize and Registration team also received a certificate of appreciation from Mr. Shravan Hardikar, Commissioner, PCMC for their active performance at the registration.



Pathantya Performing MBA TEAM

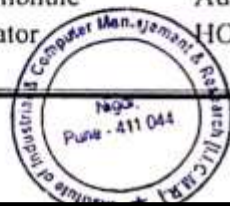


Outcome: This ASR activity succeeded in creating the awareness about domestic waste management among the students, So also organizing and Planning of exhibition. They interacted with PCMC professionals which increased their Social awareness. Through street play students understood their role as a mediator in communicating the seriousness of the waste management with the society this is in line with our mission of developing deep rooted sense of social responsibility.

Prepared by,
Dr. Hemant Anbhule
ASR Coordinator

Submitted to,
Adv. Manisha Kulkarni
HOD, MBA, IICMR

Approved by,
Dr. Abhay Kulkarni
Director, IICMR.
DIRECTOR



Institute of Industrial & Computer
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Nigdi, Pune - 411 044

Donation Drive to help Flood Victims of Kerala

Ref: MBA@IICMR/ASR/2018-19/

Institute of Industrial and Computer Management and Research

Nigdi, Pune

Academic Social Responsibility (ASR) Initiative

Report

On

“Donation drive to help the flood victims of Kerala.”

Date : 21/08/2018

Venue: MBA@IICMR

Time : 09.00 am to 01.00 pm

Attended By: IICMR Faculty members and Students

Floods are the major disaster affecting many countries in the world year after year. Flash flood was one of the most common and destructive weather related phenomena. It causes damage to lives, natural resources and environment as well as the loss of economy and health. Every year, the floods leave a trail of destruction, washing away villages, submerging paddy fields, drowning livestock, besides causing loss of human life and property in billions.



In August 2018, extreme flooding influenced the south Indian territory of Kerala because of strangely high precipitation amid the rainstorm season. It was the most noticeably awful flooding in Kerala in about a century. More than 445 individuals kicked the bucket, 15 are absent inside a fortnight, while no less than a million people were emptied, basically from Chengannur, Pandanad, Aranmula, Aluva, Chalakudy, Kuttanad and Pandalam. Each part of the state were put on red caution. As indicated by the Kerala government, one-6th of the aggregate populace of Kerala had been specifically influenced by the surges and related episodes. The Indian government had pronounced it a Level 3 Calamity.



By understanding the seriousness of the situation many helping hands are come forward to extend their support for Kerala. With the same aim MBA@IICMR under the ASR initiative extend their support for the affected people of kerala. All the students of MBA I & MBA II along with the faculty members were asked to contribute by any means which can be a support for kerala. Under this initiative many students and almost all the faculty members extended their support by donating the things which can be used in day to day life. Following material was donated from the side of MBA@IICMR for the flood affected people of kerala.

1. Cloths
2. Tooth Pastes
3. Brushes



4. Sanitary Napkins

5. Soaps

6. Candles

7. ORS

8. Baby food

9. Mats

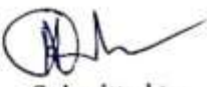
10. Tea packets etc.

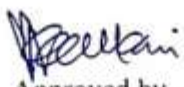
This drive of donation was completely driven by the students of MBA@IICMR.

Outcome:-

Students understand the seriousness of the situation & they also understand their roles in responding this critical situation. This drive unites the students for noble cause.


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Nirmalya Collection during Ganesh Utsav

Ref: IICMR/MBA/ASR/2018-19/

**Institute of Industrial and Computer Management and Research
Nigdi, Pune**

Academic Social Responsibility (ASR) Initiative

Report

On

NIRMALYA Collection on Ganesh Visarjan Day

Date : 22/09/2018

Venue: Moraya Gosawi Ghat, Chinchwad, Pune.

Time : 3.00pm to 08.00pm

Attended By: IICMR ASR coordinator from MBA & MCA and 7 volunteer (Student)

On occasion of Ganesh Visarjan day as part of academic social responsibility faculties and students from IICMR – M.B.A. & M.C.A. as a team came together and helped SWACHH ABHIYAAN a voluntary organization to control the nirmalya thrown by devotees who came for Ganesh idol immersion.

13 students from M.B.A. & 12 students from M.C.A. were present on said occasion along with their coordinators Dr. Hemant Anbhule & Prof. Sanjay Mathapathi respectively. All the devotees who came for lord Ganesha's immersion were made aware about the pollution caused due to nirmalya and idol by immersing it into river and also convinced without touching their religious feelings to donate the Ganesh idol and to hand over the nirmalya to throw in dustbin.

All necessary arrangement for collection of Ganesh idol and nirmalya was made by ECA like hand gloves, dustbins, large size carry bags etc. Student from our institute were present on the visarjan ghat for almost four hours and performed their part sincerely.





Outcome: Awareness among student as well as common public about environment and cleanliness increases. No ritual should be followed by causing harm to the Mother Nature is the learning what student had this day. Apart from this their contribution to the society is also noteworthy.

[Signature]
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Dr. Hemant Anbhule
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Aarogya Mitra-Accident/Emergency Management

	
ATSS'S IICMR, Pune -44 MBA-I, Batch 2018-20	
MBA@ IICMR-AROGYA MITRA 2019	
Ref-IICMR/MBA/Arogya Mitra/2018-19	Date: 08/04/2019
Date and Time: 07 April, 2019, 9:30 a.m. to 1:30 p.m. Venue: Chanakya Hall, First Floor, Y.C. M. Hospital, Sant Tukaram Nagar, Pimpri, Pune	
TOPIC OF THE SESSION: Presentation of "Arogya Mitra" Concept Anchored by: Dr. Abhay Kulkarni, Director MBA @ IICMR	
OBJECTIVES: <ol style="list-style-type: none">1. To inaugurate the concept of Arogya Mitra2. To enlighten the duties of Arogya Mitra members.	
ACTIONS: <p>On 7 April, 2019 inauguration of Arogya Mitra was held in Pimpri Chinchwad Municipal Corporation (PCMC) at the hands of Dr. Pawan Vasant Rao Salve, chief medical officer (CMO) in PCMC Health, Yashwantrao Chavan Memorial (YCM) Hospital in association with police and citizen forum. Arogya Mitra is supposed to coordinate patients and hospital management. Dr. Abhay Kulkarni was master of ceremony of the inaugural program. Dr. Salve explained the concept and need of Arogya Mitra. He stated that it will help patients in the golden hour to save his or her life. Furthermore, he added that this initiative will be one step ahead to make PCMC a smart city in the real sense. Mr. Bhavsar explained the do's and don'ts of Arogya Mitra.</p> <p>Dr. Dilip Kanade, chief guest of the program proposed ten Commandments of first aid to be done at the time of emergency. He stated the following actions:</p> <ol style="list-style-type: none">1. Stop Bleeding by pressure2. Cover the wound3. Remove Electrical shock	
	

4. Pour water on burns
5. Recovery position in coma
6. Support Spine and Fracture
7. Put weighted object on the injured chest
8. Cardio Pulmonary Resuscitation
9. Splint the Fractured Limb
10. Mouth to Mouth Respiration

Dr. Ashish Suryavanshi, chief surgical from Lokmanya Hospital explained how to avoid geriatric problems. Dr. Pravin Nikam, concept coordinator explained the need of Arogya Mitra in today's fast changing life. Chief Guest Mr. Abhijit Anap explained the usefulness of various government schemes which Arogya Mitra should educate common man. He congratulated the team for converting actual ideas of Arogya Mitra into practices with the help of Yashwantrao Chavan Memorial (YCM) Hospital and Lokmanya Hospital.

Guest on the dias gave badge to 35 Arogya Mitra.

Dr. Abhay Kulkarni, director MBA @ IICMR emphasized Arogya Mitra to work initially on:

1. Patient Management
2. People Management
3. Situation Management
4. Help the Patient to take to the nearest suitable hospital to get fast recovery.

The program ended with vote of thanks by Dr. Ganesh Jawalker.

PHOTOS/SUPPORTING IMAGES:



KEY TAKEAWAYS:

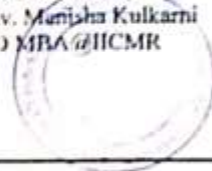
Four students from MBA, IICMR (1st year) from Batch 2018-20 selected as member of Arogya Mitra

1. Mr. Manoj Kalokhe
2. Mr. Harshal Ghodekar
3. Mr. Prashant Kasbe
4. Mr. Vishwesh Mukadam

Prepared by,
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SME HR



Submitted to,
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Approved by,
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Celebration of International Yoga Day 2019



Audyogik Tantra Shikshan Sanstha's
Institute of Industrial and Computer Management and Research
(Affiliated to SP Pune University, Approved by AICTE New Delhi, Recognized by Govt. of Maharashtra)

MBA @ IICMR

Date: 22/06/2019

ACTIVITY REPORT

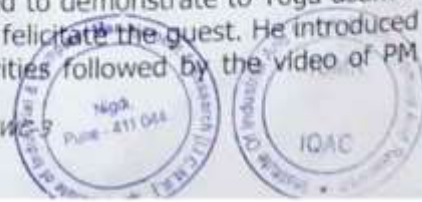
1. **Title of Activity:** Celebration of International Yoga Day
2. **Date & venue:** 21st June, 2019 at IICMR Auditorium, Nigdi.
Time: 8.30am to 10.30am
3. **Outcomes of activity:**
 - a. Generate awareness of yoga in students and faculty members.
 - b. Understand the various Yoga activities which help for excellent learning abilities.
 - c. Perform better practice of Yoga in day to day life routine for wellness.
 - d. Question Answer session helped students and faculty members to resolving health related issues.

4. Description of activity:

Since its inception in the year 2015, June 21st is celebrated as The International Day of Yoga all over the world. This idea was proposed by our Prime Minister, Mr. Narendra Modi. He said, "Yoga is an invaluable gift of India's ancient tradition. It embodies unity of mind and body; thought and action; restraint and fulfilment, harmony between man and nature, a holistic approach to health and well-being. It is not about exercise but to discover the sense of oneness with yourself, the world and the nature. By changing our lifestyle and creating consciousness, it can help in well being."

5th International Yoga Day was celebrated at **Institute of Industrial and Computer Management and Research (IICMR)** with great enthusiasm. Dr. Ajit Jagtap form Patanjali Yog was invited to demonstrate to Yoga asanas. Dr. Abhay Kulkarni, Director welcomed all & felicitate the guest. He introduced the importance of Yoga in day to day activities followed by the video of PM

MBA@IICMR/Academic_Social_Responsibility_2019-20/SVC-3



Shri Narendra Modi massage on this occasion. All the students & staff members performed sitting and standing asanas, importance of these were explained simultaneously. The celebration concluded with synchronized recitation of shlokas and speech by Dr. Ajit Jagtap. He encouraged students to practice regular yoga to remain fit and improve concentration.

Regular practice of yoga will surely help our students and faculty members to achieve a better life, physically, mentally and spiritually as well.

5. Activity Experience:

- a. Dr. Abhay Kulkarni, Director IICMR addressed the audience about the importance of the Yoga activity and encouraged students & staff members to perform Yoga activities.
- b. Participant performed the asanas as demonstrated by Dr. Ajit Jagtap. During Performing of every asanas, he explained it's importance to achieve wellness in our life. The audience gain knowledge of various Yoga asanas during the activity
- c. 53 Students and 8 Faculty members participated in the activity.
- d. Summary & conclusion: The activity was organized by the institute to promote and invoke the sentiment of National Pride in proliferating Yoga among youth. The participants performed & gain lots of knowledge from this activity. The activity conducted successfully in the campus of IICMR.

6. Assessment of activity outcomes:

Each one of the participants performed the yoga asanas. Many of them were performed first time, hence somehow it was difficult for them. But they learn a lot during the activity.

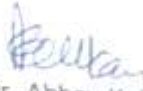
7. Feedback:

Overall the participants were satisfied with the activity conducted in the campus. It was positive feedback, each participant took away a key benefit point from this activity. Dr. Jagtap informed to the Director Dr. Abhay Kulkarni to start yoga activities 21st of every month and he is ready to teach the faculty members.




Mr. Vinod Bhelose
Coordinator


Adv. Manisha Kulkarni
HOD


Dr. Abhay Kulkarni
Director, IICMR



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