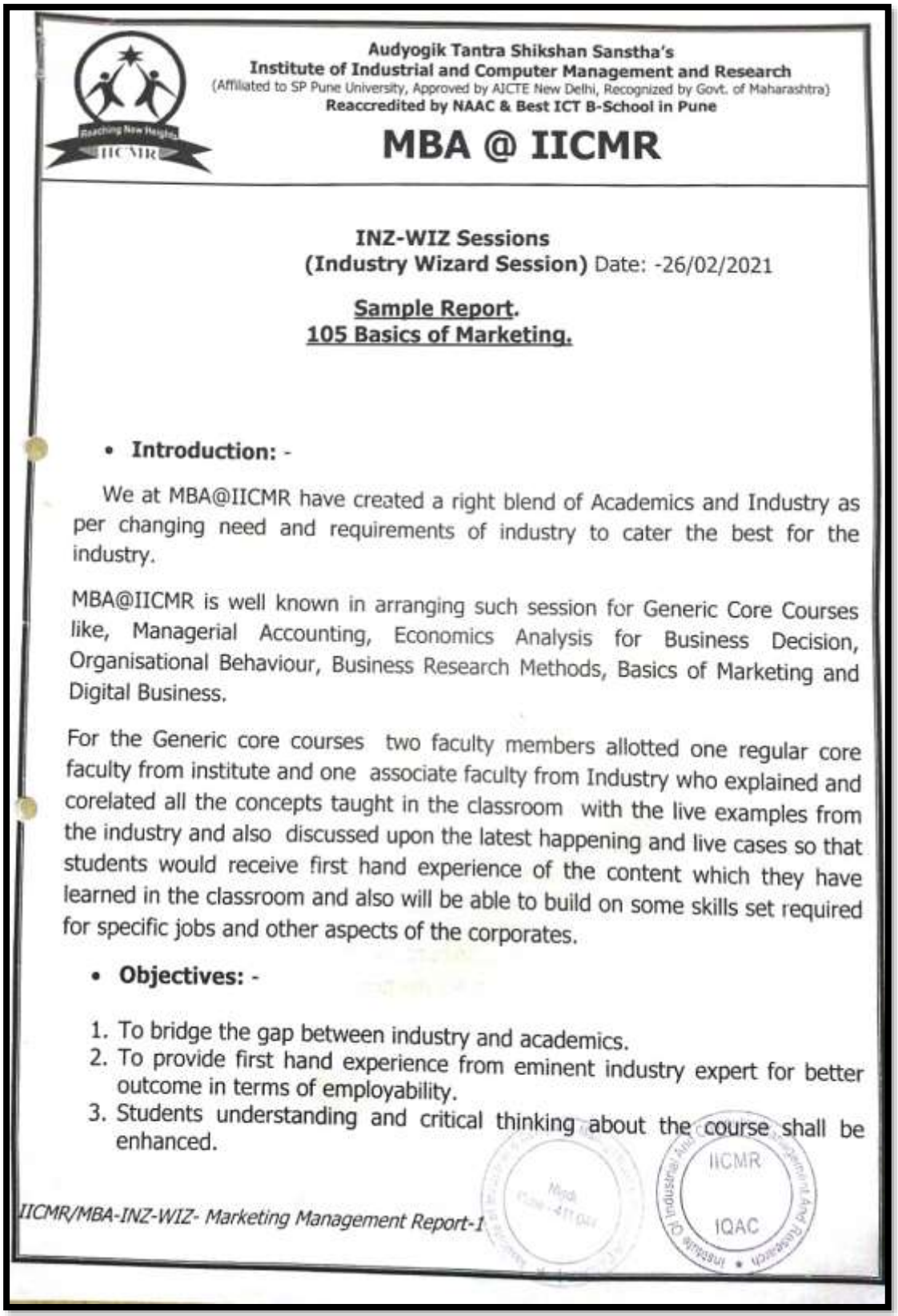
Criterion 1.3 – Curriculum Enrichment

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

Metric1.3.1
Institution integrates crosscutting issues relevant to Professional Ethics, Gender, Human Values, Environment and Sustainability in transacting the Curriculum

Academic Year 2021-2022

Curriculum enrichment through Industry Wizard Session for providing application based inputs.



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MBA @ IICMR

INZ-WIZ Sessions
(Industry Wizard Session) Date: -26/02/2021

Sample Report.
105 Basics of Marketing.

- **Introduction: -**

We at MBA@IICMR have created a right blend of Academics and Industry as per changing need and requirements of industry to cater the best for the industry.

MBA@IICMR is well known in arranging such session for Generic Core Courses like, Managerial Accounting, Economics Analysis for Business Decision, Organisational Behaviour, Business Research Methods, Basics of Marketing and Digital Business.

For the Generic core courses two faculty members allotted one regular core faculty from institute and one associate faculty from Industry who explained and corelated all the concepts taught in the classroom with the live examples from the industry and also discussed upon the latest happening and live cases so that students would receive first hand experience of the content which they have learned in the classroom and also will be able to build on some skills set required for specific jobs and other aspects of the corporates.

- **Objectives: -**

1. To bridge the gap between industry and academics.
2. To provide first hand experience from eminent industry expert for better outcome in terms of employability.
3. Students understanding and critical thinking about the course shall be enhanced.

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IICMR/MBA-INZ-WIZ- Marketing Management Report-1

- **Scope**:

1. Cover all the concepts from syllabus with Industry practices orientation.
2. Provide different dimension from Industry Perspectives.
3. Inculcate various new happening and know -how of industry amongst the students for future ready managers.

- **Outcome: -**

1. Students understanding and thinking level have changed with such industry expert inputs.
2. Students were well equipped with the skills and information required to tackle the challenges the industry is facing.
3. Students are applying and experiencing the inputs received in industry expert session during summer internship Project.

- **For Basics of Marketing.**

1. Regular faculty –1. Mr. Dileep Pawar (SME- Sales and Marketing).
2. Associate Faculty (Industry Expert) -1. Mr. Jeetendra Sharma (Having 25 years of Experience in all domain of Marketing).
3. Teaching methodology used in Industry Expert Session- Case based teaching, Live Cases.

At the end of the session Feedback were taken to improve the delivery. And all aspects of the students learning should be taken in to consideration for more effective and efficient teaching -learning Process.

The Session would be generally conducted at the end of every unit so that the through understanding of the unit will be done and the students doubts will be cleared in that session.

Sample PPTs Screen shot has been attached,

Introduction to Marketing

JEETENDRA SHARMA
06 FEBRUARY 2021

Importance of Marketing in Business

One of the most important activities in a business because it has a **direct effect** on **profitability and sales**

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Marketing Environment

JEETENDRA SHARMA
01 APRIL 2021

Photos of the INZ-WIZ Report of Basics of Marketing

Industry Expert- Mr. Jeetendra Sharma delivering the session for Basics of Marketing on Unit-1 Introduction to Marketing at ATSS's IICMR Nigdi Pune.

Resource Person for INZ-WIZ- Sessions at MBA@IICMR for Basics of Marketing.

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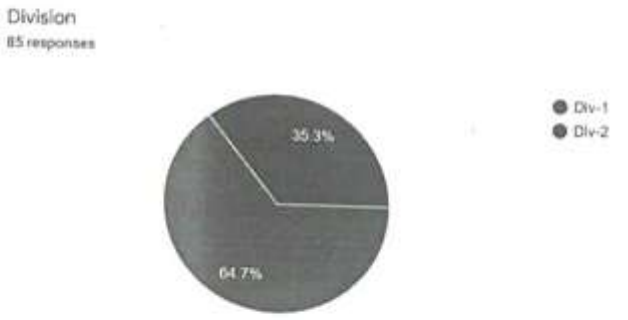
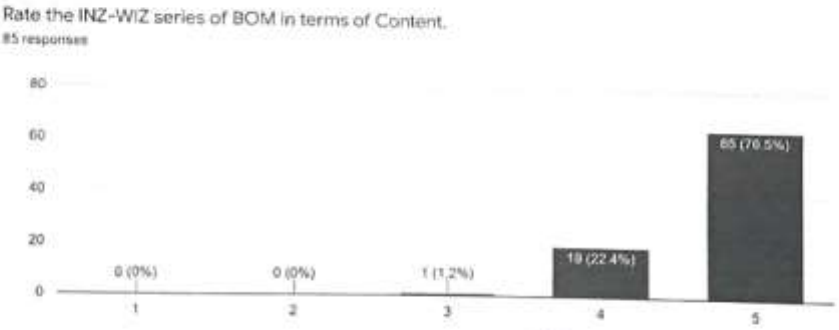
At the end of the session Feedback have been taken and accordingly the changes have been incorporated in upcoming session to improve the Delivery and teaching pedagogy to make this practice more concrete and perfect for imbibing skills and knowledge of current industry and improvements.

- Feedback of Basics of Marketing are as follows: -





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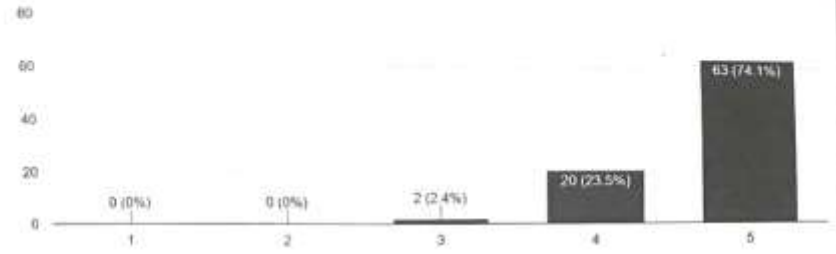
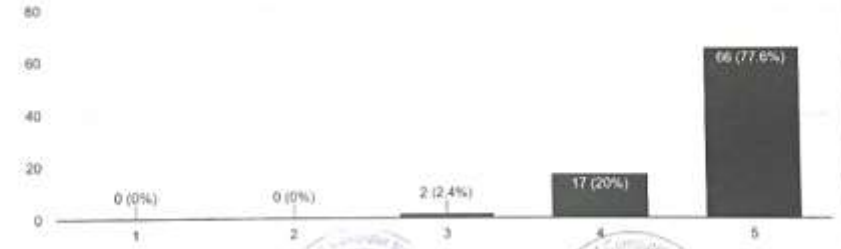
Rate the INZ-WIZ series of BOM in terms of Context.

85 responses



Rate the INZ-WIZ series of BOM in terms of delivery.

85 responses



Key Takeaways from the session: -

- I learned from the session how to do marketing and analysis market, Demand, needs, wants, value, meta market, market place Value, Sales Vs Marketing, Needs, Wants, Demands.
- Explanation
- 1)what is marketing 2-role of marketing 3-importance of marketing 4-Needs, wants, demand 5-marketing vs sales, Marketing concept, strategy, questions answers, explanation of each point. How change is important for the organisation to exist in the market, how customer can be satisfied, what is marketing myopia, customer satisfaction and delight
- Question answering

- learn about marketing concepts 2) market palces 3) marketing basics.
- Market place, meta market, market space, sales, marketing of myopia Information about metamarket, Marketing myopia Marketing in business organisation
- Sales vs marketing 2. customer satisfaction 3. Red ocean strategy 4. Blue ocean strategy 5. Marketing Myopia Need wants demand Marketing strategy Market place market space Marketing Role of marketing Important of marketing Sales Vs marketing Value, Basics of marketing, types,
- Change in market Role of marketing What is value? Market place Market space Marketing myopia
- Learned about new key terms about marketing
- Topic related with Coco cola example Marketing myopia
- Logic regarding marketing &, market value Learning regarding marketing Environment with the help of Case Study Of Coca cola Role of marketing Strategically marketing, know the customers, learning case studies properly, improving critical thinking, proper market research.

Prepared By	Guided by	Approved By
Mr. Dileep Pawar	(Adv.) Manisha Kulkarni	Dr. Abhay Kulkarni.
SME- Marketing Management	HOD, MBA@IICMR.	Director, ATSS's IICMR Nigdi Pune.

DIRECTOR
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Nigdi, Pune - 411 044

Curriculum enrichment through Co-curricular Activities conducted by HEI that address cross cutting issues

Career Excellence Program (CEP) – Goal Setting

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MBA@IICMR

Date: 04/08/2021

REPORT

1. Title of the Activity: Career Excellence Programme – Goal Setting

2. Date & Venue: 2nd August 2021. MBA@IICMR had organized its Seventh Career Excellence Programme (CEP) 2021 for First year MBA Students.

Time: 1: 00 p.m. – 3: 00 p.m.

3. Outcome of Activity:

1. The students will understand how to define the goals for their career and life.
2. Students should know how to mention objectives and how goals will be assessed based on the objectives.
3. They should understand how to bifurcate and plan the short term, medium term and long-term goals.

By the end of this session, students should be able to understand the what it takes to be in the Goal setting process and how defining the objectives leads to the Goal setting process.

4. Description of the Activity:

This was Seventh CEP session conducted by MBA@IICMR and the trainer was Ms. Shreya Sharma from eclerx. The session was all about Goal setting process and how to define the objectives for the career.

The session was planned to give students a better idea about Goal setting and give them a reality check where they stand and how it actually goes in the corporate world. The goal setting has to be defined in short-, medium- and long-term goals and according a strategy should be made to ensure the achievement of said goals.

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Ref.: IICMR/MBA/2021-22/CEP-2021/

The Objectives mentioned in the CV also play a big role in order to ensure the correct picture the students have for their future.

5. Activity Experience

The trainer started with his presentation about what the goals and objectives are for a particular individual.

Following Steps were covered in the Activity:

1. What are the goals?
2. What are objectives?
3. How students need to be strict with the choice of words while defining the goals?
4. How the objectives should be mentioned in short in the CV?

6. Assessment of Activity Outcomes:

After initial presentation and guidance on Goal setting process, the Trainer assigned the activity to the students, wherein students were asked to answer the questions provided to them in word file. And the Trainer conveyed that she will take up with the answers post the session. Further the CVs provided by the institute were analyzed by the trainer with respect to the objectives mentioned. Out of those CVs, she pointed out some CVs that were good according to the trainer and students were conveyed on the job about how the objectives should be in line with the goal they have planned.

7. Feedback:

The Feedback was good. Students learnt a lot about the Objectives setting and goal setting and how they should be lined up with actual objectives in their CV. The average of Student's response was 4.64.

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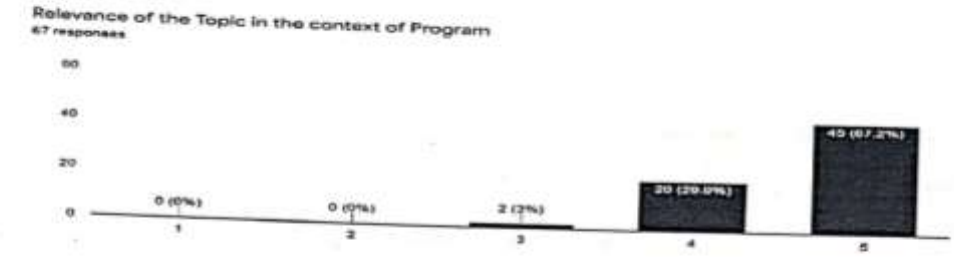

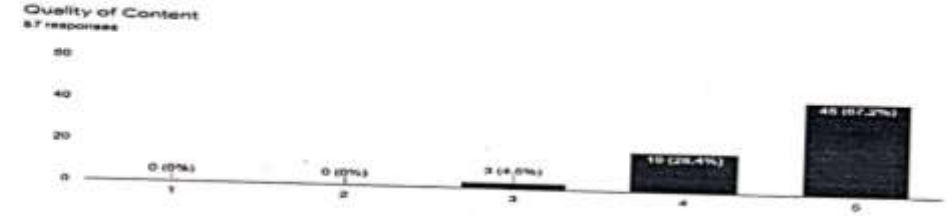

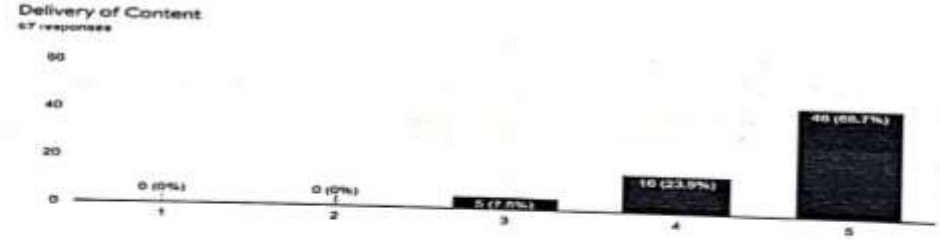

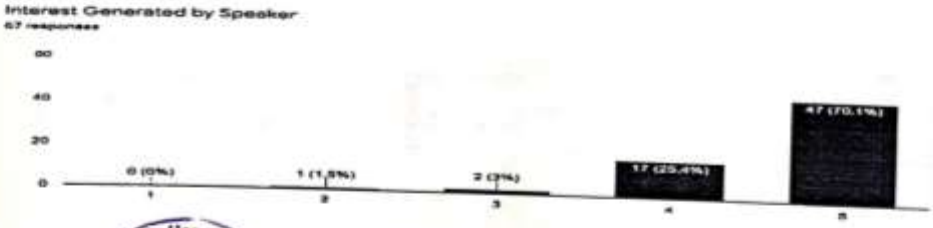

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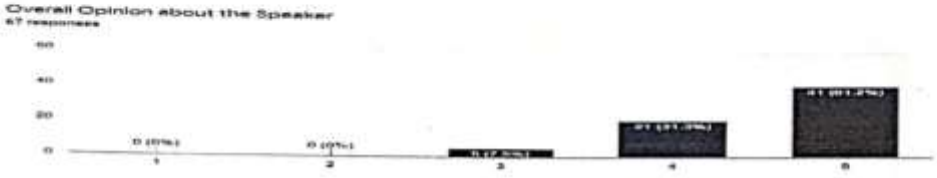
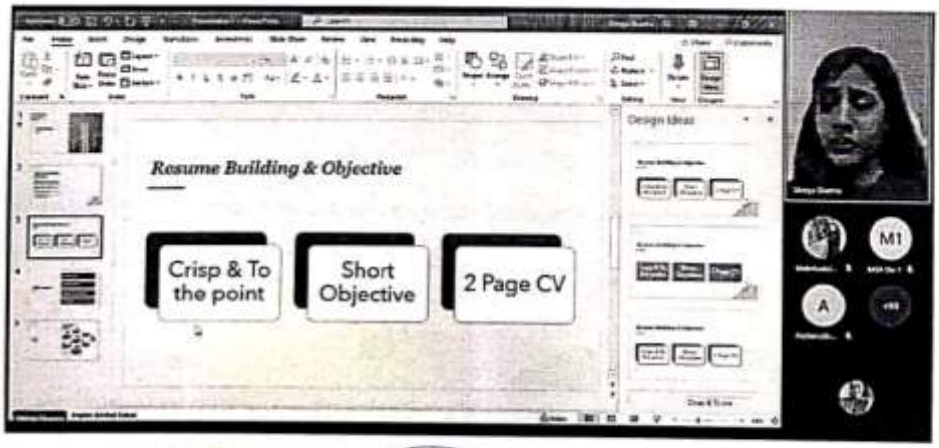


Some Snaps of the session



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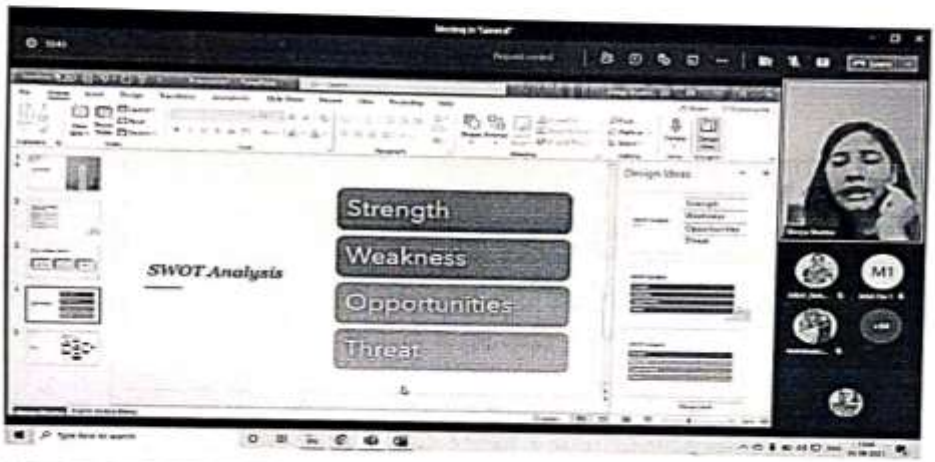


Prepared by:

Dr. Madhura Deshpande

CEP Coordinator

Submitted to:

Adv. Manisha Kulkarni

HOD , MBA@IICMR

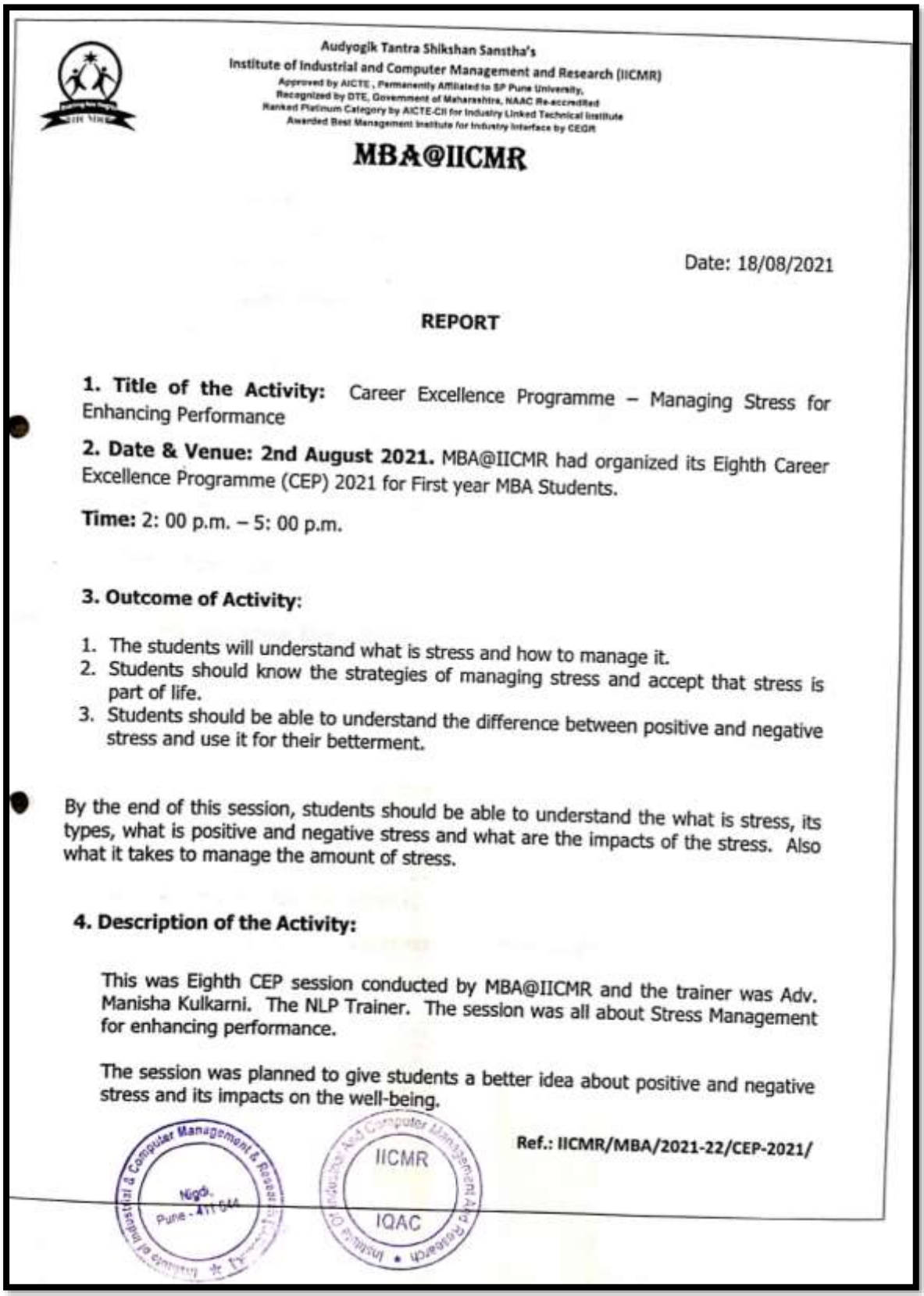
Approved by

Dr. Abhay Kulkarni

Director, IICMR

Ref.: IICMR/MBA/2021-22/CEP-2021/

Career Excellence Program (CEP) – Managing Stress for Enhancing Performance



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MBA@IICMR

Date: 18/08/2021

REPORT

1. Title of the Activity: Career Excellence Programme – Managing Stress for Enhancing Performance

2. Date & Venue: 2nd August 2021. MBA@IICMR had organized its Eighth Career Excellence Programme (CEP) 2021 for First year MBA Students.

Time: 2: 00 p.m. – 5: 00 p.m.

3. Outcome of Activity:

1. The students will understand what is stress and how to manage it.
2. Students should know the strategies of managing stress and accept that stress is part of life.
3. Students should be able to understand the difference between positive and negative stress and use it for their betterment.

By the end of this session, students should be able to understand the what is stress, its types, what is positive and negative stress and what are the impacts of the stress. Also what it takes to manage the amount of stress.

4. Description of the Activity:

This was Eighth CEP session conducted by MBA@IICMR and the trainer was Adv. Manisha Kulkarni. The NLP Trainer. The session was all about Stress Management for enhancing performance.

The session was planned to give students a better idea about positive and negative stress and its impacts on the well-being.

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5. Activity Experience

The trainer started with his presentation by stating the various facts about what the stress is and how a person feels when he is stressed.

Following Steps were covered in the Activity:

1. What is stress?
2. What is positive and negative stress?
3. How students should manage stress and how to deal with it?
4. What strategies can be adopted to manage stress?

6. Assessment of Activity Outcomes:

After initial presentation and guidance on Stress Management, the Trainer emphasized that

1. Everybody feels stress. Everybody has to deal with stress.
2. Everybody should feel relaxed and accept the reality.
3. Everybody should talk about the stress. 100%interaction is the key to handle the stress.
4. Stress is a condition when an individual feels that things are going out of control for that person.

Tools of Managing Stress:

1. Stress is normal so relax and accept it.
2. Look at the changes in your body as our body shows the initial symptoms of stress.
3. Do not stretch the stress but accept it, deal with it and move on.

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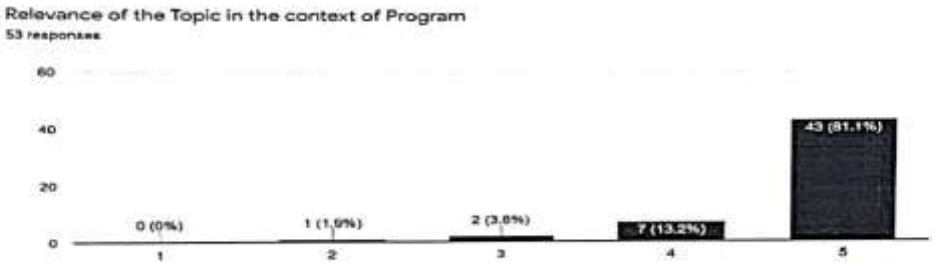
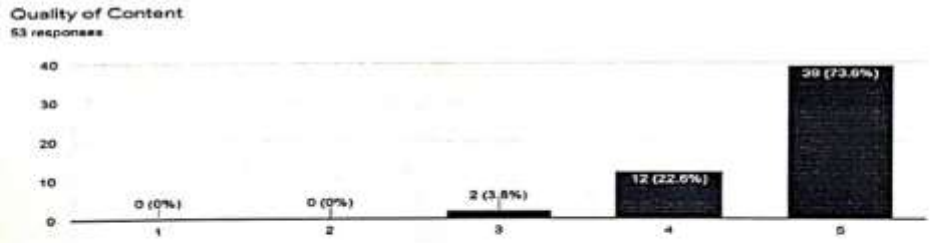
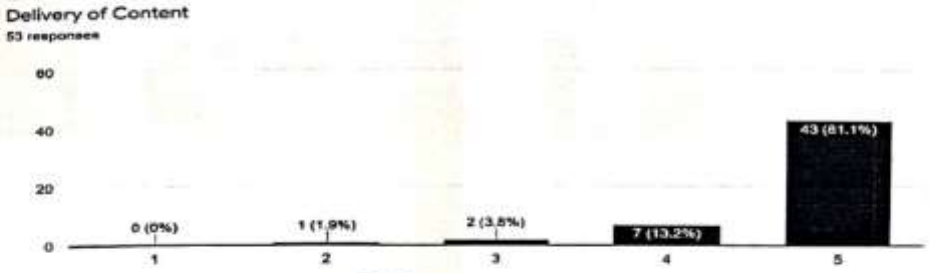
7. Feedback:

The Feedback was good. Students learnt a lot about the Stress management and asked for more sessions on meditation and stress management. The average of Student's response was 4.75.







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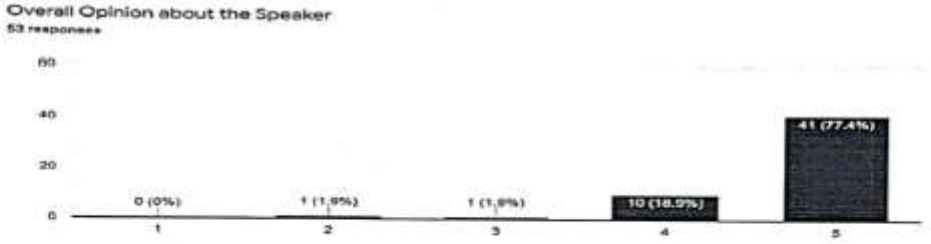
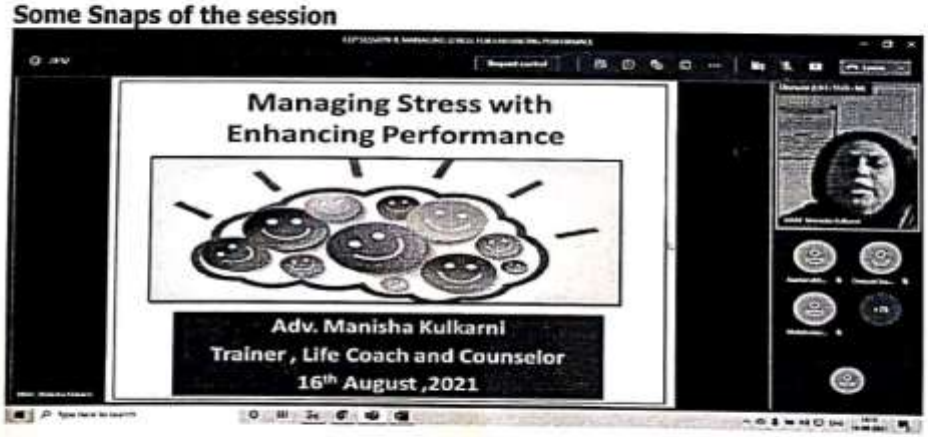


Some Snaps of the session



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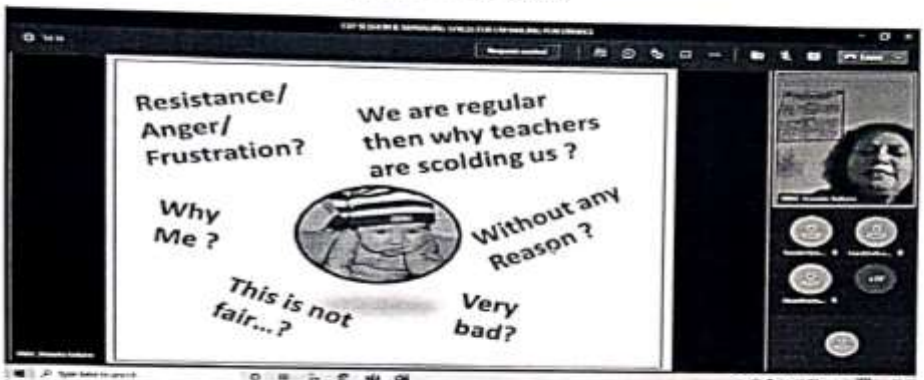

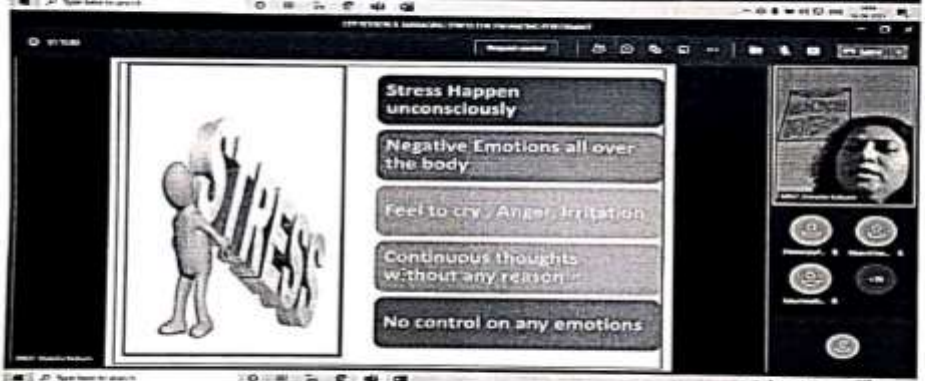

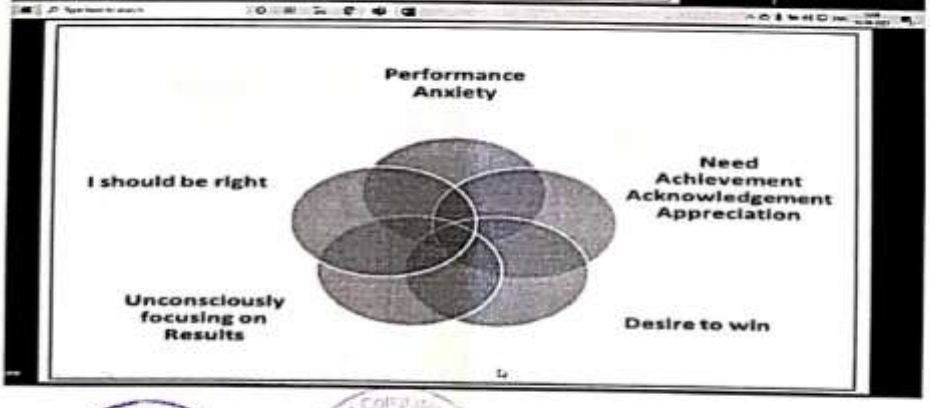

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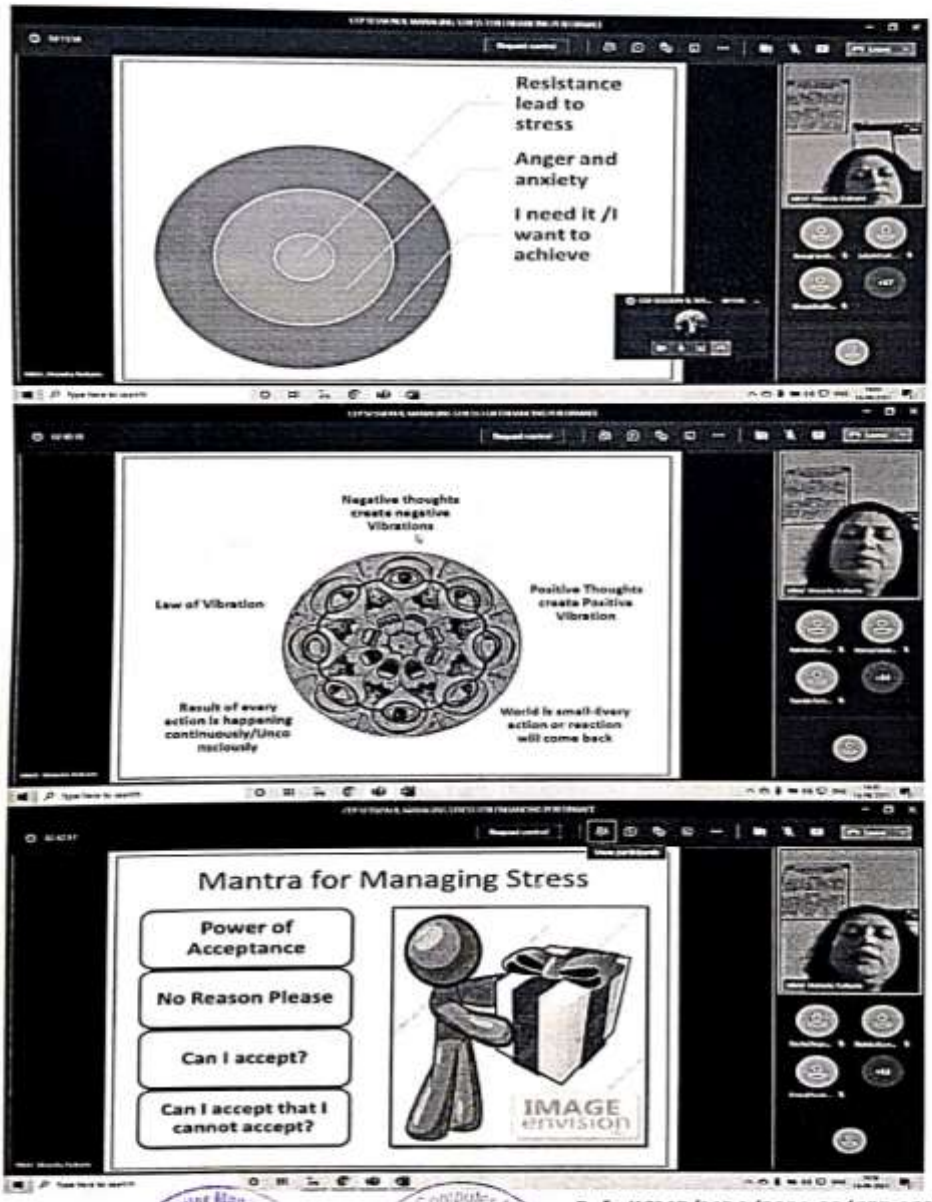

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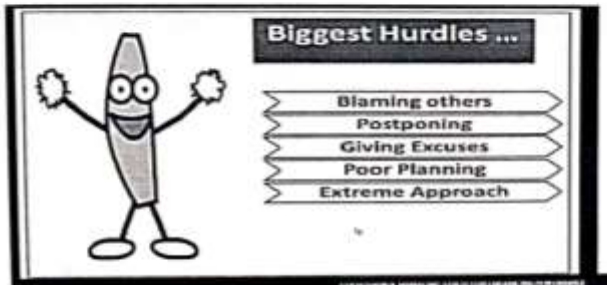

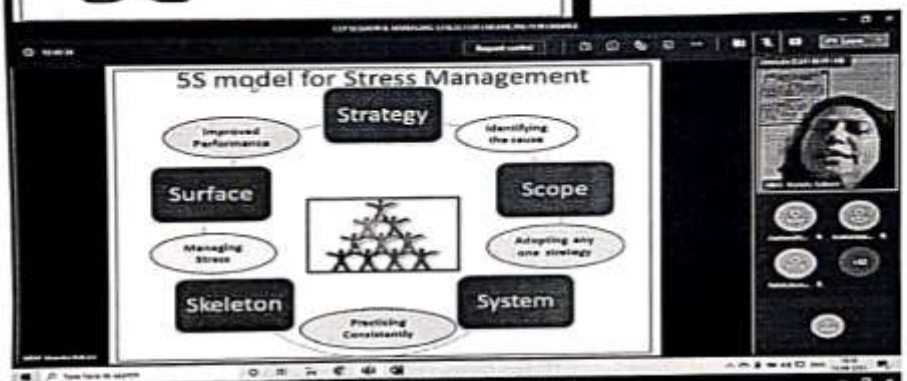

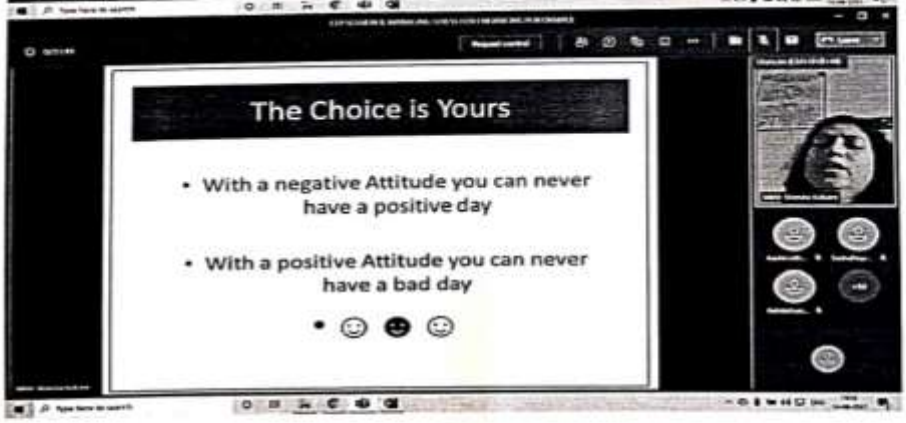

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Prepared by:	Submitted to:	Approved by
Dr. Madhura Deshpande	Adv. Manisha Kulkarni	Dr. Abhay Kulkarni
CEP Coordinator	HOD , MBA@IICMR	Director, IICMR

Institute of Industrial & Computer Management & Research [I.I.C.M.R.] Nigdi, Pune - 411 044

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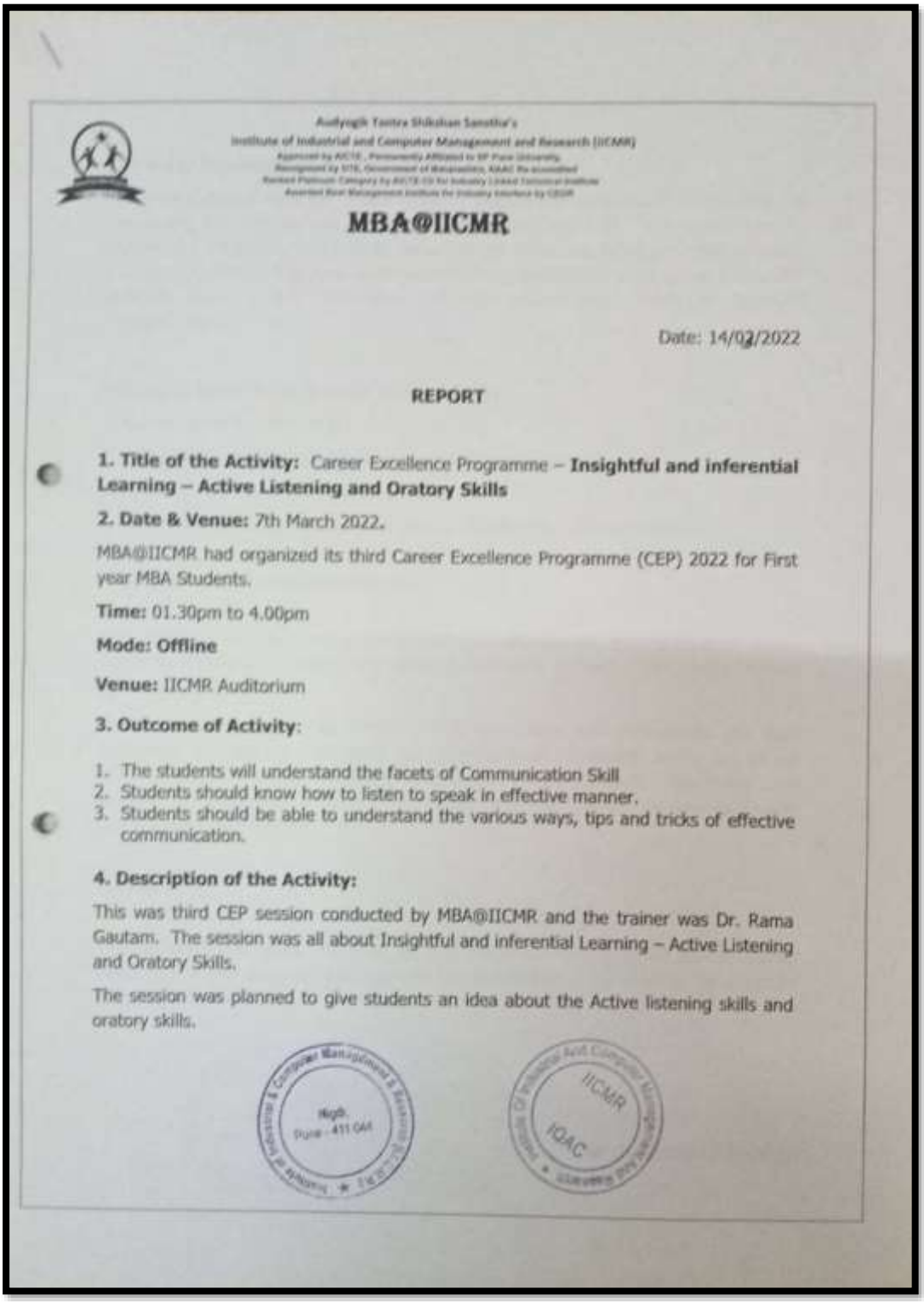
Ref.: IICMR/MBA/2021-22/CEP-2021/

Career Excellence Program (CEP) – Insightful and Inferential Learning – Active Listening and Oratory skills



Audyogik Tantra Shikshan Sanstha's
Institute of Industrial and Computer Management and Research (IICMR)

MBA@IICMR

Date: 14/02/2022

REPORT

1. Title of the Activity: Career Excellence Programme – **Insightful and inferential Learning – Active Listening and Oratory Skills**

2. Date & Venue: 7th March 2022.

MBA@IICMR had organized its third Career Excellence Programme (CEP) 2022 for First year MBA Students.

Time: 01.30pm to 4.00pm

Mode: Offline

Venue: IICMR Auditorium

3. Outcome of Activity:

1. The students will understand the facets of Communication Skill
2. Students should know how to listen to speak in effective manner.
3. Students should be able to understand the various ways, tips and tricks of effective communication.

4. Description of the Activity:

This was third CEP session conducted by MBA@IICMR and the trainer was Dr. Rama Gautam. The session was all about Insightful and inferential Learning – Active Listening and Oratory Skills.

The session was planned to give students an idea about the Active listening skills and oratory skills.

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5. Activity Experience

The trainer started with her presentation by stating the various facts about listening and making the effective use of the information about speaking. The various ways to improve the vocabulary and how to make the use of various synonyms while speaking and communicating. The speaker focused on the activity-based training and trained the students about verbs, synonyms, proverbs and various ways of assertive communications.

Following Steps were covered in the Activity:

1. How to be an active listener?
2. How to use the listening skills in communicating with others?
3. How to overcome on the fear of speaking?
4. How the tone and vocabulary is important for effective communication?

6. Assessment of Activity Outcomes:

After initial presentation and guidance on Active listening and making students aware about the difference in hearing and listening, the trainer focused on the communication and oratory skills.

The trainer emphasized that student should read more and more books and daily newspaper in order to understand the importance of vocabulary and it can be an effective way to improve the communication skill of the students. The trainer also stressed on developing a word bank to use synonyms, idioms and proverbs while communicating confidently.

7. Feedback:

The Feedback was good. Students learnt a lot about the Insightful and inferential Learning – Active listening and Assertive Communication. The average of Student's response was 4.75.

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8. Some Snaps of the session

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Prepared by: Submitted to: Approved by

Dr. Madhura Deshpande
CEP Coordinator

Dr.(Adv.) Manisha Kulkarni
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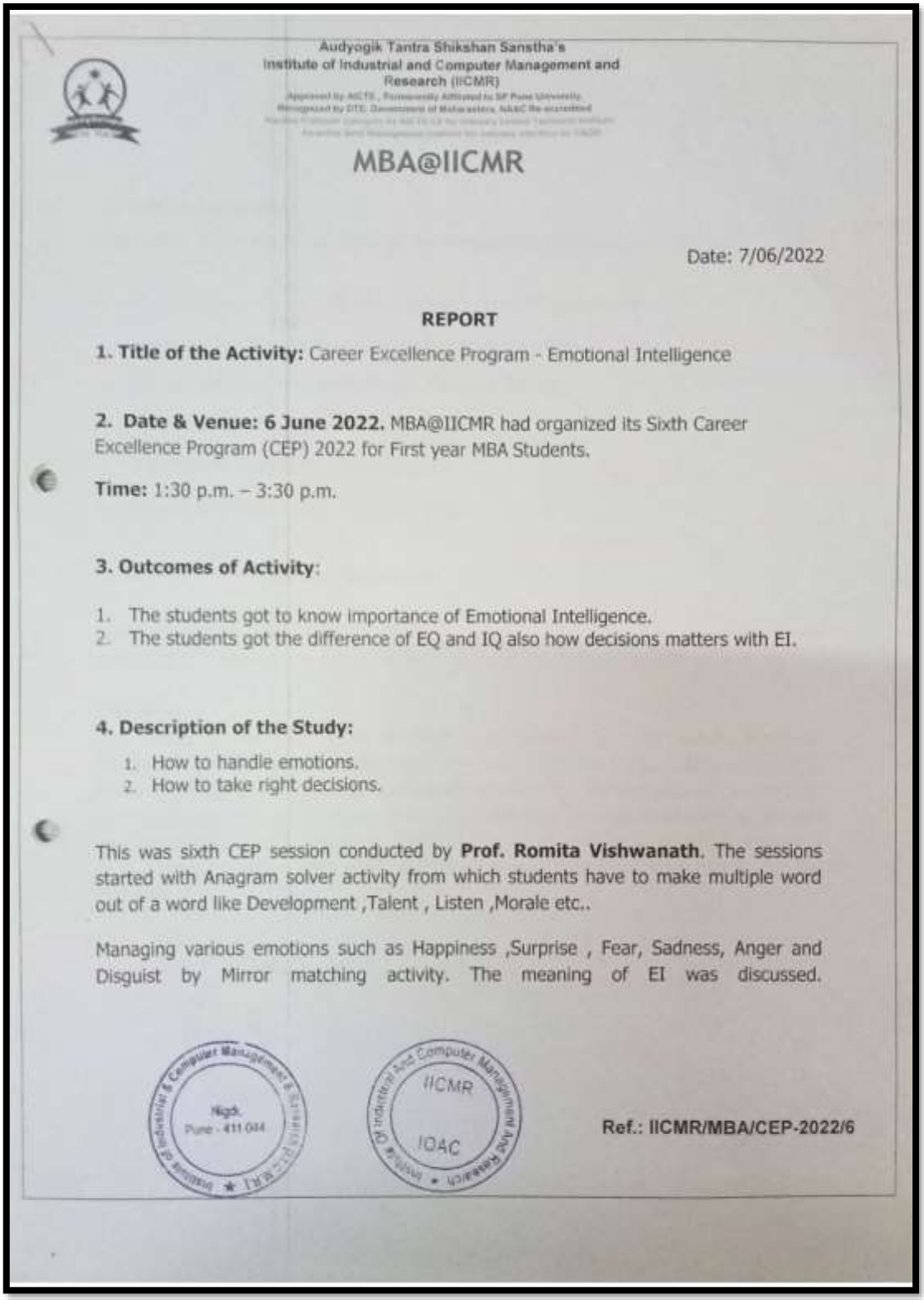
Dr. Abhay Kulkarni
Director, IICMR

Ref.: IICMR/MBA/CEP-2021/

Career Excellence Program (CEP)- Emotional Intelligence



Audyogik Tantra Shikshan Sanstha's
Institute of Industrial and Computer Management and Research (IICMR)

MBA@IICMR

Date: 7/06/2022

REPORT

1. Title of the Activity: Career Excellence Program - Emotional Intelligence

2. Date & Venue: 6 June 2022. MBA@IICMR had organized its Sixth Career Excellence Program (CEP) 2022 for First year MBA Students.

Time: 1:30 p.m. – 3:30 p.m.

3. Outcomes of Activity:

1. The students got to know importance of Emotional Intelligence.
2. The students got the difference of EQ and IQ also how decisions matters with EI.

4. Description of the Study:

1. How to handle emotions.
2. How to take right decisions.

This was sixth CEP session conducted by **Prof. Romita Vishwanath**. The sessions started with Anagram solver activity from which students have to make multiple word out of a word like Development ,Talent , Listen ,Morale etc..

Managing various emotions such as Happiness ,Surprise , Fear, Sadness, Anger and Disguist by Mirror matching activity. The meaning of EI was discussed.

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5. Activity Experience

Following Steps were covered in the Emotional Intelligence activity:

1. To manage emotions start labeling feeling stop labeling people.
2. Analyze your own feeling also ask other how they feel.
3. Express your feelings. Identify your fear and desires.
4. Take time to reflect your feelings.
5. Anagram solver activity was conducted.
6. Balloon and sponge ball activity was done.

6. Assessment of Activity Outcomes:

Students got to know that IQ decisions matters 20% however EQ decisions are important and effective by 80 %.Maintain good relationship with people around you.

Feedback:
The Feedback was very good. Students learnt various ways of handle emotions. Students rated the session on the basis of Relevance of the Topic, Quality of Content, Delivery of Content, Practical application of subject, Participation of students in discussion, Handling of Question - Answer Session and Interest Generated by Speaker and the Overall Opinion about the Speaker. The rating from students stood between 3 to 5. Overall, it was a very good and useful session. Students were happy with the delivery.

Ref.: IICMR/MBA/CEP-2022/6

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Prepared by:

Ms. Pooja Nalawade

CEP Coordinator

Submitted to:

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Approved by:

Dr. Abhay Kulkarni

Director, IICMR

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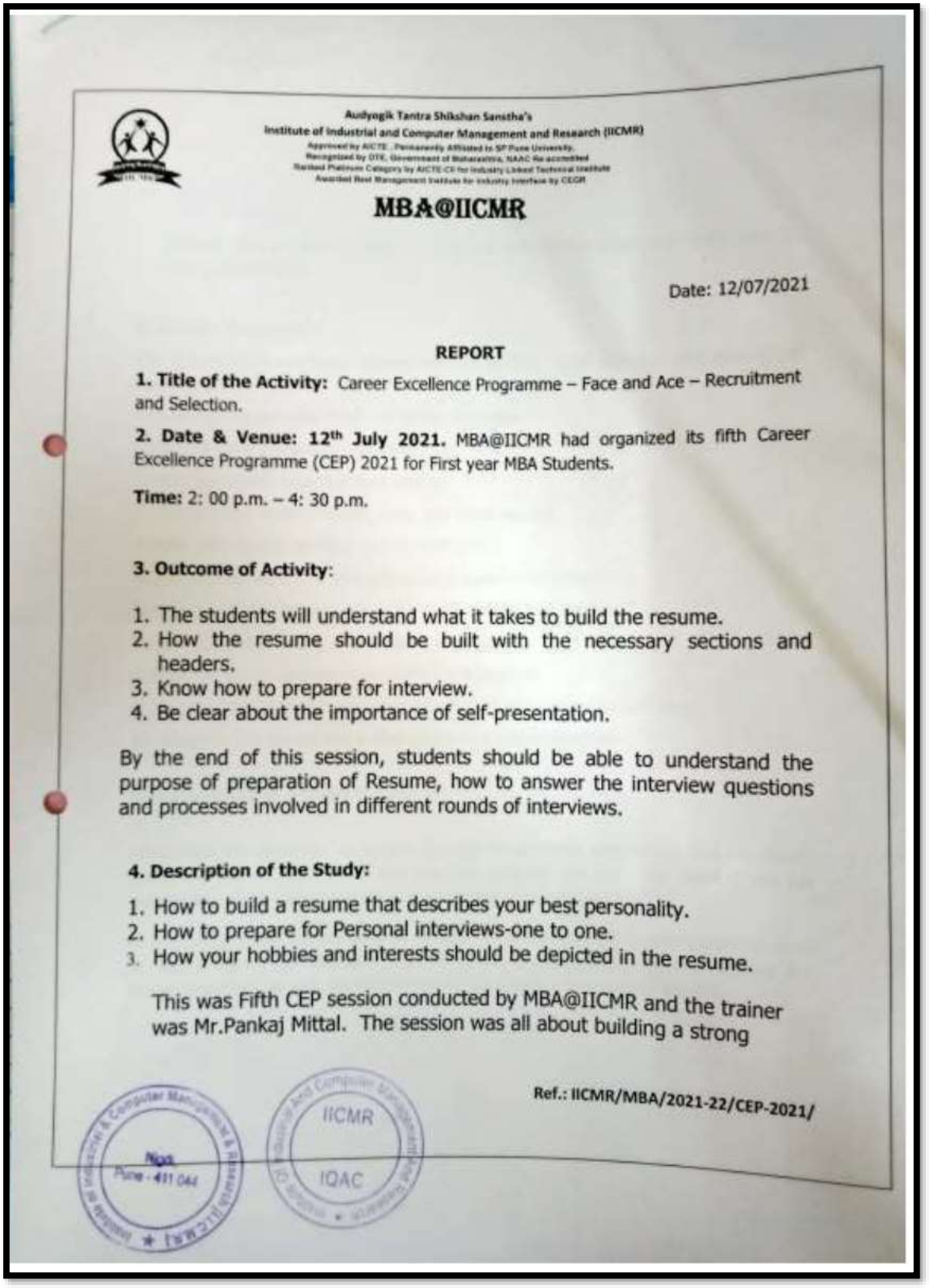
Ref.: IICMR/MBA/CEP-2022/6

Career Excellence Program (CEP)- Face & Ace Recruitment -Selection



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Date: 12/07/2021

REPORT

1. Title of the Activity: Career Excellence Programme – Face and Ace – Recruitment and Selection.

2. Date & Venue: 12th July 2021. MBA@IICMR had organized its fifth Career Excellence Programme (CEP) 2021 for First year MBA Students.

Time: 2: 00 p.m. – 4: 30 p.m.

3. Outcome of Activity:

1. The students will understand what it takes to build the resume.
2. How the resume should be built with the necessary sections and headers.
3. Know how to prepare for interview.
4. Be clear about the importance of self-presentation.

By the end of this session, students should be able to understand the purpose of preparation of Resume, how to answer the interview questions and processes involved in different rounds of interviews.

4. Description of the Study:

1. How to build a resume that describes your best personality.
2. How to prepare for Personal interviews-one to one.
3. How your hobbies and interests should be depicted in the resume.

This was Fifth CEP session conducted by MBA@IICMR and the trainer was Mr.Pankaj Mittal. The session was all about building a strong

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resume and answering the basic questions in the interview. interview is only preparation.

5. Activity Experience

The trainer made students relaxed with some basic hand activities and encouraged them to speak.

Following Steps were covered in the Activity:

1. Why Resume building is important?
2. How you should have a proper mail id.
3. How you can make a simple, neat, and clean resume.
4. How your Unique qualities can be highlighted.
5. How you should frame your educational qualification segment?
6. How you should frame your professional qualification segment?
7. How you should frame your awards, achievements
8. How you should portray your hobbies and interests
9. How you should frame your co-curricular and extra-curricular activities
10. Whether you should add a photograph or a self-declaration.

6. Assessment of Activity Outcomes:

After initial fun activities, sir guided through his personal experiences and fun stories some eye opener facts about the resumes normally we see. He showed one fun resume also while discussing the do's and donts of resume writing.

During the question answer session, he opened up more on the manners and etiquettes on appearing for an interview. Overall it was a good, knowledgeable session and students opened up with the trainer during the question and answer session.

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MBA@IICMR

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Adv. Manisha Kulkarni

HOD , MBA@IICMR

Approved by:

DIRECTOR

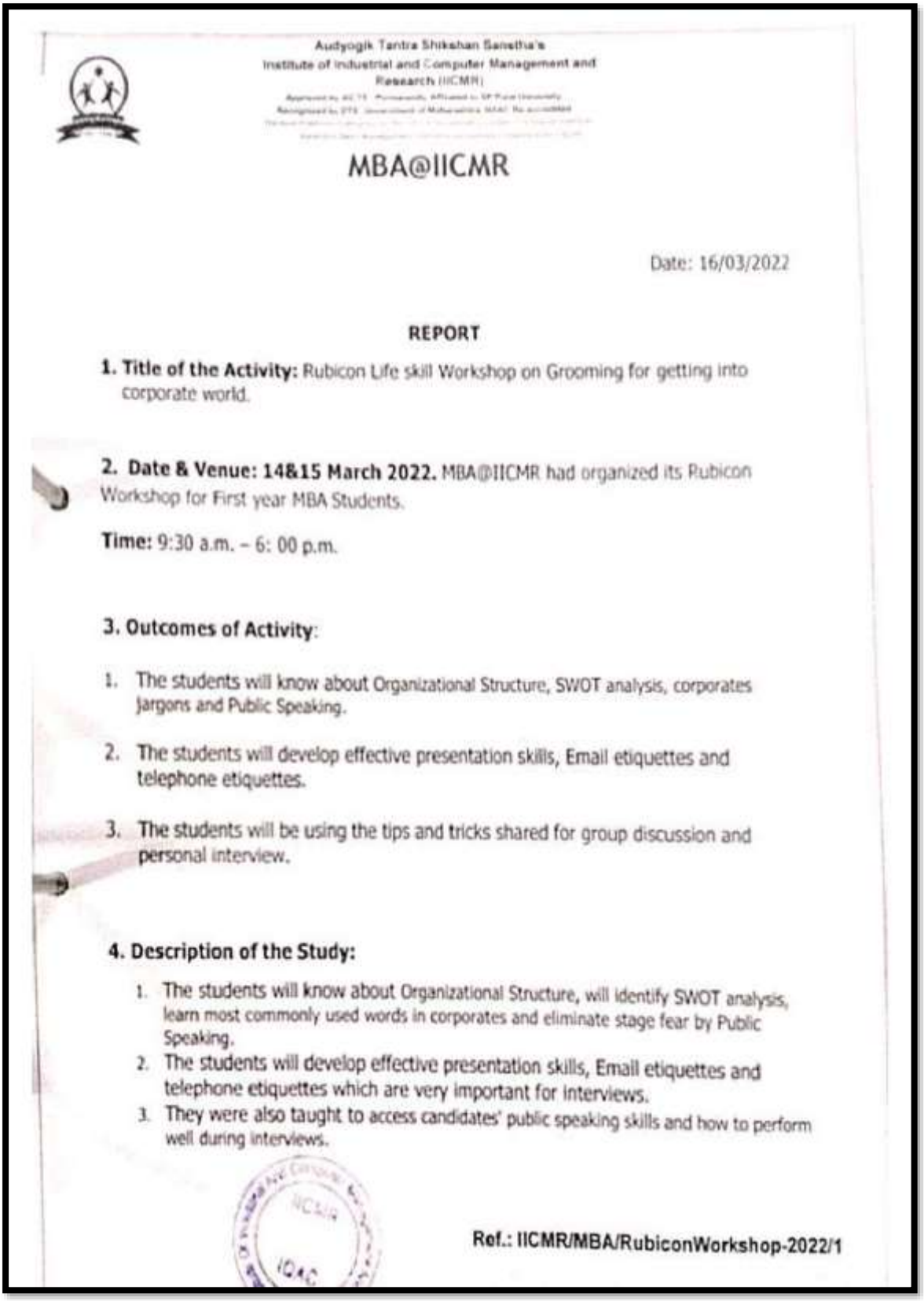
Institute of Industrial & Comput. Management & Research (I.I.C.

Dr. Abhay Kulkarni

Director, IICMR

Ref.: IICMR/MBA/2021-22/CEP-2021/

Career Excellence Program (CEP)- Rubicon's Lifeskill Workshop



Audyogik Tantra Shikshan Sanstha's
Institute of Industrial and Computer Management and Research (IICMR)

MBA@IICMR

Date: 16/03/2022

REPORT

1. Title of the Activity: Rubicon Life skill Workshop on Grooming for getting into corporate world.

2. Date & Venue: 14&15 March 2022. MBA@IICMR had organized its Rubicon Workshop for First year MBA Students.

Time: 9:30 a.m. – 6: 00 p.m.

3. Outcomes of Activity:

1. The students will know about Organizational Structure, SWOT analysis, corporates Jargons and Public Speaking.
2. The students will develop effective presentation skills, Email etiquettes and telephone etiquettes.
3. The students will be using the tips and tricks shared for group discussion and personal interview.

4. Description of the Study:

1. The students will know about Organizational Structure, will identify SWOT analysis, learn most commonly used words in corporates and eliminate stage fear by Public Speaking.
2. The students will develop effective presentation skills, Email etiquettes and telephone etiquettes which are very important for interviews.
3. They were also taught to access candidates' public speaking skills and how to perform well during interviews.

Ref.: IICMR/MBA/RubiconWorkshop-2022/1

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The Rubicon session was conducted by two trainers Ms. Beena Kadam and Mr. Prashant Sonawane. The session consists of grooming for getting into corporate world. The students were told about organizational structure followed in corporates. The language used in the corporate and personal SWOT analysis was also told. The very important part is speaking confidently in public was practiced. When it comes about interview email writing, Group discussion and email writing also plays important role.

Many videos for telephonic conversation over the phone were also showed which is part of telephone etiquettes. Body language and grooming for corporate was shown by examples.

5. Activity Experience

Following Steps were covered in the Grooming for getting into corporate world activity:

1. Listing all the strengths ,weakness ,opportunities and threats honestly and one by one analysis was done. How to convert Weakness to strengths and threats to opportunities.
2. Various types of organization structure was explained.
3. Generating confidence in public speaking as communication is the backbone of any society. It allows us to form connections, influence decisions, and motivate change. Students were ask to introduce self in effective and funny manner.
4. Telephone etiquettes is very important for interview and regular life. There are some dos and don'ts over the call which was practiced.
5. Email etiquettes and the email writing's super basic, basics, structure of the email and the samples.
6. Body language and personality development by pictorial presentation was shown.
7. Resume writing for recruitment process was practiced.
8. Group discussion was conducted and psychometric test was given and assessed.

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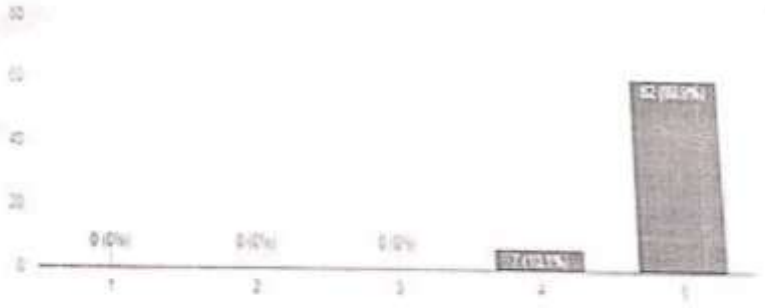
Ref.: IICMR/MBA/RubiconWorkshop-2022/1

9. Career options were also discussed with the students.

6. Assessment of Activity Outcomes:

Students got to know about their strengths and weakness and the area they have to improve. They are well versed with telephone etiquettes. Students got to know do's and don'ts for telephonic conversation during the interview. Students have got clear picture on how to dress and act in corporate. The students are inculcating the habits of grooming properly for college and thereafter for office. Personal interview and group discussion feedback helped the students. The psychometric test will help them for interview in future. They have started practicing. Trainers solved all their queries.

Feedback:
The Feedback was very happy with the trainers input. Students learnt the skills of giving online interview and writing mails effectively. Students rated the session on the basis of Relevance of the Topic, Quality of Content, Delivery of Content, Practical application of subject, Participation of students in discussion, Handling of Question - Answer Session, Interest Generated by Speaker and the Overall Opinion about the Speaker. The rating from students stood between 3 to 5. Overall, it was a very good and useful session. Students were very happy with the delivery.



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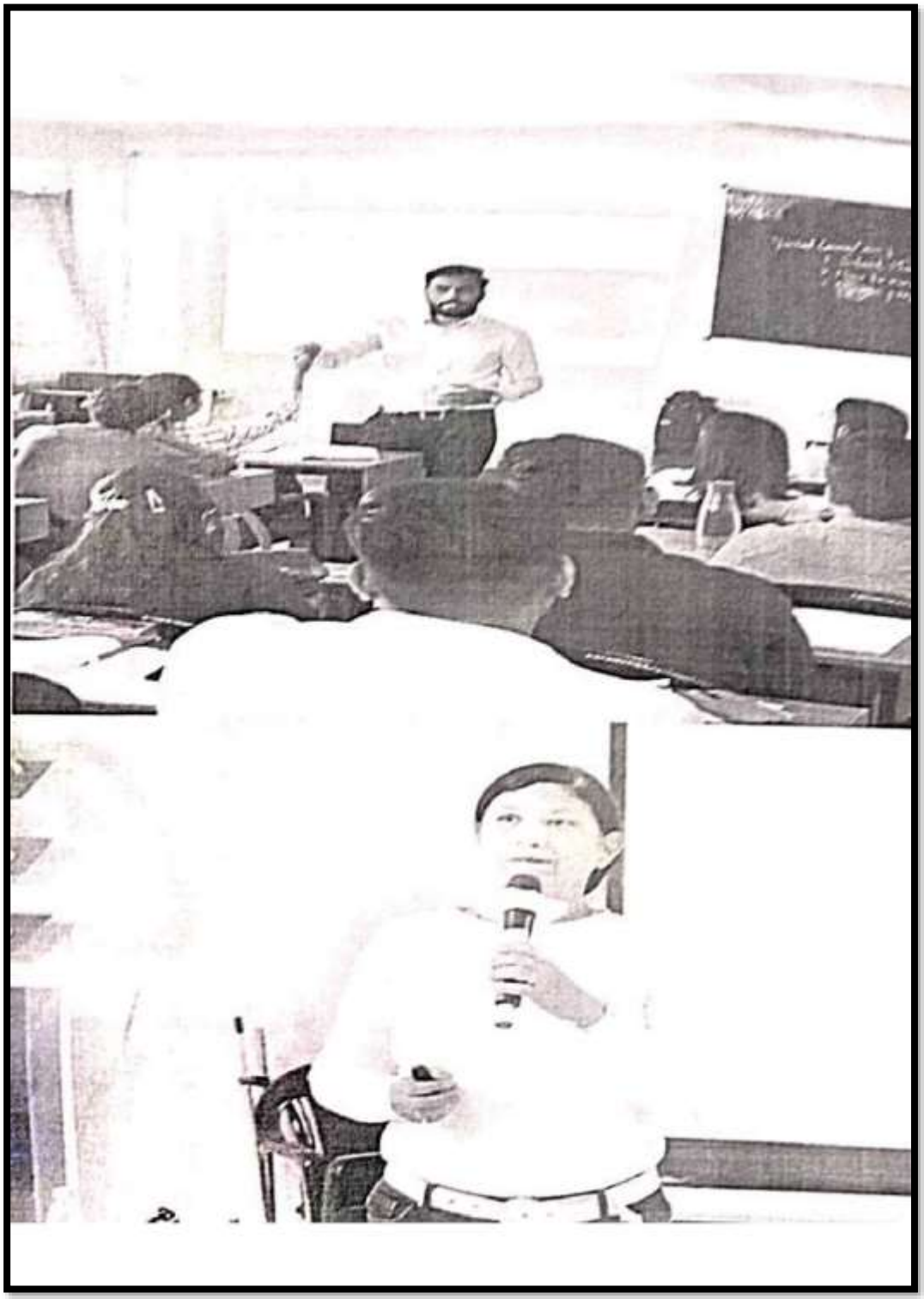

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Prepared by:	Submitted to:	Approved by:
Pooja Nalawade	Dr. Adv. Manisha Kulkarni	Dr. Abhay Kulka
Placement Coordinator	HOD , MBA@IICMR	Director, IICMR

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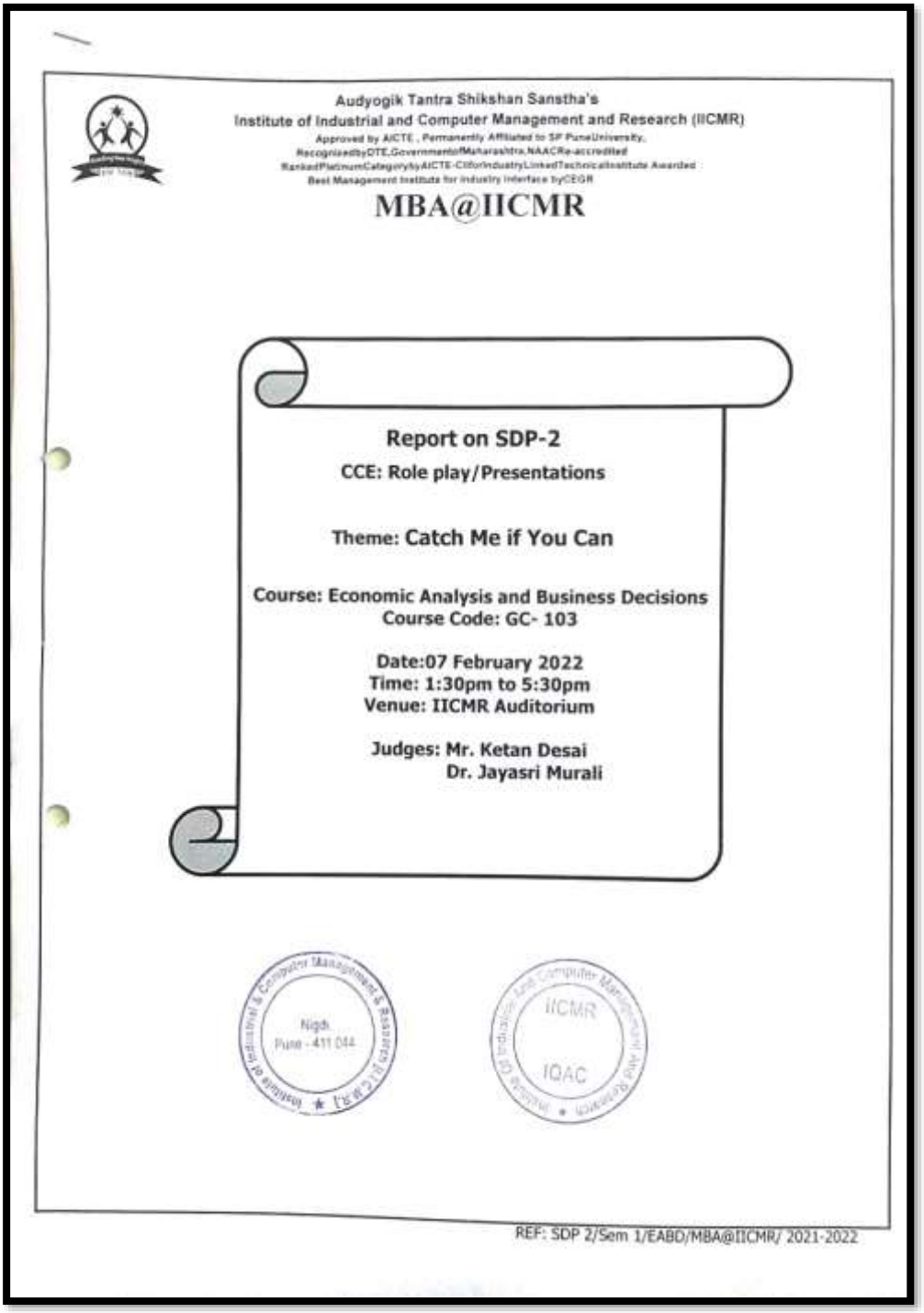
Ref.: IICMR/MBA/RubiconWorkshc

Student Development Program-Catch Me if You Can



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Report on SDP-2

CCE: Role play/Presentations

Theme: Catch Me if You Can

Course: Economic Analysis and Business Decisions
Course Code: GC- 103

Date:07 February 2022
Time: 1:30pm to 5:30pm
Venue: IICMR Auditorium

Judges: Mr. Ketan Desai
Dr. Jayasri Murali

REF: SDP 2/Sem 1/EABD/MBA@IICMR/ 2021-2022

Overview

The student development programme (SDP) is organized to provide each student with the opportunity to grow and reach their potential by developing the knowledge, skills, and ability that will help make a difference in their career. The SDP envisages to help students to identify their present potential and improve on their shortcomings while simultaneously improving application-oriented learnings about the course. The second SDP for MBA I Semester 1 was based on the CCE- Role play/Presentations. The theme was "**Catch Me if you Can**". The students were guided to

Objective

- To give application-oriented learnings to the students
- To develop research and analytical skills of the students
- To improve presentation & communication skills.
- To improve team work & leadership skills.

The judges for this SDP were:

- Dr. Jaysri Murali
- Mr. Ketan Gandhi

Summary

SDP -2 for MBA I Sem I students was on the theme "Catch me if you can". The SDP activity is conducted every fortnight and is a group activity. The SDP is part of Concurrent Internal Evaluation (CIE), and Comprehensive Concurrent Evaluation (CCE) methods, as suggested by SPPU syllabus, are used in the SDP. The present SDP was based on the CCE- Role Play/ Presentations. This SDP was aligned to the Generic Core course- Economic Analysis and Business Decisions. Nine scams were declared and each team was assigned one scam. These teams had to present the details of the scam as well as the impact of these scams on the economy. It was a group activity and each group had to perform a Role Play on the given Topic with Power-point Presentation in the Backdrop. The students were informed about the rationale for evaluating the groups and rubrics were shared well in advance. The time limit for Presentation - 15 min. (12 min. for presentation and 03 min. for Q&A).

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REF: SDP 2/Sem 1/EABD/MBA@IICMR/ 2021-2022

The following scams were taken into consideration in this SDP:

1. 2G Spectrum Scam
2. Commonwealth Games
3. Telgi Scam
4. Satyam Scam
5. IPL Scam
6. Bofors Scam
7. Harshad Mehta Scam
8. Cobbler Scam
9. Hawala Scandal

. The students were evaluated based on the following parameters

- Background of the Case
- Characters or Key Players in the Scam
- Shortcomings in the system
- Event which has triggered the Fraud/ Scam
- Financial Loss to the Exchequer
- Event / Incident which has brought the Scam into the limelight
- Learnings to the Exchequer
- Measures to control or avoid such type frauds in future

This SDP was conducted offline at IICMR auditorium. The SDP started at 1.30pm. The judges sequentially announced the teams for presentation. Approximately 87 students participated in this SDP

Winners:

The winning team was 'The lateral Thinkers'

Outcome:

- The students did in-depth research about the scams that improved their research skills
- The students were able to present the economic implications of the scam.

Conclusion

This was the second SDP for MBA I students and the first offline SDP. However the students displayed good presentation skills. The students were delighted to present on stage and were overwhelmed by the insights given by the judges.

Glimpses of SDP

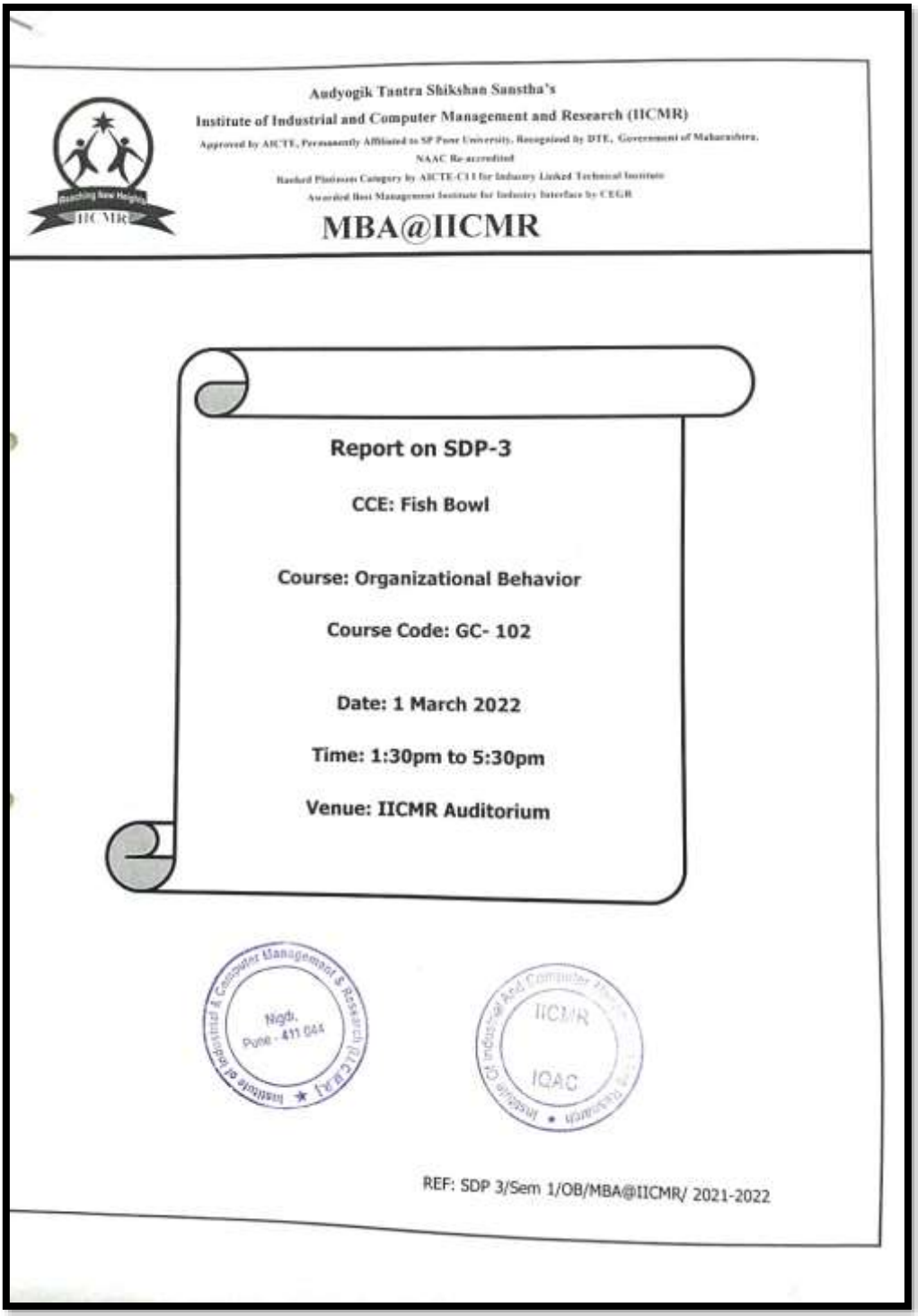
Prepared by
Ms. Dipti Bajpai
SDP Coordinator

Verified by
Adv. Manisha Kulkarni
HOD MBA@IICMR

Approved by
Dr. Abhay Kulkarni
Director, IICMR

REF: SDP 2/Sem 1/EABD/MBA@IICMR/ 2021-2022

Student Development Program- Fish Bowl



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Report on SDP-3

CCE: Fish Bowl

Course: Organizational Behavior

Course Code: GC- 102

Date: 1 March 2022

Time: 1:30pm to 5:30pm

Venue: IICMR Auditorium

REF: SDP 3/Sem 1/OB/MBA@IICMR/ 2021-2022

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Overview

The student development programme (SDP) is organized to provide each student with the opportunity to grow and reach their potential by developing the knowledge, skills, and ability that will help make a difference in their career. The SDP envisages to help students to identify their present potential and improve on their shortcomings while simultaneously improving application-oriented learnings about the course. The third SDP for MBA I Semester 1 was based on the CCE- **"Fish Bowl"**. The students were guided to do group discussion on the different topics assigned to the different teams.

Objective

- To give application-oriented learnings to the students
- To develop research and analytical skills of the students
- To improve communication skills & collaborative learning.
- To improve team work & leadership skills.

The judges for this SDP were:

- Dr. Manisha Kulkarni, HOD MBA@IICMR
- Dr. Sudhir Hasamnis, Associate Faculty MBA@IICMR

Summary

The third SDP for MBA I Sem I students was on the theme "Fish Bowl". The SDP activity is conducted every fortnight and is a group activity. The SDP is part of Concurrent Internal Evaluation (CIE), and Comprehensive Concurrent Evaluation (CCE) methods, as suggested by SPPU syllabus, are incorporated in the SDP. The present SDP was based on the CCE- Fish Bowl. This SDP was aligned to the Generic Core course- Organizational Behavior. The students were required to do group discussions on given

topic. The groups were seated in the formation of a fish bowl, wherein two members of the group were placed in the inner circle and the remaining members in the outer circle. The inner circle members discussed the topics and the outer circle members observed the discussion and presented their viewpoints. The topics were assigned to different groups through draw of lots in front of the faculty mentors. The following topics were given to the groups in this SDP;

1. Discuss the effectiveness of Autocratic Model V/S Collegial Model
2. Recognize the different strategies for resolving conflicts in today's organization
3. Clarify the different stages of group dynamics with forming, norming, performing and adjourning
4. In post pandemic, which can be more counted efficiency or creativity?
5. Work stress is related to illness in today's world? Discuss with examples
6. A newly joined employee is asked to start actual work proper orientation then what challenges he/she may face?
7. Identify your team members with open, blind, hidden and unknown areas
8. Does good personality help in facing organizational decisions?
9. Explain how Big Five Model helps the manager.

The groups were guided by their faculty mentors. The topics assigned were the current issues encountered by the organizations. The key objective of this SDP was to encourage extensive reading, develop understanding of the situation, correlate situations to theoretical concepts and exchange of ideas and thoughts during discussion.

The rubrics explaining the evaluation parameters were shared with the students well in advance, so that they could prepare for the SDP accordingly. The students were evaluated based on the following parameters

- Key terms of OB
- Domain knowledge & conceptual clarity

- Discussing on points relevant to topic
- Analysis of Topic with respect to OB perspective

Winners:

The winning team was 'Team Charmer' and runner-up were team " "

Outcome:

- The students understood the concepts of Organizational Behavior.
- The students displayed team work and adapted unique group discussion skills.

Conclusion

This was the third SDP for MBA I students. The SDP was conducted in auditorium and the students displayed good group discussion skills. The session was conducted smoothly. The students were delighted with the SDP and mentioned the insights given by the judges truly added value to their existing knowledge.

REF: SDP 3/Sem 1/OB/MBA@IICMR/ 2021-2022

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Glimpses of SDP

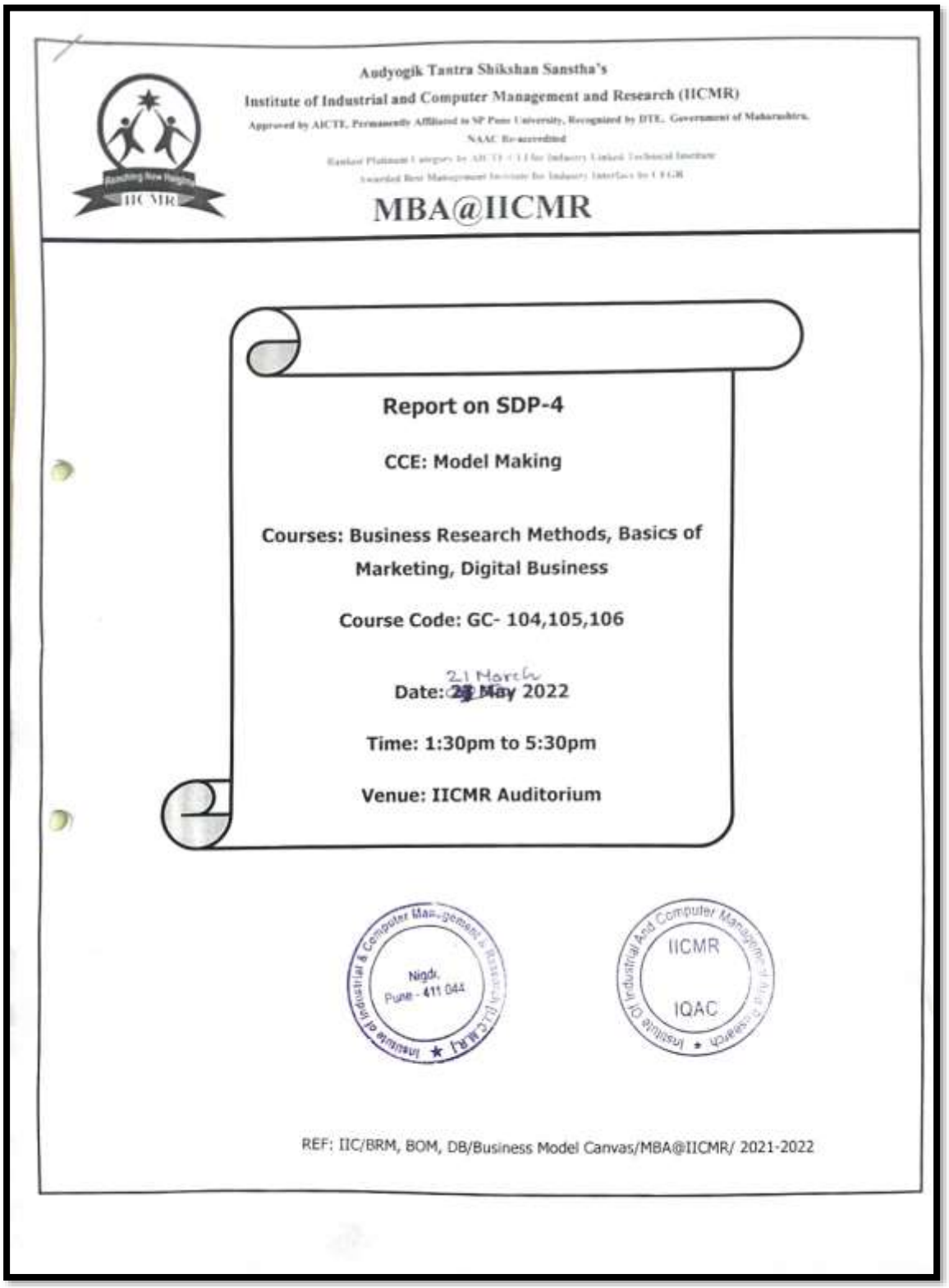
Prepared by
Ms. Dipti Bajpai
SDP Coordinator

Verified by
Adv. Manisha Kulkarni
HOD MBA@IICMR

Approved by
Dr. Abhay Kulkarni
Director, IICMR

REF: SDP 3/Sem 1/OB/MBA@IICMR/ 2021-2022

Student Development Program- Model Making



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Report on SDP-4

CCE: Model Making

Courses: Business Research Methods, Basics of Marketing, Digital Business

Course Code: GC- 104,105,106

Date: 21 March 2022

Time: 1:30pm to 5:30pm

Venue: IICMR Auditorium

Institute of Industrial & Computer Management & Research (IICMR) Nigdi, Pune - 411 044

Institute of Industrial And Computer Management & Research IICMR IQAC

REF: IIC/BRM, BOM, DB/Business Model Canvas/MBA@IICMR/ 2021-2022

Audyogik Tantra Shikshan Sanstha's

Institute of Industrial and Computer Management and Research (IICMR)

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Overview

The student development programme (SDP) is organized to provide each student with the opportunity to grow and reach their potential by developing the knowledge, skills, and ability that will help make a difference in their career. The SDP envisages to help students to identify their present potential and improve on their shortcomings while simultaneously improving application-oriented learnings about the course. The fourth SDP for MBA I Semester 1 was based on the CCE- "**Model Making**". The students were guided to make and present working models on the different sustainable goals assigned to the different teams.

Objective

- To increase and develop the students' perception in design by interacting and manipulating their design compositions physically.
- To create a collaborative learning environment among students to strengthen learning outcomes
- To foster creativity and innovation in designing and developing models, among the students

The judges for this SDP were:

- Dr. Abhay Kulkarni
- Dr. Ashutosh Misal

Summary

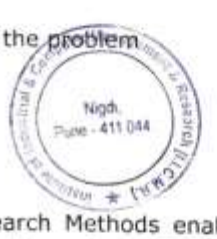
The fourth SDP for MBA I Sem I students was on the theme "Model Making". The SDP activity is conducted every fortnight and is a group activity. The SDP is part of Concurrent Internal Evaluation (CIE), and Comprehensive Concurrent Evaluation (CCE) methods, as suggested by

SPPU syllabus, are used in the SDP. The present SDP was based on the CCE- Model Making. This SDP was aligned to the Generic Core courses- Business Research Methods, Basics of Marketing, Digital Business. The students were required to make and present working models on given topic. The topics were assigned to different groups through draw of lots in front of the faculty mentors. The themes allocated were based on the sustainable development goals , the themes assigned were:

1. Quality Education
2. Energy
3. Mobility
4. Health & Wellness.

The students were guided on the rationale for model making which included the following:

- ✓ Define the problem
- ✓ Identify the criteria you will use to Judge the problem
- ✓ Generate a list of possible alternatives
- ✓ Evaluate those alternatives
- ✓ Determine the best solution
- ✓ Prepare a Prototype



The concepts of the course Business Research Methods enabled the research on the given theme and identification of problem through literature review.

The learning from the course Basics of Marketing enabled the use of 9Ps of marketing mix for communicating the Value offering to the target market and reshaping the offering to serve the predefined Market more effectively and efficiently.

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The insights from the course Digital Business supported in creating a technology interface to the offering that could scale up the business and maximize the offering. It also helped in creating the Business Model Canvas for the offering.

The students developed models based on assigned themes, the models presented were supported with a detailed literature review, followed by the application of 9Ps of Marketing Mix and the technology interface used along with the proposed business model canvas. The judges highly appreciated the efforts of the students and were elated to see innovative ideas along with creative prototypes.

The rubrics explaining the evaluation parameters were shared with the students well in advance, so that they could prepare for the SDP parameters

- Key terms of BRM, BOM, DB
- Domain knowledge & conceptual clarity
- Presenting business canvas model
- Analysis of Topic with respect to BRM perspective

Winners:

The winning team was 'Team Charmer' and runner-up was team " High Flyers "

Outcome:

- The students understood the concepts of Business Research Methods, Basics of Marketing, Digital Business.

REF: IIC/BRM, BOM, DB/Business Model Canvas/MBA@IICMR/ 2021-2022

- The students displayed team work and adopted model making and presentation skills.

Conclusion

This was the fourth SDP for MBA I students. The SDP was conducted in auditorium and the students displayed good models and presentation skills. The session was conducted smoothly. The students were delighted with the SDP and mentioned the insights given by the judges.

Glimpses of SDP

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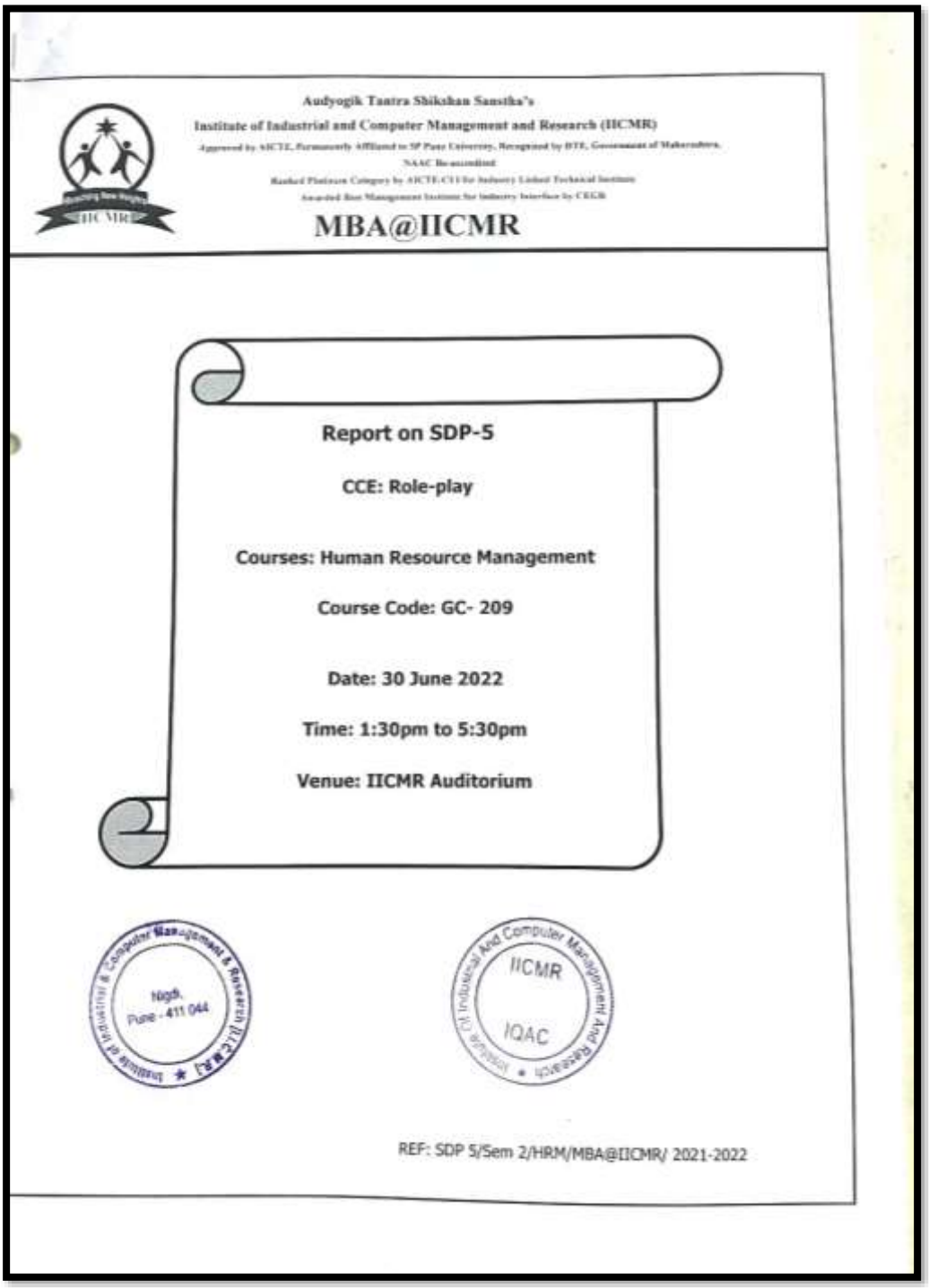
Prepared by	Verified by	Approved by
Ms. Dipti Bajpai	Adv. Manisha Kulkarni	Dr. Abhay Kulkarni
EDC Coordinator	HOD MBA@IICMR	Director, IICMR

REF: IIC/BRM, BOM, DB/Business Model Canvas/MBA@IICMR/ 2021-2022

Student Development Program- Role Play



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Report on SDP-5

CCE: Role-play

Courses: Human Resource Management

Course Code: GC- 209

Date: 30 June 2022

Time: 1:30pm to 5:30pm

Venue: IICMR Auditorium

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REF: SDP 5/Sem 2/HRM/MBA@IICMR/ 2021-2022

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Overview

The student development programme (SDP) is organized to provide each student with the opportunity to grow and reach their potential by developing the knowledge, skills, and ability that will help make a difference in their career. The SDP envisages to help students to identify their present potential and improve on their shortcomings while simultaneously improving application-oriented learnings about the course. The fifth SDP for MBA I Semester 2 was based on the CCE- "**Role-Play**". The students were guided to present role-plays on the different topics assigned to the different teams.

Objective

- To explore concepts, practice skills and relate to situations.
- To understand and present different perspectives of a situation
- To improve communication skills & collaborative learning ability.

The judges for this SDP were:

- Dr. Manisha Kulkarni
- Ms. Rossy Mathur

Summary

The fifth SDP for MBA I Sem II students was on the theme "Role-Play". The SDP activity is conducted every fortnight and is a group activity. The SDP is part of Concurrent Internal Evaluation (CIE), and Comprehensive Concurrent Evaluation (CCE) methods, as suggested by SPPU syllabus, are used in the SDP. The present SDP was based on the CCE- Role Play. This SDP was aligned to the Generic Core courses- Human Resource Management (HRM). The student groups were assigned situations pertaining to HRM challenges and situations in the present industry scenario. The topics were assigned to different groups through draw of

lots in front of the faculty mentors. The following topics were assigned to the nine groups for this SDP:

1. A company wants to change plant location due to cost associated employees are denying due to remote location, suggest solutions to this.
2. Showing personal effectiveness at workplace throughout the appraisal period.
3. Your organization had faced massive resignation, the exit interviews rewarded that most of the employees cited reasons of stress & work-life balance. The management has asked HR to provide solution to this pain area of employees.
4. Firing an employee for availing maximum leaves in a single production cycle
5. Resolution of conflict between two employees due to noise factors.
6. Your organization wants to call back its employee to office after 2 long years of WFH. But the employees are not willing to come to office. As an HR how will you encourage employee to start work from office
7. Upon completion of marketing target employee want customized benefits what can you offer to achieve balance?
8. As an MD of an esteemed organization, your organization has strategically taken decision of downsizing. In this regard you are having 1-1 meeting with HR. The strategy adopted is to offer early retirement or VRS because you feel that younger employees are more dynamic
9. Supervisor wants to implement 'No smoking' policy. But after announcement sees smoke in certain areas.

The students were suggested to read and understand the topics and present the role play depicting a real situation with practical inferences and suggestions. Further they were also encouraged to suggest innovative ideas make discussion more informative and engaging.

The rubrics explaining the evaluation parameters were shared with the students well in advance, so that they could prepare for the SDP accordingly. The students were evaluated based on the following parameters

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- Key terms of HRM
- Domain knowledge & conceptual clarity
- Presenting business canvas model
- Analysis of Topic with respect to HRM perspective

Winners:

The winning team was 'The High Flyers' and runner-up was team " The Lean Planners"

Outcome:

- The students understood the concepts of HRM.
- The students displayed team work and adopted unique roleplay and presentation skills.

Conclusion

This was the fifth SDP for MBA I students. The SDP was conducted in auditorium and the students displayed good roleplay and presentation skills. The session was conducted smoothly. The students were delighted with the SDP and mentioned the insights given by the judges.

Glimpses of SDP

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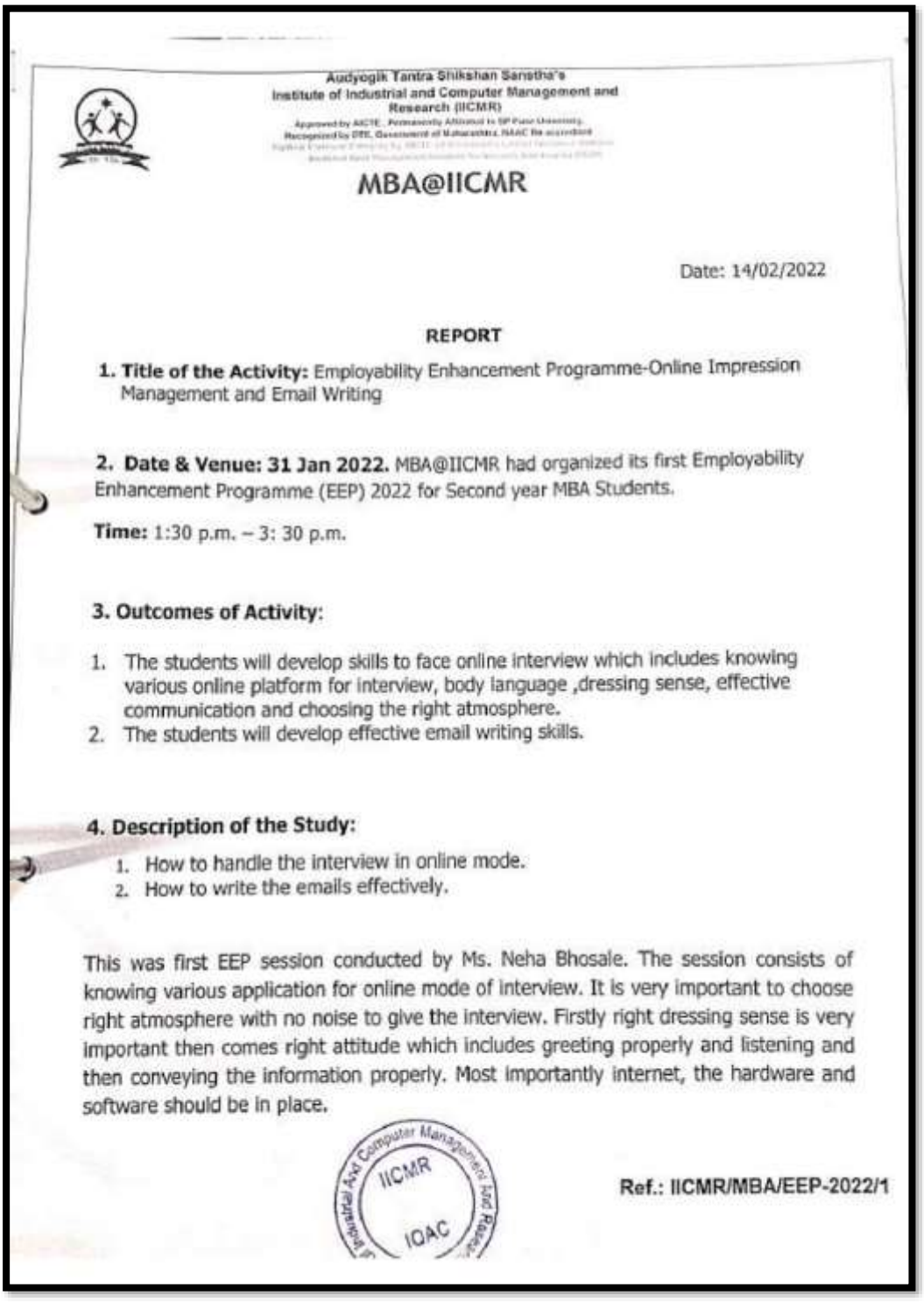
Prepared by	Verified by	Approved by
Ms. Dipti Bajpai	Dr. Manisha Kulkarni	Dr. Abhay Kulkarni
SDP Coordinator	HOD MBA@IICMR	Director, IICMR

REF: SDP 5/Sem 2/HRM/MBA@IICMR/ 2021-2022

Employment Enhancement Program (EEP- Online Impression Management and e-mail writing



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Date: 14/02/2022

REPORT

1. **Title of the Activity:** Employability Enhancement Programme-Online Impression Management and Email Writing

2. **Date & Venue: 31 Jan 2022.** MBA@IICMR had organized its first Employability Enhancement Programme (EEP) 2022 for Second year MBA Students.

Time: 1:30 p.m. – 3: 30 p.m.

3. Outcomes of Activity:

1. The students will develop skills to face online interview which includes knowing various online platform for interview, body language ,dressing sense, effective communication and choosing the right atmosphere.
2. The students will develop effective email writing skills.

4. Description of the Study:

1. How to handle the interview in online mode.
2. How to write the emails effectively.

This was first EEP session conducted by Ms. Neha Bhosale. The session consists of knowing various application for online mode of interview. It is very important to choose right atmosphere with no noise to give the interview. Firstly right dressing sense is very important then comes right attitude which includes greeting properly and listening and then conveying the information properly. Most importantly internet, the hardware and software should be in place.

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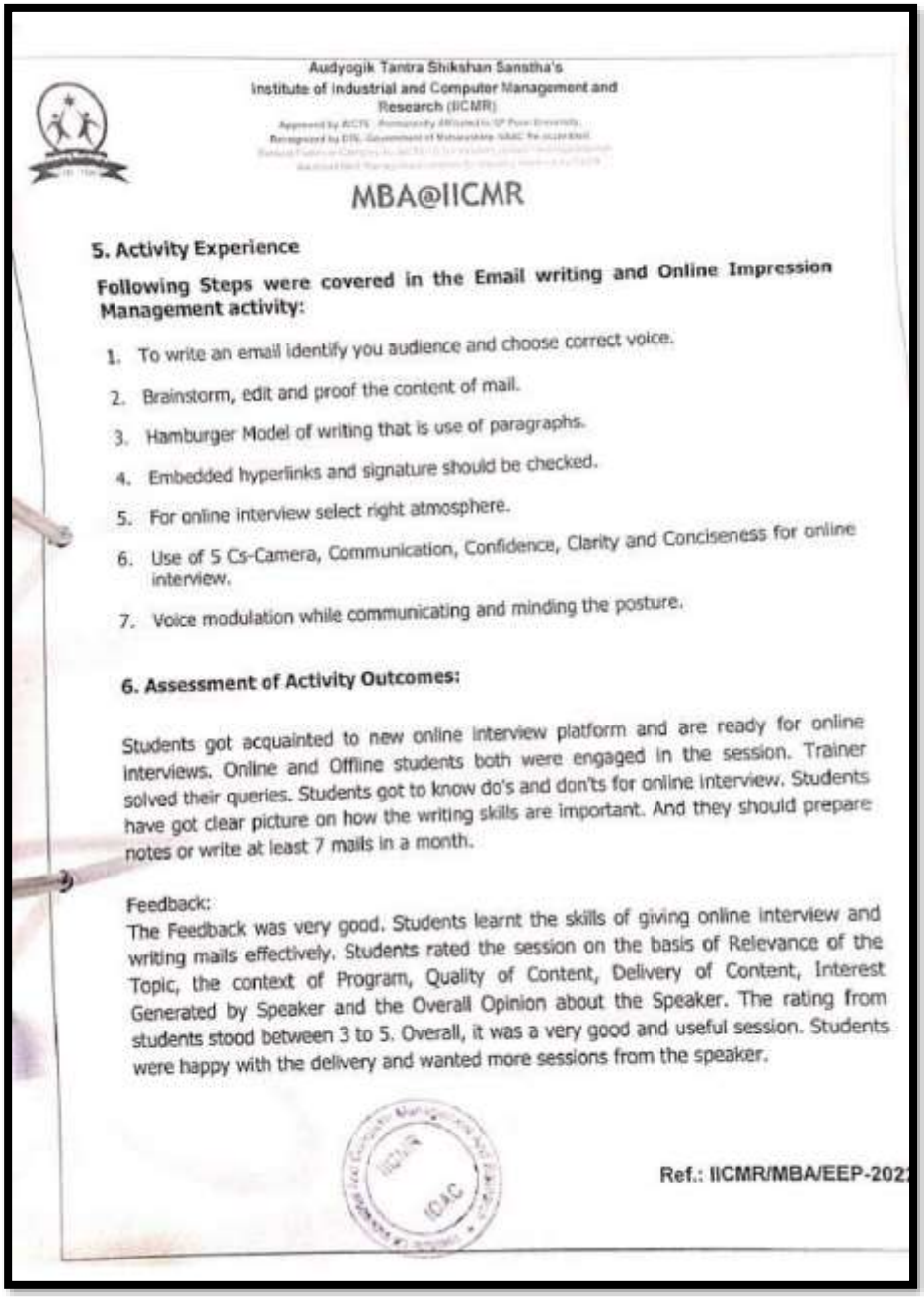

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5. Activity Experience

Following Steps were covered in the Email writing and Online Impression Management activity:

1. To write an email identify you audience and choose correct voice.
2. Brainstorm, edit and proof the content of mail.
3. Hamburger Model of writing that is use of paragraphs.
4. Embedded hyperlinks and signature should be checked.
5. For online interview select right atmosphere.
6. Use of 5 Cs-Camera, Communication, Confidence, Clarity and Conciseness for online interview.
7. Voice modulation while communicating and minding the posture.

6. Assessment of Activity Outcomes:

Students got acquainted to new online interview platform and are ready for online interviews. Online and Offline students both were engaged in the session. Trainer solved their queries. Students got to know do's and don'ts for online interview. Students have got clear picture on how the writing skills are important. And they should prepare notes or write at least 7 mails in a month.

Feedback:
The Feedback was very good. Students learnt the skills of giving online interview and writing mails effectively. Students rated the session on the basis of Relevance of the Topic, the context of Program, Quality of Content, Delivery of Content, Interest Generated by Speaker and the Overall Opinion about the Speaker. The rating from students stood between 3 to 5. Overall, it was a very good and useful session. Students were happy with the delivery and wanted more sessions from the speaker.

Ref.: IICMR/MBA/EEP-202

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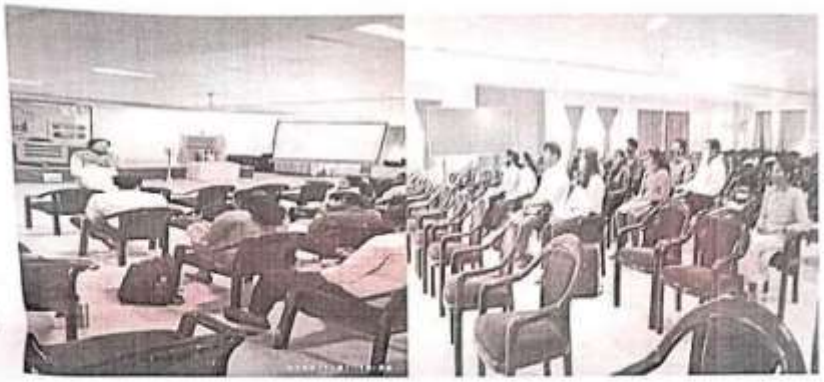

Seminar- Awareness about Cyber Security

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MBA @ IICMR

Date: 25/01/2022

Report of seminar on Awareness about Cyber Security.

Topic: Awareness about Cyber Security

Resource person: Mr.Tanmay Dikshit

Date,Time and mode of delivery: 22nd Jan, 2022
10.30am to 12.30pm
Online-Ms Teams

Participants –

1. Faculty members (MBA@IICMR) - 10
2. MBA –I and II, SEM – I and III, students - 130

Coordinator –
Dr. Jyoti Bhanage

Objectives:

1. To make students aware about the cyber security and cyber crimes.
2. To know the simple ways to protect passwords and escape routes.
3. To enrich oneself to remain free from cyber crimes and cyber attacks.

Brief Introduction of the Activity:

MBA@IICMR follows the continuous learning process. This seminar was part of the same. To enhance the skills and understand the attainment of the students, many institutes came forward with the online seminars on various subjects. The same effort was taken by MBA@IICMR for providing platform and enhancement of knowledge. This time it was the complete big picture from awareness, process, attacks and remedies to overcome cyber crimes and securities.

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Assessment of the activity:

This session was the continuous learning process followed by small tests conducted by the speaker. The speaker gave brief Introduction about the topic initially then with live demonstrations and examples made the students understand the dangers of cyber crimes in the surroundings. Even the assistance and remedies were appreciated by the students in one of the live demo presentation. The students asked many doubts and the speaker very promptly clarified them all.

Agenda:

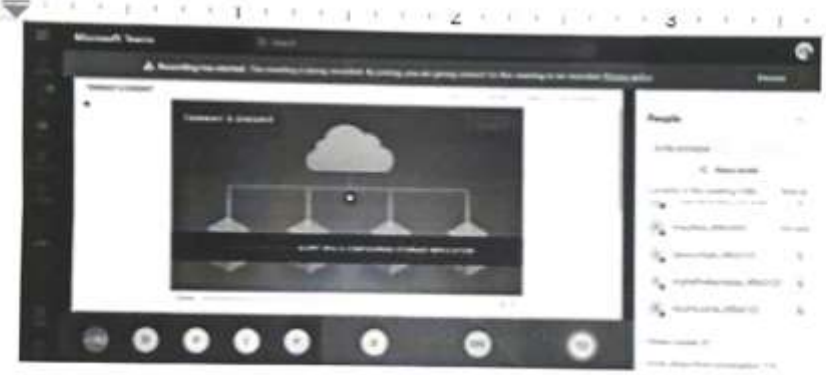
Sr. No	Time	Particulars	Resource Person
1	10.20am to 10.25am	Introduction of Speaker	Ms. Chitra Gururani
2	10:25am to 10.35	Seminar importance	Dr. Manisha Kulkarni
3	12.45 – 12.50	Vote of Thanks	Dr. Jyoti Bhanage

Outcome of the activities:

The students were very satisfied with the knowledge received and live demos and examples presented by the speaker. The speaker also suggested few courses for acquiring the knowledge about the same. He also suggested websites and tests for students to remain updated in today's cyber world. The students took much interest in asking doubts and getting it cleared from the speaker.

Feedback of the activity:

The audience gave positive feedback about the activity. It was a very interactive session. They asked about more sessions on same topic.



Prepared by

Dr. Jyoti Bhanage
Seminar Coordinator

Verified by

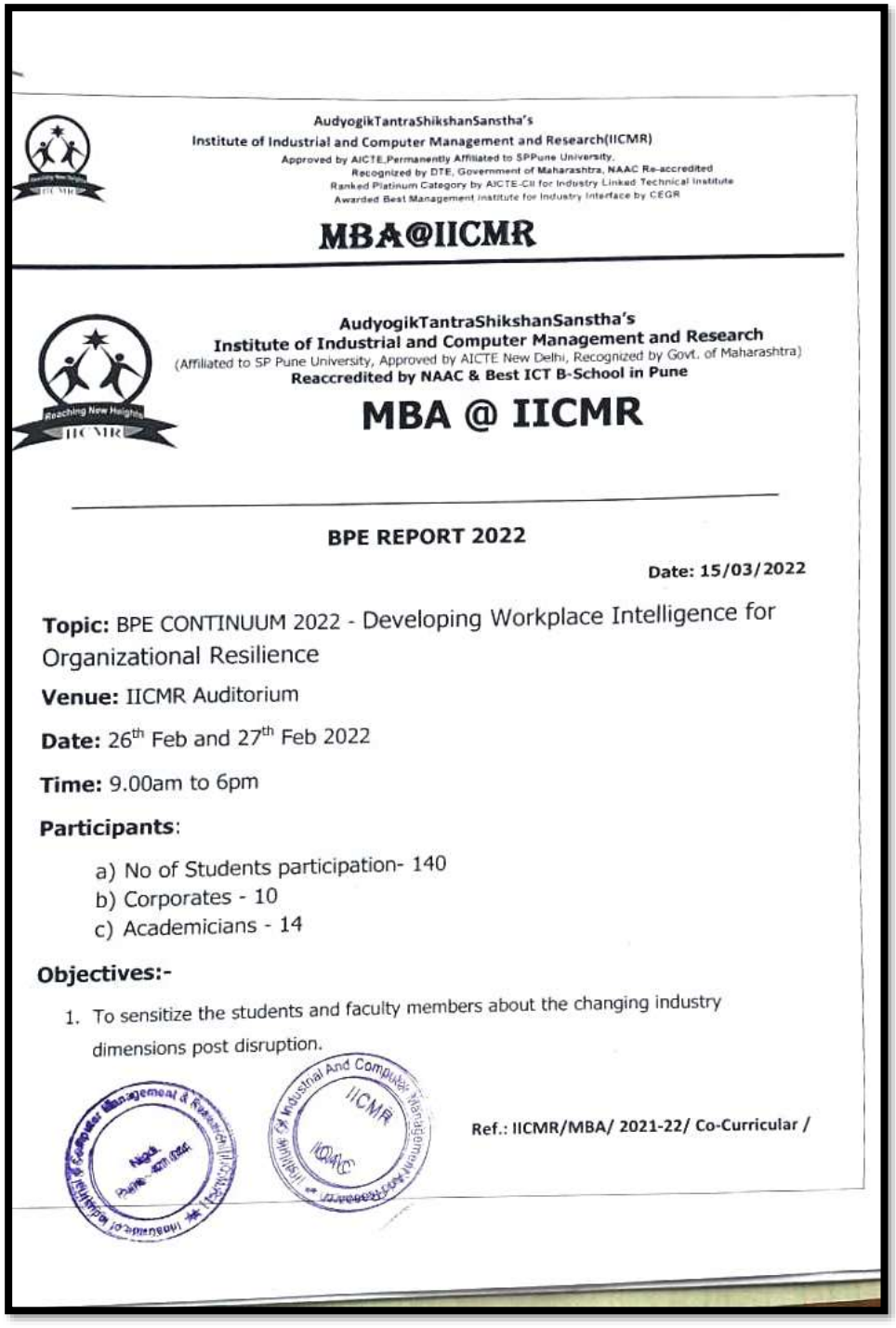
Dr. Manisha Kulkarni
HOD, MBA@IICMR

Approved by

Dr.Abhay Kulkarni
Director, IICMR

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

Business Process Excellence (BPE) 2022- Developing Workplace Intelligence for organisational Resilience



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BPE REPORT 2022

Date: 15/03/2022

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

Venue: IICMR Auditorium

Date: 26th Feb and 27th Feb 2022

Time: 9.00am to 6pm

Participants:

a) No of Students participation- 140
b) Corporates - 10
c) Academicians - 14

Objectives:-

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

Ref.: IICMR/MBA/ 2021-22/ Co-Curricular /

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	**Dr. Manisha Kulkarni** HoD MBA@IICMR
9.40am to 10.00am	1. Problems to Prosperity – Presentation of Ideas 2. Felicitation of Performer of the Month	**Ms. Dipti Bajpai** Faculty MBA@IICMR MBA First Year Students
10.00am to 10.10am	Setting the Context	**Dr. Abhay Kulkarni** Director, IICMR
10.10amto 10.40am	Need of smart workplace Management	**Dr.Parag Kalkar** Dean- Faculty of Commerce and management SP Pune University
10.40am to	Changing Workplace	**Mr.Jay Dholakia**

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

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4.15pm to 4.30pm	**BREAK**	
4.30pm to 5.30pm	Getting prepared for Smart HR inChanging workplace requirements **MoU Signing Ceremony** with OHR **Moderator: Dr. Manisha Kulkarni** HoD MBA@IICMR	**Mr. Milind Kale** General Manager- Corporate HR FIAT India Automobiles Ltd. **Mr. Sunil Kulkarni** Advisor and Ex-VP Operations Mahindra & Mahindra Ltd.
5.30pm to 5.40pm	Concluding Remarks Day 1	**Dr. Jyoti Bhanage** 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 Aspasthamb , (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 presentated 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

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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DAY 2

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

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

Valedictory Agenda

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

a. Minimize or defer cost
b. Minimize inventory & receivables
c. Realize cash from idle assets
d. 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-

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-**

a. Define roles and responsibility
b. Define MP and CP
c. 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:

a. The students were overjoyed with the feast of corporate insights.
b. Every panel discussions and case studies added cherry on the cake in the whole activity.
c. 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:

a. 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.
b. 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.

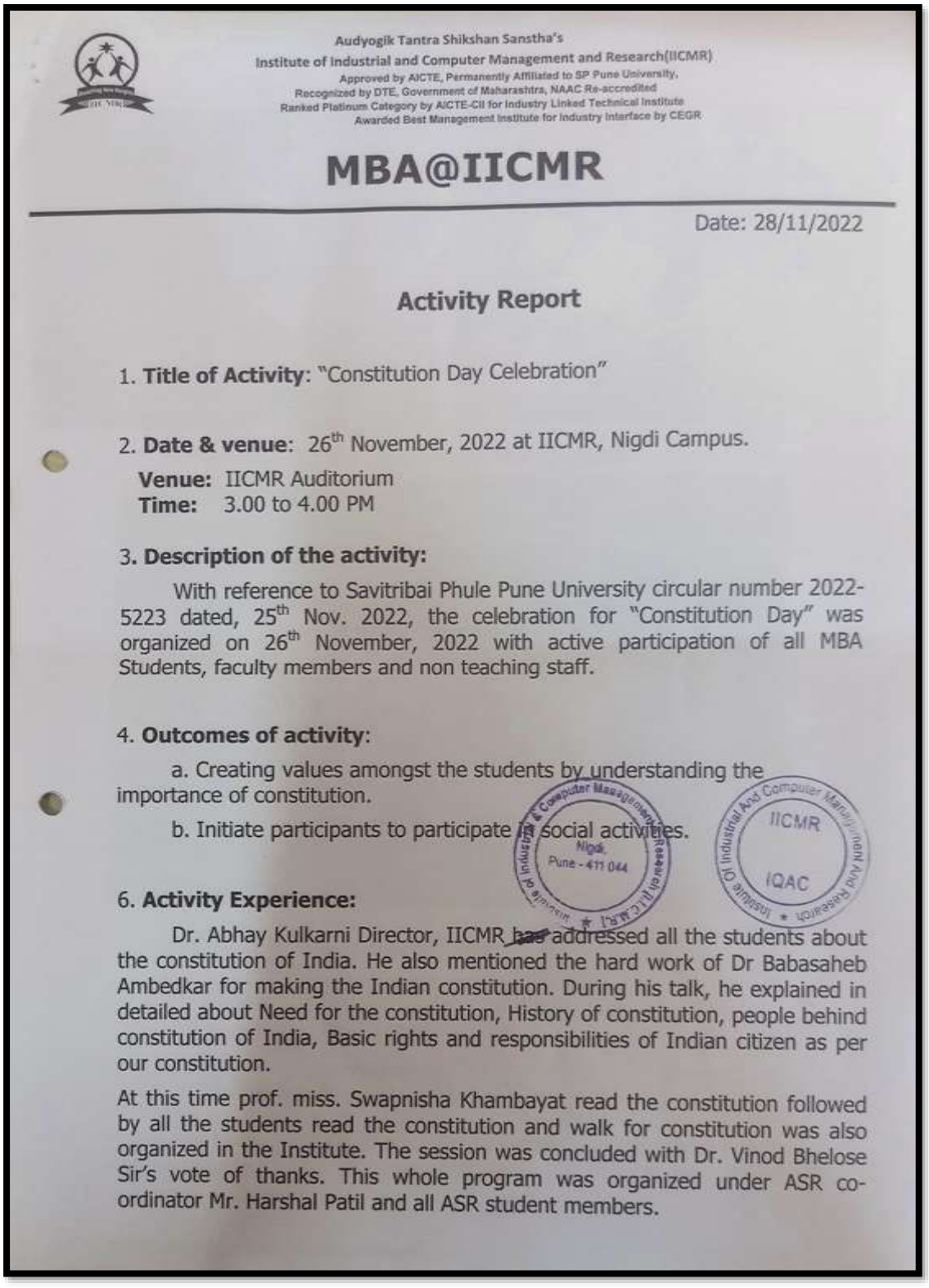
Conclusion:
Persistence and resilience only come from when given the chance to work through difficult problems. Resilience is accepting your new actuality, even if it is less good than the one you had before. A deep-rooted commitment towards education, corporate culture and societal needs was amongst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

Prepared by	Verified by	Approved by
Dr. Jyoti Bhanage	Dr. Adv.Manisha Kulkarni	Dr. Abhay Kulkarni
SME HR	HOD, MBA@IICMR	Director, IICMR

Ref.: IICMR/MBA/ 2021-22/ Co-Curricular /

Curriculum Enrichment through Extra-curricular activities conducted by HEI to address cross-cutting issues

Celebration of Constitution Day



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Date: 28/11/2022

Activity Report

1. **Title of Activity**: "Constitution Day Celebration"

2. **Date & venue**: 26th November, 2022 at IICMR, Nigdi Campus.

   Venue: IICMR Auditorium
   Time: 3.00 to 4.00 PM

3. **Description of the activity:**

With reference to Savitribai Phule Pune University circular number 2022-5223 dated, 25th Nov. 2022, the celebration for "Constitution Day" was organized on 26th November, 2022 with active participation of all MBA Students, faculty members and non teaching staff.

4. **Outcomes of activity**:

a. Creating values amongst the students by understanding the importance of constitution.

b. Initiate participants to participate in social activities.

6. **Activity Experience:**

Dr. Abhay Kulkarni Director, IICMR has addressed all the students about the constitution of India. He also mentioned the hard work of Dr Babasaheb Ambedkar for making the Indian constitution. During his talk, he explained in detailed about Need for the constitution, History of constitution, people behind constitution of India, Basic rights and responsibilities of Indian citizen as per our constitution.

At this time prof. miss. Swapnisha Khambayat read the constitution followed by all the students read the constitution and walk for constitution was also organized in the Institute. The session was concluded with Dr. Vinod Bhelose Sir's vote of thanks. This whole program was organized under ASR co-ordinator Mr. Harshal Patil and all ASR student members.

Constitution day was organized at MBA @ IICMR

Walk for constitution was organized at IICMR Campus.

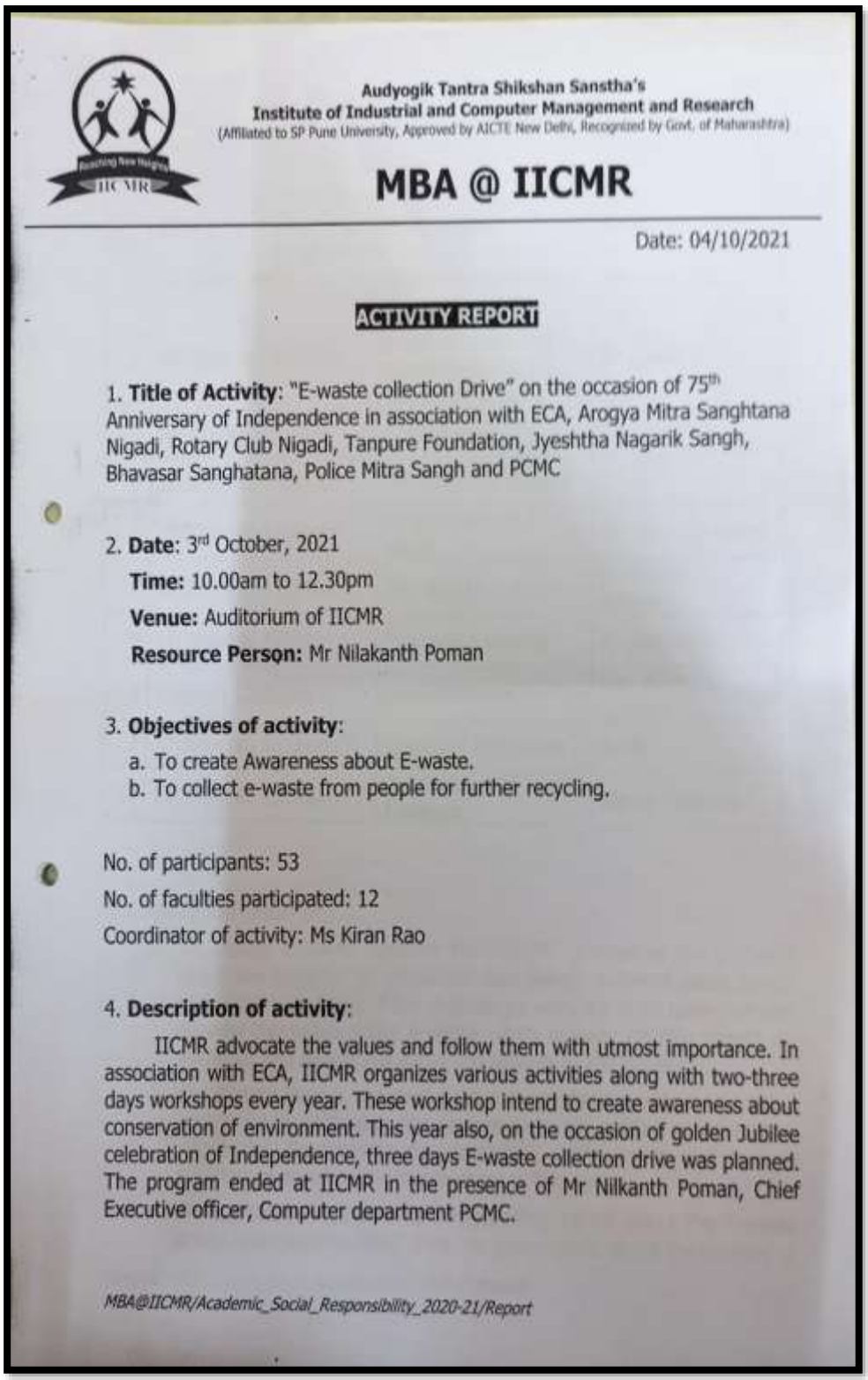
Prepared by
Mr. Harshal Patil
ASR Coordinator

Verified by
Dr. (Adv). Manisha Kulkarni
HOD, MBA@IICMR

Approved by
Dr. Abhay Kulkarni
Director, IICMR

IICMR/MBA@IICMR/ASR/A.Y.2022-23/Report

E-waste Collection Drive in association with Environment Conservation Association



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MBA @ IICMR

Date: 04/10/2021

ACTIVITY REPORT

1. **Title of Activity**: "E-waste collection Drive" on the occasion of 75th Anniversary of Independence in association with ECA, Arogya Mitra Sanghtana Nigadi, Rotary Club Nigadi, Tanpure Foundation, Jyeshtha Nagarik Sangh, Bhavasar Sanghatana, Police Mitra Sangh and PCMC

2. **Date**: 3rd October, 2021
   Time: 10.00am to 12.30pm
   Venue: Auditorium of IICMR
   Resource Person: Mr Nilakanth Poman

3. **Objectives of activity**:
   a. To create Awareness about E-waste.
   b. To collect e-waste from people for further recycling.

No. of participants: 53
No. of faculties participated: 12
Coordinator of activity: Ms Kiran Rao

4. **Description of activity**:

IICMR advocate the values and follow them with utmost importance. In association with ECA, IICMR organizes various activities along with two-three days workshops every year. These workshop intend to create awareness about conservation of environment. This year also, on the occasion of golden Jubilee celebration of Independence, three days E-waste collection drive was planned. The program ended at IICMR in the presence of Mr Nilkanth Poman, Chief Executive officer, Computer department PCMC.

Participants and staff of MBA@IICMR

Some of the E-waste collection

Felicitation of Guest

While giving the E-waste

5. Agenda:

Sr. No	Time	Particulars	Resource Person
1	10:30am Starts	Welcome to attendees	Mrs Kiran Rao
2	10:30am to 10.35am	Brief Introduction about program and commencement by watering the plant	All guests
3	10:35m to 10:37am	Condolence	
4	10:37am to 10:50am	Felicitation of Guests	
5	10:50am to 11:20am	Presentation on E-waste	Dr. Abhay Kulkarni
6	11:20am to 11:35am	Message from guest	Mr Nilakanth Poman
7	11:35am to 12pm	Experience sharing	Arogya Mitra
8	12pm to 12:05pm	Vote of Thanks	Adv. Manisha Kulkarni
9	12:05pm to 12:30pm	Collection of E-waste	PCMC
10	12:30pm to 12:35pm	Conclusion with Vande Mataram	Vande Mataram

6. **Activity Experience**:

a. Dr. Abhay Kulkarni, Director MBA@IICMR addressed the audience about the E-waste. He presented data before audience about the E-waste and near future if the precautions were not to be taken. He also showed the video about E-waste which actually created impact on audience and awareness about the severity of the problem.

b. Mr. Nilkanth Poman, the chief guest assured about the required aid and assistance in protecting the environment. He guided about various efforts by Government for protecting environment and various schemes to enhance the employment in this sector.

c. Mr Rushikesh Tapshalkar of Arogyamitra, talked about the E-waste drives take place in PCMC area. He gave details about the working of

such drives to reuse, reduce and recycle. He gave details about how Arogyamitra works towards E-waste management.

d. Lastly Mr. Rupesh Kadam, precident of Greenscape Eco Management pvt. Ltd, gave insights about recycling process and opportunities in this field.

e. Mr Muthiyan of Jyeshth Nagarik Sangh, Mr Rajiv Bhavasar of Arogyamitra Sanghatana, Mr Ganesh PCMC health department also shared their opinions and experience during covid and steps towards protecting environment.

7. **Summary & conclusion:**

The event was taken by the Institute as the part of it's Academic and Social Responsibility. Every year MBA@IICMR is taking initiative to participate such activities. All the participants were happy towards their contribution to the society.

8. **Assessment of activity outcomes**:

The "E-waste awareness and collection" program had been successfully conducted in the IICMR campus. Director of the Institute, Dr. Abhay Kulkarni along with all teaching and non-teaching staff were participated in activity. The selective staff members of IICMR participated in this activity due to Corona Pandemic.

9. **Feedback:**

It was enriching activity to boost the morale in the pandemic, each participant took away a key benefit point from this activity. Overall it was satisfying experience.

Prepared by	Verified by	Approved by
Kiran Rao		
Ms Kiran Rao ASR Coordinator	Adv. Manisha Kulkarni HOD, MBA@IICMR	Dr. Abhay Kulkarni Director, IICMR

Savitri Mahotsav- Sensitizing students about the life journey of Savitribai Phule- the first female teacher of the Nation.

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MBA@IICMR

Date: 14/02/2022

Activity Report

1. **Title of Activity**: "Savitri Mahotsav" celebrated at MBA@IICMR

2. **Date & venue**: 14th February, 2022 at IICMR, Nigdi Campus.

   Venue: Auditorium of IICMR
   Time: 4.30 to 5.30 PM

3. **Description of the activity:**

   With reference to Savitribai Phule Pune University circular number 2021-22/188 dated, 10th Feb, 2022, the celebration for "Savitri Mahotsav" was organized on 14th February 2022 with active participation of all MBA Students, faculty members and staff.

4. **Outcomes of activity**:

   a. Creating values amongst the students by understanding the thoughts of Savitribai Phule about the women.

   b. Initiate participants to participate in social activities.

6. **Activity Experience:**

   Dr. Abhay Kulkarni, Director, IICMR has addressed the gathering of women teachers and informed that she was the first female teacher of the Nation. She worked for facilitating women's education. He showed the short film of Savitribai Phule. The students showcased their talents and prepared a video of all the women working at IICMR. The students performed dance and discussed incidents from Savitribai Phule life. They expressed their gratitude towards women through songs, poetry, dance performances and a small skit. The celebrations were done at IICMR auditorium by maintaining the social distancing norms suggested by the Government. The students from MBA Ist year and IInd Year initiated the program. They not only showed love and gratitude towards Savitribai Phule but also showed responsibility towards society. The session was concluded with Mr. Harshal Patil's vote of thanks.

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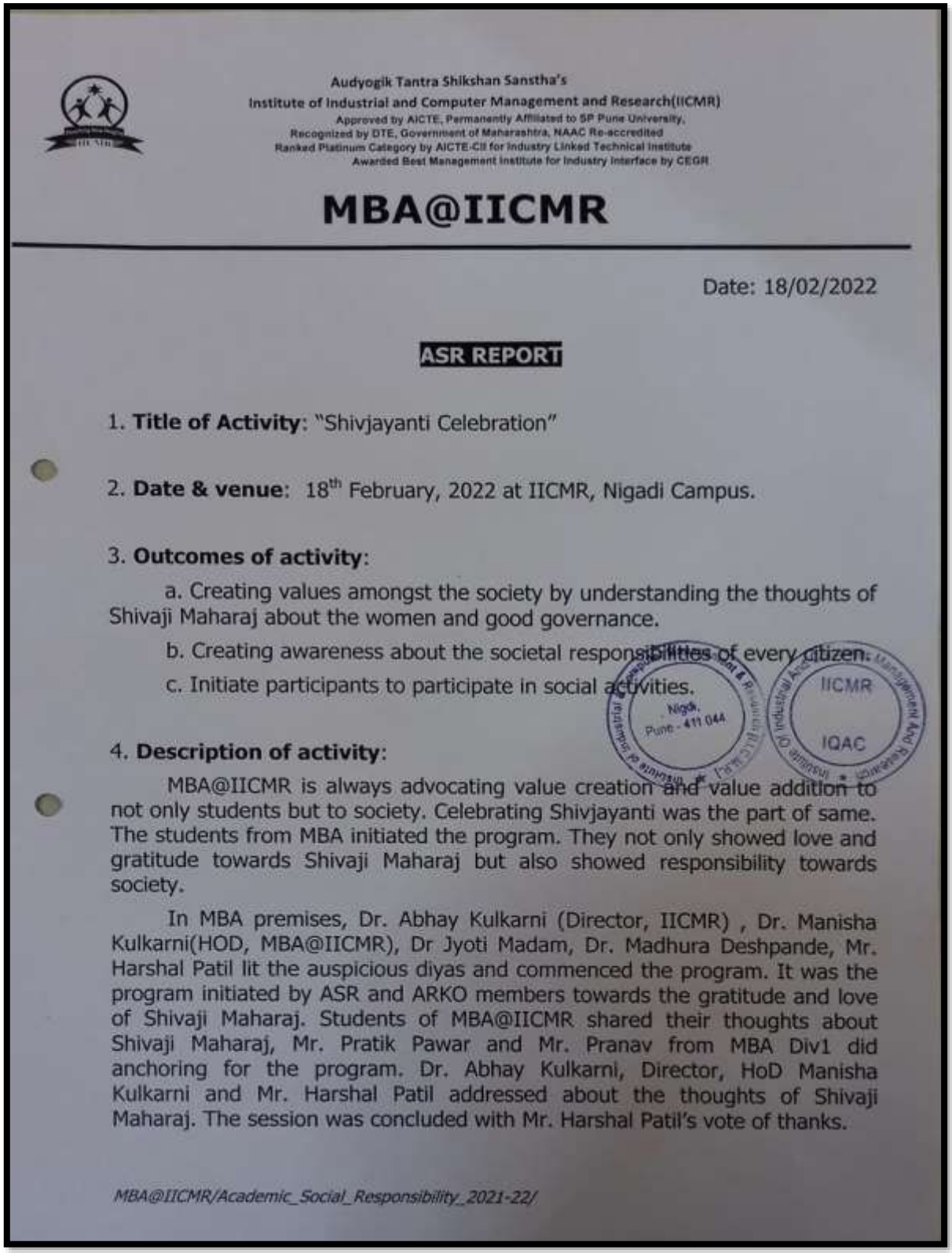
Institute Of Industrial And Computer Management And Research IICMR IQAC

Songs by MBA Ist year students – Deblina and Madhurima

Dance by MBA Student - Ayushi

Prepared by	Verified by	Approved by
Mr. Harshal Patil	Dr. (Adv). Manisha Kulkarni	Dr. Abhay Kulkarni
ASR Coordinator	HOD, MBA@IICMR	Director, IICMR

Celebration of Shiv Jayanti – Awareness about life and Values of the Great warrior Shivaji Maharaj



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MBA@IICMR

Date: 18/02/2022

ASR REPORT

1. **Title of Activity**: "Shivjayanti Celebration"

2. **Date & venue**: 18th February, 2022 at IICMR, Nigadi Campus.

3. **Outcomes of activity**:

a. Creating values amongst the society by understanding the thoughts of Shivaji Maharaj about the women and good governance.

b. Creating awareness about the societal responsibilities of every citizen.

c. Initiate participants to participate in social activities.

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4. **Description of activity**:

MBA@IICMR is always advocating value creation and value addition to not only students but to society. Celebrating Shivjayanti was the part of same. The students from MBA initiated the program. They not only showed love and gratitude towards Shivaji Maharaj but also showed responsibility towards society.

In MBA premises, Dr. Abhay Kulkarni (Director, IICMR) , Dr. Manisha Kulkarni(HOD, MBA@IICMR), Dr Jyoti Madam, Dr. Madhura Deshpande, Mr. Harshal Patil lit the auspicious diyas and commenced the program. It was the program initiated by ASR and ARKO members towards the gratitude and love of Shivaji Maharaj. Students of MBA@IICMR shared their thoughts about Shivaji Maharaj, Mr. Pratik Pawar and Mr. Pranav from MBA Div1 did anchoring for the program. Dr. Abhay Kulkarni, Director, HoD Manisha Kulkarni and Mr. Harshal Patil addressed about the thoughts of Shivaji Maharaj. The session was concluded with Mr. Harshal Patil's vote of thanks.

MBA@IICMR/Academic_Social_Responsibility_2021-22/

5. **Activity Experience**:

a. Dr. Abhay Kulkarni, Director MBA@IICMR addressed the audience about the importance of the activity which is conducted in the campus and call everyone to contribute their values for the society.

c. Summary & conclusion: The event was taken by the Institute as the part of it's Academic and Social Responsibility and ARKO.

6. **Assessment of activity outcomes**:

The "Shivjayanti" program had been successfully conducted in the MBA@IICMR campus. Director of the Institute Dr. Abhay Kulkarni along with all teaching and non-teaching staff were participated in activity. The students & all staff members of IICMR showed their social responsibility through this activity.

No. of Students Participated: 85

No. of MBA@IICMR faculties participated: 14

Coordinator of the Activity: Mr. Harshal Patil

7. Glimpses:

Chhatrapati Shivaji Maharaj Jayanti Poster

Drama on Slaying of Afzal khan by MBA Students

Prepared by	Verified by	Approved by
Mr. Harshal Patil	Dr. (Adv.) Manisha Kulkarni	Dr. Abhay Kulkarni
ASR Coordinator	HOD, MBA@IICMR	Director, IICMR

Celebration of International Women's Day

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MBA@IICMR

Event Report: Panel Discussion "Women in Business- A paradigm shift"

Event Type	: Extra-curricular
Event Title	: **Celebration of International Women's Day**
Date	: Saturday, March 12, 2022
Time	: 2:00 PM
Coordinator(s)	: 1. Dr. Madhura Deshpande 2. Mrs. Dipti Bajpai
Purpose	: Social Learning
Learning Outcome	: **Gender equality and share the success stories of Women entrepreneurs**
Batch of Students	: **MBA 1**
No of Students Participated	: 112
Description	: MBA@IICMR had organized a Panel Discussion on the occasion of International Women's Day. The theme of the panel discussion was" Women in Business- A paradigm Shift" The panel members were 1. Ms. Zhelum Chaubal- Director, Kesari Tours, one of the foremost travel agencies that has been a trailblazer since 1984. 2. Dr. Ashwini Kulkarni- Executive Director and Secretary Audyogik Tantra Shikshan Sansthan.

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3. Ms Ujwala Gosavi- Director- Climber Systems, a passionate trekker, innovator and entrepreneur. Moderator- Dr. Manisha Kulkarni, HoD MBA@IICMR, a woman of strength and a mind full of creativity.

During the panel discussion the panelist shared their life experiences, the challenges, their rise to fame their strategies for sustaining their business as also success. Ms. Zhelum shared a very simple yet unique mantra that you cannot escape fear but you must overcome fear" Fear is temporary but regret is permanent". Dr. Manisha moderated the session. Dr. Ashwini mentioned that patience, perseverance is the key to success, women should never underestimate themselves. Ms Ujjwala shared her experiences on creating a name in a field primarily dominated by males. She mentioned that in today's world innovation and creativity are the key differentiators of a person's capability and not gender.

The students and the faculty members were overwhelmed with the panel discussion. They mentioned that they were more motivated by such strong women.

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Feedback from Students :

The students were delighted after the session and overall rated it 4.5. The major takeaways listed by the students were

1. Be Independent
2. You need to carry never giving up attitude.
3. Fear is temporary but regret is permanent
4. Entrepreneurship can change life of every woman and work life management
5. Be ready to face any challenge regarding your passion
6. Do anything you take up honestly & believe your self
7. Women empowerment is not in terms of all the power to women but it should be of equality in terms of work in home and at office at every where

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Institute Of Industrial And Computer Management And Research IICMR IQAC

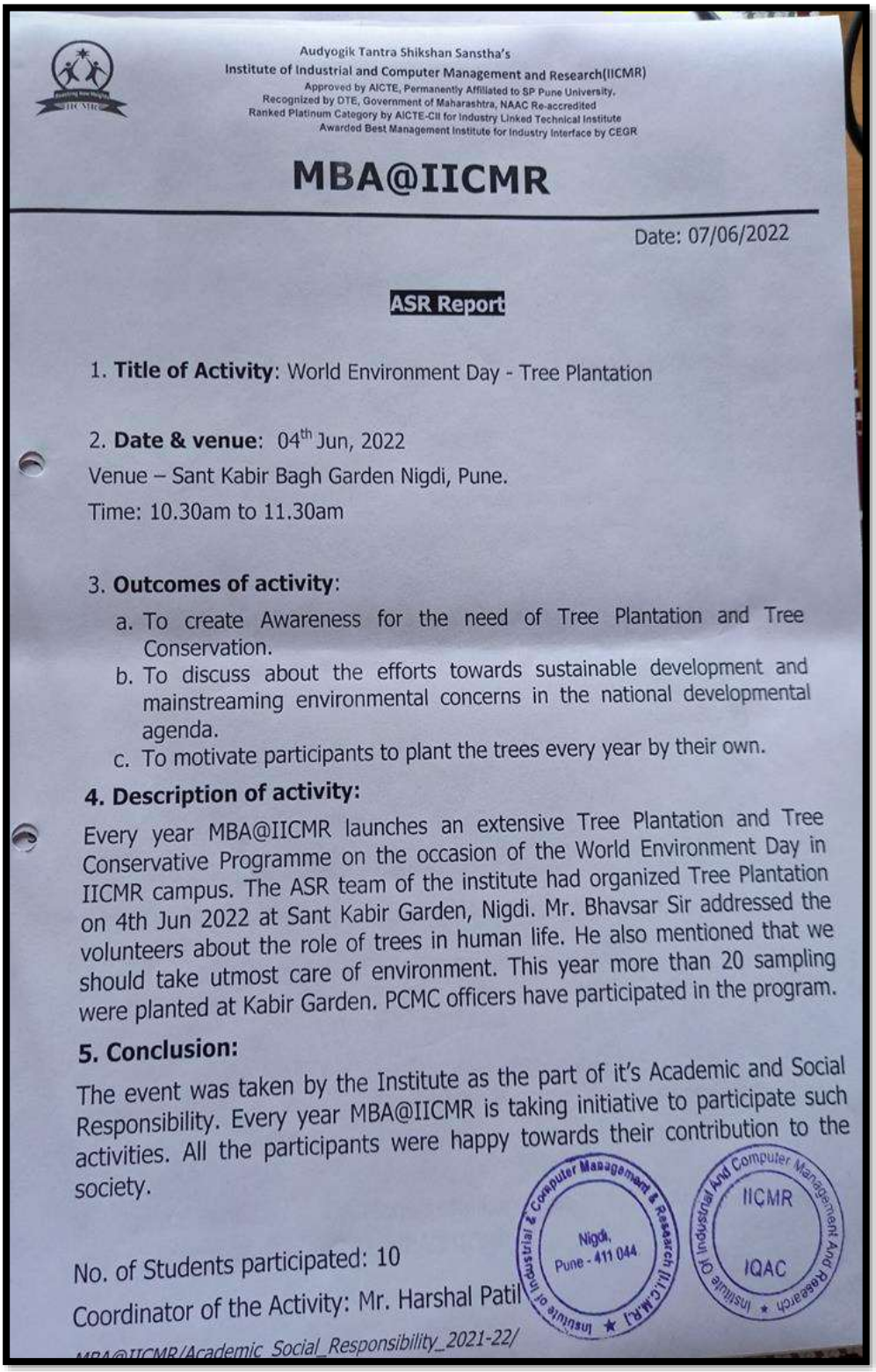
Prepared by
Dr. Madhura Deshpande
Ms. Dipti Bajpai
Coordinator- Panel Discussion

Submitted to
Dr. Manisha Kulkarni
HOD, MBA@IICMR

Approved by
Dr.Abhay Kulkarni
Director- IICMR

Ref: MBA@IICMR/2021-2022/

Celebration of World Environment Day – Tree Plantation Drive at Sant Kabir Bagh Garden , Nigdi



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MBA@IICMR

Date: 07/06/2022

ASR Report

1. **Title of Activity**: World Environment Day - Tree Plantation

2. **Date & venue**: 04th Jun, 2022
Venue – Sant Kabir Bagh Garden Nigdi, Pune.
Time: 10.30am to 11.30am

3. **Outcomes of activity**:
   a. To create Awareness for the need of Tree Plantation and Tree Conservation.
   b. To discuss about the efforts towards sustainable development and mainstreaming environmental concerns in the national developmental agenda.
   c. To motivate participants to plant the trees every year by their own.

4. Description of activity:

Every year MBA@IICMR launches an extensive Tree Plantation and Tree Conservative Programme on the occasion of the World Environment Day in IICMR campus. The ASR team of the institute had organized Tree Plantation on 4th Jun 2022 at Sant Kabir Garden, Nigdi. Mr. Bhavsar Sir addressed the volunteers about the role of trees in human life. He also mentioned that we should take utmost care of environment. This year more than 20 sampling were planted at Kabir Garden. PCMC officers have participated in the program.

5. Conclusion:

The event was taken by the Institute as the part of it's Academic and Social Responsibility. Every year MBA@IICMR is taking initiative to participate such activities. All the participants were happy towards their contribution to the society.

Institute of Industrial & Computer Management & Research [I.I.C.M.R.] Nigdi, Pune - 411 044

Institute Of Industrial And Computer Management And Research IICMR IQAC

No. of Students participated: 10

Coordinator of the Activity: Mr. Harshal Patil

MBA@IICMR/Academic_Social_Responsibility_2021-22/

distancing norms suggested by the Government. The session was concluded with Mr. Harshal Patil's vote of thanks.

5. **Assessment of activity outcomes**:

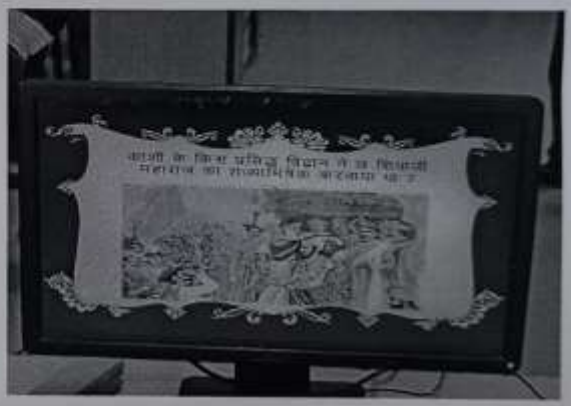
The "ShivSwarajya Din" program had been successfully conducted in the MBA@IICMR campus. Technical Director of the Institute Dr. Deepali Sawai along with all teaching and non-teaching staff were participated in activity. The students & all staff members of IICMR showed their social responsibility through this activity.

6. Participants

No. of Students Participated: 200

No. of IICMR Staff participated: 25

Activity Coordinator: Prof. Harshal Patil



Prepared by

Mr. Harshal Patil
ASR Coordinator

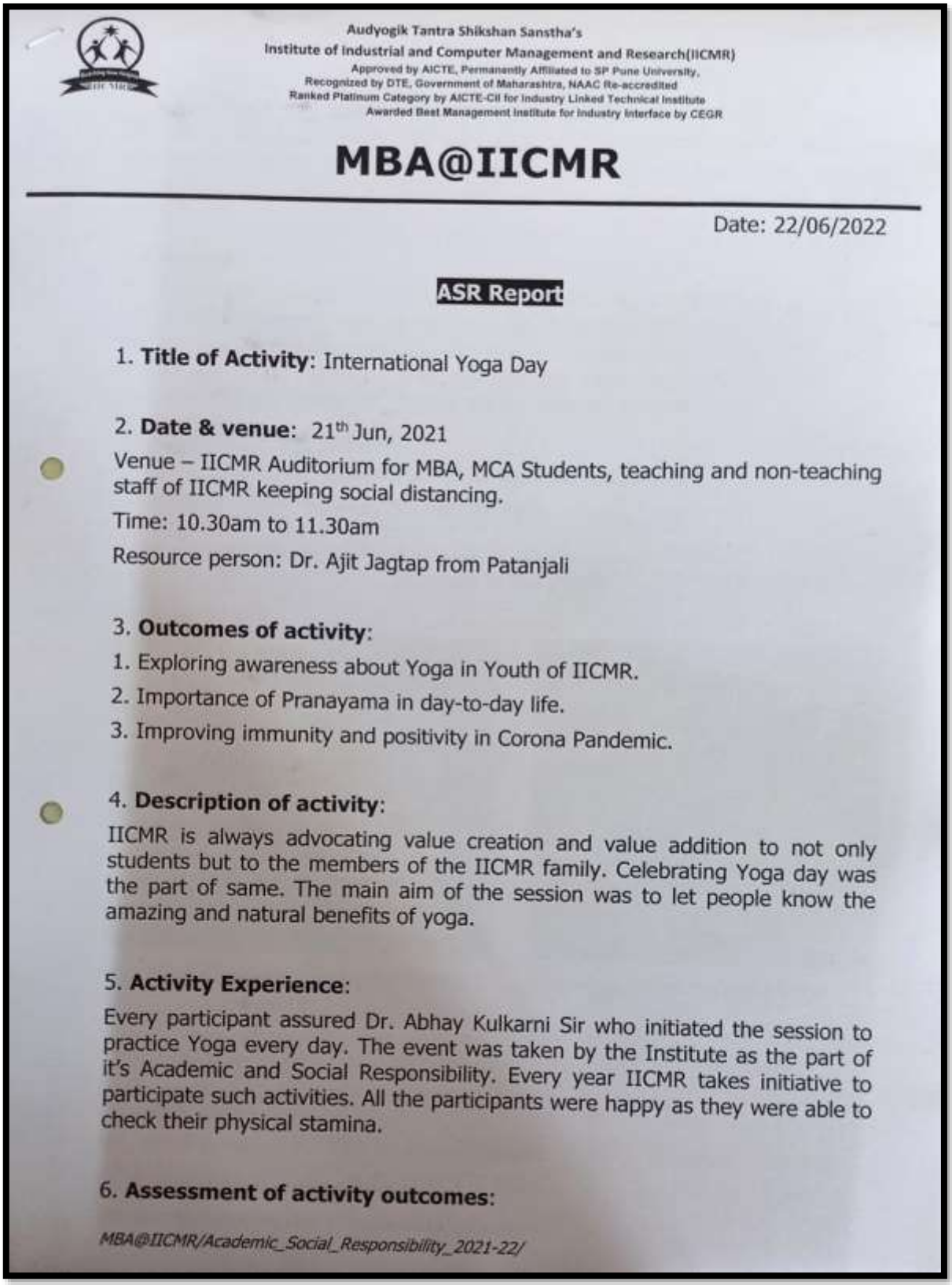
Verified by

Dr. (Adv). Manisha Kulkarni
HOD, MBA@IICMR

Approved by

Dr. Abhay Kulkarni
Director, IICMR

Celebration of International Yoga Day



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MBA@IICMR

Date: 22/06/2022

ASR Report

1. **Title of Activity**: International Yoga Day

2. **Date & venue**: 21th Jun, 2021

Venue – IICMR Auditorium for MBA, MCA Students, teaching and non-teaching staff of IICMR keeping social distancing.

Time: 10.30am to 11.30am

Resource person: Dr. Ajit Jagtap from Patanjali

3. **Outcomes of activity**:

1. Exploring awareness about Yoga in Youth of IICMR.
2. Importance of Pranayama in day-to-day life.
3. Improving immunity and positivity in Corona Pandemic.

4. **Description of activity**:

IICMR is always advocating value creation and value addition to not only students but to the members of the IICMR family. Celebrating Yoga day was the part of same. The main aim of the session was to let people know the amazing and natural benefits of yoga.

5. **Activity Experience**:

Every participant assured Dr. Abhay Kulkarni Sir who initiated the session to practice Yoga every day. The event was taken by the Institute as the part of it's Academic and Social Responsibility. Every year IICMR takes initiative to participate such activities. All the participants were happy as they were able to check their physical stamina.

6. **Assessment of activity outcomes**:

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The Yoga day had been successfully conducted in the IICMR campus. Director of the Institute Dr. Abhay Kulkarni along with all teaching and non-teaching staff were participated in activity. The students & all staff members of IICMR participated in Yoga activity.

7. **Feedback:**

It was positive feedback, each participant took away a key benefit point from this activity. Overall it was satisfying experience. This session 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.

No. of Students participated: 120

No. of teaching staff and non-teaching staff participated: 30

Coordinator of the Activity: Mr. Harshal Patil

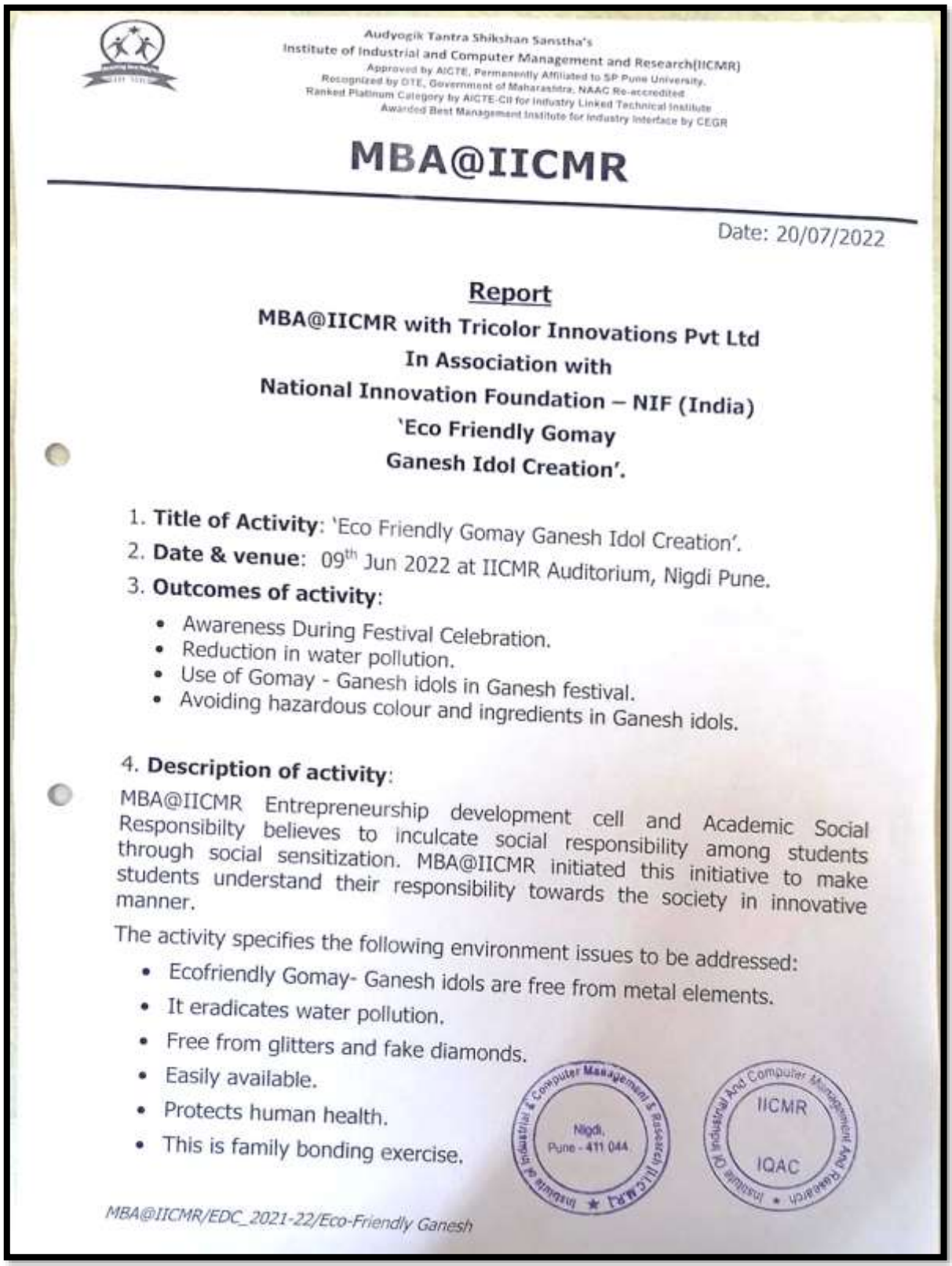
Glimpses of the event

Guest felicitation by ASR Coordinator

Students are performing Yoga.

Prepared by	Verified by	Approved by
Mr. Harshal Patil ASR Coordinator	Dr. Manisha Kulkarni HOD, MBA@IICMR	Dr. Abhay Kulkarni Director, IICMR

Live Project- Creating awareness and promoting Gomay Ganesha



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
Ranked Platinum Category by AICTE-CII for Industry Linked Technical Institute
Awarded Best Management Institute for Industry Interface by CEGR

MBA@IICMR

Date: 20/07/2022

Report

MBA@IICMR with Tricolor Innovations Pvt Ltd
In Association with
National Innovation Foundation – NIF (India)
'Eco Friendly Gomay
Ganesh Idol Creation'.

1. **Title of Activity**: 'Eco Friendly Gomay Ganesh Idol Creation'.
2. **Date & venue**: 09th Jun 2022 at IICMR Auditorium, Nigdi Pune.
3. **Outcomes of activity**:
   - Awareness During Festival Celebration.
   - Reduction in water pollution.
   - Use of Gomay - Ganesh idols in Ganesh festival.
   - Avoiding hazardous colour and ingredients in Ganesh idols.

4. **Description of activity**:

MBA@IICMR Entrepreneurship development cell and Academic Social Responsibilty believes to inculcate social responsibility among students through social sensitization. MBA@IICMR initiated this initiative to make students understand their responsibility towards the society in innovative manner.

The activity specifies the following environment issues to be addressed:

- Ecofriendly Gomay- Ganesh idols are free from metal elements.
- It eradicates water pollution.
- Free from glitters and fake diamonds.
- Easily available.
- Protects human health.
- This is family bonding exercise.

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5. **Activity Experience**:

Dr. Vipin Kumar, Director, National Innovation Council, India was invited for the inaugural session with introduction to the innovator 'Tricolour Innovations' by the Director of 'Enhance Life Sciences Pvt. Ltd.' Regarding the 'Eco-Friendly Ganesh Idol' Created. Presentation was given on behalf of the company by Mr. Rinal Shah and Nirav Nayan. Overview of the program was given by Nayeem Khan. Dr. Vipin Kumar on this occasion talked about environment related issues and addressing those through environment friendly products and service offerings. In view of this, the current initiative by Tricolour innovations to offer eco-friendly Ganesh idol is a way forward for developing sensitization towards environmental issues. He quoted an example of cow dung prepared diya's being exported and creating an employment and entrepreneurship opportunities in a rural India. he stated majority of Indian population still realize on agriculture and related activities. The base of such initiatives which will have dual impact on environment and sensitization and entrepreneurship opportunities in a rural India.

NGO's, local bodies like PCMC authorities, local residential societies, Ganesh Mandals, school and college students participated in this initiative and decided to celebrate Ganesh Chaturthi in Eco-friendly manner by opting for ECO-Friendly Gomay Ganesh Idol.

15 students from MBA@IICMR institute selected for this campaign.

Date	Conducted activities from MBA@IICMR	Planned Future Activities
9th June, 2022.	1. National level workshop on ECO -friendly Gomay Ganesh Idols.	Demo and sensitization in residential societies by students in groups and open booking for idols.
16th June, 2022.	2. Awareness creation of Eco-friendly Gomay Ganesh Idol – City Pride School by MBA students.	Demo and sensitization in schools and colleges by students in groups and open booking for idols.
24 & 25th June, 2022.	3. Gomay Ganesh Idols Stall for sale at the National event organized by MBA@IICMR named 'UDAAN'.	Awareness and sensitization in individual and reference group by individual students for idol bookings through social media platforms.

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Prepared by	Verified by	Approved by
Dr. Rajendra Agawane Mr. Harshal Patil Coordinator's	Dr. (Adv). Manisha Kulkarni HOD, MBA@IICMR	Dr. Abhay Kulkarni Director, IICMR