**Audyogik Tantra Shikshan Sanstha's**

**Institute of Industrial and Computer Management and Research (IICMR)**

**Approved by AICTE, Permanently Affiliated to SP Pune University,**
**Recognized by DTE, Government of Maharashtra, NAAC Re-accredited**

# Criterion 1.3 – Curriculum Enrichment

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

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

# Academic Year 2022-2023

## MBA syllabus (2019, revised 2019, 2020 and 2022) courses addressing cross cutting issues

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

# MBA @ IICMR

## Courses Offered during the academic year 2022-23
## MBA – I Year Sem. I

| S/n | Course No | Course Code | Course | Cross Cutting Issues Relevant to | | | |
| | | | | Gender | Environment & Sustainability | Professional Ethics | Human Values |
|---|---|---|---|---|---|---|---|
| 1 | 101 | GC-01 | Managerial Accounting | | | YES | |
| 2 | 102 | GC-02 | Organizational Behaviour | YES | YES | YES | YES |
| 3 | 103 | GC-03 | Economic Analysis of Business Decisions | YES | YES | YES | YES |
| 4 | 104 | GC-04 | Business Research Methods | | YES | YES | |
| 5 | 105 | GC-05 | Basics of Marketing | YES | YES | YES | YES |
| 6 | 106 | GC-06 | Digital Business | YES | YES | YES | YES |
| 1 | 107 | GE - UL – 01 | Management Fundamentals | YES | YES | YES | YES |
| 2 | 109 | GE - UL – 03 | Entrepreneurship Development | YES | YES | YES | YES |
| 3 | 112 | GE - UL – 06 | Demand Analysis & Forecasting | | | YES | YES |
| 1 | 113 | GE - IL – 01 | Verbal Communication Lab | YES | | YES | YES |
| 2 | 114 | GE-IL-02 | Enterprise Analysis & Desk Research | | YES | YES | |
| 3 | 115 | GE - IL – 03 | Selling & Negotiation Skills Lab | YES | YES | YES | YES |

# Courses Offered during the academic year 2022-23
## MBA – I Year Sem. II

| S/n | Course No | Course Code | Course | Cross Cutting Issues Relevant to | | | |
|---|---|---|---|---|---|---|---|
| | | | | Gender | Environment & Sustainability | Professional Ethics | Human Values |
| | 201 | GC-07 | Marketing Management | YES | YES | YES | YES |
| | 202 | GC-08 | Financial Management | | YES | YES | |
| | 203 | GC-09 | Human Resources Management | YES | YES | YES | YES |
| | 204 | GC-10 | Operations & Supply Chain Management | | YES | YES | YES |
| | 207 | GE-UL-07 | Contemporary Frameworks in Management | YES | YES | YES | YES |
| | 208 | GE-UL-08 | Geopolitics & World Economic Systems | YES | YES | YES | YES |
| | 209 | GE-UL-09 | Start Up and New Venture Management | YES | YES | YES | YES |
| | 205 MKT | SC – MKT-01 | Marketing Research | YES | YES | YES | YES |
| | 206 MKT | SC – MKT-02 | Consumer Behaviour | YES | YES | YES | YES |
| | 219 MKT | SE – IL - MKT- 03 | Personal Selling Lab (Elective) | YES | YES | YES | YES |
| | 220 MKT | SE – IL - MKT- 04 | Digital Marketing – I/ ENR (Elective) | YES | YES | YES | YES |
| | 205 FIN | SC – FIN – 01 | Financial Markets and Banking Operations | | | YES | |
| | 206 FIN | SC – FIN – 02 | Personal Financial Planning | YES | YES | YES | YES |
| | 219 FIN | SE – IL - FIN – 03 | Direct Taxation/ ENR (Elective) | YES | | YES | |
| | 220 FIN | SE – IL - FIN – 04 | Financial Reporting | | YES | YES | YES |

| | | | | | | |
|---|---|---|---|---|---|---|
| | | (Elective) | | | | |
| 205 HR | SC–HRM – 01 | Competency Based Human Resource Management | YES | YES | YES | YES |
| 206 HR | SC–HRM – 02 | Employee Relations & Labour Legislation | YES | YES | YES | YES |
| 221 HRM | SE – IL - HRM – 05 | HR Analytics (Elective) | YES | YES | YES | YES |
| 220 HRM | SE – IL - HRM – 04 | Public Relations & Corporate Communications / **ENR** (Elective) | YES | YES | YES | YES |
| 205OS CM | SC–OSCM - 01 | Services Operations Management – I | YES | YES | YES | YES |
| 206OS CM | SC–OSCM - 02 | Supply Chain Management | YES | YES | YES | YES |
| 219 OSCM | SE – IL - OSCM – 03 | Inventory Management (Elective) | | YES | YES | |
| 222 OSCM | SE – IL - OSCM – 06 | Service Value Chain Management/ **ENR** (Elective) | YES | YES | YES | YES |
| 205 BA | SC – BA – 01 | Basic Business Analytics using R | | YES | YES | |
| 206 BA | SC – BA – 02 | Data Mining | | | | |
| 217 BA | SE – IL - BA – 01 | Marketing Analytics | YES | YES | YES | YES |
| 219 BA | SE – IL - BA – 03 | Workforce Analytics/ **ENR** | YES | YES | YES | YES |
| 213 | GE-IL- 07 | Written Analysis and Communication Lab | | | | |

# Courses Offered during the academic year 2022-23
## MBA – I Year Sem. III

| S/n | Course No | Course Code | Course | Cross Cutting Issues Relevant to | | | |
| --- | --- | --- | --- | --- | --- | --- | --- |
| | | | | Gender | Environment & Sustainability | Professional Ethics | Human Values |
| 1 | 301 | GC-11 | Strategic Management | YES | YES | YES | YES |
| 2 | 302 | GC-12 | Decision Science | YES | YES | YES | YES |
| 3 | 303 | GC-13 | Summer Internship Project | YES | YES | YES | YES |
| 1 | 308 | GE - UL - 15 | Project Management | YES | YES | YES | YES |
| 2 | 309 | GE - UL - 16 | Knowledge Management | YES | YES | YES | YES |
| 3 | 307 | GE - UL - 14 | International Business Environment | YES | YES | YES | YES |
| 1 | 304 MKT | SC – MKT- 03 | Services Marketing | YES | YES | YES | YES |
| 2 | 305 MKT | SC – MKT- 04 | Sales & Distribution Management | YES | YES | YES | YES |
| 1 | 312 MKT | SE – IL - MKT- 07 | Business to Business Marketing | YES | YES | YES | YES |
| 3 | 316 MKT | SE – IL - MKT- 11 | Marketing Analytics/ ENR/ASCC | YES | YES | YES | YES |
| 1 | 304FIN | SC – FIN – 03 | Advanced Financial Management | | | YES | YES |
| 2 | 305FIN | SC – FIN – 04 | International Finance | | YES | YES | YES |
| 1 | 315 FIN | SE – IL - FIN – 12 | Indirect Taxation/ | | YES | YES | YES |
| 2 | 317 FIN | SE – IL - FIN - 14 | Financial Modeling | | YES | YES | YES |
| 1 | 304 HR | SC–HRM – 03 | Strategic Human Resource Management | YES | YES | YES | YES |
| 2 | 305HR | SC–HRM – 04 | HR Operations | YES | YES | YES | YES |
| 1 | 312 HRM | SE – IL - HRM – 07 | Talent Management | YES | YES | YES | YES |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 2 | 317 HRM | SE – IL - HRM - 12 | Compensation and Reward Management/ | YES | YES | YES | YES |
| 1 | 304 OSCM | SC – OSCM – 03 | Services Operations Management – II | YES | YES | YES | YES |
| 2 | 305 OSCM | SC – OSCM – 04 | Logistics Management | | YES | YES | YES |
| 1 | 314 OSCM | SE – L - OSCM – 09 | Business Excellence | YES | YES | YES | YES |
| 2 | 317 OSCM | SE – IL - OSCM – 12 | Six Sigma for Operations | YES | YES | YES | YES |
| 1 | 304 BA | SC – BA – 03 | Advanced Statistical Methods using R | | | YES | |
| 2 | 305 BA | SC – BA - 04 | Machine Learning & Cognitive intelligence using Python | | | YES | |
| 1 | 315 BA | SE – IL - BA – 09 | E – Commerce Analytics 1/ | | | YES | |
| 2 | 316 BA | SE – IL - BA – 10 | Predictive Modelling using SPSS Modeller | | | YES | |
| 1 | 1 | SC-RABM - 01 | Agriculture and Indian Economy | YES | YES | YES | YES |
| 1 | 2 | SC-RABM- 04 | Rural Marketing - I | YES | YES | YES | YES |
| 1 | 1 | SC-PHCM- 01 | Fundamentals of Pharma and Healthcare Management | YES | YES | YES | YES |
| 1 | 2 | SC-PHCM- 03 | Strategic Planning & Healthcare Management | YES | YES | YES | YES |
| 1 | 1 | SC-THM-01 | Fundamentals of Hospitality Management | YES | YES | YES | YES |
| 1 | 2 | SC-THM-03 | Event Management / | YES | YES | YES | YES |
| | | SC-IB – | Import Export | YES | YES | YES | YES |

# Courses Offered during the academic year 2022-23
## MBA – I Year Sem. IV

| S/n | Course No | Course Code | Course | Cross Cutting Issues Relevant to | | | |
|---|---|---|---|---|---|---|---|
| | | | | Gender | Environment & Sustainability | Professional Ethics | Human Values |
| 1 | 401 | GC- 14 | Enterprise Performance Management | | YES | YES | YES |
| 2 | 402 | GC - 15 | Indian Ethos & Business Ethics | YES | YES | YES | YES |
| 3 | 405 | GE - UL - 19 | Global Strategic Management | YES | YES | YES | YES |
| 1 | 408 | GE - UL - 22 | Corporate Social Responsibility & Sustainability | YES | YES | YES | YES |
| 2 | 403 MKT | SC – MKT- 05 | Marketing Strategy | YES | YES | YES | YES |
| 3 | 412 MKT | SE – IL - MKT- 16 | Retail Marketing | YES | YES | YES | YES |
| 1 | 404 FIN | SC – FIN - 06 | Current Trends & Cases in Finance | YES | YES | YES | YES |
| 2 | 412 FIN | SE – IL - FIN – 24 | Strategic Cost Management | YES | YES | YES | YES |
| 1 | 403 HR | SC – HRM – 05 | Organizational Diagnosis & Development | YES | YES | YES | YES |
| 3 | 413 HR | SE – IL - HRM - 19 | Employee Engagement and Ownership | YES | YES | YES | YES |
| 1 | 403 OSCM | SC – OSCM - 05 | E Supply Chains & Logistics | | YES | YES | YES |
| 2 | 411 OSCM | SE – IL - OSCM – 16 | Supply Chain Strategy | | YES | YES | YES |
| 1 | 403 BA | SC – BA – 05 | AI in Business Applications | | YES | YES | YES |
| 2 | 412 BA | SE – IL - BA – 16 | Scala and Spark | | | | |
| 1 | 1 | SC – RABM – 02 | ICT for Agriculture Management | YES | YES | YES | YES |
| 2 | 2 | SE – | Rural Marketing | YES | YES | YES | YES |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| | | RABM – 06 | II | | | | |
| 1 | 1 | SC – PHCM-02 | Pharma and healthcare regulatory environment in India | YES | YES | YES | YES |
| 2 | 2 | SE – PHCM-06 | Entrepreneurship in Pharma and Healthcare | YES | YES | YES | YES |
| 1 | 1 | SC – THM – 02 | Tourism & Travel Management | YES | YES | YES | YES |
| 2 | 2 | SE – THM – 05 | Strategic Hospitality Management | YES | YES | YES | YES |
| 1 | 1 | SE – IB-05 | Global Trade and Logistics Management | YES | YES | YES | YES |
| 2 | 2 | SE – IB-06 | International Banking and Foreign Exchange Management | | YES | YES | YES |

Approved by

Dr. Abhay Kulkarni

Director, IICMR

# Curriculum Enrichment through InzWinz (industry expert) sessions for providing application based inputs

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

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### Report of 'INZWIZ'
### Conducted in the year of 2022-23

Date: 22.06.23

1.  **Title of the Activity:** INZWIZ (Industry Expert Sessions)
2.  Date: November 2022 to June 2023
3.  Venue: Both batches of FYMBA in year 2022-23
4.  Time: Preferred slot on Saturday was devoted 2.30 to 3.30 PM(Minimum)

5.  **Outcomes of Activity: Intent of the certification is to lay down following activities**
    **A) These students should know the activities in the workplace in relation to Work experiences from the elder personnel in the respective field**
6.  **Points and Math discussed by speaker:** The detailed sessions held during semester I and semester II of Batch 2022-23 students the following courses linked with the INZWIZ sessions.

*   *101 Managerial Accounting*
*   *102 Organizational Behaviour*
*   *103 Economic Analysis for Business Decisions*
*   *104 Business Research Methods*
*   *105 Basics of Marketing*
*   *106 Digital Business*
*   *201 Marketing Management*
*   *202 Financial Management*
*   *203 Human Resources Management*
*   *204 Operations & Supply Chain Management*

Following faculties have conducted the sessions:

1.  Dr. Sudhir Hasamnis
2.  Dr. Satyen Marathe
3.  Mr. Jitendra Sharma
4.  Dr. Sudhakar Kulkarni
5.  Mr. L. Venkateshvaran

MBA@IICMR_INZ WIZ_Report_22-23

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7. **Feedback Received:** The topics were well informed in advance and set as per the context of program. Students were enjoyed the sessions and provided feedback about the methodology of the speaker in regards to presentation. So the speakers have been informed about increase in font size of the speaker.

8. **Conclusion:** There were total 45 hours of Teaching learning activity conducted in Semester I and II of MBA Batch 2022-24 in their first year of curriculum. These sessions were conducted by more than 6 faculties listed above.
Students overall, loved the philosophy of organizing INZWIZ and gained the ability to modify the thought process and using the correct rational lens to see through the situations of actual work life. A new angle, they have gained before their own summer internships.

| Prepared by | Verified by | Approved by |
|---|---|---|
| Dr. Swapnisha Khambayat | Dr. (Adv) Manisha Kulkarni | Dr. Abhay Kulkarni |
| HRCPC – Coordinator | HOD, MBA@IICMR | Director IICMR |

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

## Career Excellence Program (CEP)- Impression Management

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

## MBA@IICMR

Date: 9/12/2022

### REPORT

**1. Title of the Activity:** Career Excellence Program - Impression Management

**1. Date & Venue: 7 December 2022.** MBA@IICMR had organized its First Career Excellence Program (CEP) 2022 for First year MBA Students.

**2. Time:** 1:30 p.m. – 3:30 p.m.

**3. Outcomes of Activity:**

1. The students got to know importance of personality development.
2. The students got to know how tackle interview questions.

**4. Description of the Study:**

1. How to manage impression in front of audience.
2. How to improve yourself on the basis of self management, how to communicate clear and concise.

This was first CEP session conducted by **Ms. Moushmi Achari**. The sessions started with very effective way of knowing where we stand and by there how to improve yourself, word like personality Development , express to impress, Listening and speaking skills etc..

Managing facial expression, body postures and attire. The meaning of Impression Management                        was                        discussed.

Ref.: IICMR/MBA/CEP report-2022-2024/1

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## 5. Activity Experience

Following Steps were covered in the Impression Management session activity:

1. Self-analysis of yourself.

2. How to overcome stage fear.

3. How to speak confidently, for she gave a suggestion to experiment for 21 days.

4. How to tackle interview.

5. Art of hand shake.

## 6. Assessment of Activity Outcomes:

Students got to know about impression management and how to attract the audience with your words, how to do audience analysis much before the speech and how to work with voice throw and intonation of words and pronunciation.

Feedback:

The Feedback was very good. Students learnt various ways of delivering content on stage or off stage. 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 report -2022-2024/1

Institute of Industrial and Computer Management and
Research

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Prepared by:

Ms. Pooja Nalawade

CEP Coordinator

Submitted to:

Dr. Adv. Manisha Kulkarni

HOD , MBA@IICMR

Approved by:

Dr. Abhay Kulkarni

Director, IICMR

Ref.: IICMR/MBA/CEP report -2022-2024/1

## Career Excellence Program (CEP)- Business writing, reading, active listening and oratory skills

Audyogik Tantra Shikshan Sanstha's
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# MBA@IICMR

Date:18/01/2023

## REPORT

**1. Title of the Activity:** Career Excellence Program – Business Writing, Reading, Active listening & Oratory skills

**2.Date & Venue: 20 January 2023.** MBA@IICMR had organized its 5th Career Excellence Program (CEP) 2023 for First year MBA Students.

**3.Time:** 1:30 p.m. – 3:30 p.m.

**4.Outcomes of Activity:**

1. The students got to know difference in hearing and listening.
2. The students got to know how to improve business reading and writing skills.

**5.Description of the Study:P**

1. Which practices we can do to improve listening, how to be a good business reader.
2. How to improve oratory skills (public speaking skills).

This was fifth CEP session conducted **Ms. Anuradha Swain.**The sessions started with very effective way of knowing when we are listening to any one what is the difference in listening and hearing ,why listening is important in life. And in corporates how to be active business reader and writer. Speaker also said how to remove stage fear, how to be a confident.

1. Trust Yourself, believe yourself, love yourself.

2. Be genuine while writing resume.

3. When you are taking decisions think practically.

4.While public speaking use meaningful words.

Ref.: IICMR/MBA/CEP report -2022-2024/5

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## 6.Activity Experience

**One activity taken by speaker , Chinese Wispher : she gave one statement and ask to pass it to other student :**

1. How to be a good listener.
2. Communication is important in listening.

## 7.Assessment of Activity Outcomes:

Students got to know about active listening and how to overcome on stage fear.

Feedback:

The Feedback was good. Students learnt various techniques to improve business reading skills on stress also learn to how to be positive in life. 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.
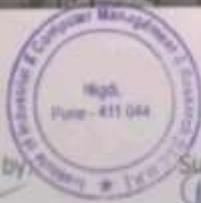
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Submitted to:

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Approved by:

Dr. Abhay Kulkarni

Director, IICMR

Ref.: IICMR/MBA/CEP report -2022-2024/5

**Career Excellence Program (CEP)- Gateway to corporate world**

Audyogik Tantra Shikshan Sanstha's
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# MBA@IICMR

Date: 9/5/2023

## REPORT

**1. Title of the Activity:** Career Excellence Program – Gateway to Corporate

**1. Date & Venue:** 7 May 2023. MBA@IICMR had organized its sixth Career Excellence Program (CEP) 2022 for First year MBA Students.

**2. Time:** 2:00 p.m. – 4:00 p.m.

**3. Outcomes of Activity:**

1. The students got to know importance of interview and it's preparation.
2. The students got to know how tackle interview questions.

**4. Description of the Study:**

1. How to manage impression in front of interviewer.
2. How to improve yourself on the basis of self management, how to communicate clear and concise.

This was first CEP session conducted by **Mr.** Kiran Joshi. The sessions started with very effective way of knowing where we stand and by there how to improve yourself, word like interview, express to impress, Listening and speaking skills etc..

Managing facial expression, body postures and attire. The meaning of Impression Management was discussed.

Ref.: IICMR/MBA/CEP report-2022-2024/6

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# MBA@IICMR

Date: 9/5/2023

## REPORT

**1. Title of the Activity:** Career Excellence Program – Gateway to Corporate

**1. Date & Venue:** 7 May 2023. MBA@IICMR had organized its sixth Career Excellence Program (CEP) 2022 for First year MBA Students.

**2. Time:** 2:00 p.m. – 4:00 p.m.

## 3. Outcomes of Activity:

1. The students got to know importance of interview and it's preparation.
2. The students got to know how tackle interview questions.

## 4. Description of the Study:

1. How to manage impression in front of interviewer.
2. How to improve yourself on the basis of self management, how to communicate clear and concise.

This was first CEP session conducted by **Mr.** Kiran Joshi. The sessions started with very effective way of knowing where we stand and by there how to improve yourself, word like interview, express to impress, Listening and speaking skills etc..

Managing facial expression, body postures and attire. The meaning of Impression Management was discussed.

Ref.: IICMR/MBA/CEP report-2022-2024/6

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Approved by:

Dr. Abhay Kulkarni

Director, IICMR

**Ref.: IICMR/MBA/CEP report -2022-2024/6**

**Career Excellence Program (CEP)- Communicate to Connect**

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

## MBA@IICMR

Date: 29/05/2023

## REPORT

**1. Title of the Activity:** Career Excellence Program – Communicate to Connect.

**1. Date & Venue: 29 May 2023.** MBA@IICMR had organized its First Career Excellence Program (CEP) 2022 for First year MBA Students.

**2. Time:** 01:30 p.m. – 4:00 p.m.

## 3. Outcomes of Activity:

1. The students got to know importance of body language and communication skills.
2. The students got to know how tackle interview questions and group discussion.

## 4. Description of the Study:

1. How to manage impression in group discussion.
2. How to give proper introduction about self.

This was seventh CEP session conducted by **Dr. Rama Gautam**. The sessions started with very effective way of knowing where we stand and by there how to improve yourself, Effective public speaking, PAM(Purpose, Audiance, Message) in interview, group discussion, Listening and speaking skills , Managing body postures and attire.

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## 5. Activity Experience

### Following Steps were covered group discussion activity:

1. Group discussion was conducted.

2. Types of topics in GD were discussed.

3. How to speak effectively in group discussion , how to make it impactful.

4. How exactly body posture have, facial expressions.

## 6. Assessment of Activity Outcomes:

Students got to know about importance of communication and how to attract the interviewer with your words, how to work with voice throw and intonation of words and pronunciation.

Feedback:

The Feedback was very good. Students learnt various ways of delivering content on stage or off stage. 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 4 to 5. Overall, it was a very good and useful session. Students were happy with the delivery.

Ref.: IICMR/MBA/CEP report -2022-2024/7

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CEP Coordinator

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Approved by:

Dr. Abhay Kulkarni

Director, IICMR

Ref.: IICMR/MBA/CEP report -2022-2024/7

**Career Excellence Program (CEP)- Barclay's Lifeskill Workshop**

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

## MBA@IICMR

Date: 31/12/2022

### REPORT

1. **Title of the Activity:** Career Excellence Program – Barclays Lifeskills Learning Program

1. **Date & Venue: 28, 29 & 30 December 2022.** MBA@IICMR had organized its Third Career Excellence Program (CEP) 2022 for First year MBA Students.

2. **Time: 9:30 am – 5:30 pm**

3. **Outcomes of Activity:**

1. The students got to know importance of Non-verbal communication.
2. The students got to know how tackle interview questions.
3. The students got to know importance of Goal setting and Business Jargons.
4. The students got to know about how positive attitude and habits are a building block of the life.

4. **Description of the Study:**

1. How to analyze yourself through SWOT analysis and how to present yourself during group discussions.
2. How you should prepare for interview and top 10 skills required in corporate.

This was Third CEP session conducted by **Mrs. Shilpa Deshmukh** and **Mr. Prashant Sonawane.** The sessions started with very effective way of knowing where we stand and thereby how to improve yourself like personality Development, Attitude Building, Non-verbal and Verbal Communication, Public speaking, Resume building, Interview

Ref.: IICMR/MBA/CEP report -2022-2024/3

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skills, etc.

## 5. Activity Experience

### Following Steps were covered in the Lifeskills Training Program

1. Self-analysis of yourself.

2. How to overcome the fear of public speaking.

3. How to speak confidently, how to maintain eye contact with audience.

4. How to tackle interview.

5. How your body language should be during interview.

6. How you should prepare before, during and after interview.

## 6. Assessment of Activity Outcomes:

Students got to know about the importance right attitude, discipline and habits in life and how to attract the audience with your words. What is Email etiquettes and Telephonic etiquettes and how it is important

Feedback:

The Feedback is really impressive. Students learnt various ways of delivering content on stage or off stage. 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 4 to 5. Overall, it was a very good and useful session. Students were happy with the content delivery by the Trainers.

Ref.: IICMR/MBA/CEP report -2022-2024/3

# MBA@IICMR



| | | |
|---|---|---|
| Prepared by: | Submitted to: | Approved by: |
| Ms. Pooja Nalawade | Dr. Adv. Manisha Kulkarni | Dr. Abhay Kulkarni |
| CEP Coordinator | HOD , MBA@IICMR | Director, IICMR |
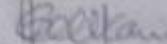
Ref.: IICMR/MBA/CEP report -2022-2024/3

# Career Excellence Program (CEP)- Stress Management and Emotional Intelligence

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

Approved by AICTE - Permanently Affiliated to SP Pune University,
Recognised by DTE, Government of Maharashtra, NAAC Re-accredited

## MBA@IICMR

Date:04/01/2023

### REPORT

1. **Title of the Activity:** Career Excellence Program - Stress Management and Emotional Intelligence

1. **Date & Venue: 4 Jan 2023.** MBA@IICMR had organized its 4th Career Excellence Program (CEP) 2023 for First year MBA Students.

2. **Time:** 1:30 p.m. – 4:30 p.m.

### 3. Outcomes of Activity:

1. The students got to know what is exactly a stress and which are top most stress.
2. The students got to know how overcome on stress.

### 4. Description of the Study:

1. How to manage Stress in our daily routine.
2. How to improve yourself on the basis of self management, how to communicate clear and concise.

This was first CEP session conducted by **Ms. Vahida Pathan.** The sessions started with very effective way of knowing when we are taking stress and how this stress is harmful for our life and health ,how we express in Stress? How we should be calm when we are in stress.

Mam discussed which harmones in our body are released at what situation:

Example:

1. Serotonin-mood stabiliser, wellbeing, happiness.

2.Dopamine-pleasure, motivational role in brain's reward system.

3.Oxytocin-Bonding, love, trust.

Ref.: IICMR/MBA/CEP report -2022-2024/1

# MBA@IICMR

4.Endorphins-Pain relief, runner's high, relaxation.

Activity Experience

**Following Steps were covered in the Stress Management and Emotional Intelligence activity:**

1. Self-analysis of yourself.
2. How to overcome stress
3. Why happiness.
4. Building emotional intelligence.

## 6. Assessment of Activity Outcomes:

Students got to know about stress management and how to overcome on stress

Feedback:

The Feedback was good. Students learnt various techniques to overcome on stress also learn to how to be positive in life. 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 report -2022-2024/1

# MBA@IICMR



| Prepared by: | Submitted to: | Approved by: |
|---|---|---|
| Ms. Pooja Nalawade | Dr. Adv. Manisha Kulkarni | Dr. Abhay Kulkarni |
| CEP Coordinator | HOD , MBA@IICMR | Director, IICMR |

Ref.: IICMR/MBA/CEP report –2022-2024/1

**Student Development Program (SDP)- Drafting a Policy Brief**

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

# Event Report: SDP 7 GC- 203 Human Resource Management (HRM)

| | |
|---|---|
| **Event Type** | : Co-curricular Activity |
| **Event Title** | : Drafting a Policy Brief |
| **Date** | : Monday, June 19, 2023 |
| **Time** | : 1:30 PM     to 5.30pm (4hrs) |
| **Coordinator(s)** | : Ms. Dipti Bajpai |

**Purpose**                    : Experience Based  learning

**Learning Outcome**      :
1. Students will be able to DESCRIBE the role of Human Resource Function in an Organization.
2. Students will be able to ENUMERATE the emerging trends and practices in HRM.

| | |
|---|---|
| **Batch of Students** | : MBA 1 |
| **No of Students Participated** | : 79 |

**Description**       :
MBA@IICMR conducts Student Development program as part of Comprehensive Concurrent Evaluation (CCE) for each generic course. This is a group activity. The SDP for HRM was on Drafting a Policy Brief . The students were given themes in advance and had to prepare the presentations. Total 9 groups presented. The judges for this SDP were Dr. Sudhir Hasamnis Associate faculty MBA@IICMR, Dr. Manisha Kulkarni, HoD, MBA@IICMR The winners for this SDP were Team Ameya and runners up was Team Impacteers

Ref: MBA@IICMR/SDP5/2021-2022/

Audyogik Tantra Shikshan Sanstha's

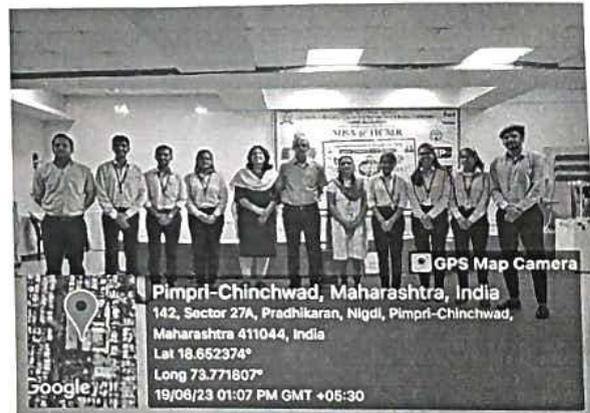**Institute of Industrial and Computer Management and Research (IICMR)**

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| | |
|---|---|
| **Feedback from Students (if app.)** | : The students mentioned that the SDP gave them an opportunity to draft policies and learn in-depth details about HR policies. |

## Glimpses of SDP



| Prepared by | Verified by | Approved by |
|---|---|---|
| **Ms. Dipti Bajpai** | **Dr. (Adv.) Manisha Kulkarni** | **Dr. Abhay Kulkarni** |
| **SDP Coordinator** | **HOD MBA@IICMR** | **Director, IICMR** |

Ref: MBA@IICMR/SDP5/2021-2022/

**Student Development Program (SDP)- Case Study presentation**

**Audyogik Tantra Shikshan Sanstha's**
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# Event Report: SDP 5 GC- 204 Operations & Supply Chain Management (OSCM)

| | |
|---|---|
| Event Type | : Co-curricular Activity |
| Event Title | : Presentation & Case Study |
| Date | : Wednesday, May 17, 2023 |
| Time | : 1:30 PM     to 5.30pm (4hrs) |
| Coordinator(s) | : Ms. Dipti Bajpai |
| Purpose | : Experience Based learning |
| Learning Outcome | : |

1. Students will be able to DEFINE basic terms and concepts related to Production, Operations, Services,
2. Students will be able to DESCRIBE the various dimensions of production planning and control and their inter-linkages with forecasting

| | |
|---|---|
| Batch of Students | : MBA 1 |
| No of Students Participated | : 69 |
| Description | : MBA@IICMR conducts Student Development program as part of Comprehensive Concurrent Evaluation (CCE) for each generic course. This is a group activity. The SDP for OSCM was on the theme Presentation and case study. The students were given themes in advance and had to prepare the presentations. Total 9 groups presented. The judges for this SDP were Dr. Sudhir Hasamnis Associate faculty MBA@IICMR, Dr. Abhay Kulkarni, Director, IICMR and Mr. Suryakant Katti, Associate faculty MBA@IICR. The winners for this SDP were Team Impacteers and runners up was Team Mindbreakers |
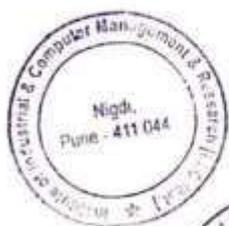
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**Feedback from Students (if app.)**

The students mentioned that the SDP gave them an opportunity to explore the content beyond syllabus and application based learnings.

## Glimpses of SDP



**Prepared by**

**Ms. Dipti Bajpai**
**SDP Coordinator**

**Verified by**

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

**Approved by**

**Dr. Abhay Kulkarni**
**Director, IICMR**

Ref: MBA@IICMR/SDP5/2021-2022/

**Student Development Program (SDP)- Situation Analysis**

**Audyogik Tantra Shikshan Sanstha's**
**Institute of Industrial and Computer Management and Research (IICMR)**
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# Event Report: SDP 6 GC- 202 Financial Management (FM)

| | |
|---|---|
| **Event Type** | : Co-curricular Activity |
| **Event Title** | : Situation Analysis |
| **Date** | : Wednesday, May 31, 2023 |
| **Time** | : 1:30 PM to 5.30pm (4hrs) |
| **Coordinator(s)** | : Ms. Dipti Bajpai |
| **Purpose** | : Experience Based learning |

**Learning Outcome** :

1. Students will be able to EXPLAIN in detail all theoretical concepts throughout the syllabus

2. Students will be able to ANALYZE the situation and
   - comment on financial position of the firm
   - estimate working capital required
   - decide ideal capital structure
   - evaluate various project proposals

| | |
|---|---|
| **Batch of Students** | : MBA 1 |
| **No of Students Participated** | : 84 |

**Description** : MBA@IICMR conducts Student Development program as part of Comprehensive Concurrent Evaluation (CCE) for each generic course. This is a group activity. The SDP for FM was on the theme Situation Analysis. The students were given situations in advance and had to present the situation analysis. Total 9 groups presented. The judges for this SDP were Dr. CMA Sunil Joshi Founder Finance Forum and Dr. Manisha Kulkarni HoD MBA@IICMR. The winners for this SDP were Team Imperial titans and runners up was Team Impacteers

Ref: MBA@IICMR/SDP6/2021-2022/

![IICMR logo]

**Audyogik Tantra Shikshan Sanstha's**
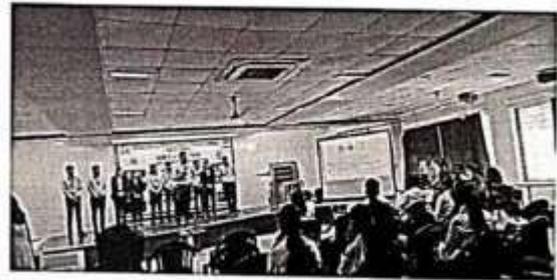**Institute of Industrial and Computer Management and Research (IICMR)**
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| Feedback from Students (if app.) | : | The students mentioned that this SDP gave them more clarity about the course FM and the insights from the judges added to their learnings. |

**Glimpses of SDP**



Prepared by
**Ms. Dipti Bajpai**
**SDP Coordinator**

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

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

Ref: MBA@IICMR/SDP6/2021-2022/

**Employability Enhancement Program- Psychology of Organisation in Recruitment**

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

Date: 12/12/2022

### REPORT

**1. Title of the Activity:** Employability Enhancement Programme- Psychology of Organization in Recruitment

**2. Date & Venue: Dec 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 got to know about the new recruitment trends in India, how they should structure their CV's, how to prepare for interviews, what is recruitment and why do companies recruit, organization development, organization development process, organization analysis, performance appraisal, E-mail, and business etiquettes

**4. Description of the Study:**

This was first EEP session conducted by Mr. Pradeep Nair. The session consists of various things that are required to consider for the journey from campus to corporate. The main take aways from the session were C V & Interview Prep, Recruitment Process, Organizational Development, Training & Development, Performance Appraisal. The session started with new recruitment trends.

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Pune - 411 044

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

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## 5. Assessment of the Activity Outcomes:

Students got the knowledge of what is the correct format of CV, how to prepare for the interview, tips for the attire and virtual or phone interview, business etiquettes, how their body language should be during introduction and how to create a lasting first impression. students were engaged in the session. Trainer solved their queries. Students got a better picture of their journey for campus to corporate and how they should prepare themselves for corporates.

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-2022/1

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Prepared by:

Ms. Po... Nhlawade

EEP Coordinator

Submitted to:

Dr. Adv. Manisha Kulkarni

HOD , MBA@IICMR

Approved by:

Dr. Abhay Kulkarni

Director, IICMR

**Ref.: IICMR/MBA/EEP-2022/1**

**Business Process Excellence (BPE)- Business Process Management for CX, Connect, Collaborate & Conquer**

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

Report of Business Process Excellence (BPE) 2023

## Business Process Management for CX
### Connect, Collaborate & Conquer

14th and 15th January 2023

Date: 14.01.23 and 15.01.23
Venue: Auditorium
Time: 9.30 to 4.00 & 9.30 to 5.30 respectively

## 1. Introduction:

"Before building a BPM strategy, it's important to understand why efficient business processes are important, the different types of business processes, who's responsible for them within your company, and which problems BPM can help you address."

"**Customer experience (CX) refers to how a business engages with its customers at every point of their buying journey—from marketing to sales to customer service and everywhere in between. In large part, it's the sum total of all interactions a customer has with your brand.**"

Customer experience is not just a set of actions. It also focuses on feelings. How do your prospective customers may feel about your brand? There are important decisions to make at each touch point, and those decisions influence how successful your business will be as a result. So at this juncture we MBA@IICMR conducted event of Business Process Excellence on **Business Process Management for Customer Experience (CX).**

## 2. Outcomes of Activity :
Enhance the Knowledge, Skill and Ability of aspiring managers by understanding the changing role of Marketing, HR, Finance, Operation and Systems in Business in the Digital era.

a) To understand the CX – Customer Experience in all the fields of the business and analyse their impact.

b) To identify the emerging opportunities and Challenges in the Customer Experience.

## 3. Points addressed by speaker:

Dr. Jitendra Joshi Founder and **Global President**, GIBF (Global India Business Forum):
Be the aspiring leaders of emerging India. Be competitive, aspirant, be ambitious, be an entrepreneur. He talked on the occasion of 'Business Process Management for customer experience (CX)' -2023, organised by MBA@IICMR. He elaborated the examples of products & services that are served the customers and what they expect from the product and

service to gain the total positive customer experience towards their business. World is reaching out to our country just because of youth posing the huge potential for upcoming businesses. Industrialised countries are seeking collaboration with India to gain the competitive advantage in changing customer experience. Youth should not immigrate to other countries but seek the potential they have in the country itself.

On the occasion the 'Memorandum of Association-MOU', was signed with GIBF and MBA@IICMR. 'Gyandoot'-The News later of MBA@IICMR was inaugurated by him under the presence of Director IICMR Dr. Abhay Kulkarni, and HOD Dr. Manisha Kulkarni.

Mr. Rinoo Rajesh, Digital Transformation Leader **Vice President** - Head Digital and Business Transformation Services.
Guiding students on the topic 'IT, People and Culture- sphere of customer experience', he said although the information technology is changing the dimensions post pandemic, advances of technology will still make it relevant in terms of emotions, opinions and perceptions in sum total of interaction with brand products and services. He furthered that, 50% of fortune 400 companies are led by Indians, 50% of the NASA is Indians. He quoted the example of 'Apple', that the cash reserve of the company is as much as of 70 countries, suggesting that how they were able to achieve this feet is, because of creating strong customer experience around the product and services offered. He suggested BPM is poised to change Industry 4.0; it is not an isolated function of single department but it is with simplification of processes in hiring and boarding right people with right mind-set and customer centric behaviours.

Mr. Ranjit Shekdar Senior **Project Manager**Infrabeat technologies talked on the topic; 'Exploring Supply Chain Management for CX'.
Experiences that the providers of products and services give will matter more in coming days than never before, he said. While in supply chain business, process stakeholders should be understood well. What experience is delivered becomes the moment of truth. Businesses in delivery chain should become value delivery chains by continuously gauging the requirements, following the timelines, cultural differences and segments you are catering with.

Mr. Gajendran Ravindran Corporate Vice President, WNS Global Services. 'Integration of Business Processes for CX'.
He described 'Information Technology and Software Services' industry's' shift from 'Business Process Outsourcing to business process management'. He advised that 'Customer service experience should not be 'reactive' but should be 'proactive'. Two main aspects of focus; 'NPS- Net Promotors' Score' and 'VC- Voice of Customer'. He furthered that there are 4 components of 'Customer experience'; discovery, engagement, analysis and delivery.

Panel discussion followed the address of the eminent professionals. Participating and discussing on the topic; 'Omni Channel CX', contributing members form the industry were; Mr. Umang Salgia Founder, NeuraSee, Mr. Rohit Bhalunkar Founder, Harisoft. Session was moderated by Mr. Jitendra Sharma.

**Day-2** of the event was contributed by Mr. Vighnahari Deo Head, Information Technology Service Management, SKF India Ltd. on the topic; 'Use of IT, ICT in Service Business Processes for CX'. Dr. Prashant Pansare, Founder and CEO, Rubiscape and Intelliment Technologies discussed on the topic; 'Role of Analytics for Evolving CX'.
Mr. Ravi Kajaria Founder- Granular finely matched the context of HR with overall use of CX in emerging business context. The Panel discussion contributed by Ms. Nithya N.A. auditor

om Johnson Controls India, Ms. Anusha Gajendran Internal Controls Auditor Eaton Corp., Ms. Neelkamal Anchan Director, Global India Business Forum, and Ramesh Varadharajan on the topic; 'Immersing CX for Business Process Management'.

**4. Activity Experience:** The overall activity experience was excellent and all speakers provided the feast of knowledge to the very simple easily understandable way. Students till the last session were attentive and responding to session speakers with appropriate answers.

Two days students experienced valuable contributions and insights by the industry stalwart's, who suggested the changing scenario and dimensions of 'Customer Experience' and the way forward for the industry. In totality depicting the picture for future managers to seek and implement the changing aspects of changing customers' expectations. It was an intellectual feast for the all the participants to note their valuable comments and interactions.

Panel discussion on both days created insightful body of knowledge under the head of Business Process Management for CX. A perfect practical application of CX was understood by students and they assured the panellist they will apply CX practically in all fields of their progressive career journey.

Guest introduction and comparing was done by MBA- II year students session-wise. Vote of thanks was proposed by event coordinators; Dr. Madhura Deshpande, and Mrs. Swapnisha Khambayat.

**5. Activity feedback outcome:** The session-wise feedback was sought by MBA@IICMR students and it was taken online. Leaving 14% of the attendees, all of them announce that program was very good rating speakers above 85% of scores. The genuine has been created by every speaker and practical application of the current topic was also delved. More that 50% of the mob was comprehended the subject well. Interesting remarks and takeaways were shared by the students in their feedback sheet. Students also showed interest in organising and attending such further programs.

**6. Glimpses of deliberations on both days:**



1 MBA@IICMR signs MoU with GIBF

Ref.: IICMR/MBA/2022-23/BPE-2023/Report

Figure 0-1 Speaker : Ranjit Shekdar



Figure 02 Speaker: Mr. Gajendran Ravindran

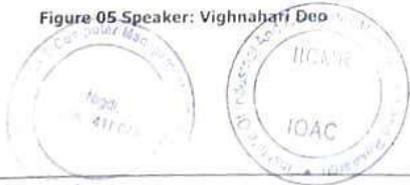Ref.: IICMR/MBA/2022-23/BPE-2023/Report

Figure 03 MBA@IICMR audience

Figure 04 Panel Discussion: Rohit Balunkar and Umang Salgia



Figure 05 Speaker: Vighnahari Deo

Ref.: IICMR/MBA/2022-23/BPE-2023/Report

Figure06: Speaker: Ravi Kajaria



Figure 07Panel Discussion: Dr. Nilkamal, Ms. Anusha and Ms. Nithya

Ref.: IICMR/MBA/2022-23/BPE-2023/Report

Figure 08 Panel Discussion Moderator: Dr. Manisha Kulkarni


Figure 09 Speaker: Mr.Prashant Pansare

Figure 9 Event Coordinators: Dr. Madhura D and Ms. Swapnisha K

Prepared by:

Dr. Madhura Deshpande
Mrs. Swapnisha Khambayat
BPE Coordinators

Submitted to:

Dr. Manisha Kulkarni
HOD , MBA@IICMR

Approved by:

Dr. Abhay Kulkarni
Director, IICMR

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**MBA@IICMR**

**NATIONAL ₹ CONFERENCE 2022**

# National Conference 2022

## Multi-Disciplinary Approach for rejuvenating Business Processes

Date: 8th & 9th July 2022

# Report

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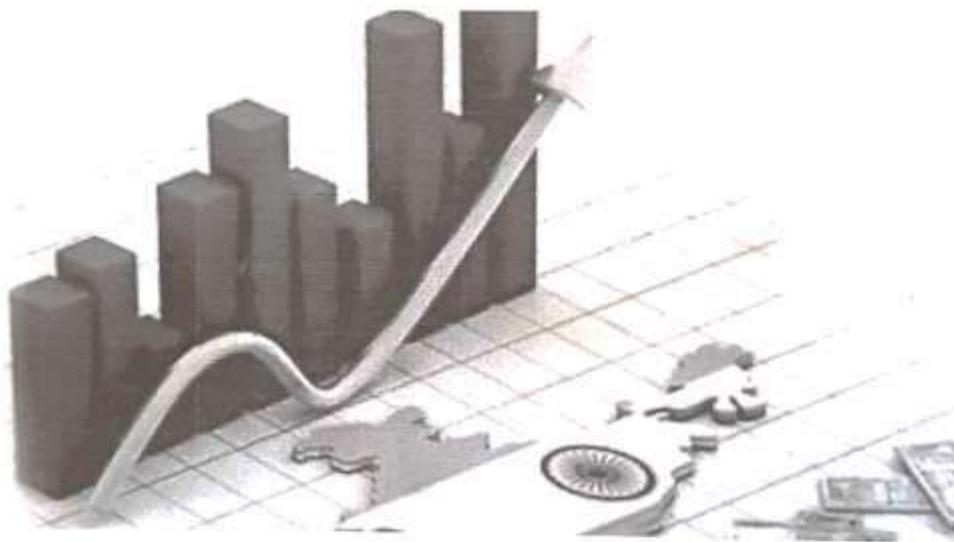
A two day International Conference was successfully conducted by MBA@IICMR on 8-9 July 2022 in hybrid mode , where around 200 participants and Speakers attained the conference in offline/online mode. Institute received a very good response from participants in terms of research papers where 197 abstract were received out of which 115 were accepted out of which 97 authors submitted their papers and 68 were there to present their work at conference and 125 participants attended the conference in offline/online mode . This International Conference made an attempt to understand how the evolutionary trends have taken place in the Indian industry and how they have been accepted by the industry. The national Conference also made us understood the future of Indian Business in various business functions and how the general face of management is changing in the current business scenario.

## Objectives:

- > To understand the current business trends and how they have shifted from traditional trends through the process of redefining and restructuring.
- > To anticipate the future trends and challenges.

## Scope

Enhance the Knowledge, Skill and Ability of Academicians, Industrialists, Research Scholars and Students by understanding the changing role of Marketing, HR, Finance, Operation and Systems in Business in the Digital era.

## Highlights of the National Conference :-

- ❖ Participative learning with industry experts
- ❖ Understanding Business operations and processes
- ❖ Discussion about changes and challenges of emerging trends
- ❖ Experiential Learning through interactions.

## Day 1 :

The day one started with inaugural ceremony where Chief Guest Dr. Parag Kalkar Dean, SPPU, Pune and Key-note speaker Dr. Jagadish Barik Jt. President, Aditya Birla Group, Thailand along with Dr. Abhay Kulkarni Director IICMR and Dr. Manisha Kulkarni HOD MBA@IICMR were present this inaugural session was followed by three parallel track wise technical sessions , there session chair for technical session one were Dr. Shailesh Kasande and Dr. Poorna Shankar the second session was chaired by Dr. Bharat Kasar and Dr. Sudhir Hasamnis whereas the sessions chair for third session were Dr. Ashutosh Misal and Mr. Suryakant Katti where around 10-11 presenters in each track presented their

research work in online/offline mode. For day end sessions there were two speakers , Dr. Pratima Khandelwal, Founder at FlyHigh Educational Excellence Services, Bangalore spoke about "Agility and Adaptability: the pathways to Business Resilience" and Ms. Diane Bacchus Co-founder at Ahhaa, California discussed about "Exploring Human Potential for Rejuvenating Business Processes"

## Day 2:

The day for the conference was started with review of day 1 given by Dr. Madhura Deshpande which by followed by the inaugural session for day 2 where three international speakers were present , Mr. Onkar Joshi Vice President, Global Markets and Enterprise Technology, Singapore spoke about Use of AIML in Banking Operation after that Mr. Guru Shankar Sharaf Group, Tanzania gave insight about Use of Technology in Revisiting Supply Chain Management Processes and at the end Mr. Sundeep Khishty Commercial Digital Solutions Architect Leader at NSW Govt. Sydney spoke about Recasting ICT for Profitable and Inclusive Growth, this inaugural session was followed by three parallel technical session the session chair for first panel were Mr. Hemant Apastambh and Dr. Mancharkar for session two Dr. Shrikant Kallulkar and Dr. Naresh Motiyani and for panel three there were Mr. Jay Dholakiya and Mr. Uday Saraf , in each panel around 10-11 presenters showcased their research work through online/ offline mode.

These technical sessions were followed by the panel discussion  session where three eminent  speakers were present. Mr. S Deen Dayalayan Center for Excellence in Organization, Chennai , Mr. Himanshu Nautiyal Business coach (PCC) Founder CEO, Arham Corporate Excellence, Mumbai, Maharashtra and Mr. Dushyant Pathak Plant Head, Elkem South Asia Private Ltd., Nagpur, Maharashtra the panel discussion was moderated by Dr. Abhay Kulkarni and topic for panel discussion was Developing and Sustaining High Performance TEAMs .

The panel Discussion was followed by the valedictory session where Ms. Chaitralekha Potnis President at Peel College of Professional Studies, Mississauga, Ontario, Canada was guest of honor and he spoke about Revisiting Academic Processes for Business Excellence the Chief guest for the valedictory session was Mr. Shishir Joshipura, CEO & Managing Director,  Praj Industries discussed about Revisiting Business Processes for Sustainable, Profitable and Inclusive Growth. Finally at valedictory function the certificates were distributed to the participants who were present physically, the conference ended with the vote of thanks praposed by Dr. Vinod Bhelose .
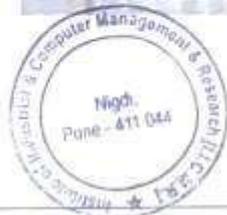
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Ref.: IICMR/MBA/2022-23/National Conference/report

Prepared by,

Dr. Dipti V Sharma
SME Economics
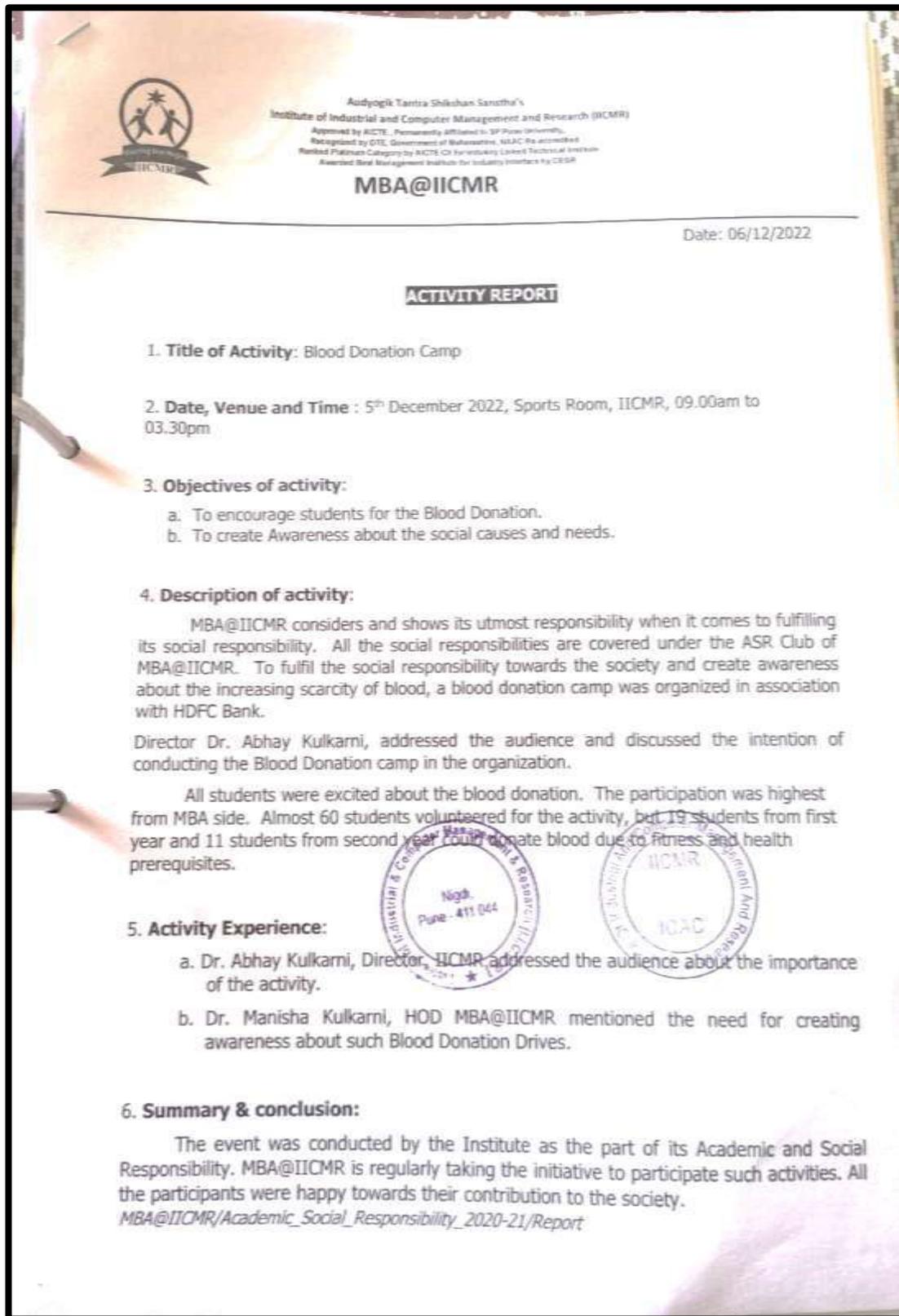
Guided by,

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

Approved by,

Dr. Abhay Kulkarni
Director

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

## Organised Blood Donation Camp at the campus in association with HDFC Bank

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
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Awarded Best Management Institute for Industry Interface by CESA

# MBA@IICMR

Date: 06/12/2022

## ACTIVITY REPORT

1. **Title of Activity**: Blood Donation Camp

2. **Date, Venue and Time** : 5th December 2022, Sports Room, IICMR, 09.00am to 03.30pm

3. **Objectives of activity**:
   a. To encourage students for the Blood Donation.
   b. To create Awareness about the social causes and needs.

4. **Description of activity**:

   MBA@IICMR considers and shows its utmost responsibility when it comes to fulfilling its social responsibility. All the social responsibilities are covered under the ASR Club of MBA@IICMR. To fulfil the social responsibility towards the society and create awareness about the increasing scarcity of blood, a blood donation camp was organized in association with HDFC Bank.

   Director Dr. Abhay Kulkarni, addressed the audience and discussed the intention of conducting the Blood Donation camp in the organization.

   All students were excited about the blood donation. The participation was highest from MBA side. Almost 60 students volunteered for the activity, but 19 students from first year and 11 students from second year could donate blood due to fitness and health prerequisites.

5. **Activity Experience**:
   a. Dr. Abhay Kulkarni, Director, IICMR addressed the audience about the importance of the activity.
   b. Dr. Manisha Kulkarni, HOD MBA@IICMR mentioned the need for creating awareness about such Blood Donation Drives.

6. **Summary & conclusion**:

   The event was conducted by the Institute as the part of its Academic and Social Responsibility. MBA@IICMR is regularly taking the initiative to participate such activities. All the participants were happy towards their contribution to the society.
   MBA@IICMR/Academic_Social_Responsibility_2020-21/Report

## 7. Assessment of activity outcomes:

The Blood Donation camp was successfully conducted in the MBA@IICMR campus. Director of the Institute Dr. Abhay Kulkarni, Dr. Manisha Kulkarni along with selected teaching and non-teaching staff participated in the activity. All students were encouraged to donate blood and the need to maintain sound health was emphasised on the mind of the students.

## 8. Feedback:

All participants took away a key learning of awareness about the social responsibility which can be performed very easily. Overall, it was satisfying experience.

No. of participants: 30

No. of faculty members participated: 4

Coordinator of activity: Dr. Madhura Deshpande
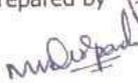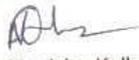
| Prepared by | Verified by | Approved by |
|---|---|---|
| Dr. Madhura Deshpande | Dr. Manisha Kulkarni | Dr. Abhay Kulkarni |
| ASR Coordinator | HOD, MBA@IICMR | Director, IICMR |

MBA@IICMR/Academic_Social_Responsibility_2020-21/Report

Some Activity Photographs –

**Celebration of International Minority Rights Day**

Audyogik Tantra Shikshan Sanstha's
Institute of Industrial and Computer Management and Research (IICMR)
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Recognized by DTE, Government of Maharashtra, NAAC Re-accredited
Ranked Platinum Category by AICSE CII for Industry Linked Sector of Institute
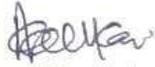Awarded Best Management Institute for Industry schedule by SPUR

# MBA@IICMR

Date: 19/12/2022

## Activity Report

**1. Title of Activity:** "International Minority Rights Day"

**2. Date & venue:** Sunday, December 18, 2022, IICMR, Nigdi Campus.

 **Venue:** IICMR Auditorium
 **Time:** 11.00 to 12.00 AM

**3. Description of the activity:**

With reference to Savitribai Phule Pune University circular number 2022-14618 dated, 16th Dec. 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. The purpose of this program was to make students aware about the concept of Minority.

B. Students were also guided about the need to protect the rights.

**6. Activity Experience:**

International Minority Rights Day is observed annually on December 18 in all countries, including India. The United Nations Organization began protecting minority communities' rights on December 18, 1992, ensuring that their language, caste, religion, culture, and traditions would be preserved. popular to do.

The National Commission for Minorities was established in India in 1992, and in 2006, a separate ministry was established within the central government for the advancement of minorities.

The Director of the Institute, Dr. Abhay Kulkarni guided the participants regarding the various minorities prevailing in India and the need to protect these minorities. He emphasized that instead of everybody protecting, these minorities should be aware about their rights and they should raise the voice if they are not getting their due. He futher added that by we being aware about the concept of minority and the need to protect the rights, the cultural, religious, linguistic, and national identities of minorities will be respected, protected, and respected by states and individuals, according to a declaration made by the United Nations. This program was celebrated in order to raise and spread awareness of national, linguistic, religious, and cultural identities. As per the circular of Savitribai Phule Pune University, Pune.

Minority Rights Day was organized at MBA @ IICMR

**Minority Rights Day**
**18th December**

| Prepared by | Verified by | Approved by |
|---|---|---|
| Dr. Madhura Deshpande | Dr. Manisha Kulkarni | Dr. Abhay Kulkarni |
| ASR Coordinator | HOD, MBA@IICMR | Director, IICMR |

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

**Celebration of World Environment Day- Poster Competition in association with Environment Conservation Association (ECA)**

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

Date: 08/06/2023

## Activity Report

1. **Title of Activity**: "World Environment Day Celebration in association with ECA"

2. **Date & venue**: Wednesday, June 07, 2023, MBA@IICMR,
   **Venue**: Auditorium IICMR.
   **Time**: 10.30pm to 12.00pm

3. **Description of the activity**:

   The World Environment Day was celebrated in MBA@IICMR in association with Environment Conservation Association, Pune with the active participation of Students and Faculty members.

4. **Objectives of the Activity**

   1. To make students aware about the importance of the environment and need to preserve the same.

   2. To make students aware about the loss to environment because of the Plastic Pollution

5. **Activity Experience:**

   World Environment Day is an annual event observed on June 5th to raise awareness and encourage global action for the protection of the environment. World Environment Day is organized by the United Nations Environment Programme (UNEP) and has been celebrated since 1974. World Environment Day is an annual event celebrated on June 5th to raise awareness about environmental issues and promote global action to protect the environment.

   This year the environment day was celebrated in Association with Environment Conservation Association, Pune. Ms. Vineeta Date, Chairperson, ECA, Mr. Sikandar Ghodake, Team Leader ECA, Ms. Anita Ghodake, Team Leader, ECA, Mr. Gorakshnath Sanap, Team Leader, ECA attended the event.

   The theme for this Environment Day was #Beat Plastic Pollution. Ms. Vineeta Date addressed the students and made them aware about the evil effects of use of plastic and the harm it is causing to the environment. Mr. Sikandar Ghodake in his address spoke about 5 types of pollution namely air, water, soil, sound and thought pollution. He urged the students to stay away from evil plastic and evil thoughts.

Posters created by students of MBA@IICMR on occasion of
"World Environment Day"

| Prepared by | Verified by | Approved by |
|---|---|---|
| Dr. Madhura Deshpande | Dr. Manisha Kulkarni | Dr. Abhay Kulkarni |
| ASR Coordinator | HOD, MBA@IICMR | Director, IICMR |

**Celebration of International Yoga Day under the guidance of Dr. Jagtap of Patanjali Yog Peeth.**

Audyogik Tantra Shikshan Sanstha's
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# MBA@IICMR

Date: 22-06-2022

## Activity Report

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

2. **Date & venue:** Wednesday, June 21, 2023, IICMR, Nigdi Campus.
   **Venue:** IICMR Auditorium
   **Time:** 09.30am to 11.30am

3. **Description of the activity:**

   To mark the importance of physical and mental well-being, International Yoga Day was celebrated with active participation of all MBA Students and faculty members.

4. **Objectives of activity:**

   a. The purpose of this program was to make students aware about the importance of mental and physical health.

   B. Students were given the live demonstration of regular Yoga Routine.

5. **Activity Experience:**

   International Yoga Day was proposed by India and recognized by the United Nations General Assembly in 2014 to promote the practice of yoga and its benefits worldwide. It aims to raise awareness about the physical, mental, and spiritual benefits of practicing yoga.

   The International Yoga Day serves as a platform to emphasize the importance of yoga in achieving a healthier lifestyle and promoting overall well-being.

   Yoga is an ancient Indian practice that combines physical postures, breathing exercises, meditation, and ethical principles to harmonize the body, mind, and spirit. It has gained popularity worldwide as a holistic approach to improving mental and physical health.linguistic, religious, and cultural identities.

   Dr. Jagtap and Mrs. Veena Patil from Patanjali Yog Peeth were the demonstrators for the Yoga practice. Dr. Jagtap addressed the students and explained the importance of flexibility and consistency for maintaining overall health.

   He futher explained the importance of millets and their benefits for the body and urged the students to celebrate one day in month for "Clean Eating". Dr. Abhay Kulkarni announced 21st of every month to be the Yoga Day for MBA@IICMR.

Nigdi.
Pune - 411 044

IICMR
IQAC

6. Some Snaps of the Session -



"International Yoga Day" was organized at MBA @ IICMR

| Prepared by | Verified by | Approved by |
|---|---|---|
| Dr. Madhura Deshpande | Dr. Manisha Kulkarni | Dr. Abhay Kulkarni |
| ASR Coordinator | HOD, MBA@IICMR | Director, IICMR |

## Lecture on Energy Conservation and Life style for Environment
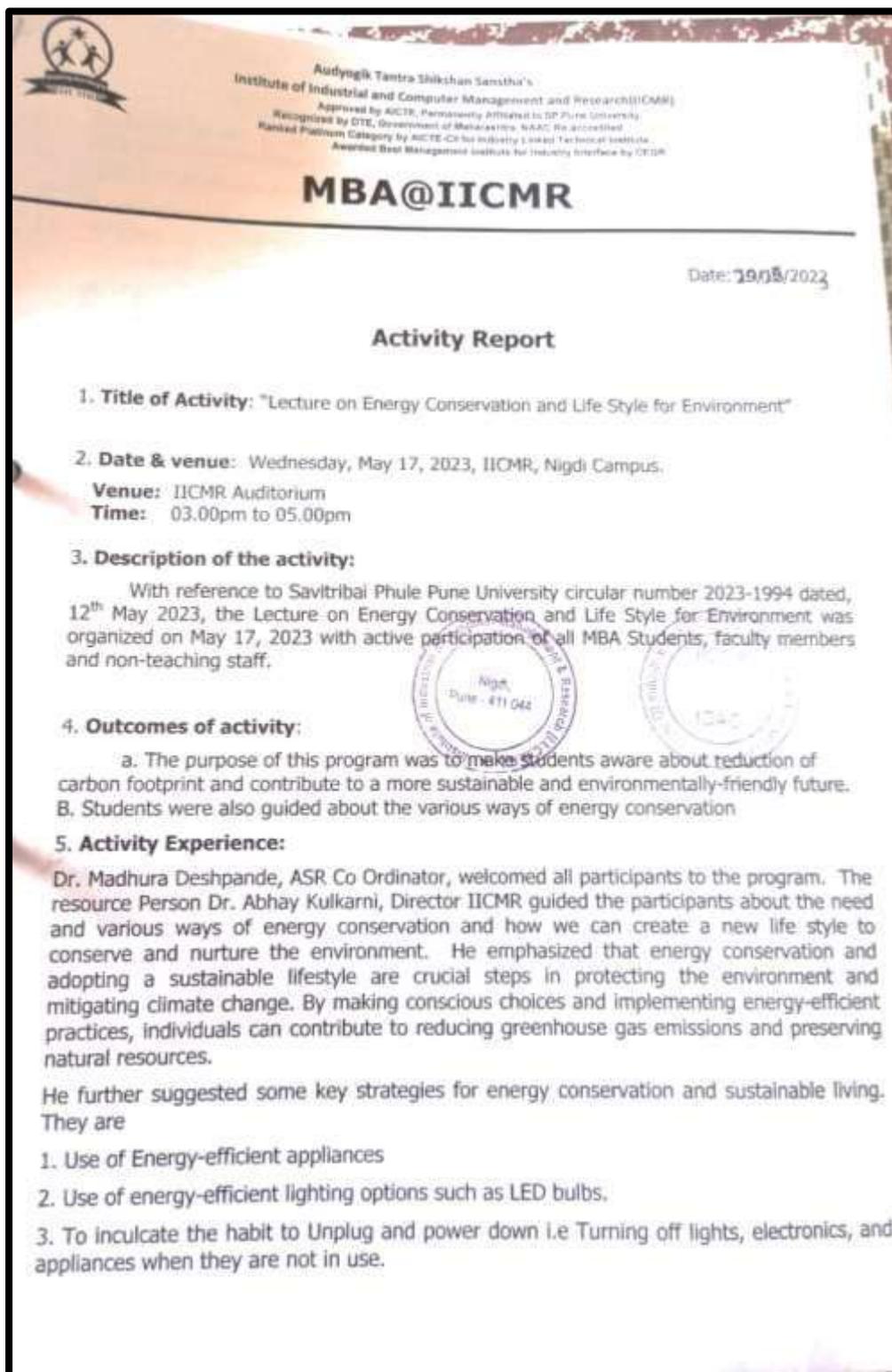
Audyogik Tantra Shikshan Sanstha's
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# MBA@IICMR

Date: 19/05/2023

## Activity Report

1. **Title of Activity:** "Lecture on Energy Conservation and Life Style for Environment"

2. **Date & venue:** Wednesday, May 17, 2023, IICMR, Nigdi Campus.

   **Venue:** IICMR Auditorium
   **Time:** 03.00pm to 05.00pm

3. **Description of the activity:**

   With reference to Savitribai Phule Pune University circular number 2023-1994 dated, 12th May 2023, the Lecture on Energy Conservation and Life Style for Environment was organized on May 17, 2023 with active participation of all MBA Students, faculty members and non-teaching staff.

4. **Outcomes of activity:**

   a. The purpose of this program was to make students aware about reduction of carbon footprint and contribute to a more sustainable and environmentally-friendly future.
   B. Students were also guided about the various ways of energy conservation

5. **Activity Experience:**

   Dr. Madhura Deshpande, ASR Co Ordinator, welcomed all participants to the program. The resource Person Dr. Abhay Kulkarni, Director IICMR guided the participants about the need and various ways of energy conservation and how we can create a new life style to conserve and nurture the environment. He emphasized that energy conservation and adopting a sustainable lifestyle are crucial steps in protecting the environment and mitigating climate change. By making conscious choices and implementing energy-efficient practices, individuals can contribute to reducing greenhouse gas emissions and preserving natural resources.

   He further suggested some key strategies for energy conservation and sustainable living. They are

   1. Use of Energy-efficient appliances

   2. Use of energy-efficient lighting options such as LED bulbs.

   3. To inculcate the habit to Unplug and power down i.e Turning off lights, electronics, and appliances when they are not in use.

Pimpri-Chinchwad, Maharashtra, India
IICMR @ City Pride School,Pradhikaran, Nigdi,Pune, MQ2G+VPG,
Sector 27A, Pradhikaran, Nigdi, Pimpri-Chinchwad, Maharashtra
411044, India
Lat 18.652963°
Long 73.771619°
08/03/23 03:12 PM GMT +05:30

Prepared by        Verified by               Approved by

Dr. Madhura Deshpande   Dr. Manisha Kulkarni       Dr. Abhay Kulkarni
ASR Coordinator         HOD, MBA@IICMR         Director, IICMR

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

**Water Conservation-Jal Dindi in association with Pimpri-Chinchwad Municipal corporation-water department**

# MBA@IICMR

Date: 19/12/2022

## Activity Report

1. **Title of Activity**: "ASR Jaldindi – Human Chain"

2. **Date & venue**: Wednesday, December 21, 2022, Jijau Udyan Chinchwad

   **Time**: 02.30pm to 07.30pm

3. **Description of the activity**:

   As a part of Academic Social Responsibility Activity of MBA@IICMR, the MBA students took part in "Jaldindi" organised by Pimpri Chinchwad Municipal Corporation – Water Department on 21st Dec. 2022. MBA students took part in arranging the Human Chain to celebrate the Jaldindi and even took part in Procession for "PavanaMai Aarti"

4. **Outcomes of activity**:

   a. The students understood the importance of Water and need to stop the pollution of water buds and preserve the nature.

   B. Students got an opportunity to showcase and exercise their management skills as they contributed as volunteers to arrange the school kids from 10 schools to form a "Human Chain."

6. **Activity Experience**:

   Under the able guidance of the Director of the Institute, Dr. Abhay Kulkarni the ASR co Ordinator's took part in the Jaldindi and Human chain organised by PCMC Water Department for the conservation of Water bodies and awareness campaign to protection against pollution of these water bodies.

   Many cultural programs like Dance, Road Show, small play was performed by the students and the teachers to emphasize the importance of the water bodies to the general public.

   The ceremony ended by offering Aarti and flowers to Pavana Mai as a token of gratitude.

   Dr. Abhay Kulkarni was felicitated by the PCMC authorities for his exemplary work for performing social responsibility.
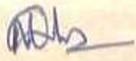
## 7. Photographs of the event



Students took part in Jaldindi – Human Chain and Dr. Abhay Kulkarni was felicitated by Water Department – PCMC.

| Prepared by | Verified by | Approved by |
|---|---|---|
| Dr. Madhura Deshpande | Dr. Manisha Kulkarni | Dr. Abhay Kulkarni |
| ASR Coordinator | HOD, MBA@IICMR | Director, IICMR |

## Spiritual Experience- Pandhaichi Vari in association with Environment Conservation Association (ECA)

Our Students participated and contributed in Palakhi Sohala - Dindi, under our AcademicSocial Responsibility initiative in collaboration with the Environmental Conservation Association (ECA) -12th June 2023

**Aadyogik Tantra Shikshan Sanstha's**
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# MBA@IICMR

Date: 12/06/2023

## Activity Report

1. **Title of Activity**: "Pandharichi Vaari – a Spiritual Experience - ASR"

2. **Date & venue**: Sunday, June 11, 2023, Akurdi, Chinchwad, Nigdi.
   **Time**: 06.30pm to 10.30pm

3. **Description of the activity**:

This year the students of MBA@IICMR volunteered for centuries old tradition in Maharashtra called "Pandharichi vaari" which translates to "the pilgrimage of Pandharpur" in English.

4. **Objectives of the Activity**

1. To make students aware about the importance of the environment conservation.
2. To sensitize students towards the efforts taken by Varkaris for the spiritual experience.

5. **Activity Experience**:

"Pandharichi vaari" is a Marathi term that translates to "the pilgrimage of Pandharpur" in English. It refers to the annual pilgrimage to the town of Pandharpur in Maharashtra, India. Pandharpur is a significant pilgrimage site for devotees of Lord Vitthal, a form of Lord Krishna.

The Pandharichi vaari is a centuries-old tradition that attracts millions of devotees, known as "varkaris," from various parts of Maharashtra and beyond. The pilgrimage typically takes place during the months of June and July, culminating on the auspicious day of Ashadi Ekadashi.

During the Pandharichi vaari, varkaris undertake a long journey on foot to reach the temple of Lord Vitthal in Pandharpur. They sing devotional songs, known as "abhangs," in praise of Lord Vitthal and engage in collective chanting of his name. The atmosphere is filled with spiritual fervor and devotion as devotees demonstrate their deep faith and surrender to the divine.

This year students of MBA@IICMR took part in Vaari and attempted to create awareness about the hazards of plastic usage. Students also took part in the spiritual journey and performed "Seva" for the Varkaries at Bhakti Shakti, Nigdi, Kedareshwar Mandir and Shri Ram Mandir. Students were accompanied by Director Dr. Abhay Kulkarni, ASR Co ordinator
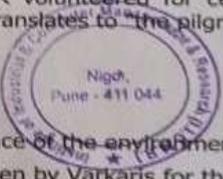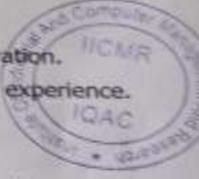
Dr. Madhura Deshpande, Student Welfare Officer Dr. Vinod Bhelose, Dr. Rajendra Agawane and Ms. Dipti Bajpai. Total 68 Students volunteered for the activity.
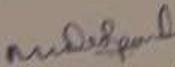
Overall it was a spiritual experience.

## 6. Some Snaps of the Session



"Pandharichi Vaari" MBA @ IICMR

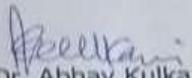Prepared by                    Verified by                    Approved by
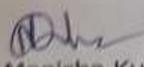
Dr. Madhura Deshpande    Dr. Manisha Kulkarni    Dr. Abhay Kulkarni
ASR Coordinator            HOD, MBA@IICMR          Director, IICMR

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

**Celebration of Republic Day**

# MBA@IICMR

Date: 27/01/2023

## Activity Report

1. **Title of Activity**: "ASR 26 January Republic Day"

2. **Date & venue**: Thursday, January 26, 2023, MBA@IICMR.

**Time**: 08.00am to 09.00am

3. **Description of the activity**:

MBA@IICMR celebrated the National event The Republic Day on 26th January 2023.

4. **Outcomes of activity**:

a. The students understood the importance of Republic Day

b. Students and faculty members attended the Flag Hoisting Ceremony at the institute.

5. **Activity Experience**:

January 26th is celebrated as Republic Day in India to commemorate the adoption of the Indian Constitution on this day in 1950. The day is marked by a grand parade in the capital city of New Delhi, showcasing India's cultural diversity and military prowess.

Republic Day in India is a national holiday that commemorates the adoption of the Indian Constitution on January 26, 1950, which marked India's transition from a British colonial government to a democratic republic. It is celebrated annually on January 26th with great enthusiasm and patriotism throughout the country.

The main celebration is held in the capital city of New Delhi, where a grand parade is held at the Rajpath, a ceremonial boulevard in the heart of the city. The parade features colorful floats, cultural displays, and performances by various military units, schoolchildren, and folk artists from different parts of the country.

The highlight of the parade is the display of India's military might, with the armed forces showcasing their latest weaponry and equipment. The parade is also attended by high-ranking officials, foreign dignitaries, and the President of India, who hoists the national flag and delivers a speech on this occasion.
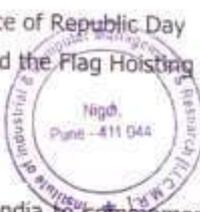
Apart from the parade, Republic Day is celebrated across the country with flag-hoisting ceremonies, patriotic songs, cultural programs, and other events. It is a day when Indians celebrate their national pride and remember the sacrifices of the freedom fighters who fought for India's independence.

### 6. Photographs of the event



Pimpri-Chinchwad, Maharashtra, India
142, Sector 27A, Pradhikaran, Nigdi, Pimpri-Chinchwad,
Maharashtra 411044, India
Lat 18.652117°
Long 73.772033°
26/01/23 08:46 AM GMT +05:30



Pimpri-Chinchwad, Maharashtra, India
142, Sector 27A, Pradhikaran, Nigdi, Pimpri-Chinchwad,
Maharashtra 411044, India
Lat 18.652117°
Long 73.772033°
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**Poster and Slogan Competition on the occasion of World Environment Day**

Audyogik Tantra Shikshan Sanstha's
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# MBA@IICMR

Date: 09/06/2023

## Activity Report

**1. Title of Activity**: "Poster and Slogan Competition on occasion of World Environment Day"

**2. Date & venue**: Thursday, June 08, 2023, MBA@IICMR.

**Venue:** Auditorium IICMR.

**Time:** 01.30pm to 03.00pm

### 3. Description of the activity:

The Poster and Slogan Competition was arranged for the students of MBA@IICMR to celebrate World Environment Day.

### 4. Objectives of the Activity

1. To challenge the creativity of the students.

2. To foster the culture of competition and environment awareness

### 5. Activity Experience:

World Environment Day is an annual event observed on June 5th to raise awareness and encourage global action for the protection of the environment. World Environment Day is organized by the United Nations Environment Programme (UNEP) and has been celebrated since 1974. World Environment Day is an annual event celebrated on June 5th to raise awareness about environmental issues and promote global action to protect the environment. The theme for this Environment Day was #Beat Plastic Pollution.

The Poster and Slogan competition was conducted to challenge the creativity of the students and to give them the opportunity to learn by experience. Students also participated in the activity whole heartedly and showed the utmost creativity and enthusiasm.

Director Dr. Abhay Kulkarni and ASR Co ordinator Dr. Madhura Deshpande addressed and guided the students.

Overall it was a learning and enthusiastic experience.

Posters created by students of MBA@IICMR on occasion of
"World Environment Day"

Prepared by                     Verified by

Dr. Madhura Deshpande    Dr. Manisha Kulkarni
ASR Coordinator               HOD, MBA@IICMR

Approved by

Dr. Abhay Kulkarni
Director, IICMR

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

**Celebration of World Environment Day in association with Environment Conservation Association (ECA) Tree Plantation Activity**

Audyogik Tantra Shikshan Sanstha's
Institute of Industrial and Computer Management and Research[IICMR]
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Ranked Platinum Category by AICTE-CII for Industry Linked Technical Institute
Awarded Best Management Institute for Industry Interface by CEGR

# 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.

No. of Students participated: 10
Coordinator of the Activity: Mr. Harshal Patil

MBA@IICMR/Academic_Social_Responsibility_2021-22/

Prepared by

Mr. Harshal Patil
ASR Coordinator

Verified by

Dr. Manisha Kulkarni
HOD, MBA@IICMR

Approved by
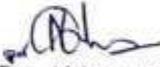
Dr. Abhay Kulkarni
Director, IICMR
DIRECTOR
Institute of Industrial & Computer
Management & Research [I.I.C.M.R.]
Nigdi, Pune - 411 044

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## Celebration of Independence Day

Audyogik Tantra Shikshan Sanstha's
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# MBA@IICMR

Date: 21/08/2023

## Activity Report

1. **Title of Activity**: "ASR 15ᵗʰ August, 2023 Independence Day"

2. **Date & venue**: Tuesday, August 15, 2023, MBA@IICMR.

   **Time:** 08.00am to 09.00am

3. **Description of the activity**:

MBA@IICMR celebrated the National event The Independence Day on 15ᵗʰ August, 2023.

4. **Outcomes of activity**:

   a. The students understood the importance of Independence Day

   b. Students and faculty members attended the Flag Hoisting Ceremony at the institute.

5. **Activity Experience**:

Independence Day in India is celebrated on August 15th each year. It commemorates the historic moment in 1947 when India gained its freedom from British colonial rule after a long and arduous struggle for independence. The day holds immense significance in the hearts and minds of Indians, and it's a national holiday observed throughout the country with great enthusiasm and pride.

Independence Day celebration consisted the following Flag Hoisting, Speech by the Chief Guest, Patriotic Songs and Cultural Performances, Parades and March Past and Decorations. Students and faculty members were delighted to come together to mark the celebration of Independence Day.

Independence Day serves as a reminder of the sacrifices made by countless individuals who fought for India's freedom and the values that the nation holds dear. It's a time for citizens to come together and celebrate the spirit of independence, unity, and progress.

## 6. Photographs of the event



Faculty Members and Students attended the event.

| Prepared by | Verified by | Approved by |
|---|---|---|
| Dr. Madhura Deshpande | Dr. Manisha Kulkarni | Dr. Abhay Kulkarni |
| ASR Coordinator | HOD, MBA@IICMR | Director, IICMR |

# Celebration of International Women's Day

## MBA@IICMR

Date: 09-03-2023

## Activity Report

1. **Title of Activity:** "International Women's Day"

2. **Date & venue:** Wednesday, March 8, 2023, IICMR, Nigdi Campus.
   **Venue:** IICMR Auditorium
   **Time:** 02.00pm to 04.30pm.

3. **Description of the activity:**

   With reference to Savitribai Phule Pune University circular number 3.3/6240 dated, 25th February 2023, the celebration for "International Women's Day" was organized on 8th March, 2023 with active participation of all faculty members and non teaching staff of IICMR

4. **Outcomes of activity:**

   a. The purpose of this program was to honour the womanism and explain the concept of woman empowerment.

5. **Activity Experience:**

   International Women's Day is celebrated annually on March 8th to recognize the social, economic, cultural, and political achievements of women around the world. It is also a day to raise awareness about gender inequality and advocate for women's rights.

   The first International Women's Day was observed in 1909 in the United States, and it gradually became a global event. In 1975, the United Nations officially recognized March 8th as International Women's Day.

   International Women's Day is an opportunity to celebrate the progress that has been made towards gender equality, but it is also a reminder that there is still a long way to go. Many women around the world still face discrimination and inequality in various aspects of their lives, including education, employment, and political representation.

   The Director of the Institute, Dr. Abhay Kulkarni and Dr. Deepali Sawai guided the participants regarding the concept of woman empowerment and they also expressed the need to highlight the empowered women and thought that there is a need to introspect, do we really need this day?

   The national level power lifter Ms. Sneha Shinde was the chief guest for the evening. After the official program, some fun filled activities were conducted for female members by the male members. Ms. Dipti Bajpai performed a song and Ms. Vandana Pednekar performed a poem. Executive Director Dr. Ashwini Kulkarni guided the attendees on the occasion and

HOD MBA, Dr. Manisha Kulkarni and HOD MCA Ms. Renu Mathew motivated the participants. The program was co ordinated by Dr. Madhura Deshpande and Ms. Vandana Pednekar

## 6. Photographs of the event

International Women's Day was organized at MBA @ IICMR
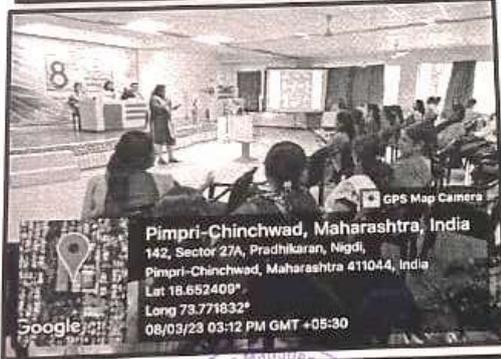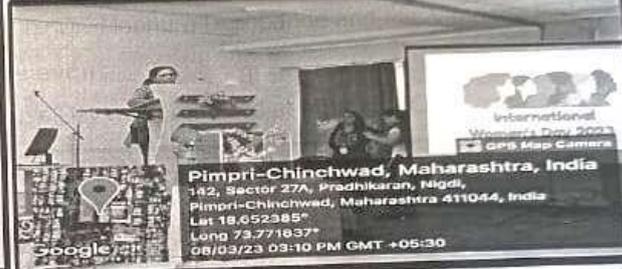
## Celebration of Shiv Jayanti – Awareness about life and Values of the Great warrior Shivaji Maharaj

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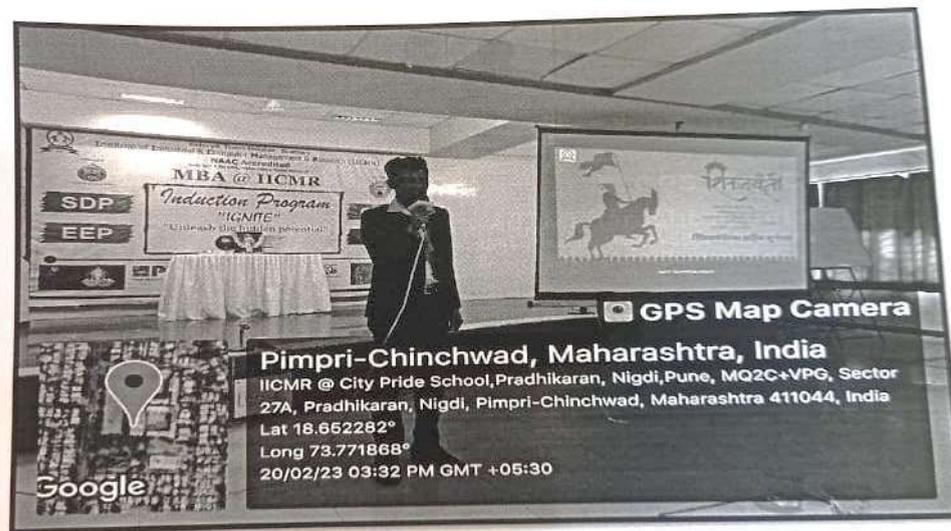
# MBA@IICMR

Date: 22/02/2023

## Activity Report

1. **Title of Activity**: "ASR ShivJayanti 2023"

2. **Date & venue**: Wednesday, February 20, 2023, MBA@IICMR.

   **Time:** 03.30pm to 04.30pm

3. **Description of the activity:**

   As a part of Academic Social Responsibility Activity of MBA@IICMR, the MBA students celebrated Shiv Jayanti to remember the Pride of Maharashtra Chhatrapati Shivaji Maharaj.

4. **Outcomes of activity:**

   a. The students remembered Chhatrapati Shivaji Maharaj for his contribution.

   b. Students paid their respect to Chhatrapati Shivaji Maharaj.

6. **Activity Experience:**

   Shivjayanti is a festival that celebrates the birth anniversary of the great Maratha ruler, Chhatrapati Shivaji Maharaj. Shivjayanti is celebrated every year on the 19th of February, but as of my knowledge cutoff of September 2021, I do not have information about Shivjayanti in 2023 or any other future years. However, I can tell you that Shivjayanti is primarily celebrated in Maharashtra, India, with great enthusiasm and fervor. During the celebrations, people pay homage to Chhatrapati Shivaji Maharaj by offering prayers, performing traditional dances, and organizing processions. The festival is a significant cultural event in Maharashtra, and it is celebrated with much fanfare and joy. Dr. Madhura Deshpande, ASR Co Ordinator welcomed the SWO Dr.Vinod Bhelose and First year co Ordinator Mr. Harshal Patil for the event. All the faculty members paid respect to Chhatrapati Shivaji Maharaj and remembered his great contribution to history and remembered his as a great management guru.

   Students performed Powada and patriotic song in remembrance of Chhatrapati Shivaji Maharaj.

Pimpri-Chinchwad, Maharashtra, India
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Long 73.771847°
20/02/23 03:30 PM GMT +05:30



Pimpri-Chinchwad, Maharashtra, India
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Long 73.771868°
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Students celebrating Shiv Jayanti 2023.

Prepared by                  Verified by                         Approved by

Dr. Madhura Deshpande   Dr. Manisha Kulkarni          Dr. Abhay Kulkarni
ASR Coordinator          HOD, MBA@IICMR               Director, IICMR

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