



## Criterion 7 – Institutional Values and Best Practices

### Metric - 7.2 Best Practices

# ISQ Impact – Consultancy Projects

The event resulted in two consultancy projects offered to IICMR by participating organizations. This not only provided practical consultancy experience for students and faculty members but also enhanced the institute's reputation as a valuable partner for industry collaborations

### Supporting Document of Best Practices

Sr No	Organization	Training on
1	Advik Hi-Tech Pvt Ltd	Work Measurement, Automation and Man Power Optimization using VISUAL MOST Technique.
2	MSME Capsule Training Programme	Industry Training Tools



**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**

### **REPORT** **Advik Training program**

**Subject- Report on the Advik Training program Date – 16th and 17<sup>th</sup> January**

A two days of Interactive , Innovative and Insightful workshop on “Rainbow Team Projects “ was conducted In IICMR College for the managers of ADVIK HI TECH PVT.LTD . The training was given to the mangers by introducing some concepts and presenting them on how can they make optimum use of resources and reduce their costing and increase productivity .Some of the topics covered where R7-Consolidation , Accelerate, Innovation , Negotiation , Best practices and optimization.

7 groups were created and the each group was given some task after presentation. for eg – worksheets were passed on to them in which each member was told to write down the problem or area where they could apply some of the trained concepts also they were told to give presentations regarding thing on the next day .

We were 6-7 students who were given opportunity for 2 days . We are assigned for different work for handling the hall work and delegates. We also handled the registration process and documentation which was required during the training ,also managed the felicitation programme and prize distribution at the end of the session.

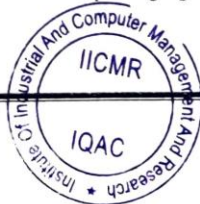
#### **Key Learning's from the Program**

The presentation was given by our dynamic director Dr. Abhay Kulkarni sir which covered the topics related to operations and six sigma .

Then the presentation was took over by Katti sir where he covered different topics .

#### **1. (cost reduction)**

Standardization in packaging helped to cost To think consciously



what we need  
Example Mahindra used to buy product from Chennai

### (Triggers for idea generation) Reduce -

Eg- refusing to use boxes in packaging And using paper bags

2. Waste Adding fly of plant Example -  
Adding ash to cement

3. Repair and reuse

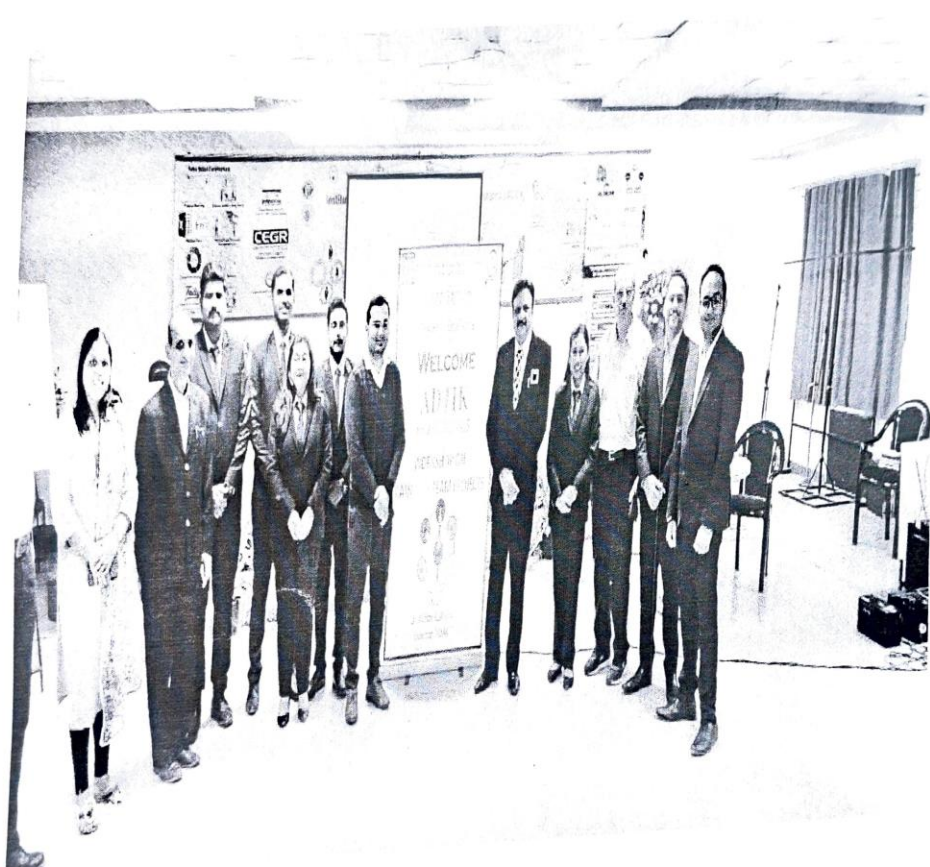
When water flowing from top will help to rotate drum or motar

Further the session was taken by Dr .Sudhir Hassamnis sir were he talked about IDEATION and the importance of ideation

Ideation is process of generating and communicating ideas

- Connection
- Learn something new
- Dare to try.
- Use all your senses
- Space it out ( when and what to do)





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Different Tools of innovation are

- Subtraction
  1. Eg - remove bag strap
  2. Sony Walkman
  3. Adobe Acrobat
  4. Shifting engine to back
  
- Addition
  1. Eg - Tata ace made 4 wheeler
  2. Travel added insurance
  3. Addition sound in garbage box
  
- DIVISION  
Eg - tea bag
  
- Multiplication  
Eg - Asian paint adding colour chart
  
- Analogy  
Eg - Lotus leaf  
Bionic car from idea of box fish
  
- -Inversion  
Eg- Lion safari
  
- Substitution  
Eg - Amazon using internet for buying
  
- Linking  
Eg- kiwi fruit







# Report on Auto Cluster Training Program



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: 16-09-2023

## Report

1. Date: 16/09/2023 to 15/09/2023
2. Venue: Auto Cluster Conference Hall

### Activity Description

Micro, Small, and Medium Enterprises (MSMEs) are pivotal to economic vitality, necessitating a robust approach across several key domains. Effective business modeling and the use of tools like Business Model Canvas are foundational, ensuring clarity in value proposition, customer engagement, and resource allocation. Compliance with legal frameworks and financial prudence are critical for sustainability and growth, involving adherence to regulatory standards and strategic financial planning. Crafting an investor deck is essential for securing funding, emphasizing market opportunity, competitive advantage, and financial projections with clarity and persuasiveness. Leveraging digital marketing and social media amplifies reach and engagement, vital for brand visibility and customer acquisition in today's digital age. Efficient logistics and supply chain management streamline operations, ensuring timely delivery and cost efficiency. Finally, conducting a SWOT analysis enables MSMEs to identify strengths, weaknesses, opportunities, and threats, informing strategic decisions and fostering resilience in a competitive landscape. Together, these elements form a comprehensive framework for MSME success, aligning strategic vision with operational excellence and market responsiveness.

### Outcomes of Activities

Micro, Small, and Medium Enterprises (MSMEs) play a crucial role in unlocking opportunities and shaping a resilient future through strategic initiatives. Effective business modeling and utilization of tools like Business Model Canvas enable MSMEs to articulate clear value propositions, target lucrative markets, and optimize resource allocation, laying a robust foundation for sustained growth. Compliance with regulatory standards and rigorous financial management not only ensures operational integrity but also unlocks revenue potential and drives profitability. Embracing innovation in product development, processes, and market strategies ignites creativity and enhances competitiveness in dynamic markets. Mastering cost control through efficient operations and procurement practices optimizes resources and strengthens financial health, paving the way for empowered success. By strategically integrating these elements and leveraging digital marketing and social media to expand market reach and customer engagement, MSMEs can achieve sustainable growth and establish themselves as leaders in their respective industries. This holistic approach empowers MSMEs to navigate challenges, seize opportunities, and thrive in a rapidly evolving business landscape.

### Summary

In summary, Micro, Small, and Medium Enterprises (MSMEs) are positioned to unlock opportunities and shape a prosperous future through strategic initiatives. By employing effective business modeling such as the Business Model Canvas, MSMEs can articulate compelling value propositions and optimize resource allocation. Compliance with regulatory standards and rigorous financial management ensures operational integrity, unlocking revenue potential and driving



profitability. Embracing innovation fosters creativity and enhances competitiveness, while mastering cost control strengthens financial health. Leveraging digital marketing and social media expands market reach and customer engagement, positioning MSMEs for sustained growth and empowered success in a dynamic business environment.

### Conclusion

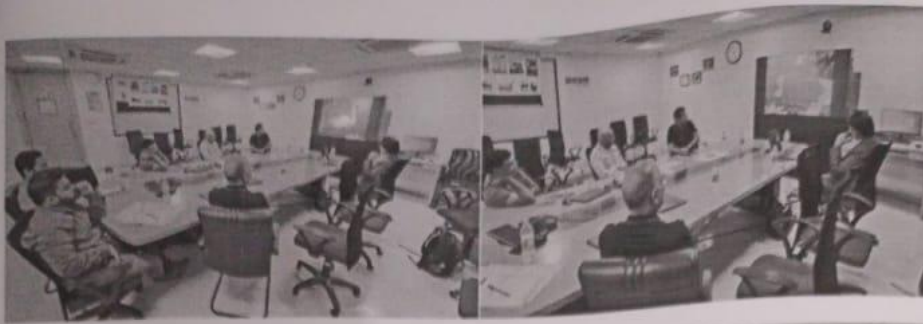
MSMEs play a pivotal role in driving economic growth, innovation, and employment. Their strengths in agility, customer intimacy, and innovation position them well to capitalize on emerging opportunities. However, to overcome inherent weaknesses and challenges such as limited resources and intense competition, MSMEs must adopt strategic approaches and best practices.

Implementing a solid business model through tools like the Business Model Canvas ensures a clear strategy and operational alignment. Strict adherence to company compliance and efficient finance management builds a foundation of trust and stability. Crafting a compelling investor deck is essential for securing necessary funding and driving growth. In the digital era, leveraging digital marketing and maintaining a strong social media presence can significantly enhance market reach and brand recognition. Finally, optimizing logistics and supply chain management ensures operational efficiency and customer satisfaction.

By focusing on these areas, MSMEs can strengthen their market position, drive sustainable growth, and continue to be vital contributors to the global economy.







*Abhay Kam*

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### KEY HIGHLIGHTS:

- ❑ SWOC Analysis- Express to Impress
- ❑ Business Modeling & Canvas
- ❑ Company Compliance & Finance Management
- ❑ How to make Investor Deck
- ❑ Digital Marketing & Social Media Presence
- ❑ Logistics & Supply Chain Management Basics



### OUTCOME:

- ✓ Unlock Opportunities, Shape Your Future and Strategize for Success.
- ✓ Unleash Revenue Potential, Drive Profitability, Ignite Innovation, Master Cost Control and Attain Empowered Success.



### DURATION

Two  
Days  
(12 Hrs)

Scan the Code  
for Registration



### OUR EXPERTS :

Dr. Abhay Kulkarni - Business Excellence  
Dr. Manisha Kulkarni - Business Excellence  
Dr. Sudhir Hasamnis - Business Excellence  
Dr. Jayasri Murali - Operational Analytics  
Mr. Jitendra Sharma - Marketing Excellence  
Mr. Suryakant Katti - Operational Excellence

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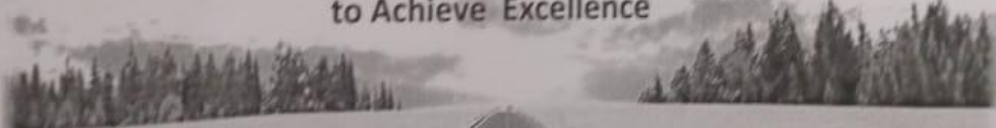
Pimpri Chinchwad Startup Incubation Centre  
(PCSIC and Auto-cluster)

Presents

Training Programme for MSME's

# // THE DISHA

Demonstrate | Innovate | Sustain | Higher Performance  
to Achieve Excellence



*The  
journey towards  
Excellence....*

Date : Fri, 8<sup>st</sup> Sep 2023 & Fri, 15<sup>th</sup> Sep 2023

Time : 11 a.m to 5 p.m

Venue : Auto-cluster Conference Hall

