



## Making MBA roadmap Victorious:

### *Welcome to the exciting world of business education MBA@IICMR*

The MBA journey is a milestone & transformative phase in professional life, requiring understanding and making the most of the experience to achieve success. Here are some key tips to help you make your journey & destination Victorious.

#### **1. Understanding the MBA**

Combines conceptual learning with practical application in areas like finance, marketing, and operations, demanding commitment for rewarding outcomes.

#### **2. Setting SMART Goals**

Clear, measurable, achievable goals guide your MBA journey, helping with course choices and focus.

#### **3. Building Networks**

Leverage your MBA to build a professional network through active class participation and events.

#### **4. Embracing Diversity**

Learn from peers' diverse perspectives to enhance global business understanding and leadership skills.

#### **5. Developing Decision-Making Skills**

Hone leadership and decision-making through projects and mentorship.

#### **6. Time Management**

Balance institute commitments with personal life using strong time management.

#### **7. Leveraging Resources**

Utilize available academic and career resources to achieve goals.

#### **8. Practicing Agility**

Stay adaptable and proactive to excel in a dynamic business world.

#### **Conclusion**

MBA is transformative—set goals, build networks, embrace change, and stay agile for long-term success. Best of luck!

## HOD's Message

### **The Power of Storytelling**

In the world of business and management, storytelling is a vital skill that transcends industries and roles. It has the ability to not only communicate data and insights but also to influence, inspire, and lead. A well-crafted story can shape organizational cultures, drive innovation, and build strong brands. At MBA@IICMR, we emphasize the importance of storytelling as a tool for leaders. Whether you are pitching an idea, negotiating with stakeholders, or leading a team, your ability to connect through stories can make all the difference. Stories have the power to create emotional connections, drive strategic decisions, and foster an environment of trust and collaboration. As we navigate the complexities of modern business, let us remember that behind every statistic and strategy is a story that has the potential to drive change. May we continue to harness the power of storytelling to lead with impact, purpose, and vision. Warm regards,

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



**Vision of Respected Dr. M. D Jambhekar sir**

## We the Rocking Team!

Congratulations on your valuable contribution to NEP-aligned syllabus preparation and your continued excellence in patent achievements!



Congratulations to Dr. Manisha Kulkarni Head Dept of MBA for getting recognition as 'PhD Research Guide' at Savitribai Phule Pune University.



To Dear Faculty Team MBA@IICMR,

Congratulations on the successful organization of the conference and your impressive paper presentations! Your dedication, expertise, and hard work have not only contributed to the success of the event but also to the academic community at large.

Your efforts in advancing knowledge and fostering an environment of collaborative learning are truly commendable. May this achievement inspire many more in the future!

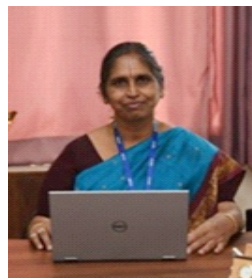
Well done, and wishing you continued success in all your endeavours!



Congratulations to the faculty team for dedicating time to NEP training through Malviya Mission's FDP! Well done! Special congratulations to the Winner of KeshavPushp Puraskar 2023-24.



Congratulations to Dr. Jaysri Murali, you are honoured by prestigious 'Kamal Sharma award' and also for successful participation in a weeklong workshop on Data Science and Artificial Intelligence at Indian Institute of Management Ahmedabad.



Congratulations to Dr. Sarita Samson being selected for PhD Guide for Savitribai Phule Pune University.



## Students' and Alumni Achievements

### BATCH (2022-2024)



**Meenakshi Mishra**  
CGPA: 8.48 (79%)



**Parvez Pathan**  
CGPA: 8.39 (78%)



**Uttam Gandhi**  
CGPA: 8.25 (77%)

### MBA 1 YEAR SEM 2 : BATCH (2023-2025)



**Aditi Mahadik**  
SGPA: 8.17



**Kathe Dnyaneshwari**  
SGPA: 8.17



**Ambika Battula**  
SGPA: 8.13



**Gauri Mankame**  
SGPA: 8.10

## Eminent Volunteering

Students proudly represented our institution MBA@IICMR, where Vidya Nikam and Shubham Jadhav represented Sakal College Katta, an initiative by Sakal Media Private Limited by publishing inhouse events in Sakal print media.



## UDAAN 2K24

UDAAN 2K24 at MBA@IICMR brilliantly showcased innovative spirit and strategic thinking of aspiring managers, offering a platform for budding entrepreneurs to showcase their upcoming marvels.

UDAAN focused on a series of engaging management games designed to hone entrepreneurial skills entitled as "Game of Stake". In this, participants pitched existing start-ups to a panel of judges, and "The Founder," which involved presenting startup ideas. Another highlight was "Mock Stock," a simulation of stock market trading. "Corporate Chanakya" brought a flavour of how tangible problems needs to resolve in business. It was a game of solving case studies and presenting it to the judging panel. "Business Bazaar" wherein stalls had been put and participants make profit.

We got a huge response of 194 participants for a daylong program.

The event commenced with an inaugural session where esteemed dignitaries shared their perspectives on "Empowering Youth: Ideas for Sustainable Development and Progress." The stage was hosted by Mr. Jay Dholakia, chief guest & PMI president. The event concluded with a valedictory session, where the Chief Guest, Dr. Umesh Deshpande (General Manager, Mercedes) and Mrs. Vidya Chavan (Vice-President, PMI) provided valuable insights.

With the visionary guidance of our Director, Dr. Abhay Kulkarni, and Dr. Manisha Kulkarni, MBA@IICMR successfully hosted this flagship event. It was a remarkable convergence of talent and insight, leaving a lasting impact on all.



A bumper start of employability season of 23-25 batch was started with Mousami Achari's Business Communication skills workshop. It further progressed by Vinita Arora's and Priti Kalara.

Students of MBA@IICMR got opportunity to revamp their skills by presentations, aptitude tests and resume writing. The next few sessions will be evolving our students through these employability enhancement programs to a successful corporate professionals.

MBA@IICMR's placement cell has provided companies for summer internship project to 85+ students. These sincere students successfully completed the project in required timeframe.



## SDP

The student development programme is a unique initiative that offers a learning centered environment to students, enabling them to apply their knowledge and develop their individual personalities. The core courses are thoroughly prepare to deliver the outcome based contents. In this academic year total 9 SDP were conducted to thrive students practical exposure. It was coordinated by Mrs. Dipti Bajpai



## LANGUAGE LAB



MBA@IICMR has launched English Language Lab and first year students are taking benefit of it thoroughly. This lab will enhance the usage and pronunciation of English Language in all three proficiencies to all students. The lab has elaborative twenty four modules and progressive courseware.

## VALUE ADDED CERTIFICATIONS

MBA@IICMR provides ample of additional learning opportunities through Value added certifications.

In last two semesters of first year students have learnt 6 certification through certification agencies. Financial modelling assessment, HR core processes, Advance Excel, Power BI, Digital Marketing, and Python. Second year students have gone through series of in depth interviews their better approach to career.



## RAINBOW

**Rainbow:** It is annual prize distribution ceremony of ATSS's IICMR. Prize distribution is showing talents (students) from curricular co-curricular and extracurricular activities. Finely it was made elegant by solo performances, group performances by our students. Role plays, dances and songs were the attractive parts. Dear audience, the performances were so nicely presented to you all surpassing language barrier. Shivanatya directed by Chaitanya T. and staged by Balaji N. and team was enacted by 35+ participants and that too in Marathi.



## TEACHER'S DAY

Arko students enthusiastically invited to all the faculty members for celebrations of Teacher's Day on 5th September. Mr. Harshal Patil was the awardee of Keshav Pushp Puraskar for the academic year 2023-24. This award is bestowed by MBA@IICMR to its best faculty annually.



## IICMR's Ganesha - An Ecofriendly Initiative: Ganpati Bappa Morya!



### ACADEMIC SOCIAL RESPONSIBILITY EVENTS

Free Health Check-up Camp for Pandharpur Pilgrims' in association with Rotary Club, Nigdi.

MBA@ IICMR partnered a free health checkup camp was organized for the pilgrims at Sant Tukaram Vyapari Sankul, Nigdi on June 29, 2024. This initiative aimed to ensure the well-being of the pilgrims, many of whom undertake long and strenuous journeys to reach Pandharpur every year. We with physiotherapy branch of ATSS has served 148 in total.



### ONLINE VOTING REGISTRATION AND WE APP TRAINING

On 1st of November, the District Election Office, Pune, Worship Earth Foundation, Pune under the aegis of 'Election Commission of India' and Hon. Dy. District Election Officer, Pune Mrs. Minal Kalaskar along with Mrs. Snehal Khanolkar had organized session on online voting registration and WE app training at New Assembly Hall, Modern College of Arts, Commerce and Science, Shivaji Nagar, Pune. MBA@IICMR students participated actively there and worked on the WE app.



### - COMMUNICATION SKILLS WORKSHOP - PCMC IN ASSOCIATION WITH AROGYAMITRA FOUNDATION

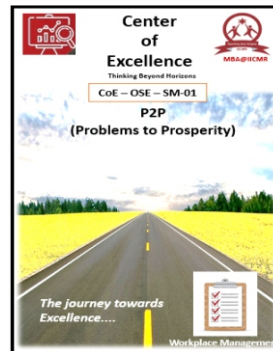
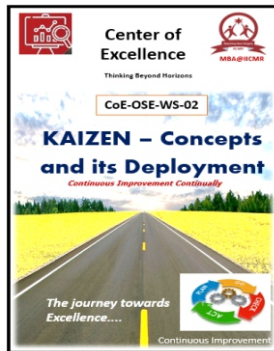
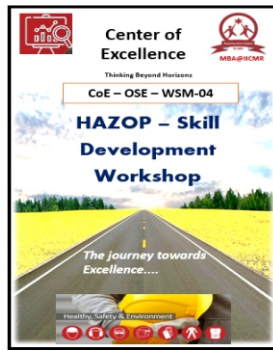
The workshop was successful in achieving its objective of enhancing participants' communication skills. The interactive and engaging format helped participants actively participate and apply the concepts learned.

### MURTI AAMCHI KIMMAT TUMCHI

Every year the students of IICMR participate in the Academic Social Responsibility of selling Eco friendly Ganesh idols. Under the activity of Murti Aamchi Kimmat Tumchi initiative, this year also students participated with Shri Shankar Maharaj Seva Mandal, Chinchwad.



- \* Located in Industrial Hub, PCMC, Tathawade, Hinjewadi
- \* Blend of Industry and Academic Exposure
- \* Nine Faculty Holding Ph.D., Two in the process
- \* Strong Contribution Corporate and Academics
- \* Strong Learning & Development Team
- \* Customized Training for All (OSEM) Levels



## OUR RECRUITERS



## MBA TORCH BEARERS

Heartiest congratulations from Team MBA@IICMR to A. Sarap, H. Mehta, B. Nagane, B. Dinkar, Manish, S. Uberoi and M. Upasani for their placement in Homefirst with handsome package.  
 Heartiest congratulations from Team MBA@IICMR to S. Sarvankar and G. Mankame for their placement in Godrej with handsome package.

## Power of Stories : Culture & Morality

Dear students,

We all know, Storytelling has always been a timeless tradition that transcends cultures and generations, serving as a universal language that beautifully captures the essence of human experiences, emotions, and wisdom too.

Telling stories is therapeutically valuable and even necessary; this should give us a clue as to the importance of story in helping.

The kind of tales that are commonly referred to as "case studies" are real stories. This label seems a little cold to me; it reminds me of scientific specimens are dissected and disposed of in laboratories. This is the reason why one like to work in the more compassionate and humane storytelling tradition.

Listening to stories from customers, colleagues, stakeholders and the likes with an open mind help us paint a very human picture of the problems. Looking at back, the stories of creation, morality, and afterlife found in religious traditions profoundly influence cultural and ethical norms. These cultural and ethical norms build strong foundation of any company to live longer. A manager in you will always need to get things done in most adoptable and agile way.

Accordingly if built a story well, it can have a massive effect on the audience and define you as an influencer. That's what we need in business. It can inspire, enliven and create instant rapport. It can move an audience to take action and it can change lives.

So, Yess! You are ready with open ears to become corporate professionals now!  
Best wishes

**Dr. Swapnisha Khambayat**  
Assistant Editor

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### Upcoming

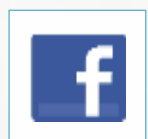
ISQ Event

BPE

UDAAN

Career Excellence Programmes

Student Development Programmes



**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