

The Gyan Doot

Vol. 13

The Latest News and Updates from MBA@IICMR



Dear Educational Fraternity Members,

We all had a good start with all students and faculty members getting acquainted with the online pattern of teaching and learning. There are some challenges for the students as well as faculty fraternity. The biggest challenge is the Student Engagement and Involvement. With the help of new teaching pedagogies, blended tools of e learning and enthusiasm, everyone got used to the new teaching and learning methods.

I am sure, entire Educational fraternity got themselves updated and restructured with respect to advanced knowledge and excessive use of technology. The use of Zoom, Teams, Google Meet and other platforms became the day-to-day learning and habit. Blended learning tools like Padlet, coggle.It, Quizziz, Quizlet etc also simplified the tough journey. The webinar, Seminars, Guest Sessions, Students Development Programs were conducted in full swing and zeal with the help of latest technology. The extensive use of ERP Software in Teaching facilitated students to appear for Concurrent Evaluation like Tests, Exams, read and download notes at any point of time. It reduced the use of Pen and Paper from the student life and updated Teachers also.

The SMART use of technology helped the fraternity to overcome the era of Disruption and maintain the resilience. The bouncing back of economy and the concepts of new NORMAL in the life of common man, industry and education fraternity has brought everyone to the edge where the process of Learning-Unlearning and Relearning was extremely important.

We, the faculty of IICMR have revisited, relooked into the teaching learning evaluation process completely and rejuvenated with the ERP software blended tools for enhancing student's engagement and upliftment for better understanding of the concepts.

All the best and Happy Learning!!!

Dr. Abhay Kulkarni

Director, IICMR

Are you Dynamic to face the change of Changing Business Scenario ?

The challenges of Business are changing with the advent of Industrial 4.0 and disruption in every area of business. This will lead to sea change in processes and create a challenge in Managing future work place. There is an immense need to develop the capacity, capability and create a cutting edge for enhancing the performance of future work force.

Aspiring managers of tomorrow who are now the students in MBA institutes should seriously think about the need to explore the multi-dimensional skillsets for performing several roles with effectiveness and efficiency. It is highly needed to develop right attitude towards the unforeseen complexities of different dimension of life and demonstrate high performance. Only those future managers will survive in the business who are flexible and agile and are ready to face this situation. To cope up with all these situations, students are expected to be more efficient and dynamic in all the situations. It is today's requirement that a student should have exceptional levels of energy, increase self-confidence, and elevate individual delivery.

This challenge of future business scenario creates an immense necessity regarding the role of a management school to adopt new thinking and new ideas to motivate and rejuvenate future managers. The significant role of these institutes will play a crucial role in developing students as per the requirement of corporates and will become a stepping stone and boon for the industry and country.

Dr. Manisha Kulkarni

HOD, MBA @IICMR

We are proud of you!!!!



MBA@IICMR Congratulates our Director,
Dr. Abhay Kulkarni Sir for being elected as Esteem Member Pune Local Center of **The Institution of Engineers India**. Dr. Abhay Kulkarni is Elected member from Electrical Division.

MBA@IICMR Congratulates our beloved Head of the Department, Adv. Manisha Kulkarni for her esteemed accomplishment of getting awarded Ph.D under the vigilant and dynamic guidance of Dr. Abhay Kulkarni, Director, IICMR. Indeed, a proud moment for entire IICMR family to witness the moment and being a part of it. Dr. Manisha Kulkarni completed her Doctoral research on the topic, "An Empirical Study of the Relationship of Human Quotients with Individual Performance in Organizational Context."



We have launched the awards "Performer of the Month". Two students from each division will be selected on the basis of Academic Performance, Attendance, Sincerity, hard work, leadership, Partnership in extra-curricular activities etc. They are awarded with Certificate and Special Appreciation.

Student Achievements



Our students participated in online GD competition organized by Indira college of Engineering and Management. Ms. Ashima Sharma and Ms. Dipali Nagare bagged the **first prize**.



Our 10 Students, Aashima, Karamdeep, Biya, Mayrui, Rushikesh, Vaishak, Vaishali, Chaitrali, Dipali, Gauri got selected as an intern for London School of Digital Business to work on Live project.

Congratulations!!!



STUDENT DEVELOPMENT ACTIVITIES



Career Excellence Program of IICMR contributes to the efforts to make the students Industry ready. Industrial Stalwarts, when visit our campus, these managers are given an opportunity to connect with them and understand and learn from the real-life experiences and challenges. The Sessions conducted were regarding Presentation Skills, Impression Management, Interview skills, GD skills etc. Students learnt a lot through these sessions.

Student Development Program (SDP) is one of the flagship programs of **MBA@IICMR**. Skills learned in CEP sessions are utilized and tested in the SDP sessions that follow. Students are divided in groups and given a theme to work upon, the creativity of the students is tested and leadership skills are polished. This year SDP groups were created according to the Mentor Groups. SDP was conducted for Major Specializations like HR, Finance, Marketing and Operations. The themes decided were Group Discussion, Story of the month, Thematic Presentation and Innovative presentation using the Loom. External Experts from various companies were called as the Judge of the SDPs. It was the enriching experience for the students as well as the faculty members. Connecting SDP with core courses is a unique idea.



Current Affairs is not the topic that requires constant reading and updating with the current news and developments of the economy. As a business Manager, students are required to have the knowledge about current trends and cases and developments. To keep students aware about the current trends, news and development in the sectors of business, economy, IICMR runs its activity IICMR Today. Wherein students' groups selected, posts the news of the week in the respective week and to understand the reach and understanding, a quiz is conducted at the end of every week. This has proven to be successful to inculcate the reading habits among the students.

Faculty Development Programs



The institute arranged a Faculty Development Program on Blended Learning Tools in order to empower the faculties with new online teaching tools. The trainers trained the faculties on various online tools available. Following which the institute ran its own FDP for further elaboration. The faculties learned and trained one another over many management tools for better student engagement. Management Games was thought and an FDP was conducted on the theme where all faculty members came up with the innovative management games.



Seminars and Webinars

In a continuous strive of excellence, various seminars are arranged in IICMR to update students about the recent trends which are not covered in regular classroom teaching. The seminars conducted are on various themes.



For HR, **Core values and practices of HR**, conducted by Mr. B.K.INmadar, Seminar on **Human Rights** conducted by Ms. Harshala Thite and **Challenges before HR - Post pandemic** by Mr. Arnab Das. For Finance, **Ways of effective wealth creation** by Mr Rahul Dhawal, **Trading in Stock Market** by Mr. Ravindra Hulyalkar and **Women and Financial literacy** in association with NSE by Mr. Sudhakar Kulkarni. Also one seminar was arranged on the theme, **Emerging opportunities and challenges in transformative technologies** in association with Forum Of Industry & Institutes – India and it was conducted by **Mr. Karthik Balasubramanian**.



INDUSTRY – INSTITUTE INTERFACE



It was a prestigious and Proud moment for MBA@IICMR to welcome Mr. Joerg Scheid, Vice-President – Operations, RIETER Group in India for a Webinar on “Lean Practices for Organizational Excellence”. In this webinar, Mr. Scheid spoke about the successful implementation of Lean Practices at Rieter India. He spent time with students and appreciated MBA@IICMR for having innovative teaching practices for establishment of connect between Industry and Academics. He also inaugurated the “**Business Analytics Club**” of MBA@IICMR.

Students Technical and Innovation Club (STIC)

Our Students and faculty members attended the program of “Academic Launch of STIC” organised at Auto Cluster. Where the integration of academic and industrial practices was discussed and plan of action was initiated.



The Institute welcomed many eminent personalities from the industry for the various sessions and they also obliged to the invite and graced the occasion. The students were given an opportunity to interact with these stalwarts in online mode.



Value Added Certifications



Data Mining, Data Analysis are the keywords of the modern business world. All fields require the analytical skills. In order to familiarize the students with the basic and advanced Excel skill, a 40-hour VAC program “Excel for Data Science” with collaboration of IIT Bhubaneswar was conducted and run successfully. It was a joint effort by the faculties of MBA@IICMR and IIT, BHU. The program turned out to be excessively successful.

Value Added Certification Program was run for Finance students namely “Financial Analysis and Modeling” in association with MentorMe Careers. Wherein Students were given the skill knowledge of Excel and finance and they were trained to independently build a financial model. This 60-hr course enabled students to understand the advanced skills related to Excel and finance. This course will definitely help the students to venture into a different employment sector as Financial Modeling is the need of the hour.



The third Value Added Certification Program was run for Marketing Students in the collaboration with **London School of Digital Business**. The skills imparted to the students were Digital Marketing, Blogging, Digital skills and Essential Digital Tools and Platforms. The course was conducted in five levels and students got the on-job training which proved to be fruitful for them as they received the essential field work.



Institute also conducted the Value-Added Certifications for the tool Power BI, Behavioural Personality Development Skills, Advanced Excel and Digital Marketing.



Entrepreneurship Development Cell, Prerna

MBA@IICMR believes that we are not here to just make the students industry ready or just to produce the Business Managers but to encourage the innovative skills among the students and transform them into Entrepreneurs. To encourage the entrepreneurial skills among the students, our **Entrepreneur Development cell – PRERNA** works really hard. Students are given new ideas to work on and they are given a lot of knowledge through various lectures about the legal terms and conditions. The lectures were organized to guide the students about intellectual Property Rights(IPR) by Dr. Bharti Dole and How to be an Entrepreneur by Dr. Pradeep Wagh. Students were trained through live trainings, workshops and various activities. In addition to this, to Celebrate Entrepreneurship Day, Case Study and Poster Making Activity was also conducted.



Outbound Activities



To understand how the Metro Network is shaping up, the visit was arranged with few students and faculties. The Metro Work was assessed and the need for management help was addressed.



The faculties visited the Warehouse of Asquire Solutions under the guidance of Mr. Mohan Nair Sir. Faculties understood the Warehousing part and the practical application of operations concepts.



The faculty outbound activity was organised at Ranfula Nature Resort. Faculties enjoyed some time away from the work and they went very close to the nature. The day was made memorable with trekking, adventure games, management games and delicious food.



As a part of defence awareness, faculty visit was organised at INS Shivaji, Lonavala. The faculties understood the navy defence mechanism and also took the sea experience with the help of simulator.



Alumni Meet



ATSS'S
MBA @ IICMR
Alumni Meet
MILAP-2021

Dear alumni ,
Hope you are safe and fine .
We are pleased to invite you for virtual Alumni Meet-MILAP-2021 .
Please nominate yourself for the following Award categories
Link for Nomination - <https://www.google.com/surveys/2021/03/144>
For more details please, contact - Ms. Neha Khandekar 9038031144

- Distinguished Alumni Achievement Award
- Alumni Service Award
- Lifetime Achievement Award

MEMORIES

We are eager to see you for this virtual event for recollecting your memories of alma mater and contribute for the excellence .



Celebrations



World Environment Day



Independence Day



Shivjyanti



Freshers' Party



Teachers' Day

Academic Social Responsibility

Considering the situation created due to Pandemic, MBA@IICMR conducted an activity to explain and solve the myths about the **Diabetes and Hypertension**. The guidance session by **Dr Shirang Gokhale**, Director of **Niramay multi-speciality hospital** was held on online platform of google meet.



IICMR advocates the values and follows them with utmost importance. In association with **ECA**, on the occasion of golden Jubilee celebration of Independence, three days **E-waste collection drive** was planned. The program was conducted at IICMR in the presence of **Mr Nilkanth Poman**, Chief Executive officer, Computer department PCMC.

MBA@IICMR conducted a Panel Interview named CORONA O.O. The Eminent Panelists were, Dr. Dilip Bhavsar, Dr. Dange, and Dr. Kanade. The listeners were guided on the care that should be taken while facing the Pandemic.



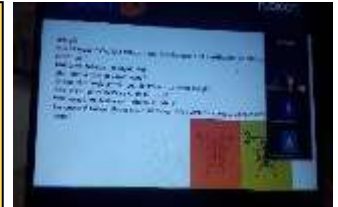
Placements



MBA@IICMR is very proud of its **student Achievements**. Our students have always stood tough to the challenging situations and Pandemic was not an exception. Despite the challenging market and tough economic scenario, our students have made most of the Placement Opportunity available for them.



The Institute regularly conducts Employability Enhancement Programs. In addition to those, Placement Cell of MBA@IICMR organized a "Barclay's Job Readiness Workshop" in association with **Rubicon**.



MBA@IICMR wishes them a very bright, prosperous Career and Life!!!!



Be Resilient

“You Can’t change, what has already happened, so don’t waste your time thinking about it. Move on, Let go and get over it.” This is a mantra; we all should adapt in this changing and challenging environment of disruption.

Economy is bouncing back and so are we. Pandemic has created lots of challenges and opportunities too. The one who wants to survive should make himself stronger mentally and technically. The Resilience is the key to survive in the everchanging and opportunistic world.

Therefore, it’s my urge to the students be agile, be resilient, be open for the opportunity coming your way and MBA@IICMR will hold your hand throughout to explore your untapped potential.

Happy Learning!!!

Dr. Madhura Deshpande

Assistant Editor



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Program
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Value Added Certifications
Educational Tour



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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

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