



Transformation within....

It is great pleasure meet you through The Gyandoot. We all are changing, developing, modifying and transforming in our social, personal and commercial lives. Due to digitalization things are making lives easy as well as dynamic. In order to move forward one need to adapt and not adopt.

I am pleased to present 'The Gyandoot', which marks a significant milestone in our journey toward embracing change showcasing continued growth and success. In the dynamic landscape of today's business world, adaptability and innovation have become imperative for any individual aspiring to thrive.

As the director of IICMR, I am excited to witness dedication & resilience of team for embarking on a transformative path.

Change is an opportunity to excel and redefine our capabilities.

The Gyandoot encapsulates our collective commitment to foster a culture that embraces change & leverages it to propel us forward. The initiatives outlined here are not merely about change for the sake of change; rather, they are carefully crafted to enhance our efficiency, foster innovation, and ultimately ensure the sustainability of our organization.

I encourage each member of the IICMR family to approach this period of change with an open mind and a collaborative spirit. Our success lies not only in the strategies, but in our collective ability to adapt, learn, and grow together. It is my firm belief that by embracing change, we are laying the foundation for a stronger, more resilient management institute.

I express my gratitude to every team member, department, and stakeholder who has contributed to the development of this document. Your insights and dedication are invaluable as we navigate this transformative journey.

Let us move forward with confidence, knowing that change is not just a challenge but a powerful catalyst for progress. Together, let's shape a future of IICMR characterized by innovation, growth, and unwavering success.

Thank you for your continued commitment and hard work.

With Best Regards

Dr. Abhay Kulkarni
Director IICMR

Sparking Creativity: Leading Transformation from Within

Dear Enthusiastic Visionaries!

In the ever-evolving landscape of business and management, the true power lies not in external strategies or market trends, but in the transformative potential within each one of us. Aspiring managers, listen closely, for the key to unlock innovation & creativity lies in the depths of your own being.

Imagine a world where managers are not just leaders, but catalysts for change. Dream a workplace where innovation flows freely, creativity thrives & every challenge is seen as an opportunity for growth. This is not a distant dream; it is a reality waiting to be realized through inner transformation.

So, how do we ignite the minds? By challenging the status quo, breaking free from conventional thinking and daring to explore the uncharted territories of our own potential.

First we must cultivate a mindset of curiosity and exploration. Instead of clinging to the safety of what we know, let us venture into the unknown, embracing uncertainty as a catalyst for innovation.

Next, foster a culture of collaboration and diversity.

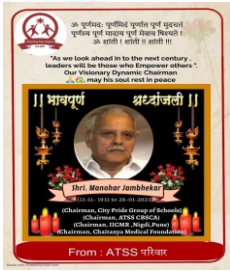
Furthermore, we must hone our emotional intelligence and self-awareness. True leadership begins with an understanding of ourselves and motivations – and extends outward to inspire and empower those around us.

But perhaps most importantly, we must cultivate a sense of purpose and passion in everything we do. Innovation flourishes when driven by a deep-seated commitment to making a positive impact on the world, one idea at a time.

Dear aspiring managers, the time for transformation is now. Let us harness the power within us to ignite innovation, spark creativity, and revolutionize the way we lead and manage in the 21st century.

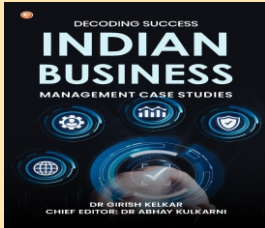
With boundless creativity and unwavering determination,

Dr. Manisha Kulkarni
HOD
MBA@IICMR



A person of values and passion to build a trust like ATSS and reached to peak of success, bidden final farewell with wet eyes on 28th of January 2023. May his pure soul rest in peace. All the employees & stakeholders at ATSS trust and many more educational institutes mourned to silence

We are proud of you !!!



Our Eminent and Visionary Director Sir is conserving the memories of Dr. Kelkar by editing the book 'Decoding success Indian Business Management Case Studies'.

The book give all insights of enduring work of Dr. Kelkar. These cases go beyond just stories to skilful business decision making.

Many congratulations sir! We are proud of you!



MBA@IICMR congratulates Dr. Sarita for : Being Reviewer of Institute of Scholars publishings. Moreover she had been BOS member of SPPU programme of BBA IB. Congratulations for publication of patent as well. A book on Digital marketing was published by out faculties is readily available with IIP publications. Congratulations to authors

Dr. Sarita Samson
Dr. Dipti Sharma
Mrs. Vandana Pednekar



SPPU Conducted a University level and Zonal level competition of innovations by faculties. Mrs. Dipti Bajpai and Mr. Harshal Patil sir participated showcased their talents.

Heartiest congratulations to Mrs. Dipti B for selection of her project 'Dev Darshan at your Devghar' at Avishkar Competition.



Student Achievements



MBA II :Sachin Kumar Sharma and MBA I:Ms. Gargi Rao presented a research paper on 'A study on Impact of mobile marketing strategies in banking sector' on 9th & 10th February 2024 at S. B. Patil Institute of Management Pune. The presentation was at National Seminar on Innovation and Intellectual Property Rights



In the renowned competition of Agneyam of MIT WPU; seven first year students have participated.

These students were Sahil Hirnaik, Anuj Patil, Bhavesh Dinkar, Kaushik mhatre, Tanmay Bhoir, Yash Sakpal and Vinit More.



Our students Perna Mhetre and Saurabh Ghorpade presented, published their research paper in renowned journal having impact factor above 7. Congratulations!



On October 27th; In the University level Aviskar Competition 2023-24 One team of faculty inclusive of Mr. Harshal Patil & Mrs. Dipti Bajpai and another second year students have participated.
1. Akshay Katte & 2. Sagar Asutkar.
Congratulations Akshay and Sagar



Happy to share that our students stood Runner Up at 'IMR Ideathon 2024' Competition, held on 23rd February 2024 at Pune
Congratulations!



Heartiest Congratulations to Shelda & Pinky for snatching winner trophy in duet dance from MIT WPU's 'Agneyam'.



Our Flagship Events

March 2024 Vol.-17

BPE

MBA at IICMR conducted Business Process Excellence (BPE) 2023:

BPE Continuum 14 on the theme - Achieving Sustainable Development Goals through Management Education (Planet, People, Prosperity, Peace, Partnership) on Friday, 13th October & Saturday, 14th October, 2023

These eminent discussions were delivered by Mr. Rinoo Rajesh Director Skilledge, Mr. Prem Gajpal Director Operations Advik Hi Tech Pvt. Ltd. and many more. These two days were a true knowledge feast for MBA@IICMR. The event was coordinated by Dr. Dipti Sharma and Dr. Dipti Bajpai



Employability Enhancement Programs

The session was conducted by Dr. Sunil Joshi, which consists of various things that are required to consider for the journey from campus to corporate. These provided invaluable real-world insights not easily accessible through traditional learning resources and guided on a personalized level for speedier skill building.





Industry Institute Interaction : MBA@IICMR

Industrial visits were carried out at three companies in Pune.

1. IAI Chakan
2. Advik Chakan
3. Annamrita Foundation Pimpri
4. Visit to Autocluster units

With all these various initiatives like organising NIPM meet and representing institute to various Maha TPO meetings where SWO Dr. Vinod Bhelose and Ms Pooja Nalavade have attended.



Student Development Program



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 10 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 profeciancies 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.





Arko Leaders



Sports Hustle



Dandiya Night



Fresher's Fiesta





Eco friendly Ganesh



Shivjayanti



MBA@IICMR under ARKO Club Celebrated of 'Chhatrapati Shivaji Maharaj', and discussed management lessons under the 'Maharashtra's Resolute Orator 2024'. In this competition, 97 participants from all over Maharashtra came to show their elocution skills.

Attractive prizes of first to third and three consolation prizes gave away. City Pride Junior college students also bagged two prizes.



Educational Tours

MBA@IICMR visited three companies in Pune and out of Maharashtra as well.

- IAI Chakan
- Advik Chakan
- Annamrita Foundation

and for enjoyment also second year students visited Goa.



Academic Social Responsibility Events

MBA@IICMR under ASR Celebrated Coronation of 'Chhatrapati Sambhaji Maharaj', and discussed management lessons from his management of battle valor and state management to learn from under ASR activity.





Centre of Excellence

MBA@IICMR keeps hunting for the new opportunities for its students to expand their knowledge and for faculty members to showcase their skills. This year the Institute signed MOU with various organisations like Deshpande Foundation, Webclincher, Finxl etc. for the consultancy



Our Recruiters



MBA Torch Bearers

<p>Congratulations</p> <p>Placed In - Sensebite Design Studio Pvt Ltd</p> <p>Job Profile - Digital Marketing Executive</p> <p>MISS. AKANKSHA DNYANDEO SURYAWANSHI</p>	<p>Congratulations</p> <p>Placed In - Parcelguru</p> <p>Job Profile - Area Sales Manager</p> <p>CTC ₹6 LACS</p> <p>MR. SHUBHAM RAMESH NERKAR</p>	<p>Congratulations</p> <p>Placed In - Parcelguru</p> <p>Job Profile - Area Sales Manager</p> <p>CTC ₹6 LACS</p> <p>MR. PARVEZ PATHAN</p>	<p>Congratulations</p> <p>Placed In - Parcelguru</p> <p>Job Profile - Area Sales Manager</p> <p>CTC ₹6 LACS</p> <p>MR. ADITYA TIWARI</p>
<p>Congratulations</p> <p>Placed In - Home First Finance Company</p> <p>Job Profile - Relationship Manager</p> <p>CTC ₹6 LACS</p> <p>MR. UTTAM GANDHI</p>	<p>Congratulations</p> <p>Placed In - Home First Finance Company</p> <p>Job Profile - Relationship manager</p> <p>CTC ₹6 LACS</p> <p>MR. PRANAV AJUDIYA</p>	<p>Congratulations</p> <p>Placed In - Home First Finance Company</p> <p>Job Profile - Relationship Manager</p> <p>CTC ₹6 LACS</p> <p>MR. VIVEK MAKVANA</p>	<p>Congratulations</p> <p>Placed In - Home First Finance Company</p> <p>Job Profile - Relationship Manager</p> <p>CTC ₹6 LACS</p> <p>MR. VIVEK MAKVANA</p>

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



Relook life and nurture

Dear students,

We know you like communicating; your social media platforms showcase these changes in you while growing. We also feel that your passions are very close to explore a career path. What I suggest is be true to you. Limit sometimes to relay too much on cutting edge technology, to the point where others lose touch with you. Build some space free to people to connect you. Build few relationships and a community by collaborating with creators by all means.

You all have ideas, aesthetics and inspirations too. Just imagine your splendid life when you go for edifying yourself with your communities and people surround you. You all always speak what you are looking for out of this time. Continue with it seek suggestions from peers now and in future as well; sort out problems and progress smooth fast and steady.

Wishing you good luck ahead! Always!

Dr. Swapnisha Khambayat
Assistant Editor

Editorial Board

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ISQ Event

INSAAN Event

BPE 2024

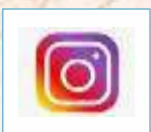
UDAAN 2024

Career Excellence Program

Sutdnet Development Program

Industrial Visit

Educational Tour



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