



**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,**  
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## **Criterion 6 – Governance, Leadership and Management**

### **Key Indicator - 6.2 Strategy Developments and Deployment**

#### **Metric 6.2.1**

The institutional perspective plan is effectively deployed and functioning of the institutional bodies is effective and efficient as visible from policies, administrative setup, appointment, service rules, and procedures, etc.

## Metric 6.2.1 Strategy Development and Deployment

### Deployment of Prospective Plan of 21-22 during the A.Y. 2022-2023

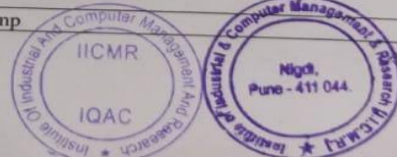
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1	<p>Activities Promoting Entrepreneurship</p> <ul style="list-style-type: none"><li>• (Refer – 2021-22 Perspective Plan Point No 1)</li></ul>
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## Activities Promoting Entrepreneurship:-EDC Calendar

 <p style="text-align: center;"> <b>Audyogik Tantra Shikshan Sanstha's</b>  <b>Institute of Industrial and Computer Management and Research (IICMR)</b>  <small>Approved by AICTE Permanently Affiliated to SP Pune University, Recognized by DTE, Government of Maharashtra,</small>  <small>NAAC Re-accredited</small>  <small>Ranked Platinum Category by AICTE-Clifford Industry Linked Technical Institute Awarded</small>  <small>Best Management Institute for Industry Interface by CEGR</small> </p>			
<b>MBA @ IICMR</b> <b>Entrepreneurship Development Cell – Prerna</b> <b>CALENDAR 2022-2023</b>			
1.	Prerna- National Awareness on Eco friendly Ganesh Idol creation	09/06/2022	09/06/2022
2.	MoU- Tricolour Innovation Pvt. Ltd.	09/06/2022	09/06/2022
3.	Prerna- Impact Lecture Series I	16/06/2022	16/06/2022
4.	UDAAN 2022- Engage, Motivate, Ideate	25/06/2022	25/06/2022
5.	Prerna-IIC Regional Meet at Symbiosis International University Lavasa	01/08/2022	01/08/2022
6.	International Conference on Revisiting Business processes for Profitable, Sustainable and Inclusive Growth	08/07/2022 to 09/07/2022	08/07/2022 to 09/07/2022
7.	MoU Deshpande Foundation	08/08/2022	08/08/2022
8.	Industrial Visit – Radhyeshyam	11/09/2022	11/09/2022
9.	Prerna- Innovation and Start-up	21/09/2022	21/09/2022
10.	Prerna- Session on Entrepreneurship	28/09/2022	28/09/2022
11.	Prerna- Problem to Prosperity	08/10/2022	08/10/2022
12.	Prerna-IIC Council Meeting I	08/10/2022	08/10/2022
13.	Prerna- Kirloskar Vasundhara Ideation Competition	09/11/2022 to 12/11/2022	09/11/2022 to 12/11/2022
14.	Prerna- Avishkar Competition	07/12/2022	07/12/2022
15.	Prerna-IIC Council Meeting 2	14/12/2022	14/12/2022
16.	Prerna- Sem 1- GIBF student Chapter 'Career Tunes'	14/12/2022	14/12/2022
17.	Business Process Excellence (BPE) 2023 "Business Process Management for Customer Experience (CX)".	06/01/2023 & 07/01/2023	14/01/2023 & 15/01/2023
18.	Prerna-IIC 5.0 orientation meeting	11/01/2023	11/01/2023
19.	Prerna- Deshpande Foundation Bootcamp	18/01/2023 to	18/01/2023 to





## Activities Promoting Entrepreneurship: -EDC Calendar



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		28/01/2023	28/01/2023
20.	Industrial Visit- Aptiv	18/01/2023	18/01/2023
21.	Perna-IIC Virtual orientation session – Prof TG Sitharaman	30/01/2023	30/01/2023
22.	Perna-IIC Council Meeting 3	24/03/2023	24/03/2023
23.	Perna- UDAAN 2k23	23/04/2023	23/04/2023
24.	MoU Pimpri Chinchwad Startup Incubation Centre	23/04/2023	23/04/2023
25.	MoU Autocluster	23/04/2023	23/04/2023
26.	Perna- IIC- National Technology Week	11/05/2023 to 14/05/2023	11/05/2023 to 14/05/2023
27.	Perna- Good to Great Leadership	19/05/2023	19/05/2023
28.	Perna- "Cyber Illiteracy: One violating one's own human rights"	19/05/2023	19/05/2023

*Manisha Kulkarni*

**Prepared By**  
Adv. Manisha Kulkarni  
HOD-MBA@IICMR

**Abbreviations:**

1. FDP- Faculty Development Program
2. CEP- Career Excellence Program
3. SDP- Student Development Program
4. BPE- Business Process Excellence Program
5. IIC- Institute Innovation Council
6. EDC- Entrepreneurship Development Cell
7. ASR- Academic Social Responsibility
8. ARKO- Name of the Student Club for extracurricular activities
9. SWC- Student Welfare Committee
10. Drushti- Name of Case Research Centre

*Abhay Kulkarni*

**Approved By**  
Dr. Abhay Kulkarni  
Director, IICMR  
**DIRECTOR**  
Institute of Industrial & Computer  
Management & Research (I.I.C.M.R.)  
Nigdi, Pune - 411 044



# Cyber- Literacy Programme



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**MBA@IICMR**

## Event Report: **Cyber illiteracy: one violating one's own human rights**

Event Type : Co-curricular Activity  
Event Title : Cyber illiteracy: one violating ones own human rights  
Date : Friday, May 19, 2023  
Time : 4:30 PM to 5.30pm (1 hr)  
Coordinator(s) : 1. Ms. Dipti Bajpai

Purpose : Others

If Others Specify : To spread awareness about digital literacy & cybersecurity among aspiring managers and budding entrepreneurs

Learning Outcome :

1. Students were able to know about the security concerns and areas where security can get compromised

Batch of Students : MBA 1  
No of Students : 97  
Participated :  
Description :

Cyber illiteracy, the lack of knowledge and understanding about the digital realm, has emerged as a pressing concern in our increasingly technology-driven world. It is not merely an inconvenience but a violation of one's own human rights. In today's interconnected society, access to information and communication through the internet is fundamental to exercising our rights to education, expression, and participation in civic life. Those who are cyber illiterate risk being excluded from these opportunities, which in turn infringes upon their basic human rights. Bridging the digital divide and promoting digital literacy is essential in ensuring that every individual can fully enjoy the benefits of the digital age while safeguarding their inherent human rights." Dr. Adv. Rohit Suravase was the speaker for the session.

Ref: MBA@IICMR/2022-2023/

## Activities Promoting Entrepreneurship



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# MBA@IICMR

**Entrepreneurship Development  
Cell**

**"Prerana" in association  
with Institute Innovation  
Council**

Participated in  
IIC Regional Meet

**Report:**

**1<sup>st</sup> August 2022, Monday,**

**09.00am to 05.00pm**



REF: EDC/IIC Regional Meet/2022-2023

# Activities Promoting Entrepreneurship



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

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## MBA@IICMR

### Introduction

MBA@IICMR ED Cell "Prerana" envisages to develop and encourage entrepreneurship within the students and the faculty members. As part of this initiative "Prerana" under the aegis of Institute Innovation Council, participated in IIC Regional Meet on Monday, 1<sup>st</sup> August 2022, at Symbiosis Lavale Campus. The program emphasized on guidance sessions for the HEIs to ensure better outcome of the IIC initiatives. Four IIC members, Dr. Manisha Kulkarni, Dr. Jayasri Murali, Dr. Vinod Bhelose, Dr. Rajendra Agawane, Mr. Harshal Patil and Ms. Dipti Bajpai from IICMR participated in the meet

### Objective of Session:

1. To make the IIC network more vibrant, proactive, collaborative and productive
2. To provide a platform for sharing I&E knowledge and best practices in HEIs
3. To celebrate the achievements and impact created by IIC Institutions and to witness successful emergence of innovators and startup founders from HEIs.

### Overview of the Session:

The regional meet started with the inaugural session. Dr. R Raman, Director, SIBM Pune, gave the welcome address followed by felicitation of the dignitaries. Dr. Rajani Gupte, Vice Chancellor, SIU, Dr. Vidya Yeravdekar, Pro-Chancellor, SIU, Mr. Dipan Sahu, Asst. Innovation Director, Ministry of Education's Mr. Sanjay Inamdar, Co-Founder Bhau Institute, Founder FLUCON addressed the audience with their words of wisdom. Dr. N.K. Bhosale, Commissioner and CEO MSSDS and CEO, MSINS was the Guest of Honour, he briefed the audience about the need for innovation and made his session engaging by conducting a small activity. Dr. Abhay Jere, Chief Innovation Officer (CIO) at Ministry of Education, Govt. of India, was the Chief Guest. He enlightened the audience about the change in mindset and thought process for innovation. He also mentioned that students should not be forced to refer only success stories but reference to failure stories will provide them deep rooted insights and learnings.

The next session was Poster competition wherein Institutes brought posters highlighting IIC-Institution's achievements and impact, and they were displayed at the mini-auditorium. A Round Table Interaction Session: Engagement of Regional Ecosystem Enablers for an Effective Collaboration and Knowledge Sharing was organized for incubators, State and Regional Knowledge Agencies, Govt. and Non-Govt. Post lunch four Tracks, viz.

REF: EDC/IIC Regional Meet/2022-2023



# Activities Promoting Entrepreneurship



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## MBA@IICMR

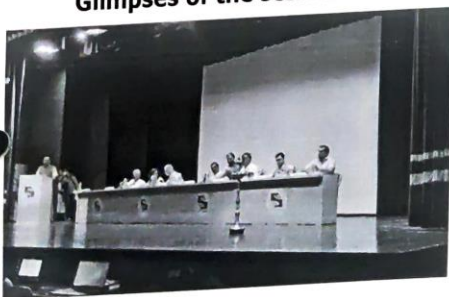
- Track 1: Knowledge Sharing session on Creation and Sustaining I&E Ecosystems in HEIs  
Track 2: Knowledge Sharing session on Visualising and Developing Action Plan for I&E Ecosystem Development in HEI  
Track 3: Knowledge Sharing session on Benchmarking, Measuring I&E Ecosystem in HEIs and Impact Creation  
Track 4: Knowledge Sharing session on IP and Technology Transfer, were organized.  
During the valedictory session the participants and session chairs were felicitated.

MBA@IICMR displayed poster of its IIC impact along with a stall on Gomay Ganesha was set up for promoting eco-friendly Ganesha. Dr. Abhay Jere visited the stall and acknowledged the efforts taken by the Institute.

### Conclusion:

The session was very informative and knowledgeable. The meet provided a better understanding of what additional can be done, with several institutes participating it also facilitated exchange of Know-how pertaining to IIC.

### Glimpses of the session



Prepared by  
Ms. Dipti Bajpai  
IIC Coordinator



Approved by  
Dr. Abhay Kulkarni  
Director, IICMR  
Institute of Industrial & Computer  
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Nigdi, Pune - 411 044

REF: EDC/IIC Regional Meet/2022-2023

# Activities Promoting Entrepreneurship



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**MBA@IICMR**

## **Report on Business Model Canvas**

**Theme: Model Making**

**Date: 17 May 2023  
Time: 1:30pm to 5:30pm  
Venue: IICMR Auditorium**



REF: IIC/Business Model Canvas/MBA@IICMR/ 2022-2023

# Activities Promoting Entrepreneurship

## Overview

The workshop on Business Model Canvas was organized by MBA@IICMR for MBA students, in which the students first identified the problem through extensive Literature review, followed by use of marketing concepts for scaling the business and the use of digital business Model canvas for smooth functioning of the business.

## Objective

- To increase and develop the students' perception in design by interacting and manipulating their design compositions physically.
- To create a collaborative learning environment among students to strengthen learning outcomes
- To foster creativity and innovation in designing and developing models, among the students

The judges for this workshop were:

- Dr. Abhay Kulkarni
- Dr. Ashutosh Misal

## Summary

The themes allocated were based on the sustainable development goals , the themes assigned were:

1. Quality Education
2. Energy
3. Mobility
4. Health & Wellness.



The students were guided on the rationale for model making which included the following:

- ✓ Define the problem
- ✓ Identify the criteria you will use to Judge the problem
- ✓ Generate a list of possible alternatives
- ✓ Evaluate those alternatives
- ✓ Determine the best solution
- ✓ Prepare a Prototype

REF: IIC/Business Model Canvas/MBA@IICMR/ 2022-2023

## Activities Promoting Entrepreneurship

The concepts of the course Business Research Methods enabled the research on the given theme and identification of problem through literature review.

The learning from the course Basics of Marketing enabled the use of 9Ps of marketing mix for communicating the Value offering to the target market and reshaping the offering to serve the predefined Market more effectively and efficiently.

The insights from the course Digital Business supported in creating a technology interface to the offering that could scale up the business and maximize the offering. It also helped in creating the Business Model Canvas for the offering.

The students developed models based on assigned themes, the models presented were supported with a detailed literature review, followed by the application of 9Ps of Marketing Mix and the technology interface used along with the proposed business model canvas. The judges highly appreciated the efforts of the students and were elated to see innovative ideas along with creative prototypes.

### **Outcome:**

- The students understood the basics of problem identification
- The students displayed unique models of their ideas.

### **Conclusion**

This workshop was conducted in the auditorium and the students displayed good models and presentation skills. The session was conducted smoothly. The students were delighted with the workshop and mentioned the insights given by the judges were truly helpful.






## Activities Promoting Entrepreneurship

### Glimpses of SDP



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

  
**Verified by**  
**Dr. Manisha Kulkarni**  
**HOD MBA@IICMR**

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



# Activities Promoting Entrepreneurship



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## MBA@IICMR

### Event Report: Design Thinking Bootcamp

**Event Type** : Co-curricular Activity  
**Event Title** : Design Thinking Bootcamp  
**Date** : Wednesday, January 18 to 28 2023  
**Time** : 9:00 PM to 5.30pm (180hrs)  
**Coordinator(s)** : 1. Dr. Jaysri Murali

**Purpose** : Others

**If Others Specify** : To inculcate innovation and Design Thinking

**Learning Outcome** :

1. Students got better understanding of Design Thinking
2. Students were able to view their ideas from empathy perspective also.

**Batch of Students** : MBA 1

**No of Students** : 8

**Participated**

**Description** : MBA@IICMR encouraged its MBA 1<sup>st</sup> year students to participate in idea submission promoted by its MoU partner Deshpande Foundation. The Institute 12 teams submitted the idea and out of 12 one idea got selected and the team got opportunity to attend the Design thinking bootcamp organized and hosted by Deshpande foundation Hubbli.

**Feedback from Students (if app.)**

The students were overwhelmed with the workshop :



# Activities Promoting Entrepreneurship



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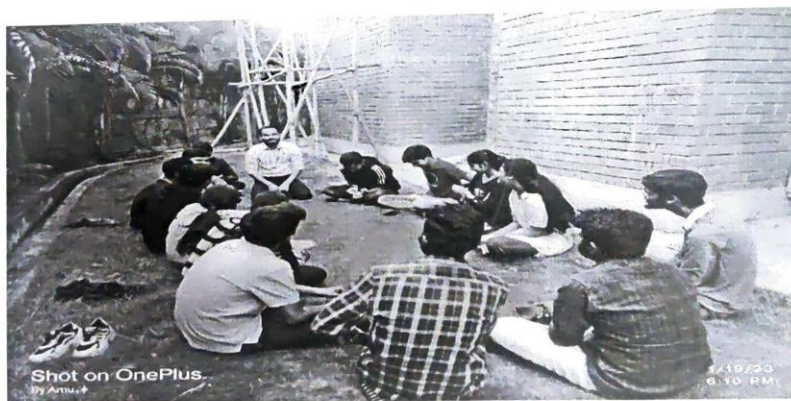
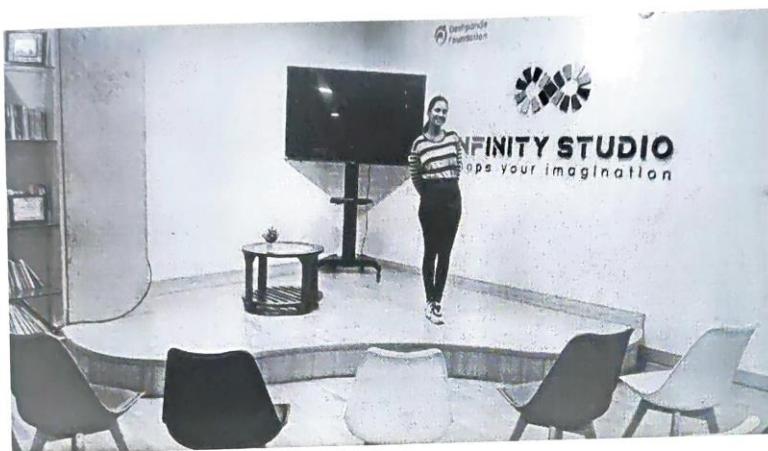
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## MBA@IICMR

### Glimpses



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Dr. Jaysri Murali

EDC Coordinator

Verified by

Dr. Manisha Kulkarni

HOD MBA@IICMR

Approved by

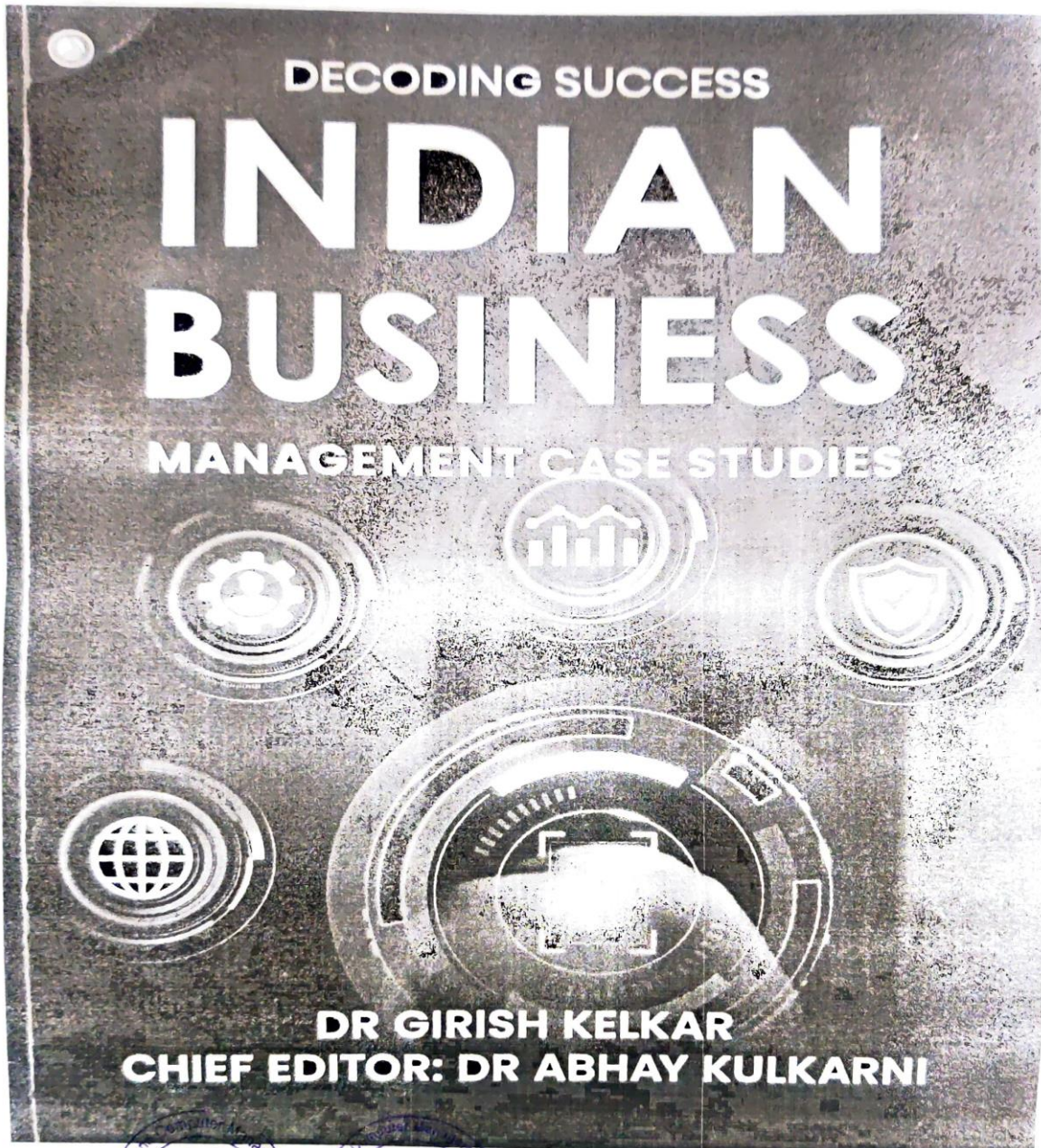
Dr. Abhay Kulkarni

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2	<p>Publication of Case study book</p> <ul style="list-style-type: none"><li>• (Refer – 2021-22 Perspective Plan Point No 2)</li></ul>
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## Publication of book

# OrangeBooks Publication

1<sup>st</sup> Floor, Rajhans Arcade, Mall Road, Kohka, Bhilai, Chhattisgarh - 490020

Website: [www.orangebooks.in](http://www.orangebooks.in)

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Publication of book

DECODING SUCCESS

# INDIAN BUSINESS

MANAGEMENT CASE STUDIES

DR GIRISH KELKAR  
CHIEF EDITOR: DR ABHAY KULKARNI



OrangeBooks Publication  
[www.orangebooks.in](http://www.orangebooks.in)





## Publication of book

### Acknowledgement

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In extending our deepest appreciation, we express our sincere gratitude to Dr Girish Kelkar and his family, whose groundbreaking work served as the cornerstone for developing this case study. Dr Girish Kelkar's unwavering dedication to the pursuit of knowledge and his commitment to enhancing the understanding of aspiring managers and industry experts in the field have been commendable.

The depth and quality of the material woven into this case study are a direct reflection of our steadfast dedication to advancing the discourse within the industry, a commitment inspired by Dr Girish Kelkar's invaluable contributions. We are privileged to have had the opportunity to build upon his scholarly foundation, and we wholeheartedly acknowledge the profound impact of his work on the domain of management studies.

Dr Girish Kelkar's mentorship and scholarly endeavours have undeniably enriched the intellectual landscape for those navigating the intricate terrain of industry practice. Though he is no longer with us, his legacy lives on through this work, serving as a testament to his enduring influence on the field. We have experience during his live session and PMI interaction during his endeavour in the MBA Department at IICMR Institute.

We express our gratitude to the editorial board members, namely Dr Sudhir Hasamnis, Dr Sh We express our gratitude to the editorial board members, namely Dr Sudhir Hasamnis, Dr Shailesh Kasande, and Dr Manisha Kulkarni, for their dedicated efforts in reviewing and enhancing the quality of the cases. We sincerely appreciate the Drishti case centre coordinators, Dr Jayasri Murali, and Dr Sarita Samson, for their tireless contributions. Special thanks are extended to Ms Puja Gawande for her meticulous collation and formatting of the cases. We extend our gratitude to the MBA community at IICMR for their collaborative efforts and invaluable contributions to this project In loving memory of Dr Girish Kelkar.





# Publication of book

## Dedication Note



In the world of case studies, Dr Girish Kelkar stands as a luminary, and it is with great honour and enthusiasm that we present this collection of 30 meticulously documented case studies. These cases are a testament to Dr Girish Kelkar's dedication to the field and his unwavering commitment to advancing knowledge in project management.

This compilation is not merely a collection of cases; it is a gold mine of insights and learning opportunities generously shared with the academic and professional community. Dr Girish Kelkar's astute observations, analytical prowess, and depth of understanding have given birth to a resource that is invaluable for students and practitioners alike.

While these case studies bear the imprint of Dr Girish Kelkar's expertise, it is important to acknowledge the collaborative effort that has gone into refining and editing them. This book represents a synergy of minds, where the rich content provided by Dr Girish Kelkar has been meticulously curated and enhanced to ensure accessibility and relevance for a diverse audience.

We believe that this compilation will serve as a cornerstone for those in pursuit of knowledge in project management. Postgraduate and Undergraduate Management students, as well as individuals in management roles, will find these cases to be not only instructive but also illuminating in the application of theoretical concepts to real-world business scenarios.

As we release this treasure trove of case studies to the world, in his memory, we express our deepest gratitude to the late Dr Girish Kelkar for his intellectual generosity and commendable contributions to the academic and professional community. We were enriched by his contribution to IICMR while addressing Staff and Students during various flagship programmes and IICMR is privileged to convert his work in the form of case studies. May this collection inspire a new wave of insights, discussions, and advancements in the dynamic field of project management for the product and service industry. We also extend our sincere thanks to his family for handing over this treasure to us.

*With profound gratitude,*

*Dr Abhay Kulkarni*

*Director, IICMR*



  
DIRECTOR  
Institute of Industrial & Computer  
Management & Research [I.I.C.M.R.]  
Nigdi, Pune - 411 044

# Publication of book

## Preface

We extend our sincere gratitude to Dr Girish Kelkar, a visionary scholar whose insightful real cases have paved the way for the development of this case study. Dr Girish Kelkar's unwavering dedication to the pursuit of knowledge and his commitment to enhancing the understanding of both aspiring managers and seasoned industry experts in the field of Project Management has been truly commendable and significant.

In the pages that follow, readers will find an exploration of management intricacies inspired by the profound insights and exhaustive research encapsulated in Dr Girish Kelkar's original work. His tireless efforts and scholarly contributions have left an indelible mark on the academic landscape, setting a high standard for rigorous inquiry, intellectual rigour and industry practices for achieving business excellence.

This case study represents our collective commitment to advancing the discourse within the industry. We have endeavoured to uphold the highest standards of academic excellence, drawing extensively from Dr Girish Kelkar's thesis to illuminate key aspects of management studies. The material presented here is a testament to the depth and quality of his foundational research, which serves as the bedrock upon which this work stands.

The MBA Department at IICMR Institute acknowledges with gratitude the privilege of building upon Dr Girish Kelkar's scholarly foundation. His mentorship has been invaluable, and his endeavours have undoubtedly enriched the knowledge base for those navigating the complex landscape of industry practices of product and service industries. As IICMR embark on this journey through the intricacies of management scenarios, we invite readers to appreciate the legacy of Dr Girish Kelkar's contributions and join us in the collective pursuit of advancing management scholarship.

This case study serves as a bridge between theory and practice, fostering a deeper understanding of the challenges and opportunities that lie ahead in the dynamic domain of management. This book is a treasure of best practices in the management discipline to achieve the next best practices to be developed in the arena of AIML & technology transformation. I am sure that professional readers after going through these case studies will be nourished with full of knowledge and thoughts.

*Director IICMR Institute*

*Dr Abhay Kulkarni*



  
DIRECTOR  
Institute of Industrial & Computer  
Management & Research [I.I.C.M.R.]  
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# Publication of book

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# Publication of book

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## Publication of book

### About the Book

Embark on a captivating journey into the heart of Indian business management with 'Decoding Success: Indian Business Management Case Studies'. Dr. Girish Kelkar, a distinguished scholar, unveils a treasure of 30 enlightening case studies, offering a comprehensive exploration of the dynamic world of business in India. Through meticulous research, Dr. Girish Kelkar delves into diverse situations, unraveling the intricacies of Indian management practices.

This compilation, meticulously enhanced by the faculty of IICMR Institute, goes beyond mere case studies; it is a profound exploration of the complexities of decision-making in the Indian business environment. Rooted in real-world scenarios, each case study bridges theory and application, providing strategic perspectives crucial for understanding the nuances of Indian business.

Whether you are a student seeking a deep dive into the field or a seasoned professional navigating the intricacies of Indian business, this book is an invaluable resource. Join us on an educational odyssey where academic rigor meets real-world relevance, guided by the expertise of Dr. Girish Kelkar and the dedicated faculty members of IICMR Institute.

### About the Author



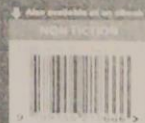
Dr. Girish Kelkar was a Senior Management professional with 48 years of experience in the management of high technology companies including several software technology companies. He worked with members of the Board of Directors of several IT companies over the last 20 years. He was also President of PMI PUNE Deccan India Chapter. He was the founder Chairman of 'V3C3E3 Consultants Pvt Ltd' leading a group of hand-picked professionals.



#### Chief Editor: Dr Abhay Kulkarni

Director at IICMR Management Institute. Working closely in SP Pune University in revisiting Syllabus and guiding corporate professional in PhD for Business Excellence. He has 22 years of rich Managerial experience in MNC and 17 years of Academic experience at Director Level. He is PhD in Six Sigma Management, Master Black Belt and Corporate trainer in Operational Excellence for process and Business Development.

Editorial Board: Dr Shailish Kasande, Dr Manisha Kulkarni and Dr Sudhir Hasamnis



3	National Conference under QIP on Implementation of NEP 2020 <ul style="list-style-type: none"><li>• (Refer – 2021-22 Perspective Plan Point No 3)</li></ul>
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# National Conference on Implementation of NEP 2020 under QIP



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-CB for Industry Linked Technical Institute  
Awarded Best Management Institute for Industry Interface by CEGRI

**MBA@IICMR**

## Report on "National Conference 2023 – Industry Institute Linkage through the implementation of National Education Policy 2020"

National Conference : Industry Institute Linkage through the implementation of National  
Education Policy 2020 Date: February 24-25, 2023

Venue: IICMR Auditorium

Chief Guest: Dr. Prabhat Ranjan Vice Chancellor DYPIU

Guest of Honor: Dr. Shailesh Kasande CEO & Group Director Suryadutta Group of Institutes  
(BOS – OSCM) Total

Number of Participants – 12 National Level Participants, 10 State level participants and 107  
Students faculty Members as district level participants

### Introduction:

The Indian education sector in general and higher education, in particular have been witnessing a massive transformation recently with technological disruptions, demand for quality education and the implementation of National Education Policy (NEP) 2020. In order to cope with these changes, the National Conference 2023 focuses at industry-academia linkages, skill-based learning, emphasis on quality teaching process, Industry requirements, Internships, so that the output of academia improves in quality and industry benefits from a steady supply of high-calibre human resource. The National Conference aims to highlight the much needed connect between "Industry and academia partnership".

The Conference highlights the Industry and academia partnership which needs to be encouraged more than ever before in today's fast changing corporate and education era. It is considered that, several factors such as lack of social awareness, non-availability of funding or scholarships, attitude of Industry to academic research and vice versa and research findings which are not relevant to the existing environment are responsible for slow movement on the front of building a linkage between Industry and Academia. Educational institutions need to enhance their research potentials and must recognize numerous opportunities from Industry to build a constructive framework for collaboration. Research clusters and industry participation is also playing very important role in the development of the linkage.

### Day 1:

The program began with a warm welcome address by Dr. Manisha Kulkarni, Head of MBA Department, who extended a heartfelt welcome to all the dignitaries, faculty members, students, and guests. Felicitation of Guests were with the hands of Director Sir and HOD Madam.

**DIRECTOR**

**Institute of Industrial & Computer  
Management & Research (I.I.C.M.R.)**

Nigdi, Pune - 411 044

Ref.: IICMR/MBA/QIP Report-2023



# National Conference on Implementation of NEP 2020 under QIP



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## MBA@IICMR

Dr. Shailesh Kasande, the Guest of Honor of the event, delivered an inspiring address. He shared his thoughts on the significance of education and the role it plays in shaping the future of individuals and society, his speech was filled with valuable insights and motivational words that resonated with the audience. Dr. Abhay Kulkarni Director, IICMR explained Vision and Mission of MBA Department and The Conference will highlight to identify and understand the research that has taken place on various aspects in 'Industry -Academia Linkage' and further analysis on the same with respect towards the relevance practices. Following Dr. Shailesh Kasande, Dr. Prabhat Ranjan Vice Chancellor DYPIU, the Chief Guest, shared his thoughts and experiences. He emphasized the importance of holistic development and the need for students to actively participate in extracurricular activities in addition to academics. Educational institutions need to enhance their research potentials and must recognize numerous opportunities from Industry to build a constructive framework for collaboration.

The inaugural function was followed by 2 panel discussion where in first panel discussion various stalwarts from academia shared their thoughts about "Envisioning the Quality Education through robust Industry Academia Connect" and in second panel discussion various resource persons discussed about "Exploring the possibilities for reinventing Quality Education" the panel discussion session was followed by one interesting plenary session by Dr. Anil Dongre Dean, Kavayitri Bahinabai Chaudhari North Maharashtra University Jalgaon who shared his thoughts about "Management Education for Society 5.0" the vote of thanks for day one was given by Dr. Dipti Vashisth Sharma coordinator of conference

Day 2 :

The day two was started with a brief review of day one which was given by Dr. Vinod Bhelose followed by another plenary session by Dr. Dhiresk Kulshreshtha Dean Chitkara University Chandigarh on the topic "Challenges of Industry and Academia Interaction". This plenary session was followed by another plenary session which was taken up by Mr. Dushyant Pathak Elkem, Plant Head on the topic "Industry Ready for golden handshake with Academia", after this another panel discussion was planned where various big shot stalwarts from industry discussed about "Establishing the ecosystem between Industry academia collaboration". This panel discussion was followed by valedictory session in where Mr. Rajendra Ingle Director, Confederation of Indian Industry (CII) was present as chief guest and shared his thoughts about "Role of stakeholders for implementing NEP 2020 with respect to Industry institute linkage. Followed by certificate distribution to participants by the hands of chief guest.

**DIRECTOR**

**Institute of Industrial & Computer  
Management & Research [I.I.C.M.R.]**

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# National Conference on Implementation of NEP 2020 under QIP



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**MBA@IICMR**

## Some Photographs :



  
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Institute of Industrial & Computer  
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# National Conference on Implementation of NEP 2020 under QIP



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## MBA@IICMR



Prepared by:

Dr. Dipti V Sharma  
Coordinator



Submitted to:

Dr. (Adv.) 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

4	<p>Developing Consultancy through Trainings and Workshops</p> <ul style="list-style-type: none"><li>• (Refer – 2021-22 Perspective Plan Point No 4)</li></ul>
---	---

# Rainbow Projects Training conducted for Advik Hitech Private Limited



**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



# Rainbow Projects Training conducted for Advik Hitech Private Limited

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 motor

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)





# Rainbow Projects Training conducted for Advik Hitech Private Limited

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



## Rainbow Projects Training conducted for Advik Hitech Private Limited



Prepared by

*Jayshri Murali*  
Dr. Jayshri Murali

Mrs. Puja Gavande  
Coordinator

Verified by

*Manisha Kulkarni*  
Dr. Manisha Kulkarni

HOD - MBA

Approved by

*Abhay Kulkarni*  
Dr. Abhay Kulkarni

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



# MOU with Autocluster for Strengthening Industry – Academia Engagement



## MEMORANDUM OF UNDERSTANDING (MOU) ON CO-OPERATION

### FOR Strengthening Industry-Academia Engagement

Between  
IICMR MBA Nigdi, Pradhikaran campus HS-2, Sector 27A, Behind Tukaram  
Garden, Pradhikaran, Pune, Maharashtra 411044

And

Auto Cluster Development & Research Institute  
H-Block, Plot No. C-181, Chinchwad M.I.D.C. Pune, Maharashtra



# Developing Consultancy through Trainings and Workshops

## INTRODUCTION

This Memorandum of Understanding (MoU) is drawn up and agreed upon to establish the cooperation between

IICMR MBA Nigdi, Pradhikaran campus HS-2, Sector 27A, Behind Tukaram Garden, Pradhikaran, Pune, Maharashtra 411044  
, (hereinafter referred to as IICMR MBA Nigdi)

and

Auto Cluster Development & Research Institute  
H-Block, Plot No. C-181, Chinchwad M.I.D.C. Pune-411019 (ACDRI),  
Maharashtra, to strengthen industry-academia engagement.

## PREAMBLE

IICMR MBA is one of the leading Computer Application and Management institutes in Nigdi, Pune which provides academic excellence for aspiring students. Along with academic's students as well as faculties must get conversant and they should get exposure & awareness to become a self-developed Intrapreneur. This is possible with the joint efforts by academic institutions & higher studies institutions for the welfare of society.

ACDRI exists to promote innovations & collective learning in the area of product design and development to local industry by providing appropriate and focused support. ACDRI assist in appropriate technology transfer & adoption of new technologies. A collaborative effort can strengthen technical skills & awareness of latest trends in industry. This Memorandum of Understanding between ACDRI and IICMR MBA is made only for enhancing the technical skills of students and cannot be used as commercial liability in any aspects.

## PURPOSE

The purpose of this Memorandum of Understanding between ACDRI and IICMR MBA, is to strengthen Industry Academia engagement.

# Developing Consultancy through Trainings and Workshops

## OUTLINE OF THE ROLES

Following roles are envisaged and the details will arrive at in a separate Memorandum of Agreement:

Due to outbreak of Covid-19 Pandemic, the training activities carried out by following social distancing norms as per government regulations.

### **IICMR MBA Nigdi:**

- ✓ Appointment of faculty leader/team and develop their competency level for support and coordination in identifying joint skill development training & awareness programmes.
- ✓ Execution of the identified joint skill development training & awareness programmes at IICMR-MBA and Auto cluster as per agreed upon program.
- ✓ Regulatory requirements compliance for the identified joint skill development training and awareness programmes.
- ✓ Provide the brand of IICMR MBA Nigdi. Pradhikaran and outreach mechanism for the marketing of the identified joint skill development training and awareness programmes
- ✓ To provide the required number of interns or students for relevant events and work organized by ACDRI
- ✓ Providing Sponsorships in terms of money/marketing for relevant events organized by IICMR MBA Nigdi. Pradhikaran.
- ✓ Participate in and volunteer for relevant events organized by Auto Cluster
- ✓ An additional requirement if any.

### **Auto Cluster Development & Research Institute, Pune:**

- ✓ Offer infrastructure at Auto Cluster Development & Research Institute for the execution of joint skill development training and awareness programs
- ✓ Offer know-how for the planning and execution of the identified joint skill development training and awareness programs
- ✓ Contribute to the competency development of team for the identified program.
- ✓ Enable internships for students engaged in joint skill development training and awareness programs depending upon the need of Auto Cluster Development & Research Institute and other programs at IICMR MBA Nigdi. Pradhikaran.
- ✓ Enable interaction opportunities for faculty at IICMR MBA Nigdi. Pradhikaran for continual improvements.

# Developing Consultancy through Trainings and Workshops

- ✓ Enable engagements with the institute for various joint initiatives.
- ✓ Provide resource person for various workshops/seminars/conferences organized at IICMR MBA for the identified joint skill development training and awareness programs
- ✓ Arrange industrial visits within the Auto Cluster for faculties and students of IICMR MBA

## 1. Duration / Term of the MoU:

This MoU shall be valid for One (1) year from the date of its entering into and maybe mutually extended from time to time in writing by both institutes.

## 2. Changes / Amendment:

No change can be made to this MoU without written consent and duly signed by both Institutes. Additions, deletions and alterations to this MoU may affect with the written agreement of both institutes to this MoU concerning the changes.

### CONTACT PERSON

**Auto Cluster Development  
& Research Institute, Pune**

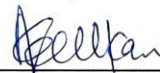
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Skill Development Coordinator**

**Auto Cluster Development &  
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**Institute of Industrial And  
Computer Management And  
Research (IICMR), Nigdi**

**Dr. Abhay kulkarni  
Director, IICMR**



**Institute of Industrial And  
Computer Management And  
Research (IICMR), Nigdi**

Tel.: 020 2765 7648  
Email: info@iicmr.org

## Developing Consultancy through Trainings and Workshops

This MoU is prepared in two identical copies. Each organization holds one original copy duly signed by the competent authority..

Signed

Date 23/09/2023

For and on behalf of:

**Auto Cluster Development &  
Research Institute, Pune**



**Mr. Kiran K. Vaidya  
Managing Director**

**Institute of Industrial And  
Computer Management And  
Research (IICMR), Nigdi**



**Dr. Abhay kulkarni  
Director**

**Witness:**

**Prasad A. Gore  
Chief Operating Officer**



**Dr. Manisha Kulkarni  
Head of the Department, IICMR MBA**



## Flyer of MSME Training in collaboration with Auto Cluster

The flyer is for an MSME training program. At the top left is the logo of Pimpri Chinchwad Startup Incubation Centre (PCSIC), which features a stylized bar chart. To its right is the text 'MBA@IICMR -Center of Excellence &'. Further right is the logo of MBA@IICMR, which shows two figures holding hands under a star. Below these logos, the text reads 'Pimpri Chinchwad Startup Incubation Centre (PCSIC and Auto-cluster) Presents'. A dark grey box contains the text 'Training Programme for MSME's'. Below this, a large dark grey box contains the title '// THE DISHA' in white. Underneath the title, the text 'Demonstrate | Innovate | Sustain | Higher Performance to Achieve Excellence' is displayed. The central image shows a perspective view of a road leading towards a forest. Overlaid on this image is a small icon of a person with a gear and the text 'The journey towards Excellence....'. At the bottom, a dark grey box contains the event details: 'Date : Fri, 8<sup>th</sup> Sep 2023 & Fri, 15<sup>th</sup> Sep 2023', 'Time : 11 a.m to 5 p.m', and 'Venue : Auto-cluster Conference Hall'. Two circular stamps are visible at the bottom right: one from the 'Institute of Industrial Management & Research, Pune' and another from 'IICMR'.

Pimpri Chinchwad  
Startup Incubation Centre

MBA@IICMR -Center of  
Excellence  
&

MBA@IICMR

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>th</sup> Sep 2023 & Fri, 15<sup>th</sup> Sep 2023  
Time : 11 a.m to 5 p.m  
Venue : Auto-cluster Conference Hall

Institute of Industrial Management & Research, Pune - 411 044

IICMR  
IQAC

## Flyer of MSME Training in collaboration with Auto Cluster

**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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 [iicmrmba@gmail.com](mailto:iicmrmba@gmail.com)



## List of MSME Participated

Date: 15/09/2023

Workshop for MSME

Centre of Excellence

Attendance Sheet

Sr.No	Name of the Participant	Email Id	Contact No.
1	Dr. Ashay Lulla	ashaylulla2@gmail.com	982296778
2	Rajesh Kulkarni	rajeshkulkarni@gmail.com	982296778
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4	Gaurang Kulkarni	gaurang.kulkarni@gmail.com	982296778
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6	Vijaya Varthana Nigam	vijayavarthan@gmail.com	982296778
7	Narinder Nigam	narinder.nigam@gmail.com	982296778





# MSME Training in collaboration with Auto Cluster



Audyogik Tantra Shikshan Sanstha's  
Institute of Industrial and Computer Management and Research (IICMR)  
Approved by AICTE, Permanently Affiliated to SP Pune University,  
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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: 16-09-2023

## Report

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

### Activity Description

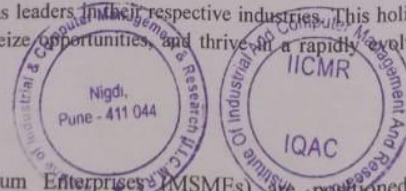
Micro, Small, and Medium Enterprises (MSMEs) are pivotal to economic vitality, necessitating a robust approach across several key domains. Effective business modeling and the use of tools like Business Model Canvas are foundational, ensuring clarity in value proposition, customer engagement, and resource 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





## Report of MSME Training in collaboration with Auto Cluster

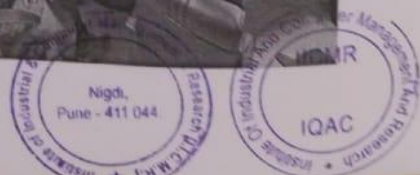
profitability. Embracing innovation fosters creativity and enhances competitiveness, while mastering cost control strengthens financial health. Leveraging digital marketing and social media expands market reach and customer engagement, positioning MSMEs for sustained growth and empowered success in a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



## Report of MSME Training in collaboration with Auto Cluster



*Abhay Kulkarni*

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



5	<p>Courses imparted under VAC – Level II</p> <ul style="list-style-type: none"><li>• (Refer – 2021-22 Perspective Plan Point No 5)</li></ul>
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# Report of Digital Marketing – Level II



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

Approved by AICTE, Permanently Affiliated to SP Pune University,  
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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

### Report

### VAC – Digital Marketing -Level 2

1. Name of the Course: VAC – Digital Marketing level 2
2. Name of the Trainer: Mr. Devdatta Mandore
3. Name of the faculty coordinator: Ms. Puja Gavande
4. VAC Digital marketing 2 :15/6/2023 onwards

#### **Brief:**

The report on the Value Added Certification Program (VAC) on Digital Marketing 2 conducted by MBA@IICMR institute. The program was held from 15-06-2023 onwards and successfully getting done by Mr. Devdatta Mandore from Webchincler academy.

The session was designed to enhance participants' skills and knowledge, providing them with the necessary certification to demonstrate their competency in the relevant field.

The primary objectives of the training session were:

1. To provide comprehensive knowledge and practical skills related to the specific certification.
2. To ensure participants understand the theoretical concepts and can apply them in real-world scenarios.
3. To prepare participants for the certification exam, enabling them to achieve a passing score.

Participants were evaluated through practical exercises and mock exams, with successful attendees receiving a certificate of completion. It includes the following courses:


- Digital Marketing Certified
- The Fundamental of Digital Marketing
- Content Marketing Certified
- SEO Certified
- Social Media Certified
- Email Marketing certificate
- Google Ads Certificate



REF: MBA@IICMR/2022-2023/VAC Digital MKT/02

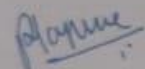


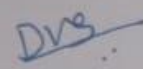
## Report of Digital Marketing – Level II

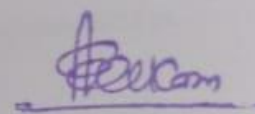
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### MBA@IICMR

Feedback highlighted the expertise of the trainers and the effective balance of theoretical and practical components. The session successfully prepared participants for the certification exam, enhancing their professional development. Recommendations for future sessions include regular training offerings, updated materials, and additional support resources to maintain effectiveness and relevance. 10 students cleared certification course. Resource person Mr. Devdatta Mandore Provided additional support resources, such as online forums and follow-up sessions, would further aid participants post-training.

  
**Prepared by**  
**Ms. Puja Gawande**  
**Vac- Digital marketing**  
**Coordinator**

  
**Verified by**  
**Dr. Dipti Sharma**  
**VAC -Coordinator**

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

REF: MBA@IICMR/2022-2023/VAC Digital MKT/02

## Accomplishments of Ms. Pranali Mahajan- VAC Level II



### Content Marketing Certified

**Pranali Mahajan**

The bearer of this certificate is hereby deemed fully capable and skilled in content marketing. They have been tested on best practices and are capable of applying them to long-term content planning, content creation, promotion, and analysis, and increasing results through growth marketing.

Valid from: Jun 7 2023 - Jul 6 2025

Certification code: db628d40077045459b31e72ab4e83229

**HubSpot** Academy

*Yamini*  
CEO Yamini Rangan

## Accomplishments of Mr. Vishjit Suru- VAC Level II



### Content Marketing Certified

**Vishvjit Suru**

The bearer of this certificate is hereby deemed fully capable and skilled in content marketing. They have been tested on best practices and are capable of applying them to long-term content planning, content creation, promotion, and analysis, and increasing results through growth marketing.

Valid from: Jun 13 2023 - Jul 12 2025

Certification code: 515d41c2b9b84aaba0601922e5a9fe99

**HubSpot** Academy

*Yamini*  
CEO Yamini Rangan

## Accomplishments of Mr. Vivek Choudhary - VAC Level II



### Content Marketing Certified

**Vivek Choudhary**

The bearer of this certificate is hereby deemed fully capable and skilled in content marketing. They have been tested on best practices and are capable of applying them to long-term content planning, content creation, promotion, and analysis, and increasing results through growth marketing.

Valid from: Jun 13 2023 - Jul 12 2025

Certification code: e29bf05bd1f6449cb0bad9b6afe14d57

**HubSpot** Academy

*Yamini*  
CEO Yamini Rangan



## Accomplishments of Ms. Pranali Mahajan- VAC Level II



### Email Marketing Certified

**Pranali Mahajan**

The bearer of this certificate is hereby deemed knowledgeable of building an email marketing strategy to build trust. They have been tested on best practices that focus on segmentation, high-performing email sends, outlining email design, and email deliverability, and can establish metrics to test, optimize, and improving their email marketing strategy.

Valid from: Oct 7 2023 - Nov 5 2025

Certification code: 79f427f61b6c4dc49ff5025a7043e44d

**HubSpot** Academy

*Yamini Rangan*  
CEO Yamini Rangan

## Accomplishments of Ms. Pranali Mahajan- VAC Level II

Google Digital Garage

is hereby awarded this certificate of achievement for the successful  
completion of **The Fundamentals of Digital Marketing** certification exam  
on

*Math Britz*

President – Google EMEA



*Townsend Pamela Feehan*

CEO – IAB Europe

Certificate ID:

Verify the authenticity of this certificate at:

## Accomplishments of Ms. Pranali Mahajan- VAC Level II



### Social Media Certified

#### Pranali Mahajan

The bearer of this certificate is hereby deemed fully capable and skilled in applying inbound social media strategy. They have been tested on best practices and are ready to take an inbound approach to social media including: social monitoring, content strategy, social engagement, creating social media policies, and demonstrating social ROI to stakeholders.

Valid from: Oct 6 2023 - Nov 4 2025

Certification code: cbab5d0b0321474d9db02382e3163733

**HubSpot** Academy

*Yamini*  
CEO Yamini Rangan

## Report of HRCP– Level I and Level II



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### MBA@IICMR

#### Report of 'HR Core Processes Certification Program'

Conducted in the year of 2022-23

Date: 16.01.2023


1. Title of the Activity: Certification Program of Human Resources Core processes
2. Date: October 2022 to December 2022
3. Students: Batch 2021-22 First Year students
4. Time: 8.30 to 10.30 and 10.30 to 12.30 for both divisions separately
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 Recruitment  
Compliances  
Payroll  
SHRM  
Test Process
  - B) To examine the students on the basis of above HR core processes so that they can directly adopt to skills inculcated in to them in the organisation.
  - C) To provide exposure of live training of HRM
6. Points and Math discussed by speaker: The detailed processes in the recruitment and process, types and trends are discussed in 2-3 sessions. Under the head of compliances Labour laws, filings and forms to be filled in for government are discussed. The payroll methods were shown through elaborative examples. Case studies and live examples were shared in the elaborative sessions of Strategic Human Resources Management. The team evaluated students by means of personal interview and written test. The special inputs were shared in the form of updating the CV and personal skill sets on it.

In the phase two of this program students will attend the live HR management training at PACE Career Academy's office at Kothrud. Here they will have the exposure to various software and live training of procurement HRP and various calculations allied to it.
7. Activity experience : Students were attentive and regular for the classes in total following students could earn the certificate of Human Resources Core Processes :





## Report of HRCPC– Level I and Level II

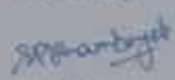

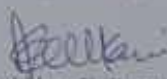
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Revised Best Management Institute for Industry Interface by CEIS



### MBA@IICMR

8. **Feedback Received:** The topics were well informed in advance and set as per the context of certification program. Practically every sort of solutions were provided to prepare the resume's best as per the industry requirements. Although all compliances and labour part was too much specific the trainer was successful in creating the interest in the minds of the students. **Cherry on the top of the cake** was proved as live training of phase two. In this phase the practical parts like recruitment talking to candidates, selecting and so on were practically handled by students.

9. **Conclusion:** Overall it was relevant certification for the life of the student from the journey starting from recruitment to retirement. As maximum of 82 number of students were able to gain the certificate qualifying the eligibility criteria of PACE and MBA@IICMR both.

Human Resource Management is about people management and with this experience they can reach to new height of their own career.

Prepared by	Checked by	Verified by	Approved by
			
Swarnisha Kumbayut	Dr. Dipti Sharma	Dr. (Adv) Manisha Kulkarni	Dr. Abhay Kulkarni
HRCPC – Coordinator	VAC coordinator	HOD, MBA@IICMR	Director IICMR



MBA@IICMR VAC HRCPC\_Report\_22-23

## Accomplishments of Ms. Simran Naik - VAC Level II



**Pace Career Academy**

A Member of : Chamber of Commerce  
[www.pacecareer.in](http://www.pacecareer.in)

*This is to certify that :*

*Simran Naik*

*has successfully completed Practical HR Training with grade A+*

*Live Training on - Recruitment : End to End Recruitment cycle,  
Payroll Processing : GreytHR software, Compliance : PF | ESI |  
Gratuity | PT, C & B : CTC Designing, SHRM : T & D |  
Performance Appraisals | Employee Engagement.*

*Date : 02 April 2024*

MR. BHAVESH SHAH  
CO- FOUNDER DIRECTOR

PACE CAREER ACADEMY



SCAN ME

## Accomplishments of Ms. Shreya Gullekar - VAC Level II



### Pace Career Academy

A Member of : Chamber of Commerce  
[www.pacecareer.in](http://www.pacecareer.in)

*This is to certify that :*

*Shreya Gullekar*

*has successfully completed Practical HR Training with grade A+*

*Live Training on - Recruitment : End to End Recruitment cycle,  
Payroll Processing : GreytHR software, Compliance : PF | ESI |  
Gratuity | PT, C & B : CTC Designing, SHRM : T & D |  
Performance Appraisals | Employee Engagement.*

*Date :02 April 2024*

MR. BHAVESH SHAH  
CO- FOUNDER DIRECTOR

PACE CAREER ACADEMY



SCAN ME

## VAC level II Completion certificate from Finxl



Office No- 301, 310, 311,  
Magnolia Business Center,  
Baner-Pashan Link Road,  
Baner, Pune 411021.

Dear Dr. Jayasri Ma'am,

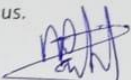
We are pleased to confirm that the following students from your institution have successfully completed their **Financial Modeling - Level II Certification** training under the guidance of **FINXL-A Corporate Finance Training Institute** from **1st September 2022 to 30th November 2022**:

1. Kiran Nathani
2. Muskan Gupta
3. Yash Bordia
4. Harpreet Kaur

During their training, they gained practical experience in a variety of topics, including:

- Financial Data Collection & Template Building
- Financial Statement Analysis
- Drafting Models from Scratch
- Revenue & Cost Forecasting
- Ratio Analysis
- DCF Valuation
- Sector/Industry Research
- SWOT Analysis

Should you require any further information or assistance, please do not hesitate to contact us.

  
Mukesh Patil

Operations Manager

FINXL





# Report of Financial Modelling – VAC Level II



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

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Awarded Best Management Institute for Industry Interface by CEGR

## MBA@IICMR

### Report

### VAC – Financial Modelling Specialised –

### Level 2

1. Name of the Course: VAC – Financial Modelling Specialized -FINXL Office  
Name of the Trainer: Mr. Akhilesh Sonakia
3. Name of the faculty coordinator: Ms. Puja Gavande2
4. VAC Financial Modelling Specialized -FINXL Office :01/09/2022 to  
30/11/2022
5. **Duration:** 30 hours

#### **Brief:**

The Value Added Certification (VAC) Program on Financial Modelling Specialised - Level 2 was conducted by Finxl at Finxl Office . The program commenced on January 4, 2023, and has been successfully delivered by Mr. Akhilesh Sonakia from the Finxl academy.

#### **The primary objectives of the training session were:**

The primary objective of the program was to enhance participants' skills and knowledge in financial modeling. The course was designed to provide in-depth training in key areas of finance, equipping participants with the necessary certification to demonstrate their competency in the finance field.

#### **Modules Covered:**

Module 1: Data Collection and Modeling

Module 2: Finance Fundamentals

Module 3: Financial Modeling & Valuations



REF: MBA@IICMR/2022-2023/VAC Financial Modeling/02

## Report of Financial Modelling – Level II



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### MBA@IICMR

#### Summary:

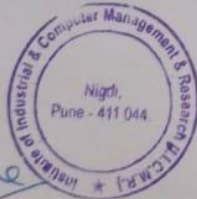
The VAC program on Financial Modelling Specialised - Level 2 has provided participants with comprehensive training in financial modeling and valuation techniques. The course covered essential modules that are critical for understanding and performing financial analysis and modeling. The 30-hour duration of the course allowed for an in-depth exploration of each topic, ensuring that participants gained a robust understanding of the concepts and practical skills necessary for their professional development in the finance sector.

Following students completed the course

1. Kiran Nathani
2. Muskan Gupta
3. Yash Bordia
4. Harpreet Kaur

The program, coordinated by Ms. Puja Gavande, has received positive feedback for its structured approach and the expertise of the trainer, Mr. Akhilesh Sonakia, who brought valuable insights and experience to the sessions.

This report highlights the successful execution and the positive impact of the VAC program on the participants' professional competencies in financial modeling.



*Puजा*  
Prepared by  
Ms. Puja Gawande  
Vac- Financial modeling  
Coordinator




*DVS*  
Verified by  
Dr. Dipti Sharma  
VAC -Coordinator

*Abhay*

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

6	Faculty Outbound Activities Promoting Inquisitiveness • (Refer – 2021-22 Perspective Plan Point No 6)
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## Faculty Outbound Activities on Enhancing Spiritual Quotient



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

15-09-2022

**Report**

**Title of Activity:** FDP on "Enhancing the Spiritual Quotient"  
**Date & Time:** 15-09-2022, 02.00pm to 08.30pm  
**Venue:** ISKCON Temple Kondhawa  
**Resource Person:** Prabhu Sarvalakshan Das

**Outcomes of activity:**

- Faculty Members understood the importance of enhancing the Spiritual Quotient
- Faculty members were guided exercising the bhakti as part of life.

**Description of activity:**

Mr. Devdatta Madore, Coordinator for this FDP welcomed faculty members at ISKCON Temple Kondhawa. All faculty members attended the Aarti and felt the power of existence of Hare Krishna. He introduced Resource person Prabhu Sarvalakshan Das and requested him to guide the faculty members for the importance of Bhagvad Gita and exercising spirituality.

**Summary & conclusion:**

- Prabhu ji started that a person is the slave of his senses and he should fight for the freedom from Senses then only he will be able to progress in his spiritual Journey.
- The faculty members sensed the power of existence of Hare Krishna and chanted Bhajan "Hare Rama Hare Krishna"
- Prabhu Ji stated that there are enemies in our heart namely Kama, krodha, lobha moha mada matsar. If we are removing these from our heart, then we will be happy will not regard anybody as our enemy.
- He also stated that the physical achievement like money and beauty are temporary and the bhakti that we will carry in our heart will remain with us forever.
- He recited some shlokas of Bhagvad Gita and explained them.
- He also specified that Bhagvan ji whenever gives something to the devotee, he will give something through some instrument. Recognise that instrument.
- He gave the ABCD formula to the attendees namely A – Association – Satsang, B – Bhagvad Gita, C – Charity and D – Deity, Dham and Diet.

MBA@IICMR/FDP 2 /Report /2022



## Faculty Outbound Activities on Enhancing Spiritual Quotient

programme concluded with vote of thanks proposed by Dr. Abhay Kulkarni .

Some Snaps of the session



Prepared by

*Dr. Madhura Deshpande*

Dr. Madhura Deshpande  
FDP Co Ordinator

Verified by

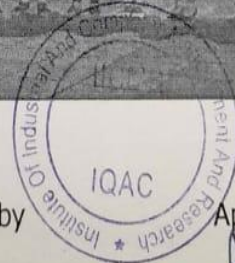
*Dr. Manisha Kulkarni*

Dr. Manisha Kulkarni  
HOD, MBA@IICMR


Approved by

*Dr. Abhay Kulkarni*

Dr. Abhay Kulkarni  
Director, IICMR



## Faculty Outbound Activities on Enhancing Spiritual Quotient



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**MBA@IICMR**

23-08-2023

**Report**

**Title of Activity:** FDP on Spirituality – Way to Eternal Harmony  
**Date & Time:** 16th August, 2023,  
**Venue:** Rajgad Iskcon Temple  
**Resource Person:** Prabhu Ji Iskcon Temple

**Objectives of activity:**



- To understand the importance of spirituality and its application in the life.
- To experience the divine anubhuti for eternal harmony.

**Description of activity:**

Faculty members of MBA@IICMR went on spiritual excursion in search of eternal peace and harmony. Under the leadership of Director Dr. Abhay Kulkarni, accompanied by Dr. Shailesh Kasande, Chairman Governing Council, IICMR and Mr. Devdatta Mandore, Director, Webclincher, First they visited the Baneshwar Temple where they made darshan of divine Shakti of Shiva and performed Pooja. Further they moved to Rajgad Iskcon temple to offer prayers to Lord Krishna. They took part in Bhajan and offered prayers to Gomata. Prabhuji guided the faculty members through establishing a connection between Bhagvad Geeta and Management. Through the Bhajan, everybody could experience divine anubhuti for the soul and peace of mind. Prabhu Ji preached everyone on the path of eternal harmony.

**Summary & conclusion:**

The FDP was aimed at development of spiritual quotient of the faculty members of MBA@IICMR. The scenic beauty of the destination, holy and serene environment of the temple made the participants feel the inner beauty of the soul. They understood that the soul is important and should be focused for the spiritual development.



MBA@IICMR/FDP /Report /2023



## Faculty Outbound Activities on Enhancing Spiritual Quotient

photographs of the event



Some Glimpses of the event

Prepared by

*Madhura*

Dr. Madhura Deshpande  
FDP Co Ordinator

Verified by

*Manisha*

Dr. Manisha Kulkarni  
HOD, MBA@IICMR

Approved by

*Abhay*


Dr. Abhay Kulkarni  
Director, IICMR  
DIRECTOR

Institute of Industrial & Computer  
Management & Research [I.I.C.M.R.]  
Nigdi, Pune - 411 044



MBA@IICMR/FDP Report 2022-23

# Faculty Outbound Activities



Audyogik Tantra Shikshan Sanstha's  
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**MBA@IICMR**

Date: 05/08/2022

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## Report

1. Date: 05/08/2022 to 05/08/2022
2. Venue: Kasar Sai, Hinjewadi

### Activity Description

The adventurous trip to Sneh Resort was designed to offer the MBA faculty a well-rounded experience combining excitement, relaxation, and team-building. The day began with a warm welcome and orientation, followed by a series of adrenaline-pumping activities like zip lining, rock climbing, and navigating an obstacle course. These activities were not only thrilling but also promoted physical fitness and resilience. The team-building exercises, such as the trust fall, scavenger hunt, and group challenges, fostered collaboration, strategic thinking, and mutual trust among faculty members. After a delicious lunch, the group enjoyed leisure time by the pool or engaged in informal discussions. The day concluded with a serene bonfire gathering, filled with music, storytelling, and bonding.

### Outcomes of Activities


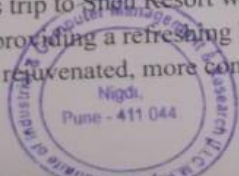
The activities had a profound impact on the faculty, enhancing their teamwork, communication, and problem-solving skills. The adventurous challenges pushed individuals out of their comfort zones, fostering a sense of accomplishment and boosting confidence. Team-building exercises strengthened interpersonal relationships and built a stronger, more cohesive faculty team. The leisure time and bonfire allowed for informal interactions, leading to deeper personal connections and a more relaxed, supportive work environment. Overall, the trip succeeded in its objectives, leaving the faculty rejuvenated and better connected.

### Summary

The trip to Sneh Resort provided the MBA faculty with a perfect blend of adventure, relaxation, and team-building. The day featured exciting activities such as zip lining and rock climbing, along with strategic team-building exercises. These activities were designed to enhance collaboration, communication, and resilience among faculty members. The trip also offered ample time for relaxation and informal interactions, culminating in a memorable bonfire gathering.

### Conclusion

The adventurous trip to Sneh Resort was a significant success, achieving its goals of promoting team cohesion, providing a refreshing break, and fostering a spirit of adventure. The faculty returned feeling rejuvenated, more connected, and motivated. Such excursions are invaluable for





## Faculty Outbound Activities

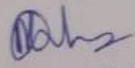
Building a supportive and dynamic academic community, and future outings should be considered to maintain and enhance team spirit and morale.



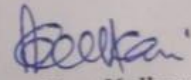
Prepared by:

Dr. Madhura Deshpande  
FDP Co-ordinator

Submitted to:

  
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

