

A.Y. 2020-2021

Jharokha

Students' Newsletter



**St. Francis Institute of Management and Research
(SFIMAR)**

Approved by AICTE & DTE, Affiliated to University of Mumbai
An ISO 9001:2015 Certified and NAAC Grade "A" Accredited Institute

DTE Code: 3119

OUR FOUNDER



Bro. Paulus Moritz

Founder of The Congregation of the Missionary Brothers of St. Francis of Assisi
(CMSF)

GENERAL COUNCIL



XVI GENERAL COUNCIL

**L to R : Rev. Bros. Joseph Chettikulath, Wilfred Monterio, Sebastian George,
Joseph Karimalayil (Superior General),
Alphonse Nesamony, Thomas Pulickal, Backyanathan Arockiyasamy**

SFIMAR INSIGNIA

SFIMAR A STUDENT CENTRIC INSTITUTE

EVENTS

- INDUCTION OF MMS-I
- SUMMER EXCELLENCE
- TEACHER'S DAY
- GENESIS
- FOUNDER'S DAY
- INTERNATIONAL INDUSTRIAL VISITS
- EXUBERANCE- INTER COLLEGIATE EVENT
- SAMPARK- ALUMNI MEET
- PATHH- INTERNATIONAL RESEARCH SEMINAR
- CEO / CFO MEET
- SPARK- BUSINESS PLAN CONTEST
- ANVESH- STUDENT RESEARCH PAPER CONTEST
- FUN-N-FAIR
- ANNUAL DAY & FAREWELL

LEARNING & PRACTICING MANAGEMENT

FESTIVALS

- RAKSHA BANDHAN
- GANESH CHATURTHI
- ONAM
- NAVRATRI
- DIWALI
- CHRISTMAS
- HOLI
- GUDI PADWA
- RAMZAN-EID

DEVELOPMENT OF CORPORATE & GLOBAL CITIZENS

SMT's (SELF MANAGED TEAMS)

- ADVENTURE
- BOOK PRESENTATION
- BRANDING & ADVERTISING
- CSR-ABHIMAAN
- CULTURAL-MALAY
- CURRENT AFFAIRS
- ENTREPRENEURSHIP
- FILM SCREENING
- SPECIALIZED COURSES
- INDUSTRY ACADEMIA INTERACTION
- PHYSICAL FITNESS, AEROBICS, FOOD & DIET PLAN
- PLACEMENT
- SPONSORSHIP

TO DEVELOP CAPABILITY FOR WORKING IN TEAMS & DEVELOPING LEADERSHIP QUALITIES

ACADEMIC EXCELLENCE

- CURRICULUM & BEYOND
- IN-HOUSE CASE STUDY DEVELOPMENT
- RESEARCH & PUBLICATION
- INTERACTION WITH 100 PRACTICING PROFESSIONALS

DEVELOPING WORLD CLASS BUSINESS LEADERS

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INFRASTRUCTURE

FACULTY

ENTERPRISE

PEDAGOGY

INDUSTRY
INTERACTION

PROTECT YOURSELF AND LOVED ONES FROM CORONAVIRUS BY



Wash your hands often
with soap and water



Wear face mask
at all times



Avoid close contact
with people who are sick



maintain social distance
of approx 2 meters



cover your cough or sneeze
with a tissue



Apply Online for admission at SFIMAR

for more details visit : www.sfimar.org

MMS Admission 2021
Tel. No.: 7506205462 /
022 28906567

**3 Year Part Time
MMS Admission 2021**
Tel. No.: 9819788659 /
9867143697

PGDM Admission 2021
Tel. No.: 8408073486 /
9619551840

St. Francis Institute of Management & Research (SFIMAR)

An ISO 9001:2015 Certified and NAAC 'A' grade Accredited Institute,
Approved By AICTE, DTE & Affiliated to University of Mumbai
A Premier B-School offering Full-Time & Part-Time Management Programmes.

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All views /opinions expressed and events described in this magazine wholly pertain to SFIMAR only.

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The current pandemic has been redefining our lives in so many ways. It has already changed the way we travel, the way we work, the way we live, and it will continue to have far-reaching effects on all of us in the future. Though online learning is not a new phenomenon, but the outbreak of COVID-19 pandemic has made the educational industry shift from offline learning to virtual learning. Virtual learning has emerged to be one of the best ways to impart education during this unanticipated crisis. Whilst faculty members resorted to a myriad online video conferencing platform like Zoom, Skype, Google Classrooms, and Microsoft Teams, etc to maintain continuity in students' learning, the sudden shift to virtual mode has also posed several challenges. Nonetheless, the management, the teaching and the non-teaching staff of our institute have been tirelessly working to overcome the lockdown induced obstacles by turning it down into meaningful engagement with the relevant stakeholders. We are committed to not leave any stone unturned in educating our Franciscan students' community. Let us remember that there is always a positive lesson to learn from any situation. Yes, we believe, this is the time of deep self-introspection and waiting upon God to discern His will concerning us.

At this juncture, we convey our deep sympathy and concern for those who have been distressed and afflicted during

this pandemic in diverse forms. Our heartfelt thanks for all the front-line workers across India who have been displaying courageous, selfless, and genuine care towards those who have been in desperate need and distress during the time of Covid 19 Pandemic.

The Editorial Team of Jharokha takes this opportunity to express sincere gratitude to beloved Chairman Bro. Alphonse Nesamony and Director, Dr. Henry Babu for entrusting us with the responsibility of publishing Students Newsletter Jharokha 2020-21. We would like to place our heartfelt thanks to faculty and staff members for their timely contribution in publishing this Newsletter. We are indebted to our Governing Council Members and other stakeholders for their valuable guidance towards making SFIMAR progress by leaps and bounds. Our sincere thanks to student's community for their wholehearted support and everlasting enthusiasm that sustain this work.

We thank our almighty for being with us all through our endeavours and making our efforts always fruitful in HIM.

-Editorial Team

EDITORIAL TEAM

EDITORIAL TEAM ADVISORY



Bro. Alphonse Nesamony
Chairman: SFIMAR



Dr. D. Henry
Director: SFIMAR



Dr. Simeon S. Simon
Associate Professor



Dr. Ritesh Kumar
Assistant Professor



Mrs. Selma Baptista
Assistant. Librarian

CHAIRMAN'S MESSAGE



Bro. Alphonse Nesamony
Chairman: SFIMAR

Dear Readers

Amidst pandemic Covid-19, second wave like situation at Mumbai, the editorial board of Jharokha is committed to bring out another comprehensive edition. My appreciation to the editorial board for their courage, hope and determination. The pandemic Covid-19 has claimed many lives. Billions of people were in lockdown. Thousands and thousands of migrants were displaced and inconvenienced. People were unable to visit one another, unable to attend schools, colleges, workplace, prayer centres and so on. People around the world were in distress struggling at home, quarantine centres, hospitals, and many have left for eternity.

The worst part of Covid-19 is that the victims died alone without their families by their side. Their departure from the world have left a great void in their entire family. We shall fold our hands before God with our eyes wet and heartfelt of consolation. In

response to the global pandemic, we remember the unsung heroes, the doctors, nurses, paramedical workers, pathologists, ambulance drivers, health-care administrators, police personnel, state leaders, government officers and everyone who helped us to survive.

At St. Francis Institute of Management and Research our faculty members and institutes' counsellors working from home remained constantly connected to the students by conducting sessions through webinars to boost the morale of our students and their parents. At the same time everything is being done in the academic and employment fronts for the wellbeing and advancement of students' community. This edition of Jharokha is dedicated to the Covid-19 victims and warriors. Because India is our country, and all Indians are our Brothers and Sisters and the world is our family. This pandemic has taught all of us one thing that we are human, we need God.

DIRECTOR'S MESSAGE



Dr. D. Henry
Director: SFIMAR

St. Francis Institute of Management and Research (SFIMAR) is a premier Management Institute and consistently ranked among the top Business Schools in Maharashtra. The institute has the best practices of Management education and hence, attracts the best talents in the country in the field of Business Management. We set a sterling reputation and its pursuit of excellence is nonpareil. The SFIMAR brand spells excellence and is among the most illustrious educational stalwarts in the state.

SFIMAR with its avowed motto of "Service Through Enterprise" has especially customized its curricula and pedagogy for students who are at the threshold of professional life and need multifarious adroitness to keep them grounded as well as to help them fly. The Institute is committed to nurturing leaders and entrepreneurs who will empower their organizations in the global economy. At the same time, the Institute remains deeply indebted to and embedded in the ethos and values of Indian management system with global orientation. Our Board of Studies and Academic Council members have proactive participation who are top industry leaders and academicians. We are committed to providing a holistic management development to the future corporate professionals and entrepreneurs with well-

honed skills, positive attitude, and self-confidence.

The academic calendar includes various curricular and extra-curricular activities, which further prepares our students to cope with difficult tasks, managing crisis and developing right corporate attitude. The philosophy at SFIMAR encourages an open-door approach, through feedback and constructive criticism creating a ground for sound learning experience. The environment here is disciplined and rigorous, at the same time giving plenty of scope for creativity, originality, and student initiatives

Our alumni have set new benchmarks, excelled at all tasks entrusted to them and phenomenally escalated the prospects of the organizations where they work. We have received many such spontaneous appreciation letters from the corporate vouching for the credentials of our alumni in comparison with other management trainees.

SFIMAR epitomizes modern "Gurukul" where talent is nurtured, groomed, and launched into corporate world. I take this opportunity to extend a personal invitation to all the readers of JHAROKHA to visit the campus and wish you all Covid-free healthy environment.

ABOUT SFIMAR



St. Francis Institute of Management and Research (SFIMAR) was established in 2002 by “The Society of the Congregation of Franciscan Brothers” to impart quality education in the field of Business Management. It is recognized by AICTE, New Delhi and has been granted permanent affiliation by the University of Mumbai. SFIMAR is Grade 'A' accredited by National Assessment and Accreditation Council (NAAC) and is recognized under Section 2 (f) & 12 (B) of UGC Act 1956. It is also ISO 9001:2015 Certified by DNV (Det Norske Veritas).

The courses conducted at SFIMAR campus are in a state-of-the-art infrastructure environment with Air-Conditioned Classrooms, Computer Labs, Conference Halls, Library and Other Amenities. A core team of experienced and qualified faculty members deliver various courses to the students. Additionally, experienced professionals from various industries are invited as Eminent Speakers/Guest Faculty to provide practical orientation to the application of management principles in various fields.

SFIMAR believes in the overall development of students and runs several Personality Development Programmes. SFIMAR also provides its students additional certification Programmes such as, Alternative Investment Industry, Project Management, National Institute for Securities Markets

(NISM) Mandatory Programmes, CIMA, Digital Marketing, etc. which improves their knowledge and employment prospects. SFIMAR has a very active Placement Department which assists students in achieving appropriate placements and has a track record of almost 100% placement for the past several years.

VISION:

To flourish as a seat of learning of international standards for developing an entrepreneurial class of value-based industrial leaders empowered with techno-managerial competence to sustain innovation for building global business of the future

MISSION:

To enter the realm of globally successful B-schools by imparting value-based education for creating responsible and thoughtful citizens who would lead the world by example and excel through innovation, an entrepreneurial spirit, and a humanitarian attitude.

QUALITY POLICY:

SFIMAR is committed to the endeavour of transforming students into Global Leaders by continual improvement in its services through a student centric approach, innovations in our pedagogy and rigorous selection, development and up-gradation of its faculty while meeting the regulatory & statutory requirements.

SFIMAR PROGRAMS

MMS

MMS is a comprehensive Post-Graduate Degree Program that aims to develop students as innovative thought leaders and successful managers. It refines their skills to meet the demands and requirements of today's Industry. The course structure provides a perfect combination of conceptual framework and practical insights to tackle business challenges. This program is conducted on a semester-wise with four semesters spread over two academic years. In the second year, the students have the choice of five specialization areas, namely, Finance, Marketing, HR, Operations and IT.

PGDM

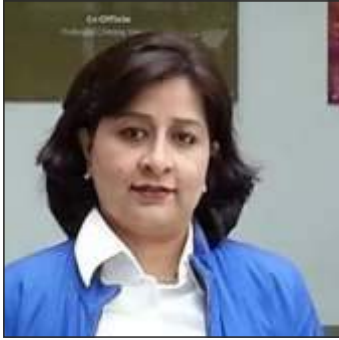
PGDM is a two-year full-time Program approved and recognized by AICTE, New Delhi and DTE, Government of Maharashtra. The PGDM (General Management) at SFIMAR is a unique "Three Dimensional" Program offering 'Functional Specialization', 'Sectoral Specialization' coupled with emphasis on transformational leadership. The PGDM Program at SFIMAR emphasizes on practice-based and experiential learning.

THREE YEAR PART-TIME

Financial Management (FM): The program covers all the related areas of Finance and Accounting with emphasis on managerial applications. Candidates having experience in Finance or related areas of finance such as Management Services, Project Planning and Control, Corporate planning, Management Audit, Internal Audit, Marketing Analysis and Economic Analysis will find these programs extremely important.

Marketing Management (MM): The program covers all the related areas of marketing including public sector marketing. It seeks to develop an integrated top management perspective which is necessary for marketing executives to move into top-level general management positions. Candidates seeking admission to this program must have practical experience in any of the following related areas: Marketing Planning, Sales Management, Marketing Research, Distribution, Public Relations, Advertising, Export Marketing and Applied Economics.

NEW FACULTY AND STAFF 2020



Dr. Dipaali Pulekar:
Associate Professor- HR
PhD, MHRDM, DBM, B. Com



Dr. Sasmita Singh
Assistant Professor- Finance
Ph.D., MMS(Finance),B.Com



Dr. Ritesh Kumar
Assistant Professor- HR
Ph.D., MMS, MA, B.A



Ms. Namrata Acharya
Assistant Professor- Finance
Ph. D. Pursuing, MMS Finance,M.COM



Ms. Sonal Dalwi
Admin (part-time) Office Assistant



Ms. Riya Zagade
Admin (part-time) Office Assistant

PH.D. PROGRAM IN MANAGEMENT: UPDATES

There are eight students currently enrolled in PhD Programme for which the approval process is going on at Mumbai University. The research topics have already been approved for the currently enrolled PhD students. RRC was conducted on 5th January

2021. Our institute is expected to receive the formal communication from the University of Mumbai in this regard.

The PhD Program offers research aspirants the opportunity to pursue research in the domains of Marketing, Finance, Human Resources, and General Management.



BEST PRACTICES OF SFIMAR

ECO-FRIENDLY GREEN CAMPUS

St. Francis Institute of Management and Research is environmentally conscious and committed to the conservation, sustenance, and promotion of environment-friendly practices. Our Institute is driven towards making optimum use of natural resources without harming the ecological makeup in and around its vicinity. The management, faculty, staff, and students of our institute are constantly made aware towards environmental issues through orientation programmes and awareness campaigns. The green campus concept helps the institution in redefining its environmental culture and developing new paradigms by creating sustainable solutions to the environmental, social and economic needs of the mankind by wiping out the wasteful inefficiencies and

making use of conventional sources of energies, and adapting appropriate disposal handling, effective management of environmental-friendly resources.

Plantation Drive: SFIMAR is committed towards making the campus greener and eco-friendly and undertake conscious efforts towards building sustainable eco-friendly green campus. A remarkable step undertaken in this regard is the planting of at least five new trees on campus, every year to make our campus healthier, greener, and a more inspirational place. The Green Club of our institute ensures that impactful changes are taking place in this regard through concrete actions and organizes "Tree Plantation Drive" so as to inculcate the green

campus values of “*Plant trees and look for Eco Friendly campus.*” Medicinal and other commercially valuable plants have already been planted at our campus by Green club Students of our Institute. Green Club students have undertaken other activities of “Go green Initiatives” like tree plantation drives, awareness campaigns towards preservation of trees and gardening activities of our college and such practices helps to reduce the carbon footprint inside our campus.

Use of Renewable Energy: The most known fact is that solar energy is a clean, green source of energy reducing carbon footprint without polluting nature. Since solar power is a free source of energy, our campus has installed the solar system to keep our premises clean, pollution-free, virtually inexhaustible, safe, and efficient and to save money. It provides a sound learning opportunity for our students and helps them achieve their learning goals. Our institute has installed sixteen solar panels in the terrace of our hostel buildings to supply hot water to the inmates.

Water Harvesting Technology: Being conscious of the fact that scarcity of good quality water has become a significant cause of concern, SFIMAR undertook several measures towards implementation of rainwater collection technology. As we are aware, rainwater harvesting is one of the best methods to support the conservation of water. SFIMAR, having realized the fact that water is a precious, essential and an abiotic component of the ecosystem, undertook appropriate arrangements in this regard to implement rainwater harvesting technology at its college buildings.

Balancing Carbon Neutrality: Carbon neutrality means having a balance between emitting carbons and absorbing carbon from the atmosphere. To ensure air quality inside the campus and to reduce carbon footprint, our Institute has taken several steps and promotional measures. Battery powered vehicles and bicycles are encouraged inside the campus. Vehicles are parked inside the campus at a designated place with the restricted entry. The installation and usage of solar panels for heating water in the terrace of hostels is a demonstrable step in using renewable energy, which helps reduce the carbon footprint. Similarly, through energy conservation practices like judicious use of electricity has helped the institute to reduce carbon footprint.

Solid Waste Management: The rapidly growing population and the rate of consumption, and waste management has become a major issue. At our campus, in order to handle the waste efficiently, the solid waste is segregated as dry waste (like plastic, cans, bottles and electronic wastes, thermocols etc.) and the Institute has a provision and speedy mechanism to dispose them by BMC almost every day. The wet waste (organic waste) collected from the canteen and the garden undergoes recycling process through crusher machine and the final decomposed matter is made into organic manure for the garden. The Institute discourages any littering of any kind of waste, and organic or recyclable matter in the campus. Regular awareness and signboards suggesting the same are displayed on various avenues of the campus. For all celebrations and events at campus, recyclable paper bags are used. The Institute follows a similar approach regarding paper consumption in

line with environmental-friendly requirements. Various activities on campus like online exams, online feedback system, mail signature and e-communication are examples of 'paper-free' system designed and implemented to fulfil the above objectives into fruition.

Energy Conservation: Clean energy adoption at our institute includes extensive efficiency and conservation efforts as well as on-campus renewable energy installations. LED bulbs and tube lights are used for lighting purposes wherever possible. Computers with LED or LCD monitors which are more power-efficient are used in all computer labs. Buildings at our campus are constructed in such a manner that there is ample natural illumination and aeration, especially in the corridors, stairways, and etc. Air conditioners are always used at 22-24 degrees Celsius. Electrical appliances of power-saving ratings are installed and used wherever possible.

Health and Hygiene: Supply of safe drinking water: At our campus, the quality of drinking water supplied to the occupants complies with required Standards. The entire campus is a non-smoking space, thereby, ensuring the health and safety of all its occupants. Adequate fresh air ventilation provides a nicer environment and saves on energy. On site badminton, table tennis, Gym, and cricket ground facilities enhance the physical fitness of building occupants. Wherever required, the pedestrian-friendly pathways have been provided. Pedestrians can walk safely inside the campus through walk-friendly pathways. Security people have been assigned on duties day and night on shifts. Safety and security system is in place. The institute's "Sick Room" is readily available to take care of the students

reporting physical illness at any point of time during the class hours with the First-Aid tools. The campus adopts eco-friendly housekeeping practices during maintenance/housekeeping activities by using hygienic products not to hamper the health of the occupants.

While the concept of upkeep and maintaining eco-friendly campus is worth mentioning, there are many more challenges by way of mobilizing financial investment and material deployment and skilled labour resources. Integration and execution of all such activities demands sound planning and meticulous administration. There are many technical activities which require expert advice and counsel. Selection and preparation of sites towards environmental and eco-friendly activities call for expertise in many areas of decisions such as soil corrosion management, drainage, rainwater harvesting, and plans for suitable landscape. Execution of such projects incur much financial resources and requires careful planning to manage the projects in time. Maintenance of green campus is expensive, not only in the investment of procuring weeds, fertilizers, pesticides but also with labour deployments. However, the positive outcome has been magnificent when seeing the final landscape. No wonder, though such projects with organized planting of trees with bushes and lawns have been expensive but they are quite rewarding, and enrich the beauty of our campus.

The success of Campus sustainability initiatives is evident by seeing at a glance our vast greenery campus. No doubt, the eco-friendly green campus always promotes a sound learning environment with the natural lighting and conservation of energy,

resulting in a brighter ambience. Not only our Green buildings ensure conservation of water and energy, but also, provide a pleasant environment, which is essential to sound mental and physical health of human beings. The carefully nurtured vegetation, flora and fauna are a visual treat and speaks

volumes of eco-friendly culture of our institute. Inspired by the concern for the environment, the faculty and students at the Institute have taken up studies and research. Mapping the flora and fauna in the campus has also been taken up as a measure of protection of biodiversity.

INNOVATION, RESEARCH AND DEVELOPMENT TOWARDS EXCELLENCE:

During this time of crisis, when the COVID-19 has toppled the whole educational system topsy-turvy worldwide, leading to the near-total closures of schools, universities and colleges, SFIMAR swiftly responded to the sudden shock waves that emerged in the educational system, turning the crisis into opportunity by shifting from offline teaching to online teaching. Without interrupting the students' learning, our institute resorted to teaching through online platforms like Microsoft Teams. Our institute meetings and online webinars are being conducted through Zoom platform.

SFIMAR deploys excellent pedagogy, innovative teaching methods and latest technology in imparting course curricula, while inculcating in students the sense of values, community service, social inclusion, and sustainable business practices. It aims at transforming students into ethical and compassionate management leaders who can function effectively in a globally competitive business world and contribute to the betterment of the economy, society and environment.

The Institute had 'Innovations in Higher Education' committee which was rechristened to 'Innovations & Development

for Excellence in Academics (IDEA)' in order to develop innovative pedagogy development reflecting on the changing dynamics of management education landscape globally. The main objective of this meeting is to review and explore tools to improve effectiveness of management education and to improve teaching-learning process in the Institute. SFIMAR has developed and implemented several strategies to improve quality in teaching and learning process. These are regularly discussed and reviewed in the Innovations and Development for Excellence in Academics (IDEA) Committee meetings. The Teaching-Learning strategies are also incorporated into IQAC quality standard framework in the form of procedures, evaluation criteria, pedagogy, teaching learning plan etc. SFIMAR strategies related to 'Teaching and Learning' are based on different attributes like: Communication, Critical Thinking, Analytical ability & Problem solving, Research-based approach, Project Management, Usage of modern tools & techniques, Life-long Learning, Value-based education and Social responsibility, Entrepreneurship development, Leadership, and Decision-making ability.

SFIMAR makes technological investments to

enhance classroom pedagogy, enable faculty to experiment with multiple tools and approaches, while extending teaching materials and knowledge-sharing to learners beyond the campus location. The Institute has initiated steps to use information technology platforms to create an advanced cloud-based knowledge management system. These include web calendars, research repositories and document sharing platforms. It has also implemented various online systems and procedures for managing core processes such as general administration, academic programme development, collaborative research, and teaching techniques. Off-Campus ERP solution has been implemented to further improve efficiency and create various interactive cloud-based repositories in order to share information across various stakeholders. Assessment Tools using performance indicators for the curriculum; co-curricular and extra-curricular activities; online surveys and online feedback are already in use. The Institute has taken a holistic view on IT capabilities and processes. These include information sharing, data security and an effective response plan for business recovery and resumption. Education, technical control and patching, encryption, network monitoring, response mechanism, testing are activities carried out by the Department.

SFIMAR provides a sound research environment and opportunity for both students and faculty to undertake in-depth research in the areas of business and management. Under Research Development, each faculty member in his/her core area(s) of research collaborates with other faculty members of the same/cross specialization

along with students. The faculty members are encouraged to collaborate with faculty from other institutions and experts from the industries too.

The Research Development Committee reviews overall research activities on a fortnightly basis. The Committee approves and monitors all the research activities to ensure that the research undertaken in the respective field is in alignment with emerging business management trends. Further, they can discuss their research topics with the Institute's Director and Research Advisor. Senior faculty members often collaborate with junior faculty members with respect to course building and curriculum development and provide guidance on developing research agenda. The Research Advisor and the Director review the drafts materials of research and supplement their research inputs for further enhancement. The institute provides administrative assistance that facilitates research related activity by subscribing to many offline and online journals. The library has subscribed to Financial Databases, E-journals package to motivate the students and faculty. All the e-resources have access through Myloft remote access software. Presently the library has the following E-journals databases:

- J-Gate (E-journals database)
- ProQuest – ABI Inform (Business Journals database)
- Ace Knowledge Resource Portal (Financial Database)
- N-List (E-Journals, E-Books, and Audiobooks)
- DELNET (e-journals and e-books Union Catalogue)
- Pearson e-books

SFIMAR Faculty members regularly publish their research work in reputed refereed national and international journals. Faculty-mentored student projects / research works through internship, are the important feature of research collaboration, producing demonstrable outcomes and learning. Students who perform exceptionally well get the opportunity to present their projects in

the event called 'Summer Excellence' and best projects are not only awarded but also published in student publication Journal - Spandan. Spandan editorial team is managed by students under the guidance of senior faculty members. The Research Centre of SFIMAR documents the status of research projects and maintains a list of Faculty publications.

COMMUNITY ENGAGEMENT PRACTICES OF SFIMAR

Community Engagement: St Francis Institute of Management and Research is involved in the contribution to the community through its ISR Club-Abhimaan and through Mumbai University's Department of Lifelong Learning and Extension (DLLE) programmes. Every year several activities are carried out by the Staff, Students of SFIMAR. Our Institute carries out Institute Social Responsibility (ISR) activities through the social club "ABHIMAAN" and through its Lifelong Learning and Extension Projects under the Department of Lifelong Learning and Extension (DLLE), Mumbai University. The Institute is guided by Saint St. Francis of Assisi who is the Patron Saint of Ecology for his love for the nature and environment. The Institute also carries out the ethos 'Service through Enterprise' of its Founders- Society of the Congregation of Franciscan Brothers which has a strong societal-responsibility dimension in what it does. The VISION and MISSION statements of the Institute, apart from developing students into global business leaders and entrepreneurs, imbibe in its students, faculty, and staff a deep sense of responsibility towards the society and the environment. Besides the above, the Institute

is one of the active participants of Mumbai University's Department of Lifelong Learning and Extension (DLLE) and has received an appreciation letter as the best management institute to carry out social causes such as child abuse, working women's development etc.

Student's Engagement: Students gain business management knowledge not only inside the classrooms but also outside the classroom by way of participating in business plan competitions, integrated management projects, internships and local and international study trips. The Career Management Centre offers students career development activities such as mock interviews, career search, communication skills, and on-campus career fairs. Career guidance, Personal counselling, Skills based-Trainings for students are planned and executed through the Career Management Centre. Participation in various Co-curricular and Extra-curricular activities organized in and around institute help in Student's all-round development. Apart from Local and National Activities, SFIMAR also is aiming for Global Tie-Ups & Associations. "SFIMARebiz" was inaugurated on 9th

October 2015. It provides a platform for business Start-ups to develop their ideas into commercially viable products. 24X7 Lab facilitates the students to work on innovative project ideas. Students are involved in idea generation, prototype development, and testing, promotion activities with these start-ups. Alumni Association events are organized to provide students with an opportunity to network with alumni who could assist them as mentors or provide job-leads, references or letters of recommendation. Companies outsource modules of their Marketing, Administrative and Financial analysis projects to the students.

Faculty Engagement: Faculty members are encouraged to attend short duration courses, Faculty Development Programmes, training, seminars, workshops, conferences within India and abroad. MDP programmes and Eminent Speaker Series conducted at the Institute, provide opportunities to update their knowledge on current events. Every year the Institute organizes international research conferences PATTH and ANVESHI, which serve as the platform to strengthen and demonstrate their research capabilities. The

Institute also encourages Faculty members to get consultancy assignments and participate in entrepreneurship ventures through its industry-academia network. SFIMAR faculty members are provided with supervisory support concerning their research papers to publish in national and international journals.

Institute-level engagement: The Institute has been interacting actively with academic and industry associations across the country. It is a member of several professional associations. To expand students' access to international programmes, SFIMAR is currently in the process of establishing collaborations with several Indian and overseas higher educational institutions of repute. MOU has already been signed with Binary University, Malaysia and Ottawa University, USA and it has representatives from Mumbai University and other leading management institutes on some of its advisory committees. It invites experts from the corporate sector to address its students as part of a knowledge enhancement process. These efforts have helped SFIMAR to improve its brand image and ensure placement success for its students.

PROJECT BASED LEARNING PRACTICES

SFIMAR is committed not only to offer sound cognitive skills to the students but also sound practical skills to handle real world problems in the areas of Business and Management through Project-based Learning (PBL). PBL is a teaching method in which students gain business knowledge and skills by working for an extended period to investigate and respond to an authentic, engaging, and

complex business problems, or challenges. In projects, students learn how to take initiative and responsibility, build their analytical skills, solve business problems, work in teams, and manage themselves effectively. This practice is one of the most effective ways to engage students in projects and provides a practical application with a proven learning outcome in business management offering

opportunities to our students to collaborate with business organizations and making them to learn managerial skills such as problem solving, decision making skills. The core idea of project-based learning is that real-world business problems capture students' interest and provoke serious thinking as they apply cognitive business knowledge into a problem-solving context. The concept of PBL was conceptualized in one of our IDEA meetings being conducted regularly at our Institute and SFIMAR ensures that PBL is being carried out in each semester and trimester of both PGDM and MMS programs. In fact, this PBL strategy has been adopted for several subjects like Services Marketing, Rural Marketing, International Business, Entrepreneurship Management, Marketing Management, Retail Marketing and Financial Management and so on.

As a matter of fact, the practices of this concept may vary from subject to subject depending on the specialization. To start with, the topics of the research project would be discussed in the classroom in-between their respective subject faculty and students, in the light of emerging economic, technological, and business scenarios. Students work together to accomplish specific business objectives to fulfil the goals of their project. Projects will be structured in such a way that it will comprise the important chapters such as background of the study, industry profile, literature profile, research methodology, data analysis and interpretation, findings, and conclusion. Role of Students and Faculty: The student's role in PBL generally would differ in respect of subject specialization. Students of finance specialization formulate project objectives

and collect the data through secondary source whereas, non-finance student's role is to participate in formulating structured questions, identify the population of research interest, collect data by appropriate research design, interpret data to build the business knowledge, and determine a real-world solution to the issues/objectives already prepared. Students will collaborate, expand their active research skills to get engaged in an intelligent, and focused communication, therefore allowing themselves to think rationally about how to solve business and managerial problems. PBL forces students to take ownership of their success.

Here, the faculty plays the role of facilitator, working with students to frame worthwhile questions, structuring meaningful tasks, coaching them with research and business tools and carefully assessing their learning experience. They do not relinquish the control of the classroom learning, but rather develop an atmosphere of shared responsibility. The faculty structure the proposed questions/issues to direct the student's learning toward project-based outcomes. The faculty monitors student's success at regular intervals, to ensure that students remain focused towards their objectives and students have a deeper understanding of the concepts being investigated. The students will be held accountable in fulfilling their goals through ongoing feedback and assessments throughout their entire project journey.

Process: Students other than finance would be instructed to work in groups and they would visit any business organization of their own choice or choose their respective field of work in order to collect primary data

and perform the tabulation and carry out analysis of the data through graphs, charts, descriptive statistics and other statistical tests concerning their projects with the conclusion and findings, so as to understand and correlate with real world business problems. Whereas, the Finance students, on the other hand, would resort to secondary source to collect their data through online and perform the tabulation analysis. When students use statistical analysis (Data analysis by statistical software) to analyse their inputs, they take on an active role of transmitting the information into meaningful data. Technology makes it possible for students to think rationally while making decisions and to execute their research with the definite conclusions.

Evaluation: After completing their projects, the student's group would make presentations before the concerned faculty from the information collected and the data analysis made by the statistical tools. The students' projects will be generally assessed, and their performance will be graded by the concerned faculty in terms of many criteria like project objectives formulation, research design, statistical data analysis and interpretation, findings, and conclusion with recommendations.

Student's feedback: Though students face little difficulty initially by going an extra mile in their academic schedule, they find this technique of learning very valuable, when they complete their projects. The passed-out students and Alumni have appreciated that PBL did a lot of good, giving them hands on-

experience, especially at the time when they looked for jobs to network with industry recruiters.

Outcome: The most significant contribution of PBL has been to create and implement systematic and scientifically organized work habits and attitudes toward project learning. By implementing PBL, although students do work in groups, they also become more independent and inter-dependant. Students become active digital researchers and assessors of their own learning when faculty guide students through their projects so that students learn from their respective project journey. Collaboration: Relationships formed during collaboration is a huge part of PBL. Not only do students learn how to work better in groups—providing their own input, listening to others, and resolving conflicts when they arise—they build positive relationships with teachers, and community respondents which reinforces how great learning is. Problem Solving: Students learn how to solve business problems that are important to them, including business issues, more effectively. Students apply creative and innovative thinking skills to innovate new projects designs and possibilities for business organization. Critical Thinking: Students learn to look at their business problems with a critical thinking lens, designing questions and coming up with scientifically proven solutions for their project objectives. Students learn how to manage their projects and assignments more efficiently. Students take ownership over their projects, reflecting on and celebrating their progress and accomplishments.

INSTITUTE'S DIFFERENTIATORS

Interactive Lectures: SFIMAR encourages Interactive lecturing, which involves an increased interchange between teachers, students and the lecture content. The use of interactive lectures can promote active learning, heighten attention and motivation, give feedback to the teacher and the student, and increase satisfaction for both.

Industry Interaction: To bridge the gap between the theoretical and practical aspects of the curriculum, Industry Interaction is extremely important. This need has been recognized by SFIMAR and has been addressed through the series of guest lectures by inviting the eminent speakers from the various companies from across sectors. Regular association and meetings with Corporate provide industry exposure to the students which give them understanding of industry practice. **Group Event Management:** AT SFIMAR, our College Special events bringing students together probably stand out as being amongst the most memorable. Events unite students' community together and enable them to build teamwork. Events have the unique ability to unite people through shared goals and experiences. SFIMAR arranges many such special events wherein, students are very much encouraged to sharpen their leadership skills.

Group Discussions: A group discussion among students is being organized to see and evaluate their thinking skills, listening abilities and how they are communicating their thoughts. Group discussion generates a creative thinking in all participants and offers solutions to a specific problem and Improves analytical abilities to think on a particular given topic. SFIMAR ensures that Group

Discussions are taking place amidst students to build their assertiveness, listening skills, leadership skills and communication skills.

Personality Development Programs: Personality development is the development of the organized pattern of behaviours and attitudes that makes a student distinctive. Personality development occurs by the ongoing interaction of temperament, character, and environment. Personality is what makes a student a unique person. Having understood this need, SFIMAR ensures to conduct sufficient programs of this nature through CMC.

Industrial visits: The objective of the Industrial Visit is to help students gain first-hand information regarding functioning of the Industry, which presents the students with opportunities to plan, organize and engage in active learning experiences both inside and outside the classroom. Preparation should be such to guide students towards recognizing the important elements in an industrial visit and provide support materials necessary to increase the effectiveness of this experience. Understanding these requirements, SFIMAR ensures that it arranges domestic and international visits to Both PGDM and MMM students.

Case Studies: Since the case method is an excellent way for students to learn new cognitive skills, as well as improve their analysis and evaluation skills, SFIMAR always ensures that business students are actively engaged in the process of abstracting basic principles from complex examples through case studies.

Lab Experiences: Lab experiences provide opportunities for students to learn procedural skills in a setting where they can observe, practice, explore, and solve problems and gain mastery through hands-on use of disciplinary tools and techniques. Our Institute understands the lab requirements and strives to fulfil them.

Team Assignments: Group work can be an effective method to motivate business students, encourage active learning, and develop key critical-thinking, communication, and decision-making skills. One of the teaching components at SFIMAR is students' team assignment, this being the important learning component.

Business Plan: Our students at SFIMAR are encouraged to prepare business plans as part of their academic process, since the best way to prepare for a business start-up is to formulate a business plan. A business plan is a very important strategic tool for entrepreneurs. A good business plan not only helps entrepreneurs to focus on the specific steps necessary for them to make business ideas succeed, but it also helps them to achieve both their short-term and long-term objectives.

Business Quiz: Besides the obvious academic benefits of expanding a student's knowledge and exploring new skills in students, business quizzes redefine the education system in significant ways to encourage teamwork and instil business confidence. SFIMAR always strives to impart

business skills through Quiz programmes.

Role Play: Since Role play will give students the needed skills to handle problematic social and business interactions, which may happen as they progress through life, SFIMAR makes sure that Role-play technique is being adopted so as to allow students to explore realistic situations by interacting with other people in a managed way in order to develop experience and trial different strategies in a supported environment.

Management Games: Managerial games were created in order to test the abilities, the decision capacity and the degree of reaction under risk conditions of those who took part in such activities. By means of these simulations, the management students get in touch with a real working environment and in fact, SFIMAR encourages such management games in teaching-learning pedagogy.

Internship/On-the Job Training: Internship helps students get hands-on experience on dealing with day-to-day problem of the business world. Many companies have given live projects to the students to work on.

Summer Placements: All the students of MMS and PGDM compulsorily undertake paid summer placements. St Francis Institute of Management and Research is involved in contributing to the community through its ISR Club- Abhimaan. Every year a number of activities are carried out by the Staff and Students of SFIMAR

ACADEMIC TOPPERS:

MMS TOPPERS 2020



DEVAVRAT GHAG
CGPA-9.5% (FIRST)



APURVA GIMONKAR
CGPA-9.37% (THIRD)



MOVIL MATHIAS
CGPA-9.43% (SECOND)

PGDM TOPPERS 2020



MR. SHANBHAG ADITYA
VISHNU VIDYA
80.13% (FIRST)



MS. GHATEKARI SNEHA
SURESH KALPANA
75.28% (THIRD)



MS. LOBO DANICA
ERNESTINE BRENDA
78.9% (SECOND)

FACULTY ACHIEVEMENTS & AWARDS

| Sr. No | Name of the Faculty | Title | Organization | Date |
|--------|-----------------------|--|---|---------------------|
| 1 | Ms. Vasudha Rao | " Outstanding Woman Award 2020" | DK International Research Foundation, India | 28th June 2020 |
| 2 | Ms. Vasudha Rao | "Certificate of Recognition"- as one of the Tech Savvy Academicians in Higher Education Across India | The Academic Council of uLektz | 30th April 2020 |
| 3 | Mr. Pushkar Parulekar | Best Paper Award | Sasmira Institute of Commerce and Science | 07th March 2020 |
| 4 | Dr.Natika Poddar | Women Excellence Award | IDLC | 15th March 2020 |
| 5 | Dr.Natika Poddar | Teaching Excellence Award | MTRES | 15th September 2020 |
| 6 | Ms. Vasudha Rao | "I2OR National Eminent Educator Award 2020" | International Institute of Organized Research | 31st December, 2020 |
| 7 | Mr. Jackson John | I2OR National Eminent Young Researcher Award 2020 | International Institute of Organized Research | 2020 |
| 8 | Dr. Vasudha Rao | Women Excellence Award | IDLC | 15th March 2020 |

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|---|--|---|--|
|  | <ul style="list-style-type: none"> • Teaching Excellence Award, MTRES, 15th September 2020. • Women Excellence Award, IDLC, 15th March 2020. |  | <ul style="list-style-type: none"> • "Outstanding Woman Award 2020", DK International Research Foundation, India, 28th June 2020. • "Certificate of Recognition"- as one of the Tech Savvy Academicians in Higher Education Across India, The Academic Council of uLektz, 30th April 2020. • "I2OR National Eminent Educator Award 2020", International Institute of Organized Research, 31st Dec 2020. • Women Excellence Award, IDLC, 15th March 2020. |
|  | <ul style="list-style-type: none"> • I2OR National Eminent Young Researcher Award 2020, International Institute of Organized Research, 2020. | | |
|  | <ul style="list-style-type: none"> • Best Paper Award, Sasmira Institute of Commerce and Science, 07th March 2020 | | |

SFIMAR MEMBERSHIPS AND ASSOCIATIONS

- Indian Merchants Chamber (MIC)
- Bombay Management Association (BMA)
- The Associated Chambers of Commerce and Industry (ASSOCHAM)
- Bombay Chamber of Commerce and Industry (BCCI)
- Christian Chamber of Commerce and Industry (CCCI)
- All India Association of Industries (AIAI)
- Confederation of Indian Industry (CII)
- Local Chapter with IIT Bombay and Madras (NPTEL)
- ARIIA – ATAL Ranking of Institutions on Innovation Achievement Survey
- MHRD Innovation Cell

TIE UP AND MEMORANDUM OF UNDERSTANDING

- MOU - Ottawa University
- Binary University - MOU
- GlobeOp Financial Services (India) Pvt. Ltd
- GlobeOp Financial Services Technologies (India) Pvt. Ltd.
- Ace Performance Consultants
- Aon CoCubes
- Bejobbed Incorporation
- ForeVision
- MOU Between SFIMAR and NIPM
- Internshala - MOU
- Engaging minds 99 MOU
- SFIMAR-IDF-MoU.pdf
- SkillWiseSolutions-SFIMAR MoU

RESEARCH AND CONSULTANCY UPDATES

The objectives of Research and Consulting is to build a team of expert faculty who can provide Consulting Services for the Industry, to build consulting as a USP for brand building of the institute, and to improve relationships with corporates that can assist in placements. At SFIMAR we apply the RDVC (Research Development Value Chain) concept, wherein research forms an integral component of the faculty's work. Faculty members undertake research on a wide range of topics pertaining to current business requirements. Besides providing administrative assistance that facilitates research related activity in the Institute, the Research Centre of SFIMAR also documents the status of research projects and maintains a

list of faculty publications. The Centre publishes all the research activities of SFIMAR through its bi-annual Research Journal known as the SFIMAR RESEARCH REVIEW. SFIMAR faculty members regularly publish their work in reputed refereed national and international journals. The Research Development Value Chain is represented by a Review Committee that deals with the review of overall research activities conducted by the SFIMAR faculty members. The committee periodically approves and monitors all the research activities to ensure that the research undertaken in the respective field is in alignment with modern business management trends.

| Sr. No. | Title of Paper | Name of the Author/s | Department of the Teacher | Name of Journal | Year of Publication | ISSN Number /Details about the Journal |
|---------|---|---|---------------------------|---|---------------------|---|
| 1 | A Study on Impact on Indian Stock Market Due to Inflows of FIIs | Dr. Natika & Ms. Sanyukta Joshi | Finance | Test Engineering and Management, Published by Mattingley Publishing Co., Inc. | Jun-20 | ISSN: 01934120 Page No. 2509 - 2519, Scopus Indexed journal |
| 2 | Online Travel Ticketing Behavior and Young India | B Sanchayita, D Hirak, M Melinda, I Aishwarya | Marketing | IBS Mumbai 4th International Marketing Conference, 4 | Mar-20 | |
| 3 | Evaluation of Semi-strong form of Market Efficiency Theory based on Event Studies | Mr. Pushkar Parulekar | Finance | Studies in Indian Place Names | Feb-20 | UGC Care Indexed journal, ISSN: 2394-3114 Vol-40-Issue-35-February-2020 |
| 4 | A study on Volatility of selected Banking Stocks traded on Nifty | Dr. Natika | Finance | Journal of Xidian university, VOLUME 14, ISSUE 4, 2020 | Feb-20 | Scopus indexed, ISSN No:1001-2400 |

SFIMAR UPDATE

| | | | | | | |
|---|--|--|---------|--|--------|---|
| 5 | A Study on Factors Affecting Exchange Rate (INR vs YEN, INR vs USD, INR vs EURO) | Dr. Natika | Finance | Studies in Indian Place Names | Feb-20 | UGC Care Indexed journal, ISSN: 2394-3114 Vol-40-Issue-35-February-2020 |
| 6 | Assessing Competencies for B school faculty | Col. Venkat Raman | HR | SFIMAR Research Review Vol.14, Issue 1, 2019 | Feb-20 | ISSN 0975-895X, E-ISSN 2581-7450 |
| 7 | A Study to identify the forces behind KMS implementation in Indian B-Schools | Dr. Vaishali Kulkarni | IT | SFIMAR Research Review Vol.14, Issue 1, 2019 | Feb-20 | ISSN 0975-895X, E-ISSN 2581-7450 |
| 8 | Comparative Analysis of online transaction between private and public sector banks | Mr. Pushkar Parulekar & Ms. Alisha Lopes | Finance | SFIMAR Research Review Vol.14, Issue 1, 2019 | Feb-20 | ISSN 0975-895X, E-ISSN 2581-7450 |

INSTITUTION QUALITY STANDARDS: UPDATES

Quality Policy

SFIMAR is committed to the endeavour of transforming students into Global Leaders by continual improvement in its services through a student centric approach, innovations in our pedagogy and rigorous selection, development and up-gradation of its faculty while meeting the regulatory & statutory requirements.

ISO - 9001-2015 Certification

SFIMAR is ISO 9001-2015 certified Institute by DNV (Det Norske Veritas) and has completed 9 years of implementation of the Quality Management System. The main objective of ISO implementation is to achieve continual improvement in the functioning of the Institute and in meeting the expectations of the stakeholders.

ISO Internal Training 2020:



SFIMAR UPDATE

NAAC Accreditation

National Assessment and Accreditation Council of India has granted Grade 'A' accreditation to St. Francis Institute of Management & Research (SFIMAR).

ASSOCHAM

ASSOCHAM is seen as a forceful, proactive, forward looking institution equipping itself to meet the aspirations of corporate India in the new world of business. ASSOCHAM is working towards creating a conducive environment of Indian business to compete globally. ASSOCHAM derives its strength from its Promoter Chambers and other Industry/ Regional Chambers/Associations spread all over the country. SFIMAR has

been awarded the prestigious ASSOCHAM AWARD for National Excellence in Education as 'The Most Upcoming B-school' and the Best Educational Quality Enhancement Team (BEQET) Award from National Council of Quality Management (NCQM).

BCCI Office Safety Award:

BCCI office safety award was awarded on 16th October 2008 to SFIMAR

Institutional Certificates of Appreciation

SFIMAR has received many awards such as "Business connect", "Indian development foundation" and Certificate of excellence from "IARC centre for United Nations".

QUALITY STANDARD CERTIFICATES





CENTRE OF EXCELLENCE

The Centre of Excellence at SFIMAR provides a forum where knowledge and understanding of business can be exchanged between the academic and the corporate world. The Centre of Excellence facilitates research, exchange of ideas, solutions to industry problems and offers guidance to future decision makers. The main objective is to provide a platform for the generation and exchange of knowledge in different business areas, with particular emphasis on emerging issues of the corporate world. SFIMAR hosts the Centre of Excellence to nurture and encourage budding entrepreneurs' development in the business and technology space. It crucially works on developing the young minds to explore innovation and thus

laying the stones for entrepreneurship. It hosts guest session and workshops in entrepreneurship and innovation.

Entrepreneurial Development

Centre of Excellence also focuses on developing entrepreneurial spirit amongst the students. It aims to inculcate Entrepreneurial attitude among the students. It plans to collaborate with many start-ups and small businesses to help them in their business by providing insights about the same to our students. The Centre aims to nurture and encourage the development of budding entrepreneurs in business and technology domains.

STUDENTS INTER-COLLEGIATE ACTIVITIES

Students Research Paper Competition April 2020

The Students Research paper competition was organized in April 2020 as an initiative to boost student's mental health during lock down.



Anusha Ramesh Nair
MMS (1st Place)



Karen Silveria
MMS (2nd Place)



Vishal Ramina
PGDM (3rd Place)



Anti-Covid motivational song competition was organized by
Mumbai University on August 2020

INSTITUTE – INDUSTRY INTERACTION

As emerging business practices and new technologies are reshaping the business industry, there is an urgency to upgrade the curriculum of business studies to promote responsive practitioners who can meet the evolving industry demand. Industry leaders highlighted that key professional competencies such as problem-solving, identifying risk, research skills,

communication skills, negotiation skills and practice-management are lacking in business graduates. Indeed conferences, workshops, inter collegiate competition and seminars can fill up these voids left over by the core academic business curricula. Guest lectures organized at SFIMAR in both MMs and PGDM programs are as follows.

GUEST LECTURES/ WORKSHOPS ORGANIZED THROUGH ONLINE MODE BY MMS PROGRAMME

| Sr. No. | SPZ | Lecture Date | Guest Lecturer's Full Name | Organization | Designation |
|---------|-----------------------|------------------|--|---|--|
| 1 | Finance | 9/1/2020 | Ms. Krupa Desai | N A | Associate Professor |
| 2 | Marketing | 9/8/2020 | Mr. Virendra Ingle | Velocity Xcelerator Pvt Ltd | Director |
| 3 | All Unplaced Students | 9/9/2020 | Mr. Rajan Kanitkar & Miss Aparna Passi | Third Arm Consultancy | Chairman NIPM Mumbai/Trainer & Coach |
| 4 | Finance | 9/12/2020 | Mr. Sumit Jain | N A | N A |
| 5 | Finance | 9/12/2020 | Mr. Sanal Kumar Shivdasan | Deutsche Bank CIB Centre Mumbai | Vice President |
| 6 | H R | 9/12/2020 | Ms.Rebbaca Fernandes | Deloitte India | Analyst |
| 7 | Marketing | 9/12/2020 | Mr. Rohit Dave | Fabocity Home Furnishing | Founder |
| 8 | All | 18,19,21/09/2020 | Ms. Aparna Passi | Third Arm Consultancy | Trainer & Coach |
| 9 | Marketing | 9/19/2020 | Mr. Pushpakaraj Mehta | Talking Robots .Com | Founder |
| 10 | H R | 9/19/2020 | Dr. Aparna Sharma | Surya Consulting | H R Practitioner & Managing Consultant |
| 11 | Finance | 9/19/2020 | Priju Thomas | N A | Consultant |
| 12 | Non Finance | 9/19/2020 | Mr. Rodon Andrades | Fedex Corporation | N A |
| 13 | Finance | 9/29/2020 | Mr. Girish Karnad | HR Consultant & Director of Shamrao Vithal Bank | HR Consultant & Director |
| 14 | H R | 10/24/2020 | Mr. Dilip Rajput | Adian Services Pvt Ltd | Founder & Managing Partner |
| 15 | All | 24 & 27-10-2020 | Mr. Chirag Thakkar | Freelance Trainer | Digital Marketing Strategist |

SFIMAR UPDATE

GUEST LECTURES /WORKSHOPS CONDUCTED IN PGDM PROGRAMME DURING COVID 2020-21

PGDM_GUEST LECTURE SERIES A.Y. 2020-21

| Sr. No. | Date | Topic | Trainer Name | Organisation | Designation |
|---------|------------|--|------------------------|--|---|
| 1 | 08.09.2020 | CTC Designing and its Components | Dr. Samta Jain | Team Global Logistics Pvt. Ltd. | Group Head and General Manager -Human Resources / IR & Administration |
| 2 | 21.11.2020 | Practical Aspects of HRM | Mr. Nestor Mascarenhas | Neptunus Power Plant Services Pvt Ltd | Assistant Manager – Human Resources |
| 3 | 28.11.2020 | Current Global Economic Scenario | CMA Nijay Gupta | Azizi Bank | Head-Treasury |
| 4 | 5.12.2020 | Leadership | Dr. Rahul Kamble | IIM Kashipur | Assistant Prof. HRM & OB |
| 5 | 5.12.2020 | Financial Management & Ratio Analysis of Fund Sector Companies | Priju Thomas | Karma Capital | Senior Equity Analyst |
| 6 | 12.12.2020 | Implementation of Employment laws in Corporate | Mr. Agnelo Almeida | Qatar Airways Regin | AL Hr Business Partner |
| 7 | 12.12.2020 | Supply Chain Management | Don Thomas | Delhi very | Sr. Director |
| 8 | 12.12.2020 | How Market Research and Data Analytics Drive Business | Ms. Kavita Ramanujam | Reserve Bank IT Pvt. Ltd | Procurement Specialist |
| 9 | 19.12.2020 | International Business Ethics | Dr. Rajani Tewari | Viking Ventures | HR-Director |
| 10 | 02.01.2021 | Business Research & Decision Making | Mr. Renji Thomas | Nielsen India | Senior Research Executive |
| 11 | 02.01.2021 | Emerging Trends in International Business | Dr. Sreedharan | Bureau of Indian Standards, Under Ministry of Civil Supplies, New Delhi. | Former Deputy Director |

SFIMAR UPDATE

GUEST LECTURES /WORKSHOPS CONDUCTED IN PART-TIME PROGRAMME DURING COVID 2020-21

Guest Lecture/Workshops organized in SFIMAR (Duration: June 2020 to November 2020)

| Sr. No. | Lecture Date | Course | SPZ | Time | Guest Lecture | Topic | Conducted By |
|---------|--------------|--|----------|----------------------|-----------------------------|---|-------------------|
| 1. | 6/14/2020 | Three Years Part time (FM and MM) Degree Program | MFM/ MMM | 05.00 PM to 06.30 PM | Dr. Rajiv Gatne | Decoding Marketing Strategies Post Covid-19 | Dr. Natika Poddar |
| 2. | 6/28/2020 | Three Years Part time (FM and MM) Degree Program | MFM/ MMM | 05.00 PM to 06.30 PM | Dr. Vinay Kumar | Marketing Analytics: A Winning Strategy | Dr. Natika Poddar |
| 3. | 7/18/2020 | Three Years Part time (FM and MM) Degree Program | FM/ MM | 04.30 PM to 06.00 PM | Ms. Kavita Anthony | Ice Breaking Session | Dr. Natika Poddar |
| 4. | 11/29/2020 | Three Years Part time (FM and MM) Degree Program | FM/ MM | 05.30 PM to 07.00 PM | Ms. Bhuvaneshwari Venkatesh | Conversation Etiquette | Dr. Natika Poddar |

WEBINAR SERIES DURING 2020

The COVID-19 pandemic has been among the most disruptive forces in recent memory, shocking the way political, economic, and educational systems are governed and operated. Within the education space, higher education has seen among the greatest disruptions resulting from the pandemic. The COVID-19 pandemic and global lockdown portrayed an unprecedented challenge on the academic system specially towards skills development of students. To counter the challenges, several Webinar

sessions were conducted online by SFIMAR. These online events were usually interactive, business management related sessions to motivate and disseminate business knowledge to the aspiring students virtually. Webinar sessions were organized by MMS, PGDM and Part time Programs to boost and enhance the innovation quotient, management capabilities, interview skills, communication abilities and employability skills of students. Below is the brief account of what have been done during the year 2020.

WEBINAR SERIES

WEBINAR SESSIONS CONDUCTED DURING THE YEAR 20-21 MMS Programme

BOOST YOUR INNOVATION QUOTIENT



Speaker: Ms. Susan Josi
Managing Partner,
Havas Life Sorento

Brainstorming constructively
Setting the right example
Life after Covid-19 outbreak

**Webinar was organized on 6th June, 2020, Saturday
4.00 pm – 5.30 pm**

Registration link: <https://forms.gle/94yjXDK1G871TB2T9>

INDUSTRY EXPECTATIONS FROM MANAGEMENT GRADUATES



Speaker: Mr. Abhishek Jha
Senior HR Leader, IT Industry
HR Advisor to Corporates
Mentor to students across
campuses

**Webinar was organized on 13th June, 2020,
Saturday
4.00 pm – 5.30 pm**

What to expect while pursuing MBA?
Mantras to succeed in MBA programme
What does industry expect from an MBA graduate?

Registration link: <https://forms.gle/Krrefawp8FhgbEkR8>



ROLE OF MBA PROGRAM IN BUILDING CAPABILITY



Speaker: Mr. Bhushan Lawande
Founder & MD
E4 Development & Coaching Ltd.

**Webinar was organized on 20th June 20,
Saturday 4.00 pm – 5.30 pm**

Understanding competency mapping
Identifying your competency
Building your competence

Registration link: <https://forms.gle/wen7Mdh4JKwEAgqbA>



WEBINAR SERIES

Alumni Session

JOB PROSPECTS POST MBA AND DESIRED SKILLSET

Webinar was organized 27th June' 20
Saturday 4.00 pm – 5.30 pm

- # Present Economic & Global Scenario
- # Understanding about Post MBA Careers
- # Building specialization specific Skillset

Registration link:

<https://forms.gle/VLbaYyGffMbioBKWA>



Mr. Aditya Koul
Batch 2008-2010
Head of Channel Partners & Alliances
Tonino Lamborghini Residences Dubai



Ms. Priyanka Parab
Batch 2006-2008
Entrepreneur
Soft Skill Trainer & Equity Trader



Mr. Ritesh Gulrajani
Batch 2008-2010
Entrepreneur
FinMudra Advisory Services

WEBINAR SESSIONS CONDUCTED BY PGDM PROGRAM during 20-21

St. Francis Institute of Management & Research (SFIMAR)

How to Maintain Work Life Balance During Times of Pandemic

Sunday,
24 May, 2020
4.00pm to 6.00pm.

Topics:

1. Tools and Techniques on coping with lock-down anxiety especially during work from home.
2. How to look after your mental health during corona virus lockdown.
3. Simple ways to reduce anxiety during lock-down.



Ms. Natasha Fernandes
- M.A. CLINICAL PSYCHOLOGY
- MBA (HUMAN RESOURCE DEVELOPMENT)
- P.G. (DHRM), B.Sc (IT)



Ms. Mitchell D'mello
- M.A. SOCIAL PSYCHOLOGY
- B.A. PSYCHOLOGY
- IGNET



PRE - COMMENCEMENT ACTIVITY & WEBINAR-2020

Mr. Hemant Solanki



- Building Self – Confidence

Ms. Natasha Fernandes



- Interaction and Communication
- Making First Great Impression
- Stress Management
- Improve your Emotional Intelligence

Ms. Mitchell Dmello



- Know Yourself
- Power of Habits
- Self Swot Analysis
- Conflict Resolution

Webinar on Covid 19 and MBA Admission Implication by Industry expert Mr. Vivek Sarda on 22nd May, 2020

St. Francis Institute of Management & Research (SFIMAR)



COVID-19 AND MBA ADMISSION IMPLICATIONS

Searching Answers to these Question?

- Are you confused about your MBA decision this year due to corona effect or financial crises?
- Are you waiting for MH-CET Score to decide about MBA Course and Institute?
- How to choose Institute and course? What are the priorities of selection for better prospectus?
- Want to know the difference between PGDM or MMS Program, which is better? What are the admission criteria ?



Mr. Vivek Sarda

Trainer & owner of Ideal Management which specializes in training students for various MBA entrance exams like CAT, CET, NMAT, GMAT etc. His company, Ideal Management, has coached more than 5000 students for these exams in last 9 years. He has sent more than 1000 students to top 20 MBA colleges of India. Thrice, he has got 99.9 percentile in CAT. Guest lecture in various MBA Institution in Mum-

Conti....



St. Francis Institute of Management and Research
Approved by AICTE and Affiliated to University of Mumbai
An ISO 9001:2015 Certified and NAAC Grade 'A' Accredited Institute
"Enlightening Minds and Defining Leaders"

Series of Webinar Sessions for PGDM Batch 2020-2022

| | | | |
|--|---|--|---|
| <p>Prof. Kiran Rodrigues</p> <p>2 June Basics of Stock Market</p> <p>4 June Introduction to Open Online Courses</p>  | <p>Mr. Paul Aboula</p> <p>Business Report Writing</p>  | <p>Ms. Natasha Fernandes</p> <p>6 June Improve your Emotional Intelligence</p> <p>27 June Stress Management</p>  | <p>Mr. Sunil Saxena</p> <p>23 and 25 June Basic Excel</p>  |
| <p>Prof. Pushkar Parulekar</p> <p>16 June Time value of Money for Basic Financial Purpose</p> <p>18 Jun Understanding of Stock Market Trading Window</p>  | <p>Prof. Abhilesh Yadav</p> <p>11 June Fundamentals and Basic Concept of Statistics</p>  | <p>Ms. Michelle Duello</p> <p>20 June Conflict Resolution</p>  | <p>Mr. Hemant Solanki</p> <p>13 June Building Self Confidence</p>  |
| <p>With Best Compliments From</p> | | | <p>Dr. Sulbha Raorane</p> <p>Professor & Program Head- PGDM</p>  |

- SFIMAR invites all MBA Aspirants and Enrolled PGDM students for this free web sessions.
- Only few seats are vacant for AICTE Approved PGDM Program. Admission Form is available on www.sfimar.org
- Interested Candidates Can Contact 8408073486 / 9619551840

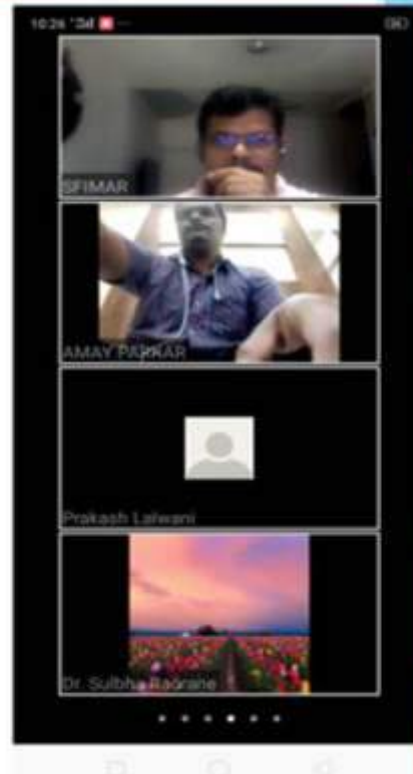
Conti....

INTERNATIONAL YOGA DAY CELEBRATION - 2020



ST. FRANCIS INSTITUTE OF MANAGEMENT & RESEARCH (SFIMAR)
 Affiliated to the University of Mumbai.
 Approved by AICTE, New Delhi & DTE, Maharashtra & NAAC "A" accredited
 (An ISO 9001:2015 Certified Institute)

invites You All
**International Yoga Day
 Celebration**
 Webession on
"YOGA TO BOOST IMMUNITY"
 By : Mr. Gautam Utekar
 Sunday, 21st June, 2020 Time : 9.00am to 10.00am



Conti....

5 DAYS WEBINAR ON INFLUENTIAL COMMUNICATION TECHNIQUES



St. Francis Institute of Management & Research

(APPROVED BY AICTE, DTE ACCREDITED AND AFFILIATED TO UNIVERSITY OF MUMBAI)
 AN ISO 9001:2015 CERTIFIED AND NAAC "A" GRADE ACCREDITED INSTITUTE
 "Enlightening Minds and Defining Leaders"



**5 DAYS WEBINAR ON INFLUENTIAL COMMUNICATION TECHNIQUES
 TRAINING — JULY 2020**



Mr. Anand Sanghvi
 PGDM, B.E.
 Senior Manager-
 Szeg Partners Network

| DAY | DATE | TIME |
|-----------|------------------------|--------------------|
| MONDAY | JULY 06 & 13, 2020 | 4:30 PM TO 6:30 PM |
| WEDNESDAY | JULY 01, 08 & 15, 2020 | 4:30 PM TO 6:30 PM |

Topics:

- Techniques for correct grammar - Breaking up basic English.
- Techniques for correct presentation - Oral Communication.
- Email Etiquette and Report writing - Written Communication.
- Voice modulation and intonations.
- Overcoming barriers of communication - Verbal & Non Verbal, Free Speeches, Interviews and Presentations.

REGISTRATION FREE!

Each participants will have to attend every session to avail e-Certificate on their registered email id.

SFIMAR invites all MBA Aspirants for this **FREE** **PGDM** **PROGRAM**.

For registration call or send request on WhatsApp no. **8408073486/8879859373**.

Registration & Feedback link will share on WhatsApp group & registered email id.

Only few seats are vacant for AICTE Approved PGDM Program. Admission form is available on www.sfimar.org.



BASIC EXCEL TRAINING HELD ON JUNE 23 & 25, 2020 BY MR. SUNIL SAXENA

St. Francis Institute of Management and Research
Approved by AICTE and Affiliated to University of Mumbai
An ISO 9001:2015 Certified and NAAC Grade 'A' Accredited Institute
"Enlightening Minds and Defining Leaders"

www.sfiemar.org

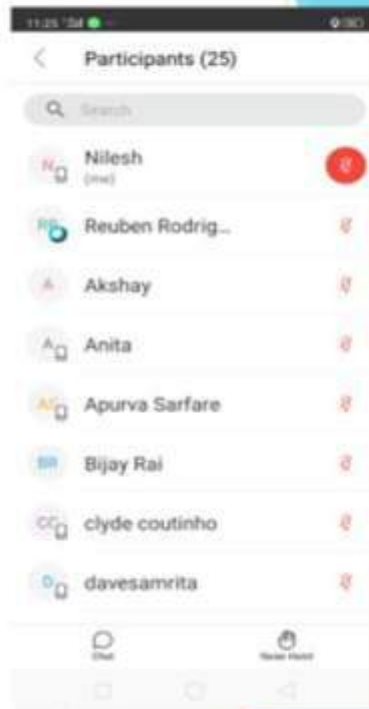
Webinar On MS - EXCEL
23rd and 25th June 2020, 11 am to 1 pm

| Course Outline Day 1 | Course Outline Day 2 |
|----------------------------|----------------------------------|
| 1. Introducing to Excel | 1. Getting the Basic Rules Right |
| 2. Working with Worksheet. | 2. Strings Functions |
| 3. Formatting in Excel | 3. If Function Variation |
| 4. Using Formulas. | 4. VLookup Function |
| 5. Conditional Formatting | 5. Pivot Tables |
| | 6. Filter and Charts |

The Trainer
Mr. Sunil Saxena
MMM/MBA IT

*Few seats vacant for PGDM Batch 2020-22
*Interested Candidates Can Contact :- 8408073486 / 9619551840
*E-Certificate would be provided to participants after submission of Feedback

The Webinar Link: Please download CISCO WebEx
Day 1: 23rd June 2020 Tuesday
Meeting ID: 156 799 4067 ; Password: nbcWNmAN9
<https://meeting.cisco.com/join/1567994067?pwd=nbcWNmAN9>
Day 2: 25th June 2020 Thursday
Meeting ID: 156 743 1945 ; Password: UgP2dMPy82
<https://meeting.cisco.com/join/1567431945?pwd=UgP2dMPy82>



Conti....

PREPARATORY SESSION – JULY 2020

Date : July 13, 2020

Trainer's Name : Prof. Aparna Kanchan

Topic : Personality Development with Management Games

WHAT WILL IT DO

1. HELPS YOU BECOME SELF-CONFIDENT
2. INCREASES SELF-ESTEEM
3. GAIN RESPECT OF OTHERS
4. IMPROVE COMMUNICATION SKILLS
5. IMPROVE DECISION-MAKING ABILITY



Conti....

WEBINAR SERIES

PREPARATORY SESSION – JULY 2020

Date : July 14, 2020

Trainer's Name : Prof. Hemant Solanki

Topic : Vedic Maths



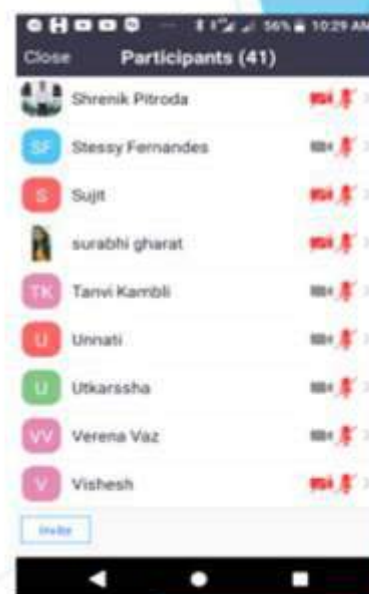
Conti....

PREPARATORY SESSION – JULY 2020

Date : July 16, 2020

Trainer's Name : Dr. Rahul Shah

Topic : How to Improve your Non-Verbal Gestures



Conti....

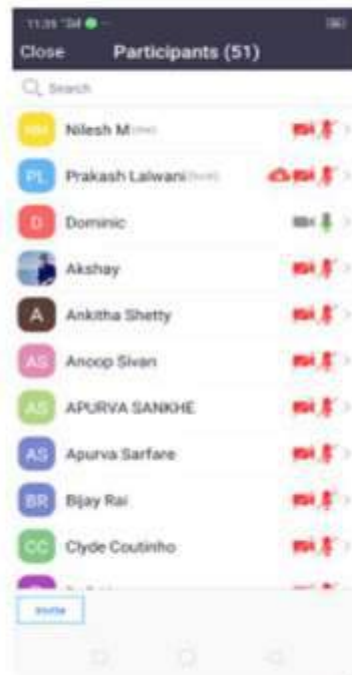
WEBINAR SERIES

PGDM ORIENTATION – JULY 2020

Date : July 17, 2020

Name : Mr. Dominic D'souza

Topic : Goal Setting



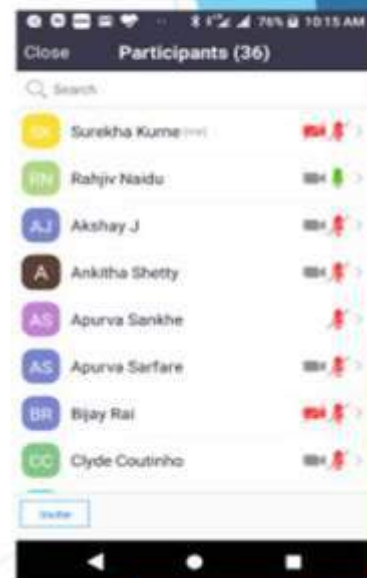
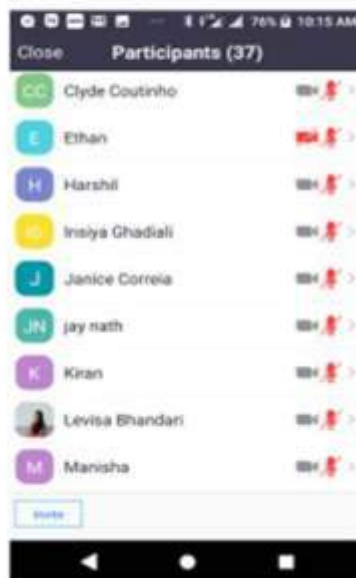
Conti....

PGDM ORIENTATION – JULY 2020

Date : July 18, 2020

Name : Dr. Rajiv Naidu

Topic : How to become Mentally Strong



Conti....

WEBINAR SERIES

PART TIME – WEBINAR SERIES



St. Francis Institute of Management and Research
Approved by AICTE, DTE and Affiliated to University of Mumbai.
An ISO 9001-2015 & NAAC Grade "A" Certified Institute
Borivili (West), Mumbai - 400103



Free Webinar on "Decoding Marketing Strategies post Covid -19"
for Marketing Domain aspirants on 14th June, Sunday @ 5 p.m. to 6.30 p.m.

3 Years Part time Master Degree Programme -MMS (Finance/Marketing) for working Professionals, (MBA) Affiliated to University of Mumbai.

Course Offers:

- Lectures on Weekends
- Online session and Webinars
- Fee Instalment facility
- Personality Grooming
- Industrial visits
- Lectures taken by Industry Professionals and Highly Experienced Faculty Members



Speaker: Dr. Rajiv Gatne
Director- Sunshine Health care Ltd

Login Details: Meeting details of webx will be shared on whatsapp group 15 mins before start of the Training. Click on Registration link for Registration Only first 100 candidates would be considered. E-certificates would be provided to Participants after submission of Feedback.

<https://forms.gle/3SKKUrz52LymXQrM9>
Follow this link to join my WhatsApp group:
<https://chat.whatsapp.com/F0hQNIeF1ID1ubrmuow8V>



St. Francis Institute of Management and Research
Approved by AICTE, DTE and Affiliated to University of Mumbai.
An ISO 9001-2015 & NAAC Grade "A" Certified Institute
Borivili (West), Mumbai - 400103



Free Webinar on "Marketing Analytics: A winning Strategy"
for Marketing Domain aspirants on 28th June, Sunday @ 5 p.m. to 6.30 p.m.

3 Years Part time Master Degree Programme -MMS (Finance/Marketing) for working Professionals, (MBA) Affiliated to University of Mumbai.

Course Offers:

- Lectures on Weekends
- Online session and Webinars
- Fee Instalment facility
- Personality Grooming
- Industrial visits
- Lectures taken by Industry Professionals and Highly Experienced Faculty Members



Speaker: Dr. Vinay Kumar
Erstwhile Senior IBM Trainer in Business Analytics

Login Details: Meeting details of webx will be shared on whatsapp group 15 mins before start of the Training. Click on Registration link for Registration Only first 100 candidates would be considered. E-certificates would be provided to Participants after submission of Feedback.

<https://forms.gle/Zq2Um5VHbXZGyte3A>
Follow this link to join my WhatsApp group:
<https://chat.whatsapp.com/GVwWzEJ5YwLJaWIM4EQw3F>



Sensitization Program for prevention of Substance Abuse by Mr. Ramanand and Team of Jeevan Sahara Charitable Trust held on 22nd Jan 2020

E-GAMES

E-Games 2020

The event **E-games 2020** was organized as a part of student's engagement activities towards mental well-being of students in the month of May and June 2020 for under-graduate and MBA aspiring students. It also aimed at creating online branding and awareness for SFIMAR through social media websites like Facebook and Instagram.

Various events organized are categorized as below

| Event Details | Date of Event | Coordinated By |
|---|----------------------------|----------------|
| • Online Short Film Making | 15 th May 2020 | Prof. Vasudha |
| • Online National Level Essay Competition | 22 nd May 2020 | Prof. Simmi |
| • Scavenger Hunt - Online Treasure Hunt Contest | 29 th May 2020 | Prof. Jackson |
| • Battle of Voices - Online Singing Contest | 17 th June 2020 | Prof. Smita |
| • Megamind - Online Case Study Contest | 25 th June 2020 | Prof. Pushkar |

As a part of branding of the institute, the above events were undertaken by designing an exclusive website for E-Games--Designing Social Media Pages for the events. One Week paid promotion for each event was undertaken on Instagram and Facebook. Common Poster and Event Website were Promoted through 10 days paid promotion campaign. "Top 5 Short Films and Top 5 Singing Videos" were also uploaded on Instagram for attracting more views from the users as a part of branding and visibility strategy.

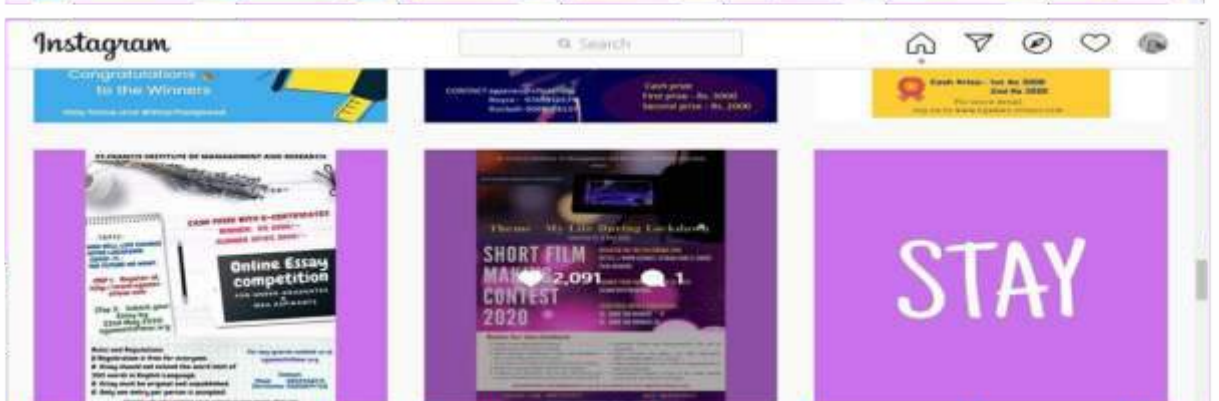
E-Games 2020 was conducted in association with Paytm Insider as Online Promotion Partner for Promoting Online Events. Collegefever.com, Dare2Compete Websites were also used for free promotions and visibility. Scrutiny of Student documents was done to identify genuine participants interested to be a part of each event by student coordinators, fake entries were not allowed to participate. *WhatsApp Group* was formed for updating the participants regarding rules and regulations for the events.

Summary of Registrations and Leads generated from each event is mentioned below

| Sr.No | Event Names (Online) | Registrations | Verified Entries | Submissions | Leads Generated |
|-------|----------------------|---------------|------------------|-------------|-----------------|
| 1 | Short Film Making | 118 | 60 | 30 | 17 |
| 2 | Essay Competition | 260 | 200 | 139 | 40 |
| 3 | Scavenger Hunt | 145 | 71 | 40 | 29 |
| 4 | Battle of Voices | 40 | 35 | 22 | 11 |
| 5 | Megamind | 84 | 60 | 40 | 20 |
| | Total | 647 | 426 | 271 | 117 |

E-GAMES

Screenshots of Instagram Posts with Likes and Views



E-GAMES



Screenshot of EGames Website



Screenshot of Association with Paytm Insider as Online Promotion Partner



Screenshot of Dare2Compete Website used for Promotions



E-GAMES

Screenshots of Facebook Promotion Campaigns

The screenshot shows four completed Facebook ad campaigns for 'E-Games 2020' by St. Francis Institute of Management & Research. The campaigns are:

- Event Responses:** 7,184 Reach, 34 Event Responses, ₹350.00 Spent (of ₹350.00).
- Leads:** 18,348 Reach, 47 On-Facebook Leads, ₹2,000.00 Spent (of ₹2,000.00).
- Website Visitors:** 57,520 Reach, 1,021 Link Clicks, ₹894.33 Spent (of ₹100.00 per day).
- Event Responses:** 18,496 Reach, 65 Event Responses, ₹500.00 Spent (of ₹500.00).

The screenshot shows 'Recent Ads' and an 'Advertising Summary' for 'E-Games 2020'.

Recent Ads:

- Event Responses:** 5,817 Reach, 36 Cost Responses, ₹500.00 Spent (of ₹500.00).
- Event Responses:** 12,432 Reach, 325 Event Responses, ₹400.00 Spent (of ₹400.00).

Advertising Summary (Last 90 days):

- Performance: Exuberance spent ₹7.32K on 7 ads in the last 90 days.
- Reach: 123.5K
- Post Engagements: 3,342
- Page Likes: -
- Link Clicks: 2,432

Screenshot of promotion Campaign on thecollegefever.com website

The screenshot shows the 'Short Film Making Contest 2020' on thecollegefever.com. Key details include:

- Event Page Views:** 16 (May 08 - May 08)
- Merchandise Sold:** 0 (Revenue from Merchandise)
- Event Registrations:** 0 (Revenue from Paid Ticketing)
- Total Revenue:** ₹5.00

List of Winners:-

| Sr. No. | Event Name | Date of Event | Participant Details | Category | Cash Prize |
|---------|-------------------|----------------------------|---------------------------|-----------|------------|
| 1 | Short Film Making | 15 th May 2020 | Mr. Shrikant Desai | Winner | Rs. 3000/- |
| | | | Mr. Pratik Shett | Runner Up | Rs. 2000/- |
| 2 | Essay Competition | 22 nd May 2020 | Mr. Tarak Shah | Winner | Rs. 5000/- |
| | | | Ms. Uditi Naagar | Runner Up | Rs. 3000/- |
| 3 | Scavenger Hunt | 19 th May 2020 | Ms. Ridhi Laddha | Winner | Rs. 3000/- |
| | | | Ms. Poorva Meghesh Shukla | Runner Up | Rs. 2000/- |
| 4 | Battle of Voices | 17 th June 2020 | Mr. Vernon D'Souza | Winner | Rs. 3000/- |
| | | | Ms. Sujata Gupta | Runner Up | Rs. 2000/- |
| | Megamind | | Ms. Kangana Pandya | Winner | Rs. 4000/- |

FDP UPDATES

FDP ON OUTCOME BASED EDUCATION 2020



FDP UPDATES

FDP ON DATA ANALYSIS USING STATISTICAL TOOLS IN MS EXCEL



Dr G Ramesh

An FDP on Data Analysis using Statistical Tools in MS Excel was conducted by Dr G Ramesh, Professor of Marketing of SFIMAR to the faculty members and Research Scholars of Department of Management, St Gits College of Engineering affiliated under Dr APJ Abdul Kalam Kerala Technology University, Kottayam, Kerala. The FDP was conducted for 4 days from 07 Dec 2020 to 10 Dec 2020. The schedule of the program is as appended below.

| FDP ON DATA ANALYSIS USING STATISTICAL TOOLS IN MS EXCEL | | |
|--|--------------------|---|
| SCHEDULE OF SESSIONS | | |
| S. No | Day & Date | Topics |
| 1 | Day 1, 07 Dec 2020 | Fundamentals |
| | | 1. Fundamentals of Statistics Tools |
| | | 2. Description of Hypothesis and Testing |
| | | 3. Type of Scales and Tests |
| | | 4. Normality Check/Analysis for Metric scale data |
| 2 | Day 2, 08 Dec 2020 | 5. Reliability and Validity Check |
| | | Parametric Tests and its application |
| | | 1. One Sample T Test |
| | | 2. Two Independent Sample T Tests |
| | | 3. Paired Sample T Tests |
| 3 | Day 3, 09 Dec 2020 | 4. One Factor ANOVA |
| | | Non Parametric Tests |
| | | 1. Sign Test |
| | | 2. McNemar Test |
| | | 3. Mann Whitney U Test |
| 4 | Day 4, 10 Dec 2020 | 4. Kruskal Wallis Test |
| | | 5. Chi Square Test |
| | | Correlation and Regression Analysis |

FDP UPDATES

There were total around 50 participants in the program. The feedback of some of the participants is appended below:

| Session Feedback - Series II - Data Analysis using Statistical Tools in MS Excel - Dr. G Ramesh | | | | | | |
|--|-----------------|------------------------|---|--|--|--|
| Name of the participant | Session Content | Relevance of the topic | Coordination of the organizing team throughout the sessions | Technical smoothness during the sessions | Overall Rating on the FDP Series II - "Data Analysis Using Statistical Tools using MS Excel" | Any comments/ suggestions |
| Renitta Manuel | 5 | 5 | 5 | 4 | 4 | The only difficulty was it being online. |
| Karishma K Nair | 4 | 5 | 5 | 3 | 5 | It would have been more effective if it was in offline platform |
| Usha A U | 5 | 5 | 5 | 4 | 5 | The classes were very helpful and coordination was very good |
| Anchu P R | 5 | 5 | 5 | 5 | 5 | Good |
| Neethu M U | 3 | 4 | 3 | 3 | 3 | No |
| KS Shyna | 5 | 5 | 5 | 5 | 5 | Excellent |
| Noby Susan Varghese | 5 | 5 | 5 | 5 | 4 | Well arranged and useful programme |
| Prijdha Pradeep | 5 | 5 | 5 | 5 | 5 | It was a wonderful session. Thank you dear professors.. |
| Tisha Liza Tomy | 5 | 4 | 5 | 4 | 5 | Looking forward for such FDP |
| SHAMINI TV | 5 | 5 | 5 | 5 | 5 | Excellent |
| Mr. Arun Prem | 5 | 5 | 5 | 4 | 5 | The FDP was well organised and special appreciation to the entire team behind. Thank you for bringing in such a knowledgeable resource person. MS Excel hands on training were excellent!! Good wishes for your future endeavours. |
| Jyothi PT | 5 | 5 | 5 | 5 | 5 | Good Program |
| Megha Sosa Mathew | 5 | 4 | 5 | 4 | 5 | Good |
| Nitha Bose C | 5 | 5 | 5 | 5 | 5 | Very nice session |
| RESMI G NAIR | 5 | 5 | 5 | 5 | 5 | Very informative session |
| Neha Sunil P | 4 | 4 | 5 | 3 | 4 | Very good session |
| Suvama Raikar | 5 | 5 | 5 | 5 | 5 | It was a productive learning |
| Anu Kurian | 4 | 5 | 5 | 3 | 4 | Good |
| M Shyja Karunakaran | 5 | 5 | 5 | 4 | 5 | Good effort ! Congratulations ! |
| Jayasree Joshi T | 5 | 5 | 5 | 5 | 5 | Nil |
| Reshma Sreedharan | 5 | 5 | 5 | 4 | 5 | It was a wonderful learning experience. |
| Sindhu K | 5 | 5 | 5 | 4 | 5 | Very good training session by Dr. Ramesh. Looking forward to more such excel based training on real data. |
| ANJALY HARIKUMAR | 5 | 5 | 5 | 4 | 5 | Knowledge enriching session |
| Catherine Rachel Jacob | 4 | 4 | 4 | 4 | 4 | Very helpful |
| NIKHITHA MATHEW | 3 | 4 | 4 | 3 | 4 | No |
| Lavanya Mary Mathew | 4 | 4 | 5 | 5 | 4 | Good sessions |
| Deepa Sabu george | 4 | 4 | 4 | 4 | 4 | The session was really helpful and interesting. |
| Dona James | 4 | 4 | 5 | 4 | 5 | Excellent FDP. |

Mock Stock held on 14th Jan 2020



CAREER MANAGEMENT CENTER UPDATES

The Career Management Centre (CMC) is the liaison between our highly diverse talent pool of students, alumni and employers who benefit from their expertise. CMC helps recruiting companies for their promotion on the campus and handles the entire placement process. With a view to preparing its students to be the leaders of the next generation, the Institute prides itself on having a well-established Career Management Centre (CMC) for its students. CMC organizes

various programmes and sessions to make sure that the students meet the industry needs to gain a head start at the workplace and make an early impact. CMC also assists corporate in identifying and connecting them with the right talent on campus while at the same time helping students identify and match their interests, abilities, and values and honing their skill sets to meet job-specific opportunities.

RECRUITERS FINAL PLACEMENT A.Y. 2019 – 20



CMC UPDATES

RECRUITERS SUMMER PLACEMENT A.Y. 2019 – 20



PLACEMENT - ACE PERFORMERS A.Y. 2019 – 20



Praveen B. Menon

Byjus



Ameya A. Nadkarni

NoBroker Technologies Pvt Ltd.



Divya R. Rao

BlackRock Services India Pvt. Ltd.



Joanita F. Gonsalves

BlackRock Services India Pvt. Ltd.



Movil J. Mathias

BlackRock Services India Pvt. Ltd.



Sanmay D. Tribhuvan

BlackRock Services India Pvt. Ltd.



Neha Aleyamma Thomas

BlackRock Services India Pvt. Ltd.



Uddhav V. Mukadam

BlackRock Services India Pvt. Ltd.

CMC UPDATES

PLACEMENT - ACE PERFORMERS A.Y. 2019 – 20



Aditi D. Pal

*BlackRock Services
India Pvt. Ltd.*



Sneha S. Ghatekari

*BlackRock Services
India Pvt. Ltd.*



Praveen P. Nair

99 acres



Lishma S. Fernandes

Enfusion Systems



Jason J. D'souza

Enfusion Systems



Ophelia V. Sequeira

Enfusion Systems



Jamie M. D'Souza

Knight Frank



Paras P. Thakur

Lodha Group

PLACEMENT - ACE PERFORMERS A.Y. 2019 – 20



Michael Mathew

Lodha Group



Alisha F. Lopes

Morgan Stanley



Kavita T. Naik

Morgan Stanley



Aditya V. Shanbhag

Morgan Stanley



Abi S. Augustine

ISS Governance



Ashley Johnson

ISS Governance



Shrutika Jadhav

WhiteHat Jr.



Stelvin Paul

Ufaber

CMC SKILL DEVELOPMENT PROGRAMME

Student Skill Development Programme (SSDP) is the latest CMC offering which brings tailor-made training programmes and Certification to students. CMC also hosts a Corporate On-boarding programmes through which, students are apprised of organization culture and required skills by the Corporate On-boarding Partners. Students are then assigned projects which are

executed as on-the-job corporate assignments to imbibe a sense of task ownership and responsibility. It enables students to have hands-on experience in management and they learn to innovate and think critically for better business solutions and efficient use of resources, resulting in higher and sustainable productivity.

Students Skill Development Program (SSDP)
From Jul 2020 – Dec 2020 BATCH 2019-21

- Basic & Advance Excel
- Smart Answers to the Key questions[®] in Personal Interviews
- Effective Resume with Digital Perspective
- Business News Analysis
- Workshop on Financial Modelling
- Leveraging with LinkedIn
- Financial Aptitude Session
- GD Tips and Techniques
- PI Tips and Techniques
- SPEED MATHS

Students Skill Development Program (SSDP)
From Jul 20 – Dec 2020 BATCH 2020-22

- Personality Transformation
- Digital Interview Etiquette
- Leadership Skills and Placement Leaders
- Verbal & Non-verbal Communication
- English Grammar Sessions
- Date with self
- Know your attitude
- Guidance on choice on specialization by Alumni

ALUMNI Connect

ALUMNI CONNECT A.Y. 2020-21



CHOICE OF SPECIALIZATION & GUIDANCE ON THE INDUSTRY PROFILE : PGDM I

Date : Saturday 19h December, 2020

Venue: Zoom Platform

During Alumni connect 2020-21, the first year PGDM students were counselled on the choice of specialization they should choose in line with current industry trends and attractiveness on Saturday 19th December 2020 on Zoom platform.

SFIMAR CELEBRATIONS

SFIMAR organizes various festivals such as staff and faculty birthday celebrations, Christmas celebrations, republic day, Independence Day, Onam and teacher's day, Dandiya night and other events so as to provide opportunities for students and staff to interact with peers and to create friendly working environment. Most of these activities are group-oriented due to which students get to know about people from different cultural backgrounds and interests. These healthy interactions not only enhance interpersonal and communication skills of students but also prepare them for the real world. Employers seek candidates who can think out of the box and possess effective

communication skills. Those who can multi-task, take initiative, and are enterprising have better chances of getting hired. Students grow in multiple directions if they actively participate in college fests. Students who volunteer and organize college fests display their self-starter attitude, which is highly appreciated by recruiters, especially while hiring for managerial positions. Besides that, students also develop four essential skills from organizing fests – planning, teamwork, leadership, and multi-tasking. They also learn how to balance personal and professional life which helps in differentiating between doers and dreamers.

Republic Day Celebration 2020



Republic Day Celebration 2021



Republic Day is one of the most important national events in India. It is the day when Constitution of India came into force in 1950 on 26th of January. It gets celebrated every year since 1950 and will be continued in the future forever to remember the occurrence of Indian Constitution. Republic day is a national holiday all over India.

SFIMAR CELEBRATIONS

CHRISTMAS CELEBRATIONS 2020

At SFIMAR, Christmas eve was celebrated on December 25th, 2020. At SFIMAR, Christmas is always celebrated every year with great joy and happiness. Indeed, Christmas should be celebrated in truth and spirit, understanding real meaning of Christmas. Christmas is a season of Love, healing, and renewed strength.



CLUB AND FORUM ACTIVITIES

SFIMAR organizes several club activities and forum activities to focus on the needs of the students by providing various opportunities to the students in a direction to enhance their knowledge through different activities. The forum not only enhances knowledge but also provides the platform to apply that knowledge along with managerial skills. The forum ignites the spirit of competition among students by conducting various competitions which also develop the ability and strengthens each student. The overall development of personality is the prime focus of all these endeavours. The outbound training would give an opportunity for students to bond together, communicate and work in Teams as well as lead in activities that are normally based on the concept of learning with fun.

Film Screening Club: The Film Screening Club selects award winning Movies, Short Films, Documentaries etc. based on management concepts and screens them for MMS & PGDM Students. The Movies screened by the club are followed by a detailed discussion focusing on the learning's from the movie. The Club promotes experiential learning and

Edutainment. Film Screening Club selects popular Movies, Short Films, Documentaries etc. based on management concepts and screens them for MMS & PGDM Students. The Movies screened by the club are followed by detailed discussions focusing on the learning's from the movie. The Club promotes experiential learning style & Edutainment. Movie – Moneyball is an American biographical sports drama to build a team of undervalued talent by taking a sophisticated sabermetric approach to scouting and analysing players

Finatics Forum: Finatics Forum organizes activities to assist members in evaluating careers in finance and identifying current career opportunities, extend the practical finance education with job-specific knowledge and connect members with alumni and other finance professionals. Activities undertaken: On January 14, 2020, Mock Stock Competition (one of the events of Finatics Club) was held for the students of Master of Management Studies (MMS) of St. Francis Institute of Management and Research in the college campus led by Dr. Natika Poddar. Event was organised by Mr. Vaibhav Shah (Resource Person).



CLUB AND FORUM ACTIVITIES

Hydroponic system is initiated in SFIMAR, which is under first round trial run with a motive to develop entrepreneurial activity on urban farming, with the help of theurbanfarming.co. On successful completion, this will be taken further to under-privileged women who can take it up as their livelihood. The institute also has a plan to develop a course in this line in future.

Host for the day, Mr. Frank Rodricks and Ms. Apurva Patil welcomed our judges Prof. Vaishali Kulkarni and Mrs. Navika Pednekar. The event was also enlightened by the presence of our dignitaries, Deputy Director Dr. G Ramesh, Director Dr. D. Henry, Registrar Brother Xavier Munda, Teaching and the Non-teaching staffs. The event started off by introduction of Malay Club-



Malay Club: Malay club is the perfect platform to showcase artistic capabilities. It is a revolutionary idea that redefines the meaning and purpose of art. Malay club, a fine arts club is initiated by Dr. Natika Poddar in order to bring out the talent and imagination of the students in MMS & PGDM.

Malay Club - SFIMAR Star Performer was held on 30th January, 2020. It started at 4.30pm at the St. Francis Auditorium. Our

Performing Arts where they encourage the artists in students to use their voices, bodies or inanimate objects to convey artistic expression. The event ended by giving away certificates to the Malay Club Co - ordinators by Malay club's faculty coordinators Dr. Natika Poddar and Mrs. Papinder Kaur for their efforts through both the seasons. It was indeed an amazing day to witness the students from MBA having such a great talent.



Malay Club Star Performer Award Competition held on 30th January 2020

CLUB AND FORUM ACTIVITIES

Nirmiti Forum: Nirmiti Forum a marketing forum- Nirmiti shapes the students through various activities conducted during the year. Prof. G Ramesh & all other Marketing specialization professors have been very supportive in providing the students with their valuable inputs.

Prakalpa

Prakalpa is a project competition, wherein, the part-time 3rd-year students from SFIMAR and other institutes are provided with a forum to showcase their projects to an external panel of judges and compete among their peers to win awards.



Perna Club: The Perna club imbibes the essence of “Entrepreneurship” to management students at SFIMAR. Objectives of the Perna club are: 1. Conceptualization of business ventures. 2. Creation of a data bank of entrepreneurship cases. 3. Interaction with entrepreneurs 4. Execution of micro-ventures incubation.



DLE INITIATIVES

Our Institute carries out many Institute Social Responsibility (ISR) activities through the social club "ABHIMAAN" and through its Lifelong Learning and Extension Projects under the Department of Lifelong Learning and Extension (DLE), Mumbai University. The Institute is guided by the principles of Saint. Francis of Assisi who is the Patron Saint of Ecology for his love for the nature and environment. The Institute also carries out the ethos 'Service through Enterprise' of its Founders-Society of the Congregation of Franciscan Brothers which has a strong societal-responsibility dimension in what it does. The VISION and MISSION statements of the Institute, apart from developing students into global business leaders and entrepreneurs, imbibe in its students, faculty and staff a deep sense of responsibility towards the society and the environment. In order to foster the above, the Institute carried out many activities and we have highlighted below a few of them: Besides the above, the Institute is one of the active participants of Mumbai University's Department of Lifelong Learning and Extension (DLE) and has received an appreciation letter as the best management institute to carry out social causes such as child abuse, working women's development etc.

Awareness Campaigns on Social Media on World Suicide Prevention Day on 10th September 2020 to raise awareness of the scale of suicide around the world.



Suicide Prevention Day (DLE Activity)

St. Francis Institute of Management & Research (PGDM)

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DLLE UPDATES

DLLE Awareness campaign on self-independent women on Rural area on 9th Nov 2020.



Students performing Street play in UDAAN at SFIMAR-2020



OUTBOUND TRAINING FOR STUDENTS: 2020

As part of curriculum, outbound Training for Students of part time and PGDM was organized by Institute. The intent of organizing such an event was to provide lessons in real Management terms and correlate to the lessons taught in closed confined of class room- in the areas of Leadership, Team Management, Decision Making and Creativeness- all of which are required to climb up the corporate ladder. This was carried out through participation of students in mix across all batches in different form of games that require above personality traits.



Outbound Training MMS on 8th Feb 2020



Outbound Training Part time on 26th Jan 2020



Outbound Training PGDM on 20th November

GRADUATION CEREMONY: 2021

Graduation Ceremony was celebrated on 26th February 2021 starting with institutional anthem. Then followed lighting of the lamp and prayer dance. Welcome address was delivered by Chairman and Head of administration, SFIMAR by Brother Alphonse Nesamony. After felicitation of Dignitaries and guests, the special address and the message of blessing was offered by Superior general, CMSF, brother Joseph Karimalayil. A Special Graduation address was delivered by Prof V N Rajasekharan Pillai, Vice Chancellor of Somaiya Vidyavihar University. Then followed the 'felicitation of Toppers' and the virtual distribution of graduation Degrees. In closing, the vote of thanks was proposed by Dr Dipaali Pulekar and the graduation ceremony gracefully ended with National anthem.



Why Business Innovation Matters?

Innovation is the development and application of ideas that improve the way things are done or what can be achieved. Innovation may result in new products or services, new or improved business processes, changes in the way your products are marketed or the introduction of new technology. Innovation can help the business grow by improving productivity and efficiency. Your ability to innovate will also help your business to remain competitive and respond to changes. Innovation can deliver significant benefits and is one of the critical skills for achieving success in any business. Gaining competitive advantage is just one of the many reasons why companies decide to invest in innovation. Successful, innovative businesses can keep their operations, services, and products relevant to their customers' needs and changing market conditions. According to Deloitte, only 12% of the Fortune 500 companies from 1955 are still in business and half of the S & P 500 companies will be replaced in the next ten years. In addition to gaining competitive advantage, companies choose to innovate to:

- 1) Maximize ROI - Increased competitive advantage and continuous innovation often has a direct impact on performance and profitability.
- 2) Increase productivity - The point of innovation is to increase output with the same amount of input. Improved productivity and efficiency make work more meaningful as less time needs to be spent on low impact tasks.
- 3) Enhance company culture - Innovation increases the ability to acquire, create and make the best use of competencies, skills and knowledge and can help build a culture of continuous learning, growth and personal development. The only way to stay relevant in the competitive

market is through constant improvement and innovation. Innovation in business is a key aspect of staying viable in an ever-changing climate of competition. One must continuously provide insight and solutions to issues, known and presently unknown through investigation and collaboration.

Innovation in one organization can push another to improve them due to competition, thus providing an environment that continues to evolve. In other words, once an opportunity has been recognized, a company must seize it. The intrapreneur and entrepreneur function similarly in the aspect that they push for new ways of making products or improving process for a business's wellbeing. Taco Bell, Zipcar, Dollar Shave Club and Kickstarter are great examples of innovation in the market today. Business innovation matters for one simple reason--value. For your business to thrive, it is crucial to be continually innovating and improving. Successful business innovation means finding new revenue opportunities, optimising existing channels and, ultimately, generating higher profits. It should also give companies an advantage over their competitors.

Technologies Driving Business Innovation Artificial Intelligence

The power and potential of artificial intelligence (AI) cannot be overstated. Almost every industry and realm of life is set to be transformed by it, with the estimation that by 2020, 95 per cent of all customer interactions will be carried out by some form of AI. When it comes to business innovation, it is one of the most exciting technologies available, with firms such as PwC estimating

that it could add \$15.7 trillion to the global economy by 2030. In sales AI can help strengthen pitches by detecting and reacting to consumer emotions. Japanese investment bank, Daiwa Securities, found that customer purchase rate increased by 2.7 times after they implemented AI technology. In the healthcare and pharmaceutical sectors, AI tools have been built which can sort and accumulate medical knowledge and data on a scale, humans could only dream of. At one end of the spectrum sit dosage error deduction and virtual nursing assistants, at the other: genome sequencing.

Ultrafast Internet

It has long been acknowledged that time is money, and the most important tool for

business innovation is one which can help organisations move faster. In the UK, rural provider Gigaclear offers a fixed line service bringing speeds of 900 megabits per second (for reference, “superfast internet” starts at 24 Mbps), but in South Korea speeds of 2500 Mbps have already been achieved. And mobile networks will be transformed as well, with the advent of 5G making speeds of 1000 Mbps possible on a smartphone. To put this in the context of business innovation: it will now be possible to restore a medium-sized corporate server in a little over an hour, compared with 28 days before. Businesses will be able to share data between remote facilities in near-instant fashion.

-Unnati Mahajan: I PGDM

Opportunities and Challenges of New Educational Policy in India

The National Education Policy 2020 may provide a runway for the education sector to take off, despite challenges posed on account of the pandemic. Announcement of the NEP attracted criticism from industry experts, but it is believed that NEP is going to place India on the global map as prominent educational haven of the world. The National Education Policy 2020 replaces the old education policy which was framed in 1986 with the introduction of latest educational reforms. It is believed that this policy seeks to unshackle students from the tyranny of administrative constraints with multiple-choice, and multidisciplinary learning. However, the policy has been scrutinized and dissected by industry experts and thus have witnessed conflicting views.

The policy aims to make a strong digital infrastructure within the education sector

that ensures uninterrupted learning even during unprecedented circumstances. The National Education Technology Forum (NETF) is going to be established for ensuring that the technology is integrated adequately and efficiently within the education process and ensuring the enhancement of the access of education to all or any sections of the society even in these tumultuous times. Various contours of this policy aim to radically improve the Gross Enrolment Ratio in education to target 100% youth literacy. Moreover, the said policy has also been predicted to scale back social and economic gap between students, which has magnified in wake of the pandemic. Besides, the policy also lays emphasis on infancy education, restructuring curriculum and pedagogy, reforming the examination process, and investing in teacher training. Although the NEP 2020 aims to bring a holistic change

within the education system of India, there are substantial challenges, both quantitative and qualitative, in implementing the reforms. Some of the main challenges within the implementation of NEP 2020.

Curriculum and Content

The NEP seeks to introduce a shift from 10+2 structure to 5+3+3+4 structure, where infancy education is going to be a neighbourhood of formal education. In addition, the NEP 2020 focuses on reducing the curriculum content to make space for critical thinking and successively, develop individuals with 21st-century skills instilled in them. Hence, all aspects of the curriculum and pedagogy have got to be restructured to achieve these goals. The challenges in successfully implementing these changes include modifying the curriculum in accordance with the National Curriculum Framework. Also, educators have to rethink the training content rubric and modify the textbooks accordingly. The policy envisages the redesign of the varsity curriculum. However, so as to deliver the curriculum effectively, the existing pedagogy system must make a smooth transition to the new education system. Furthermore, there must be a shift from teacher-centred learning to student-centred learning to foster collaborative skills, critical thinking, problem-solving and decision-making abilities within the youth.

Technology

The NEP 2020 lays emphasis on leveraging the advantage of technology in making the youth future ready. But, developing digital

infrastructure like digital classrooms, remote expertise-driven teaching models, AR/VR tools to bridge gaps in physical teaching and laboratory infrastructure may be a great challenge, because most of the faculties do not have a correct set-up to support these tools. Also, the value related to building digital infrastructure will not be affordable for all schools across the country. Moreover, in rural areas of the country where the web connectivity is almost absent, deploying digital learning tools is out of the question.

Examination Structure

The NEP focuses on formative assessment for learning instead of summative assessment. The primary purpose of the assessment system is to create a continuous tracking of learning outcomes. However, continuous assessment requires innovative evaluation approaches and assignments. These approaches demand technological intervention and active involvement of teachers and students. According to a study, out of the 1.5 million schools in India, 75 per cent are run by the govt. Of the remaining 400,000 private schools, nearly 80 per cent schools are 'budget private schools. Hence, deploying an endless assessment framework may be a challenging task in these schools. The government must have a scientific phased approach to successfully implement the NEP 2020 and supply quality education to all or any students, regardless of their place of residence.

(Source: Business World)

-Isha Sharma: II PGDM

The need of the hour: Integration of Technology and Management

“Technology is nothing. What is important is that you have a faith in people, that they are basically good and smart, and if you give them tools, they’ll do wonderful things with them.”

– Steve Jobs

We are aware of the rapid changes in technology, as change is the new constant, but didn’t think it would hit us so fast. COVID-19 pulled the world closer together, by the fast-paced technology development. Corporate strategy has never been easy, but technological advances have made strategy development even more complex. Technology choices used to be binary: Either a software or hardware choice goes live, or it does not. Today, the choices are more nuanced and intertwined.

Modernizing legacy enterprise systems and migrating them to the cloud may help unleash an organization’s digital potential. Until recently, these undertakings could also bust that same organization’s digital transformation budget. For many, the cost of needed cloud migrations and other core modernization strategies can be prohibitive. This is about to change. In what we recognize as a growing trend, some pioneering companies are beginning to use clever outsourcing arrangements to re-engineer traditional business cases for core modernization. Likewise, some are exploring opportunities to shift core assets to increasingly powerful platforms, including low-code options. Finally, many are advancing their platform-first strategies by addressing technical debt in ERP systems and migrating nonessential capabilities to other platforms. In a business climate defined by historic uncertainty, these innovative

approaches for extracting more value from legacy core assets may soon become standard components of every digital transformation playbook.

Technology has opened multiple avenues of creativity. Various tools and software, programming, robotics, and AI, has allowed us to push our limits and bring out the best within ourselves. With machine learning poised to overhaul enterprise operations and decision-making, a growing number of AI pioneers are realizing that legacy data models and infrastructure all designed to support decision-making by humans, not machines could be a roadblock to ML (Machine Learning) success. In response, some organizations are taking steps to disrupt the data management value chain from end to end. As part of a growing trend, they are deploying new technologies and approaches including advanced data capture and structuring capabilities, analytics to identify connections among random data, and next-generation cloud-based data stores to support complex modelling. Together, these tools and techniques can help organizations turn growing volumes of data into a future-ready foundation for a new era in which machines will not only augment human decision-making but make real-time and at-scale decisions that humans cannot.

Technology today is a source of new competitive advantage for some organizations and a threat to ongoing survival for others. As a result, the distinction between corporate strategy and technology strategy is blurring as each needs to inform the other. Savvy corporate strategists are looking beyond their organization’s current

tech capabilities and competitive landscape to consider a broader range of future possibilities about how technology can expand where they play and how they win. But the complex range of uncertainties and possibilities can be too much for the human brain to process on its own. That is why strategists are turning to strategic technology platforms equipped with advanced analytics, automation, and AI. Organizations are using these tools to continually identify internal and external strategic forces, inform strategic decisions, and monitor outcomes. As a result, companies are transforming strategy development from an infrequent, time-consuming process to one that is continuous and dynamic, helping strategists think more expansively and creatively about the wide range of future possibilities.

Apart from this, in the business world, future focused manufacturers, retailers, distributors, and others are exploring ways to transform the supply chain cost centre into a customer-focused driver of value. They are extracting more value from the data they collect, analyse, and share across their supply networks. Finally, some of these organizations are exploring opportunities to use robots, drones, and advanced image recognition to make physical supply chain interactions more efficient, effective, and safe

for employees. Granted, transforming established supply chains into resilient, customer-focused supply networks will be a challenge, and for most organizations, it will be an ongoing journey one of critical importance. The kind of disruption we have seen with the COVID-19 pandemic could well become the norm. When the next global event hits, technology and supply chain leaders won't be able to claim they didn't see it coming.

Many organizations are embracing diversity, equity, and inclusion as business imperatives, with a growing number adopting holistic, organization wide workforce strategies that address biases and inequities to enhance enterprise and employee performance. While HR professionals often lead DEI strategies, technology leaders play a critical role as a strategic partner by designing, developing, and executing tech-enabled solutions to address increasingly complex DEI workforce challenges. Over the coming months, we expect enterprises to adopt new tools that incorporate advanced analytics, automation, and AI, including natural language processing and machine learning, to help inform, deliver, and measure the impact of DEI.

-Verena Vaz: I PGDM

Emerging Trends of Entrepreneurship

Entrepreneurship is not a destination; it is a journey. On this journey, successful entrepreneurs don't have an expectation of "arriving" to some finish line. Entrepreneurship is the ability to recognize the bigger picture, find where there is an opportunity to make someone's life better, design hypotheses around these opportunities and continually test your assumptions. It is an experimentation: Some experiments will work; many others will fail. It is not big exits, huge net worth or living a life of glamour. It is hard work and persistence to make the world a better place to live in.

Entrepreneurship is important for several reasons, from promoting social change to driving innovation. Entrepreneurs are frequently thought of as national assets to be cultivated, motivated, and remunerated to the greatest possible extent. Great entrepreneurs have the ability to change the way we live and work, on local and national bases. If successful, their innovations may improve standards of living, and in addition to creating wealth with entrepreneurial ventures, they also create jobs and contribute to a growing economy.

Smartphones and apps have revolutionized work and play across the globe. Smartphones are not exclusive to wealthy countries or people, as more than 5 billion people have mobile devices around the world. As the growth of the smartphone market continues, technological entrepreneurship can have a profound, long-lasting impact on the world. Some famous entrepreneurs, such as Bill Gates, have used their money to finance good causes, from education to public health. The

qualities that make one an entrepreneur can be the same qualities that help motivate entrepreneurs to pay it forward through philanthropy, in a later chapter of life. The Indian entrepreneurship segment, comprising of SME's, Start-up's, first generation entrepreneurs and those looking to expand their family business, is a thriving and dynamic part of the Indian economy. Over the past decade, there have been major transformations, both favourable and otherwise, that have impacted the segment. Be it the rise of technology enables systems and services or innovative consumer engagement and millennial friendly business approach, all brought about unprecedented changes to the sector, at an accelerated speed.

Under the emerging trends of entrepreneurship, digitisation and automation is going to become an indispensable part of business operations. Even smaller players and boot-strapped entrepreneurs will be embracing modern technologies in the coming year. Due to business collaborations, the consumer is spoilt for choice between Indian and international brands. With the flexibility to access similar products and services on the online and traditional platforms, entrepreneurs and start-up founders have been devising methods to combat competition and thrive. By adding relevant expertise to the portfolio through collaborations, there is a greater business opportunity for entrepreneurs. This decade is going to see a new trend of diversification, where entrepreneurs are increasingly opting for multiple businesses that are not only diversified in nature but are also independent and even drastically separate from the main

business. Apart from honing their business skills, this trend is set to also enrich and offer greater business opportunity to entrepreneurs. From helping them to tide over a slowdown at an industry or economy level, diversification also helps gain greater returns, during prosperous times. With access to the latest know-how using digital learning and global knowledge exchange platforms, increasing number of businesses are waking up to the need of continuous learning and innovation. This trend is set to rise, with more and more businesses investing time and resources to study, implement, and improve their product and service offerings, thereby enhancing their growth potential and possibilities for international expansion.

The road to entrepreneurship is often a treacherous one filled with unexpected detours, roadblocks and dead ends. There are lots of sleepless nights, plans that don't work out, funding that doesn't come through and customers that never materialize. It can be so challenging to launch a business that it may make you wonder why anyone willingly sets out on such a path. Despite all of these hardships, every year, thousands of entrepreneurs embark on this journey determined to bring their vision to fruition and fill a need they see in society. While a large number of start-ups have suffered during the pandemic, COVID-19 has also led to an increase in entrepreneurial activity. There has been a surge in creativity. People

and companies have devised new ideas to respond to existing or emerging needs insufficiently addressed by governments and incumbent institutions. Some new-born entrepreneurs and start-ups have been more opportunistic during the pandemic, pivoting their businesses through some kind of repurposing and redirecting existing knowledge, skills, people and networks to new needs that have emerged. From start-ups and individuals producing and selling face masks and shields to their local communities to local taxi start-ups turning into grocery delivery companies, the nature of innovation is often incremental but, at the same time, essential for survival and adapting to our "new normal". It is almost certain that the way entrepreneurial businesses are affected today will have an impact on how entrepreneurship is perceived as a job choice in the future. India has already demonstrated immense entrepreneurial potential in the past few decades, than most countries. What started with a wave of IT offshoring in the 1990s and early 2000s, quickly moved to become the land of some of the most interesting unicorn tech start-ups in the world, including Freshworks, Paytm, Oyo and Flipkart (which sold to Walmart in 2018 for USD 16 billion). From being a Start-up hub to a breeding ground of innovative entrepreneurs, India is now ready to leap into the future as a strong global economy with an entrepreneurial streak, effectively battling internal challenges.

-Rachana Nair I PGDM

STUDENTS TESTIMONIES

ALUMNI FEEDBACK

SFIMAR is a place of learning, fun, culture, lore, and many such life preaching activities. The faculty members are excellent, and the placements are at their best. I learnt many skills like value-based leadership, teamwork and social cohesion, trust, and respect in the two years of PGDM Course. I take pride in being an alumnus of SFIMAR.

– *Mr. Anand Mishra (PGDM Batch 2016-18)*



After spending 1.5 years in our college, I can say that St. Francis is a second name for Knowledge and Excellence. Faculty of this institute are well qualified having deeper knowledge in their specific Specialty. We have the best faculty team who provide 360-degree support to the students. In addition, they are very friendly and approachable in nature. The MMM part time course is a boon for Working Professionals. The course has helped me to enhance my skills and improve my knowledge. The Institute also organizes various Industrial visits, Guest lectures and seminars to give a hands-on experience to its students. I feel proud to be a part of this Institute. And I would always look back and cherish the wonderful memories associated with this Institute.

– *Mrs. Chetana Naik: MMM-3*



It's a great experience to be a part of St. Francis Institute and it's difficult to sum up the memories and experience of St Francis in few lines, where we get a various opportunity to showcase the talent & upgrade our personality. There is something motivational and special in this environment which made us study and enjoy the co-curricular activities. The programme head Mrs. Natika Poddar is the best mentor which I have ever come across. Teachers & other members are also very helpful. Thanks to all who have been part of my life in encouraging me.

– *Arpana Jayesh Upadhyay: PGDM*



STUDENTS TESTIMONIES

MMS STUDENTS FEEDBACK

St. Francis believes in a very comprehensive and holistic way of teaching which has indeed helped me improve my analytical, mental, and social ability. The faculty members give personal attention to every student and analyse their individual capabilities to assist and guide them in a better way. This course is not just about learning within four walls of the classroom but involves field trips to incubation centres and industries that give us practical insights into the real world. We are well assisted when it comes to looking out for internship opportunities. St. Francis Institute is a blend of quality and fun when it comes to learning.



– *Devavrat Ghag: MMS*

My MBA with St. Francis Institute of Management and Research is one of the best experiences of my life. In this one year, SFIMAR successfully brought clarity of thought, knowledge, confidence, courage and conviction to me and my goals. Real time exposure is always immense throughout the program. I owe a huge debt of gratitude to our Faculty members and our very own Respected Franciscan Brothers. They have contributed significantly to my knowledge base at SFIMAR. SFIMAR has helped me to carry an increased sense of self-esteem and a feeling of accomplishment and personal satisfaction at every stage of life.



– *Movil Mathias: MMS*

My MBA with St. Francis Institute of Management and Research was one of the best experiences of my life. My MBA at this institute brought clarity of thought, knowledge, confidence, courage and conviction to me and my goals. Real time exposure was immense throughout the program. Faculty members give us enough encouragement and guidance to participate in the managerial fests of other colleges, which enhances our overall outlook towards management. Group Discussion and latest news Affairs keep us attuned to the latest business happenings around us.



– *Apurva Gimonkar: MMS*

Throughout my two years of PGDM at SFIMAR, I had countless opportunities to develop analytical skills, leadership, and proactive thinking in various activities and events. What I learned during my MBA journey has enormously helped me to sail through the corporate life.



– *Ms. Chandni Parikh (PGDM Batch 2016-18)*

STUDENTS TESTIMONIES

PGDM STUDENTS' FEEDBACK

SFIMAR is a temple of knowledge. The institute imparts quality education in the field of management education and ensures that each student learns the virtues of compassion and empathy essential for corporate leadership. I am thankful to the institute for instilling these important virtues within me that really has helped me to grow in the corporate world.

– Ms. Natasha Danial



St. Francis Institute of Management and Research has shaped me from the day one to face the corporate world. Along with that goes an increased sense of self-esteem and a feeling of accomplishment and personal satisfaction. SFIMAR has it all, the amazing infrastructure, welcoming classmates, engaged faculty, Placement cell, the contents of the courses and the teaching framework they offer. Project based learning approach helped for a holistic development. SFIMAR has been full of opportunities that were full of fun and learning with the international exposure. I truly feel that the management skills covered in due course will be invaluable in reaching my career goals.

- Lobo Danica II PGDM



OBITUARY

We regret to inform that Our beloved MMS student Manish Khandekar of 2018-2020 batch (Operations specialization) passed away on 16th August 2020 morning at the Kokilaben Hospital. Manish Khandekar was undergoing his second cycle of Chemotherapy and was indeed showing signs of



Late Manish Khandekar

improvement for some time. Alas! It is disheartening to note that he breathed his last on 16th of August 2020. SFIMAR family extends a very heartfelt condolence to the entire bereaved family of Late Manish Khandekar and prays Almighty God to give solace and comfort to his entire family members.