

ACTIVITY REPORT
CORPORATE WEEK
2013-18



PRATIBHA INSTITUTE OF BUSINESS MANAGEMENT

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Activity Report

Corporate Week

2013-14

Title: Industry Academia Interface

Date: 11/03/13 to 16/03/13

Venue: Pratibha Institute of Business management Auditorium



Outcome of the Activity: Universities and industry, which for long have been operating in separate domains, are rapidly inching closer to each other to create synergies. The constantly changing management paradigms, in response to growing complexity of the business environment today have necessitated these two to come closer. This platform has helped in bridging this gap as higher education institutions not only contribute skilled human resources to business, but also in various intangible ways. The intersecting needs and mutually interdependent relationship requires identifying means of further strengthening academia-industry partnerships which is done through this initiative.

Description: A whole week starting from 11/13/13 to 16/13/13 was earmarked as Corporate-Week. The programme was started with lightning of lamp and felicitation of guest by the director of the institute Dr. Prasant Gundawar. The chief guest of the occasion was Mr. Prakash Bang, Director, Rooms XML Solutions Ltd. He enriched the audience on the topic “Focus to Succeed” in which he spoke about three types of focus that are critical to your success. These are goal setting, working the plan, evaluating the actions.

Afternoon sessions were separately taken for the MBA and MCA courses. Mr. Ashok Choudhary took Management stream in which he talked about “Supply chain Management” whereas computer stream was handled by Mr. Kaushik Kulkarni, MD, Seema Infotech.

On day 2 the common session was taken by Ms. Shaneen Maniar, Corporate Trainer, Personaah. She highlighted the need of “Business Etiquettes” in professional life and its impact. After the common session, again the management students learned about niche of “Banking and Finance” from Ms. Shaneen Maniar, whereas Computer students have brushed their knowledge on “BI as a Career Opportunity” by Mr. Banerjee, Director, BA Consulting

The third day was very interesting as the President Mr. Raghunath Nedge and Secretary Mr. Gangaram Talekar, Mumbai dabbawalas Association shared their journey with the audience. The audience was totally moved by their story. Mr. Rahul Jain, Delphi Computech P. Ltd. took a session on “Digital Marketing” for MBA whereas for MCA students Mr. Aniruddha Tikhe, HR, Tech Mahindra took the session on “HR Practices in IT”.

On 4 day Dr. Rajan, Corporate Trainer, Symbiosis Int. University, took the common session on the topic “Advertising & Branding” which was followed by the session of Ms. Suma Joshi on “HR Interviews” for Management in which she gave the tips about cracking the interview. On the other hand, Mr. Priyank Agarwal, VP, Barclays, took the MCA session on “career Opportunities in IT”

On the last day CA .Jitendra Mehta shared the niche of “Budget 2013” with the students and faculty members which was followed by session on CRM & Networking for MBA students by Mr. Atul Joglekar, Proprietor, Gandhalee Enterprises and for MCA Mr. Girish Kadam, President, PMI Pune Chapter.

The programme ended with vote of thanks.

Activity Report

Corporate Week

2014-15

Title: **Industry-Academia Interface**

Date: 20/01/14 to 25/01/14

Venue: Pratibha Institute of Business management Auditorium



Outcome of the Activity: This platform has helped the industry from being just the customers of business school output today to become stakeholders and partners in the progress of PIBM. The companies have started playing increasingly important role in activities of PIBM to incubate the talent they need.

Description: A whole week starting from 20/10/14 to 25/01/14 was earmarked as Corporate-Week. The programme was started with lightning of lamp and felicitation of guest by the director of the institute Dr. Prasant Gundawar. The chief guest of the occasion was Mr.Vivek Deshpande,

VP, Infra. He enriched the audience through his long professional experience. Afternoon session was taken by Mr. Rahul Shirodhar on the topic “Leadership, Mindsets & Inner Strength”. He stressed on adopting a growth mindset which contributes to strengthening adaptability, integration, and resilience which are the bedrocks of sustainable leadership.

On day 2 the common session was taken by Ms. Ravibala Kakatkar, Corporate Trainer. She highlighted on the topic “Using NLP for Personality Enrichment”. Neuro-Linguistic Programming is a fabulously powerful technology, a set of tools and techniques for improving every area of our life that uses your brain. It is recognized as the most effective persuasion and communication tool ever developed in the world.

After the lunch break the management students learned about niche of “Interview Techniques and Confidence Building” from Ms. Ravibala Kakatkar only, whereas Computer students have brushed their knowledge on “Network Security” by Dr. Sharat Airani, Global CTO, Intellinet Datasys. Pvt. Ltd.

On the third day the students were asked a question “AM I JOB READY?” which was also the topic of discussion by Col. Prem Anand, G.M., Deccan Chamber of Commerce and agriculture. Col. Anand has asked many questions from the students to help them to know about their readiness for the job market.

Afternoon sessions were separately taken for the MBA and MCA courses. Mr. Jitendra Mandape, Sr. Div. Mgr, GM India took Management stream in which he talked about “TQM in Manufacturing” whereas computer stream was handled by Mr. Vinayak Kulkarni, Director, Intellify Sol. Pvt. Ltd who talked on “data handling and data mining.”

On 4 day Dr. Chandrashekhhar Desai, Medical Practitioner, took the common session on a very interesting topic “Seeking happiness” in which he told the audience that happiness levels increased when people took a few surprisingly simple steps like:

- Count your blessings
- Reframe situations in a positive light
- Perform acts of kindness

His session was followed by the session of Mr. Rahul Vyas, Sr. Mgr, Yamaha India on “Auto Industry: Trend, Threats and Opportunities. On the other hand, Mr. Priyank Agarwal, VP, Barclays, took the MCA session on “SAP Solutions”.

5th day of the corporate week started with the views of Mr. Romy Mehta on “Excellence through Creativity, memory development & Study Techniques” In which he gave various tips:

- ❖ Love your subject and it will get you good grades.

- ❖ Sleep well.
- ❖ Eat healthy to avoid a restless mind.
- ❖ Practice yoga every day to keep boredom away.
- ❖ Do Pranayama.
- ❖ Meditate every day.

After the lunch break the MBA students enjoyed their session again with Mr. Romy Mehta on “Complexities of Legal Issues, Made Easy” and MCA students had session on “IT in Manufacturing” by Mr. Sachin Joshi, CRM & IT Manager, Atlas Copco.

On the last day Mr. Manohar Nair, Corporate Trainer concluded the corporate week by enlightening the students about the latest development in the business world.

The programme ended with vote of thanks.

Activity Report

Corporate Week

2015-16

Title: **Industry Academia Interface**

Date: 05/10/15 to 10/10/15

Venue: Pratibha Institute of Business management Auditorium



Outcome of the Activity: This activity helps in identifying the ways in which PIBM can work closely with industry, study the dimensions of academia-industry partnership, and identify possible areas where industry's contribution to academia would be most effective.

Description: A whole week starting from 05/10/15 to 10/10/15 was earmarked as Corporate-Week. The programme was started with lightning of lamp and felicitation of guest by the director of the institute Dr. Prasant Gundawar. The chief guest of the occasion was Col. Prem Anand, G.M., Deccan Chamber of Commerce and agriculture. He enriched the audience through his long professional experience and giving lecture on "Acing your Group Discussion".

Afternoon session was taken by Mr. Abhijit Joshi for the MBA students on the topic “Insights of Marketing”. He stressed on that Insight is a truth which until now has not been leveraged, but if leveraged will generate revenue. The MCA session was taken by Mr. Pramod Badgajar on the topic “Cloud Computing” which has become the need of today’s world.

On day 2 the common session was taken by Mr. Dwarka Jalan, Promoter, Jalan Group. He highlighted on the most talked about topic “Personality Development”. He was of the view that Personality development is nothing but the act of moving from an inert and disinterested state of existence to a zealous, motivated and joyous living one.

After the lunch break the management students learned about niche of “Creating a Compelling Business Case” from Mr. Kawal K. Jaggi, Sr. VP and CFO, Spicer India, whereas Computer students have brushed their knowledge on “Framework technology” by Mr. Sandeep Nandekar.

On the third day the students learnt about the success story of a businessman from none other than Mr. Fatehchand Ranka, Owner, Ranka Jewellers in the session “Experience & Challenges of Successful Businessman”.

Afternoon sessions were separately taken for the MBA and MCA courses. Mr. Jitendra Sonar took Management stream in which he talked about “Current Industrial Trends in HR” whereas computer stream was handled by Mr. Prakash Sharma, Corporate Trainer who talked on “Technology Entrepreneurship & Placements”.

On 4th day Dr. Rahul More, Practice Consultant, took the common session on a very interesting topic “Smart Leadership: Learn, Grow & Lead” in which he emphasized the importance of articulating one's vision, managing uncertainty, staying calm in a crisis, taking feedback, using time effectively and developing successors, among other things.

His session was followed by the session of Mr. Amey Chauhan, Corporate consultant “Stress Management” for MBA students. On the other hand, Mr. Vishal Shimpi, took the MCA session on “Big Data”.

5th day of the corporate week started with the views of Mrs. Kuljeet Uppal on “Image Management for Modern Organization”. She was of the view that one of the most important concerns for organization is the management of the organizational image created by its diverse publics. Based on this image consumers make their choices, when they have needs

To fulfill and the public develops goodwill or reluctance toward the organization, considered as a social entity. It is even based on this image that the public will establish contact or pursue transactions with the organization, or not.

After the lunch break the MBA students enjoyed their session again with Mr. Murlidharan Bhat, Gabriel on “Innovation Lead to Transformation” and MCA students had session on “SAP ERP” by Mr. Vijay Bhanushali, Fujitsu consulting India.

On the last day Dr. Parveez kazi, Logistics head, Crompton greaves, gave his thoughts on logistics Management.

After lunch session was taken by Mr. Sanjay patni, VP & Zonal Mgr, Reliance Capital on the topic “Marketing of Financial Products” for Management students and Mr. Atul Kahate, cyber Security expert, took the session of Computer students in his area of specialization “Cyber Security”

The programme ended with vote of thanks.

Activity Report

Corporate Week

2016-17

Title: **Industry-Academia Interface**

Date: 23/01/17 to 28/01/17

Venue: Pratibha Institute of Business management Auditorium



Outcome of the Activity: Corporate week has widened the horizon of the faculty members, focusing less on human skills, which is fulfilled in this programme by the managers giving inputs on various areas in a number of sessions under the umbrella of corporate week.

Description: A whole week starting from 23/01/17 to 28/01/17 was earmarked as Corporate-Week. The programme was started with the lighting of a lamp and felicitation of the guest by the director.

of the institute Brig. (Dr.) A. K. Lal. The chief guest of the occasion was Mr. Pradeep Lokhande, CEO, Rural relations. He enriched the audience about the rural marketing strategies. The other guest for the morning session was Mr. Surojit Saha, Director- Academics, Branding and Corporate Relations. He expressed his views on the topic “New Trends in Education” on which he stressed that the focus has to be on becoming lifelong learners, keeping oneself equipped with the changing technology.

Afternoon session was taken by Mr. Parag Matkar, certified Project Management Professional and trainer, for MBA students on the topic “Careers in finance and project Management” He provided information about the new avenues in the above mentioned areas and the required knowledge for the same. Mr. Aditya Gokhale, Programme Manager, Tech Mahindra, took the session of MCA students on the topic “Software Estimation”.

On day 2 the common session was taken by Mr. Subrato Rath, Head, ISI, Pune chapter, and Mr. Abhinav Shrivastav, Director, Corevolve Consulting, on the topic “Six Sigma and Steps in Data Analytics. They both had given detailed information of Six Sigma through various examples.

After the lunch break the management students learned about niche of “new businesses” from Mr. Vijay Bhanushali, Fujitsu, whereas Computer students have brushed their knowledge on “Software Architecture and design” by Mr. Avdhut Ponshe, Software Principal Architect, Elite Core, Sterlite.

On the third day the students were asked to give their one quality which make them apart from others and this lead to them to the topic of the session “How to be a Star in the Corporate World” by Mr. Aseem Srivastav, MD, Kirloskar Ebra.

The next speaker for the session was Mr. Ashwin Upadhaya, Director- Resourcing, KPIT who gave the tips to the students on “How to become Employable professionals”. He gave his own example of professional journey which started from a trainee in a small company to the current position.

Afternoon sessions were separately taken for the MBA and MCA courses. Mr. Aniruddha Mukhopadhyaya, Tech Mahindra, talked to the students on “Digitalization in India (banking Domain)”.

On 4 day Mr. Dhananjay Shiralkar, CEO, Jayashree Encoders, took the common session on “Importance of Attitude & Behavioral Skills in Corporate World” in which he highlighted that the right attitude can overcome obstacles as well as attitude can impact overall performance.

The second speaker for the day was Mr. Mukund Pathak, Sr. VP. He expressed his thoughts on the topic “Culture and Measurement” in which he highlighted the five common traits followed by successful companies:

- Empowering Style Leadership

- Collaborative Environment
- Strong Core Values
- Planning
- Measurement and Feedback

On the last day of the Corporate Week, Mr. Deepak Kulkarni enlightened the audience on the topic “Evolving Role of HR in Changing Business Scenario” whereas Mr. Shirshananda Panda, Project Manager, Accenture gave the talk on “Digital Economy, New Business Models and Key Features”.

The programme ended with vote of thanks.

Activity Report

Corporate Week

2017-18

Title: **Industry-Academia Interface**

Date: 03/10/17 to 7/10/17

Venue: Pratibha Institute of Business management Auditorium



Outcome of the Activity: The programme provided greater degree of industry-PIBM collaboration to integrate employer's needs into the programmes on offer as well as helped in real involvement with industry to allow students to gain valuable practical experience and also to facilitate development of business.

Description: A whole week starting from 03/10/17 to 07/10/17 was earmarked as Corporate-Week. The programme was started with lightning of lamp and felicitation of guest by the director of the institute Brig. (Dr.) A. K. Lal. The chief guest of the occasion was Mr.Abhijeet Shinde,

CEO, My Business. He enriched the audience through his long professional experience and also highlighted the needs and requirements of the present day businesses.

On day 2 Mr. Jinal Mashate, Corporate Manager-Accounts, GMK Group, highlighted on the most talked about topic “GST”. He gave the detailed information about the application, implication and its effects on the common people as well as on the government. His session removed all the doubts pertaining to GST.

On the third day, it was the panel discussion on the topic “Campus to Corporate”. The panel members were:

- ✓ Ms. Nivedita H. Kulkarni, PMI,ACP
- ✓ Mr. Nitin Thite, PMP
- ✓ Mr. Amit Dirale, PMP
- ✓ Mr. Suryakant Kulkarni, PMP

After the panel discussion the audience was able to recognize its transition from “I” to “We”.

They were able to appreciate the importance of being physically and mentally fit for the job as well as appreciate the importance of mistake but it has not to be repeated. Above all, it highlighted the need to recognize and enjoy the profession and work.

On 4 day Mr. Sahil Saraf, took the common session on a topic which is of most important for the students “How to get ready for Corporate World” in which he emphasized the importance of team work, good network, work smart, respect deadlines, positive attitude, keep learning.

On the last day of the corporate week, Mr. Ramani, Director, Faurecia, gave his thoughts on “Customer Relationship Management in Today’s Context”. He stressed that the better, a business can manage the relationships it has with its customers, the more successful it will become.

The programme ended with vote of thanks.



A handwritten signature in blue ink, appearing to read "Dr. A.K. Lal".

Dr. A.K. Lal
Director -PIBM

Brigadier (Dr) A. K. Lal,
DIRECTOR
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