

ADITYA INSTITUTE OF MANAGEMENT STUDIES & RESEARCH

APPROVED BY AICTE AND AFFILIATED TO UNIVERSITY OF MUMBAI

ISO 9001:2015 CERTIFIED BY TUV RHEINLAND

ANNUAL REPORT

2019-2020



A handwritten signature in black ink, appearing to be "J. S.", positioned above the Director's title.

DIRECTOR

**ADITYA INSTITUTE OF MANAGEMENT
STUDIES & RESEARCH**

Near Kalpana Chawla Chowk, R. M. Bhatnagar Road,
Ram Nagar, Borivali (W), Mumbai - 400 092

Tel. No.: 022-28656994

Table of Contents

S. No.	Highlights	Page no.
1	About AIMSIR	3-4
2	Messages – Chairman, Trustees, Director	5-8
3	Awards & Rankings	9
4	Celebrations on Campus	9-10
5	Institutional Social Responsibility Activities	10
6	Conclaves & Summits	11-14
7	Sessions by Industry Speakers	15-16
8	International Study Tour	16
9	FDPs & MDPs	17-18
10	Research Papers Published by Faculty	19
11	8th International Research Conference	20
12	Tie-Ups & Collaboration	21
13	Examination Results	22
14	Summer Internships & Executive Placements	23-26

A detailed account of the Institute's activities and achievements during the academic year 2019-2020 are presented along with the background of the Institute and messages by the Founder Trustee and Chairman, Trustees and Director.

About AIMSIR:

Aditya Institute of Management Studies & Research (AIMSR) has taken the lead in carving a niche for itself as among the fastest B-Schools in the country in terms of responsiveness to the new set of challenges faced by industry. Among the crucial initiatives taken by AIMSIR during recent times are the organizing of special Mentors' Hub Webinars to offer career guidance to youngsters. These webinars comprised sessions by industry experts in a wide variety of sectors such as Event Management, Social Media marketing, Equity Research, Investment Banking, Advertising & PR, etc.

Aditya Institute of Management Studies & Research (AIMSR) is amongst the leading B-Schools in India has created a unique identity for itself by challenging conventional thinking and learning in the global market. The Institute has created a unique identity for itself by challenging conventional thinking and learning in the global market. The Institute has been accredited with **ISO Certification 9001:2015 by the TUV Certification Body of Rheinland, Germany** for providing professional education in the field of management studies. A rich co-curricular experience complements a strong conceptual foundation through 100+ experiential learning opportunities spread across the duration of all programs. The AICTE approved PGDM program and the Mumbai University affiliated MMS program are both known for their excellence in building leadership skills in more than 400 students each year.

The Institute has emerged as one of the Premier Institutes preferred by **500+ recruiters** who seek corporate ready and professionally trained individuals. Their confidence in the Institute is evidenced in the many placements for the ongoing 2017-19 batch in which the highest package achieved amounted to as much as Rs.16 lacs p.a. with an average package being Rs.6.2 lacs p.a. Recruiters from various different industries visit the campus. The more regular recruiters include Oppo, ICICI Bank, Quantum Global Securities, Karvy Stock Broking, Lodha, Infoedge, OYO, Reliance, Just Dial, Omkar Reality and several others. The industry orientation is further developed by weekly Coffee Meets with the 1000+ responsive and engaged alumni who inspire and encourage students.

At the Institute there are regular **deliberations** on topics such as Content Marketing, Fintech and Sustainability. Last month international speakers from Germany, Hong Kong, Canada and top notch Corporates from BPCL, Zee Enterprises Ltd, ITC, KPMG and the Indian Chambers of International Business inspired students by sharing their expertise and knowledge. Exposure to such talks by experts is complemented with grooming sessions related to mock discussions, personal interviews, debates and detailed knowledge about job roles and the required competencies. Global perspective is encouraged through an **international study tour** which includes visits to local companies, business schools and some places of interest. Last year the tour to Singapore enabled students to immerse themselves in another culture and experience the challenges and opportunities facing organisations outside India. They gained extensive foundational knowledge from this tour, which will help shape them toward becoming future Global leaders.

At the very preliminary stage an **intensive 21-day long Induction Program** at the Institute facilitates thinking in new ways through orientation to different aspects of management, collaborative team building exercises and leadership activities. The training and certification programs at the Institute include: NISM, Cambridge Business English, Advanced Financial Modeling and Digital Marketing. To encourage **research orientation**, students get access to world-class Journals and articles through J-Gate and Ebscohost. Simulation games and

case studies form an integral part of the teaching pedagogy. Exposure to CMIE and Tickerplant enable students to track trends in the industry.

In these times of globalisation, **partnerships** in learning, teaching and research are important. AIMSIR has collaborations with NEN (National Entrepreneurship Network), AIMA (All India Management Association), IMC (Indian Merchants Chamber of Commerce), AIMS (Association of Indian Management Schools) and CII (Confederation of Indian Industries). The campus at AIMSIR remains extremely active with **student engagement and development** activities through its various clubs and cells – Finance Club, Marketing Club, HR Club, Entrepreneurship Cell, Research Cell, Women's Cell, CSR Club, Women's Cell and Passion Club.

The Institute has been ranked as the 9th Top private B-School in Mumbai according to the Times B-School Survey 2020 published on June 16, 2020 by OMS (a division of Times Internet Limited) a research by Market Xcel Data Matrix Pvt. Ltd.



The Institute received an Award and Certificate of Excellence at the Navbharat Education Awards ceremony in June 2019. The felicitation was given for being a Business School that offers best fusion of Global and Indian Teaching practices.



Chairman's Message

"Hope is the pillar that holds the world."

Shree Ameya Public Charitable Trust has been formed with a mission to provide service for nation building. What better source could there be for achievement of this vision than thinking about and investing in education. Archimedes said, "Give me a place to stand and I will move the earth." Aditya Institute of Management Studies and Research believe in growth of individuals and community, with reason and passion. We believe in imparting management education not for years but for life. There are only two ways to live. One is as though "nothing is a miracle". The other is "as if everything is". AIMSIR stands as a pillar of quality education and research for Mumbai Suburbia. The incredible infrastructure, a focused faculty group with curious student fraternity make AIMSIR a force to reckon with. Explore this new and upcoming hub of holistic learning. "Our talents bring to your organisation a fresh set of ideating minds working in tandem to pursue a single-minded goal—of achieving excellence."



Mr. H. S. Mishra
Chairman
Aditya Group of Institutions

Message from Trustee

Our institution's vision and essential philosophy is founded on several key components of modern-day learning, namely innovation, excellence, integrity, agility, trust and mutual respect. Learning is based on doing – not merely knowing – things. We therefore ensure provision of the best environment for learning for our students. They are motivated to experiment through a number of class activities, including research, experimentation and use of contemporary learning tools. A state-of-the-art infrastructure to support real-life situations, role plays, live projects, internships, etc. is provided to each student in order for them to relate to real life situations and motivate them to acquire and apply the knowledge.

Our institution has set specific objectives and planned activities for achieving excellence in all spheres of management education for the benefit of our students. We strongly believe in academic excellence and follow the best standards in the field of management education. We take this opportunity to acknowledge students, parents, our faculty, our non-teaching staff and the industry for their continuous support in taking this institution to greater heights. I wish all my students success in the coming years. May God bless them with a great future!



Mr. Ashish Mishra
Trustee
Aditya Group of Institutions

Message from Trustee

Aditya Group of Institutions (AGI) has, in very short span of time, become one of the leading educational groups in Mumbai. We believe 'Education is the most powerful tool to bring about a desirable change in one's personality and to bring about positive changes in our society'. It is this medium that enables one to move from darkness to a world full of light.

AGI believes in creating a strong academic foundation for social, cultural, scientific and economic development of our Nation. We have deep-rooted values and our dynamic culture has made us achieve benchmarks in academic excellence and holistic grooming to help our students meet their career goals in the increasingly competitive and professional environment. Aditya Group of Institutions has thus earned goodwill of all our stakeholders –students, parents, teachers, staff and society at large.

As an institution, AIMSIR has achieved great heights in the nine years of its existence, by instilling in its students, the core values of excellence, mutual trust, respect, innovation, integrity and agility. We provide golden opportunities for students to lead a life of dignity and prosperity. To achieve this goal, AGI continually strives to provide value-added programs for personality development as well as the enhancement of communication and other soft-skills.

Mr. Aditya Mishra
Trustee
Aditya Group of Institutions



Director's Message

Welcome to Aditya Institute of Management Studies and Research. Our Institute is amongst the leading B-schools in India and ranked amongst the top 10 B-schools in Mumbai which has created a unique identity for itself by challenging conventional thinking and learning in the global market. The AICTE approved PGDM program and the Mumbai University affiliated MMS program are both known for their excellence in building leadership skills in more than 400 students each year. Our Faculty have been recipients of many distinguished awards and honors both nationally and internationally. We also have an impressive roster of innovative industry speakers who share their experiences in events, seminars and workshops.

Our students are preferred by 500+ recruiters who seek to select professional managers who are ready for corporate life with technical knowledge and professionalism. The industry orientation is strongly developed by weekly Coffee Meets with the 1000+ responsive and engaged alumni who inspire and encourage students. These Alumni of the Institute are making a measurable difference in the industry.

Global perspective is encouraged through an international study tour which includes visits to local companies, business schools and some places of interest. Last year the tour to Singapore enabled students to immerse themselves in another culture and experience the challenges and opportunities facing organisations outside India. Our focus is to develop our students as global citizens, with respect and appreciation for diverse cultures. They should become confident decision makers to take up leadership roles in future.

Wishing you luck to create meaning in every decision that you take!

Dr. Sunita Srivastava
Director, AIMS R



Awards & Rankings:

- | | |
|--|--|
| <ul style="list-style-type: none">□ Ranked 45th among all Private B-Schools across India according to Times B-School Survey, 2020□ Ranked 9th among all Private B-Schools in Mumbai according to Times B-School Survey, 2020□ Ranked 2nd Best Emerging Private B-School by the Times B-School Survey, 2018.□ Awarded Business School that offers Best Fusion of Global and Indian Teaching Practices by Navabharat, June 2019. | <ul style="list-style-type: none">• Awarded Business School that offers Best fusion of global and Indian Teaching Practices by Navbharat 2019• Awarded “Best Emerging Management Institute” by ET NOW & Making of Developed India Conference, 2018.• Awarded “Best Emerging B-School of the Year” by Times Education Icon, 2017.• Awarded the “Most Innovation in Teaching Methodology” by DNA in 2014. |
|--|--|

Celebrations On Campus:

On the occasion of Teacher's Day, 5th September, 2019, several speeches were made by various eminent teachers. The Chief guest on the occasion was Hon'ble Deputy Chief Minister, Uttar Pradesh, Dr. Dinesh Sharma ji and the Guest of Honour was, Shri Gopal Shetty ji, Member of Parliament, North Mumbai. The event highlights included Dr. Sharma's inspiring and interesting speech, Best Faculty Awards, cultural program with speeches added charm to the celebration. It has been rightly said that the teachers are the backbone of the society.



On the occasion of the 6th Convocation ceremony held on 11th January, 2020, the special highlight was the spirit of Indianness experienced by all the Guests, Faculty and Students in the traditional attire. The event was presided by MMS and PGDM 2017-19 Dr. Nilay Yajnik, Provost, (Vice – Chancellor), Navrachana University, Vadodara along with Mr. Shrikant Sarda, Managing Director, Accenture Technology as the Guest of Honour. The Guests impressed upon the students the importance of remaining a life long learner and consistently reskilling oneself and not being afraid of failure. The Director lead the recitation of the MBA oath by the graduating students, which was followed by distribution of trophies, medals to the academic achievers and certificates to all the graduating students. Ms. Hinal Shah and Ms. Suparna Dhara were awarded the Founder Trustee Award for securing the first position award in PGDM and MMS respectively.



International Women's Day was celebrated on 9th March, 2019 with speeches by highly accomplished speakers from the fields of fashion design, psychology, family counselling, digital marketing, airlines, etc. Ms Harpreet Singh, Executive Director, Air India charmed the audience with her inspirational speech which included her experience as the first lady pilot selected for Air India. She urged women not to treat themselves as woman but as a human being. Ms Namrita Mahendro, CDO, Aditya Birla Group urged all men and women to follow right values and beliefs. Best stories narrated by students were awarded on the occasion. The theme, #She transforms lives, was endorsed by awarding all women on campus with beautiful trophies.



Institutional Social Responsibility Activities:

On 4th December, 2019, a blood donation drive was organized with HDFC Bank and J. J. Mahanagar Blood Bank. This activity solicited response from more than 100 Faculty and students. The Director received a memento on behalf of the institute as a part of HDFC Bank's Parivartan, 13th Annual blood donation drive, 2019.



As a part of the Institute's annual event, Borivali Design Fair, organised by Aditya Group of Institutions, several games and contests were organised for underprivileged children and senior citizens from NGOs and Borivali community. Talent Hunt which included singing and dancing performances by senior citizens from local community, mehendi competition, cooking competition, fancy dress, drawing competition were also organised for local community.



Conclaves & Summits:

The HR Conclave was organized on 21st September, 2019 with the Theme: Lights, Camera, Action...HR@Movies. Cinema, movies are no longer a mere indulgence anymore, there are powerful HR lessons to be derived from them. The inaugural session started with inspirational speech by Dr. Neil Sequeira, VP- HR & Administration, Kokilaben Dhirubhai Ambani Hospital. His wonderful collection of quotations from both English and Hindi movies with his unique presentation style were very impactful. The popular duo RJ Harshit and RJ Pulkit from Radio City were invited as guest speakers to share their experiences of interviewing Bollywood celebrities. Several movies were showcased such as Up in the Air, Kung-fu Panda, Escape Room, Flight of Phoenix, Tumbaad in different rooms. The HR learnings from each movie were discussed by HR professionals from the industry. The event was concluded with distribution of lunch packs to small kids invited from an orphanage.



The 8th Innovation Summit was organised on 18th December, 2019 with the Theme: Design Thinking for Business. The Key note address was given by Dr. Ranjan Banerjee, Dean and Professor, SPJIMR, who emphasised on the need to use design thinking for solving business problems. The inaugural session was jointly by Lion Dr. Raju Manwani, CMD, Castles Group of Companies and Mr. Avinash Jhangiani, Founder and CEO, Play2 Transform Group who shared their insights on design thinking. All speakers felt that design thinking does not just apply to art, literature and architecture but also to business. The event also included the Panel Discussion, "Implementation of Design Thinking by Business". The discussion took place with Mr. Apurva Mankad, CEO WebXpress, Mr. Ganesh Borade, Sr. Manager, Architectural Specifications Team, Dormakaba, Mr. Krishna Jagota, Head-Product Design, Sideways Consulting which was moderated by Prof. Manmeet Barve, HOD-Marketing and Innovation Activity Co-ordinator, AIMSRS.



HR Summit was organised on 19th December, 2019 in collaboration with Times Ascent with the Theme: Future of Work & HR. Mr. Nirav Jagad, Chief People officer, Nykaa. delivered the keynote address on “The people function in Industry 4.0”. Mr. Jagad emphasised on “People function” in the industry in handling today’s VUCA business environment. He talked about the phases of Industry revolution from 1.0 to 4.0, forces impacting future workforce ,digital and Artificial Intelligence, Multiple generations and imperatives for people function. Under the imperatives he talked on constant engagement with business, reimagining the work place and the hence the people structure, role definition to be real time, reskilling for future with 3 top skills required in future Analytical skills , leadership and ability to communicate with brevity .taking imperatives further he talked about being compliant with regulations and customized development palns. The key note address ended with questions and answer round.

The first panel discussion on “Using HR technology and the future of work “started with 10 Top HR professionals. The panelist were a mix of people across different industries. The names are as follows- Mr. Chandrahas Shetty, Sr. VP& Head HR Alembic pharmaceuticals, Ms. Deepti Shah,VP& Head HR ,SOTC Travel Ltd, Major Pratima Thomas, Head-HR, Fino Payments Bank, Ms. Ishita Medhekar, CHRO, Metropolis Healthcare, Mr.M.V.N Rao,Group Head HR,L7T Hydrocarbon engineering limited, Ms. Neha Chimbulkar Sheikh, Dy Director, India Marketing & Operations ,Mr. Ravi Khanna, Head HR,BOB Financial Solutions Ltd, Mr. Sanjeev Parker, Senior Director-MR PwC, MR. Satyajit Mohanty, CHRO,VP-HR Crompton Greaves Consumer. The moderator of the panel discussion was Mr. Ashish Gakrey. Founder, HR Shapers. All the panellist talked about how their industries are accepting technological changes and what challenges are coming on the way. Some suggested the improvement areas too. The details of each panelist’s contribution is listed below.

The second panel discussion was on the topic “Shaping culture to support organizational transformation” moderated by Mr. Abhishek Jha, Director-Global HR e-emphasys, with 6 panelists from varied industries. The name are as follows- Ms. Aditi Mukherjee, Executive VP& Head HR, National Commodity & Derivatives Exchange Limited, Mr. Yash Pal Singh, HR Head ,Ebro India, Ms. Sherry Campos, Head Organizational Effectiveness-Tech Mahindra Business Services, Ms. Dipti Das,Ex-South Asia ,HR head,Aramex, Mr. Mahesh Gera, Group CHRO, Rustomjee Group, Mr. Rahul Mehta, HR Technology Consultant. All the panellist talked about the importance of culture and how imposition of culture increases productivity. The moderator gave the example of contribution of Mr. Satya Nadella in evolving Microsoft with change in culture. All the panellist contributed significantly.



On 1st February, 2020, the Finance Conclave was organised with the theme, Budget 2020 – Growing Prospects for Industries. The panel discussion included industry speakers, Mr. Mandar Gupte, Founder Director, Bloome Business Consultants Pvt. Ltd, Mr. Gautam Shroff, Co-Head, Institutional Equities, Edelweiss Securities Ltd, Mr. Joydeep Sen, Managing Partner, Sen and Apte Consulting Services LLP, moderated by CA. Rupesh Shah, GST Consultant and Trainer. The Panelists felt that the Finance Minister, Ms Nirmala Sitharaman faces an extremely tough challenge with respect to the budget since the figures are not very encouraging. The GDP is around 4.5 %, consumer confidence is at the lowest level since 2014, the labour market is fragile, the jobless rate has climbed to a 45-year high of 6.1 %. The Finance Minister will be judged by the choices she makes in this budget. The event also included certificates and prizes given to the student winners who participated in Mock Stock Trading Race, Powered by ICICI Securities. This contest was run for 8 days with a participation of 180 students.



The Marketing Conclave on the theme: Social Listening in Digital Marketing. The speakers included Mr. Sameer Narkar, Founder and Chief Software Architect, Konnect Insights, Mr. Harshad Bhoir, Marketing Manager Digital, Sesa Care Pvt. Ltd., Ms. Alpa Barot, Lead Social Media Marketing, Puretech Internet. This conclave also included National level Case Study competition, This is it!, where the participation was solicited from all B-Schools across the country. The case study was provided by Puretech, a company which deals in digital marketing concepts. The judges included Ms. Alpa Barot, Lead Social Media Marketing, Puretech Internet, Mr. Yatin Shah, Co-Founder & Director, Teezo LifeStyle LLP, Mr. Aaryendr Rajpurohit Manager - Customer Enablement, CleverTap..



On 15th February, 2020, the IT Conclave was organised on the theme: Data Driver of Business. The Chief Guest was Mr. R. Radhakrishnan, Executive Director – Information Systems, HPCL. Mr. Arindam Saha, Joint CEO, TickerPlant Limited was the Guest of Honour on the occasion. The topic for panel discussion was 'Data Disruption in Business: Opportunity for Business Excellence'. Dr. Suresh A Shan, Head – Innovation and Future Technologies BITS, Mahindra Finance, started the panel discussion by gaining various insights through other panellists. He started by saying that e-business is less of technique and more of emotions. He also said that economics and dharma doesn't go together. He also talked about bio metrics in rural India and how masses are handled through data and technology. According to Mr. Suhas Mhaskar, CEO, Accent Technovation digital world is approaching customers/individuals rather than corporate because they have fresh mind and can think of some out of the box solutions. He also talked about 'DARK NET' and authenticity. According to Ms. Pradnya Desai, Managing Director, Accenture Communications, Media and High Tech, data is in masses not in niche. She talked about the difference between personalised data, customer experience, individual experience. She also talked about the cyber security and the difference between right and wrong between sharing information.



On the same day 15th February, 2020, the E-Summit was organised with the theme of Entrepreneurship Awareness Drive. The speakers included Mr. Hitesh Awtaney, Head, New Initiatives at Navayuvak and Mr. Amrut Deshmukh, Booklet Guy. Mr. Hitesh encouraged youngsters to take risks and venture into new sunrise sectors. Mr. Amrut narrated about his own life experience and reason behind his initiative of summarizing books. He compiles both audio and video summaries for both text books as well as other books. The E-Summit concluded with the announcement of the winners of the Business Plan Competition.



Sessions by Industry Speakers:

Topic : Social Sensitivity for leaders

Guest Speaker: Mr. Mangesh Wange, CEO Swades Foundation

Date : 06th July 2019



Event : Career Insights for Sem III Students Date : 20th July 2019

Topic : Guidance for Corporate World.

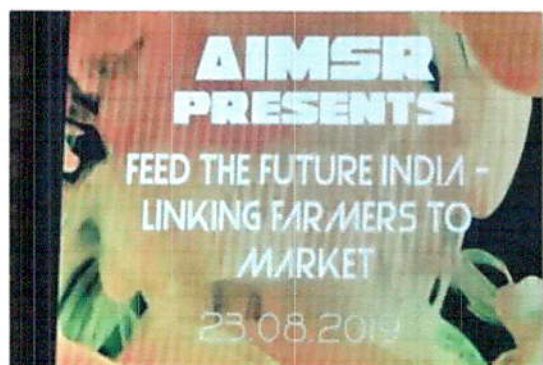
Speaker : Shri Nayan Patel, Executive Director, Patel Extrusion Group & Founder & Director - Packam Controls Pvt Ltd



Topic : Feed the future India - Linking Farmers to Markets

Date : 23rd Aug 2019

Speaker : Yogesh Thorat, MD, MAHA Farmers Producer Company



Event : Aawahan - MMS Induction

Date : 16th Sep 2019

Speakers: Shri PVSLN Murty, Chief Strategy Officer, SBI
Mr. Peeyush Chitlangia, Founder of FinShiksha
Mr. Dileep Bhatt, Additional Director JSW Paints



International Study Tour to South Korea, 26th Nov - 01st Dec 2019:

The visit to the 5 storey K-Style Hub took the students to glimpses of South Korean culture including K-Pop to holidays and festivals celebrated throughout the year. The Hub provided a diverse exposure to traditional dresses, medical tourism to agriculture, local food, etc. The day ended with a visit to N Seoul Tower which is one of the biggest tourist attractions in the city. The second day started with a two hour unique bullet train ride covering 400 km from Seoul to Ulsan. Ulsan is known to house Hyundai Motors, which is South Korea's second largest organisation. The organisation is spread over 5 million square metre's area and is like a huge village with 32,000 workers, 5 factories, 44 bus stops, 25 restaurants and 6,000 cars being produced everyday. The visit to Seoul National University was followed by visit to Samsung d'light and Samsung innovation museum. The Museum includes core of innovation, seeds of innovation and inspiring innovation.



Faculty Development Program:

Organised by the Institute:

Event : Faculty Development Program

Date : 06th July 2019

Topic : Case Method as a Pedagogical Tool for Teaching PG Students.

Faculty Expert : Dr Pradeep Pendse, Professor, L.N Welingkar Institute of Management



Event : Faculty Development Program

Date : 19th Oct 2019

Topic : Hands On Training In MS Excel and Teams.

Expert :Mr. K Sankalp and Mr Anil Kumar from Microsoft Hyderabad



Organised by Other Institutes:

1. Paradigm Shift in HR, HR Leaders Summit 2019 organized by St. Francis
2. Education 4.0
3. COVID 19 Awareness Program
4. Assessment and Accreditation Framework for Affiliated Colleges
5. Managing the crisis with common investment strategies
6. Way forward for banking – impact for COVID 19
7. Statistical Techniques for Research Methodology
8. Cyber Crime During Corona Virus Era
9. NAAC: Systematics Data Organization and Presentation

10. Digital Teaching and Learning Environment
11. Intellectual Property Rights
12. Application of Chanakya Niti in Modern Education
13. Online Teaching-Learning and Online Accreditation
14. How to be great professional and work ready
15. FDP on BFSI Sector
16. National Webinar Series – Various Aspects of COVID-19
17. Inculcating Universal Human Values in Technical Education

Management Development Programs:

The MDP organised on 27th July, 2019 was undertaken on the topic: GST – Compliance and Case studies. The program was attended by participants from different companies including ACG Capsules, Exodus Chemtank Pvt. Ltd, Guarniflon India Ltd, Hindustan Motor Mftg Co., ICA Pidilite, Jeena & Co., Meyer Organics etc. The program was conducted by CA Rupesh Shah, CA Mandar Telang, Adv. Subramania Nathan.



On 12th October, 2019, the MDP was conducted with the theme: Fundamentals of Lending Decisions. The program was conducted by CA Rupesh Shah, GST Consultant & Trainer. The participants came from organisations including VPs, Senior Managers from Shriram City Union Finance Ltd, Polymath Advisors, Anmol Sekhri Consultants.



Research Papers published by Faculty:

Sr. No	Year	No. of Research Papers	Topics
1.	2019	5	<ol style="list-style-type: none"> 1. A study on Financial Performance of Indian pharmaceutical companies with reference to Cipla, Aurobindo and Dr. Reddy Lab, Prof. Sujata Salvi 2. A study on Causes and Prevention of Fraud in Banking Sector, CA Shital Shukla 3. "End of Life: What kind of funeral services would you choose for your loved ones?", Prof. Manmeet Barve 4. A Study of Crowd funding Online Platform For Fundraising In India, Prof. Namrata Acharya 5. A Study on Digital Marketing as a Tool to Maximize Business Profits for MSMEs, Prof. Namrata Acharya

Sr. No	Year	No. of Research Papers	Topics
2.	<u>2020</u>	5	<ol style="list-style-type: none"> 1. Social Media Marketing and Cosmetic Industry by Prof. Sujata Salvi 2. Use of Artificial Intelligence in Marketing by Prof. Sujata Salvi 3. Neural Network Models of visual insight detection for remarketing products or services based on Images uploaded by consumers with specific activities by Prof. Manmeet Barve 4. A Study on Fundamental Analysis of Indian Telecom Companies, Prof. Namrata Acharya 5. Artificial Intelligence & Perceptual Challenges of Human Resources, Dr. Vinima Gambhir

8th International Research Conference:

The International Research Conference was conducted on 29th February, 2020 with the theme: Transforming Business - The SMART Way. The Chief Guest, Mr. Rahman, Deputy High Commissioner, Bangladesh delivered the key note address by giving examples of how organisations in Bangladesh have transformed their business in innovative ways. The Professors from Lincoln University addressed the challenges and opportunities experienced by American companies. A panel discussion included industry speakers who spoke on the theme: Redefining Employability Competencies for MBAs. Research Papers were presented during the conference.



SHODHADITYA Research Journal		ADITYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH	
VOLUME 1 ISSUE 1		December 2019 - May 2020	
ISSN 1302-4105		ISSN 1302-4105	
RESEARCH PAPER/ARTICLE	Author(s)	Page No.	
A Study on Financial Market Services in India: A Success Story with Reference to Mumbai	Dr. Nisha Choudhary	01	
A study on SMART cities	Dr. Nisha Choudhary and Dr. Nisha Choudhary	06	
Impact of Smart Cities: An Economic and Social Implications	Dr. Nisha Choudhary	11	
A Study of Impact of Artificial Intelligence in Financial Sector	Dr. Nisha Choudhary and Dr. Nisha Choudhary	16	
A Study on Information Security: Cyber Crimes	Dr. Nisha Choudhary	22	
Exploring E-Business Adoption by Women in India: A Pilot Study	Dr. Nisha Choudhary	27	
An Impact of GST on Consumption of Telecommunication Services	Dr. Nisha Choudhary and Dr. Nisha Choudhary	32	
Blockchain: A New Era in Financial Services	Dr. Nisha Choudhary	37	
Progress and Prospects of Green Bonds in India	Dr. Nisha Choudhary and Dr. Nisha Choudhary	43	
Ever Expanding Potential Application of 360 Degree Video	Dr. Nisha Choudhary	48	
WBI Magnanimo Ever-Changing Business & Service in India	Dr. Nisha Choudhary and Dr. Nisha Choudhary	54	

Tie-Ups & Collaborations:

Meeting : Lincoln University ,USA

Date : 17th Aug 2019

Agenda : Collaboration in Management Education, Faculty Exchange Program

Representative : Dr. Mike Guerra VP, CAO and Sr Professor and Prof. Uday Ghosh
President's Advisor ,International Business Development



Date : 11th Sep 2019

Event : First Annual Innovation

Festival of MHRD's Innovation Cell

Venue : AICTE Head Quarters ,New Delhi

Chief Guest : Hon'ble Minister MHRD
Dr. Ramesh Pokhriyal



Membership of AMDISA – SAARC
recognised body – 17th September, 2019

Examination Results for the Batch 2017-19:

As per the directives of the University of Mumbai the Institute has used the choice-based grading system for the Batch 2017-19. The results are declared on 10-point grading scale.

The results of the **MMS Batch 2017-19** were as follows:

Students appeared : 118
Students Passed : 118
Passing Percentage : 100%

Grade wise Analysis of Successful students:

Grade	CGPA Range	Total No. of Students
O - 80% & above	9.51 – 10.00	0
A+ - 75-79.99%	8.51 – 9.50	7
A - 70-74.99%	7.51 – 8.50	25
B+ - 65-69.99%	6.51 – 7.50	53
B - 60-64.99%	5.51 – 6.50	25
C - 55-59.99%	4.51 – 5.50	8
P - 50-54.99%	4.00-4.50	0
TOTAL		118

The results of **PGDM & PGDM Marketing Batch 17-19** were as follows:

Students appeared : 61
Students Passed : 54
Passing Percentage : 88.52%

Grade wise Analysis of Successful students:

Grade	CGPA Range	Total No. of Students -PGDM	Total No. of Students – PGDM Marketing
O - 80% & above	9.51 – 10.00	1	0
A+ - 75-79.99%	8.51 – 9.50	1	1
A - 70-74.99%	7.51 – 8.50	10	5
B+ - 65-69.99%	6.51 – 7.50	8	11
B - 60-64.99%	5.51 – 6.50	5	11
C - 55-59.99%	4.51 – 5.50	0	1
P - 50-54.99%	4.00-4.50	0	0
TOTAL		25	29

Summer Internships & Executive Placements:

International Summer Internship Batch 2018-20



Republic of
Mauritius



Corporate Interns - HR



Corporate Interns - Marketing



Corporate Interns - Finance



SIP FOR BATCH 2019-21 (FINANCE)

Sr. No.	Name of the Company	No. of Students Placed
1	Nneell's Invest	40
2	IIFL	33
3	Motilal Oswal Financial Services	6
4	Future Generali	6
5	HDFC Life & Wealth Management	4
6	Others	2
	TOTAL	91

SIP FOR BATCH 2019-21 (MARKETING)

Sr. No.	Name of the Company	No. of Students Placed
1	Nneell's Investment	12
2	Future Generali	10
3	Motilal Oswal Financial Services	10
4	Immunity Networking	8
5	Revolux	6
6	The Wadhwa Group	6
7	Transpiron	4
8	Vircio	4
9	Others	19
	TOTAL	80

SIP FOR BATCH 2019-21 (HR)

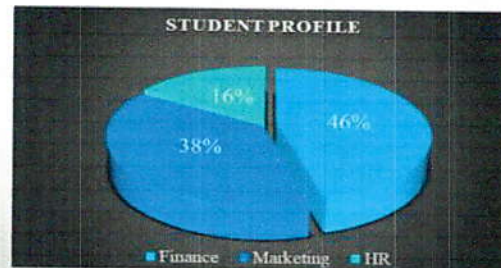
Sr. No.	Name of the Company	No. of Students Placed
1	Renovix HR Services	4
2	E4 Development and Coaching	4
3	DTDC	3
4	Shriram Life Insurance	3
5	Secba Industries	2
	TOTAL	16

SIP FOR BATCH 2019-21 (OPERATIONS)

Sr. No.	Company Name	No. of Students Placed
1	GrayQuest Education Finance pvt. Ltd.	9
	TOTAL	9

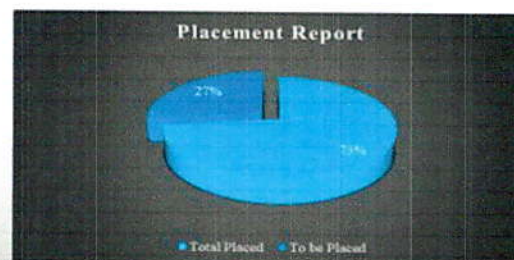
Executive Placement Report (Batch – 2018-20)

Specialisation	Number of students	Percentage
Finance	69	46
Marketing	57	38
HR	25	16
Total	151	100



Executive Placement Report (Batch – 2018-20)

Status	Number of students	Percentage
Total Students	151	
Total Placed	110	73%
To be Placed	41	



Executive Placement Report (Batch – 2018-20)

