Aditya Institute of Management Studies and Research (AIMSR)

Annual Report 2024-25

Induction Programmes

Annual Report

Bachelor Management Studies (BMS)

- The first batch of 22 students of BMS was inducted on November 14, 2024.
- The value proposition of the BMS Programme is *Digital Ready Professionals for Technology Driven Future*.
- Towards this end, we shall focus on:
  - Data literacy.
  - Digital communication.
  - Technology savviness.
  - Entrepreneurial mindset.

BMS Inauguration

Master of Management Studies (MMS)

The 12th Batch of MMS was inducted on 13-14 September 2024.

Master of Computer Applications (MCA)

The 2nd Batch of MMS was inducted on 13-14 September 2024.

Accreditations

Annual Report

राष्ट्रीय मूल्यांकन एवं प्रत्यायन परिषद

विश्वविद्यालय अनुदान आयोग का स्वायत्त संस्थान

NATIONAL ASSESSMENT AND ACCREDITATION COUNCIL

An Autonomous Institution of the University Grants Commission

Certificate of Accreditation

The Executive Committee of the
National Assessment and Accreditation Council
is pleased to declare the
Aditya Institute of Management Studies and Research
Ram Nagar, Borivali (W), Mumbai,
affiliated to University of Mumbai, Maharashtra as
Accredited
with CGPA of 2.52 on four point scale
at B+ grade
valid up to December 05, 2026

Date : December 06, 2021

Director

EC(SC)/83/1st Cycle/MHCOGN108087

Further, to receiving accreditation of the National Assessment and Accreditation Council (NAAC), we submitted the Annual Quality Assurance Report (AQAR). The same has been approved.

A Workshop on NBA Accreditation was conducted by Mr. Suresh Mhatre (Ex-TCS)

ISO Certification

- Our ISO 21000:2018 Certification, received in 2023 is valid till the February 2026.
- The second surveillance audit was completed in January 2025. We awaiting the audit report and clearance.

ZERTIFIKAT ◆ CERTIFICATE ◆ 認証書 ◆ СЕРТИФИКАТ ◆ CERTIFICADO ◆ CERTIFICAT

TÜV South Asia

CERTIFICATE

The Certification Body
of TÜV SÜD South Asia Private Limited
certifies that

ADITYA
ASBM SCHOOL OF BUSINESS MANAGEMENT

Aditya Group of Institutions
Aditya Educational Campus, R.M. Bhattad Road,
Ram Nagar, Borivali (West) Mumbai - 400092, Maharashtra, India

including the sites and scope of application see enclosure

has implemented Educational Organizations Management System
in accordance with **ISO 21001:2018**
for the scope of

Top Management, Library, Canteen, Human Resources, Maintenance, Stores, IT Functions for Colleges of Aditya Group of Institutes

The certificate is valid from **2023-02-13** until **2026-02-12**
Subject to successful completion of annual periodic audits
The present status of this certificate can be obtained through TUV SUD website by scanning below QR code and by entering the certificate number (without spaces) on web page. Further clarifications regarding the status & scope of this certificate may be obtained by consulting the certification body at info.in@tuvsud.com

Certificate Registration No. 99 135 00055
Date of Initial certification: **2023-02-13**
Issue Date: **2023-02-13** Rev. 00

Rahul Kale
Head of Certification Body
of TÜV SÜD South Asia Private Limited,
Mumbai
Member of TÜV SÜD Group
Page 1 of 2

TÜV SÜD South Asia Pvt. Ltd. ● TÜV SÜD House ● Saki Naka ● Andheri (East) ● Mumbai – 400072 ● Maharashtra ● India

Industry Interactions

Annual Report

Industry Meet

- We organized the Industrial Meet on 21-Dec-2024.
- The event aimed to bridge the gap between academia and industry, providing the faculty and students with invaluable insights into the professional world.
- It also served as a platform for curriculum development, networking, and skill enhancement.

Industry Meet held on 21-Dec-2024

Industry Meet held on 21-Dec-2024

Innovation Summit

- An Innovation Summit was organised on 10-Jan-2025, where we conducted a panel discussion amongst entrepreneurs and venture capital investors.
- The goal was to provide students, faculty, and industry professionals with a platform to explore innovative ideas, share knowledge, and collaboratively solve real-world problems by leveraging cutting-edge technology and creative solutions.
- Through the summit we were able to connect students with industry experts, and entrepreneurs, foster partnerships.

Innovation Summit

Innovation Summit

- The panellists at the Innovation Summit were:
  - Mr. Deepak Grover, Entrepreneur
  - Dr. Ashish Ambasta, Entrepreneur
  - Mr. Anurag Mundhra, Entrepreneur
  - Mr. Siddharth Rastogi, Managing Director, Ambit Investment Advisors.
- The panel discussion was moderated by Prof. Hitesh Kaushal.

ADITYA
GROUP OF INSTITUTIONS
INNOVATION SUMMIT 2025
BDF
BORIVALI DESIGN FAIR
JOIN US FOR THE
BORIVALI
DESIGN
Fair
09 TO 12

HR Conclave
Transforming HR in the Age of AI

- Theme Overview: The conclave focused on exploring how Artificial Intelligence (AI) and emerging technologies are reshaping the HR landscape.
- The discussions revolved around the evolving skillsets required for HR professionals, the role of Learning and Development (L&D) in the digital age, and the integration of technology to enhance HR processes.
- Panelists shared insights on how business schools and professionals can align their strategies to remain relevant in the AI-driven era.

Transforming HR in the Age of AI

Participants in the panel discussion on Transforming HR in the Age of AI. The panel discussion was moderated by Prof. Venkatesh Iyengar.

Academic Advisory Committee

- The meeting of the Academic Advisory Committee was held on 18-Jan-2025.
- Two new members were added to the committee:
  - Shri Sandeep Gokhale, Ex-President, JSW
  - Shri Siddheshwar Rajadhyax, MarTech Consultant

The Institute’s Research Conference was held on 25-May-2024

The Institute Signed an MOU with the NISM

Faculty Research Publications

Annual Report

Dr. Neeta Bhatt and Dr. Krati Sharma

1. The Impact of AI/ML on Consumer Engagement & Financial Performance in Digital Marketing.
2. The Benefits of Using Chatbots in Consumer Service and Marketing.

The above papers received the **Best Paper Award** for both the Research Papers

Dr. Vrittee Parikh

1. Future of Education: Exploring the Potential of AI-Powered Learning Platforms.
2. Impact Of E-HRM Practices In the Working Environment of Banking Sector: An Employee Centered Analysis.

Dr. Sonali Kale

- A Study of Financial Literacy Amongst College Students in Mumbai City
- Exploring The Influence of Artificial Intelligence on Financial Decision Making
- Exploring Government-Supported Retirement Investment Plans.

Prof. Sweta Nigam

1. Ethical Considerations in Integration of Artificial Intelligence into Management Decision Making, Journal of Information and Computational Science
2. Block Chain for Data Security in Cloud Computing , Journal of Information and Computational Science.
3. NLP-driven sentiment classification of Social media content
4. Advanced Collaborative AI driven using RPA to enhance workplace Inclusivity for employees with Disabilities.
5. The effects of RPA -Driven Robotics Automation on Human Resource Department.

Prof. Rashmi Pathak

1. Intelligent Emergency Response System Based on Computer Vision and AI for Automated Hazard Detection.
2. A Comprehensive Review of Climate Management Systems Enhanced by IoT
3. Exploring the future of Cloud Computing: A comprehensive study of Microsoft’s Underwater Data Centers
4. Transforming talent acquisition with robotic process automation: Improving recruitment processes for increased efficiency.

Prof. Sarita Jha

1. A Study on Use of Helmet by Both the Passengers in Mumbai Suburban Area.
2. A Study on Online Purchasing Behavior Of Customers For Gems And Jewelry

Faculty Patents

Annual Report

Dr. Neeta Bhatt and Dr. Krati Sharma

1. AI Based Banking Management Device
2. AI Based Customer Feedback Device

Dr. Vrittee Parikh

1. AI based Banking Management Device, issued by Government of India
2. The Contribution Of Student Support Services To Academic Success And Graduation Rates In Higher Education
3. Method And System For Real-time Cybersecurity Risk Assessment And Management.

Dr. Sonali Kale

- The Impact of Corporate Social Responsibility Disclosure on Firm Value and Financial Performance.
- The Effects of Government Fiscal Policy on Aggregate Demand and Economic Stability.

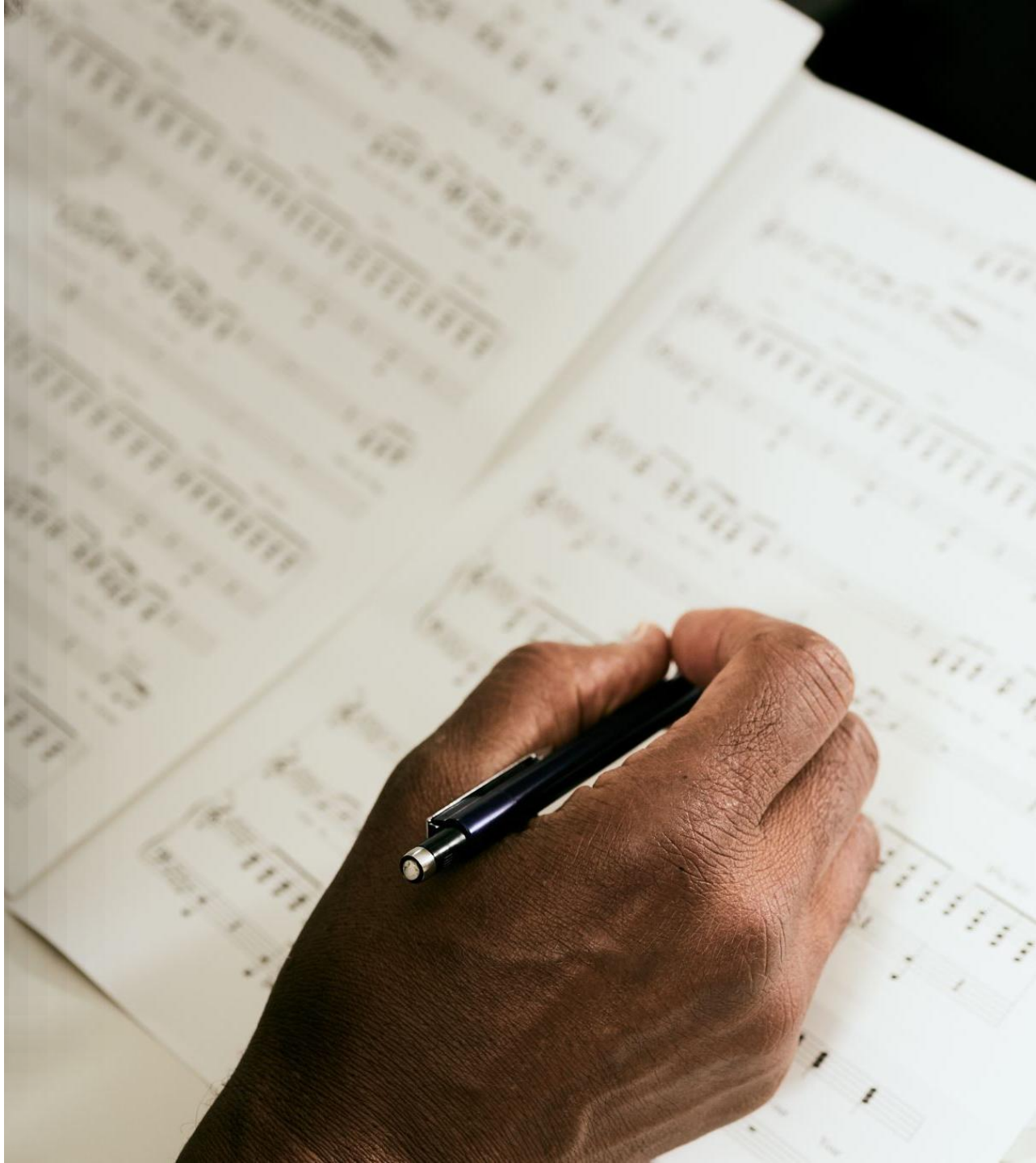
Prof. Rashmi Pathak

- Marine Pollution Monitoring Device (Patent).
- Hybrid machine learning software technique to improve classification accuracy of different classifiers on air pollution data (Copyright)

University Paper Setting

The following faculty members were invited by the University of Mumbai for setting the question papers for the Master of Management Studies (MMS) examination:

- Dr. Neeta Bhatt
- Prof. Ramakrishnan Iyer
- Prof. Sweta Nigam
- Prof. Rashmi Pathak



University Curriculum Development

The following faculty members were invited by the University of Mumbai in the development of the curriculum for the Master of Management Studies (MMS) as per the New Education Policy (NEP):

Dr. Sonali Kale

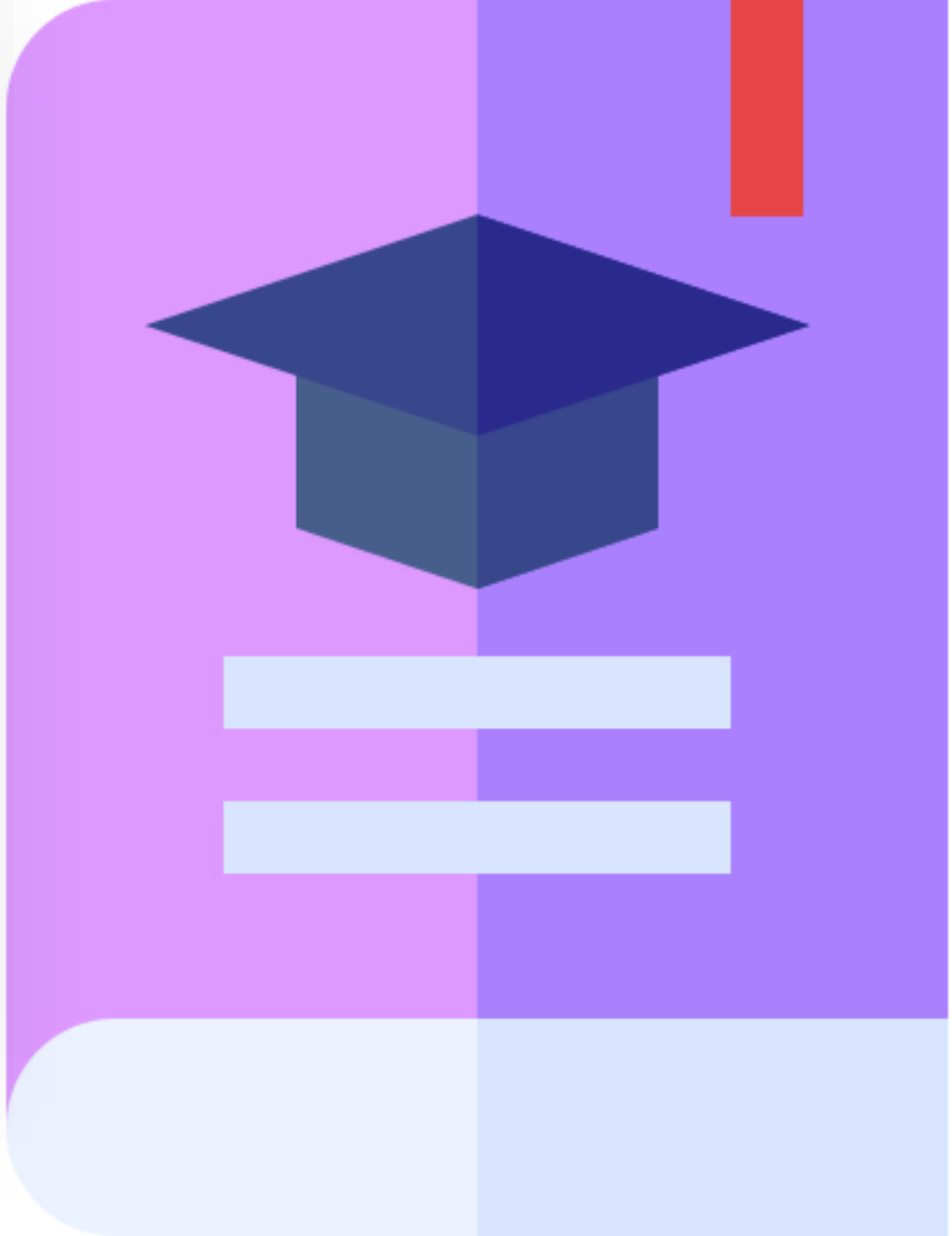
Dr. Vrittee Parikh

Dr. Neeta Bhatt

Prof. Ramakrishnan Iyer

Prof. Sweta Nigam

Prof. Rashmi Pathak



University External Examiners

The following faculty members were invited by the University of Mumbai as external paper setters:

- Dr. Neeta Bhatt
- Prof. Ramakrishnan Iyer
- Prof. Sweta Nigam
- Prof. Rashmi Pathak

Institutional Social Responsibility (ISR)

Annual Report

Blood Donation Camp was conducted in association with the Kokilaben Dhirubhai Ambani Hospital and Medical Research Institute

Blood Donation Drive in Association with Borivali Blood Bank on 07-Dec-2024

Beach Cleaning

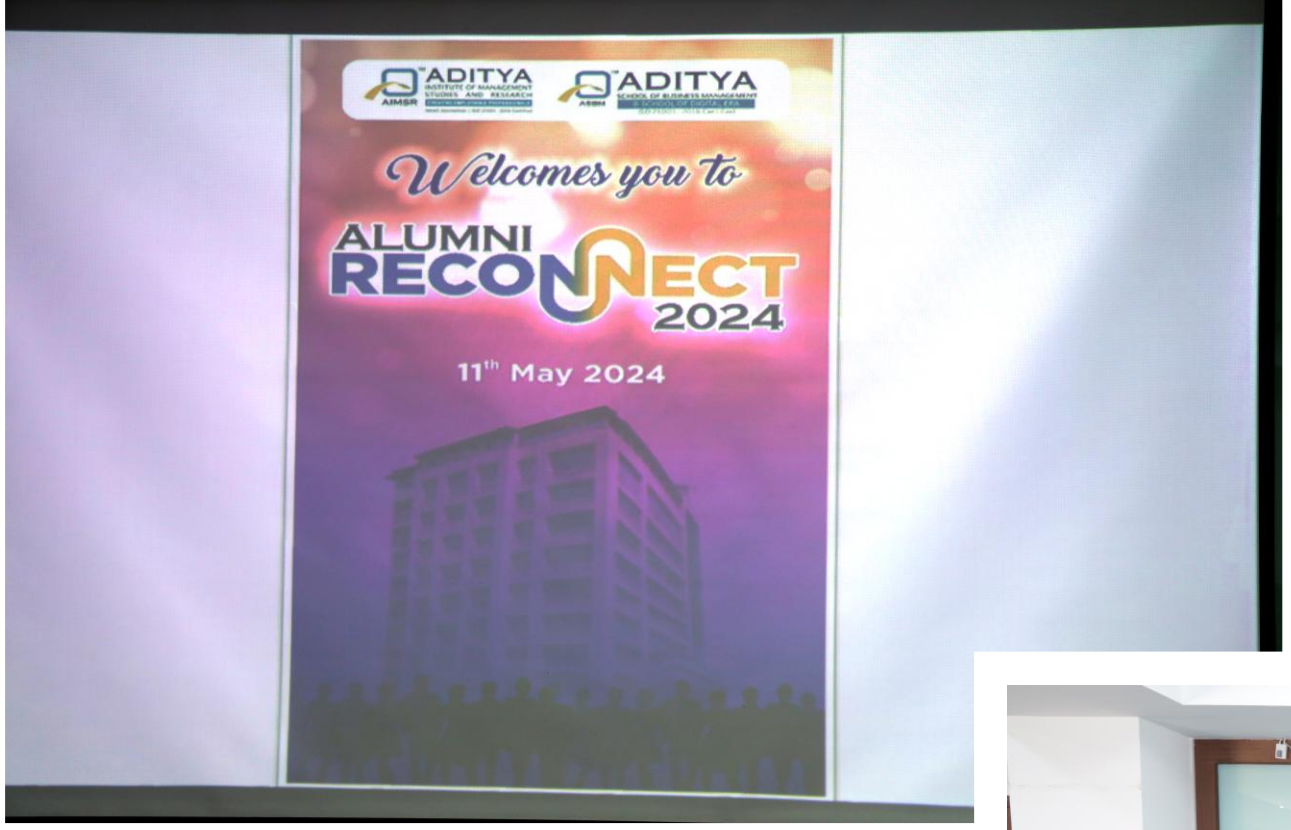
Food Distribution Drive

International Day for Prevention of Violence Against Women

Alumni Activities

Annual Report

First Ad-Hoc Committee Meeting on 30-Nov-2024


ADITYA
AIMSR
ADITYA
Welcomes you to
ALUMNI
RECONNECT
2024
11th May 2024

Coffee Meet

Alumni Meet

ADITYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH
AIMSR
CREATING EMPLOYABLE PROFESSIONALS
NAAC Accredited | ISO 21001 : 2018 Certified

ALUMNI COFFEE MEET

ADITYA SCHOOL OF BUSINESS MANAGEMENT
ASBM
ISO 21001 : 2018 Certified

Navigating Careers: Perspective on Emerging Trends

26th October, 2024

2:30 pm - 4:00 pm

Mr. Rachit Gaur
Financial Analyst
Citigroup

Mr. Jay Vyass
Associate level 1
BNP Paribas

Mr. Vishal Mehta
Business Analyst
Stellar-IR

Students’ Placement

Annual Report

Prominent Companies

1. NOMURA
2. ICICI Prudential
3. HDFC Life
4. IndusInd Bank
5. Vijay Sales
6. Policy Bazaar
7. Godrej Capital
8. J P Infra
9. Jaro Education
10. Yangpoo
11. Unilever Food Solutions
12. Marico Ltd (For Live projects)
13. Hansa Cequity (For Internships)
14. Synoptics (For MCA students)
15. G M Infotech (For MCA students)

	Placement of MMS Students, Batch 2023-25							
Sr no.	Stream	Total No	Opt out	Eligible to be Placed	Placed till 15th March 2025	% Placed	Not Placed	% Not Placed
1	Marketing	20	2	18	8	44%	10	56%
2	Finance	51	1	50	10	20%	40	80%
3	HR	12	0	12	1	8%	11	92%
4	IT	4	1	3	2	67%	1	33%
5	**Total**	1	0	1	0	0%	0	0%
	Total %	88	4	84	21	**25%**	63	**75%**
	By Campus				0			
	By OWN				0			

	Placement of MMS Students, Batch 2022-24							
Sr no.	Stream	Total No /MMS	Opt out	Eligible to be Placed	Placed till 19th July 2025	% Placed	Not Placed	% Not Placed
1	Marketing	21	1	20	19	95%	1	5%
2	Finance	57	1	56	27	48%	29	52%
3	HR	13	0	13	11	85%	2	15%
4	Operations	3	0	3	2	67%	1	33%
	Total	94	2	92	59	64%	33	36%
	Total %					**64%**		**36%**
	By Campus				41			
	By OWN				18			

Students' Events

Annual Report

Omkar Mahadik (MMS 2023 - 2025) received the Best Performer Award from RBI for his contributions during summer internship in the Foreign Exchange Department.

Ibrahim Shaikh MCA (2023-2025) Secured the 3rd Rank at in Semester University Examinations

Awareness programme against cyber-bullying

Inauguration of the Borivali Design Festival

TechFest: AIM-X 2025

- The students organised a technology festival, AIM-X on 18-Mar-2025. The event included:
  - Hackathon
  - Exhibition of student project
  - Cultural Activities

The AIM-X was inaugurated by Shri Leela Sai Dev Boddu Guru, who is the Founder Chairman of
The Indian Entrepreneurship School ·

Students Visit to RBI, 23-Oct-2024

Student Visit to the BSE

Student Visit to Bisleri Factory

Thank You!