

# **Late Shri. Vishnu Waman Thakur Charitable Trust's**

# **VIVA Institute of Management & Research**



"Success is not an event, it's a journey"

Executive Placement Batch 2020-21

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# **VISION**

"Vision of VIVA IMR is to be world-class facilitator of excellence in Management learning by providing accelerated Management education, high quality research and training suit the demands of the global economy."

# **MISSION**

"VIVA IMR is committed to the mission of creating highly able managers and professionals, who will achieve consistent high levels of work performance and raise their full potential and thus influence the quality of management in organization they work with."

# PRESIDENT'S MESSAGE



VIVA IMR is a young management Institute that consistently strives for the academics coupled with the emotional maturity and all round personality development of the students. It has always been the most sought after Institute amongst the students as it provides a platform to them where they can familiarize themselves with the corporate culture and can blossom as mature human beings.

Our endeavor is to develop VIVA IMR into an ideal education center, which not only provides managers and entrepreneurs, but also develop them into good human beings, who are tomorrow's nation builders. Today young graduates, not only needs degrees, but also human values and ethics, which make them capable of facing challenges in the globalized world. At VIVA IMR, they cultivate this quality completely in every aspect.

We provide strong academic foundation coupled with the industry interaction. Our team of faculty is constantly working on the job of inculcating and sharpening the management skills of the students. VIVA IMR provides environment that helps them decisively to think broader perspective.

Apart from this, we take pride to state that we have a long history of contribution to the welfare of society and humankind not only by grooming our students as good professionals but also by inculcating leadership power in them. We emphasize on character building and maintaining discipline amongst our students.

Mr. Hitendra Thakur (President)

# **DIRECTOR'S MESSAGE**



"Tell me and I forget, teach me and I may remember, involve me and I learn".

---Benjamin Franklin.

It gives me immense pleasure and pride to introduce our young and vibrant VIVA Institute of Management and Research. The above quote applies to the students of 21st century and hence at VIVA IMR we believe in actively providing a conducive environment of learning to our students by fostering strong values, being innovative, helping them to emerge as victorious and having strong aspirations in life.

Our Institute is committed to create and deliver an environment to learn, unlearn and relearn, as rightly quoted by author David J. Schwatrz 'KNOWLEDGE IS POWER'. Knowledge is power only when put to use and then only when the use made of it is constructive. 'In this endeavor, our institute is committed to providing industry based interactions with corporate stalwarts and is continuously in touch with the industry experts to strengthen the learning curve. We are indeed happy with the trust and confidence that the industry has reposed in our Institute and wish to reciprocate by forging ahead relentlessly in doing whatever we can, wherever we can by enhancing the learning dynamics in our institute.

Dr. Hiresh Luhar (Director)

# **TEAM OF EXPERTS—Core Faculties**



Education: M. Com, MMS, MBA, M Phil. PhD. GMPE (IIM- Lucknow)

**Industry Experience:** 19 Years.

**Academic Experience:** 5 Years

**Profile of Director:** Dr. Hiresh Luhar is having rich experience in industry as a Chief Financial Officer in BSE, NSE & Luxembourg stock exchange listed Company. During his industry tenure, he has successfully raised funds for the expansion through Initial Public Offer, Private Equity, and Global Depository

Receipt & by way of project funding from various Banks and NBFC's. He has successfully listed the securities in the International and National market with the help of GDR & IPO. For the revival of the companies, he has successfully handled the restructuring of the entire corporate debt under the CDR scheme with better terms and enhancement for the revival.



Dr. Arti Sharma

MBA, M.Phil. Ph.D.

Assistant Professor HR/Marketing



MMS (Marketing), B.E (Mechanical), UGC-NET qualified, PGD (Operations Management), Pursuing Ph.D.

**Assistant Professor - Marketing / Operations** 



Prof. Bhaskar Joshi

MSW-PGFR, PGDOB - PGCCP, DLP

Adjunct Faculty - HR



Prof. Prapti Naik

B. Tech (Computer), MMS (HR), and
Pursuing Ph.D.

Assistant Professor - HR



Prof. Karan Khanna
B. Com., MMS (Finance) and
Pursuing Ph.D.

**Assistant Professor - Finance** 



Prof. CA Suraj A. Wadhwa
F.C.A., M.com
Assistant Professor - Finance

# **TEAM OF EXPERTS—Visiting Faculties**



Mr. Deepak Dubey
(Marketing)

Chief Digital Officer- CNBC TV 18



**Mr. Dilip Pendse (Finance)**CFO, SVC Co-operative Bank Ltd



Mr. Hari Shankar Sharma (Finance), Ex GM (Risk Management) Bank of Baroda,



(Operations)

B. E. (Mech), MMS (Operations), M.E. (Manufacturing systems engineering)



Prof. Barat Dhongade (Law)

B.Sc. [Dist.] LL.B. M.S.W, C.A.I.I.B.,
PGDCL. LLM, pursuing Ph.D.



Mr. Abhishek Seth (HR)

Diverse industries Experience
Infrastructure, Financial Services,
Technology and B.P.O



Prof. Ketan Rabhadia (Finance)

MMS (Finance), B.M.S.



**Prof. Amol Vaze (Finance)** 

M.M.S. (Finance), M.Com, B.Com.



MS. Shilpa Raut

Assistant Librarian

M. Lib.

# **INFRASTRUCTURE**

# Library



The Library has a rich collection of books, journals national and international newsletters.

The periodical have over 14 Journals, 13 Magazines. The collection of over 11231 books is regularly updated.

The library has good collection of A/V materials.

# **Computer Centre**

VIVA IMR's Computer Centre is equipped with IntelI3, 7<sup>th</sup> generation PCs All PC's are connected through LAN & with internet connectivity.

Internet connectivity 32 MBPS leased line

The institute possesses licensed software and comes under Microsoft Campus agreement. Free internet facility with broadband and WI-FI connection is available to the students. 24 hours a day, 7 days a week.



#### **Classroom and Seminar hall**

The Classrooms are ergonomically furnished for comfortable learning and equipped with modern communication and audio visual aids.





Guest lectures and corporate management development programs are conducted in a well-equipped seminar hall of the institute

Campus Canteen offers hygienic and broad range of Indian cuisines, snacks and beverages. It is a favorite hangout for students during the break where they discuss and exchange their thoughts.

After a hectic day with lectures and presentations, the students relax and relive their stress by a wide variety of sports facilities provided within campus.

# **ACADEMICS**

The rapid pace of transformation in business and industry along with the emerging global economy has created a compulsive need for students and working professionals to equip themselves with career oriented management education. To face the challenges of the corporate sector, VIVA IMR provides high academic standards and application based learning through its excellent infrastructure, evolving curriculum, innovative pedagogy and proactive industry-institute interface. VIVA IMR faculty with its academic and industry experience employ novel instruction methodology to encourage students to integrate theoretical and applied areas of studies.

# **Master of Management Studies (MMS)**

The Master of Management Studies is a Four Semester Master Degree Program of the University of Mumbai. Admission to this course is based on the scores of the Common Entrance Test conducted by the Directorate of Technical Education, Government of Maharashtra. In the First year of MMS comprising of First and Second Semesters, the students are educated in all subjects. The students undergo learning in different areas of management practices like Finance, Human Resources, Organization Marketing, Production and associated disciplines like Economic, Statistics, Law etc.

In the Second Year of MMS, the students select a specialization based on their interest and aptitude. The specializations offered at VIVA IMR are:

Finance

Marketing

**Human Resource** 

**Operations** 

Through its innovative pedagogy, VIVA IMR management and faculty focuses on integrating classroom learning with practical experience on communication, presentation skills and collaboration skills. The MMS program at VIVA IMR aims at training students to become decision makers, inculcating broad strategic vision based outlook and development of their ability to assume higher corporate responsibility.

# **CO-CURRICULUM ACTIVITIES**

### **Marketing Conclave**



Welcoming the guest



Mr. Deepak Dubey - Executive Vice President-Charmboard (A Zee Group Venture)



Mr. Nirmal Shah - Assistant Vice President - Sonyliv .com, Sony Pictures Networks



Mr. Ravi Jha - Associate Vice President - Paytm Payments Bank

Marketing conclave on the theme `Retailing To E-Tailing' was organized on January 18, 2020 with lot of enthusiasm. The Platform was set for panel discussion with eminent personalities from the industries included Mr. Deepak Dubey - Executive Vice President- Charmboard (A Zee Group Venture), Mr. Ayush Kalia - Assistant Vice President (Commodities) - Emkay Global Financial Services Ltd., Mr. Nirmal Shah - Assistant Vice President - Sonyliv .com , Sony Pictures Networks India , Mr. Ravi Jha - Associate Vice President - Paytm Payments Bank, Mr. Faizal Shaikh - Creative Designer & Brand Strategist - IDFC First Bank, Mr. Tanmay Mishra – Regional Marketing Head - Philips India Ltd.

**Vishleshan** (National Research Conference): The Institute organized a National Research Conference - "Vishleshan" inassociation with University of Mumbai on Saturday, 17<sup>th</sup>

#### **VISHLESHAN 2019-20 - National Research Conference**





Welcome @VISHLESHAN 2020

**Online Research Conference** 





Third one day Multidisciplinary Research Conference VISHLESHAN 2020 was conducted with the theme "Path to Five Trillion Dollar Economy - Opportunities, Challenges and way forward for New India " in association with University of Mumbai on Saturday, 16<sup>th</sup> May 2020 in an online mode with a great success.

# **Faculty Development Program**

Conducted 5 days faculty development program on the theme "Post COVID state of economy and wealth creation strategies" by Dr. Aditya Shrinivas, Chief Operation Officer & Chief Economist of BSE Broker's Forum in association with Bombay Stock Exchange Broker's Forum



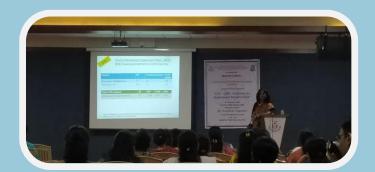


### "UGC CARE initiative and publication ethics"

By Dr. Shubhada Nagarkar

Member of the UGC Empowered committee, UGC Cell, Savitribai Phule Pune University.

4<sup>th</sup> One-day national level faculty development program on 9<sup>th</sup> January 2020 was conducted by Dr. Shubhada Nagarkar with prime inspiration to provide an exclusive platform to academic and research fraternity in research development, impart research culture, and promote research integrity which was in in association with the University of Mumbai.





**Brief-look** @ Event

#### "Research Report Writing"

#### Dr.Ajay Kamble,

#### Librarian, AnnaSaheb Vartak College, Vasai.

Another One Day Faculty Development Program was organized in association with University of Mumbai on 5th October 2019 on the theme of "Research Report Writing". The aim behind organizing FDP was to impart research culture among the faculties and research community. The key resource person was Dr.Ajay Kamble, Librarian of AnnaSaheb Vartak College, Vasai.



**Welcoming and Honoring the Guest** 



**Informative Session** 

#### **Value Sessions**

• "Essential elements of Leadership" by Mr. Ninad Patil – Chief Manager - Business and Commercials, Bennett, Coleman & Co. Ltd.





Valuable insight sharing with learners by Mr. Ninad Patil - Chief Manager - Business and Commercials, Bennett, Coleman & Co. Ltd

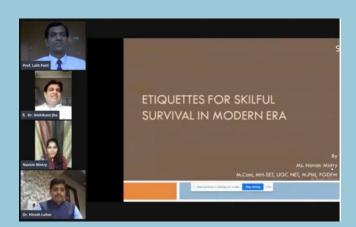
• A Guest Session on 'Leadership' Mr. Hemal Kothari Vice President, India Bulls Distribution Services Limited.





Sharing Experience by Mr. Hemal Kothari - Vice President, India Bulls Distribution Services Limited

- International workshop Series on the theme "Building a Unicorn in India 2020"
  - Resourse person : Me. Rajesh Shrivastava, Former CEO JK Helene Curtis, Adjunct Faculty IIM
     Indore , Corporate Trainer
  - CA Rishabh Sawamsukha (Jain), TEDx speaker, Tax, Business and Strategic Consultant, Chief
     Secretory Apex JITO Business Network (JBN)
- Session on "How to crack the Interviews" conducted by Mr. Negi, well-known Corporate Trainer.
- 'Student Development Program' was conducted on 9<sup>th</sup> June, in association with 'Bombay Stock Exchange Broker's Forum' on the theme 'Savings & Investment Strategies for Youngsters', through online YouTube Live platform The resource person for the SDP was Mr. Aditya Srinivasan Chief operation officer & Chief Economist of BSE Broker's Forum



 International Level Webinar on the theme 'Etiquettes for Skillful Survival in Modern Era' was organized in association with 'Indian Accounting Association – Thane Branch'

#### **Industrial Visits**

- Every year along with **local industrial visit** Institute organizes visits to **NSE**, **BSE**, **SEBI**, **RBI**.
- Students visited BSE and had very enriching experience as well as learning about the Stock market.
- FYMMS & SYMMS Batches visited SEBI (Securities and Exchange Board of India) and acquired valuable practical knowledge.
- Students of VIVA IMR attended the Best B-School Project Competition organized by Business Standard, which was held at Taj Hotel in Mumbai on February 12, 2020.





**SNEAK A PEEK @ BSE** 





**SEBI Study Visit** 



Best B-School Project Competition organized by Business Standard, held at Taj Hotel

#### **EVENTS**

#### **Book Exhibition**

"Books are the plane,
And the train, and the road.
They are the destination
And the Journey.
They are Home."



Best Selling Books of well-known authors

On Birth Anniversary of Dr. APJ Abdul Kalam, Library department of VIVA IMR has celebrated "Vachan Prerna Divas" on 15 October 2019. They organized one-day in-house book exhibition on the theme of "Inspirational Reading"

#### **Celebration of Garba day**

On the last day of Navaratri on October 7, 2019, Garba Day was organized. All the Students and Teachers dressed up in traditional Gujarati attire and danced to the rhythmic Dandiya beats! All the students present there joined in the celebration, tapping to the spectacular music with full enjoyment. Few Glimpses of the event can be seen below.









# Hiteshi -2020

Hiteshi, the annual cultural fest of the campus was fully enjoyed by students, participating in various events and celebrating days.













# **CSR Drives**

### **Tree Plantation Drive**





"He who plants a tree, plants a hope"

### **Swach Bharat Initiative**





"Cleanliness is a state of purity, clarity, and precision "

# Maha Walkthon

Maha Walkthon-2019 was organised on November 30,2019 by CASI Global in association with PWD & RTO Government of Maharashtra, MMVD and CSR Diary,"For Road Safety, No Honking and Responsible Driving" Total Participants across Maharashtra were 7,02,801 participants of which VIVA IMR was one of the Proud Participant.







#### **INCUBATION CELL**

Pradeep Gupta - Co-founder, Science Kidz Educare Pvt. Ltd is a First year student of MMS has come up with a small incubating enterprise producing flagship Product bicycle which has host of unique features such as a longer lasting BLDC Hub Motor, an inbuilt anti-theft system a phone holder and more, XCELL INNOVATIONS which hopes to transform travel in urban as well as rural India.



Pradeep Gupta & Team



**Participation in Robotex International Festival** 

He along with the team of Science Kidz participated in Robotex International - The Biggest Robotics Festival on the Planet, 2019 that was held from 29<sup>th</sup> November to 1st December 2019 in Tallinn, Estonia.

The team has won numerous national and international awards including the first prize at the prestigious 19th Robotex Asia Event in the Entrepreneurial Challenge category held in China.

# **Students Achievement & All Round Development**



**Winners of Intercollegiate Competition** 



Winner of cricket League



**Winners of Event** 



National mission Olympic games L.N.I.P.E



Skills -Learning &Wining



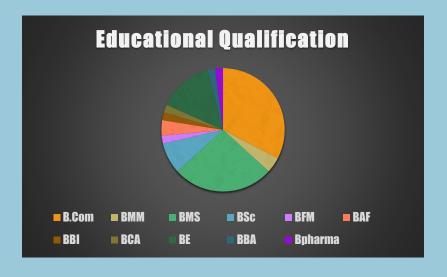
**Knowledge** is weapon

# **BATCH PROFILE**

The students of Batch 2019-2021 are from various backgrounds, viz Management Studies, Science, Commerce and Engineering; opting for different specializations. The students' experience with the industry has given them an analytical bent of mind with a practical approach.







# **Specialization: Finance**



Name- Gaurav Gopal Agrawal

Qualification- B.Com

Summer Internship Project- Study on Equity Market in Auto Sector

Experience- Fresher



Name- Sakir Ali

Qualification - B.Com

Summer Internship Project-Credit Risk and analysis

Experience-26 Month



Name- Dattatrey Bhandvalkar

Qualifications- B.Com

Summer internship project- A study on Indian banking sectors

Experience- 12 months



Name- Vidhi shailesh Brahmabhaat

Qualification- B.Com

Summer Internship Project-A study of Various Business Valuation
Technique



Name- Tejal Uttam Gavthe
Qualification- BMM
Summer Internship Project- Mutual Fund
Experience- Fresher

Experience - Fresher



Name-Nimish Nitin Ghadge

Qualification-BMS

Summer internship project Name- Comparative Analysis between Stock and Gold

Experience- 3 Months



Name- Shivani Kamkhalia
Qualification- BMS
Summer Internship Project- Risks and returns of High Networth Individuals
Experience- Fresher



Name: Azhar Liyakat Khan

Qualification: B.Com

Summer Internship Project: A study about Mutual Fund

Experience: 36 Months



Name- Nikhil Vishnu Lambe

Qualification- B.Com

Summer Internship Project- A study of non-performing assets of bank

Experience- 31 months



Name- Pallavi Marde

**Qualification-BMS** 

Summer Internship Project- An individual awareness and consumer

behaviour on SME IPO

Experience- 12 Months



Name- Pranali Rajendra More

Qualification- BMS

Summer Internship Project- The Financial Markets in India and its

impact due to Covid 19

Experience- 53 months



Name- Onkar Naik

Qualification- B.Com

Summer Internship Project- MSME: The Backbone of Indian Economy

Experience- Fresher



Name- Payalkumari Patel

Qualification- B.Com

Summer Internship Project- A Comparative Study on Fundamental and Technical Analysis

Experience- Fresher



Name- Nikhil Namdev Pawar

Qualification - B.Com

Summer Internship Project- Loans of the Gramin Maharshtra bank

Experience- Fresher



Name - Mahesh Upadhyay

Qualification - B.SC

Summer Internship Project - Insurance as an Investment Tools with Regards To ULIP

Experience - Fresher



Name- Yash Kashinath Rampurkar

Qualification- BFM

Summer internship project name - A study of Future & option Market in India

Experience- Fresher



Name - Aditi Rajendra Raut

Qualification - B.Com

Summer Internship project - Customer satisfaction towards digital wallet/ payment wallet

Experience - Fresher



Name - Anuj Kumar Shambhudayal Nimoriya

Qualification - BAF & MCOM

Summer Internship project - The Impact of coronavirus (Covid 19) on an automative Industry.

Experience - Fresher



Name- Suprathik Sengupta

**Qualification-BMS** 

Summer Internship Project- Research on Facebook and Jio deal

Experience- 44 Months



Name: Trinesh Satish Shetty

Qualification: B.Com

Summer Internship Project: A Study about Stock Market Crash of

2020

Experience: Fresher



Name-Pallavi Torase

Qualification- BBI

Summer Internship Project- Foreign Direct Investment

Experience- Fresher



Name- Diksha Tukrul

Qualification- BCA

Summer Internship Project- Comparative Study on Financial Statement Analysis Of Allied Digital Firm

Experience- Fresher



Name- Deepak Motichand Vishwakarma

Qualification- B.Com

Summer Internship Project- Financial accounting system and its

analysis in ONGC

Experience- 18 Months



Name- Mansi Yadav

Qualification- B.Com

Summer Internship Project- A study on derivatives

Experience- Fresher



Name- Poonam Jayprakash Yadav

Qualification- B.Com

Summer Internship Project- A Study of Loan's & Advances

Experience- 36 Months

# **Specialization: Marketing**



Name: Acharya Pawan Bhaskar sumathi

Qualification: B.Com

Summer Internship Topic: Global capital market

Experience: Fresher



Name: Aarekar Vidya Rajendra

Qualification: BMS

Summer Internship Topic: Study of Konkan tourism in Dapoli taluka

Experience: Fresher



Name: Bhande Sheetal

Qualification: B.E

Summer Internship Project: Waste Minimization in Construction

Experience: 6 years



Name: Kadu Shubham Dipak Komal

Qualification: BMS

Summer Internship Topic: Effects of new Technological Innovations on

Digital Marketing

Experience: 51 Months



Name: Khan Mohammad Asif Rizwan Bano

Qualification: B.com

Summer Internship Topic: Jio a sales promotion tools for reliance Network

Company in Mumbai region

Experience: 37 Months



Name: Ketaki Kini

Qualification: Bachelor of Engineering

Summer Internship Topic: study of consumer preference towards Cadbury and nestle chocolates

Experience: 4 Years



Name: Jibinraj Rajan Koorara

Qualification: BMS (Marketing)

Summer Internship Topic: Preference of travel apps among youths

Experience: Fresher



Name: Shikha Kumari

Qualification: BSC

Summer Internship Topic: consumer satisfaction on online marketing

Experience: 5 months



Name: Murzello Devin Victor Diana

Qualification: BMS

Summer Internship Topic: Impact of packaging on retailers and

consumers

Experience: 2 Years



Name- Meghna Rajendra Panchal

Qualifications- BMS – Marketing

Summer Internship Project- A study on Online Consumer

Buying Behaviour during COVID-19

Experience: Fresher



Name: Patil Tanvi Sunil Archana

Qualification: B.E(Extc)

Summer Internship Topic: A Study on Impact of Celebrity

Endorsement on Consumer Buying Behaviour

Experience: 23 Months



Name: Yash Ravi Pawar

Qualification: BMM

Summer Internship Topic: Marketing strategy of Airtel

Experience: Fresher



Name: Rikhari Lalit Mohanchandra

Qualification: BMS

Summer Internship Topic: A comparative study on customer

satisfaction towards Airtel and JIO.

Experience: 05 Months



Name: Shah Binjal

Qualification: Bachelor in Management Studies (BMS)

Summer Internship Project: How Spiritual Leaders Effect Consumer Buying

Behaviour in FMCG Sector

Experience: Fresher



Name: Seth Aditi Satish Pushpa

Qualification: BBA

Summer Internship Topic: A study on consumer spending behaviour via

credit cards

Experience: 43 Months



Name: Shardul Siddhesh Kailas Kavita

Qualification: B.Com

Summer Internship Topic: A study on impact of social media on buying

behaviour of consumer Experience: Fresher



Name: Vedant Manas Paresh Heena

Qualification: Bsc. HS

Summer Internship Topic: Marketing Strategies by McDonald's

In India

Experience: 11 Months



Name: Vhatkar Snehal Ramakant Chhaya

Qualification: BE

Summer Internship Topic: Comparative study on consumer perception on

private apparels & national apparels brand at Shoppers stop.

Experience: Fresher

# **Specialization: HR**



Name: SHIVANI SHAILESH JADHAV

Qualification: BMS

Summer Internship Topic: Challenges Faced by HR

Experience: 12 Months

# **Specialization: Operations**



Name: Bendre Mayur Vinod Saraswathi

Qualification: BAF

Summer Internship Topic: Ecommerce Growth-All over the

world

Experience: 34 Months (2years 10 months)



Name: Khanderao Pallavi Ashok Meena

Qualification: B.E Mechanical engineering

Summer Internship Topic: LEAN MANUFACTURING

Experience: 42 Months (3.5 Years)



Name: Mali Ashwini Shashikant Kalpana

Qualification: B.Sc.IT

Summer Internship Topic: Impact of E-commerce on Supply

Chain Management
Experience: Fresher



Name: Mangalpalli Sanat Sanjiv Sumita

Qualification: B. Pharmacy

Summer Internship Topic: A study on quality check of

documentations in clinical operations

Experience: 14 Months



Name: Mohite Rohit Ashok Gokula

Qualification: B.E Mechanical

Summer Internship Topic: A Case Study Report on Inventory

Management at JSW Cement Ltd.
Experience: 42 Months (3.5 Years)



Name: Mukane Jitesh Vasant Nayana

Qualification: B.E Mechanical Engineering

Summer Internship Topic: Role of AI in Supply Chain

Management.

Experience: 53 Months (4.5 years)

#### **OUR RECRUITERS**



















































#### **ACKNOWLEDGEMENT**

To enable a prospective candidate to know more about the nature of work content, compensation offered, future prospects, etc. and to enable an organization to select amongst the interested candidates, an appeal is sought to the concerned organization for specifying some details along their enquiries as outlined below

#### **Details Desired**

Literature about the company and its activities

Break up of vacancies in each functional group namely Marketing, Finance, and Operations & HR

Description of job, Place of Deputation and Duration of Training

Thanking You,

Dr. Hiresh Luhar

Director

**VIVA IMR** 

#### PLACEMENT CELL DETAILS

Placement Email: placement@vivaimr.org

#### **Faculty Coordinators**

Prof. Prapti Naik

Contact: 9270240294/7507906555

Email: praptinaik@vivaimr.org

Prof. Ketan Rabhadia

Contact 9967590738

Email: ketanrabhadia@vivaimr.org

#### **Student Coordinators**

Ms. Shivani Jadhav - 8976114884

Ms. Tejal Gavthe - 9359371946

Ms. Payal Patel- 8485931481

Ms. Meghna Panchal-9766456879

Mr. Ashwini Mali - 9145189877



# **VIVA Institute of Management & Research**

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(Approved by AICTE, DTE & Affiliated to University of Mumbai)

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