

DTE Code  
3161



Choice Code  
316110210

Late Shri Vishnu Waman Thakur Charitable Trust's  
**VIVA Institute of Management & Research**



**Prospectus : 2018 - 2020**

**Approved by AICTE - New Delhi & DTE - Maharashtra**  
**Affiliated to University of Mumbai**

At Shirgaon, Virar East, Tal: Vasai, Dist: Palghar, PIN: 401305  
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## **Late Shri Vishnu Waman Thakur Charitable Trust**

With a noble cause to promote higher education in Virar and its adjoining rural and adivasi backward areas, with a population of more than 12 Lakh , The Late Shri. Vishnu Waman Thakur Charitable Trust started the Utkarsha Vidyalaya in 1989, and the Junior College was established in the year 1991, approved by Maharashtra Board.

Subsequently, in the year 2000-2001, VIVA College of Arts, Commerce, and Science affiliated to University of Mumbai was established. It started B.Com and B.A. with an intake of 360 students. Today, it not only has all the three main faculties of Arts, Commerce and Science, but also offers latest Career Oriented Professional Courses such as – BMM, BMS, B.Sc. (I.T.), B.Sc. (Computer Science), B.Sc., (Bio- Technology), B. Com.(Accounts and Finance), B.Com( Banking & Insurance), B. Com(Financial Markets), and Hotel Management (BHTMS).

The Trust started Institute of Management Studies in 2004, awarding Masters in Management Studies (MMS), a post graduate degree affiliated to Mumbai University and approved by AICTE, New Delhi.

The aim of the Trust is to develop the Institute into a leading Professional Educational Centre in this region. Since its inception the Institute has made phenomenal progress.

In the year 2009-10, the Trust got permission from AICTE, New Delhi and State Government of Maharashtra to start Engineering College with major disciplines namely, Computer Engineering, Electrical Engineering, Mechanical Engineering, Civil Engineering and Electronics and Telecommunication, affiliated to University of Mumbai. It also got permission to start M.Sc. in Bio-Technology and B.Sc. in Aviation. At Shirgaon the Trust started Technical Campus in the existisng Engineering College as per guidelines of AICTE, New Delhi. In this campus, the Trust has introduced Applied Art & Craft, Pharmacy, Architecture and MCA Courses.

VIVA Institute of Management and Research is appreciating the importance of education in nation building. VIVA IMR is located at Virar East and is surrounded by lush green environment which is away from pollution. The natural beautiful surrounding provides an ambience where creativity and new ideas flourish thereby producing leaders of tomorrow by imparting a blend of learning, innovation and excellence. Our institutes constantly remain abreast with dynamic and constantly changing academic environment.

The Institute offers the MMS Program (Approved by AICTE, Affiliated to the University of Mumbai and Recognized by Government of Maharashtra). At VIVA IMR, We believe in creating an inductive environment to develop our student's competence and empower them not just through academics but also through several extra-curricular activities making them fit to face the corporate world. The two year program focuses on classroom instructions, research based projects and internship practical experience. More emphasis is being given on effective written and oral communication, critical thinking decision making, scientific and technological competency and ethical way of managing crisis. We have faculties with rich corporate background and excellence in academics that can deliver outstanding quality and provide global quality professional education to the doorsteps of the students. We aim to reach to the top of the world map of education.



## President's Message



It has been 29 years since Late Shri Vishnu Waman Thakur Charitable Trust came into being. Appreciating the importance of education in nation building, we began with the primary school in the year 1989 and Junior college in 1991. From the academic year 2000-01 we extended our vision to provide Degree College education. Over the years, Trust has evolved and expanded from what it was years back so as to cater to the rising need of the time. Today, Trust is providing education to having over 35000 students. In order to impart Management Education initiatives were taken in the year 2003-04 and since then it has constantly grown and developed manifold.

To put it simple, foundations of Trust is strong, with a vision that it fosters strong Values, providing an environment for Innovation, to emerge out as a Victorious, and further to Aspire for the well-being of all the stakeholders of the society. Our consistent focus is on development of the required competence among our students in order to be a finest resource center to the industry. VIVA Institute of Management and Research (VIMR) provides an environment that helps them decisively to think in a broader perspective.

Welcome to the VIVA Institute of Management and Research.

President

Shri. Hiterdra Ji Thakur



## Director's Message



Management Institutes are continuously working in enhancing the skill level of the students but still industries are facing skill shortages and they are continuously incurring huge cost on skill development. Now its Management Institute's responsibility to induct the advanced skill sets required for the industry and it is as an opportunity at VIVA IMR to create employment ready assets. Our excellent relation with majority of the Public Sector Banks, Private sector Banks, Co-Operative Banks, Public & Private Sector advisory firms, large and Mid-size Industry will definitely help in regular interaction of industry leader and top level management with students of VIVA IMR for their clarification, network building, understanding & updating from Industrial new trends and development. This will ultimately help in qualitative placement of the VIVA IMR students in the industry, and for that we are committed.

Director

Dr. Hires S. Luhar

## Driving Force



**Prof. Dr. Hiresuh Luhar**  
**Director**

**Education:** M.Com (A/c), M.Com (Mgmt), MBA, M.Phil. Ph.D., GMPE (IIM-Lucknow)

**Industry Experience:** 18 Yrs.

**Academic Experience:** 8 years (5 Years as Visiting Faculty)



**Prof. Arti Sharma**

MBA, M.Phil. and pursuing Ph.D.

**Assistant Professor - HR**



**Prof. Lalitkumar Patil**

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

**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

**Assistant Professor - Finance**



**Prof. Erica Fernandes**

MMS - Finance, NET/SET Qualified, pursuing CFA Level

**Assistant Professor - Finance**

## Driving Force



**Prof. Barat Dhongade (Law)**

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



**Prof. Suraj A. Wadhwa ( Finance)**

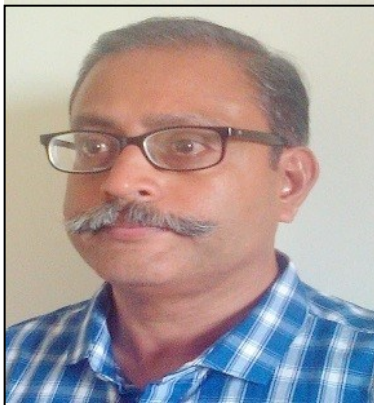
F.C.A., M.com



**Mr. Hari Shankar Sharma (Finance)**

Senior Vice President

Banking Codes and Standards board of  
India, Ex GM Risk Mgmt., Bank of Baroda



**Prof. Jayanta Roy (Marketing)**

Hindustan Lever Ltd, IFFCO (UAE  
MNC) ,Pall India ( USA MNC)  
Marketing Manager.



**Mr. Abhishek Seth (HR)**

Diverse industries Experience Infra-  
structure, Financial Services, Tech-  
nology and B.P.O



**Mr.Chinmay Pingulkar (Operations)**

BE. Mechanical, MMS operations, ME  
Manufacturing systems engineering  
(Perusing)



**Mr.Bhushan Talekar**

BE- I.T, ME - Computer



**Prof. Amol Vaze (Finance )**

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



**MS. Shilpa Raut (Librarian)**

MLIS

## Staff Corner



**Mr. Jaydeep Chavan**  
System Engineer



**Mr. Jagdish Jadhav**  
Lab Assistant



**Ms. Nilam Bhoir**  
Head Clerk



**Ms. Nikita Jadhav**  
Account Clerk



**Mr. Tushar Dhule**  
Office Assistant



**Mr. Bhanudas Patil**  
Office Assistant



**Mr. Balkrishna Kamble**  
Library Assistant (Peon)

## Specializations Offered

- ⇒ Marketing
- ⇒ Finance
- ⇒ Human Resources
- ⇒ Operations

## Eligibility Criteria

### Basic Qualification:

In order to secure admission to first year of two-year full time MMS course, the candidate should fulfill the following eligibility criteria:

Passed with minimum of 50% marks in aggregate (45% in case of candidates of backward class Categories belonging to Maharashtra State only) in any Bachelor's degree of minimum three year Duration in any discipline recognized by the Association of Indian Universities

OR

Appeared for the final year examination of any Bachelor's degree of minimum three year duration in any discipline recognized by the Association of Indian Universities. Such candidates can be considered for provisional admission subject to passing the Degree exam with minimum of 50% marks in aggregate (45% in case of candidates of backward class Categories belonging to Maharashtra State only).

OR

Passed with any Bachelor's degree of minimum three years duration in any discipline recognized by the Association of Indian Universities AND passed in any Post Graduate degree course of minimum two year duration recognized by the Association of Indian Universities in any discipline with minimum 50% marks in aggregate\* (45% in case of candidates of backward class Categories belonging to Maharashtra State only).

OR



Passed with any Bachelor's degree of minimum three years duration in any discipline recognized by the Association of Indian Universities AND Appeared for the final year examination of any Post Graduate degree of minimum two year duration in any discipline recognized by the Association of Indian Universities. Such candidates can be considered for provisional admission Subject to passing the Post Graduate Degree exam with minimum of 50%marks in aggregate (45%in case of candidates of backward class Categories belonging to Maharashtra State only).

## **Entrance Exam**

Candidate must be appeared for MAH-MBA/MMS-CET 2018 conducted by DTE Maharashtra OR Appeared for GMAT (conducted by GMAC, USA)/ CAT (conducted by IIMs)/ MAT (conducted by AIMA)/ ATMA(conducted by AIMS)/XAT (conducted by XLRI) / CMAT for the respective year

## **Objectives of the Course**

- To provide a steady stream of competent young men and women with necessary knowledge, skills, values and attitudes to occupy positions of management and administration in business, industry, public system and the government.
- To impart the students latest and relevant knowledge from the field of management theory and practice.
- To provide opportunities to the students for developing necessary managerial skills.
- To impart/ develop the right kind of values and attitude to function effectively in Managerial/ Administrative positions.

## **Program Structure**

MMS is a two year program affiliated to the University of Mumbai. On successful completion, the student gets the MMS degree from the University of Mumbai. Our focus is on nurturing employable managers. To do this, we have taken the University curriculum and imparted it to make it contemporary and relevant.

## Pedagogy

- Case studies of global and Indian companies which provide an opportunity to analyze real life corporate problems.
- Projects which provide an opportunity to students to work in groups and develop their team skills along with studying the subject.
- Guest lectures, where experts from the industry share their valuable knowledge and experience.
- Industrial visits which expose students to witness the actual functioning of corporate organization.
- Role plays which help students simulate real life situations

## Evaluation Criteria

As per the guidelines provided by University of Mumbai, we follow a system of continuous evaluation of student performance during each of the semesters. This includes Class Tests, Mid-Term Exams, Assignments, Projects and Presentations.

## Attendance

### ORDINANCE 0.119 & 0.119A RELATING TO THE ATTENDANCE

The following shall be the minimum attendance necessary for keeping terms.

**First Term** 75% of lectures (Theory, Tutorial & Practicals) in each subject & term separately

**Second Term** 75% of lectures ( Theory, Tutorial & Practicals) in each subject & term separately

Not- withstanding what is stated in ordinance 0.119, sports persons will be permitted full credit for lectures / practicals missed by them as a result of their participation in Inter– Institution, Inter-University, State, national/and Inter-national tournaments and coaching camps organized in preparation of these tournaments. This credit should be allowed on the basis of production of a certificate for participation in authorized sporting activities from the organizer of the event(s).

## VICHAR MANTHAN—A Case study Competition

Vichar Manthan, An Intercollegiate case study Competition in major domains like Marketing, Finance and HR. was organized on 10th Feb 2018. more than 18 management Institute and degree colleges across Mumbai had participated and more than 150 students visited the campus



Welcoming the session—Event In charge



Inaugurating the Session—VICHAR MANTHAN



Felicitating the Guests



A Full Glance @ VICHAR MANTHAN



Few encouraging words—Mr. Shashank Oak, HR Head, Godrej & Boyce Mfg. co. Ltd.



Expresses gratitude—Mr. Swarup Das, GM-HR, Kaya Ltd.



## VICHAR MANTHAN—A Case study Competition

For Evaluation of the Inter-Collegiate case study competition for Finance, Marketing & HR the judges from the different corporates & senior academicians were invited such as Mr. Pavit Chadha, Associate Director, Julius Baer wealth advisors Pvt Ltd., Mr. Shashank Oak, HR Head, Godrej & Boyce Mfg. Co. Ltd, Mr. Swarup Das, GM-HR, Kaya Ltd, Mr. Pankaj Jagtap, Sr. Manager HR, Aadhar Housing Finance Ltd., Sonu Agarwal, AVP & Branch Head, JM Financial Services Ltd. Mr. Amit Patil, DGM Marketing Deepak Fertilizers & Petro Chemical Ltd and many more.



Presenting the Case



Active Participation & Teamwork



Winners Applauded by Mr. Pavit Chadha  
Ass. Director, Julius Baer wealth advisors Pvt Ltd.



Commending the Participants by Sonu Agarwal,  
AVP & Branch Head, JM Financial Services Ltd.



Honoring the Judge of an event Mr. Amit Patil, DGM  
Marketing Deepak Fertilizers & Petro Chemical



Token of Appreciation to Mr. Pankaj Jagtap,  
Sr. Manager HR, Aadhar Housing Finance Ltd.



## A National Research Conference - VISHLESHAN

VIVA Institute of Management and Research, Virar (E) arranged a National Conference - **“Vishleshan”** in association with University of Mumbai on Saturday, 17<sup>th</sup> March 2018. The First half session started with the inauguration of the Journal followed by speeches of keynote speakers like Mr. S. N. Padhye, Management Member of Trust, Mr. Brijesh Sharma – Superintendent & GST Intelligence, Government of India & Mr.



Welcoming the Session—Convenor



Inaugurating the Journal



Audience @ Vishleshan



Key Resource Person : Brijesh Joshi on GST



Mr. S.N. Padhye Honoring the Guest Mr. Kishore Pradhan



Participant's Presentation



## VISHLESHAN –2018

The post-lunch session mainly comprised of the presentations from professors and students of different colleges ranging topics from Film making, consumer behaviors, E wallets, etc. Evaluators for the day were Prof Dr. A.P.Pandey, Dr.G.D.Giri, Dr. Jayashree Meheta, Dr.Samadhan Khamkar. And after the presentation “*The Best Paper Award*” was announced, followed by distribution of certificates and journals. All the participants & students participated enthusiastically & the rich mesmerizing experience would go a long way in shaping their careers



Researchers



Researchers



Participants Presenting the Paper



Researchers



WINNERS applauded by Dr. Samadhan Khamkar



Full Glance at VISHLESHAN



## Management Development Program

### “Financial Technical Analysis”

**Mr. Abhishek Mani. AVP and Head – Investor Relations, Corporate Finance and Planning,**

“Key to gain competitiveness is to acquire skills in all areas” quotes Mr. Abhishek Mani. On 4th October 2015, he spoke on Introduction to technical Analysis, types of pattern studies, candle stick and chart pattern, major indicators and other oscillators and theories and practical trading strategies. Around 200 students of various disciplines from various management institute from Phalghar to Mumbai Central had



**Financial Analysis, Mr. Abhishek Mani**



**Participants of Financial Analysis**

### “Derivatives and its role in the financial world”

**Mr. Sachindra Kumar Rai, Chief Compliance officer,**

Mr. Rai is an experienced professional in the arena of Banking and Financial Industry who broadly highlighted on the topics of derivative markets, Forwards, Futures, Options, SWAPs, participants of derivatives markets and much more along with a live session on derivatives market which gave practical



**Mr. Sachindra Kumar Rai**



**Guest Welcome**

## Faculty Development Program

### “Goods & Service Tax Impact on Society”

**Mr. Narendra Pati, Consultant - Indirect Tax**  
**Khaitan & Company.**



**Mr. Narendra Pati**

Mr. Pati broadly highlighted on the topics of GST, its importance with major benefits in eradication of black money, ease of doing business with transparency and the positive impact of increase in revenues to the Government., he mentioned the implementation plan and its effect on tax payers, markets as well as our states with practical examples.

### “Mergers and Acquisitions”

**Mr. Ashish Patil, CFO & COO,**

Mr Patil covered various topics in the area of Personal finance, Corporate Finance, Valuations and its impact on Mergers & acquisitions and recent trends in the business approaches on M&A on 17 December 2016.

Towards the end of the event he also inspired the participants with the career tips and successful mantras of life and recommended many motivating books to be always referred to learn career lessons.



**Mr Ashish Patil**



**Participants of session**



## WORKSHOPS

### “Workshop on Financial Modelling & Project Finance”

Mr. Purshotam Agarwal, VP and Mr. Suresh Kadam, Sr. Analyst,



**Mr. Purshotam Agarwal**

Mr. Purshotam Agarwal spoke broadly highlighted on the area of project finance (incl. financing process and structuring and risk management). Mr. Suresh Kadam covered the topic of financial modelling on 27th Feb 2016.

He emphasised that the financial model needs to simple, consistent and user friendly. He covered the key function in Excel format with which a financial model can be well prepared. He also presented a case study

### “Housing for all- its impact on Human and Economic Development”

Mr. D.S Tripathi, CEO,  
Adhaar Housing Finance Pvt. Ltd

An expert session delivered by Mr. D.S Tripathi, CEO, Adhaar Housing on “**Housing for all- It’s impact on human and economic development** ”was delivered . He initiated his session with overview on the reforms that has taken place in the last 2 decades in banking with an emphasis on how the government is trying to achieve its objective of providing finance at reasonable cost to all to meet the 4 basic needs of man food, clothing and shelter.



**Mr. D.S Tripathi**



**Participants**

## Guests on the campus

### “Digital Marketing & Web Analytics”

**Mr. Deepak Dubey, Chief Marketing Officer,  
Amar Ujala publications**

A Guest Lecture was conducted on “Digital Marketing & Web Analytics” by a renowned personality – Mr. Deepak Dubey, Chief Marketing Officer (CMO) of Amar Ujala publications on 4th October 2017. Mr. Dubey has the distinction of being among the Top 100 Digital Marketers in India & has more than 20 years of experience in Digital Marketing, Sales, Product & Brand Management of companies.



**Mr. Deepak Dubey**



**Felicitation by Director Dr. Hiresh Luhar**

### “Learning Organisations”

**Mr. Abhishek Seth, Asst. Manager-HR Talent Acquisition,**

Mr. Abhishek Seth Assistant Manager—HR Talent Acquisition, IL & FS Ltd. On 13 September 2015 described the core of a learning organization’s work as based upon five learning disciplines which represented lifelong programs of both personal and organizational learning and practice.



**Welcome session**



## EXPERT LECTURES

### “Career planning and expectation of corporates from MBA students”

**Mr. Subir Verma - Head HR & IR (WR),**

**Tata Power.**

Mr. Verma. on 24 November, 2016 gave insight on what corporate expects from the new joiners, how an employee should behave in an organization, what are the skills needed to be an effective employee like proficiency in excel, power point, SAP etc.



**Mr. Subir Verma**

### “Technical Analysis for Securities Markets”

**Mr. Vishal Shah & Mr. Sonu Agarwal, Senior Managers,**

**ICICI Securities Ltd.**



**Mr. Vishal Shah & Mr. Sonu Agarwal**

The event was arranged to help the students to expand their knowledge on technical analysis for securities market on 15 October, 2016 by Mr. Vishal Shah & Mr. Sonu Agarwal who are senior managers in ICICI Securities Ltd. have regular appearance on Business channels, newspapers, etc.

### “Project Finance”

**Mr. Dilip Pendse, CFO,**

**Shamrao Vitthal Co-op Bank.**

On 13 January 2018, Mr. Pendse discussed various theoretical as well as practical aspects of Project Finance & credit appraisals he gave a broader view on the functioning of the banks under RBI norms. He emphasized on “Banking sector is like a Glass house—understand the mindsets of a person and you will understand project Finance”



**Mr. Dilip Pendse**

## GUEST LECTURES

### “The Necessity of Campus Placement”

**Mr. Pankaj Jagtap, Sr. HR Manager,**

**Aadhar Housing Finance Ltd.**

On 7th October, 2017, he highlighted the myriad corporate challenges of today and how to navigate through them, with the help of campus placements. He highlighted how Campus placements would be a catalyst to help students build their careers. Not only this he shared many interesting anecdotes of his own personal journey and motivated the students to shape their own dreams.



**Mr. Pankaj Jagtap**



**Audience for the session**

### “Banking for Rural People”

**Mr. Bibhas Kumar Shrivastav, Ex. Executive Director,  
Corporation Bank.**

On 27 September 2017, Mr. Shrivastav an experienced professional with a vast experience of 37 years broadly highlighted the importance of the Primary Sector of India i.e. agricultural sector to over GDP and the dependence of Rural People on non-institutional lenders.



**Mr. Bibhas Kumar Shrivastav**



**Audience for the session**



The National HRD Network is the National Apex body of professionals committed to promote the HRD movement in the country and enhancing the capability of human resource professionals to compete globally and thereby creating value for society Hence Students visited to the Career fest at Worli .



Students learnt that National HRD Network is committed to the **development of human resources through education, training, research and experience sharing.**

- To augment knowledge and skills relevant to HRD, its philosophy, processes and implementation, through exploration and experimentation.
  - To generate, acquire and continuously develop new knowledge and skills related to HRD through research and development.
  - To build a rigorous, scientific storehouse of knowledge and skills for HRD.
- To disseminate HRD knowledge and skills among HRD professionals and practitioners, and share information and experiences relating to HRD.

## VISIT TO SEBI

FYMMMS (2017-19) & SYMMMS (2016-2018) Study visit @ SEBI which was very enriching experience as well as learning about the governing regulations of capital market by SEBI. Learning session were conducted on “Takeover Regulation” & “How to Read Offer Document”.



Glimpses of SEBI study Visit



Wisdom with Sophistication



Financial Education For students



Sharing of valuable information



Learning SEBI's Role as a regulator of capital market



## VISIT TO RBI

Batch (2017-19) visited RBI Monetary Museum situated at Kala Ghoda, Fort and gain the insights of Chronological Monetary system of India.



Educational Program at Monetary Museum-RBI



To Understand the Chronology of  
Coins & Currency



WE....Students and Faculties



## VISIT TO NSE

Students of SYMMS ( 2016-18) learnt the practical knowledge of it fully automated screen-based electronic trading system which offered easy trading facility to the investors spread at the **National Stock Exchange of India Limited (NSE)** which is the leading stock exchange of India, located in Mumbai .



SNEAK A PEAK @ NSE



## Visit To BSE

FYMMS( 2017-19) & SYMMS(1016-18) Batches visited Bombay Stock exchange & acquired Valuable knowledge related to Stock Exchange located at Dalal Street Mumbai which is the world's fastest stock exchange.



BSE Visit - Addressing the students



Taking the valuable inputs



Learning Basic of stock markets



Inputs for Trading hard earned MONEY



## EVENTS/COMPETITIONS

FYMMS batch 2016-2018, secured 1st Place at DLLE Annual Extension Work Festival in STREET PLAY COMPETITION organized by University of Mumbai, held at G. G. College., Vasai.



Felicitation by Chief Guest



Delighted after a Winning Streak



# Industrial Visit

First Year and Second year students visited various companies situated at many places like Udaipur /Jodhpur / Bangalore. Companies visited are Amul Cooperative Society, Indian Institute of Management- Bangalore, KSIC Silk Weaving Factory– Mysore etc.



An Amusing visit @ AMUL



Joyful visit @ JODHPUR



Visit at IIM Bangalore



KSIC Silk Weaving Factory- Mysore



Impeccable IIM Bangalore visit



Memorable Mysore



# Media Coverage

## CAMPUS TALK



## PROMOTIONS

### VIVA IMR - Session on 'Project Finance'

VIVA Institute of Management and Research conducted a Guest Session on 13th January 2018 on Project Finance by CA Dilip Pendse, CFO of the Sharmas Vihari Co-op Bank Ltd. He discussed various theoretical as well as practical aspects of Banking with the students. He gave a broader view on the functioning of various banks under RBI norms. Under the ambit of Project Finance, he also covered different types of Borrowings and its features, what type of exposures banks can take on borrowers, etc.

He took students across all the important situations before sanctioning any loan and as a CFO what are the crucial responsibilities that have to be completed. Furthermore, he also discussed how technology plays an important role in Project Financing as various financial as well as technical aspects are studied by banks. "Banking sector is like a Glass House - Understand the mindset of



a person and you will understand Project Finance" said Mr. Pendse. The audience mainly comprised of 1st year as well as 2nd year MBA students who tuned in with rapt attention to his valuable insights.

### VIVA IMR - Session on Campus to Corporate

VIVA Institute of Management & Research, Virar (E) conducted a guest session on 7th October, by Mr. Pankaj Jagtap, a Senior HR manager with Aadhar Housing Finance Ltd. Mr. Jagtap has a rich experience of more than 20 years in various fields in HR. His topic for the day was - The Necessity of Campus Placement in Career Development.

He shared an inspiring video with the enthusiastic students, spoke of the challenges he had faced and discussed the kind of

thorough ground work and pre-conditions required for a successful corporate career. He highlighted the myriad corporate challenges of today and how to navigate through them, with the help of campus placements. He also highlighted how campus placements can be a catalyst to help students build their careers. He shared many interesting anecdotes of his own personal journey and motivated



the students to shape their own dreams. The audience comprised mainly of 2nd year MBA students, who tuned in with rapt attention to his valuable guidance.

### Seminar on 'Risk Management in Banks' at VIVA IMR

A seminar on risk management in banks was conducted by VIVA Institute of Management and Research, Virar (E) on 9th January 2016. Mr. Hari Shankar Sharma GM - Bank Of Baroda, Head Risk Management, spoke on the occasion and broadly highlighted the topics of different types of risks, steps and approaches in management risks, basis for deciding base rate, use of ratings, asset classes and components of capital and calculation in the internal rating based approach.

He also covered the topics of non performing assets and its classifications, Basel norms and pillars of Basel norms. During the session Mr. Sharma also spoke about the career opportunities presently available in the banks.

All students of VIVA IMR across the specializations participated in the seminar and



gained fruitful insight on banking perspective.

### VIVA IMR organized National Workshop

VIVA Institute of Management & Research Virar (E) conducted a one day national workshop on "Financial Technical Analysis" on 4th October 2015, by Mr. Abhishek Mani A/P & Head-Investor Relations at Reliance Infrastructure Ltd. More than 190 students of various disciplines & colleges across Mumbai & Palghar region had participated in the work-



shop. The workshop focused on financial aspects like Introduction to technical analysis, types of pattern studies,

Candlestick and chart patterns, Major indicators and practical trading strategies. He threw light upon intraday trading and generated interest in students through interpretations of graphs and various components and pattern studies of technical analysis.

### Workshop on Project Finance & Financial Modelling at VIVA IMR

A workshop on Project Finance & Financial Modelling was conducted at VIVA Institute of Management and



Research, Virar (E) on 27th February 2016 by Mr. Purshotam Agarwal, Vice President and Mr. Suresh Kadam, Manager SBI Capital Markets Ltd.

Mr. Purshotam Agarwal spoke broadly highlighted on the area of project finance (incl. financing process and structuring and risk management). Mr. Suresh Kadam covered the topic of financial modelling. He emphasised that the financial model needs to be simple, consistent and user friendly. He covered the key function in Excel format with which a financial model can be well prepared. He also presented a case study using these basic functions. All students of VIVA IMR participated in the seminar and gained insight on project finance & financial modelling.

### FDP program on 'Mergers and Acquisitions' at VIVA IMR

VIVA Institute of Management and Research Virar (E), organized workshop on Mergers & Acquisitions on 17th December 2016. Mr. Ashish Patil, CFO & COO of Nalanda Capital Pte Ltd and renowned investment banker with more than 20 years of experience spoke on the occasion. Mr. Patil covered various topics in the area of Mergers & Acquisitions emphasising the need for understanding a good balance sheet and income statement, the different valuation drivers on near term, medium term and long term basis, steps for clinical examination of a company and recent trends in the business approaches on the occasion. He cited different



examples to support his views. Towards the end of the event he also inspired the participants with the successful mantras of life.

### Workshop on 'Supply Chain Finance' at VIVA IMR

A workshop on 'Supply Chain Finance' was conducted by VIVA Institute of Management and Research, Virar campus, Virar East on Saturday, 11th March 2017. Mr. Kishore Pradhan, CEO, Global Trade Consultancy & Co-Chairman ASSOCHAM Global best trends in management. He is a banker by profession with varied experience of more than two decades in International Trade and Financial services. He is also a Member of Banking Commission, ICC, Paris & Co-Chairman ASSOCHAM National Council on Factoring.

He broadly highlighted the importance of the Supply Chain Finance Risk, associated with it from Bank's as well as Corporate's perspective. He also shared the industry experience and different models of SCF along with latest trends in market.



All the students of VIVA IMR across the specialization participated in the seminar and gained insight on Supply Chain Finance. The success of seminar was inter alia a result of involvement of students.

### Workshop on 'banking for rural people' at VIVA IMR

A workshop on "Banking for Rural People" was conducted by VIVA Institute of Management and Research, Virar campus, Virar East on Tuesday, 27th September 2016. Mr. Bikash Kumar Srivastava, the Ex. Executive Director of Corporation Bank delivered the session. He is an experienced professional in the arena of Banking both Retail and Wholesale with focus on rural banking with a vast experience of 37 years. He broadly highlighted

the importance of the Primary Sector of India i.e. our agricultural sector to over GDP and the dependence of Rural People on non-institutional lenders.

All the students of VIVA IMR across the specialization participated in the seminar and gained insight on Rural Banking. The success



of seminar was active and interactive involvement of students.

### VIVA IMR: National Conference 'VISHLESHAN 2018'

VIVA Institute of Management and Research, Virar (E) arranged a National Conference - 'Vishleshan' in association with University of Mumbai on 17th March. The first half started with the inauguration of the journal followed by speeches of keynote speakers like Mr. S. N.



Pradyumn, management member of Trust, where he expressed his views on disruptive technologies and future challenges and Mr. Brijesh Sharma, Superintendent, GST Intelligence, Government of India spoke about impact of GST and future job opportunities by GST.

while Mr. Kishore Pradhan, CEO, Global Trade Consultancy & Co-Chairman ASSOCHAM Global best trends in management. He is a banker by profession with varied experience of more than two decades in International Trade and Financial services. He is also a Member of Banking Commission, ICC, Paris & Co-Chairman ASSOCHAM National Council on Factoring.

He broadly highlighted the importance of the Supply Chain Finance Risk, associated with it from Bank's as well as Corporate's perspective. He also shared the industry experience and different models of SCF along with latest trends in market.

The post-lunch session mainly comprised of the presentations from professional students of different institutes. The institute got a good response for the National Conference from all the multidisciplinary domains of Management. Evaluators for the day were Dr. A.P. Pandey, Dr. G.D. Girdi, Dr. Jayashree Meletha, Dr. Samadham Khambhar and Dr. Anupama Gaurde. Post the presentation, "The Best Paper Award" was announced, followed by distribution of certificates and journals. All the participants & students participated enthusiastically & the rich mesmerizing experience would go a long way in shaping their careers.

### VIVA IMR: Enters in the Intercollegiate League with 'VICHAR MANTHAN'

VIVA Institute of Management and Research arranged intercollegiate case study called "Vichar Manthan" event on Saturday 10th Feb 2018. A case study competition in which all Management Institution across Mumbai participated. More than 15 Management Institute and Degree Colleges has participated and over 150+ students visited the campus for participating in the event.



The case study competition was basically for all the students such as Undergraduate (UG) as well as Post graduate (PG) mainly in three domains such as Finance, Marketing and Human Resource specialisation. For evaluation the judges from corporates were invited having

more than over decade of experience such as Mr. Pavit Chadha, Associates Director, Julius Baer Wealth Advisors (India) Private Limited, Alok Shashank Oak, HR Head, Godrej & Boyce Mfg. Co. Ltd, Mr. Swarn Das, GM-HR, Kaya Ltd., Mr. Pankaj Jagtap, Sr. Manager HR, Aadhar Housing Finance Ltd., Mr. Sonu Agarwal, AVP & Branch Head, JM Financial Services Ltd., Mr. Amit Pant, DGM Marketing, Despak Fertilizers & Petrochemical Ltd., and many more for evaluations.

The event started with high enthusiasm and which were still the same till the end of the day. As competition was on its highest peak. The best part of the event was that students across various colleges enjoyed and co-operated a lot and gave tough competition to each other. The evaluators for the day appreciated this event a lot and by the end of the day shared valuable experiences with students. All the winners for the case study competition got the trophy as well as certificate also all students coming for the event got a participation certificate as well.

# Industry Response

- \* *Wonderful experience interacting with the young team. Great effort by the management : look forward to many more events from VIVA IMR.....PAVIT CHADDHA from JULIUS BAER.*
- \* *The effort to give a platform to present themselves to the crowd is highly appreciated, very well organized. PANKAJ JAGTAP—Senior HR Manager from AADHAR HOUSING FINANCE.*
- \* *Good Infrastructure Excellent Coordination and day long support. Impressed with quality of students looking forward to joining them in coming months.*
- \* *Excellent faculty and outstanding facilities. Students possess good technical and communication skills.*
- \* *Being at remote place like VIRAR , the kind of exposure the students have is amazing. I found very sound fundamentals and clarity of the concepts in the students and moreover the willingness as well as approach to learn the new things.*
- \* *“VIVA IMR students’ level of competence is of high standards. Students of VIVA IMR have initiative to learn and contribute, good knowledge, sincere and disciplined. They have a capacity to see any situation from fresh and new perspectives.”*
- \* *“I found them quite good in terms of aptitude and attitude. I observed that their maturity level was appreciable, though they were still undergoing studies and had no prior industrial exposure. The quality of work done was satisfactory and the application which they developed is working well within the given scope of work.”*
- \* *As far as competence level of your students, is very high.*
- \* *Good knowledge about technical subjects and marketing, good command over language, very good behavior, very good computer knowledge, etc.,*



## Alumni Corner

♦ *Well, the faculties are having a combined package of knowledge and industry experience which helps students to gather required skill sets which industry exactly wants. Students get to shape up with the help of faculty with the perfect opportunity for placement , which every Management students wants after completion of their degree !! .....Darshika Gujar, Batch, Financial Analyst, Barclays Bank*

♦ *It's like a new chapter in your life & you will enjoy the journey if you also actively participate in all the wonderful activities the college conducts..... Saumya Singh, Batch, Management Trainee, Aadhar Housing Finance Ltd*

♦ *Great Quality of management education and placement..... Ms. Gaurangi Samant, HR Executive, Karma Management Consultancy Pvt Ltd*

♦ *This is a big universe of new ideas and a lot of fresh energy coming into the Management Institutions. What is helping this new phenomenon is the easy availability of guidance and handholding by experts and most important. Thanks to the VIVA IMR ever ready band of faculties and staff who are always ready to help us..... Shreyash Mungekar, Senior Financial Analyst, Capgemini India.*

♦ *This institution has not only having good educational quality but also affordability and career success .... Pooja Mishra, Junior Manager, ISS*

♦ *With best placement records, great reputation and endless opportunities this institute stand as the ideal institute..... Jigna Choudhary, Junior Manager, Sales Coordinator, Aadhar Housing Finance Ltd*

# Staff Achievements

Director, Dr Luhar received prestigious "National Talent Search Award 2017-18" from Indian Accounting Association (IAA)-TB for "EMPOWERING EDUCATION" from Dr Sanjay Bhayani, Treasurer IAA and former Vice Chancellor S. U. Gujarat, Mr. Deepak kumar Mukadam member Board of Governor - IIM, Dr. T. A. Shiware Ex-Chairman Indian Commerce Association



**Dr. Hiresh Luhar awarded National Talent Search Award 2017**

## **Faculty Presented/Published the Research Papers at different conferences and Journals.**

### **1 Dr. Hiresh Luhar**

- Digital Marketing in Indian Context in "Vishleshan" - VIVA Institute of Management & Research.
- A Study of Literacy, Quality Education & Their Role in Sustainable Development at "Vishleshan" - VIVA Institute of Management & Research.

### **2 Prof. Lalit Patil**

- A Study of Mapping Buying Behavior of Grocery Buyers Based On Their Gender And Marital Status at "Vishleshan" - VIVA Institute of Management & Research.
- Issues, Challenges & Opportunities of Micro, Small & Medium Enterprises (MSMEs) - An Indian Perspective Thakur Institute of Management Studies & Research, Kandivali
- Inclusiveness, Inventions & Innovations in Management - A Road Map to Change India's Future N.S.S. College of Commerce & Economics, Tardeo

### 3 Prof. Arti Sharma

- A Learning on The Issues Influencing the Selection of Management Institute by Students "Vishleshan" - VIVA Institute of Management & Research
- Smart Cities at Vivekanand Education Society Institute of Management

### 4 Prof. Prapti Naik

- Social Markeeting at "Vishleshan" VIVA Institute of Management & Research
- Study of Training & Learning ractices of Micro Enterprises in Vasai Industrial Belt at "Vishleshan" VIVA Institute of Management & Research

### 5 Prof. Karan Khanna

- Psychological & Cultural Impact on Prostitution at ITM Business School, Chennai
- A Study on Customer Relationship Management in Financial Market "Vishleshan" - VIVA Institute of Management & Research

## Induction Program - 2017-18

Welcoming the Freshers into VIVA Family !!!





## Corporate Social Responsibility



**The clean person is not the one that runs away from dirt but one who takes the time and effort to clean the dirty environment. The volunteers clean the entire campus on 22 Jan, 2018**



**Cleanliness  
Drive by  
students**



**Cleanliness a good thing which a society should adopt and for that students volunteered cleaning the campus and planting the saplings.**





## CONVOCATION CEREMONY

A Degree Distribution ceremony was organized on 28th February 2017 for the batch of 2014-16



## Placement Achievement 2017-18

- **100 % placement**

Finance and Marketing we have placed 100 percent students from our college.

- **Good response from the corporates**

nearly 60+ companies contacted the Institute for Final placements and students got placed with the companies like Aadhar Housing Finance Ltd., Edelweiss, Polycab, Capital First, Vista Packaging , IIFL etc.

- **Highest package received**

6.63 Lakhs per anum and most of the others ranges between 3 Lakhs per anum to 6 Lakhs Per Anum.

- **100 Percent Summer Internship**

Our First year students achieved hundred percent summer internship for this year 2017-18

## Our Recruiters



DCB Bank Ltd.



\*Our Recruiters..



# TOP PERFORMERS OF 2017-2018



Stephen Sumesh  
Kumar



Soundagle Susheel  
Prakash



Raythatha Vidisha  
Jayesh



## Placement Achievements 2017-18

  Rabbhadi Ketan	  Ambekar Jinesh	  Raythatha Vidisha
 Mandhare Komal	 Sharma Ajay	  Yadav Pooja
  Tara purkar Aniruddha	  Mehta Raj	  Runali Manjarekar
 Singh Ravisingh	 Dunderani Sagar	 Thakur Suyog
  Bari Prarthana	  Patil Karishma	  Plasticwala Burhanuddin
 Tanna Dhara	 Singh Ravi	 Sathar Faisal

  Godekar Swapnil	  Singh Chandan	  Mandhare Komal	  Singh Pooja	  Singh Ravi	 Sathar Faisal
  Rabbhadi Ketan	  Sharma Ajay	  Tara purkar Aniruddha	  Manjarekar Runali	  Naik Prathamesh	 Dunderani Sagar
  Lakshani Vishal	  Patil Karishma	  Ambekar Jinesh	  Bari Prarthana	  Tanna Dhara	 Plasticwala Burhanuddin

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