

DTE Code  
3161



Choice Code  
316110210

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



**Prospectus : 2020 - 2021**

**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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**[www.vivaimr.org](http://www.vivaimr.org)**

## **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 IMR

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. Hiresh S. Luhar**

## Driving Force



**Prof. Dr. Hiresh Luhar**  
Director

**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 & also 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.

He is also having dozens of research articles to his credit. He also acted as a panel member in many industrial conferences. His research areas are: GDR, CDR, IPO, Financial Strategy, Project Funding, Trade Finance, etc.



**Dr. Arti Sharma**  
MBA, M.Phil. & PhD  
Assistant Professor –  
HR/Marketing



**Prof. Lalitkumar Patil**  
MMS – Marketing (Mumbai University), B.E  
(Mechanical), UGC-NET qualified, PGD  
(Operations Management) and pursuing PhD  
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 PhD  
Assistant Professor - HR



**Prof. Karan Khanna**  
B.Com & MMS – Finance( Mumbai  
University) pursuing Ph.D.  
Assistant Professor - Finance



**Prof. Suraj Wadhwa (Finance)**  
FCA, MCom  
Assistant Professor - Finance

## Driving Force



**Mr. Deepak Dubey (Marketing)**  
Chief Digital Officer - CNBC TV18



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



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



**Mr. Chinmay Pingulkar (Operations)**  
BE. Mechanical, MMS operations, ME Manufacturing system Engineering.



**Mr. Abhishek Seth (HR)**  
Diverse industries Experience  
Infrastructure, Financial Services,  
Technology and B.P.O



**Prof. Barat Dhongade (Law)**  
B.Sc. [Dist.] LL.B. M.S.W,  
C.A.I.I.B., PGDCL. LL.M.  
Pursuing Ph.D.



**Prof. Ragini Das (HRM)**  
MBA (Personnel Management)



**Prof. Amol Vaze (Finance)**  
M.M.S. (Finance), M.Com, B.Com.



**Ms. Shilpa Raut**  
Assistant Librarian  
M.Lib

**Staff Corner**



**Ms. Nilam Bhoir**  
Office Superintendent



**Ms. Nikita Jadhav**  
Accounts Clerk



**Mr. Jaydeep Chavan**  
System Engineer



**Mr. Jagdish Jadhav**  
Lab Assistant



**Mrs. Kanchan Patil**  
Office Assistant



## Office Staff



**Mr. Amol More**  
Office Assistant



**Mr. Tushar Dhule**  
Office Assistant



**Mr. Bhanudas Patil**  
Office Assistant



**Mr. Balkrishna Kamble**  
Library Assistant



**Mr. Hareshwar Patil**  
Office Assistant

## Specialization's 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 2020 conducted by DTE Maharashtra OR CMAT conducted by AICTE OR CAT (conducted by IIMs)

### **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).

## INDUCTION

### Welcoming the Freshers

The new batch of VIVA IMR was welcome in the institute on September 26,2019. The session was graced by Hon. Guest. Shri. S. N. Padhye-Member of VIVA Trust. He address the new batch of 2019-20 and shared the vision and mission of Institute. Students played Management Games and gave a live stage performance. The whole session was concluded by choosing the Mr. Fresher and Miss Fresher of 2019 based on their overall performance and a Question & Answer round.



Lightening of lamp



Honorable Director and Eminent guest



Students Games with Fun



Live Performance



Applauding the winner



Mr. and Miss. Fresher Celebration

## Finance Conclave

In association with University of Mumbai we organized an Inter collegiate Finance conclave on the theme 'Measure by RBI & FM to Revive the Economy & Its Impact' on January 11, 2020. The Platform was set for panel discussion with eminent Personalities from the industries like Mr. D.S. Tripathi - CEO - Aadhar Housing Finance Ltd, Mr. Pavan Gupta - CEO - Muthoot Housing Finance Co. Ltd., Mr. Rajat Bahl - Chief Analytical Officer & Head - Financial Institutions Brickwork Ratings, Mr. Kavin Kunvaria - Vice President - IndusInd Bank, Mr. Jatin Vyas - Director - Business Development Brickwork Ratings & Ms. Rupali Shelar - Deputy Vice-President - Bandhan Bank.



Welcoming the Guests



Few Inspiring Words



Students for the session



Group Picture of Dignitaries



FYMMS Batch 2019-20

## Marketing Conclave

Marketing conclave on the theme 'Retailing To E-Tailing' on January 18, 2020 was organized with lot of enthusiasm. The Platform was set for panel discussion with eminent Personalities from the industries like 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.



Welcome to Marketing Conclave



Registration Desk



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 India



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

## Marketing Conclave

Mr. Deepak Dubey emphasized on digital marketing as the need of the time and it will expand new business opportunities necessary to survive in the industry. All the eminent panelist agreed on one point that growth of e-tailing does not mean end of retailing. Both Retailing and e-tailing are complementary to each other and is healthy for marketing environment



**Mr. Tanmay Mishra – Regional Marketing Head - Philips India Ltd.**



**Eminent Panelist sharing knowledge and wisdom.**



**Q&A Session**



**Felicitation of the Guest**



**Felicitation of the Guest**



**Felicitation of the Guest**



## Business Standard Competition

### Best B-School Project Award

Students of VIVA IMR attended the Best B-School Project Competition which was held at Taj Hotel in Mumbai on February 12, 2020. Project were on various topics like “Plan for creating awareness and consumption of fortified milk, improving the logistics for the movement of Telecom equipment, On Quality of research and Analysis .Students took valuable information .

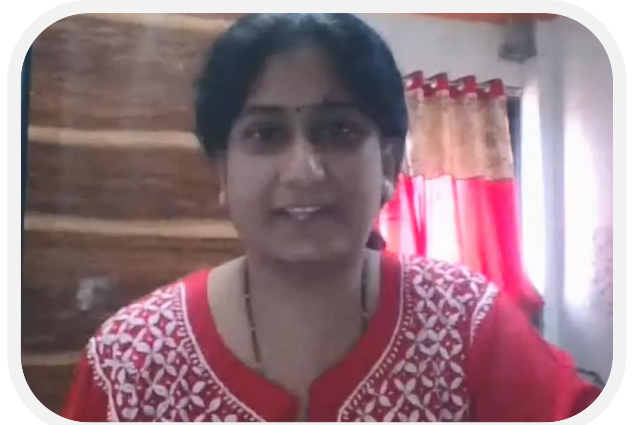


# VISHLESHAN 2019 - National Research Conference

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.



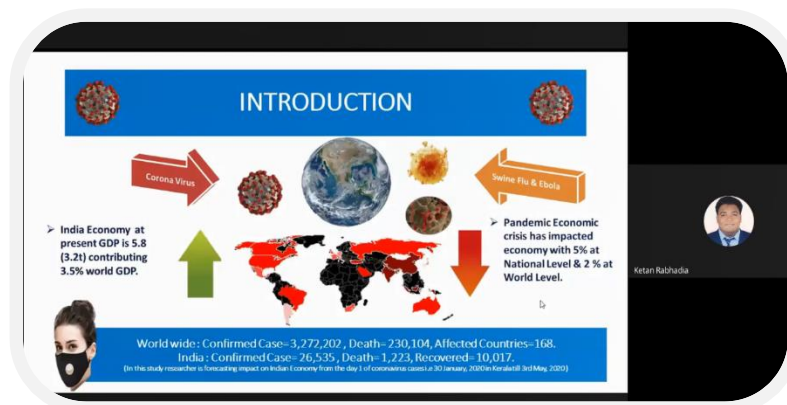
Welcome @ VISHLESHAN 2020



Online Research Conference-



Inauguration of the Journal



Participants Presenting – Vishleshan 2020



Previewing Facts and Figures



Demonstrating Research Facts and Figures

## VISHLESHAN 2020:-National Research Conference

There were 70 participants with contribution of 53 Research papers in the conference. The event was organized in an online mode on Google meet. The session was chaired by Directors & Principals of different Institutes and colleges like Dr. A.P. Pandey –Principal, VIVA College of Arts Science and Commerce, Dr. Samadhan Khamkar – Director, Navin Chandra Mehta Institute of Technology & Development and Ms. Navsin Mistry – M.V.Mandali’s College of Commerce and Science.

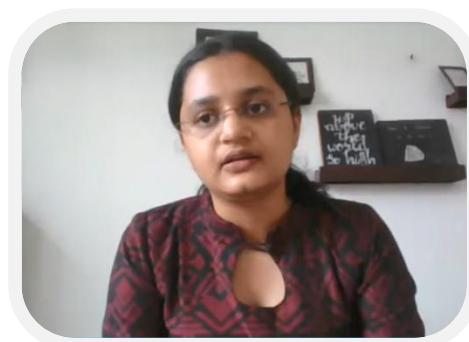
Hypothesis1: There is no significant relationship between the respondent's preference towards the amount covered by the policy.

**CHI-SQUARE TEST:**  
The chi square statistic is commonly used for testing relationships between categorical variables. The Null hypothesis of the Chi-square test is that no relationship exists on the categorical variables in the population; they are independent.

Factors	Observed (O)	Expected (E)	$X^2 = (O-E)^2/E$	
0 to 1.99 lakh	17	12	2.08	Calculated Chi-Square ( $X^2$ ) value = 15.5 Level of Significance = 0.05 Degrees of Freedom (N-1) (5-1) = 4 Table Value = 9.49
2 to 2.99 lakh	8	12	1.33	
3 to 3.99 lakh	2	12	8.33	
4 to 4.99 lakh	18	12	3	
more than 5 lakh	15	12	0.75	
Total	60	60	15.5	

It is seen from the above that  $X^2$  value is greater than table value therefore Null hypothesis is rejected because there is significant difference between amount covered by policy.

Researchers sharing @ knowledge



Contributing to research world

POSITIVE IMPACT OF AI ON DIGITAL MARKETING

Participants Presentation with enthusiasm

Challenges Faced By Management Education in India (Contd...)

- Lack of concern with the social sector
- Absence of the managerial concerns towards SME sector
- Lack of innovations and new experiments in teaching
- Syllabus not updated regularly
- Lack of willingness of teachers to keep themselves updated as per the current industry trends

Enlightening Presentation

A hand painted wall with simple sans serif font to write "WE DO HAVE TIME TO STAND AND STARE" Why is it a pun intended sentence on the roadside?

Illuminating with information



Best Research Paper Award Distribution Ceremony by Director of VIVA IMR Dr. Hiresh Luhar

## Inter Collegiate Summer Internship Project Competition

In association with University of Mumbai we had organized an “Inter- Collegiate Summer Project Competition” on 12 th October 2019 in the campus. First half of the session started with welcoming of Guests and Participants followed by addressal of Dr. Hiresh Luhar, Director of VIVA IMR. Further participants presented their projects in PG & UG categories. Students from 11 Management Institutes & Degree Colleges across Mumbai had participated in this event



**Cordial and Hearty Welcome**



**Honorable Guest @ Summer Internship Project Competition**



**Gladly greeting –  
Mr. Deepak Dubey- Chief Digital Officer, CNBC-TV18**



**Felicitating - Mr. Sonu Agrawal- Branch Head  
& AVP, JM Financial Ltd**



**Warm Handshake - Mr. Naushad Naik-  
Vice President, Khush Housing Finance Ltd**



**Welcoming & Receiving Guest with Honor**

## Glimpses of Summer Internship Project Competition



**Performing @ Event**



**Attentive Audience**



**Showcasing Skills and Personal Aptitude**



**Awarding Best Performers**



**Valuable Thoughts to Ponder**



**Brief- look @ Event**

## Faculty Development Program

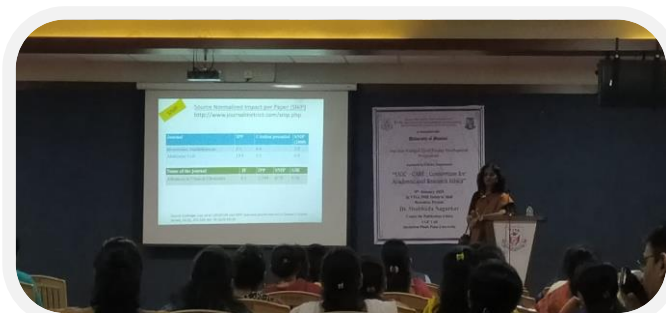
### “UGC CARE initiative and publication ethics”

**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 association with the University of Mumbai.



**Felicitation of  
Dr. Shubhada Nagarkar**



**Brief- look @ Event**



**Team of VIVAIMR with the Guest and other participants**



**Welcoming and Honoring the Guest**

### “Research Report Writing”

**Dr. Ajay Kamble,**  
Librarian, AnnaSaheb Vartak College, Vasai.

Another One Day Faculty Development Programme was organized in association with University of Mumbai on 5<sup>th</sup> 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.



**Informative Session**



**Sneak Peak with the Guest**

## Guest Lecture

### “Essential elements of Leadership”

**Mr. Ninad Patil –**

**Chief Manager - Business and Commercials, Bennett, Coleman & Co. Ltd.**

On 11Feb, 2020, A Guest Session on Leadership in the current scenario in corporate world was discussed by Mr. Ninad Patil, Chief Manager, Bennett, Coleman & Co. Ltd. He shared valuable insights on aspects like Leadership development through Assertive communication, Behavior and character development, Networking and Engagement and Negotiation and Value creation. Addresses



**Addressal by Director**



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

### “Leadership”

**Mr. Hemal Kothari**

**Vice President, India Bulls Distribution Services Limited.**

A Guest Session on ‘Leadership’ for the students of MMS was organized on February 5, 2020. The speaker, Mr. Hemal Kothari has varied experience of 25 years and success in driving operational growth, maximizing business opportunities, initiating start-ups and leading turnaround efforts. He delivered an inspiring lecture on leadership which was highly appreciated by the students. The lecture was on how to be a leader, what qualities should a leader have and what challenges a leader has to face. He also discussed his real-life experiences with case studies and shared many examples of great leaders which motivated the students to strive for their future career



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



**Token of Appreciation**

## Visit to BSE

FYMMS & SYMMS Students visited to BSE (Bombay Stock Exchange) located at Dalal Street, Mumbai which is the world's fastest stock exchange and had very enriching experience as well as learning about the Stock market.



**BSE Study Visit**



**Glimpses of BSE Study Visit**



**SNEAK A PEEK @ BSE**



## Visit to SEBI

FYMMS & SYMMS Batches visited SEBI (Securities and Exchange Board of India) and acquired valuable practical knowledge. The purpose of the visit was to provide valuable insights into the functions and role of the regulatory body on the investors, exchanges, Industries and more to the students



**SEBI Study Visit**



**Understanding SEBI Functions and Regulations**



**Interactive Session @ Students thinking out of the box.**



## 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 author**

On the occasion of Birth Anniversary of Dr. APJ Abdul Kalam, Library department of VIVA IMR has celebrated “Vachan Prerna Divas” on 15<sup>th</sup> October 2019. They organized one day in-house book exhibition on the theme of “Inspirational Reading” Library department exhibit various best-selling books of well-known authors and publications in variety of subjects especially on personality development, Motivation, Inspiration etc. Exhibition received an overwhelming response from VIVA faculties and students.

### Teacher’s day Celebration



**Teacher’s Day @ VIVA IMR**

**“A good teacher is  
Like a candle,  
It consumes itself to  
Light the way  
For others.”**

On 5<sup>th</sup> of September FYMMS & SYMMS organized the teacher’s day celebration. As it was very well planned and coordinated in the presence of the Director Dr. Luhar, Teachers and Non-Teaching Staff. Every student contributed their presence to celebrate this day and make this day

## 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! The celebration started with the beats of a Garbha song dedicated to Goddess Durga. 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.



## Hitashi -2020

Hiteshi, the annual cultural fest of the campus was fully enjoyed by students, participating in various events and celebrating days. After the completion of HITASHI-2020 on January 31,2020 winners of various events were awarded by Medals, Trophy and Certificates. Students really had a gala time in this fest. Few of the glimpses of the event.



## Events

### Yoga Day



**“Yoga is the journey of the self, through the self, to the self”**

### Tree Plantation Drive



**“He who plants a tree, plants a hope”**

### Swachh Bharat Initiative



**“Cleanliness is a state of purity, clarity, and precision “**

## Industrial Visit

First year and Second year students of MMS visited various companies situated at many places in Gujrat like Ahmedabad/Kutch/Bhuj etc. The Companies visited at these places were GVK Emergency Response Center, Indian Institute of Management Ahmedabad



Visit to IIM Ahmedabad



Joyful visit @ Prag mahal



GVK Emergency Management & Research Institute



Great White Desert (Rann of Kutch)



Impeccable IIM Ahmedabad Visit

## 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.



## Staff Achievement

### **Dr. Hiresh Luhar**

- Paper on Dynamics of Selection of Management Institute with special reference to Students and Parents: A Study of Mumbai Metropolitan city published in Journal **TEST Engineering and Management**. The journal is published in **SCOPUS** having **ISSN : 0193 – 4120**, by Publisher Mattingley Publishing Co., Inc. Publication: 26 February 2020
- Paper on A Study on Balanced Scorecard – A Tool to Analyze the Performance of a Management Institutes published in Journal **TEST Engineering and Management**. The journal is published in **SCOPUS** having **ISSN : 0193 – 4120**, by Publisher Mattingley Publishing Co., Inc. Publication: 26 February 2020

### **Dr. Arti Sharma**

- Paper on Dynamics of Selection of Management Institute with special reference to Students and Parents: A Study of Mumbai Metropolitan city published in Journal **TEST Engineering and Management**. The journal is published in **SCOPUS** having **ISSN : 0193 – 4120**, Page No. 13994 - 13997 by Publisher Mattingley Publishing Co., Inc. Publication: 26 February 2020
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### **Prof. Lalit Patil**

- Two Research Papers published in SCOPUS INDEXED Journals
- Three Research Papers published in UGC CARE Listed Journals
- Received an International Patent
- Received ‘Best Research Paper Award’ in a National Research Conference
- Received ‘Community Leader Award’ for the contribution in a Road Safety CSR Event organized by CASI Global, RTO- Maharashtra & Government of Maharashtra.

### **Prof. Karan Khanna**

- Research Paper publication in UGC CARE Listed Journal
- Certified member of Institute of Public Accounts – Melbourne Australia

### **Prof. Prapti Naik**

- Research Paper publication in UGC CARE Listed Journal
- Attended FDP & Other Similar Program



## 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**

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



**Participation in Robotex International Festival**



**Winners @ National & International Awards**

The team displayed its flagship product - a bicycle developed by their company XCELL INNOVATIONS. The firm has come up with a line of electric bicycles which 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**



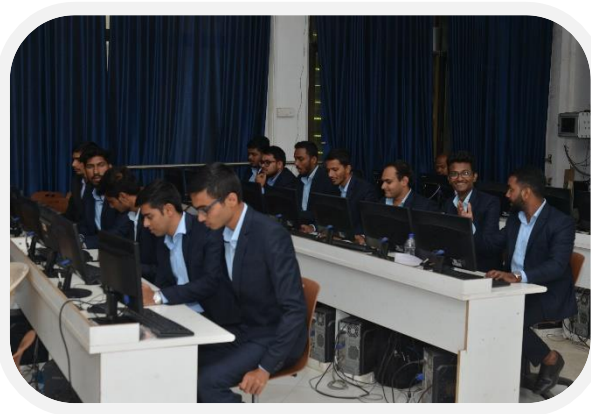
**Winner of cricket League**



**Winners of Event**



**National mission Olympic games L.N.I.P.E  
Gwalior Madhya Pradesh**



**Skills –Learning &Wining**



**Knowledge is weapon**

## Industry Response

- Wonderful experience interacting with the young team. Great effort by the management. Look forward to many more events from VIVA IMR.....**Mr. PAVIT CHADDHA, Associate Director, JULIUS BAER WEALTH ADVISORS PVT. LTD.**
- VIVA MMS Students provided by you are hardworking and assets to our organization. We assure you that we will continue the campus drive program in your institute with the same spirit in future also. Especially your personal attention towards the welfare of the students and the zeal and passion with which you prepare these students for the future is highly recommendable. **Mr. PANKAJ JAGTAP—Senior HR Manager, AADHAR HOUSING FINANCE LTD.**
- Good Infrastructure Excellent Coordination and day long support. Impressed with quality of students looking forward to joining them in coming months. **Mr. SONU AGARWAL, AVP & BRANCH HEAD, JM FINANCIAL SERVICES LTD.**
- Excellent faculty and outstanding facilities. Students possess good technical and communication skills. **Mr. AMIT PATIL, DGM, MARKETING MANAGER, DEEPAK FERTILIZERS & PETRO CHEMICALS LTD.**
- 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. **Mr. KAITAV MISTRY, HR MANAGER, POLYCAB - LITE TECHNOLOGY COMPANY PVT LTD.**
- “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. “**Mr. SWARUP DAS, GM–HR, KAYA LTD.**
- “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.”**Mr. Shashank Oak, HR Head, Godrej & Boyce Mfg. Co. Ltd.**

## Alumni Corner

- This Institute successfully combines theory with practice, academic rigor with industry experience and onsite with online knowledge and information. ....**Ketan Rabhadia Senior Analyst, Capgemini India Private Limited.**
  
- Good Institute to learn shouldering real responsibility and fighting against all odds.....**Vidhisha Raythatha, Assitant Manager, Business Development, Ploycab.**
  
- 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**

## Alumni Meet & Convocation

### Few Glimpses of Alumni Meet & Convocation



## Media coverage

Our mission is to provide quality education to students

### VIVA IMR - Incubation Centre

**Business Standard**  
**CAMPUS TALK**

VIVA Institute of Management and Research student Mr. Pradeep Gupta, the co-founder of Science Kidz Educare Pvt. Ltd. recently participated and secured 2nd prize in RoboXec International - The Biggest Robotics Festival on the Planet, 2019. The competition was held from 29th November 2019 to 1st December 2019 in Tallinn, Estonia where he consisted of founder and students Mann Parekh, Nasya Agarwal, Aya Shah, Aditya Desai and Dhvani Agarwal.

Dr. Hitesh Luhar, Director of VIVA IMR congratulated Pradeep Gupta and his team for their achievements. Pradeep Gupta expressed his gratitude towards the Institute and Director, Dr. Luhar by saying that they have been very encouraging and extends full cooperation by including the first prize at the prestigious 19th RoboXec Asia Event in the Entrepreneurial Challenge category held in China.

According to Pradeep Gupta, the USP of bicycles offered by XCELL INNOVATIONS is that each of its bicycles caters to the needs of a specific target audience. Pradeep Gupta elaborated that these bicycles are designed to change the preferred mode of travel, eco-friendly, working class of the country, Environment friendly, working class of the country, Environment friendly, economical and trendy, e-cycling is the age-old solution to the traffic nightmare of today. With a host of unique features such as a longer lasting BLDC Hub Motor, an inbuilt anti-theft system a phone holder and more, XCELL INNOVATIONS hopes to transform travel in urban as well as rural India.

The team displayed its flagship product - a bicycle developed by their company XCELL INNOVATIONS. The firm has come up with a line of electric bicycles which has won numerous national and international awards.

### VIVA IMR Finance Conclave 2019

VIVA Institute of Management & Research in association with University of Mumbai had organized an Inter-Collegiate Finance Conclave on the theme 'Impact of latest Financial Developments on the Economy and Career Opportunities' on 12th January 2019. The session started with welcoming of Guests & Audience followed by address given by Dr. Hitesh Luhar, Director of VIVA IMR. Around 280 students showed their active participation from various colleges and Management Institutes across Mumbai.

The respected panelists for the Conclave were Mr. D. S. Tipathi, CEO, Aadhar Housing Finance (Moderator), Mr. Pavan Gupta, CEO, Muthoot Housing Finance Co. Ltd., Mr. Dilip Pendse, CFO, SVC Cooperative Bank Ltd., Mr. Mohab Irani, GM, Tata Investment Corp. Ltd., Mr. Birender Kanga, DGM, KCI & Mr. Rishi Vyas - Head Banking Operations, Patel Shreeing and Mr. D. P. Dasa, Director, VIVA Homes Pvt. Ltd.

The main objective of this conclave was to provide forum for finance students to share their knowledge and experiences with the students & faculties. The moderator Mr. D. S. Tipathi set the direction by his views on Power of Entrepreneurship and Investors. The very first speaker Mr. Dilip Pendse set forth a broad view over the MSMEs. He added, "MSMEs are the first who suffers the most after any change in the economy". The discussion was then followed by Mr. Pavan Gupta who showed a brief picture of Housing Finance sector. He added, "242 Industries depends upon housing & Infrastructure and Housing sector is the 2nd largest in Agriculture". It was then Hitesh Luhar who talked about the economy and Digital E. Further the session was in emphasis on saving added, "Risk and returns are Also adding that proper investment was then followed by Mr. Rishi Vyas who shared a broad picture of a more specification on "How long make money?". The moderator Mr. D. S. Tipathi presented a new perspective and acronym of students to always stand for F - ps and D - discipline with which they impossible goals and targets into their The conclave ended with an note between the students and the panelists out into a great platform of sharing val and experiences.

### VIVA IMR - Summer project competition

VIVA Institute of Management & Research in association with University of Mumbai had organized an 'Inter-Collegiate Summer Project Competition' on 12th October in the campus. First hall of the session started with welcoming of guests and participants followed by VIVA IMR address. Further, projects presented their PG & UG categories. Students from 11 Management Institutes & Degree Colleges across Mumbai had participated in this event.

In the Post-Presentation session, top 3 participants from PG & UG categories, Marketing, Finance & HR, were awarded with a Trophy, Cash Prize & Certificate. Evaluators for the day were Mr. Deepak Dubey, Chief Digital Officer, CNBCTV18; Mr. Naushad Naik, Vice President, Khush Housing Finance Ltd; Mr. Sonu Agrawal, Branch Head & AVP, JM Financial Ltd.; alumni of VIVA IMR - Mr. Shreyash Mungshar, Associate Consultant and Mr. Katan Rabbhadia, Senior Analyst, Capgemini Technology Services (India), and senior faculties and principals of various colleges. Session ended with vote of thanks to evaluators and participants.

23<sup>rd</sup> Oct. 2019

### Manthan 2019

VIVA Institute of Management & Research had participated in the Manthan 2019 competition. The main objective of the competition was to provide a platform for students to showcase their skills and talents. The event was held on 12th January 2019 at VIVA IMR. The session started with welcoming of guests and audience followed by address given by Dr. Hitesh Luhar, Director of VIVA IMR. Around 280 students showed their active participation from various colleges and Management Institutes across Mumbai.

All the winners for the case study competition were awarded with cash prize, trophy and certificate. The event was held in a grand manner and it was a great platform for students to showcase their skills and talents. The event was held in a grand manner and it was a great platform for students to showcase their skills and talents.

## BS PROMOTIONS

### FDP program on 'Mergers and Acquisitions'

VIVA Institute of Management and Research Virar(E) organized workshop on Mergers & Acquisitions on 17th December 2016. Mr. Ashish Patil, CFO & COO of Natara 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 & Acquisition emphasizing 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.

### VIVA IMR: HR Conclave 2018

VIVA Institute of Management & Research had organized an inter-collegiate HR Conclave on the theme 'Culture, Creativity and Performance' on 13th October. The session started with welcoming of guests and audience followed by address by Dr. Hitesh Luhar, Director of VIVA IMR. Around 200 students participated from different Under Graduate Colleges and Management Institutes across Mumbai.

The panelist for the conclave were Mr. Aksh Oak, DGM & Head HR of Godrej & Boyce Mfg. Co. Ltd (Moderator), Mr. Sabir Verma, Head-Strategic HR, Tata Power Company Limited, Mr. Subhashish Banerji, Senior Vice President-HR of ICICI Prudential Life Insurance Company Limited, Mr. Alfred Mendes, Asst. Vice President of Capital First Limited and Mr. Siddharth Bhagwat, HR Head of Croda India Private Limited.

The objective of this conclave was to provide a platform for HR students to share their knowledge and experiences in this ever-changing field of HR for the students and faculties. The discussion was intellectually stimulating by the eminent speakers on the theme. The Moderator of the event Mr. Aksh Oak, set the direction and gave a broad idea about the whole discussion. The very first speaker Mr. Sabir Verma emphasized on priority to enhance creativity in an individual and elaborated creativity with some great examples. He also included in his words, "Do it your own way and be original". The conclave was then continued by the other speakers. Mr. Subhashish Banerji further explained how culture is the bedrock of sustainable organizational performance. He explained different cultural imperatives and its impact on organization performance. Mr. Alfred Mendes spoke on brief scenario of organizational culture. Mr. Siddharth Bhagwat and Mr. Aksh Oak further shared their views and live experiences on the theme. The audience tuned in with rapt attention to listen to their valuable insights on the topic.

The conclave ended with an interaction session between the students and the speakers which resulted into a great platform of sharing of knowledge and experiences and clearing doubts.

### 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. Suresh 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 emphasized that the financial model needs to be simple, consistent and user friendly. He covered the key to 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.

### 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 asset classes and composition of a 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.

### 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, Shirogan campus, Virar Easton Tuesday, 27th September 2016. Mr. Bilbas Kumar Srivastav, 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 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 Rural Banking. The success of seminar was active and interactive involvement of students.

### VIVA IMR: An Inter-Collegiate Summer Internship Project Competition

VIVA Institute of Management & Research in association with University of Mumbai had organized an 'Inter-Collegiate Summer Project Competition' on 23rd August. The first hall of the session started with welcoming of guests and participants followed by address given by Mr. S. N. Padhye, Management Committee Member of Trust & Dr. Hitesh Luhar, Director of VIVA IMR. Further participants presented their projects in PG & UG categories. Total 147 students had participated from 15 degree and management Institutes across Mumbai. On this occasion, the Institute presented an award - 'Best Support for Campus Recruitment' to Aadhar Housing Finance for its continues support in placements upon which Mr. D. S. Tipathi-CEO & MD of IMR & addressed the participants.

In the post-presentations session, top 3 participants from PG & UG category (Marketing, Finance & HR) were awarded with a Trophy, Cash Prize & Certificate. Evaluators for the day were Mr. D. S. Tipathi-CEO & MD of Aadhar Housing, Mr. Purshotam Agarwal-Vice President, SBI Capital Markets Ltd., Mr. Sachindra Rai-Chief Compliance Officer-The Bank of Nova Scotia, Mr. Hiteshish Chatterjee-Chief People Officer-Aadhar Housing, Mr. Deepak Dubey-Head Digital Marketing-CNBC TV 18; Mr. Jitendra Naik-Vice President-HDFC Bank, Mr. NaushadNaik-Vice President HR & IT-Khush Housing Finance & Principals of various degree colleges.

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 SCR along with latest trends in market.

### Chain Finance' at VIVA IMR

All the students of VIVA IMR across the specializations participated in the seminar and gained insight on active involvement of students.

## Placement Achievement 2018-19

- **High placements**  
High placements achieved from last academic years till date achieved around 70 % placement.
- **Good response from the corporates**  
From last few years, nearly 60+ companies contacted the Institute for final placement and the students got placed with companies like L&T Infotech, ICICI Bank, Capital First, Apollo Munich, Stelmec etc.
- **Highest Package received**  
Highest INR 7 LPA and the average package of 3.7 LPA for placed students
- **Summer Internship**  
100 % Summer Internship with stipend achieved for consecutive academic batches 2016-2018, 2017-19 respectively.

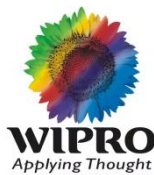
### Our Recruiters



DCB Bank Ltd.



We understand your world



# Placements & Top Performers



LATE SHRI VISHNU WAMAN THAKUR CHARITABLE TRUST'S  
**VIVA Institute of Management & Research**  
 Approved by AICTE, DTE & Affiliated to University of Mumbai

DTE Code: 3161

PLACEMENT  
 AT A  
 GLANCE.....!

- Placements at a Glance with all Top performers and High Achievers
- 100 % Summer Placement with Stipend with Renowned Organizations



LATE SHRI VISHNU WAMAN THAKUR CHARITABLE TRUST'S  
**VIVA Institute of Management & Research**  
 Approved by AICTE, DTE & Affiliated to University of Mumbai

DTE Code: 3161

## Placements since 2017.....

**\* Best Placements \*  
 Higher Number of  
 Placement Drives,  
 Recruitment and Best  
 Packages**

**Compensation  
 Ranges from  
 3 LPA to 6.63  
 LPA with Avg.  
 Package : 3.7 LPA**

**100 % Summer  
 Placement with  
 Stipend with  
 Renowned  
 Organizations**

## Best Placements ...

- Higher Number of Placement Drives
- Recruitment and Best Packages,
- Compensation Ranges from 3 LPA to 6.63 LPA with Avg. Package : 3.7 LPA



LATE SHRI VISHNU WAMAN THAKUR CHARITABLE TRUST'S  
**VIVA Institute of Management & Research**  
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DTE Code: 3161

### Batch 2017-18



**Compensation  
 Ranges from  
 3 LPA to 6.63 LPA  
 with Avg. Package  
 Of 3.7 LPA**

**\* Best Placements \*  
 Higher Number of  
 Placement Drives,  
 Recruitment and  
 Best Packages**

**100 % Summer  
 Placement with  
 Stipend with  
 Renowned  
 Organizations**

## Placement Highlights

### Batch 2019-20



### Batch 2018-19

