

**WE  
CREATE  
PROFESSIONALS**



DR. VIKHE PATIL FOUNDATION'S

**PRAVARA CENTRE FOR MANAGEMENT  
RESEARCH & DEVELOPMENT**

**PLACEMENT DOSSIER 2018-19**



### **MOTTO**

*Let's Lead*

### **VISION**

*To emerge as a leader in the field of value centered management education in India.*

### **MISSION**

*To impart quality education and conduct socially relevant research in the field of modern management while retaining traditional Indian values.*

### **GOALS**

- *Emerge as a leader in the field of value centered management education in India.*
  - *Provide affordable and high quality education to students.*
- *Inculcate human values in management education and research for enabling our graduates to effectively lead society in the merging border-less world.*
- *Bring about healthy synergy between the worlds of business and industry, on the one hand, and those of pedagogy and research, on the other.*
  - *Benchmark against the best and continuously improve in all spheres and at all times.*
- *Create a learning environment, while helping students to add value in all fields of business activity.*

## **ABOUT DR. VIKHE PATIL FOUNDATION**

Dr. Vikhe Patil Foundation, Pune was established in 1980 in memory of Padmashree Dr. Vitthalrao Vikhe Patil, as a tool for social, educational & economic upliftment of the rural masses.

To realize the visionary thoughts, to raise awareness amongst the small peasants and rural poor, through spread of technical and non-technical education, Dr. Vikhe Patil Foundation focuses on quality education through schools/institutes for all round development of the students and young professionals.



# OUR INSPIRATION & GUIDING LIGHTS



## Padmashree Dr. Vitthalrao Vikhe Patil

(1901-1980)

A visionary par excellence, Padmashree Dr. Vitthalrao Vikhe Patil is such an awe inspiring name that it exhausts all adjectives. Born in 1901 at Loni, a remote village in the eternally drought-prone Ahmednagar district and with little formal education, Vitthalrao pioneered the co-operative movement by establishing Asia's first co-operative sugar factory at Pravaranagar in 1948. His indefatigable spirit never allowed him to rest as he had to set and achieve several goals aimed towards the upliftment of rural society. Green revolution, infrastructure building, job-creation, crusade against untouchability & alcoholism, women's education, mass marriages to curtail wasteful expenditure, rural health - the list is simply endless. Vitthalrao was never short of issues for betterment of the downtrodden. He also had a strong spiritual side to his multifaceted personality. Though deeply religious, he firmly believed in the philosophy that 'Serving man amounts to serving God'.

While working for the economic prosperity of the farmers, Vitthalrao was also conscious of the needs of their children, especially that of quality education. He used his co-operative mantra to ensure the direct participation of the farmers in this project. The farmers contributed towards the education fund from every tonne of the sugarcane sent to the factory. Soon enough, Pravara Rural Education Society was established. Vitthalrao was conferred the Padmashree in 1962, D. Litt. by Pune University in 1978 and D.Sc. by Mahatma Phule Agriculture University in 1979. He firmly believed in the philosophy that "Serving Man amounts to Serving God". He strived for the socioeconomic and cultural transformation of villages.

## Dr. Ashok Patil

Chairman, Dr. Vikhe Patil Foundation

Dr. Ashok Patil is a Researcher in Health Economics, an Educationist and a Social Entrepreneur. He has taken a lead role in promoting and developing more than 20 educational institutes for students from rural as well as urban societies of India. More than 90000 students are availing educational services of international standards in these institutes.

Dr. Ashok Patil, the first Indian to become President of International Association of Agriculture Medicine and Rural Health (IAAMRH), Ex. Vice Chancellor of Pravara Institute of Medical Sciences (Deemed University), is taking forward the legacy of Dr. Vitthalrao Vikhe Patil. Actively participating in various trusts under the Pravara Group, he has also founded, promoted, and managed a number of organizations in the areas of Health, Education and Rural Development.



### BOARD OF TRUSTEES

| Name of the Trustee                             | Background   |
|---|--|
| <b>Dr. Ashok Patil</b><br>Chairman              | M.B.A. (Management), Ph.D. (Health Economics)<br>President of International Association of Agricultural Medicine and Rural Health (IAAMRH) |
| <b>Mr. Ramakant Khalap</b><br>Trustee           | Ex-Deputy Chief Minister of Goa<br>Ex- Law Minister, Govt. of India.   |
| <b>Dr. Pradeepchandra Pawar</b><br>Trustee      | MBBS, DNB, DGO, Leading Gynaecologist  |
| <b>Dr. Jeroo Kurus Coyaji</b><br>Trustee        | Ph.D. (Economics), M.A, B.A<br>Chairperson, Bharatiya Samaj Kendra, (BSSK)<br>Hon. Administrator, K.E.M. Hospital, Blood Bank              |
| <b>Dr. Manoj Narwade</b><br>Trustee & Secretary | Ph.D., M.M.S., BA<br>Ex-Senate Member, University of Pune  |

## Dr. Vikhe Patil Foundation's

### PRAVARA CENTRE FOR MANAGEMENT RESEARCH & DEVELOPMENT (PCMRD)

Mellowed with grace and maturity, an institution of twenty years vintage is marching proudly into the 21 century, ready to take on young upstarts. For those uninitiated, Pravara Centre for Management Research and development (PCMRD) was established in 1994 under the aegis of Dr. Vikhe Patil Foundation. Pravara Centre for Management Research & Development (PCMRD) boasts of having successfully completed more than 21 years of excellence in imparting quality education in the field of management.

PCMRD offers a two-year full-time postgraduate degree in **Master of Business Administration (MBA)**, affiliated to **Savitribai Phule Pune University** with specializations in **Marketing Management (MKT)**, **Financial Management (FIN)**, **Information Technology Management (IT)**, **Operations Management (OPE)**, **Human Resources Management (HR)**, **International Business Management (IB)**, **Supply Chain Management (SCM)**, **Rural & Agribusiness Management (RABM)**, **Family Business Management (FBM)**, **Technology Management™**, **Banking and Insurance Management (BIM)**, **Healthcare Management (HM)**, **Entrepreneurship Development (ED)**, **Services Management (SM)**, **Retail Management (RM)**, **Digital Media & Communication Marketing (MC)**, **Tourism and Hospitality Management (THM)**, **Defence Management (DM)**.

With centrally located and Wi-Fi enabled campus equipped with all the infrastructural facilities, PCMRD is definitely one of the most sought after B-Schools in Pune. What sets PCMRD apart is not all brick & mortar but its human assets. The environment at PCMRD is conducive to learning, innovation and creativity. A motivated, highly qualified and richly experienced faculty committed to the cause of quality management education is the real and core strength of PCMRD. Visiting Faculty brings with them a rich corporate experience that helps students to appreciate and understand objective social reality.

State of the art information systems, rich library resource, and other infrastructure enable sustained developmental growth in all spheres. Mentoring, Faculty Feedback, Induction Program, Guest lectures, Workshops, Industry Visits, Case Study approach, Presentations, Business Review Methods, Management Games etc. help the student to prepare for the challenges that lie ahead.

The Placement and the Entrepreneurship Development Cell clubbed with our Alumni Network, works in coordination with the students' committees giving them direction to acquire the skills necessary to get them placed in the industry.

A well-planned effort is under way to create a research and consultancy cell that will augment corporate training and industry projects currently being undertaken.

#### EDUCATION EXCELLENCE AWARD:

Dr. Vikhe Patil Foundation's Pravara Centre for Management Research and Development (PCMRD) has been awarded the Education Excellence Award 2017. The award was announced on 17 July 2017 at the 'Indo-Global Education Summit and Expo' held at 'The Lalit', Mumbai.

This award is presented to educational institutions from around the world in recognition of their educational excellence in various fields. PCMRD has been awarded for its focus on the overall quality of education in the field of Business and Management.

The award was received by Dr. Manoj Narwade, Director PCMRD at the hands of Mr. Swadhin Kshatriya, I.A.S., Former Chief Secretary, Government of Maharashtra at a ceremony in Mumbai. Shri C D Arha, Chairman, The Indus Foundation, I.A.S. (Retd), Former Secretary Government of India; Shri. Aditya Prasad Padhi, I.A.S., Chief Secretary & Chief Development Commissioner Govt. of Odisha and Shri S B Anumolu, President, The Indus Foundation, Hyderabad were also present on the occasion.



Dr. Manoj Narwade, Director PCMRD receiving the award at the hands of Mr. Swadhin Kshatriya, I.A.S., Former Chief Secretary, Government of Maharashtra at a ceremony held at 'The Lalit', Mumbai on 17 July 2017.

## Two-year Full-time Programme for general management with a specialization in the second year.

PCMRD, under the Master of Business Administration programme, successfully prepares students for the demanding organizational roles of a diverse and rapidly changing world. The programme offers a broad based interactive curriculum and thorough training in business processes that will equip them for decision-making responsibilities in business, government and non-profit organizations.

### Programme Objectives:

- A) To provide the corporate world with a competent human capital with necessary knowledge, skills, values and attitudes to occupy positions in Management and Administration.
- B) To impart latest and relevant knowledge from the field of management theory and practice.
- C) To provide opportunities to the participants, within and outside institutions for leadership development.
- D) To develop the right kind of values and attitudes to function effectively in Managerial / Administrative positions.



### Learning Model :

- The entire schedule is planned to optimize learning.
- Eminent personalities from the industry and academia deliver lectures on various business related topics every week.
- Each student undergoes a practical training for a period of not less than 50 days during the vacation-at the end of First Year.

## Course Structure

### 2 Years split in 4 Semesters with 2 months of Intensive Summer Training

#### SEMESTER I

| Code                    | Name                                     | Credits |
|-------------------------|--|---------|
| <b>Core Courses</b>     |  |         |
| 101                     | Accounting For Business Decisions        | 3       |
| 102                     | Economic Analysis for Business Decisions | 3       |
| 103                     | Legal Aspects of Business                | 3       |
| 104                     | Business Research Methods                | 3       |
| 105                     | Organizational Behaviour                 | 3       |
| 106                     | Basics of Marketing                      | 3       |
| <b>Elective Courses</b> |  |         |
| 107                     | Management Fundamentals                  | 2       |
| 108                     | Business Communication Lab               | 2       |
| 109                     | MS Excel and Advanced Excel Lab          | 2       |
| 110                     | Selling and Negotiating Skills           | 2       |
| 111                     | Business Government and Society          | 2       |
| 112                     | Leadership Lab                           | 2       |
| 113                     | Personality Development Lab              | 2       |
| 114                     | Foreign Language Lab I                   | 2       |

#### SEMESTER II

| Code                    | Name  | Credits |
|-------------------------|---|---------|
| <b>Core Courses</b>     |   |         |
| 201                     | Marketing Management                                    | 3       |
| 202                     | Financial Management                                    | 3       |
| 203                     | Human Resource Management                               | 3       |
| 204                     | Decision Science  | 3       |
| 205                     | Operations and Supply Chain Management                  | 3       |
| 206                     | Management Information Systems                          | 3       |
| <b>Elective Courses</b> |   |         |
| 207                     | Emotional Intelligence and Managerial Effectiveness Lab | 2       |
| 208                     | Statistical Software Lab                                | 2       |
| 209                     | MS Project Lab  | 2       |
| 210                     | Life Skills   | 2       |
| 211                     | Geopolitics & the World Economic System                 | 2       |
| 212                     | Business Systems and Procedures                         | 2       |
| 213                     | Computer Aided Personal Productivity Tools              | 2       |
| 214                     | Foreign Language II                                     | 2       |
| 215                     | Industry Analysis - Desk Research                       | 2       |

# COURSE STRUCTURE

At the end of Second Semester each student shall undertake a Summer Internship Project (SIP) for 8 weeks. The SIP may or may not have a Functional Focus, i.e. the student may take up a SIP in his/her intended area of specialization or in any other functional area of management.

The different specializations offered are:

1. **Marketing Management (MKT)**
2. **Financial Management (FIN)**
3. **Information Technology Management (IT)**
4. **Operations Management (OPE)**
5. **Human Resources Management (HR)**
6. **International Business Management (IB)**
7. **Supply Chain Management (SCM)**
8. **Rural & Agribusiness Management (RABM)**
9. **Family Business Management (FBM)**
10. **Technology Management (TM)**
11. **Banking and Insurance Management (BIM)**
12. **Healthcare Management (HM)**
13. **Entrepreneurship Development (ED)**
14. **Services Management (SM)**
15. **Retail Management (RM)**
16. **Digital Media & Communication Marketing (MC)**
17. **Tourism and Hospitality Management (THM)**
18. **Defence Management (DM)**



## SEMESTER III - Generic Core Courses

| Code                | Name                               | Credits |
|---------------------|------------------------------------|---------|
| <i>Core Courses</i> |                                    |         |
| 301                 | Strategic Management               | 3       |
| 302                 | Enterprise Performance Management  | 3       |
| 303                 | Startup and New Venture Management | 3       |
| 304                 | Summer Internship Project          | 4       |

## SEMESTER IV - Generic Core Courses

| Code                | Name                        | Credits |
|---------------------|-----------------------------|---------|
| <i>Core Courses</i> |                             |         |
| 401                 | Managing for Sustainability | 3       |
| 402                 | Dissertation                | 4       |



# INFRASTRUCTURE

**LIBRARY:** PCMRD is proud to have a well stocked library with a vast and rich collection of books, periodicals, journals.

PCMRD also has membership of reputed and international online libraries like EBESCO, delnet, MCCI Library, British Library, Jaykar Library

**CLASS ROOMS:** Spacious and Wi-Fi enabled classrooms equipped with latest teaching aids like LCD Projector, Computer and audio system.

**SEMINAR HALL :** PCMRD also boasts of spacious seminar hall adorned with audio-visual systems with seating capacity of around 250 persons.

**COMPUTER CENTRE:** Over the past years PCMRD has built excellent infrastructure for imparting IT skills to students through its state-of-the-art IT infrastructure. The air-conditioned labs with over 125 PCs are well equipped with internet and latest software solutions in ultramodern networked environment.

**GYMNASIUM:** PCMRD Health Club rejuvenates energy for better performance in all the fields. It is fully equipped with instruments for a variety of exercises.

**PLAYGROUND:** All work and no play makes us PCMRDians dull managers hence PCMRD encourages sports activities through various events like CMRD rolling trophy, annual social gathering - LAKSHYA. Students play outdoor games on the play ground..

**CANTEEN:** The PCMRD Campus canteen provides healthy, wholesome and hygienic food.



# STUDENT ACTIVITIES



## Induction Programme

Lao Tzu says "A journey of a thousand miles begins with a single step" so does the new academic year. It kick started with the year's 1st event in the form of an Induction programme for the Juniors of MBA I.

"A right induction program helps to get introduced to the new environment, new surroundings."

The induction program in PCMRD helps new batch to know about unexplored surrounding of college. It takes them to the new world of MBA in PCMRD which shares the motto to lead. Every year this event is held with enthusiasm and spirit by all staff members and seniors helping them.

## Fresher Party

Freshers Party is recognized as an event which brings out the hidden talent among the juniors and gives them a platform to display their abilities, talents and skills to battle it out for the title of Mr. & Ms Fresher. This event is catalyst in breaking the ice between senior and juniors and help them bond together.



## Lakshya (Intra-Institute Competition)

Lakshya, Intra-Institute Competition is held every year to forge healthy competition among the students of PCMRD. The students compete with each other in various competitions. The overall winners are finally decided on the basis of their performance in the various events. These events are broadly classified in three categories as Management, Cultural and Sports.

Along with the participation, students themselves double-up as organizers of this wonderfully managed event. Lakshya does much to bring the students together and instill a feeling of bonhomie and camaraderie. Happy memories of "Lakshya" remain etched in the hearts of PCMRDians where "success is not judged by laurels alone but also by the efforts that you put in."



## PCMRD FEST - 2018

The Institute organized 'PCMRD Fest 2018' on Friday, 12th January 2018. This one day Fest comprised of nine events under Management, Cultural and Sports category. 250 students from undergraduate colleges in and around Pune competed for Quiz, Caption Me, Management Dumb Charades, Speed Games, Group Dance, Volleyball, Basketball and Football.

This event endeavored to bring together the creativity, intellect and energy of the youth and crystallize it into winning combination. Around 200 students representing the undergraduate colleges participated in the fest. All in all it was a vibrant and fun filled day with students, both organisers and participants, enjoying it to the fullest.





## Farewell Party

Why does it take a minute to say hello and forever to say goodbye? Lord Byron says, "Farewell! a word that must be, and hath been - A sound which makes us linger; - yet - farewell! The party is arranged with objective of wishing outgoing students Good luck for their Future.

## Student's Achievements

We encourage our students to participate in various extra-curricular activities both in-house and also those organized by other colleges. This is an opportunity for our students to showcase their talents, both behind the stage and on it. Our students have done us proud by winning almost every cultural trophy that they participated in.

The student fraternity have also earned a good name for the institute by bringing laurels in various management games, sports and cultural events organized all over the country.

## Student Development Activities

The Institute organizes various activities for the overall development of the students. The activities are spread across academics, co curricular and extracurricular domains. PCMRD have started two clubs namely Oratory and Journal, Books & News Paper Club for this purpose. We also organized a workshop on Financial Modeling to improve their skills in finance function.

- 1. Oratory Club:** With the objective of improving the communication skills, PCMRD started the Oratory Club. The various activities under oratory club are: Debate Competition, Declamation Contest and Business Quiz. These events are held throughout the year and feedback is given to the participants to improve upon the problem areas.
- 2. Journal, Books & News Paper Club:** This club focuses on improving the reading and research inclination of our students. The various activities under this club are: Book Reviews, Collage of Newspapers and Research Based

projects. Students are made to read books and newspapers and then present their thoughts on the specific area.

- 3. Financial Modeling Workshop :** The objective of the workshop is to develop the application based skills in areas such as banking and finance, equity research and financial advisory services. The students were given MS Excel based training on financial statement analysis, corporate finance, developing equity research model, analyzing revenue and cost drivers, developing schedules, projected balance sheet, cash flow statements and discounted cash flow evaluation.
- 4. Soft Skills Workshop:** PCMRD organized a soft skills workshop to develop soft and language skills of the students. Series of guest lecturers were arranged to conduct it. A special focus was given to Interpersonal and Business Communication Skills of the students. A dedicated slot has been allotted in the timetable for this purpose.
- 5. Selling Skills Workshop:** A workshop on Selling Skills was organized in the month of the March. The objective was to develop and harness the selling and negotiation skills of the students.
- 6. Interview Skills Workshop:** PCMRD organizes Interview Skills Workshop for outgoing batch every year. The aim of the workshop is to help students in making their unique skills and talent stand out in the interview. The workshop focuses on Resume Writing and Sharpening the Interview Skills of the students.
- 7. Online Trading Workshop:** A workshop on online trading was organized by PCMRD to familiarize the students with online trading of stocks. The workshop was divided into two sessions. The first session gave conceptual clarity about capital/stock market. In second session, live demonstration of online trading was given to students.

# STUDENT ACTIVITIES

## Seminars

Education is an integral part of human existence and it is extremely important to always continue to learn something new. One of the most important ways of educating young brains about latest trends and happenings in the corporate world is through seminars. Seminars are forums in which issues are raised and explored. So Seminars are an integral part of the academic program at PCMRD.

PCMRD organizes State and National Seminars every year. Themes of Seminar were 'Business Opportunities for First Generation Entrepreneurs', 'Entrepreneurship in Globalisation', 'Advances in Business and Management Techniques', 'Inclusive Innovation For Sustainability And Scalability', 'Business Excellence through Innovative Industrial Practices' and 'Challenges and Strategies for the Indian Industry in the Emerging Global Economic Scenario' and 'The Spirit of Enterprise: Inculcating Entrepreneurship Among Students', 'Managing Complexities In Today's Workplace', 'Emergence of Tier-II cities in Maharashtra', 'Doing Business in Maharashtra- An Uphill Task and 'Strategies for Restructuring, Expansion Diversification of MSMEs in Maharashtra', 'Business in Digital Era' and 'Entrepreneurship in Maharashtra: Opportunities and Challenges'.

The seminars had Renowned Resource persons presenting their thoughts about the theme coupled with research paper presentations by the participants.



Mr. Nagesh Kumar, VP IR, Bharat Forge Ltd.,  
Ms. Amrit Pal Gumley along with Dr. Ashok Patil and  
Prof. Manoj Narwade  
- Inauguration of Seminar.



Dr. Ashok Patil addressing the audience at Seminar



Dr. Manoj Narwade, Director, PCMRD felicitating  
Mr. Pruthviraj Chavan, Jt. Managing Director, Ajay Syscon P. Ltd.



Dr. Sanjay Chahande IAS (Ex, VC-Savitribai Phule Pune University)



From Left - Mrs. Nandini Charles, Mr. Niraj Shah, Mr. Vikas Shirodkar, Dr. Sanjay Chahande, IAS, Dr. Ashok Patil,  
Mr. Sadanand Konchady, Prof. Manoj Narwade and Dr. J.D. Takalkar

# PUBLICATIONS



## Pravara Management Review (PMR)

The Institute publishes its Bi-annual Research Journal Pravara Management Review (PMR) in the month of June and December. It is registered with ISSN (Print: 0975-7201, Online: 2278-0165) and indexed in Cabells International Directory and Indian Citation Index. Currently it is in the fifteenth year of its publication.

## World of Wisdom (WOW): Students' Magazine

Teamwork is an essential pre-requisite for success in any walk of life and more so in the present day corporate scenario. To harness the synergy available in small groups we emphasize that our students involve in a lot of small group activity for personal growth and as a precursor to the life that will await them after they graduate from the institute.

The basic idea behind launching the magazine is to inculcate the spirit of involvement among the students. It presents the literary contributions and throws light on various activities happening in the college. It also highlights the students' achievements in academics, extracurricular and co-curricular activities. Over the years, PCMRD has been instrumental in inculcating a sense of drive and passion amongst the students. Students are engaged in everything right from their academics to extracurricular and co-curricular activities.

In 2010 the very first issue of our student magazine "World of Wisdom" (WOW) was published. It focused on **PCMRD's 25 years of Existence and Excellence**. The 2011 edition was dedicated to the **Catalysts of Change Youth**, 2012 issue to 'Technology', 2013 issue highlighted to **Colors of Emotion** and the theme of 2014 issue was **Change** and in 2015 the theme was **'Dreams'**, 2016 issue was dedicated to **'Success'** and current year's theme is **'Freedom'**.

Through this magazine one can see our motto 'Let's Lead' being achieved to a greater extent and higher spirits through the tremendous hard work put in by the students of PCMRD.



## Compendium of National Seminar

The proceedings of the National Seminars organized by PCMRD are published in a form of book bearing ISBN. It includes selected research papers presented during the seminar. So far PCMRD has published eight such books.

# INDUSTRY INTERFACE



Industry interface is perhaps the most critical differentiator for B-schools worldwide. Efforts are being taken by the B-Schools for bridging the gap between the corporate industry and the academia. And one of the most efficient ways to cover this gap is to give maximum practical exposure to the students along with the theoretical learning. PCMRD has been successful in delivering this experience by acquiring knowledge through visits to the surrounding Industrial areas and by inviting corporate experts for delivering lectures. This year more than a dozen visits were planned in dense industrial areas like Talegaon, Chakan, Ranjangaon and Pune city. Students were made aware of the organizational structure, its working patterns and many more management concepts. Equal contribution was made by the guest lecture series where industry experts shared their knowledge on varied Management topics .



# INDUSTRY INTERFACE



*Dr. Pramod Choudhary (Founder-Chairman & MD, Praj Industries Ltd.) addressing the audience*



*Mr. Pratap G. Pawar, Managing Director and Managing Editor of Sakal Papers Limited*



*Dr. Pradeep Bavadekar Managing Director -MITCON Consultancy and Engineering Services*



*Mr. R. K. Ratnaparkhi (MD-Electronica Machine Tools Ltd.) addressing CMRD students*



*Dr. A S Pillai (Distinguished Scientist and Chief Controller, R&D, DRDO and CEO- MD of BrahMos Aerospace) felicitated by Director PCMRD*



*Dr. Chandra Vishwanathan (Senior VP -Regenerative Medicine, Reliance Life Sciences) addressing PCMRD Students*

# CLUBS AND ASSOCIATIONS



## PCMRD COMMUNITY DEVELOPMENT CELL (PCDC)

It is said that charity (sense of social responsibility) begins at home and school/institute is known to be the second home. In order to inculcate this sense of responsibility in the second home, PCMRD has established PCMRD Community Development Cell (PCDC). It provides a platform where in students conceptualize, initiate and organize various activities related to social issues and community development. Few of the activities are: Blood donation Camp, Tree plantation, Village Adoption, Nirmalya Kalash project (carried out during the Ganesh Festival wherein Puneities are encouraged by our students to deposit all the waste in one place instead of dumping it into the dams / rivers), Cleaning Drives, No-Cracker Diwali, Polio Campaign and Road Traffic safety campaign. Various management games and guest lectures are organized for the management students to make them aware about the social issues and turning them into socially responsible citizens.

## Alumni Relationship Cell (ARC):

PCMRD has a very strong alumni base and Alumni Association is in the process of being registered. Our alumni provide another channel between our students and industry. Regular interactions between the current students and the alumni provide better insights into the current state of the industry, about the skill sets that students should focus on developing.

PCMRD is pro-actively involved in "reconnecting" the alumni to the present batch of students. ARC works to

accomplish its mission of integrating PCMRD's Alumni, well placed in private industry, Domestic & MNCs, Government organizations, Co-operatives, NGOs in India and abroad, into the activities of PCMRD to reinforce a fruitful industry-academic cooperation that is the cornerstone of every business school.

PCMRD Alumni acts as the essential bridge for institution - industry interface and also contributes to the growth of the institute and its students by lending their support and expertise. Senior alumni visit PCMRD to share their experiences and also lend support to PCMRD's placement activity, help by ways of sponsorship funds for major events in the institution. PCMRD organises Alumni Meet every three years. The latest Alumni Meet was held on 21st January 2017. Around 150 alumni attended this meet and interacted with current students.



## Entrepreneurship Development Cell: (Swayam)

An entrepreneur is a person who is willing and able to convert a new idea or invention into a successful innovation. Given entrepreneurship's potential to support economic growth and social cohesion, it is need of the hour to develop a culture of entrepreneurial thinking. PCMRD believes that there is an opportunity today to inspire and prepare new and future entrepreneurs, to help them nurture their dreams. The journey- even to earn a market share- is paved with difficulties but not at all impossible. The process of identifying an opportunity, initiating a

# CLUBS & ASSOCIATIONS



venture and growing a business requires learning, understanding, adaptation and skills.

The Entrepreneurship Development Cell builds relationship with the industry by having continuous guest lectures, panel discussions, competitions related to entrepreneurship, celebrating entrepreneurship that enhances the overall knowledge base of the students by going well beyond the prescribed curriculum. This enables them to hone their core competency so as to thrive on the cutting edge of market competition.

Various activities like 'E-Talks', Panel Discussions, Presentations are undertaken throughout the year to

hone the Entrepreneurial skills of the students. The flagship events of ED Cell are "Vyapaar" and "Orbit".

## CULTURAL CELL

Cultural Cell of PCMRD provides an opportunity to the students to display their rich artistic talent which is often hidden. It is an ideal medium to celebrate the boundless enthusiasm of students. Under the auspices of the cell, several cultural activities like Traditional day, Caption Contest, Mismatch day, Group matching day, Corporate Day, Rose and Chocolate Day, Bollywood & Talent Day and many more are organized.





PCMRD has qualified and experienced faculty who are experts in their respective fields and can blend the theoretical concepts with the practicality of business environment.

Almost every faculty member in the institute has either completed their doctorate, or is pursuing their doctorate, making us one of the few institutes to boast of such distinction.

The highly motivated faculty members have also contributed substantially to the development of academic/research culture in the institute by participating in various activities like Faculty Development Programs, Seminars, workshops and Paper Presentations.



|   |                          |                                |  |
|---|--------------------------|--------------------------------|--|
| 1 | Dr Manoj Narwade         | Director                       | Ph.D, MMS, B.A                         |
| 2 | Dr. Puja Bhardwaj        | Asso. Professor                | MCom, PhD                              |
| 3 | Prof. Sreejith A.R       | Asst Professor                 | BSc., MCA                              |
| 4 | Dr. Divya Lakhani        | Asst Professor                 | Ph.D, M.Phil, NET, FCMA, M.Com         |
| 5 | Prof. Vijay Deshmukh     | Asst Professor                 | MBA (Matls.), B.Pharm.                 |
| 6 | Prof. Devkumar Mahisekar | Asst Professor                 | BE (Prod.), MBA(Mktg. , Prod. & Matls) |
| 6 | Prof. Sneha Joshi        | Asst Professor                 | B.Com, MBA HR                          |
| 7 | Ms. Shruti Joshi         | Training and Placement Officer | BCA, MBA(HR)                           |

## TPO'S MESSAGE

The world is evolving at a very fast pace. It has always remained a challenge for the academia to produce industry ready people. At PCMRD, our existence is to produce professionally competent managers by providing quality education to the students and also to make them adaptable to the ever changing demands and requirements of the world. Our teaching pedagogy includes presentations, case studies, live projects, educational and industrial tours and participation in seminars and conferences, club activities, sports and cultural activities which help towards acquiring skills sought after and needed by various organizations. We share a wonderful relationship with the industry, as many speakers from well known companies share their expertise with our students and they continue to seek our assistance in various projects where our students participate actively. Today we have a strong alumni base with presence in almost every major company of corporate world. We have always fulfilled the expectations of our past recruiters and hope to give our best this year as well. With great pleasure and honour, we invite industries and corporate houses (private & government sector) on our campus and our students to take advantage of all our training and placement activities.

## PLACEMENT CELL

### Ms. Shruti Joshi

BCA, MBA (HR)

Training and Placement Officer

Tel No: 020-25651104, 25651499

Email: [placement.pcmrd@drvpf.org](mailto:placement.pcmrd@drvpf.org)

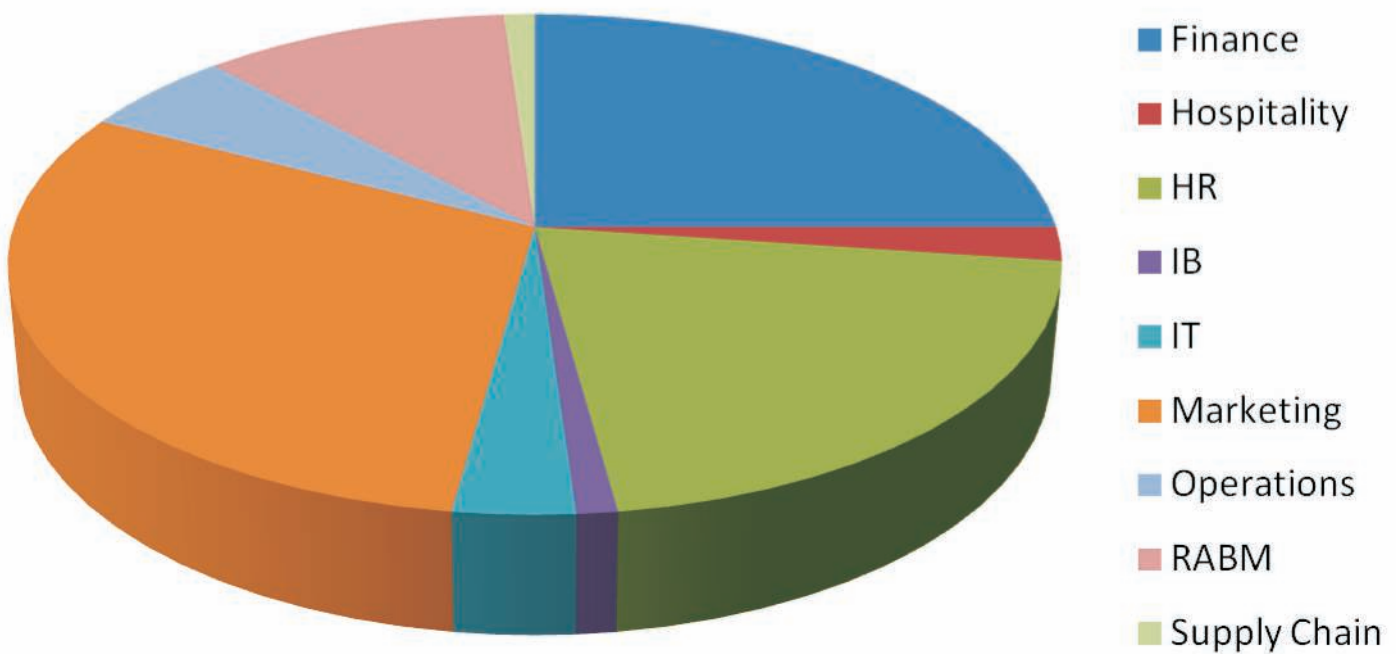
Website: [www.pcmrd.org](http://www.pcmrd.org)

## OUR RECRUITERS

|                                |                                 |                                |                        |
|--------------------------------|---------------------------------|--------------------------------|------------------------|
| Capgemini                      | HDFC Life                       | Titan Industries               | XL Dynamics Ltd        |
| Alfa Laval                     | Mercedes-Benz                   | Apra Systems                   | Bajaj Allianz          |
| Tata Auto Components           | Capricorn Logistics             | Videocon                       | Wipro Technologies     |
| Glaxo Smithkline               | BMC Software                    | Naukri.com (Info Edge Pvt Ltd) | Syntel                 |
| Unichem Laboratories           | TCS                             | Infinity Express               | Aarnum Technologies    |
| Synergy Inc                    | Shoppers Stop (K. Raheja Group) | Kirloskar Brothers Ltd         | Reliance Retail        |
| Leapswitch Networks Pvt Ltd    | Pravin Masale                   | LG Electronics                 | Cognizant              |
| Spencers                       | Shakti Pumps                    | BNY Mellon                     | HR Remedy              |
| Anu Solar Pvt Ltd              | Visual Plus Advertising         | HDFC Insurance                 | State Street Syntel    |
| Galaxy Trading                 | Kalyani Brakes Ltd              | Kirloskar Oil Engines          | SP Info Media Pvt Ltd  |
| Panaromic Group                | 99 acres.com                    | PRGX                           | Quantum Info trainers  |
| Alzea                          | Sahara India                    | Aztec Capital                  | SAR Group              |
| ITC                            | Maersk Systems                  | Global Overseas                | Nilkamal Furniture     |
| Prabhat Dairy                  | Birla Sunlife                   | Serum Institute                | TATA Technologies      |
| Credence Infra Venture Pvt Ltd | Lee Placement Services          | AXA Services                   | Kotak Securities       |
| Elegance Pvt Ltd               | MAFOI Management Consultant     | Swayam Software                | EICHER                 |
| Thermax                        | E-clerx                         | TATA Teleservices              | Vertigo India Outdoor  |
| Vodafone Essar Cellular Ltd    | Sakal Papers Pvt. Ltd.          | Citibank                       | Kirloskar Brothers Ltd |
| Leapswitch Networks            | Suzlon Energy                   | Bluebell Ergonomics Pvt Ltd    | Afour Technologies     |

# BATCH PROFILE

## SPECIALIZATION WISE ANALYSIS



# MBA 2018-19

## STUDENTS' PROFILES



## Akshay Dangat



Graduation: BCA

Project Title:

A study of market potential of a new baby food product portfolio

SIP Company: Vaishvik Foods Pvt Ltd, Pune.

## Akshay Magar



Graduation: B.Sc

Project Title:

Identification of problems and solutions responsible for reaching sustainable income of farmers through 'Agriculture resource Group 2030'

SIP Company: MahaFarmer Producer Company Ltd

## Akshay Mahore



Graduation: B.Com

Project Title:

A study of Scope and Opportunities for Landscaping Services

SIP Company: Easel Creations, Pune.

## Naval Katole



Graduation: B.Com

Project Title:

A study on Customer Preferences for landscaping services in Pune

SIP Company: Easel Creations, Pune.

## Nitin Jogdand



Graduation: B.E

Project Title:

A study of market potential for Solar Water Heater System and formulation of Marketing Mix to capture market share in Washim

SIP Company: Ramelex Pvt Ltd.

## Palasha Kshatriya



Graduation: B.Com

Project Title:

A study of customer preferences towards Axis Bank products in Nashik city

SIP Company: Axis Bank, Nashik

## Vivek Pawar



Graduation: BBM

Project Title:

A Study of sales of Exhaust Muffler in Maharashtra Region

SIP Company: Lumax Technology, Pune

## Deepak Belhekar



Graduation: BBA

Project Title: A Study of

marketing strategies in Lumax technology

SIP Company: Lumax Technology, Pune

## Rohit Gaikwad



Graduation: B.Com

Project Title:

An analysis of competitive market position of Paint Shop Situated in Pune

SIP Company: Aeon Market Research Pvt Ltd

## Swanand Singru



Graduation: BCA

Project Title:

Consumer Behaviour towards LED Lights

SIP Company: Shree Osiya Lighting Corporation, Pune.

## Shyam Chintkuntalwar



Graduation: B.Com

Project Title: A study of consumer behaviour buying a new flat in Pune city

SIP Company: Sandesh Enterprises, Pune

## Vikas Sudke



Graduation: B.E

Project Title:

A study of awareness on Micro Insurance among low income group in Karjat Tehsil

SIP Company: Sampada Trust, Ahmednagar

## Vishal Jaiswal



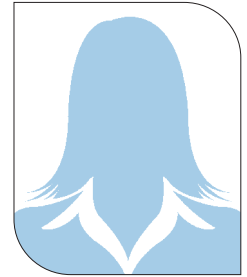
Graduation: BCA

Project Title:

A study on retailer's sales analysis on Sunrich Aqua in Latur City

SIP Company: Sunrich Aqua Packaged drinking water Pvt Ltd, Latur.

## Sukeshni Mane



Graduation: BCA

Project Title:

Study of Application Packaging

SIP Company: Probitech Solution, Pune.

## Sweety Padwal



Graduation: B.Com

Project Title:

An analysis of Toyota Innova's Competitive market position

SIP Company: Rajyog Toyota, Latur

## Rakhi Kaim



Graduation: BBA

Project Title:

Study of Market Potential of Low Sulphur Heavy Stock Oil in Delhi and Haryana

SIP Company: Indian Oil Corporation Limited

## Akshay Suvarnakar



Graduation: B.Sc

Project Title:

To identify the scope for salon training courses

SIP Company: Orchid Beauty Acedemy, Pune

## Sagar Kakade



Graduation: B.E

Project Title:

A study of Customer preference towards two wheeler accessories in South East Pune.

SIP Company: T7E Aftermarket Connect Pvt Ltd, Pune

## Ajinkya Sonawane



Graduation: B.Sc

Project Title:

A study of Customer experience of dealers regarding Ashok Leyland Silent Diesel Generators in Aurangabad City

SIP Company: J D Commubications, Aurangabad

## Ajay Vyavhare



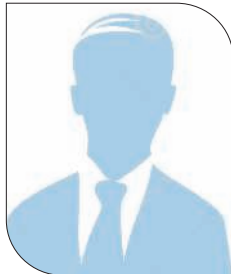
Graduation: B.Sc

Project Title:

An identification of customer's profile and need for sales promotional activity of water soluble fertilizers

SIP Company: BPK Agro Ltd, Nanded

## Shrikrishna Bawane



Graduation: B.Com

Project Title: A study on customer satisfaction of Patanjali Ayurvedic Products

SIP Company: Divya Agencies, Pune

## Ketan Darade



Graduation: B.Pharm

Project Title:

The effectiveness of marketing strategies of Vodafone Comapny

SIP Company: Sai Communications, Latur

## Shivhari Bargaje



Graduation: B.Cs

Project Title:

A study of market segment identification for siemen's CAD-CAM Software in Pune MIDC

SIP Company: A R Technology, Nashik

## **Aishwarya Gaikwad**



Graduation: B.Com

Project Title: A study of Input Tax Credit under GST

SIP Company: CA Pramod B. Shah, Pune.

## **Anisha Ghosh**



Graduation: B.Com

Project Title:

A study of customer preferences and pricing of paying guest accommodations , Pune

SIP Company: Tinmin Technologies Pvt. Ltd.

## **Harish Nikale**



Graduation: BHHMCT

Project Title:

A study of Home Loan

SIP Company: State Bank of India, Loni

## **Jay Gajwani**



Graduation: B.E(comp)

Project Title:

A study of Mutual Fund

SIP Company: Kantilal Chhanganlal Company, Mumbai

## **Mohini Kamathe**



Graduation: B.Com

Project Title:

Computation of Income Tax with respect to Individual Assessee

SIP Company: Yogesh P. Raut & Co, Pune.

## **Harsha Kinger**



Graduation: B.Com

Project Title:

A study of Financial Audit of a Company

SIP Company: P N Y & Company, Pune.

## Sadhana Kamathe



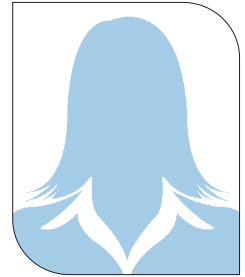
Graduation: B.A

Project Title:

A study of Tax Deducted at Source

SIP Company: Yogesh P. Raut & Co, Pune.

## Sonali Chatur



Graduation: B.Com

Project Title:

A study of Billing in Electricity Company

SIP Company: Maharashtra State Electricity Distribution Company Ltd, Pune.

## Sumaiyaa Shaikh



Graduation: B.Com

Project Title:

A study of Filing of GST Return

SIP Company: Dafater Consultants Pvt Ltd, Pune.

## Ankita Shinde



Graduation: B.Com

Project Title:

A study of Individual Income Tax Planning

SIP Company: Purandare & Narwadkar Chartered Accountants, Pune.

## Manasi Kulkarni



Graduation: B.Com

Project Title:

A study of Issues in Filing Income Tax Return

SIP Company: Purandare & Narwadkar Chartered Accountants, Pune.

## Pravin Jajoo



Graduation: B.Com

Project Title:

Comparative Analysis of Investment and Trading Pattern of Individual Investor in Pune City

SIP Company: Swastika Investmart Ltd, Pune

## Rushikesh Landge



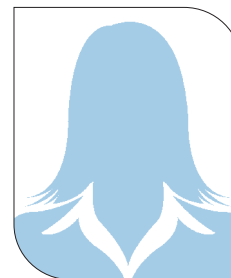
Graduation: B.Com

Project Title:

A study of Audit of a Co-operative Bank

SIP Company: Govind Malu & Associates,  
Pune

## Smita Raikar



Graduation: B.Com

Project Title:

Project Performance and Financial Analysis

SIP Company: Indian Magic Eye Pvt Ltd, Pune

## Shubhangi Sasane



Graduation: B.Sc

Project Title:

A study of Retail Banking

SIP Company: Bank of Maharashtra, Pune.

## Suraj Sawant



Graduation: B.Sc

Project Title:

A study of Term Loan Feasibility

SIP Company: P N Y & Company, Pune.

## Swapnil Perane



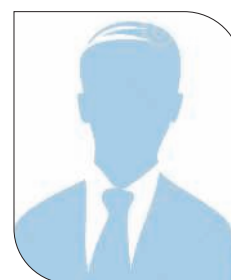
Graduation: B.Sc

Project Title:

A study of Non-Performing  
Assets

SIP Company: Bank of Maharashtra, Pune

## Raghvendra Wasgi



Graduation: BBA

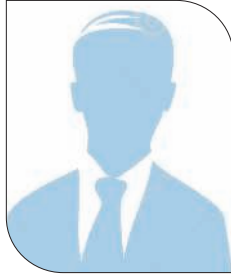
Project Title:

A study on Customer Perception regarding  
purchase finance by Bajaj Finserv

SIP Company: Bajaj Finserv Ltd, Pune

# FINANCE

## Vijay Raikar



Graduation: M.Com

Project Title:  
A study on NPA and Recovery

SIP Company: Bank of Maharashtra, Pune

## Surajkumar Jagtap



Graduation: M.Com

Project Title: A study on Life Insurance SIP  
Company: Govind Malu & associates, Pune

# IT

## Pankaj Perane



Graduation: B.Sc

Project Title:  
Online Bus Reservation System

SIP Company: Probitech Solution, Pune

## Ronit Mehta



Graduation: B.Tech

Project Title:  
A study of lead generation in International Markets

SIP Company: XDBS Pvt Ltd, Pune

# IB

# SUPPLY CHAIN MANAGEMENT

## Mihir Shah

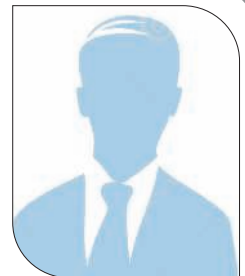


Graduation: B.Com

Project Title:  
A study on Consumer Preference towards online purchase of Product(E-Commerce)

SIP Company: Mibhi Technologies Pvt. Ltd

## Haribhau Mane



Graduation: B.E

Project Title:  
A study of export procedure for LED Lights

SIP Company: Visible lights Pvt. Ltd, Pune

# HUMAN RESOURCE

## **Aakanksha Bhisikar**



Graduation: B.E

Project Title: A study on effectiveness of Recruitment & Selection

SIP Company: Icertis Solutions Pvt Ltd

## **Abhijeet Ugle**



Graduation: B.A

Project Title:  
Evaluation of a training program

SIP Company: Vijaya management services

## **Chetna Rawal**



Graduation: B.A

Project Title:  
A study on identification and formation of HR Policies and Sysytems at Bodhisatva Learning Pvt. Ltd

SIP Company: Bodhisatva Learning Pvt. Ltd

## **Kalyani Fulambarkar**



Graduation: BCA

Project Title:  
The impact of Human Resource Management on organization Effectiveness and Development

SIP Company: Shree Osiya Lighting Corporation

## **Pooja Deore**



Graduation: BCA

Project Title:  
Employee Motivation at Assets Infotech, Pune

SIP Company: Assets Infotech

## **Prachi Shinde**



Graduation: BBA

Project Title:  
A study of Attrition Management

SIP Company: Federal Mogul Anand Seilings India Pvt Ltd

# HUMAN RESOURCE

## Priyanka Wankhade



Graduation: BCA

Project Title:  
A study of Employee Satisfaction

SIP Company: Shree Osiya Lighting Corporation, Pune.

## Suraj Ghusalkar

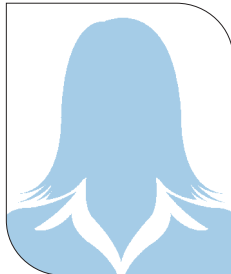


Graduation: BCA

Project Title:  
A study of recruitment of entry level Pharma Sales professionals.

SIP Company: Pharma Focus Consultancy, Pune

## Sunita Mohite



Graduation: BA

Project Title:  
Impact of training on Employee Satisfaction

SIP Company: Moon SEZ Consultants Pvt Ltd, Pune

## Anita Bombe



Graduation: B.Sc

Project Title:  
A study of present scenario of Beauty Industry with reference to beauty trainings in Pune city.

SIP Company: Orchid Beauty Acedemy, Pune

## Niharika Dua



Graduation: B.E

Project Title:  
Training and Development

SIP Company: Lupin Pharmaceutical Ltd,Pune

## **Bhushan Kukade**



Graduation: B.Tech(Agri)

Project Title:

Market Research and Analysis for Drip Irrigation Technology in Akola District

SIP Company: Netafim Irrigation India Pvt Ltd, Pune.

## **Dnyandeo Gorde**



Graduation: BBA

Project Title:

Study of effectiveness of Distribution Channel of Prasanna Milk Products in Ahmednagar District

SIP Company: Dere Foods Pvt Ltd, Ahmednagar.

## **Niraj Tad**



Graduation: B.Sc(Agri)

Project Title:

Study of Consumer Awareness, Preference and Satisfaction towards Dudh Pandhari

SIP Company: Dere Foods Pvt Ltd, Ahmednagar.

## **Ruchira Gore**



Graduation: BBA(Agri)

Project Title:

Soil Testing and Recommendation on the basis of Soil Testing Parameters in Villages of Yavatmal District

SIP Company: BVG India Pvt Ltd, Pune

## **Sanket Mishra**



Graduation: BBA(Agri)

Project Title:

Study of Market Potential of Ha-3 Dollichus Bean

SIP Company: Amar Seeds Pvt Ltd, Pune.

## **Shubham Gole**



Graduation: BBA(Agri)

Project Title:

Study of Market Potential of Ha-3 Dollichus Bean

SIP Company: Amar Seeds Pvt Ltd, Pune.

**Suraj Kurhe**

Graduation: B.Sc

Project Title:

Study of Consumer Perception Identification of Market Positioning

SIP Company: Parvati Cotton Industries, Beed

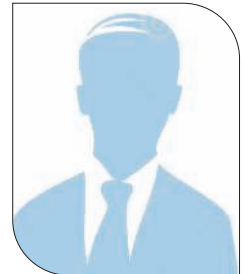
**OPERATIONS****Aniruddha  
Balkawade**

Graduation: B.E

Project Title:

Determination of maintenance schedule in Maintenance Department

SIP Company: I Square IT Pvt. Ltd, Pune

**Swapnil Tarange**

Graduation: B.E

Project Title:

A study of Project Management of Solar PV System

SIP Company: Elina Solutions Pvt. Ltd, Pune

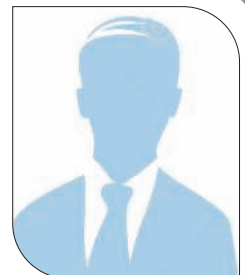
**Pradip Kodam**

Graduation: B.E

Project Title:

An analysis of Quality Procedures

SIP Company: Sunpower Systems Pvt Ltd, Pune

**Viren Bhingardive**

Graduation: B.E

Project Title:

A study of Switch Network Monitoring of 2G/3G/4G

SIP Company: Evolve Tech & Services, Pune

# DIGNITARIES' VISIT



*His Excellency Ex-President Dr. APJ Abdul Kalam with Dr. Ashok Patil and Shri Balasaheb Vikhe Patil*



*Dr. Raj Arole (Ramon Magsaysay Award recipient for Community Leadership) with Dr. Ashok Patil (Chairman-Dr. Vikhe Patil Foundation)*



*Renowned Scientist and Founder Director, C-DAC Dr. Vijay Bhatkar addressing our students*



*Dr. Dinesh Paliwal, (Member Secretary-NBA & Ex-Member Secretary, AICTE New Delhi) felicitated by Prof. Manoj Narwade (Trustee & Secretary Dr. Vikhe Patil Foundation)*



*Renowned Actor Atul Kulkarni addressing our students*



# Pravara Centre for Management Research & Development



DR. VIKHE PATIL FOUNDATION'S  
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MANAGEMENT RESEARCH & DEVELOPMENT**

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Off Senapati Bapat Road, Near Patrakar Nagar,  
Pune - 411 016 Maharashtra (India)

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Email: [contact@pcmr.org](mailto:contact@pcmr.org) Website: [www.pcmrd.org](http://www.pcmrd.org)

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