



THE SURGE

Conquering the Heights of Success

Quarterly Magazine of Sasmira's Business School



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Volume I

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Major Events

1. Student Council Investiture Ceremony 2022



The Samira's Business school conducted the student council investiture ceremony on 21st July, 2022. On this occasion the Honorable Shri Mihir Mehta-President, SASMIRA and Smt. Smita Yeole Mam-Vice President SASMIRA and other management council members congratulated the newly elected student leaders and gave them their best wishes for the success

in this responsible role. All the PGDM students also participated in the oath taking ceremony led by the student council members where the council took the oath of allegiance and responsibility towards their role. The entire ceremony was conducted under the guidance of the dynamic leader of the institution -Dr. Sanskruti Kadam, Dean- Sasmira's Business School.

Objective:

To instill leadership qualities in students and experience the functioning of an administrative body.

2. Inauguration of the Centre of excellence



Centre of Excellence in skilling ecosystem is envisioned to be a one-stop resource Centre, established/working in association with key industries to disseminate knowledge and share best practices, facilitate integration of innovation with market, connect academia and industry with advance management education, address emerging skill gaps and align training & research with industry needs.

With the intent to overcome skill demand-supply mismatch, to have a continuous supply of skilled manpower/workforce and disseminate best practices, "Centre of Excellence" was introduced in Sasmira's Business School on 29th July 2022.

Objectives:

- To bridge the academic – industry gap for both faculty and students
- To pave the way for an innovative learning environment through strategic alliances
- To get acquainted with the latest developments and need of the industry

Guest Speakers:

Chief Guest - Dr. Bhabatosh Sahu, PhD (IISc), Fellow (Wharton), Ex Managing

Director (Innovassynth Technologies India Ltd.) | Mentor, Consultant: Strategy, People, Innovation, Expert Faculty at Indian Institute of Technology (Chennai), NITIE (Mumbai) and IIM Ahmedabad

3. Celebrating Friendship Day with nature

The program was organized by CoE-CSR and Corporate Governance of Sasmira's Business School in which the Management, faculties, students and all the other staff donated the Rose saplings in large numbers from 1st to 5th August 2022. Around 65 saplings were received in total for the plantation. The main event of the sapling plantation took place on 6th August, 2022 in the SASMIRA campus to celebrate the friendship day with nature as per the schedule. Honorable Shri Mihir Mehta -President Sasmira, Smt. Smita Yeole-Vice President SASMIRA and the other council members of SASMIRA inaugurated the event by donating the saplings.

All the dignitaries, faculties and students gathered near the garden area at the main entrance of Sasmira for the event. Dr. Sanskruti Kadam, Dean-Sasmira's Business School introduced the theme and briefed about the event to all the Dignitaries and students. The event started with the First sapling planted by Dr. Tandon Kamal, Director Education SASMIRA. He expressed his profound happiness for organizing the event so wonderfully by the SBS. He was followed by the tree plantation from Dr. Sanskruti Kadam-Dean SBS. Other departmental heads of education wing of Sasmira also planted the sapling. Thereafter the faculty members of Sasmira Business School and the students planted the saplings in the Sasmira premises.

The faculty Coordinator for the event Dr. Sandeep Surange thanked each participant and tied the green band around their wrists. The event went through smoothly and was a great success.



“Nature always wears the colors of the spirit”.

(Ralph Waldo Emerson)



4. Celebrating 75 yrs. of Independence Independence Week Celebration

Day 1- 13th August 2022

- The celebrations commenced on 13th August, 2022 with a yoga session organized in the auditorium and also launch of 13 weeks certificate course in yoga in association with Ambika Yog Kutir was scheduled for faculties and students from 9.00am to 10.30 am,
- Yoga session was followed by National flag distribution campaign from 11.00am to 11.30am in collaboration with BMC, Government of Maharashtra towards 'Har Ghar Tiranga' campaign under the aegis of Azaadi ka Amrit Mahotsav to encourage people to bring the Tiranga home and to hoist it to mark the 75th year of India's Independence.
- After The National Flag distribution campaign the Rangoli and Poster making competition was organized for the students of Sasmira's Business School whereby the students unveiled their resourcefulness and skills through their involvement. The subject of the competition was celebration of 75th Independence Day.



Day 2- 15th August 2022

On 15th August 2022, flag hoisting ceremony was scheduled from 9.00am to 10.00am whereby all the faculties, students, Management council team were invited. The dress code for the ceremony was white attire for all. Shri. Mihir Mehta, President SASMIRA hoisted the Indian National flag. The ceremony concluded with the rendition of National Anthem.



Day 3-17th August 2022

- On 17th August 2022, Rashtriya geet samuha gaan was organized at 11.00am as per the circular received from state government where the faculties, Non-teaching staff and students of all the streams across the institution participated in large numbers for an assembly to render the national anthem together.
- On the same day a quiz competition was organized for the students in the auditorium. The theme of the quiz was 75 years of Independence.
- The last event in the league of celebrations was the traditional day celebration where the dress code decided for the staff and students was tricolor traditional outfit. The traditional day was observed as a celebration of India's diverse culture.



5. Convocation Ceremony-20th August 2022

Sasmira's business School organized the Convocation ceremony for the passed-out batch 2020-22 on 20th of August 2022. The Chief Guest of the event was Prof. Ujwala Chakradeo, Honorable Vice Chancellor S.N.D.T. University.

Objectives:

- To acknowledge the academic achievement of the student
- To mark the beginning of the student's new journey
- to celebrate the students' hard work and accomplishments

117 students received the PGDM Degree approved by AICTE from the hands of Honorable Vice Chancellor.

**IT'S TIME TO CELEBRATE ALL THE HARD WORK THAT LED TO THIS JOYFUL OCCASION
'CONGRATULATIONS'**



6. Webinar on the Title: Fintech: Creative Innovation for Entrepreneurs



Organized by: CoE Innovation, Incubation & Entrepreneurship

Date: 22nd August, 2022

Name and Details of Resource Person: Prof. Vaishali Ojha, Innovation Ambassador- IIC KESSC

The webinar was organized by Centre of Excellence: Innovation, Incubation & Entrepreneurship on the occasion of world Entrepreneurs' day celebrated on 21st August every year. The speaker, Prof. Vaishali Ojha started the session by giving a brief introduction on Fintech. She explained the conceptual structure of financial technology, its journey since 1980s and its challenges, solutions, and strategies. She also gave a brief note on how Fintech has brought a drastic shift in the BFSI sector. The speaker also clarified the doubts of many students regarding the use of financial technology in an effective manner by giving more examples and made the session more interesting.

7. Webinar on the Title: Financial planning & Wealth Management



Organized by: CoE-Banking, Financial Markets & Economy

Date: 23rd August, 2022

Name and Details of Resource Person: Ms. Yukti Gada, Asst. Vice President-CFP @ Financial Planning Academy.

The webinar was organized by Centre of Excellence: Banking, Financial Markets & Economy. The speaker, Ms. Yukti Gada, Asst. Vice President, CFP@ Financial Planning Academy started the session by giving a brief introduction on Financial Planning. She explained its conceptual structure, challenges, solutions, and strategies. She also gave a brief note on how financial planning has brought a drastic shift in the savings and investing habits of middle income group investors.

Associations and Affiliations with Professional bodies by Sasmira's Business School

Name of the organizations:

Indian Institute of Digital Education and Financial Planning Academy

OBJECTIVES:

The broad objective of collaboration is to facilitate knowledge sharing, academic exchange, students mobility to develop academic relationship, and in support of collaborative research activities.

It aims at encouraging mutual cooperation on academic and research activities which includes the following categories:

- Academic and Research collaboration in the areas of mutual interest,
- Exchange of academic information, scholarly information, materials and publications
- Exchange of students and faculty members
- Encouraging cooperative seminars, workshops, guest session and other academic meetings
- Offering Short Term Value Added Courses



The Student Corner

Event Manager: The need of the event

Devesh Shetye-PGDM 2nd Year

Event Management is the application of project management to the creation and development of small and large scale personal or corporate events such as festivals, conferences, ceremonies, weddings, formal parties, concerts. It involves studying the brand, identifying its target audience, planning the event concept and coordinating the technical aspects and minor things before launching the event. The process of planning and coordinating the event is usually known as event planning and which can include budgeting, scheduling, site selection, acquiring necessary permits, coordinating transportation and parking, arranging decor, event security, coordinating with third party vendors, etc. Each event is different and so the process of planning and execution might differ on basis of the type of event.

The event manager is the person who plans and executes the event, taking responsibility for the creative, technical and logistical elements. This includes overall event design, brand building, marketing and communication strategy, audio-visual production, script writing, budgeting, client service and negotiation. He may also use traditional news media in order to target their audience, hoping to generate media coverage which will reach infinite people. They can also approach their audience to their events and reach them personally at events the book event venues or location by coordinating directly with the property owner to host corporate meetings, conferences, networking events, trade shows, product launches or training sessions in more tailored environment.

The event manager needs to have an exact concept of the event and how to function it properly the manager needs to know why, who, when, where and want of the event and needs to educate the audience accordingly. The next thing after the concept is coordination or you can say planning of the event which includes activities like developing theme, budgeting, establishing timelines, selecting and reserving event venues, catering and transport facilities, contingency planning and so on. The further process after planning is controlling the event or actually defining the scope of the event. The controlling involves dealing with conflict resolutions, supplier and vendor relationship management as well as carry out actual plan, measures resources with scheduled work and adjusts the things to avoid last minute hassling to deliver the event on time and within budget.

After the completion of the events and the client has approved the outcome, some post event activities are equally necessary to highlight the event process. The manager needs to review and evaluate, reporting needs to be done, quality improvement, rewards and recognition to team members and formal termination of contractors if and where applicable.

The event managers need to get updated with technology in this internet-driven world to connect with his audience through social networking sites, mobile apps as he can receive alerts, notifications and push messages. They can also be used to collect feedback or suggestions from the participants through the use of surveys and it can also help them to engage with each other, with sponsors and with the event manager himself. The event manager handles all the things in events. He is the main reason behind all the functioning of the event from start to end with a lot of activities involving during the process. The life in the event depends on the work of event manager through his creativity, dedication and innovation.

FACULTY EXPRESSIONS

3 Main Issues faced in Pre-Machine-learning Era for Reporting with respect to supply chain

Prof. Kirtida Vora-Assistant Professor

Supply chain was never thought of as an important aspect two decades back. It was thought of as just a process to make material available to the companies by ordering on the respective vendors. Today it has become a critical process for every business that is into product manufacturing or into deliveries. 3 issues are mentioned below in brief.

1. Struggling with word:

More than 2 decades back, it was a game of word documents, with the information created on word-docs followed by a lot of struggle to align and format the items in sequence, requiring tremendous patience levels as well as time. I remember the quote -

“Why not make the work easier and more interesting so that people do not have to sweat? The Toyota style is not to create results by working hard. It is a system that says there is no limit to people’s creativity.

People don’t go to Toyota to ‘work’ they go there to ‘think’” - **Taiichi Ohno**

Then life became slightly better with excel becoming a norm for majority of documentations.

2. Data retrieval:

It was easy to table the records and modify the data, basis our requirement. However, there did not exist any concept of detailed analysis, as there was no data-storage. Hence, there was no retrieval either. There existed few master databases, which required manual monitoring and updating. There would be very less meaning that could be gained and the concept of insights did not exist or rather - yet to be discovered.

3. Managing repetitive task:

It was a repetitive task of making various sheets and reworking too, if need arise for a different angle to be examined. There would be a series of sheets such as monthly inventory requirement for various regions, monthly up-ration of stocks, tracking of material usage, maintaining records of fast-moving as well as slow-moving items, monthly order loading for various groups, monthly tracking of delivery dates, then updating regularly for pick-ups, landings, warehousing, checking with individual orders and final dispatch to customers. To add-on to this, there were no smart phones so there was no real-time information that could be extracted. If there were any changes required to be incorporated in the excel, it would be a tedious task and one also needed to be damn careful least they would change any number mistakenly which would make the complete sheet go for a toss! This was with reference to the technical team; however, it would be more intense with any organization's financial teams as they would be working with excel sheets day-in and day-out!

I recollect Deming's words-

“Eighty-five percent of the reasons for failure are deficiencies in the systems and process rather than the employee. The role of management is to change the process rather than badgering individuals to do better.” -

W. Edwards Deming



All photos by -Tanvi Ramesh Makwana PGDM 2nd Year



Monika Phad Krutika Develekar Vishakha Jadhav (PGDM 2nd yr)

Student Achievements

Winners for the various competitions held during independence week from 13 to 17th August, 2022

Poster Making Competition

First Prize	Shetye Devesh
Second Prize	Kamble Pratik

Rangoli Making Competition

First Prize	Ms. Kajol Patil
Second Prize	Ms. Rutuja Jadhav & Ms. Swati Warang
Third Prize	(i)Ms. Sweta Patel & Ms. Krutika Develekar (ii) Ms. Tejal Neman

Quiz Competition

First Prize	Nupur Sharma & Darshan Ajmera
Second Prize	Poonam Bhanushali & Vaishvik Waghela
Third Prize	Amey Saturdekar & Rushikesh Sawant

‘Congratulations to all the winners’

Gallery

Celebrating Friendship Day with nature (Date 6th August 2022)



Yoga training as a part of Independence week celebration (Date 13th August 2022)



Independence week celebration-Flag Distribution (Date 13th August 2022)



Independence Week –Cultural Day 17th August 2022





SASMIRA'S BUSINESS SCHOOL

Sasmira Marg, Worli, Mumbai

Student Council 2022



Mr. Yash Gogri
PRESIDENT



Mr. Kevin Fernandes
VICE PRESIDENT



Mr. Darshan Ajmera
MANAGING DIRECTOR/GS



Ms. Harshada Shinde
DEPUTY MANAGING DIRECTOR



Ms. Nupur Sharma
DIRECTOR
MARKETING



Ms. Samantha Duarte
DIRECTOR
FINANCE



Mr. Eldroy Lopes
DIRECTOR
HR



Ms. Sunita Maurya
ASSISTANT
DIRECTOR
MARKETING



Ms. Mansi Sawant
ASSISTANT
DIRECTOR
MARKETING



Ms. Shrutika Goriwale
ASSISTANT
DIRECTOR
FINANCE



Mr. Vaishwik Waghela
ASSISTANT
DIRECTOR
FINANCE



Ms. Sakshi Wagh
ASSISTANT
DIRECTOR
HR

Congratulations & All the Best

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(Post Graduate Diploma in Management)
Approved by AICTE, DTE, Govt. of Maharashtra

2 Years Full Time Program with Dual Specialization

Major Specialization

**Business Analytics / Finance / Marketing /
Human Resource**

Minor Specialization

**International Business / Mass Media and
Entertainment Management / Operations /
BFSI / Data Science / Retail Management /
Real Estate Management / Rural
Management / Event Management / Sports
Management / Entrepreneurship & Start - up
Management**