

Report on BRIMS Connect February, 2021

On 12th March, Dr VN BRIMS had organized a Digital Brims Connect Session for the month of February 2021. Due to pandemic situation, couple of months BRIMS connect session were held on the digital platform. BRIMS Connect is an event to showcase the achievements made by faculty members and students. This event plays an important role as it acts as a platform of recognition and also motivate and encourages students to actively participate. All the updates for the month were showcased during this event.

The important achievements and events are as follows:

Board of Studies, Research and Recognition committee of University of Mumbai approved the research proposal of Prof. Mahesh Bhanushali. Dr. Smita Jape wrote an article on "Union Budget" which was published in a newspaper. Moving ahead, Admission committee has successfully completed MMS 2020-22 batch admission process and out of 189 students total 155 students got admission. National Conference was held on the theme "Changing Scenario of Rural Economy: Role of Research, Innovation and Digitalization". The Chief Convener for the conference was Dr. Nitin Joshi, the Convener was Dr. Smita Jape and Coordinators were Dr. Meenakshi Malhotra and Prof. Kanchan Akshay. Going ahead, Dr. Nitin Joshi Director, DR V N BRIMS declared the Theme for next year's Conference 2022 which is "Management Education: Being Relevant through Applying, Analyzing, Evaluating and Creating". Also, Dr. VN BRIMS journal Srujan was launched on 6th february. The chief editor of the journal is Dr. Guruprasad Murthy, the Associate editor is Dr. Nitin Joshi, the editorial committee comprises of Dr. Smita Jape, Dr. Pallavi Chandwaskar and Dr. Meenakshi Malhotra. The innovative launch of DR VN BRIMS Journal - Srujan 2021 was done by Prof. Krunal K. Punjani. The Paper presentation by researchers were given on the day of conference. Moving ahead, an Intercollegiate level Business quiz competition was held during the national conference. The event was coordinated by Dr. Smita Jape, Dr. Meenakshi Malhotra, Prof. Kanchan Akshay and Prof. Vibhuti Save. Total 11 teams were shortlisted for the competition. Prof. Mahesh Bhanushali placed following 8 students from our Institute in ICICIbank. The students are 1. Poorva Ajgaonkar, Harsha Jain, Mayuri Patil 4. Sujay Patil, Harshad Agawane, Swapnil Hirve, Sayali Palav, Revati Padature Their package will be 4.2 Lakhs per annum. Their designation will be 'Deputy Manager I'.

Dr. Smita Jape, Prof. Kanchan Akshay and MMS girl students attended an online workshop on "Women Health and Nutrition" organized by Women Development Cell of Tilak College, Vashi in association with Cloud Nine Hospital. Dr. Pallavi Chandwaskar conducted IQAC meeting under leadership of Dr. Nitin Joshi and with IQAC team members Dr. Smita Jape, Dr. Meenakshi Malhotra and Prof. Mahesh Bhanushali, Mrs. Deepti Gokhale and other representatives of IQAC. Moving ahead unique and digital Industrial visit for the students were organized Industrial Visit Committee of BRIMS consisting of Prof. Dipti Periwal and Prof. Siddhesh Soman conducted a video based virtual industrial visit activity for MMS 1st year students. More than 100 participants joined this activity which revolved around Balaji Wafers' automated plant in Rajkot. Going ahead, Dr. Pallavi Chandwaskar got nominated by Hon'ble Vice Chancellor, University of

Mumbai as VC nominee on the BOS (Board of Studies) of BNB Science college for interdisciplinary Science course. The ISO Audit was held in College. Prof. Mahesh Bhanushali successfully handled 2-Days Certificate Renewal- CR External Audit by LRQA by representing the institute as Management Representative. We are happy to share that VPM's Dr. VN Bedekar Institute of Management studies is awarded ISO-9001-2015 certified Institute Consistently in the second Cycle.

Going ahead Prof. Krunal K. Punjani's 2nd Scopus Research paper titled "Impact of Advertising Puffery and Celebrity Trustworthiness on Attitude and Purchase Intent: A study on Indian Youth" has been accepted in the "Journal of Advances in Management Research" - an IIT Delhi journal, which is ranked among Quartile 2 i.e. Top 25 to 50% Journals by SCImago Journal Rank. Dr. Meenakshi Malhotra, Prof. Kanchan Akshay and Ms. Dipali Hindalekar organized "International Mother Language Day and Marathi Bhasha Gaurav Din" as a part of Cultural & Staff Committee. Dr. Sreedharan Menon has successfully completed "Certified Peer Reviewer Course" by Elsevier Researcher Academy. In the month of February Dr. Pallavi Chandwaskar, Dr. Meenakshi Malhotra and Prof. Vibhuti Save completed certificate course on Mentorship from Udemy on topic "Be a Great mentor: A practical guide to mentorship".

Also, in month February Interviews for the final placement opportunities were held in the institute. Oppo Mobiles, Morning Star for Financial Research Associate and Analyst, Visible alpha for Financial Analyst, Tata AIG for Business Development, IDFC First Bank, Ingram Micro, DHL, Purple were the companies participated. Students' achievements in the month of February were also showcased. One of alumni of the batch 2015-16 shared his experience at BRIMS. Upcoming certification courses and competition for the students for the coming month were also shown to the students.

The event was well anchored by MMS First Year student Mrs. Rohan Surve. Video presentation was prepared by Students Engagement Committee.

Report By:

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