



# ENHANCING CAREERS

BY THINKING  
**OUTSIDE**  
THE BOX.

**PROSPECTUS**  
**PGDM**



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# VISION, MISSION & VALUES



## VISION

To be globally recognized as an epitome of learning and innovation, imparting multi-faceted management education driven by social responsibility and supported by state of art infrastructure.

## MISSION

To impart quality education that encourages students to be competent enough for best-fit job roles and to provide faculty members with facilities to research, experiment and implement contemporary learning tools.

## VALUES

An establishment driven by free exchange of ideas, diversity and harmony with a feeling of gratitude.

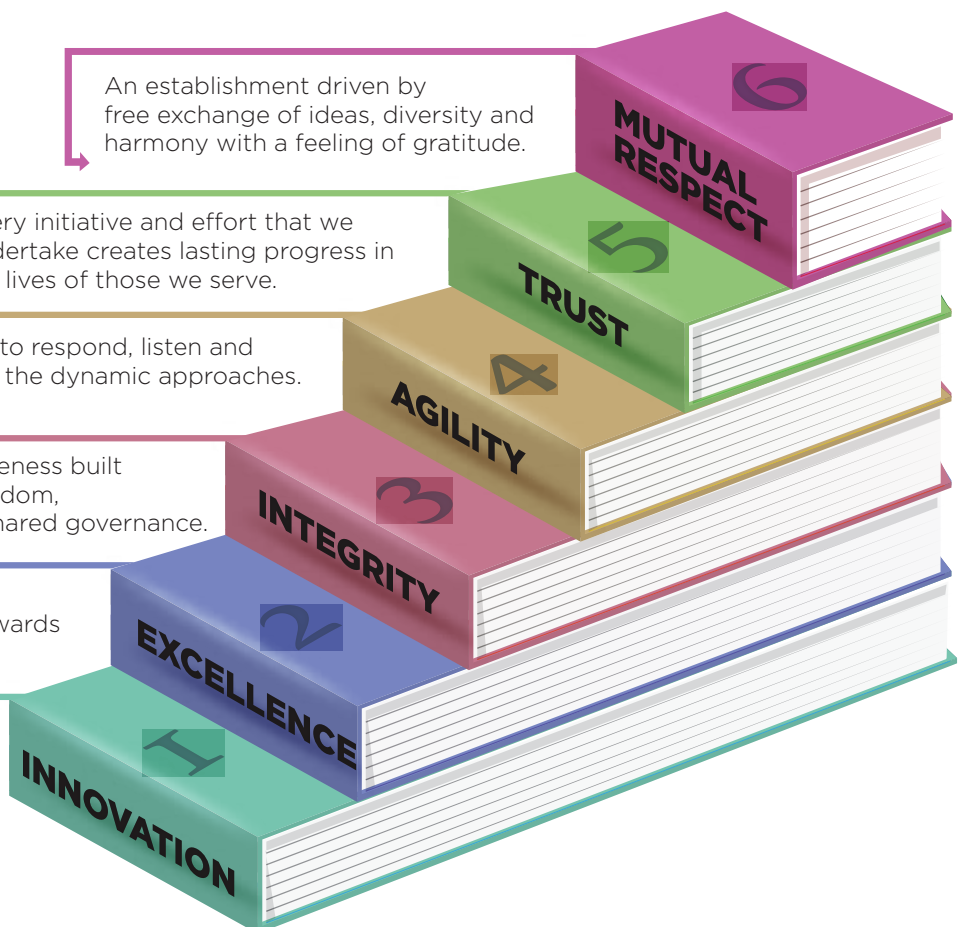
Every initiative and effort that we undertake creates lasting progress in the lives of those we serve.

Willingness to respond, listen and act through the dynamic approaches.

An experience of wholeness built through academic freedom, ethical behavior and shared governance.

Eminence in teaching and research leads to a path towards excellence.

Idea is an asset, we believe. We nurture an idea and take it to a newer level each time.





# GOVERNING COUNCIL MEMBERS

**Shri Harishchandra Mishra**

Chairman, Aditya Group of Institutions

**Shri Ashish Mishra**

Trustee, Aditya Group of Institutions

**Shri Aditya Mishra**

Trustee, Aditya Group of Institutions

**Dr. Prakash Pradhan**

Ex. Registrar, University of Mumbai & Educationist

**Ar. Sukumar Dharmadhikari**

Practicing Architect

**Dr. Manoj Bhatia**

Director, ASBM

**Ar. Rita Nayak**

I/c Principal, ACA

**Dr. Ajeet Singh**

Regional Officer, WRO, AICTE Mumbai

**Dr. Abhay Wagh**

DTE Mumbai, Maharashtra

**Dr. Suhas Pednekar**

Vice Chancellor, University of Mumbai

**Ar. Gurunath Dalvi**

Ex-Principal, Director, L.S. Raheja College of Architecture, Ex- Vice President, COA

**Mr. Ashank Desai**

Founder, Mastek and Founder, NASS-COM

**Ar. Hafeez Contractor**

Eminent Architect

**Ar. Rajiv Mishra**

Educationist, Well known Architect (Principal, JJ School of Architecture)

**Mr. P Chandrashekhar**

Founder Director, My CFO India

# ACADEMIC ADVISORY COMMITTEE MEMBERS



## Finance

### Mr. EN Venkat

Partner

Aavishkar Frontier Fund

### Mr. Uday Prabhu Patkar

General Manager Taxation

Technimont Pvt. Ltd.

## Marketing

### Mr. Niteen Bhagwat

Vice Chairman

FCB Interface

### Mr. Arindam Mukherjee

Executive Vice President & Regional CEO

(West)

Sify Technologies Ltd.

### Mr. Koushik Majumdar

Director, Industry Strategy & Insight

Oracle India

## HR

### Ms. Vandana Shejwal

VP, HR and Administration

Daiwa Portfolio Management Advisory

India

## Internal Member

### Dr. Manoj Bhatia

Director and Chairman of Advisory

Committee

Aditya School of Business Management

# About **ASBM**

ASBM is a recent addition in the business management education eco-system and it comes under the aegis of Aditya Group of Institutions, which previously also included Aditya Institute of Management Studies & Research. It offers two separate two-year full-time programs, namely PGDM and PGDM-Marketing. ASBM's mission is to provide quality education with a view to transform the lives of students and provide industry with leaders competent enough for the best-fit jobs along with nurturing them in entrepreneurial skills.

The Institute works towards personal grooming, skill development and incorporating the attitude of passion towards their societal responsibilities and contributions.

ASBM will continuously seek to build bridges globally to exceed the benchmark of educational standards and constantly innovating in the process and methodologies in the Management Education firmament.

The Institute comprises eminent faculty, a powerhouse of research and constantly upgrading pedagogies. It seeks to create an enriching educational environment where imparting experimental learning and innovative thinking becomes a way of life thereby progressively enhancing the competencies of our teaching staff as well as our students.

# CHAIRMAN'S Desk

**“Hope is the pillar that holds the world.”**

Shree Ameya Public Charitable Trust has been formed with a mission to provide service for nation building. What better source could there be for achievement of this vision than thinking about and investing in education.

Archimedes said, “Give me a place to stand and I will move the earth.”

Aditya School of Business Management believe in growth of individuals and community, with reason and passion. We believe in imparting management education not for years but for life. There are only two ways to live. One is as though “nothing is a miracle”. The other is “as if everything is”. ASBM stands as a pillar of quality education and research for Mumbai Suburbia. The incredible infrastructure, a focused faculty group with curious student fraternity make ASBM a force to reckon with. Explore this new and upcoming hub of holistic learning.

“Our talents bring to your organisation a fresh set of ideating minds working in tandem to pursue a single-minded goal-of achieving excellence.”

**Mr. H. S. Mishra**  
Chairman

Aditya Group of Institutions





## TRUSTEE's Message



Our institution's vision and essential philosophy is founded on several key components of modern-day learning, namely innovation, excellence, integrity, agility, trust and mutual respect. Learning is based on doing - not merely knowing - things. We therefore ensure provision of the best environment for learning for our students. They are motivated to experiment through a number of class activities, including research, experimentation and use of contemporary learning tools.

A state-of-the-art infrastructure to support real-life situations, role plays, live projects, internships, etc. is provided to each student in order for them to relate to real life situations and motivate them to acquire and apply the knowledge.

Our institution has set specific objectives and planned activities for achieving excellence in all spheres of management education for the benefit of our students. We strongly believe in academic excellence and follow the best standards in the field of management education. We take this opportunity to acknowledge students, parents, our faculty, our non-teaching staff and the industry for their continuous support in taking this institution to greater heights. I wish all my students success in the coming years. May God bless them with a great future!

**Mr. Ashish Mishra**  
Trustee

Aditya Group of Institutions



# TRUSTEE'S Message

Aditya Group of Institutions (AGI) has, in very short span of time, become one of the leading educational groups in Mumbai. We believe 'Education is the most powerful tool to bring about a desirable change in one's personality and to bring about positive changes in our society'. It is this medium that enables one to move from darkness to a world full of light.

AGI believes in creating a strong academic foundation for social, cultural, scientific and economic development of our Nation. We have deep-rooted values and our dynamic culture has made us achieve benchmarks in academic excellence and holistic grooming to help our students meet their career goals in the increasingly competitive and professional environment. Aditya Group of Institutions has thus earned goodwill of all our stakeholders – students, parents, teachers, staff and society at large.

As an institution, ASBM has achieved great heights in the nine years of its existence, by instilling in its students, the core values of

excellence, mutual trust, respect, innovation, integrity and agility. We provide golden opportunities for students to lead a life of dignity and prosperity. To achieve this goal, AGI continually strives to provide value-added programs for personality development as well as the enhancement of communication and other soft-skills.

**Mr. Aditya Mishra**  
Trustee

Aditya Group of Institutions



## From the **DIRECTOR'S** Desk

Learning Never Stops at ASBM' defines the ethos of the ASBM PGDM program - that learning at ASBM is a holistic continuous process. Out of class activities like student clubs; industry networking, Seminars and Workshops, Live Projects, good measure of exposure to Innovation and Entrepreneurship programs, CSR activities for experiential learning; being part of ASBMs much appreciated and awarded social sensitivity and community engagement programs and several other such opportunities of holistic learning that complement our rigorous classroom-based programs.

The PGDM program builds on a decade of excellence in management education nurturing business leaders with personal integrity, social responsibility and global outlook. Our students get a thorough understanding of Indian Business Reality and a deep International perspective. Our International Linkages reflect this perspective and provide an opportunity for the student to hone their skills in the International settings.

We, of course, continue to have excellent placement record and alumni occupying prestigious positions as executives and entrepreneurs.



Continuous development, lifelong learning and a capacity for innovative thinking are the skills for the future: nothing else provides a better guidance for career success.

Determine your own future and take your qualifications to a higher level! If this is the opportunity you have been waiting for, we welcome you to join the 2021-23 batch and trust that you will have a fruitful and enjoyable two years as well as leave your mark on the Institute.

**Dr. Manoj Bhatia**  
Director, ASBM

# OUR ASSOCIATIONS

## Memberships



## MOUs



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# INFRASTRUCTURE

- 9-Storeyed Wi-fi Campus
- 1,20,000 Sq. Ft. Area
- 12,000 Sq. Ft. Convention Center
- 2,000 Sq. Ft. Airy Atrium for Informal activities
- 8-Ampitheater style Classrooms m with LCD Projection
- Auditorium with a seating capacity of 500+ Students
- Cafeteria with a seating capacity of 300+ Students
- 200+ Computers and Licensed Software
- 750+ Sq. Ft. Office area for E-Cell



- Language Labs and Special Boardrooms for conducting Group Discussions, Meetings and Interviews
- Separate Library and Reading Zone with thousands of Books, Magazines and Periodicals
- Easily accessible Location, Proximity to Station, National Highway, SV Road and Link Road



# CORE FACULTY



**Dr. Sunita Srivastava**  
 Director & Professor  
 PhD, MBA, B.Sc.  
 Total Work Experience: 37 Years  
 Industry Experience: 3 Years  
 Academic Experience: 34 Years\*



**Dr. Manoj Bhatia**  
 Deputy Director & Professor  
 PhD, M.B.A., B.E. (Mechanical)  
 Total Work Experience: 26 Years  
 Industry Experience: 3 Years  
 Academic Experience: 23 Years



**Dr. Venkatkrishnan Iyer**  
 Professor (Operations)  
 PhD, D.C.M., D.O.R.M, M.Sc., B.Sc.  
 Total Work Experience: 47 Years  
 Industry Experience: 2 Years  
 Academic Experience: 45 Years\*



**Dr. Vinima Gambhir**  
 Associate Professor (HR)  
 PhD, MBA (HR), DHRM, LLB (Gen), B. Com  
 Total Work Experience: 21 Years  
 Industry Experience: 11 Years  
 Academic Experience: 10 Years\*



**Dr. Neeta Bhatt**  
 Associate Professor (IT)  
 PhD (Computer Science, MCA)  
 Total Work Experience: 17 Years  
 Industry Experience: 1 Year  
 Academic Experience: 16 Years



**Prof. Anand Desai**  
 Assistant Professor (Marketing)  
 PGDM (Marketing & HR), B. Com  
 Total Work Experience: 30 Years  
 Industry Experience: 21 Years  
 Academic Experience: 9 Years\*



**Prof. Parag Nivsarker**  
 Associate Professor (IT)  
 MBA (Finance), B.Sc.  
 Total Work Experience: 33 Years  
 Industry Experience: 30 Years  
 Academic Experience: 3 Years



**Dr. Krati Sharma**  
 Assistant Professor (Marketing)  
 PhD, MBA (Marketing), BCA  
 Total Work Experience: 12 Years  
 Industry Experience: 3 Years  
 Academic Experience: 9 Years\*



**Prof. Vrittee Parikh**  
 Assistant Professor (HR)  
 PhD (Pursuing), UGC-NET, MMS (HR), BMS  
 Total Work Experience: 11 Years  
 Industry Experience: 2 Years  
 Academic Experience: 9 Years\*



**Prof. Sujata Salvi**  
 Assistant Professor (GM)  
 PhD (Pursuing), M.Phil., MBA, B.Sc. Nursing,  
 BA (Industrial Psychology)  
 Total Work Experience: 6 Years  
 Industry Experience: 4 Years  
 Academic Experience: 2 Years



**Dr. Pinkey N Bhardwaj**  
 Assistant Professor (Marketing)  
 B.Com, M.Com, D.M.M, PGDBA, Ph.D  
 Total Work Experience: 30 Years  
 Industry Experience: 24 Years  
 Academic Experience: 6 Years



**Prof. Priya Singh**  
 Assistant Professor  
 MBA (Operations), BMS (Marketing)  
 Total Work Experience: 6.5 Years  
 Industry Experience: 1.5 Years  
 Academic Experience: 5 Years



**Dr. Parth Shukla**  
 Assistant Professor (Marketing)  
 Ph.D., MBA, B.Com  
 Total Work Experience: 16 Years  
 Industry Experience: 15 Years  
 Academic Experience: 1 Year



**Prof. Dreena D'Souza**  
 Assistant Professor  
 PGDM (Marketing), BA  
 (Socio Economics)  
 Total Work Experience: 15 Years  
 Industry Experience: 12 Years  
 Academic Experience: 3 Years



**Mr. Karan Lulla**  
 Assistant Professor  
 MMS (Marketing)  
 BMS (Finance)  
 Total Work Experience: 7 Years  
 Industry Experience: 5 Years  
 Academic Experience: 2 Years\*



**CA Vinay Tiwari**  
 Assistant Professor (Finance)  
 CA, M.Com (Accounting & Management)  
 Total Work Experience: 16 Years  
 Industry Experience: 5 Years  
 Academic Experience: 11 Years



**Prof. Megha Vaishnav**  
 Assistant Professor (Finance)  
 PGDBM, CA-Inter, UGC-NET, M.Com  
 Total Work Experience: 8 Years  
 Industry Experience: 5 Years  
 Academic Experience: 3 Years

# ADJUNCT AND VISITING FACULTY



**CMA DG Chaudhury**

Adjunct Faculty  
FCMA, FCS, MA (Economics)  
Total Work Experience: 42 Years  
Industry Experience: 30 Years  
Academic Experience: 12 Years



**Col Venkat Raman (Retd)**

Adjunct Faculty  
B Tech, MBA, M Phil, MSc (Psychology)  
Total Work Experience: 46 Years  
Industry Experience: 31 Years  
Academic Experience: 15 Years

**Prof. Pratik Vora**

MS (Finance), MSc (IT)  
Visiting Faculty with Top Management Institutes

**Prof. Vinay Gudi**

PhD, NET, MFM, CA  
Visiting Faculty with Top Management Institutes

**Prof. Hemant Jog**

Mechanical Engineer in Material Management  
Visiting Faculty with Top Management Institutes

**Ms. Leena Dadlani**

Assistant Vice President  
Barclay's Bank UK PLC

**Mr. Satvinder Madhok**

Director  
Global Technology Infrastructure Services

**CA Rupesh Shah**

Finance Consultant & Certified Trainer Wealth Pulse  
V.K. Jain & Co., RVS Associates

**Sameer Charania**

MBA (Marketing), B.Com  
Visiting Faculty with Top Management Institutes

**CA Darshan Shah**

MMS (Finance), MS (Finance)-ICFAI, CFA-ICFAI  
Certified Credit Counselor (MSME Certification)  
from IIBF

# KEY HIGHLIGHTS

- **Intensive 21-day Induction Program** prior to the commencement of the PGDM Course
- **Industry-recognized Certification Courses & Training**
  - Cambridge Business English Certification Course
  - National Institute of Securities Markets (NISM) Training
  - Advanced Microsoft Office Training
  - Digital Marketing Training
- **Outdoor Adventure Sport Leadership and Team Building Program**
- **Industry Visits across both Academic years**
- **Exposure to Industry-recognized Software like CMIE, TicketPlant**
- **Simulation and Live Projects**
- **Access to Research Portals J-Gate, Ebscohost, TCSion**
- **Annual Research Conference and Case Study Sessions to hone technical skills of students**
- **Social Sensitization Programs**
- **Mentor-Mentee 'GURUKUL' Sessions**
- **International Tie-ups with Lincoln University, SSM & ENAE Business School**



# ELIGIBILITY PGDM

## **Course**

Post Graduate Diploma in Management (Approved by AICTE, New Delhi and recognized by DTE)

## **Institution Intake**

PGDM-General (Finance, IT, HR, Operations): 60  
PGDM-Marketing: 60

## **Eligibility Criteria**

- Graduation degree in any specialization from UGC recognized University with minimum 50% marks or equivalent in aggregate during the final year of graduation.
- Has appeared for final year graduation examination in any stream from UGC recognized University.
- Test scores accepted: CAT, CET, CMAT, MAT, ATMA & GMAT latest test scores for each (for the Academic Year 2020-21)

## **Mode of Fee Payment**

- DD / Cheque should be in favour of Aditya Institute of Management Studies & Research and payable at Mumbai
- Online payment through Paytm / Axis Bank with HDFC Bank Gateway

**Note:** The selected candidate will have to observe the Code of Conduct as defined by AICTE, DTE & the Institute.

## **Application Process**

- The Application Form for PGDM is available online on the institute's website: [www.aimsr.edu.in](http://www.aimsr.edu.in)
- The student needs to fill and submit the form online
- Application Kit: INR 2,000/- (Inclusive of taxes)
- Only on receipt of the form and application fees would a candidate be considered for GD / PI
- Submission of online admission form does not guarantee admission to the Program

# SUBJECTS: CORE & ELECTIVES

## SEMESTER I

1. Managerial Economics
2. Business Communication
3. Financial Reporting, Statement and Analysis
4. Organizational Behavior
5. Marketing Management
6. Business Statistics & Analytics for Decision Making
7. Operations Management
8. Indian Ethos and Business Ethics
9. Computer Applications for Business

## SEMESTER II

01. Indian Economy & Policy
02. Personal Selling & Sales Management
03. Digital Marketing
04. Corporate Finance
05. Cost & Management Accountancy
06. Human Resource Management
07. Research Methodology
08. Corporate Social Responsibility & Sustainability
09. Project Management
10. Entrepreneurship Management

## SEMESTER III

### Core

1. International Business
2. Strategic Management
3. Introduction to Business Analytics
4. Summer Internship Project

## MARKETING

05. Advanced Marketing Strategy-1
06. Consumer Behaviour
07. Retail Management
08. Business-to-Business Marketing
09. Marketing Communication in Digital Age
10. Managing Products & Brands
11. Strategic Management of Services
12. Rural Marketing
13. Marketing of Financial Products

## FINANCE

05. Advanced Financial Management
06. Investment Analysis & Portfolio Management
07. Corporate Valuation
08. Financial Markets & Services
09. Mergers, Acquisitions & Corporate Restructuring
10. Financial Derivatives
11. International Finance
12. Fixed Income
13. Banking & Management of Financial Institutions

## HR

05. Organization Change & Development
06. HRP & Audit
07. Labour Laws and Implications on Industrial Relations
08. Talent Acquisition & Management
09. Performance Management Systems & Competency Mapping
10. Training & Development
11. Compensation and Benefits
12. Organization Structure Theory & Design
13. Functional Administration
14. Laws and Alternate Dispute Resolution

## IT

05. Data Communications and Networking
06. Database Management System
07. Big Data & Business Analytics
08. Cloud Computing & Virtualization
09. Knowledge Management
10. Information Technology Marketing
11. Enterprise Management Systems
12. Software Engineering & Project Management
13. Information Security System & Audit
14. Data Mining & Business Intelligence
15. IT Consulting
16. Governance of Enterprise IT & Compliance
17. Cyber Law & Managing Enterprise IT Risk

## OPERATIONS

05. Business Process Re-engineering & Benchmarking
06. Management of Technology & Innovation
07. Industrial Engineering Application & Management
08. Project Management
09. Supply Chain & Service Operations Management
10. Productivity & Total Quality Management
11. Operations Analytics
12. Manufacturing Resource Planning & Control
13. World Class Manufacturing & Materials Management
14. Technology Management & Manufacturing Strategy
15. International Logistics
16. Quantitative Models in Operations

## SEMESTER IV

### Core

01. Industry Focused Project

## MARKETING

02. Advanced Marketing Strategy-II
03. Marketing Research and Analytics
04. Digital and Social Media Marketing

## HR

02. Strategic Human Resource Management
03. Human Resource Analytics
04. Dynamics of Human Resource Management

## OPERATIONS

02. Operations Applications & Cases
03. Strategic Sourcing in Supply Management
04. Operations Outsourcing & Offshoring

## FINANCE

02. Management Control Systems
03. Financial Analytics
04. Wealth Management & Personal Finance
05. Alternative Investment Assets

## IT

02. Strategic Information Technology Management
03. System Applications & Case Study
04. Managing Technology Business & IT Resource Management

# CORPORATE CONNECT



**Mr. Ashank Desai**  
Co-founded Mastek Limited  
Executive Chairman and  
Managing Director



**Mr. Vithal V. Kamat**  
Chairman,  
Ecotel Hotel - The Orchid



**Mr. Motilal Oswal**  
Chairman &  
Managing Director  
Motilal Oswal  
Financial Services Limited



**Mr. Anand Rathi**  
Co-Founder & Chairman  
Anand Rathi  
Financial Services Limited



**Dr. Lalit S. Kanodia**  
Senior Vice President – IMC Chamber  
of Commerce & Industry  
Chairman – Datamatics Group



**Mr. Gregory R. Garrett**  
CEO & Managing Director  
CGS Advisors, USA



**Mr. R Ramakrishnan**  
Chief Executive  
Polycab Group



**Dr. Krishna Sudhir**  
Physician and Cardiologist  
Divisional Vice President,  
Abbott Vascular,  
Santa Clara, California



**Mr. Harish Prabhu**  
Director & on the Board of Directors  
Greaves Leasing  
Finance Ltd.



**Mr. Gaurav Johri**  
Co-founder CEO  
DOPPELIO



**Mrs. Deena Mehta**  
Managing Director  
Asit C. Mehta Investment  
Intermediates Ltd.



**Mr Vishal Kanvaty**  
Senior Vice President  
Products and Innovation  
Technology & Services  
National Payments Corporation of India



**Mr. Ashish Chauhan**  
MD & CEO, BSE



**Mr. K.H. Sriram**  
Senior Vice President  
Business Development  
Chella Software



**Ms. Bharati Lele**  
Executive Vice President  
& Global Head, KWatt



**Mr. Manish Karlekar**  
Head of Data Engineering,  
Data Management & Data Science  
Honeywell Connected Enterprise



**Mr. Sandip Ghose**  
Director, NISM



**Mr. Pradeep Nair**  
CFO  
OTIS Elevators Co.



**Mr. Uttam P. Agarwal**  
(CA)  
Founder Chartered  
Accountants Academy



**Mr. Boman R. Irani**  
Chairman &  
Managing Director  
Rustomjee Group



**Swamiji Shubh Vilas Prabhu**  
Author of "Ramayana  
The Game Of Life"  
(Spiritual & Motivational  
Speaker, ISKON)

# OUR CORPORATE ASSOCIATES





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# EXPERIENTIAL LEARNING & LIFE AT ASBM

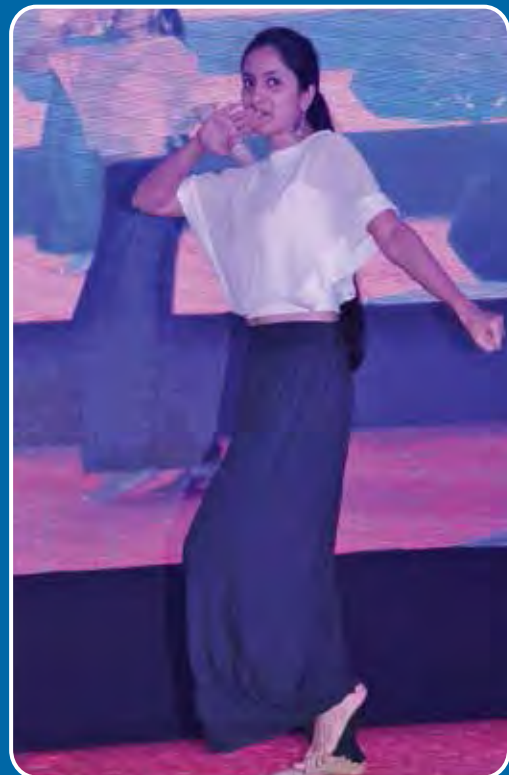








# ANNUAL ALUMNI MEET







# 8<sup>th</sup> INTERNATIONAL RESEARCH CONFERENCE







# CONVOCAATION





# CORPORATE-ACADEMIA CONNECT Expert Guest Sessions



Yogesh Thorat, MD, MAHA Farmers Producers Co.,  
23rd Aug 2019



Hon. Dy. CM, Uttar Pradesh, Dr. Dinesh Sharma,  
6th September 2019



Joydeep Sen, Managing Partner, Sen & Apte Consulting Services LLP,  
1st February 2020



Gautam Shroff, Co-Head, Institutional Equities, Edelweiss Securities Ltd.,  
1st February 2020



Harshad Bhoir, Marketing Manager - Digital, Sesa Care Pvt Ltd.,  
8th February 2020



Sameer Narkar, Founder & Chief Software Architect, Konnect Insights,  
8th February 2020





Mr. Larry Carver, Founder, Carver & Associates, USA at AIMSR



Special Guest Session on Blockchain Technology by Mr. Jeorg Molt, Blockchain Expert & Founder - Satoshi School



Aahwahan, 2018  
Mr. Ambi Parameswaran, Founder, Brand-Building & Former CEO, FCB ULKA Advertising



Marketing Club Talk - Ajit Jangle, COO - TVS Logistics Services



Finance Club Talk on Budget - Hiren Bhatt, Partner - Deal Advisory, M&A Tax and Private Equity Tax KPMG India



Marketing Club Talk on Content Marketing - Ms. Azmat Jagmag, Zee Entertainment & Content Marketer (16th February, 2019)  
Marketing Club Talk on Content Marketing - Ms. Azmat Jagmag



**Career Insights**  
Marketing, Finance, HR



**Prabandhan: Orientation Program**



4th Alumni Coffee Meet - Saloni Konojia, Max Life Insurance, Sagar Ghosalkar, NSDL - Discussion Moderated by Hitesh Davda, DBS Bank (16th February, 2019)

# CORPORATE-ACADEMIA CONNECT Conclaves

## Finance Conclave, 1st February, 2020



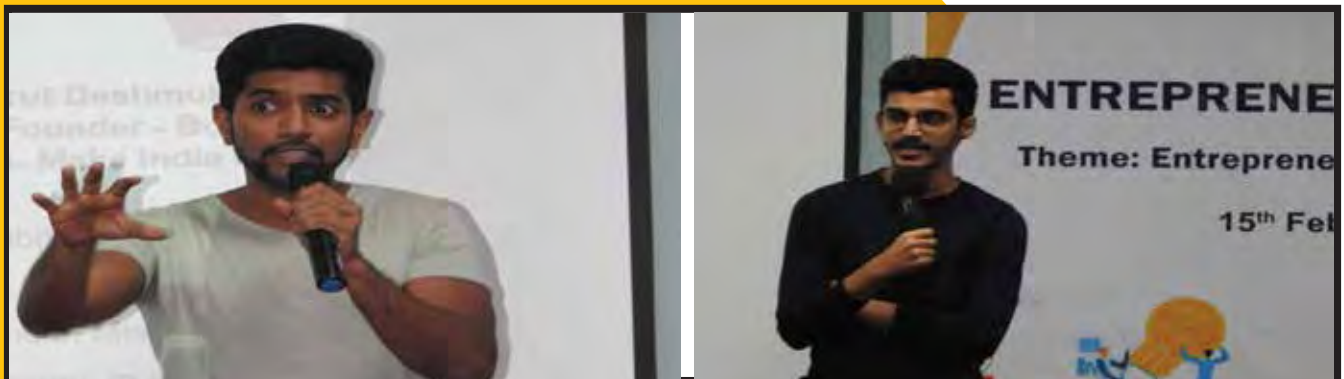
## IT Conclave, 15th February, 2020



## Marketing Conclave, 8th February, 2020



## E-Summit, 15th February, 2020



# 9th INNOVATION Summit



## 9th INNOVATION SUMMIT

Theme: Innovation for Powering the Society

Saturday, 19th December 2020 | Time: 2.00 p.m to 5.00 p.m



Mr. Mangesh Wange  
CEO  
Swades Foundation



Dr. Sonali Tipre  
Co-Founder & Director  
Marginsview



Dr. Chandramouli Dwivedi  
Group CHRO  
ESDS Software Solutions



Mr. Srikant Sarda  
MD  
Accenture Technologies

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# CORPORATE-ACADEMIA CONNECT

## Webinars & Virtual Events

### Conclave Webinars

**ADITYA**  
INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH

**CHROs Conclave Webinar**  
**EMERGING LEADERSHIP CAPABILITIES POST COVID-19**

Date: 6<sup>th</sup> June 2020 (Saturday)  
Time: 04.00 - 05.30 pm

Speakers:  
 Mr. Anand Chitambar, Head, HR  
 Mr. Anand Bhatia, Head, Business Development  
 Dr. Pradeep Kumar, Director, HRD  
 Mr. Anand Chitambar, Head, HR  
 Ms. Anand Chitambar, Head, HR

Register Now: <https://bit.ly/2XG5Vem>

Visit us: [www.aditya.edu.in](http://www.aditya.edu.in)

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**ADITYA**  
INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH

**Banker's Conclave Webinar**  
**IMPACT OF PANDEMIC ON THE BANKING SECTOR**

Saturday, 27<sup>th</sup> June, 2020.

Speakers:  
 CA Rajesh Shah, Finance Consultant & Chartered Accountant  
 Mr. Anand Chitambar, Head, HR  
 Mr. Anand Chitambar, Head, HR  
 Mr. Anand Chitambar, Head, HR

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**ADITYA**  
INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH

**Marketers' Conclave Webinar**  
**NEW NORMAL IN MARKETING**

Date: Saturday, 18<sup>th</sup> July 2020 Time: 04.00 - 05.30 pm

Speakers:  
 Mr. Anand Chitambar, Head, HR  
 Mr. Anand Chitambar, Head, HR  
 Mr. Anand Chitambar, Head, HR  
 Mr. Anand Chitambar, Head, HR

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**ADITYA** In partnership with **UMass Lowell, USA**

**Deliberations with a Foreign University**  
**PARADIGM SHIFT IN HIGHER EDUCATION POST PANDEMIC**

Date: Thursday, 30<sup>th</sup> July 2020 Time: 09.00 - 10.00 am

Speakers:  
 Mr. Anand Chitambar, Head, HR  
 Mr. Anand Chitambar, Head, HR  
 Mr. Anand Chitambar, Head, HR

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### Teachers' Day Celebration

**ADITYA**  
GROUP OF INSTITUTIONS

**TEACHERS' DAY!**

"Success is never final. Failure is never fatal. It is always that counts."

Chief Guest: **Guruji Pujyashree Bhupendrabhai Pandya ji**  
Former Director of Maharashtra Sahakar Parishad, Mumbai

Guest Of Honour: **Ar. Vishwas Y. Paranjape**  
Director - Founding Partner, PDC, Anand Chitambar & Co., Mumbai

Webinar on: **1<sup>st</sup> SEPTEMBER 2020**  
11:00 A.M onwards  
On Microsoft Teams

Join Us Live on: [f](#) [t](#) [i](#) [l](#)

### Alumni Coffee Meet

**ADITYA**  
INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH

**PANEL DISCUSSION WEBINAR BY OUR ESTEEM ALUMNI**  
**AS PART OF 3RD COFFEE MEET**

Date: Saturday, 27<sup>th</sup> October 2020 | Time: 02.00 - 04.30 pm

Speakers:  
 Mr. Anand Chitambar, Head, HR  
 Mr. Anand Chitambar, Head, HR  
 Mr. Anand Chitambar, Head, HR  
 Mr. Anand Chitambar, Head, HR  
 Mr. Anand Chitambar, Head, HR  
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INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH

**WV**

Presents

## CAREER INSIGHTS IN FINANCE

Saturday 29th August, 2020 | 2.00 pm to 5.00 pm



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INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH

**ESDM 168**

## ESDM168 WELCOMES OUR GUEST SPEAKERS



Mr. Mridul Sharma  
Category Head, Impact

Mr. Vipul Badani  
Customer Intervention P Ltd. CEO, Customer Experience

Mr. Dhananjay Talgeri  
Co-founder, Kalyani

Mr. Nitish Jain  
Associate Director, Health Care Pharmacy  
Senior Associate Training and Academic Counselor

Ms. Dipali Desai  
Marketing & Training Expert

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**ADITYA**  
INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH

Presents

## CAREER INSIGHTS IN OPERATIONS

Saturday 29th August, 2020 | 2.00 pm to 4.00 pm



Mr. Ajay Kumar  
President & CEO  
Tata Global

Dr. Prashant Kulkarni  
Senior Professor  
& Head of Department  
IIMB

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### Conclaves

**ADITYA**  
INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH

Presents

## HR CONCLAVE 2020

WORLD HISTORY LET'S BACKPEDAL THE ERA

Our Speakers



Mr. Shubha Vijay  
TEEs Speaker and Author

Dr. Neha Sengupta  
VP, HR/Diversity  
Ambuja Hospital

Dr. Sureshwar Madhuk  
CEO & Director of  
Tech. Barclays India

Mr. Rajesh Kumar  
Founder - Chirakya,  
Consulting Insights

Ms. Laxmi Harilal  
AVP, Barclays India

Saturday, September 26, 2020 9:45AM - 3:00PM

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**ADITYA**  
INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH

Presents

## IT CONCLAVE

Theme : IT Innovations in Corporates Today

Saturday, 17th October 2020 | Time: 9:00 am to 1:00 pm



Mr. Ajay Kumar  
President & CEO  
Tata Global

Mr. Ajay Kumar  
President & CEO  
Tata Global

Mr. Prashant Kulkarni  
Senior Professor  
& Head of Department  
IIMB

Ms. Laxmi Harilal  
AVP, Barclays India

Ms. Laxmi Harilal  
AVP, Barclays India

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INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH

Presents

## OPERATIONS CONCLAVE

Competitive Advantage through Operations - Changing Scenario

Saturday, 31st October 2020 | Time: 10:00 a.m to 1:00 p.m



Mr. Ajay Kumar  
VP & Chief Executive Officer  
Tata Global

Mr. Prashant Kulkarni  
Senior Professor  
Head of Department  
IIMB

Mr. Prashant Kulkarni  
Senior Professor  
Head of Department  
IIMB

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Head of Department  
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# BDF

## Creating a Community for Change

ADITYA'S



## BORIVALI DESIGN FAIR

**FORWARD TOGETHER**  
Season 3

BDF, organized by AGI, along with SBI, was an initiative to create a platform for architects, designers, developers, academicians, artists and common people to exhibit their talents, designs and products. It was an effort to reach out to the community in association with the local Municipal and other Government departments and to create a larger understanding about the role of artists, designers, architects, academicians, management experts and entrepreneurs in bringing quality of life today.

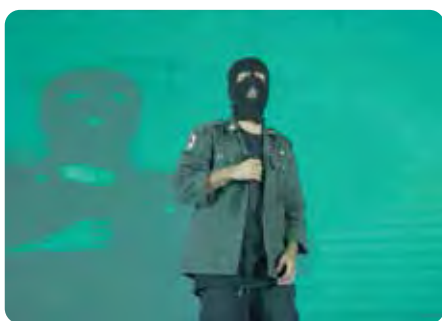
The Borivali Design Fair is a celebration of design, culture, talent, creativity and of life itself. Held last year from the 17th and 20th of December, it was an exciting mix of learning from workshops, competitions and cultural events, ensuring that everybody had a good time.

The event was inaugurated at 10 am on the 17th of December by Shri Gopal Shetty, Hon'ble Member of Parliament, Ar. Tarun Motta, Principal Architect, TEAARCH and Ar. Prem Nath, Principal Architect, Prem Nath & Associates. The inauguration ceremony was held in the conference hall of the Aditya Group of Institutions. Students got the opportunity to showcase their designs to the crème de la crème of architects and designers of national and international repute through the IDC (International Design Competition). Over a hundred entries were received from across the globe.













# YOUTH GOT TALENT Sports







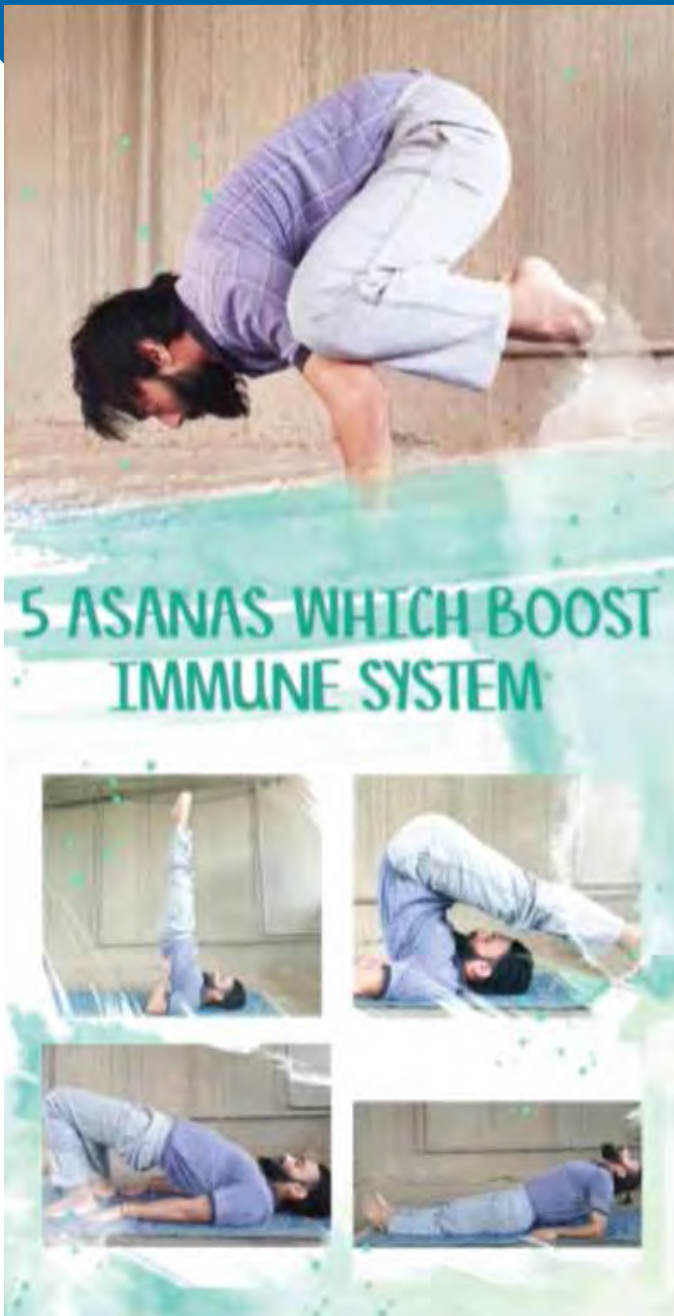
# YOUTH GOT TALENT Cultural



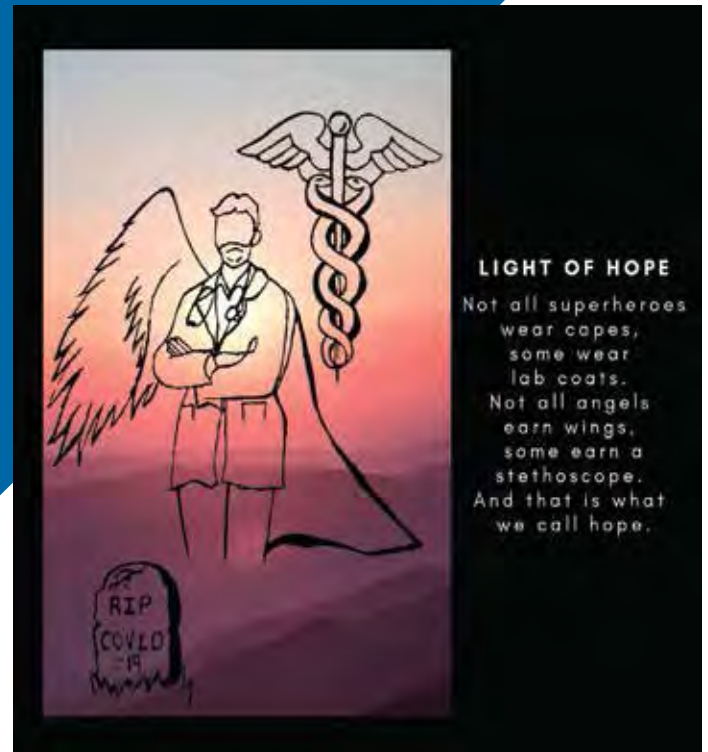


# ASHADITYA: Virtual Talent Fest during Covid times

5 Asanas to Boost Immune System by DHANANJAY GUPTA  
PGDM 2019-21



Painting by HARSHADA SAWANT  
PGDM 2019-21



Sketch by SAMEER SALVI  
PGDM 2019-21





Societal Contribution by PGDM Division-B, PGDM 2019-21



Amidst the Pandemic, a small contribution to the real warriors from AIMS PGDM Division B.. Batch of 2019-21..

**In times of worries, let's become warrior!**

It's the little things that matter the most, every small effort and contribution is a reflection of your pure intention.

Amidst the pandemic, a small contribution to the real warriors from AIMS PGDM DIVISION-B, BATCH 2019-21

Video & Poem by DEVAK GANDHI, PGDM 2019-21



**Corona se kyu darna?**

Jab Hume ghar se hi nhi nikalna,  
 Agar ghar se bahar jana,  
 Toh corona virus ko welcome karna,  
 Corona warriors apna kartavya nibhana,  
 Aur iss mahamari ke sankat se desh ko hai bachana,  
 Ek sath milkar corona ko hai harana,  
 Toh fir corona se kyu darna,  
 Hasptal me junj rahe doctor,  
 Aur khakhi wardi me nikle veer sipahiyon ko,  
 Dil se salute karna,  
 PM Modiji ki baato ko support karna,  
 Local ko Vocal karna,  
 Itihaas ko firse hai daurana,  
 Firse ek baar,  
 ek jhut ho kar,  
 Desh ko hai Aatmanirbhar banana,  
 Hume haar nhi hai maanna,  
 Toh fir Corona se kyu darna?  
 Jai hind!

Digital Painting by JIGAR DARJI, PGDM 2019-21



This art is a form of healing and recovery which provides solace and therapy during times of stress. With the art of digital painting our student expresses tribute to every individual who takes efforts to reduce the impact of COVID19. The painting also portraits problems faced by the migrants during the lockdown period.



**Tribute to the Police Force**

We thank all those in the khakhee uniform who protect us, so that our families and we can remain safe and sound!

At times where people are staying home to protect themselves from coronavirus,

Some brave heart police personnel are winning accolades for giving priority to duty and keeping their personal issues and safety aside!

We thank all those in the khakhee uniform who protect us, so that our families & we can remain safe & sound!



**A picture is a poem without words...**

Two paintings conveying that all countries, religions, arts and sciences are branches of the same tree.

We are all in this together!

United We Stand, Divided We Fall!



Business Benchmark

CAN STOP US FROM LEARNING

#JOINUS @

#ASHADITYAG0202

#UmeedhaiBaki



**AIMSR Warriors for Society**

Have we heard of crusaders amongst us who go beyond their own needs, think of those of the others and make them happen on the ground? We call such people our knight in shining armor!

We have one such crusader right amidst us!

In this pandemic situation, Yash Sangani leads an initiative along with other fellow students from the PGDM Program.

Yash has taken the responsibility of feeding the homeless and those that are starving as they have missed their daily wages.

Yash has been trying to bring a smile on the faces of the underprivileged who are an unfortunate victim of the forced lockdown!

Through his own selfless service in tandem with a few NGOs and Social Help groups, Yash has distributed as many as 10,000 rotis to these underprivileged.

We are indeed proud of his selfless efforts! Appreciation and support is what such crusaders truly need!

Poem by AYESHA SHAIKH, PGDM 2019-21



In these times of worries, let's become warrior!

Theme: Lifeline, for many!

The Emptiness on the road is a clear expression of the courage shown by people who have accepted the challenge to fight this this this unseen animal called COVID-19!  
 I miss standing with my group and laughing at all the stupid jokes and the fun...  
 I miss that...  
 ...Let's not forget our Lifeline...  
 We Mumbaiers believe that when that part of our world is working... it just means nothing and nobody can stop...  
 That part has become a part of our routine life... in fact, for many, pretty much LIFE itself...  
 ...although it takes hardly 2 hrs a day, yet, every morning, we start thinking about how we are going to go about it...  
 ... & we rush to hop onto it... to make it on time...  
 ... yet... I so miss that...  
 ... those announcements... AGLA STATION BORIVALI... NEXT STATION BORIVALI...  
 PUDHEE STATION BORIVALI... which always irritated me... why the same announcement repeatedly...  
 ... yet, I so miss this integral part of my world...  
 Sure, you guessed it... Our very own LOCAL TRAINS...  
 We don't remember our college timetable, but we remember which train is at what time...  
 Returning home, we fight to come to a solution... which train to go by...  
 5:25 or 6:11  
 I so miss that part of my integral world...  
 This pandemic has turned our active railways to silent platforms...  
 I so long to have these things back on track again...  
 I miss all that...  
 All I want is this part of the world created by the pandemic to get out of my country and that will only happen when I STAND STRONG FOR MY COUNTRY

Photography & Poem by SHEETAL MEHTA, PGDM 2019-21



**HOPE!**

Hope is all we have...  
 Hope of survival, hope of victory...  
 Hope in the eyes of unseen warriors,  
 Hope in the eyes of on-field volunteers.  
 When everyone gave up...  
 Hope was it to whisper  
 Let's try it one more time...  
 With the hope and efforts of every warrior...  
 Miracles will happen again...  
 Victory will come our way again!



# ADMISSION PROCESS

## Admission process

Aditya Institute of Management Studies & Research believes in equal opportunity based on merit & perseverance. Our Admission process includes a structure whereby we select the most deserving students for our PGDM course.

**PGDM Marketing**

**60 Seats**

**PGDM General (Finance • HR • IT • OPS)**

**60 Seats**

**Apply online at**

[www.aimsr.edu.in](http://www.aimsr.edu.in)

Application fees of **Rs.2,000** (all taxes included)

01



02

**Appear for  
AIMSAT**

Aditya Institute of  
Management Scholarship  
Aptitude Test

The exam includes  
Aptitude Test followed by  
Group Discussion &  
Personal Interview.

**Result  
Declaration**

03



04

**Admission**



**Aditya Educational Campus:**

R.M. Bhattad Road, Ram Nagar, Borivali (W), Mumbai - 400 092

**Contact: 022-6110 6111/112**

**M:+91 80 80 11 22 00 | E: [admissions@asbm.edu.in](mailto:admissions@asbm.edu.in) | [www.asbm.edu.in](http://www.asbm.edu.in)**

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