

NCRD's
Sterling Institute of Management Studies

Approved by AICTE, New Delhi, DTE, Govt. of Maharashtra

Affiliated to University of Mumbai

“Comprehensive Development through Quality Education”

ANNUAL REPORT
Year 2020-2021



NCRD's
Sterling Institute of Management Studies

Plot No-93/93A, Sector-19, Nerul (E), Navi Mumbai

Maharashtra, India, Pin-400 706

Contents

Sr. No.	Particulars	Page No.
1	Director's Message	3
2	About the Institute	5
3	Student's Academic Achievements	6
4	Research and Publications	9
5	Student Development Programs	19
6	Faculty Development Programs	36
7	Institute Social Responsibility	40

Director's Message



Dr. Prashant Gundawar
(B.Pharm. , M.B.A. (Mktg.), M.G.M.(Germany)
Ph.D. (International Business)

“The value of an idea lies in the using of it“ -Thomas Edison

From the Desk of the Director

Learning never stops at NCRD's Sterling Institute of Management Studies. Our MMS and MCA programs have successfully completed classes for the academic year 2020-21 on time by conducting the lectures online using different platforms like Zoom, Google-Meet in this pandemic situation. The institute devised a mechanism and conducted on-line examinations. The institute organized webinars, online sessions and online certification courses on current trends in management and technology like .Net, Rubicon's Soft Skills development, Decoding Indirect Taxes and Digital Marketing etc., on current trends in management and technology.

The institute organized different online activities to motivate student's creativity and impart social responsibilities in students like Food Festival, photography, essay writing, food and cloth distribution to needy people.

Sterling Institute has a tradition of pursuing excellence and has continually revitalized itself in terms of academic growth and research initiatives. The Institute provides the best and it ensures value education, all round personality development of the students.

I am also pleased to inform about the progress of our distinguished faculty members in the forthcoming pages. In the 17 years of its existence, more than 2000 MMS and MCA students have graduated from Sterling Institute and are holding numerous positions in national and multinational companies.

In Covid-19 pandemic, NCRD's Sterling Institute of Management Studies shown responsibility towards their staff members by conducting vaccination drive at the institute I would like to place on record the outstanding work done by the faculty and the staff members of the Institute in strengthening teaching learning process. I would like to appreciate staff members as they have shown responsible behavior by following covid-19 norms.

I am pleased to present the annual report for the year 2020-21.

Dr. Prashant Gundawar
Director

About the Institute

NCRD's Sterling Institute of Management Studies, incepted in the year 2004 is one of the best B-Schools in the Mumbai & Navi Mumbai. Sterling Institute of Management Studies is located between the towering Parsik Hills and the serene township of Nerul, just adjacent to Seawoods Railway Station, which offers a unique location to build an abode of learning.

It is approved by AICTE, DTE, Government of Maharashtra, and is affiliated to the University of Mumbai.

NCRD's Sterling Institute of Management Studies offers two years MMS, three years MCA and newly introduced 2 years MCA programs of the University of Mumbai. The MMS and MCA programs aim at disseminating Management and Computer education in the most contemporary form. We create the zeal, excitement and potential in our students to take up challenging assignments. The objective of the institute is to build and develop competent professionals and socially responsible citizens ready to enter in the corporate world.

In a very short span of time, the Sterling Institute of Management Studies has achieved many milestones with its students performing well in their academics as University rank holder as well as corporate world.

Our MMS and MCA programs have successfully completed theory classes for the academic year 2020-21 on time by conducting the lectures online using different platforms like Zoom, Google-Meet in this pandemic situation. The institute devised a mechanism and conducted on-line examinations. The institute organized webinars, online sessions and online certification courses on current trends in management and technology.

Dedicated and experienced faculty, State of art Infrastructure, and a conducive learning environment, all make Sterling Institute of

Management Studies an institute that gives its students the edge to face the corporate world. Well-designed courses, a gamut of activities, excellent corporate interface, are some of the aspects that make Sterling Institute of Management Studies stand apart from the rest.

In Covid-19 pandemic, NCRD's Sterling Institute of Management Studies shown responsibility towards their staff members by conducting vaccination drive at the institute. Teaching non teaching staff shown responsibility by following covid-19 norms.

Student's Academic Achievements

Academic Progress for the Year 2020-21

MMS Program

Academic Year	Semester	Total No. of Students Appeared	Total No. of Students Passed	Passing Percentage	Name of Topper with Grade /Percentage
2020-2021 (March)	I	94	76	80.85	Shukla Supriya Kripashankar - A (74.09) Kurane Aarti Ravindra - A (73.09)
2020-2021 (Dec)	III	109	107	98.00	Acharekar Sampada Shriram - A+ (SGPA -9.89) Sarang Akshata Vishnu - A+ (SGPA - 9.44)
2020-2021(May)	IV	109	109	100.00	Acharekar Sampada Shriram - O (SGPA -10.00) Aishwarya H Pushkala - O (SGPA - 9.80)
Total Average	All Semester	312	292	93.58	Shukla Supriya Kripashankar - A (74.09) Kurane Aarti Ravindra - A (73.09) Acharekar Sampada Shriram - A+ (SGPA -9.89) Sarang Akshata Vishnu - A+ (SGPA - 9.44) Acharekar Sampada Shriram - O (SGPA -10.00) Aishwarya H Pushkala - O (SGPA - 9.80)

MCA Program

Sr.No.	Semester	Total No. of Students Appeared	Total No. of Students Passed	Passing Percentage	Name of Topper with Grade /Percentage
2020-2021 (Dec)	I	63	63	100	1)Nag Shweta (9.57) 2) Shivani Parab (9.52)
2020-2021 (Dec)	III	49	49	100	1) Shende Shreya (9.43) 2) Gaurav Pathare (9.29)
2020-2021 (Dec)	V	54	54	100	1) Nimbalkar Sushant (8.89) 2)Gund Swapnil (8.61)

Research & Publications

Research Activities of Faculty & Students for Year 2019

ISBN/ ISSN Publications of Faculty

Sl. No.	Faculty Name	Title of the paper	Title of the proceedings of the conference	Name of the conference	National / International	ISBN/ISSN number of the proceeding	Affiliating Institute at the time of publication
1	Dr. Prashant Gundawar		Editor of Book :Redisigning Business Strategies For Inclusive Growth	Redisigning Business Strategies For Inclusive Growth	International	ISBN (978-93-5396-664-5)	NCRD's Sterling Institute of Management Studies
2	Dr. Arjita Jain		Editor of Book :Redisigning Business Strategies For Inclusive Growth	Redisigning Business Strategies For Inclusive Growth	International	ISBN (978-93-5396-664-5)	NCRD's Sterling Institute of Management Studies
3	Dr. Arjita Jain	Can " Skill Development" help Bridge the gap of (Future) Jobs? Employment in Future	NCRD's Business Review e-Journal	NCRD's Business Review e-Journal	National	ISSN:2455-0264	NCRD's Sterling Institute of Management Studies
4	Dr. Arjita Jain	BI and BPR : Modern Tools For Performance Management	Economic Challenger - An International	Economic Challenger - An International	International	ISSN: 2975-1351	NCRD's Sterling Institute of Management

		t In Vuca World	Journal	Journal			ent Studies
5	Dr. Arjita Jain	Recruitment of IT Professionals in Malaysia Challenges Faced by L & T Infotech Limited Mumbai	Prestige International Journal of management and Research	Prestige International Journal of management and Research	International	ISSN: 0974-6080	NCRD's Sterling Institute of Management Studies
6	Dr. Arjita Jain	Analysis and Redesigning of Key result Areas (Kras) for a Private Company With Special Reference To Extinct Fire Engineers Private Limited At Mumbai	Gyan Management - An International BI-Annual Journal of Management & Technology	Gyan Management - An International BI-Annual Journal of Management & Technology	International	ISSN 0974-7621	NCRD's Sterling Institute of Management Studies
7	Dr. Arjita Jain	An Exploratory Study on The Work Balance among Women Academician s in Higher Education with Special Reference to Navi Mumbai	NCRD's Business Review e-Journal	NCRD's Business Review e-Journal	National	ISSN:245 5-0264	NCRD's Sterling Institute of Management Studies

8	Dr.Sand eep Ponde		Editor of Book :Redisignin g Business Strategies For Inclusive Growth	Redisigni ng Business Strategies For Inclusive Growth	Internati onal	ISBN (978-93- 5396- 664-5)	NCRD's Sterling Institute of Managem ent Studies
9	Dr. Sandeep Jayram Ponde	An Exploratory Study on The Work Balance among Women Academician s in Higher Education with Special Reference to Navi Mumbai	NCRD's Business Review e- Journal	NCRD's Business Review e- Journal	National	ISSN:245 5-0264	NCRD's Sterling Institute of Managem ent Studies
10	Dr. Sandeep Jayram Ponde	Recruitment of IT Professional s in Malaysia Challenges Faced by L&T Infotech Ltd, Mumbai	Prestige Internatio nal Journal of managem ent and Research	Prestige Internatio nal Journal of managem ent and Research	Internati onal	ISSN: 0974- 6080	NCRD's Sterling Institute of Managem ent Studies
11	Dr. Sandeep Jayram Ponde	BI and BPR : Modern Tools For Performance Managemen t In Vuca World	Economic Challenger - An Internatio nal Journal	Economic Challenge r - An Internatio nal Journal	Internati onal	ISSN: 2975- 1351	NCRD's Sterling Institute of Managem ent Studies
12	Mr. Iftiqar Mistry	A Comparative Study of Physiochemi cal Analysis of Drinking Water From Kalyan and Ulhasnagar	NCRD's Business Review e- Journal	NCRD's Business Review e- Journal	National	ISSN:245 5-0264	NCRD's Sterling Institute of Managem ent Studies

		Areas					
13	Mr. Vikas M. Jadhav	A Comparative Study of Physiochemical Analysis of Drinking Water From Kalyan and Ulhasnagar Areas	NCRD's Business Review e-Journal	NCRD's Business Review e-Journal	National	ISSN:245 5-0264	NCRD's Sterling Institute of Management Studies
14	Mrs. Sonu Khetre	Impact of Covid -19 Pandemic on Lifestyle Changes to People of Aging from 15 and Above In Thane District	NCRD's Business Review e-Journal	National	National	ISSN:245 5-0264	NCRD's Sterling Institute of Management Studies
15	Mrs. Santoshi J. Nagrani	Covid -19 Impact on the Indian Economy and Business Survival Strategies	NCRD's Business Review e-Journal	NCRD's Business Review e-Journal	National	ISSN:245 5-0264	NCRD's Sterling Institute of Management Studies
16	Mrs. Renuka Dilip Morani	Impact of Covid -19 Pandemic on Lifestyle Changes to People of Aging from 15 and Above In Thane District	NCRD's Business Review e-Journal	National	National	ISSN:245 5-0264	NCRD's Sterling Institute of Management Studies
17	Dr. Murli dhar Dhanawade		Editor of Book :Redesigning Business Strategies For	Redisigning Business Strategies For Inclusive	International	ISBN (978-93-5396-664-5)	NCRD's Sterling Institute of Management

			Inclusive Growth	Growth			Studies
18	Dr. Murlidhar Dhanawade	Data Exfiltration Using steganography	NCRD's Technical Review:e-Journal	NCRD's Technical Review:e-Journal	National	ISSN:245-5-166X	NCRD's Sterling Institute of Management Studies
19	Dr. Jayalekshmi K.R.	Machine Learning Techniques for Quality Decision Making In Banking Sector	NCRD's Technical Review:e-Journal	NCRD's Technical Review:e-Journal	National	ISSN:245-5-166X	NCRD's Sterling Institute of Management Studies
20	Dr. Jayalekshmi K.R.	Different Sensors used in Elevator Using IoT	Redesigning Business Strategies For Inclusive Growth	Redesigning Business Strategies For Inclusive Growth	International	ISBN:978-5396-664-5	NCRD's Sterling Institute of Management Studies
21	Dr. Pragati Goel	The Role of Big Data in Smart City	Redesigning Business Strategies For Inclusive Growth	Redesigning Business Strategies For Inclusive Growth	International	ISBN:978-5396-664-5	NCRD's Sterling Institute of Management Studies
22	Dr. Pragati Goel	Safety and Security System of Car Using Fingerprint Biometric Scanner and Developing Mobile Application with ICT	NCRD's Technical Review:e-Journal	NCRD's Technical Review:e-Journal	National	ISSN:245-5-166X	NCRD's Sterling Institute of Management Studies

23	Dr. Pragati Goel	Educational Data Mining to Identify Relationship Between Technical Knowledge and Academic Performance	International Journal of Control and Automation	International Journal of Control and Automation	International	ISSN: 2005 - 4297	NCRD's Sterling Institute of Management Studies
24	Mrs. Sushma V. Sumant	Call subtitling through Speech - to-Text Transcription	Redesigning Business Strategies For Inclusive Growth	Redesigning Business Strategies For Inclusive Growth	International	ISBN:978 -5396-664-5	NCRD's Sterling Institute of Management Studies
25	Mrs. Sushma V. Sumant	AI Autonomous Car	Redesigning Business Strategies For Inclusive Growth	Redesigning Business Strategies For Inclusive Growth	International	ISBN:978 -5396-664-5	NCRD's Sterling Institute of Management Studies
26	Ms. Megha Wankhade	Infrastructure Control Device for Structural Platform using IoT	Redesigning Business Strategies For Inclusive Growth	Redesigning Business Strategies For Inclusive Growth	International	ISBN:978 -5396-664-5	NCRD's Sterling Institute of Management Studies
27	Ms. Megha Wankhade	RPA (Robotic Process Automation) Changing Daily Life	Redesigning Business Strategies For Inclusive Growth	Redesigning Business Strategies For Inclusive Growth	International	ISBN:978 -5396-664-5	NCRD's Sterling Institute of Management Studies
28	Ms. Deepali D. Shah	Voice Assistant	Redesigning Business Strategies For Inclusive Growth	Redesigning Business Strategies For Inclusive Growth	International	ISBN:978 -5396-664-5	NCRD's Sterling Institute of Management Studies

29	Ms. Deepali D.Shah	Smart Farming using IoT	Redesigning Business Strategies For Inclusive Growth	Redesigning Business Strategies For Inclusive Growth	International	ISBN:978-5396-664-5	NCRD's Sterling Institute of Management Studies
30	Mr. Sagar H. Thakare	Wireless Technology Based Hotel Room Service System	Redesigning Business Strategies For Inclusive Growth	Redesigning Business Strategies For Inclusive Growth	International	ISBN:978-5396-664-5	NCRD's Sterling Institute of Management Studies
31	Mrs. Seema Bhuvan	Sentimental Analysis in Social Media and It's Impact	NCRD's Technical Review:e-Journal	NCRD's Technical Review:e-Journal	National	ISSN:2455-166X	NCRD's Sterling Institute of Management Studies
32	Mrs. Seema Bhuvan	Digital Signage using Raspberry PI	Redesigning Business Strategies For Inclusive Growth	Redesigning Business Strategies For Inclusive Growth	International	ISBN:978-5396-664-5	NCRD's Sterling Institute of Management Studies
33	Mr. Rahul Wantmure	Vehicle Collision Detection System Methodology - Review Report	NCRD's Technical Review:e-Journal	NCRD's Technical Review:e-Journal	National	ISSN:2455-166X	NCRD's Sterling Institute of Management Studies

UGC Publications of Faculty

Name of the Faculty	Title of the UGC CARE Listed Journal	Title of the Paper	ISSN/Indexed/Impact Factor
Dr. Meera Hirapurkar	UGC Care Listed	An initial level study on green economy and sustainable development awareness among management students (with special reference to future generations)	ISSN - 2348 -2397
Prof. Santoshi Nagrani	UGC Care Listed	Green banking in india : a review of literature	ISSN - 2348 -2397
Prof. Renuka Morani	UGC Care Listed	Green banking in india : a review of literature	ISSN - 2348 -2397
Prof. Iftiqar Mistry	UGC Care Listed	Consumer awareness for pesticides in – banana crop	ISSN - 2348 -2397
Prof. Renuka Morani	UGC Care Listed	Consumer awareness for pesticides in – banana crop	ISSN - 2348 -2397
Prof. Rajiv P. Wad	UGC Care Listed	Redesigning business strategies for inclusive growth	ISSN - 2348 -2397
Dr. Arjita Jain	UGC Care Listed	Competency mapping of the selected departments in an automotive component company in mumbai	ISSN - 2348 -2397
Dr.	UGC Care	Role of health	ISSN - 2348 -2397

Murlidhar Dhanawade	Listed	management information system (hmis) : a comparative study with reference to sangli district	
Dr. Pragati Goel	UGC Care Listed	Educational data mining in field of Education	ISSN - 2348 -2397
Prof. Rahul Wantmure	UGC Care Listed	Educational data mining in field of Education	ISSN - 2348 -2397
Dr. Jayalekshmi K. R.	UGC Care Listed	Python : an effective tool for decision making – a study of customer churn in telecom sector	ISSN - 2348 -2397
Prof. Megha Wankhade	UGC Care Listed	Role of revolutionary technologies in agriculture	ISSN - 2348 -2397
Dr. Murlidhar Dhanawade	UGC Care Listed	Data analysis of student performance in higher education of Goa	ISSN - 2348 -2397
Prof. Sagar Thakare	UGC Care Listed	Secure multicast key distribution in Manet using cluster based multicast tree	ISSN - 2348 -2397
Prof. Seema Bhuvan	UGC Care Listed	Applications of IOT in smart city- a new perspective	ISSN - 2348 -2397
Prof. Sushma Sumant	UGC Care Listed	Revolution for the Media and Entertainment Industry	ISSN - 2348 -2397
Dr. Sandeep Ponde	UGC Care Listed	A Review of Indian Fitness Industry : Insights & Growth Drivers	ISSN - 2348 -2397
Prof. Deepali Shah	UGC Care Listed	Touch based Alcohol Detection	ISSN - 2348 -2397

		System for Vehicles	
Prof. Deepali Shah	UGC Care Listed	Applications of IOT in smart city- a new perspective	ISSN - 2348 -2397
Dr. Prashant Gundawar	UGC Care Listed	Competency mapping of the selected departments in an automotive component company in Mumbai	ISSN - 2348 -2397
Dr. Prashant Gundawar	UGC Care Listed	Role of health management information system (HMIS) : a comparative study with reference to Sangli district	ISSN - 2348 -2397
Dr. Prashant Gundawar	UGC Care Listed	A Review of Indian Fitness Industry : Insights & Growth Drivers	ISSN - 2348 -2397

Student Development Programs

Induction Program for MMS Students (Batch 2020-22):

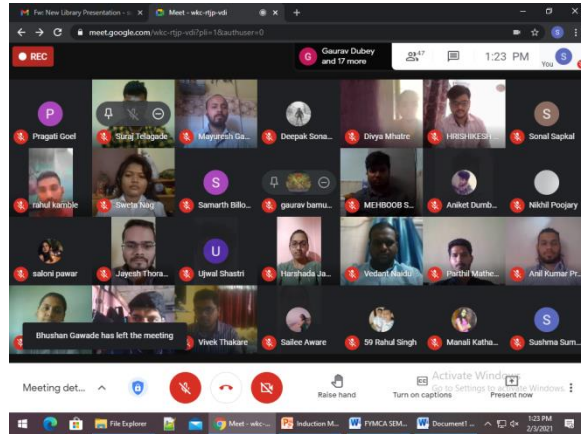
Induction Program for MMS students (Batch 2020-22) was organized on **03rd February 2021**. Program started with Lighting of Ceremonial Lamp and Sarawati Vandana. A Dr. Prashant Gundawar, Director gave the welcome address and Dr. Arjita Jain, MMS HOD introduced the students to MMS program which includes syllabus coverage, SIP and Specialization details, electives available etc. Faculty introduction was also given online by Class Coordinator, Dr. Meera Hirapurkar, The program concluded with the session of Librarian and Training and Placement officer. Students were made aware of the program structure, marking schemes, Library rules and also placement rules and activities in detail.



Induction Program for MCA Students (Batch 2020-22):

An Online Induction Program was held for the MCA new comers of batch 2020-22 on 3rd February 2020. Program started with Lighting of Ceremonial Lamp. A video presentation about the college campus was shown as students

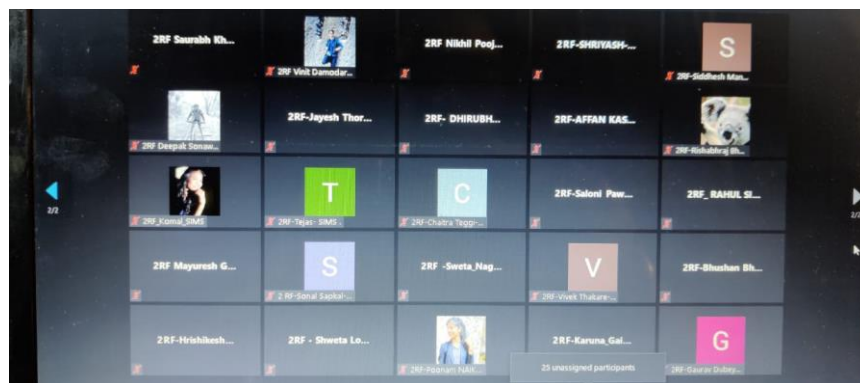
were not reporting to college. Director Dr. Prashant Gundawar gave the welcome address and MCA HOD Dr. Murlidhar Dhanawade introduced the students to MCA program and made aware of the Code of Conduct. Faculty introduction was also done online. The program concluded with the session of Librarian and Training and Placement officer.



Certification Program by Rubicon's on Soft Skills Development:

Certification Program on Soft Skills Development by Rubicon under CSR project of Barclays Bank was conducted for MCA students. Trainer of the certification program was Mr. Mandeep Singh and sessions were conducted online. The certification program was started from **6th May 2021**.

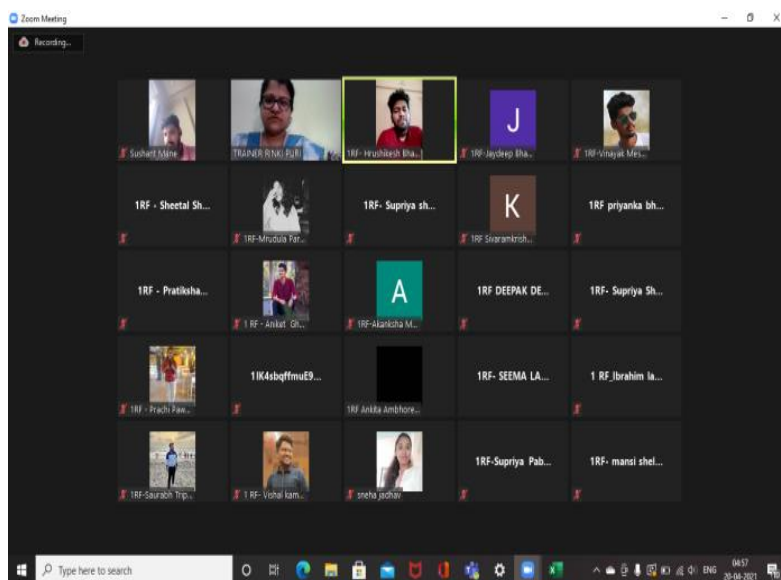
Mr. Singh explained students how the organizational structure works. Students were trained to do SWOC analysis so that they came to know about themselves. Students were very confident and presentable while giving presentations on different topics. Instructor explained how to behave publicly and how to keep positive body language.



Rubicon Soft Skills Development Program(MMS):

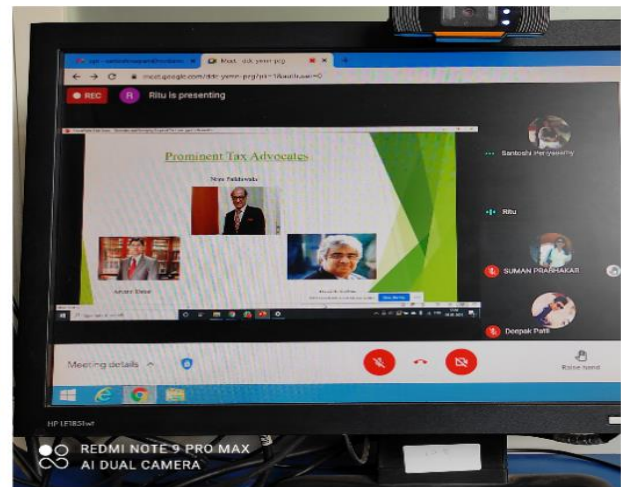
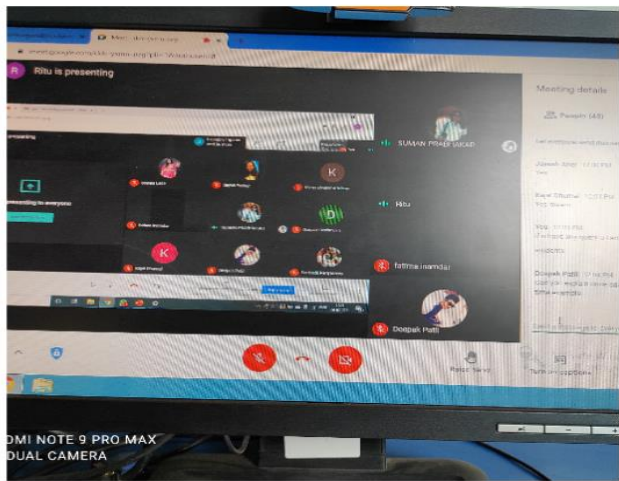
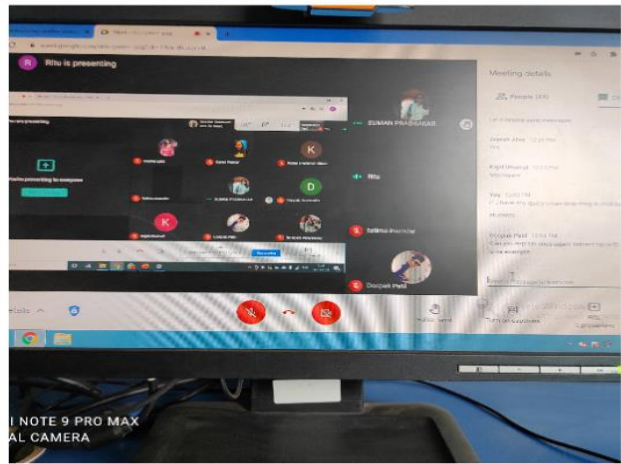
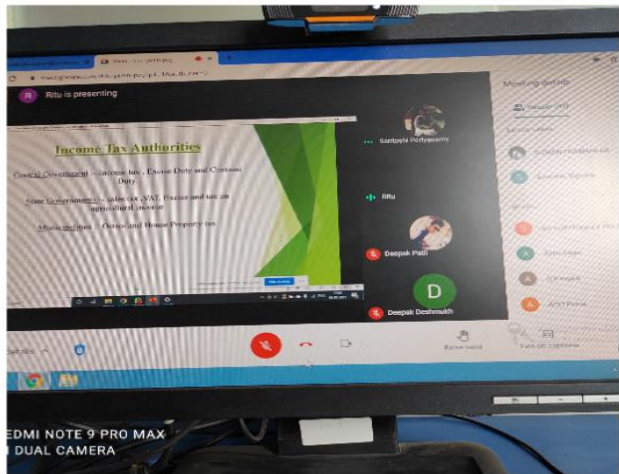
Certification Program on Soft Skills Development by Rubicon under CSR project of Barclays Bank was conducted for MMS students of NCRD's SIMS. Trainer of the certification program was Ms. Rinki Puri and sessions were conducted online through zoom platform. The certification program was started from **8th April 2021**.

On behalf of the institute Mr. Sanjeev A, TPO (NCRD's SIMS) introduced the program and was given welcome address. The session was very interactive. She gave introduction to Soft Skills Development and all related details.



Emerging Scope of Tax Laws:

The Session on “Emerging Scope of Tax Laws” was conducted on **6th February 2021** for 2 hours. Ms.Ritu Choudhury started session by introducing herself and shared her experience in doing international trading business and how taxes are charged. It was good learning for students and gained knowledge about fundamental principles relating to tax laws in India. She started with prominent Tax Advocates in India like Nani Palkhiwala, Arvind Datar, and Haresh Salve they are top most advocates who are experts in Tax Laws.



Webinar on Digital Marketing Introduction and As A Career:

On the **27th March 2021**, an online live webinar session on the topic “**Digital Marketing Introduction and As A Career**” was arranged for the students of MMS department by NCRD’s Sterling Institute of Management Studies. **Mr. Dhiraj Bhalerao our alumnus** guided the students on the 7 main categories of Digital Marketing aspects. The Lecture was organized in order to groom the students to understand the future careers in the field of Digital Marketing.

The Dhiraj Bhalerao Academy is presenting

About Us

- B.E. - Electrical Engineering
Government Collage of Engineering, Jalgaon
- M.B.A.- Marketing
Mumbai University
- Co-Founder & Director
Charlage Technologies Pvt. Ltd.

CHARLAGE TECHNOLOGIES

Meeting details

2:38 PM
3/27/2021

Webinar on “Decoding Indirect Tax in India:

Covid- 19 Pandemic has created a huge impact on the lives of people. On the **13th of March 2021**, an online live webinar session on the topic “**Decoding Indirect Tax in India**” was arranged for the students of MMS department by NCRD’s Sterling Institute of Management Studies. **Mrs. Ranganayaki Rangachari (CA)** started session by introducing herself and shared her experience about handling Clients Company. It was a good learning for students because they realized there is a huge difference in theory and practical and how things are happening.

Sterling Institute of Management Studies
Internal Quality Assurance Cell (IQAC)
Presents Live Webinar on

“Decoding Indirect Tax in India”
Date: Saturday, 13th March, 2021
Time: 2 pm to 4 pm
By
Ranganayaki Rangachari (CA)
Founder and Partner in Ritu Ranganayaki & Co.

INDIRECT
Taxes

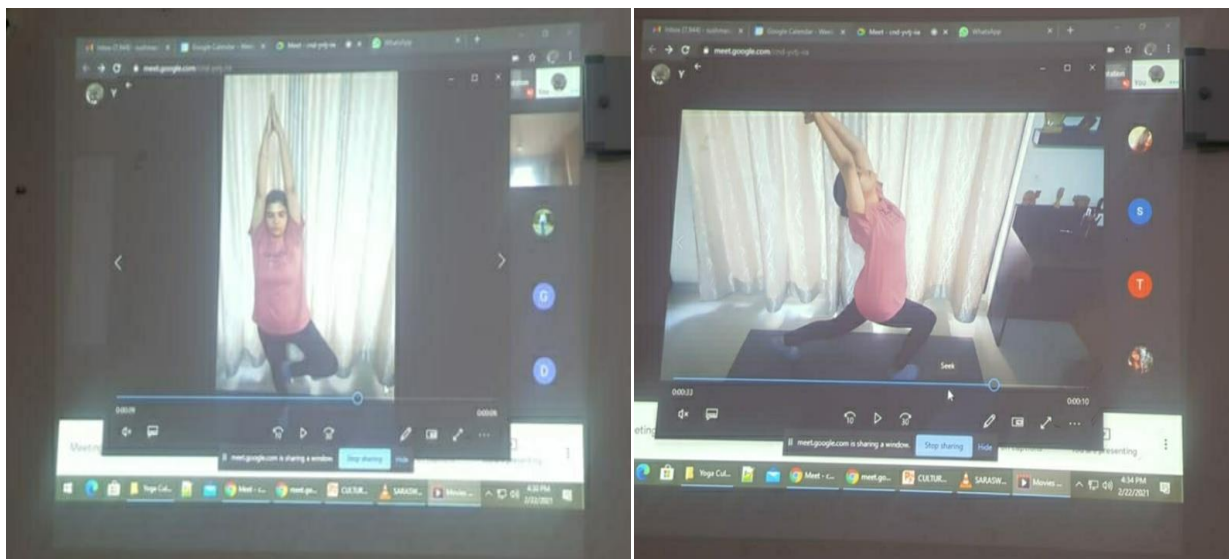
Future Opportunities for International Studies and PR:

NCRD's Sterling Institute Of Management Studies, organized webinar on "Future Opportunities for International Studies and PR" on **9th March, 2021** in association with Ashiraj Education Oversea Consultants from Navi Mumbai.

Ashiraj Education Oversea Consultants Pvt. Ltd. provide Study Aboard And International Cultural Exchange Program Services as a part of their Bapumriti Group which was established on 25th Feb, 2012 under dynamic leadership of Directors Mr. Amol Ashok Unune and Mr. Abhay Rajendra Das. Mr. Amol Ashok Unune given brief about their organizational Mission and Core Values. They offer Study Aboard Program and International Cultural Exchange program with countries like UK,USA, Australia, New Zealand, Canada, Europe and Asia.

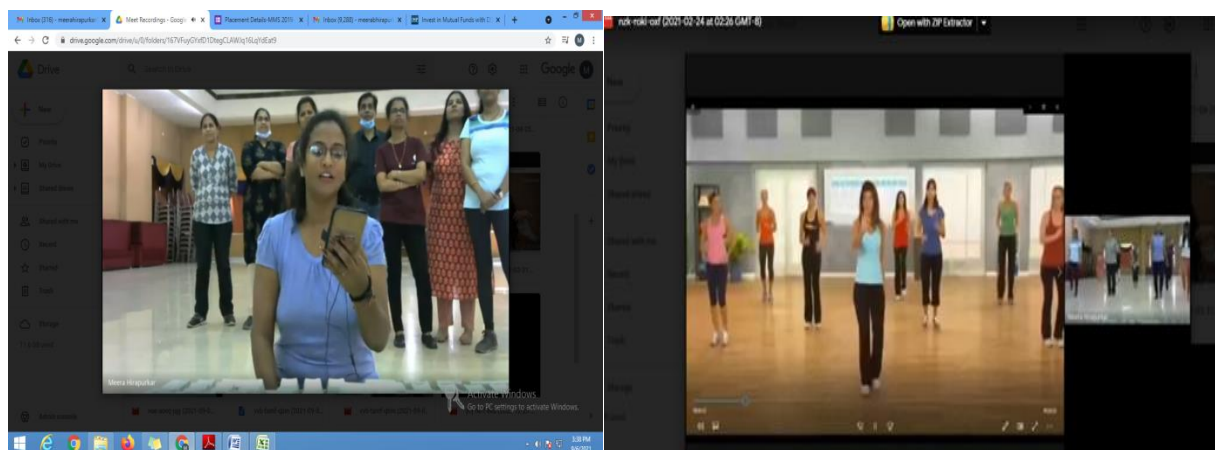
Online Yoga Session 2021:

'Online Yoga Session 2021' was conducted on **22nd February 2021**, which was well appreciated by MMS & MCA students and faculty members. The Resource person Prof. Sushma Sumant talked about multiple benefits of yoga. She also added to practice Yoga regularly to come out of the negative vibes created by this panic situation.



Zumba- Online Fitness Workshop 2021:

NCRD'S Sterling Institute of Management Studies organized 'Zumba- Online Fitness Workshop 2021' on **24th Feb 2021** which was well appreciated by MMS & MCA students and faculty members. This was conducted online with the use of selected video clips from You Tube. The participation of students were very much active throughout the session. Zumba can prepare the students physically and mentally for the integration of their physical, mental and spiritual.



Webinar on Stock Mind: Virtual Trading Platform:

On the 9th of March 2021, an online live webinar session on the topic "Decoding Indirect Tax in India" was arranged for the students of MMS department. **Mr. Shubham Chourey, Regional Marketing Manager Mumbai, MPCG , ICICI Securities Ltd.** explained that, Virtual Stocks is stock market simulator that has all the features of a live stock market. Virtual Stocks introduces students to financial markets with a practical approach wherein the students are given access to our award winning platform with virtual money to practice live trading, thereby understanding the nuances of Stock Market.



**Sterling Institute of Management Studies
Internal Quality Assurance Cell
(IQAC)
Presents Live Webinar on**




“Stock Mind –A Virtual Trading Platform”

**Date: Tuesday, 9th March, 2021
Time: 2 pm to 4 pm
By
Mr. Shubham Chourey,
Regional Marketing Manager,
ICICI Securities**



Webinar on “Emerging Scope of Tax Laws”:


The primary aim of this webinar was to provide guidance in tax law for interested students and awareness about Tax Laws in India and the presence of government policies framed for international trade. CA. Ritu Das Choudhury started session by introducing herself and shared her experience in doing international trading business and how taxes are charged.



**NCRD’S STERLING INSTITUTE OF MANAGEMENT STUDIES
NERUL, NAVI MUMBAI
(INTERNAL QUALITY ASSURANCE CELL INITIATIVE)**

**PRESENTS WEBINAR
ON
“EMERGING SCOPE OF TAX LAWS”**

**DATE: SATURDAY 6th FEB 2021
TIME: 11.30 AM TO 1.00 PM
BY
RITU DASH CHOUDHARY(CA)**



Vigilance Awareness Week in Association With BPCL, 2020:

Vigilance awareness week was celebrated at NCRD'S SIMS this year in online mode due to pandemic situation from **22nd to 25th October, 2020** In association **with BPCL-A government of India undertaking**-under the aegis of ministry of petroleum & natural gas New Delhi.

The theme for the current year is "**Vigilant India –Prosperous India**"

As part of the event following events were conducted:

- 1) Essay Competition
- 2) Elocution Competition
- 3) Slogan writing Competition
- 4) painting Competition

Students participated in all the activities online and winner of the each activity was

awarded with Cash vouchers.

Webinar on Meditation:

Meditation, which is **the practice of focused concentration**, bringing you back to the moment over and over again, actually addresses stress, whether positive or negative." Meditation can also reduce the areas of anxiety, chronic pain, depression, heart disease and high blood pressure. Meditation is Relaxation which gives calm mind, good concentration and Rejuvenation of the body and mind etc.

In pandemic students need some mental relaxation and more concentration for virtual studies. In view of this, NCRD's Sterling Institute has conducted a Webinar on "Meditation" on the date 23rd February 2021 for MMS and MCA students. The Meditation Guru Mr. Jaidev Amirapu took the Session.

The students have rated it as an excellent experience. It made them feel committed to attend by taking a forced break from their mundane academic work. It was welcomed by all the students.

They were very pleased with the session and hoped to have more such similar sessions in future. The students expressed their desire to enroll again for their betterment



Students attending the Meditation

Future Opportunities for International Studies and PR:

Sterling Institute Of Management Studies, organized webinar on "Future Opportunities for International Studies and PR" on 9th March, 2021 in association with Ashiraj Education Oversea Consultants from Navi Mumbai.

Ashiraj Education Oversea Consultants Pvt. Ltd. Provide Study Aboard And International Cultural Exchange Program Services as a part of their Bapusmriti Group which was established on 25th Feb, 2012 under dynamic leadership of Directors Mr. Amol Ashok Unune and Mr. Abhay Rajendra Das.

Students got brief idea about the process for applying visas for higher education and getting PR. Students came to know about different rules and regulation for getting visas for higher education and PR of different countries.

Webinar on “Current job market scenario 2020”:

On the 23rd of October, a corporate interaction online live webinar session on the topic **“Current Job Market Scenario”** was arranged for the students of MMS & MCA department by NCRD’s Sterling Institute of Management Studies with introduction given by **Prof. Sonu Khetre. Mr. ReeteshChaturvedi** is a corporate personality with experience of 14+ in strategically managing Human capital, expertise in the area of Talent Acquisition and management field given answer to questions of the budding managers might have had, and to share his invaluable experience with them through online live webinar through Google meet.




**NCRD'S STERLING INSTITUTE OF MANAGEMENT STUDIES,
NERUL, NAVI MUMBAI**

**PRESENTS LIVE WEBINAR ON
“CURRENT JOB MARKET SCENARIO”**

**SPEAKER : Mr. Reetesh Chaturvedi
(Digital HR Professional - Certified Assessor)
VP-HR(IIFL-FINANCE)**

DATE & TIME: 23/10/2020 AT 11:30AM

REGISTRATION LINK :<https://forms.gle/Ty8TzKfVA1butZTm9>



The screenshot shows a Google Meet interface. The main content is a presentation slide with the following text:

Importance on social selling

Social selling is the art of using social media to find, connect with, understand, and nurture prospects.

Why?	How?
<ul style="list-style-type: none"> • Social selling build real relationships • You are engaged in social updates 	<ul style="list-style-type: none"> • Build your credibility, • Extend your network, • Get social in Groups

Just some helpful tips for these difficult times:

- Create a CV relevant to the job you are applying for. No untruths. Just the parts most relevant go upfront.

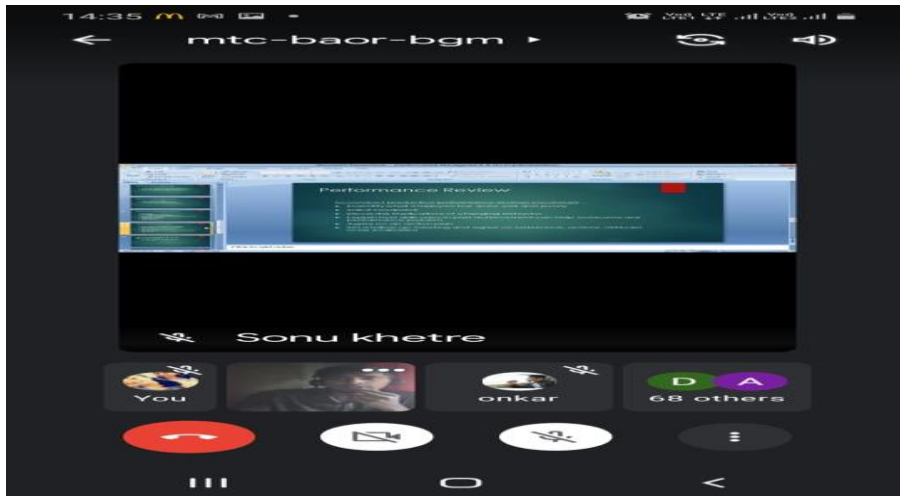
The meeting interface includes a top bar with 'REC', 'REETESH CHATURVEDI is presenting', and a list of participants. A sidebar on the right shows a grid of participant avatars, with 'REETESH CHATURVEDI' in a larger video window. The bottom of the screen shows the Windows taskbar with search, task view, and application icons.

Webinar on “Performance Management”:

On 13th February 2021, from 2.00pm to 4.00pm, a webinar on “Performance Management” by Mr. Vinay Patil was conducted through Google classroom as due to pandemic students are not allowed to come to the campus.

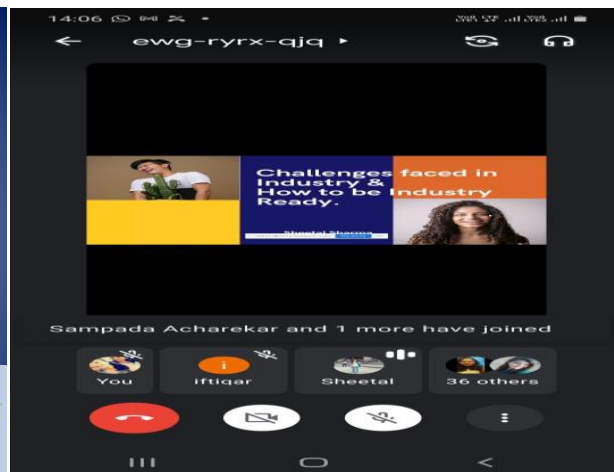
Session was useful for the students. Students Session was interesting for the students as they got the opportunity to listen from industry person how Performance Management System works and what are the challenges faced in developing good and effective Performance Management System.





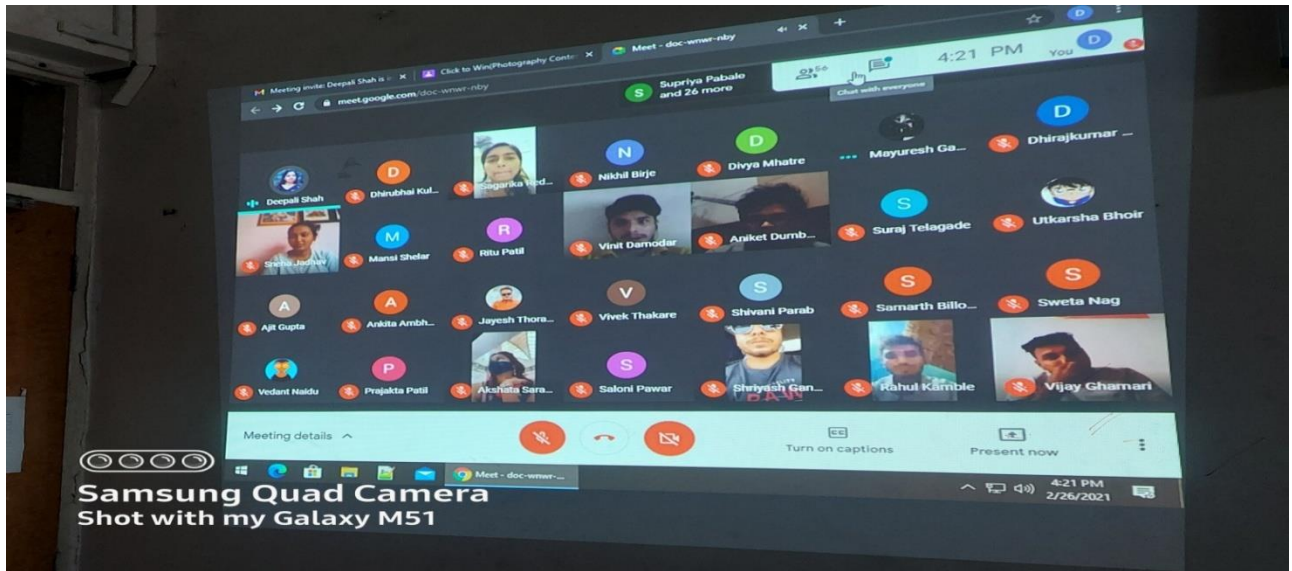
“Challenges faced in Industry & How to be Industry Ready”:

on 20th February 2021, from 2.00 PM to 4.00 PM, webinar on “Challenges faced in Industry & How to be Industry Ready” by Ms. Sheetal Sharma was conducted through Google classroom as due to pandemic students were not allowed to come to the campus. Session was interesting and interactive for the students as they got the opportunity to listen from an industry person. Also how to perform in industry, what are the future challenges and which skills they should learn while studying the MMS course.



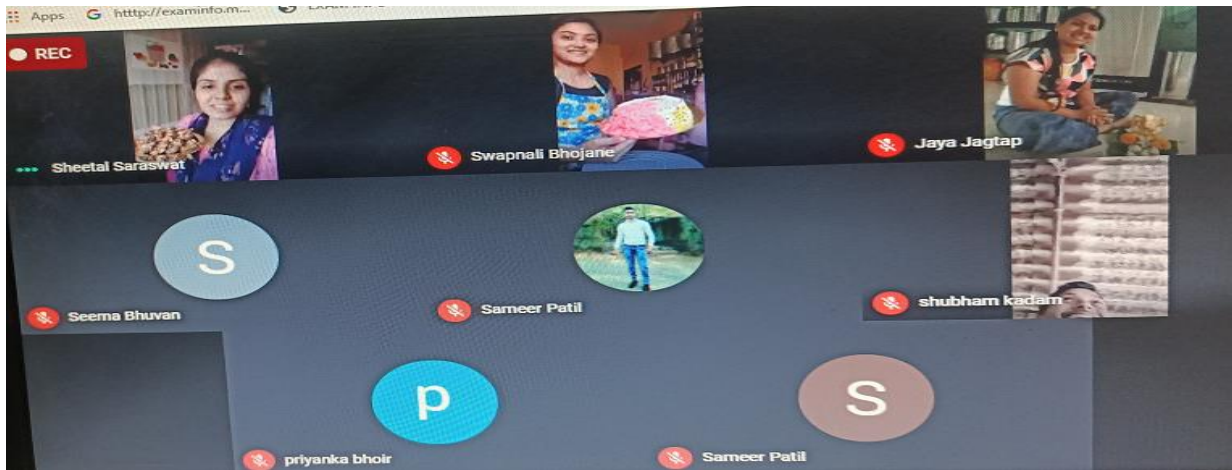
Click to Win:

NCRD's Sterling Institute of Management Studies organized "Click to Win" Photo Contest on 26th February 2020 through Google meet. It was a creative event at which the participants got an opportunity to capture the Photos and submit the photographs that celebrate what studying at Sterling Institute of Management Studies campus means to them by showing both the academic and social side of campus



Food Festival (Virtual):

NCRD's Sterling Institute of Management Studies always give importance to student creativity and motivate students to participate in different activities. Even if Covid-19 Pandemic was there using online platforms like zoom and Google-meet an amazing mouth watering '**Food Festival**' was organized as a part of **Cultural week**. Students participated and two rounds were conducted where students shown live preparation of recipes prepared by them. Judges examined and asked questions and based on appearance and respective theme declared winners and cash prizes were given.



Students showcasing their dish

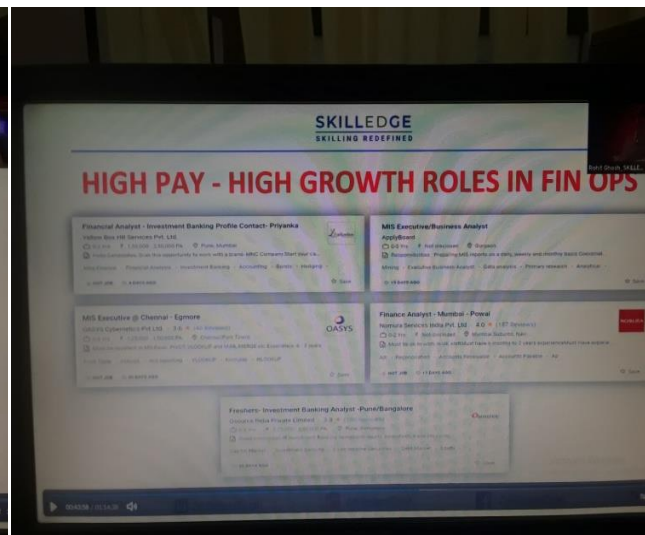
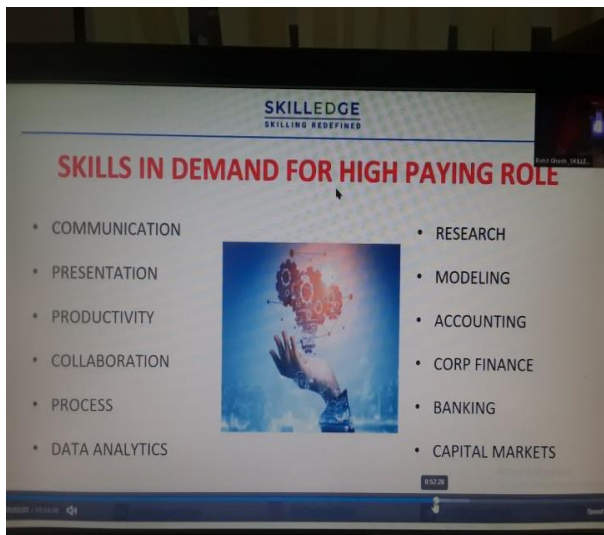
Quiz on General Management & Awareness of Covid-19:

On 22nd April, 2020 Honorable PM Shree Narendra Modi announced lockdown to fight against corona. Janta curfew was also announced for the same cause. Hence at this time our team decided to make this time productive by conducting some creative activities. We decided to spread awareness by conducting quiz through Google forms. With motive to engage students to remain connected to their academics we also made quiz interesting by including questions related to different aspects of management.

This quiz was open for all students and faculties members in and round Mumbai and was administered for three day. In all 556 participants participated in the quiz.

“New Age High Paying Finance Jobs” in collaboration with Skill Edge - Skilling Redefined, Mumbai :

On **22nd April 2021**, from **10.00 am to 11.30 am** a webinar on **“New Age High Paying Finance Jobs”** by **Prof. Rohit Ghosh** was conducted on Zoom. On behalf of the Sterling Institute of Management Studies **Mr. Sanjeev Ashar, Training & Placement Officer** introduced and welcomed Mr. Ghosh for the webinar. Mr. Rohi shared in detail about emerging high paying finance jobs for MBA/MMS students. He started with what is the difference between a profile of a Chartered Accountant and MBA, Finance and what industry expects from MBA finance candidates. He explained that how job scenario is changing frequently and what are the skills required to be employable. He also discussed about latest recruitment trends in the field of finance and role of analytics. He made students understood that what are the skills required for analyst job roles and once they do the certifications what salaries they can expect for analyst job.



Full Stack Development:

On 20th March 2021, From 3.30 pm to 5.30 pm A webinar on “**Fullstack Development**” by **Prof. Rohit Ghosh** was conducted on 20th March 2021, from 3.30 pm to 5.30 pm using Zoom platform. On behalf of the Institute Mr. Sanjeev A, TPO (NCRD's SIMS) introduced Prof. Ghosh and welcome address was given. The session was very interactive. He gave information on Full Stack Development. He explained need of full stack developer in industry because a full stack web developer eliminates the need to hire individual role-specific people by handling the entire application themselves. He also focused on salary package offered to full stack developer in industry. He concluded session by saying that the best way to become a full stack developer is to specialize in either Frontend or Backend while having a working knowledge of the other and then keep improving the other part over time

Insights and Readiness for the Industry:

The Lecture was organized on 02/12/2020 in order to groom the students for ‘Insights and Readiness for the Industry’. To be market-ready and successful in Industry, there is a need to acquire skill sets through training, learning and development, and by embracing technology. Reena Maam guided the students on the aspects of to be Industry ready. Preparedness is a virtue that has always been cherished in every form of society, for it reflects one’s ability to be farsighted. Preparing in the event of an inevitable eventuality is something that has always led to success, from the individual level to that of entire civilizations. And as far as seeking the Right Job goes, being **Industry Ready** does go a long way in securing oneself with the opportunities of employment. Such being the scenario, corporate would be rather picky in choosing new recruits as a part of its workforce, a workforce whose existence and pride lay within its very skill. Therefore, the recruiters would seek a prospective candidate whose grasp of practical skills which are applicable to the industry is going to be more decisive, rather than just the theoretical knowledge on the subject

Faculty Development Programs

Women's Day 2020-21:

8th March is internationally celebrated as the "International Women's Day". International Women's Day has been celebrated at NCRD's Sterling Institute of Management Studies. Women faculties were encouraged to show their talents by sharing the stage for performing various activities like singing ,dancing etc



Facilitating with flower to Women staff

One Day Online Conference 2021:

This pandemic made us realize the importance of recognizing the true purpose of all our businesses and economies to serve the human needs. We realized the fact that in most of our endeavors, we are interdependent. Organizations have realized that they need to think and act beyond profit margins; they need to redesign their business strategies with a perspective to serve humanity. This conference is an open platform for industry professionals and academicians to uncover the issues and challenges faced by all of us.

NCRD's Sterling Institute of Management Studies organized online conference with Theme: "Learning's from the Pandemic and getting ready for the next one Issues & Challenges" on Saturday, 26th June 2021 during online conference there were two main sessions: - Inaugural Session and Technical Session.

During inaugural session Dr. Arjita Jain, Conference Convener, HOD, MMS Program, presented conference overview. Dr. Prashant Gundawar, Director, SIMS, proposed welcome address. He welcomed all the dignitaries and participants.

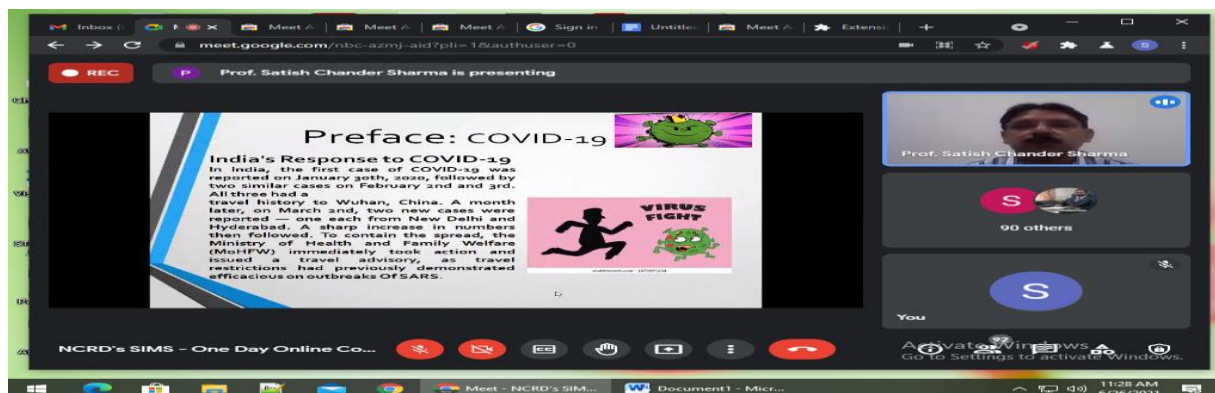
Dr. Satish Sharma, Chief Guest

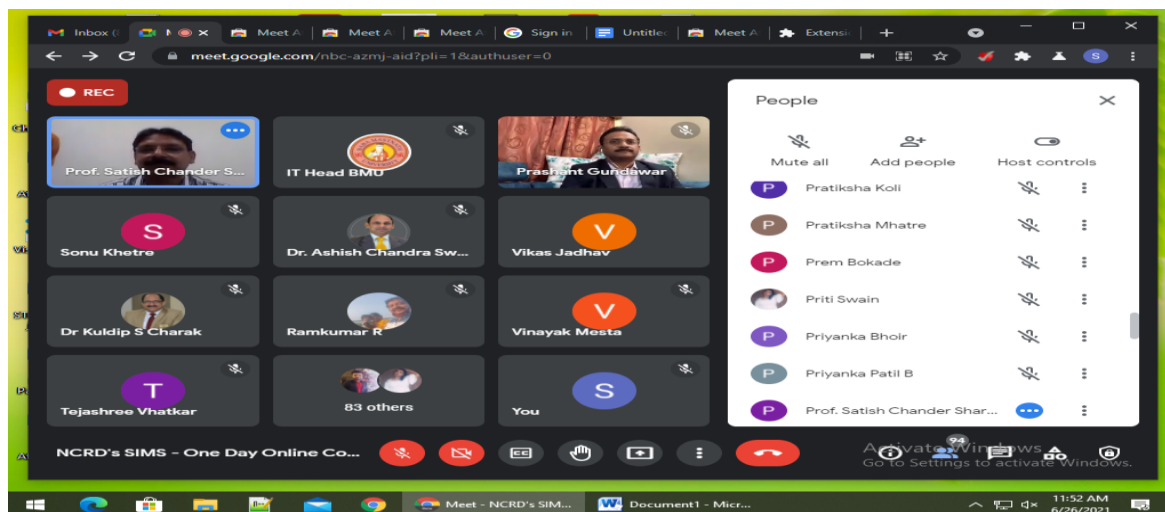
Dr. Kuldeep Charak, Guest of Honour

Dr. Ashish Chandra Swami, Guest of Honour

Dr. Divya Verma Gakhar, Guest of Honour

MMS and MCA faculties and students attended conference and presented research papers. Overall experience of first online conference was very unique and knowledgeable.





One Day FDP on Digital Marketing:

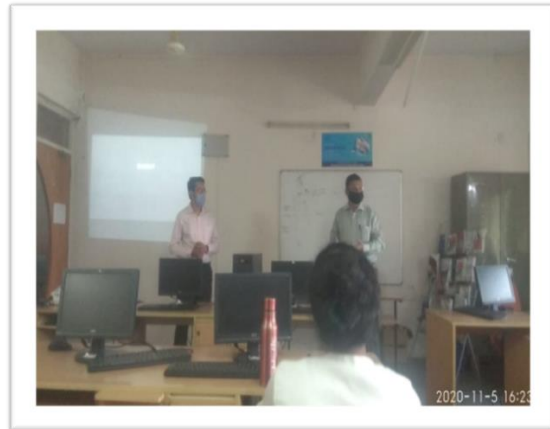
One Day FDP on “**Digital Marketing**” was held on 5th November 2020 at NCRD's Sterling Institute of Management Studies, Nerul, Navi Mumbai. At the outset Dr. Prashant Gundawar, Director, NCRD's Sterling Institute of Management Studies, Nerul, Navi Mumbai welcomed Mr. Akshay Pasalkar, Digital Marketing Consultant, resource person for the Faculty Development Program. Dr. Prashant thanked him for his consent for conducting this program in person, in spite of ongoing COVID-19 pandemic. He requested all the faculty members to strictly follow the government protocols of social distancing and take the maximum benefit from this program.

During the first session **Mr. Akshay Pasalkar** explained that Digital Marketing is an interactive marketing of products and services using digital technologies to reach customers on-time & retain them. He said that in today's time it is the most accessible, easy to use and contemporary method of promotion. Digital Marketing is also known as Online Marketing. He further explained that Search Engine Optimization (SEO), Social Media Marketing and Video Marketing, YouTube, Facebook etc.

This One Day FDP was indeed a great learning experience for all the faculty members. Everyone realized whether for an individual or an institute Digital

Marketing is the need of the hour. This FDP was really beneficial for all the participants.

During this One Day FDP participants learnt the importance of Digital Marketing. This FDP was an immense learning opportunity for all the participants.



Mr. Akshay Pasalkar , FDP Resource Person along with Dr. Murlidhar Dhanawade

Institute Social Responsibility

Food Distribution:

This activity was conducted to help the needy during the Pandemic situation. It was conducted in association with Dreamalive Relief Foundation. Students were asked to drop the food packets or food items at Dreamalive office in Ulwe, sector 17. NCRD's Sterling Institute of Management Studies, Nerul conducted this activity with the students and staff members. Further the food packets were distributed to seventy people in Vashi behind Kerala House by the volunteers of Dreamalive Relief Foundation.



Cloth Distribution Activity:

A program of free distribution of reusable cloths, warm cloths and blankets was organized jointly with Dreamalive Relief Foundation by MMS and MCA students.

Students collected and donated used cloths and blankets. Students participated enthusiastically and came to know about their social responsibilities.



Volunteers of NCRD's SIMS and Dreamalive Relief Foundation Distributing Cloths

Ration Kit Donation:

Covid- 19 Pandemic has created a huge impact on the lives of people, especially the below poverty line people have suffered a lot. A caring initiative was taken by the staff and students of NCRD's SIMS towards them.



Ration Kit for distribution