



# ASTUTE

NEWSLETTER, July 2020 (1-15)

I  
I  
M  
S



# Contents

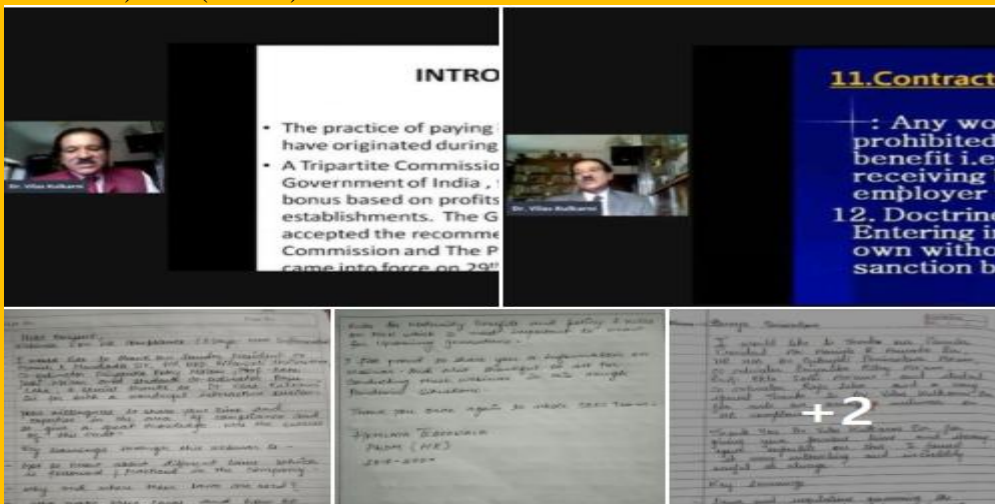
- MDP on HR statutory compliances
- Webinar on Digital Marketing
- International Conference
- Induction 2020
- Campus Placement

## MDP on HR Statutory Compliance (2-4 July, 2020)

“Blessed are those HR Leaders, Who have the Knowledge of Compliances”  
HR Department of IIMS, Pune organized a three 3 days, e-Certification program on HR Statutory Compliances on 2<sup>th</sup> - 4<sup>th</sup> July. It was a national level MDP where participants from Kolkata, Nagpur, Pune, Indore, Bhopal, Bhilai, Varanasi, Orissa, Patna, Mumbai, Tirunelveli, Jhansi, Latur, Narsinghpur, Jabalpur, Jalgaon, Coimbatore and Guwahati attended took part. The MDP was conducted by Dr. Vilas Kulkarni.

### KEY COMPLIANCES COVERED WERE:-

- Employee Compensation Act-1923
- ESIC Act-1948
- Minimum Wages Act -1948
- Shop and Establishment Act-1948
- PF Act -1952
- Maternity Benefit Act-1961
- Bonus Act -1965
- Gratuity Act-1972
- Sexual Harassment of Women at Workplace (Prevention, Prohibition & Redressal) Act (POSH)-2013



## Webinar on Digital Marketing (3<sup>rd</sup>-5<sup>th</sup> July 2020)

Digital marketing is the need of hour and marketing management students are expected to be aware of digital marketing tools and techniques. Marketing Department of IIMS took the initiative of making students comfortable with digital business tools. The three days workshop was conducted by .Dr Nimit Gupta, expert of Digital marketing for cover the following topics

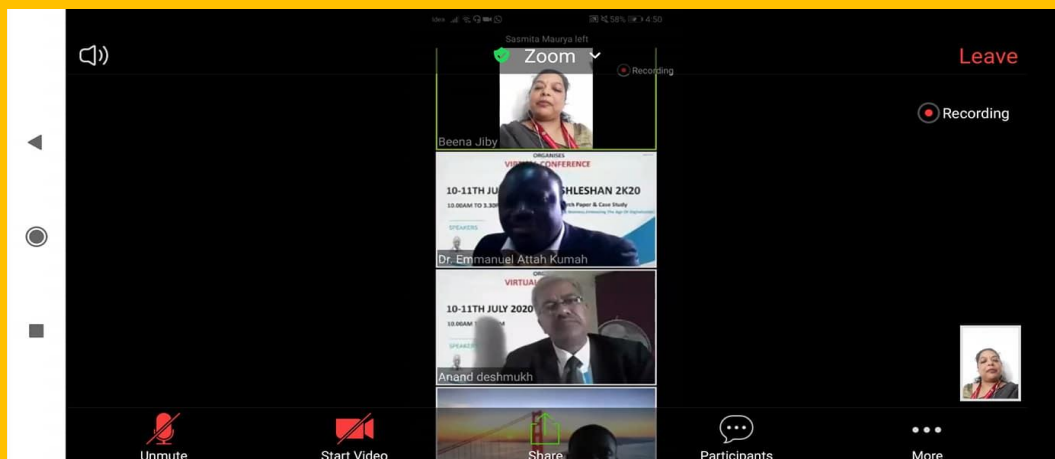
SBU's, FOMO, SEO & SMM, PPC & CPC, SEM, Paid listing, organic listing concept, Digital Marketing Campaign, Digital Marketing Funnel, Career opportunities in Digital Marketing

The webinar was well appreciated by all the attendees as they get to know many new things about digital marketing platform to excel in their respective career.



## Vishleshan 2k20- International Conference (10<sup>th</sup> -11<sup>th</sup> July 2020)

C.K Prahalad Research Center of International Institute of Management Studies has conducted 2 days international conference on “Rethinking Business, Embracing the age of Digitalization” on 10<sup>th</sup> and 11<sup>th</sup> of July 2020. day-1 of International Virtual Conference (Research and case studies). The eminent Chief guest for the conference was Dr. Emmanuel Attah Kumah, Aggregate Professor of Finance and Accounting & Program Director, Nobel International Business School, West Africa. Keynote speaker for the day was Dr. Parag Kelkar, Dean Savitribai Phule Pune university and Dr. Amarendra sahu, ExRegional Director, RBI and Chairman, Atom Technologies, Session chair Dr. GV Subba Rao. The session was inaugurated by a welcome speech by Dr. Tripti Sahu, Director, IIMS. followed by speeches of key note speakers and the chief guest. Vishleshan 2k20 got overwhelming response from India and abroad. We have received more than 100 research papers and cases for our conference. Research papers were from all over India, We also received papers from Mexico, West Africa, Indonesia, Malaysia. The day witnessed some extraordinary research papers from varied fields of management and offered a great learning experience for all.



The second day of conference was dedicated to case studies from various streams of management. The chief guest for the day was Dr. Jose G Vargas-Hernandez Professor Investigator Department of Administration Centre University de Ciencias Económicas Administrative University of Guadalajara Mexico. Track chair for the session were Dr. Mayanka Sharma, Dr. Emmanuel Attah Kumah, and Dr. Anand Deshmukh . Second day started with the welcome address by Dr. Dhananjay Baghul, Director SBIIMS. followed by speech of Chief Guest, Dr. Jose G Vargas-Hernandez. The second day also saw some wonderful case studies of the real world expressing the burning issues and problems faced by the corporate world and the society at large.



The two days conference concluded with the announcement of names of winners of research papers. The first prize for the best paper award was given to Dr. SHEELA MARY, second prize was won by Ms. DIPALI DALAVI And the third prize was claimed by Dr. KISHORI KASAT and the best case award was given to DR. NIDHI GIRAHIYA. The two days conference ended with a vote of thanks proposed by Dr. Lokesh Arora, HOD, Marketing IIMS.

## Induction Program (13<sup>th</sup> July 2020)

IIMS welcomed the batch of 2020-2022 with a warm heart, the new batch of PGDM started from 13<sup>th</sup> of July 2020. The online induction program started with the Director's address, where she took students to the journey induction. The induction program was designed to make students comfortable with the work culture of the organization and to make them ready to face the challenges they will encounter during their preparation for the corporate world. The program was well taken by the new students and brought the best out of them in the induction period.

# CAMPUS PLACEMENT

s.no	Students name	Specialization	Company name
1	Rakesh Kabiraj	Marketing	Vardhan Lifestyles
2	Nazneen Panwar	HR	Live Health Pvt Ltd

**Dr. Tripti Sahu**  
Head,  
C.K. Prahalad Research &  
Innovationcell IIMS, Pune  
International Institute of Management Studies  
Survey no. # 54 Nere  
Marunji, Near Hinjewadi  
Infotech Park, Pune –  
411057  
[www.iimspune.edu.in](http://www.iimspune.edu.in)  
[research@iimspune.edu.in](mailto:research@iimspune.edu.in)