

**GREEN HEAVEN INSTITUTE OF  
MANAGEMENT AND RESEARCH**

**M.B.A.**

**ANNUAL ACTIVITY  
REPORT**

**2013-14**



**Rui, Near Hotel Sun-n-Sand, Wardha Road,  
Nagpur**

From The Director's Desk

It gives me immense pleasure to present Annual Activity Report of our institute, GHIMR for the Academic year 2013-14.

The academic year 2013-14 was equally challenging for GHIMR. We have been through a journey of redefining our academic values in these competitive times. During the year we have streamlined the academics and tried best to strengthen the brand value through nurturing relationship with trust.

GHIMR is inspired by the opportunity to serve a purpose and create enduring value for its stake holders. This abiding vision has spurred vitality to ensure a substantial and growing contribution to the Management (course).

Being in education field our prime object is to provide best education to our students and value to stake holders. Towards this, GHIMR has taken up various academic and non-academic activities for promoting students during the academic year 2013-14.

GHIMR vision to create enduring value has been powered by strategies that are put before you in this Annual Report.

During the year GHIMR has won accolades in recognition of excellent performance as an emerging brilliant B-school. In addition to this, our GHIMR was listed among 10 top emerging Management Institutes by AICTE CII survey in India, also received Brand Academy Education Excellence Award-2013 and a feature on the Institute covered by HER magazine, Bangalore 2014.

In the end, I take this opportunity to express our gratitude to all the stake holders for being with us and providing the opportunity to serve the society at large. I assure that we will continue to remain committed to deliver more value in future.

Yours sincerely,

Dr. T. Kalyani  
Director

*CURRICULAR  
ACTIVITIES*

## **"Ankur 2013" - Induction program**

ANKUR, an Induction Programme was conducted from 1<sup>st</sup> Aug 2013 to 8<sup>th</sup> Aug 2013 for the new batch. The Week-long Program commenced with the Inaugural Ceremony where the President, Madam Kavita Sharma declared the session open. This was followed by an Academic overview by the Academic Coordinator.

Guest Faculty Prof. HariomPuniyani, was invited to give important tips to the students on "Winning Strategies". "Innovations-The success Mantra" was taken up by Mr. Deepak Menaria. This was followed by Session on Communications skills.

Last day of the Induction Program was devoted for the students to showcase their talents. Hence, various competitions like- Skit competition, Talent Hunt, Collage making & Ad Mad show were conducted. Prizes were given to the winners.





# Industrial Tour

## 1. SMV Beverages Pvt Limited, MIDC, Saoner -the bottling franchisee ofPepsicoIndiaLtd .

***Date: 21<sup>st</sup> September 2013***

An Industrial tour for sem II students was organized to give them an understanding of the overall working, management and operation of the plant. The students also appreciated the sensitivity of the company towards environment and understood the efforts taken by the company for environmental protection.

The students expressed their gratitude towards Mr Sumit Halder, Executive Director of the Company for allowing the visit and the Staff of SMV Beverages for their valuable cooperation and guidance.



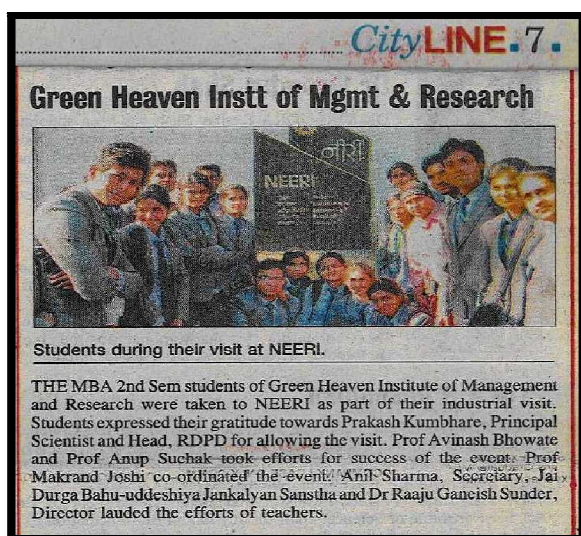
## 2. National Environmental Engineering Research Institute (NEERI)

***Date : 28th Jan 2014***

The MBA 2<sup>nd</sup> Sem students of Green Heaven Institute of Management and Research got a real time experience of environment management when

they visited NEERI, the environmental engineering and research centre in Nagpur. The students were elated to know the various environmental initiatives taken up by NEERI and expressed trust and confidence. The students also appreciated the sensitivity of the NEERI officials towards environment and understood the efforts taken by them for environmental protection.

The students expressed their gratitude towards Mr Prakash Kumbhare, Principal Scientist and Head - RDPD, for allowing the visit and the Staff of NEERI for their valuable cooperation and guidance.



## *Guest Lectures*

Date	Name of the Speaker	Designation	Topic
2 <sup>nd</sup> Aug'13	Prof.HariomPuniyani,	Asst.Professor,Hislop College	Winning Strategies
4 <sup>th</sup> Aug'13	Mr. Deepak Maneria	Founder Chairman, A-1 Foundation	Innovations-The success Mantra
10 <sup>th</sup> Aug'13	Mr Pramod Dubey, &Mr .Rishi Chourasia	Director and Founder & Director, Management Vikalp	Banking as Career
17 <sup>th</sup> Aug'13	Mr. Sanjay Jog,	Business Head, Times Of India	Make the Most of Your MBA

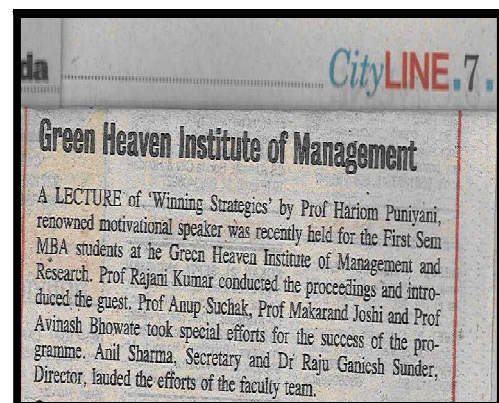
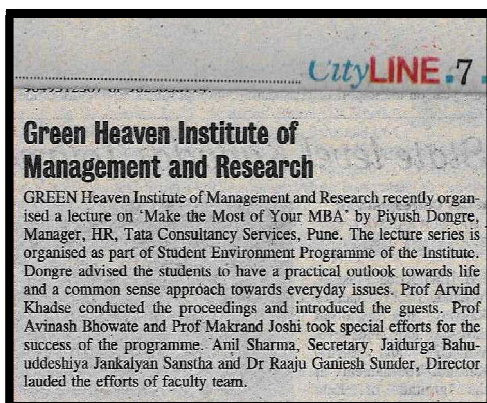
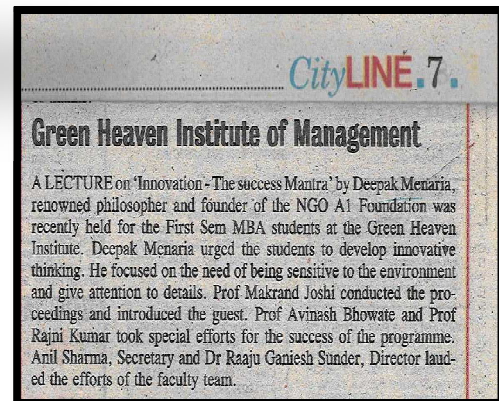
14 <sup>th</sup> Sep'13	MsNeelamChouksey	Advisor,Money Institute Pvt. Ltd.	Investor's Awareness Program
10 <sup>th</sup> Oct'13	Mr Gaurav Namjoshi&Mr Arun Sahu	Director, VistaMind, Nagpur	Banking as Career
16 <sup>th</sup> Nov'14	Mr. Piyush Dongre,	Asst. Manager,TCS,Mumbai	Expectations of Industry from MBA Graduates
22 <sup>nd</sup> Jan'14	Mr.Pramod Dubey &Mr.Rishi Chourasia	National Skill Development Corporation (N.S.D.C.)	Seminar on National Skill Certification and Monitory Award Scheme



24 <sup>th</sup> March'14	Mr Shrikant Deshpande,	Regional Coordinator, Maharashtra Knowledge Corporation Limited (MKCL).	Use of IT in Management
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# Placements 2014

## Placement at a Glance

No of Eligible Students	105
Number of Students Registered for Placement Assistance	44
No of Students Placed	38
No of Companies in GHIMR Campus	10
Open Campus Interviews	14
Highest Package	4.25 Lakhs Per Annum
Lowest Package	0.84 Lakh Per Annum
Average Package	1.52 Lakh per Annum

## Recruiting Companies

<i>Companies visiting GHIMR Campus</i>	<i>Companies offering Open Campus</i>
Axis Bank Ltd	Standard & Poor Capital IQ
Morphus Human Resource Consultants	Impart Education
All India Reporter Pvt Ltd	Asahi India Map Auto Glass Limited
AAKG Security Solutions Pvt Ltd	Bajaj Finance Ltd
Pride Group of Hotels	Just Dial
Samruddha Jeevan Cooperative Society	HDFC Bank Limited
Shri Gajanan Builders and Developers	Kotak Mahindra Bank
Angel Broking Ltd	HDFC Life
Indus Ind Bank Ltd	Edelweiss Broking Limited
Bizporto.com	Lai Televentures
	HDFC Sales
	Metro Services
	Integra Eduventures
	M-Power Solutions



## *Summer Internship Program (SIP) 2013*

The Summer Internship Program was successfully completed with the help of Faculty Guides and Company Guides. The internship was divided in two parts – Company Orientation and Executive Training. The students were made well aware about the organization and working of their respective companies and then undertook executive training. The progress of the students was monitored by the Faculty Guides from GHIMR and Company Guides from the respective companies. Following are the salient features.

1. SIP registration of Students was completed by 31<sup>st</sup> March 2013.
2. SIP Fair was held on 27<sup>th</sup> and 28<sup>th</sup> June 2013. Total 13 companies participated.
3. SIP Orientation Program was held on 29<sup>th</sup> June 2013. Students were apprised of the importance of SIP, the SIP Process, SIP Report and code of conduct during SIP.
4. SIP began on 1<sup>st</sup> July 2013 and ended on 24<sup>th</sup> August 2013.
5. SIP Presentation was held from 1<sup>st</sup> Sept to 7<sup>th</sup> Sept 2013.
6. SIP Evaluation was completed by 30<sup>th</sup> September 2013.

### **SIP 2013 at a Glance**

No of Students Registered for SIP	145
<b>% of Students Successfully completing SIP</b>	<b>100%</b>
No of Companies Participating in SIP 2013	78
No of Sectors Covered in SIP 2013	32



# RESULT 2013

## WINTER BATCH 13-14 MBA SEMESTER-I

Subject Name	Total Students	%
Principles of Mgt	145	67.58
Managerial Economics	145	71.03
Financial Accounting	145	42.06
Environment Magt	145	79.31
Quantitative Techniques	145	48.27
Business Legislation	145	73.79
Communication Skills	145	100
Computer for Managers	85	100
Field Study	60	100

TOTAL STUDENTS APPEARED	% Pass
145	28.97

## WINTER BATCH 13-14 MBA SEMESTER-III

Subject Name	TotalStudents	% Pass
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STRATEGIC MGT	105	80
IB	103	90.29
ED	106	88.67
SIP	107	100
COMMUNICATION SKILL	107	100
APTITUDE DEVELOPMENT	83	100
BUSINESS PLAN	24	100
FM1	72	50
FM2	72	69.44
MM1	88	96.59
MM2	88	88.63
HRM1	37	83.78
HRM2	37	89.18
ITM1	3	33.33
ITM2	3	100
IBM1	7	100
IBM2	7	85.71
OM1	7	100
OM2	7	100

TOTAL STUDENTS APPEARED	%Pass
103	58.25

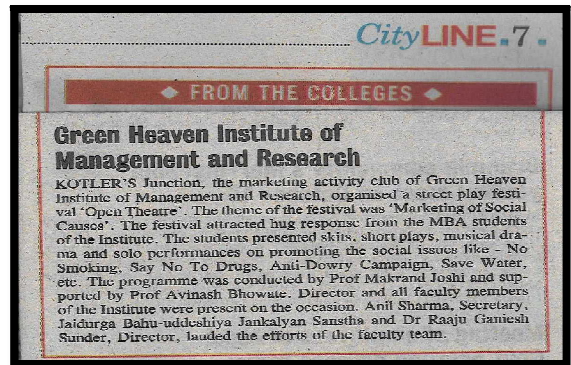
# CO-CURRICULAR ACTIVITIES

Sl.No	Date	Event	Activity
1	15.08.2013	Independence Day Celebration	<ul style="list-style-type: none"><li>• Flag Hoisting by Mr Anil Lonkar, MD Rasoya Proteins Ltd</li><li>• Release of the Biyearly College Magazine "Odyssey" (Feb-Aug 2013)</li></ul>
2	31.08.2013	Kotler's Junction – Open Theatre	<ul style="list-style-type: none"><li>• Skit Competition on various social issues</li><li>• Prize Distribution</li></ul>
3	05.09.2013	Teacher's Day	<ul style="list-style-type: none"><li>• Felicitation of the members from</li></ul>

		<b>Celebration</b>	<b>the Management, Faculty and staff</b> <ul style="list-style-type: none"> <li>• <b>Cultural Program</b></li> </ul>
<b>4</b>	<b>28.09.2013</b>	<b>Fresher's Party</b>	<ul style="list-style-type: none"> <li>• <b>Welcome of the New Batch</b></li> <li>• <b>Cultural Program &amp; Games</b></li> <li>• <b>Selection of Mr. &amp; Ms. Fresher</b></li> </ul>
<b>5</b>	<b>14.10.2013</b>	<b>GARBA CELEBRATION</b>	
<b>6</b>	<b>23.01.2014</b>	<b>Parent Teachers Meet</b>	<ul style="list-style-type: none"> <li>• <b>Discussion about the performance of each student</b></li> <li>• <b>Parent's role in student's performance</b></li> <li>• <b>Query Handling session</b></li> </ul>
<b>7</b>	<b>26.01.2014</b>	<b>Republic Day Celebration</b>	<ul style="list-style-type: none"> <li>• <b>Shri. Gary Stacey, DGM (HR/IR) NECO Group of Industries</b></li> <li>• <b>Release of the Biyearly College Magazine "Odyssey" (Feb-Aug 2014)</b></li> </ul>
<b>8</b>	<b>14.02.2014</b>	<b>ED Cell Activity</b>	<ul style="list-style-type: none"> <li>• <b>Development of entrepreneurship and selling skills among students</b></li> <li>• <b>Convincing customers and selling their products</b></li> </ul>
<b>9</b>	<b>25-28<sup>th</sup> Feb 2014</b>	<b>ENCORE</b>	<ul style="list-style-type: none"> <li>• <b>Inter-collegiate Academic, Cultural &amp; Sports Event</b></li> <li>• <b>Participation of 5000 students from 200 colleges</b></li> </ul>
<b>10</b>	<b>08.03.2014</b>	<b>Foundation Day Celebration</b>	<ul style="list-style-type: none"> <li>• <b>Dr D K Agrawal, Ex-Dean - Faculty of Engineering, RTMNU, was the Chief Guest.</b></li> <li>• <b>Dr N D Choudhary, Senate Member of RTMNU was the Guest of Honour.</b></li> <li>• <b>Felicitation of the President, Madam Kavita Sharma and Shri. Anil Sharma, Secretary, JBJS</b></li> <li>• <b>Cultural Program by the MBA and B.Ed students</b></li> </ul>
<b>11</b>	<b>08.03.2014</b>	<b>Blood Donation Camp</b>	<ul style="list-style-type: none"> <li>• <b>Organized by MBA student volunteers of NSS</b></li> <li>• <b>32 people (including Staff and students) donated blood</b></li> </ul>

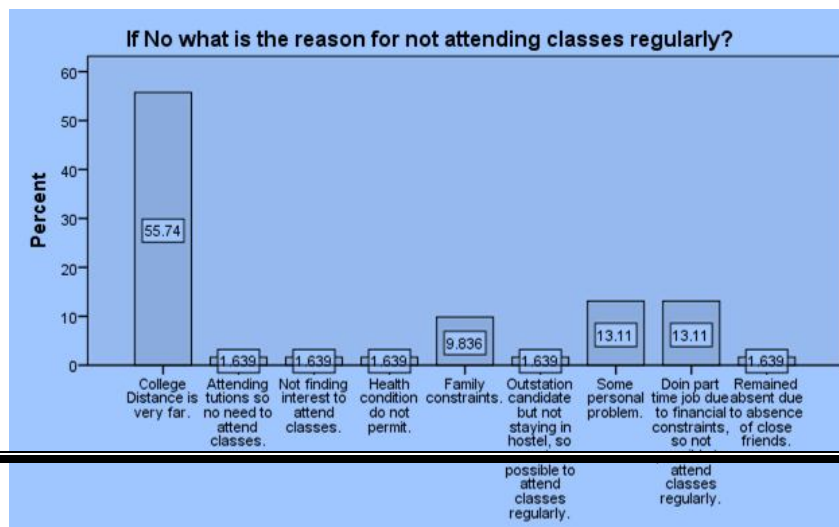
12	08.03.2014	International Women's Day	<ul style="list-style-type: none"> <li>Prominent women achievers including industrialist Mrs. VijayashreeKhanorkar, Award winning Pathologist of GMC Dr Meena Mishra, Social Worker of repute Mrs Asha Pandey, and Corporate Manager Mrs Nandita Chopra Narang were honoured and felicitated on this occasion for their outstanding achievements and service to the society.</li> </ul>
13	06.04.2014	Health Check-up Camp	<ul style="list-style-type: none"> <li>Organized with an objective of instilling social responsibility in the young minds</li> <li>Renowned doctor,Dr.MukeshDipani along with his team of 6 doctors provided free check-up and medicines to the villagers</li> <li>218 villagers, mostly women, children and senior citizens benefitted from the camp</li> </ul>
14	12.04.2014	"SAFAR"-Farewell Function	<ul style="list-style-type: none"> <li>Farewell to the seniors</li> <li>Cultural Program &amp; Games</li> <li>Selection of Mr.&amp; Ms. Farewell</li> </ul>
15	13.05.2014	GHIMR Alumini Meet	<ul style="list-style-type: none"> <li>Election &amp; formation of the Executive Committee</li> <li>Laying down functions of the members</li> </ul>





## Surveys Conducted

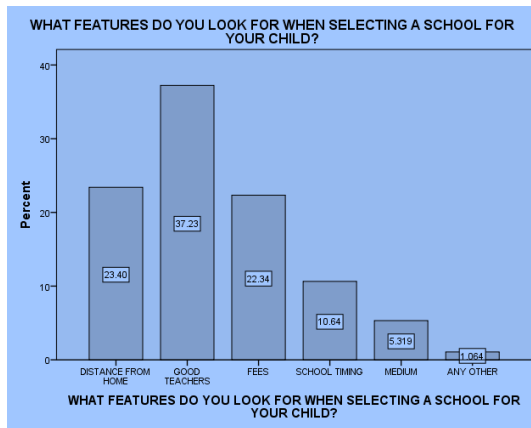
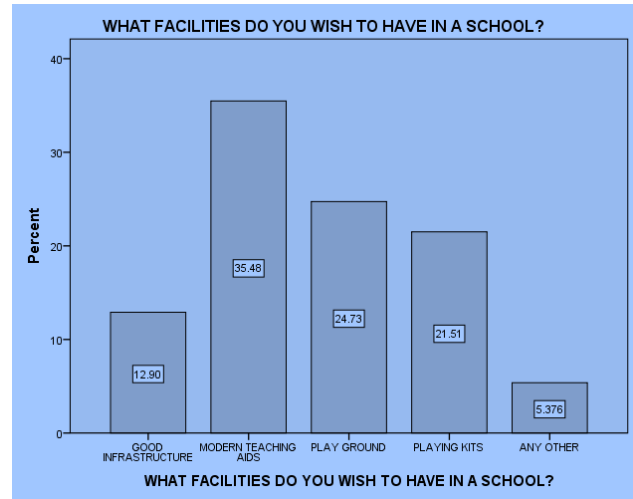
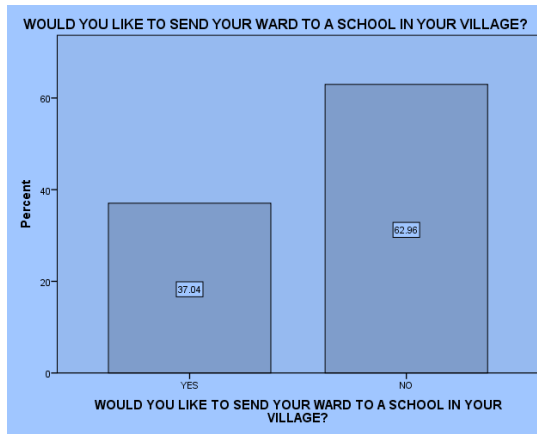
### 1. To study the reasons for low attendance in the class



A study was conducted among students of both the semesters to find out the reasons for low attendance in the class. Data was collected through questionnaire

method and analysis of the same is done. The analysis shows that 56% of the students are unable to attend the college because of the distance. According to them, though the bus facility is provided by the college, it is only for to and fro. If they wish to go back in between, they fail to do so due to lack of transportation facility.

## 2. Feasibility study of starting a School



A survey was conducted to study the feasibility of starting a school in the village. Data was collected through questionnaire. It was found that 97% of villagers send their children to school. Many villagers have shown their interest in sending their children to schools with modern teaching and technological aids with good teachers. Therefore, it seems that there is a scope for new school to come up in the area.

## ACHIEVEMENT

1. Recipient of the Brand Academy Education Excellence Award-2013, for "Fast Exerging Private Institute in Vidarbha" by Brands Academy, New Delhi.
2. Listed among the top 10 Emerging Management Institutes in India and the only Emerging Management Institute in Western India by AICTE-CII, survey of India linked technicall Institutes 2013.
3. As per the survey conducted by Higher Education Review (HER), Bangalore 2014, GHIMR has been ranked as one of the top 50 Management Institutes in India and the only emerging Management Institute in Vidarbha.



## Top 50 B-Schools in India

B-School Name	Rank	Total Score	Estd. Year	City
Gian Jyoti Institute of Mgmt. & Tech	26	256.2	1998	Mohali
Dept. of Mgmt.Studies, Hindustan Univ	27	250.85	1994	Chennai
Galgotias Business School	28	249.13	2007	Greater Noida
Kristu Jayanti College of Mgmt. & Tech	29	248.06	2002	Bangalore
International School of Mgmt. Excellence	30	247.64	2005	Bangalore
IIM Business School	31	247.47	2005	Chennai
Vishwakarma Institute of Mgmt.	32	247.15	2001	Pune
IMS CDR	33	245.15	1990	Ahmed Nagar
DC School of Management	34	243.88	2002	Iducki
Accurate Business School	35	238.77	2006	Greater Noida
KCT Business School	36	232.33	2005	Coimbatore
GNA Institute of Management	37	231.81	2004	Phagwara
VAMNICOM	38	229.55	2003	Pune
Oxford College of Business Mgmt.	39	228.52	2001	Bangalore
Sri Krishna College of Engg & Tech	40	227.43	1998	Coimbatore
Atharva Institute of Mgmt.Studies	41	227.05	2003	Mumbai
K.S.Rangasamy Coll. of Arts & Science	42	226.41	1996	Namakkal
Green Heaven Inst. of Mgmt.& Research	43	222.65	2008	Nagpur
KSR College of Engineering	44	222.22	2006	Namakkal
APIIT Business School	45	222.02	2001	Panipat
People's Inst. of Mgmt.& Research	46	221.88	2004	Bhopal
Neville Wadia Inst. of Mgmt. Studies	47	220.64	1991	Pune
Bapuji institute of Engg. and Tech	48	220.08	1996	Davangere
Ballari Institute of Technology	49	219.68	1997	Bellari
Tezpur University	50	218.45	1995	Tezpur