

ATHARVA INSTITUTE OF MANAGEMENT STUDIES
(Affiliated to University of Mumbai, Approved by AICTE, DTE & Govt. of Maharashtra)
NAAC Accredited Institute

PRE – INDUCTION SCHEDULE – MMS – I BATCH 2023- 2025		
17th August, 2023 10 AM to 1 PM 2 PM to 4 PM	Basics of accounting Personality Development	Dr. Sudhir Purohit Prof. Amrita Mathews
18th August, 2023 10 AM to 1 PM 2 PM to 4 PM	Basics of accounting Personality Development	Dr. Sudhir Purohit Prof. Amrita Mathews
21st August, 2023 10 AM to 1 PM 2 PM to 4 PM	Basics of mathematics & Statistics Personality Development	Dr. Monika Shrimali Dr. Urvashi
22nd August, 2023 10 AM to 1 PM 2 PM to 4 PM	Basics of mathematics & Statistics Personality Development	Dr. Monika Shrimali Prof. Shivaangi Hemdev
23rd August, 2023 10 AM to 1 PM 2 PM to 4 PM	Glimpse of corporate culture Personality Development	Prof. Gyaanesh Kulkarni Prof. Shivaangi Hemdev
24th August, 2023 10 AM to 12 PM	(Programmming Mind) For success & Happiness Excel Session	Prof. Ganesh Apte Dr. Shubhi Lall

1 PM to 4 PM		
25th August, 2023 10 AM to 1 PM 2 PM to 4 PM	Excel Session Personality Development	Dr. Shubhi Lall Dr Urvashi
26th August ,2023 4:00 PM onwards	Visit to We Connect OR Desire A CSR Club activity	Prof. Leena & Prof Kajal with Students team

Prepared by: Dr. Reena Poojara

MMS – Program Coordinator

REPORTS OF PRE – INDUCTION SCHEDULE

MMS – I BATCH 2023- 2025

Date: - 17th August, 2023

Session 1: - 10.00 am – 1.00 pm

Conducted by: - Dr. Sudhir Purohit

Topic: - Basics of Accountings

Date	17 th August 2023
Venue	4 th floor ,Seminar hall 4 th floor , Phase 3 Building
Name of the Trainer	Dr. Sudhir Purohit Assistant Professor Atharva Institute of Management (AIMS) Department of Finance
Title of the Pre Induction Session	“ Basics of Accounting “

Dr. Sudhir Purohit had conducted Pre Induction session on 19th August 2023 at 10.00 am to 1.00 pm on the topic **Basics of Accounting**”.

The session continued with the revision of all basic concepts of accounting where all the terminologies were discussed along with the interaction with all the students present. Practical problems based on Journal entries and discussion on Primary and Secondary books of accounts were also discussed. The basic of how to frame a journal entry and narration were also discussed. The concept of depreciation, difference between the word profit, gain, income, expense and loss was also discussed in depth. Types of expenditure, whether to be called as capital, revenue or deferred revenue was also discussed.


The concept of Assets, Liabilities, Cash transactions, credit transaction, how they have an impact on the books of accounts, Accounting Standards and their impact on accounting was also discussed.

The session ended of full enthusiasm and some lighter moments of laugh and general discussion.

Key outcomes: -

1. The session ended experiencing the intelligent gathering of students and their in
2. The Session was carried out with current topics discussion by all participants



 GPS Map Camera



Mumbai, Maharashtra, India

Atharva Educational Trust, Atharva Back Rd, Malad, Charkop
Naka, Asmita Jyoti Housing Society, Malad West, Mumbai,
Maharashtra 400095, India

Lat 19.198122°

Long 72.825917°

18/08/23 11:44 AM GMT +05:30

Date: - 17th August, 2023

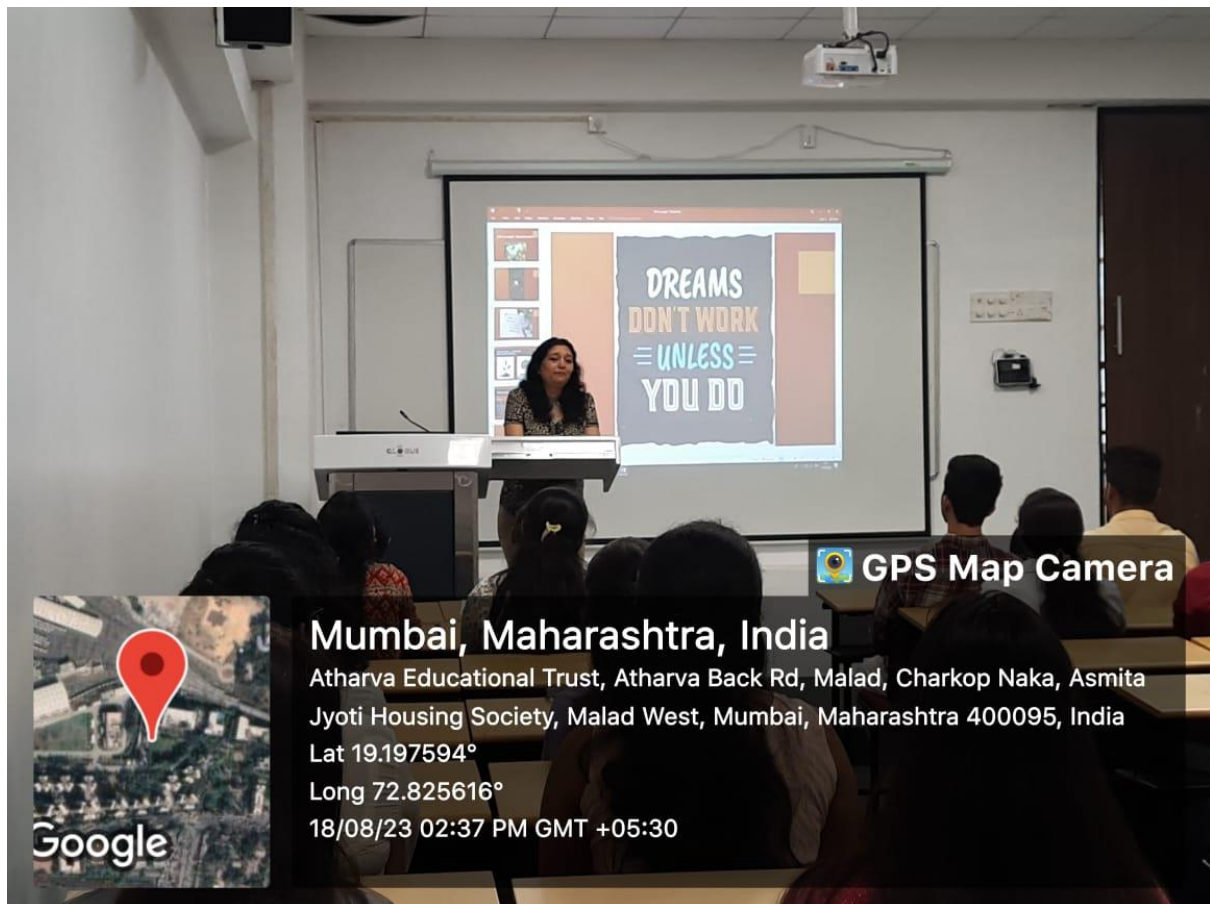
Session 2: - 2.00 pm – 4.00 pm


Conducted by: - Prof. Amrita Mathews

Topic: - Personality Development

First session was on " **You are smarter than you think**". The transition of identifying and measurement of intelligence from IQ to AI and further to Generative intelligence. The theory of Thomas Armstrong showed transition from IQ to multiple intelligence, which discussed the multiple facets of intelligence namely, word smart, music smart, logic smart, picture smart, Body smart, people smart, nature smart, and life smart. Each person is smart in multiple facets, proving we are smarter than we think. Further discussed the time of AI and Generative AI.





 GPS Map Camera



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Atharva Educational Trust, Atharva Back Rd, Malad, Charkop Naka, Asmita
Jyoti Housing Society, Malad West, Mumbai, Maharashtra 400095, India
Lat 19.197594°

Long 72.825616°

18/08/23 02:37 PM GMT +05:30

Date: - 18th August, 2023

Session 1: - 10.00 am – 1.00 pm

Conducted by Dr. Sudhir Purohit

Topic:- Basics of Accounting

Date	18 th August 2023
Venue	4 th floor ,Seminar hall 4 th floor , Phase 3 Building
Name of the Trainer	Dr. Sudhir Purohit Assistant Professor Atharva Institute of Management (AIMS) Department of Finance
Title of the Pre Induction Session	“ Basics of Accounting “

Dr. Sudhir Purohit had conducted pre induction session on 18th August 2023 at 10.00 am to 1.00 pm on the topic Basics of Accounting”.

The session started with introduction, the students introduced them along with their dreams and goals.

In the session, Dr. Sudhir interacted with the students of MMS Sem 1 and oriented them about the basic concepts of accounting.

Dr. Sudhir discussed the fundamental definitions and meanings along with the interaction with students about the **Golden rules of accounting, the concept of Single entry and double entry book keeping system with practice examples.**

The Concept of accounting was introduced with the origin and the need of accounting. The basic meaning of accounting was discussed. The basic meaning and difference between the word expense and cost was also discussed.

The concept of Debit and credit was discussed. The session was further conducted with “the on the spot” topic preparation from the Economic times newspaper and the students presented the topics of the newspaper connecting them with accounting and finance. The session ended with covering basic discussion and terms used in accounting

Key Outcomes:-

1. It was a rich experience and learning process for all the participants.
2. The Session was carried out with current topics discussion by all participants



 GPS Map Camera

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Jyoti Housing Society, Malad West, Mumbai, Maharashtra 400095, India

Lat 19.197944°

Long 72.826084°

18/08/23 11:41 AM GMT +05:30

Date: - 18th August, 2023

Session 2: - 2.00 pm – 1.00 pm

Conducted by: - Prof. Amrita Mathews

Topic:- Personality Development

The corporate world can often be likened to a jungle .

Certainly, the comparison between the corporate world and a jungle holds several parallels:

- **Competition:** Just as animals compete for resources in a jungle, companies and individuals in the corporate world compete for market share, customers, and opportunities.
- **Hierarchy:** Just as there's a hierarchy of species in a jungle, there's a hierarchy of positions and roles in corporations. The strongest or most skilled often rise to the top.
- **Survival of the Fittest:** In both settings, those who are adaptable, innovative, and able to learn quickly tend to succeed. Similarly, the "weakest links" can struggle to thrive.
- **Strategies and Tactics:** Both environments require the use of strategic thinking and tactics to outmanoeuvre competitors and achieve goals.
- **Risk and Uncertainty:** Just as the jungle is full of unknown dangers, the business world is fraught with risks, economic fluctuations, and unexpected challenges.
- **Networking and Alliances:** In the jungle, animals form alliances for protection or hunting. Similarly, networking and forming partnerships are essential for success in the corporate world.
- **Niche Specialization:** Just as animals carve out specific niches to avoid direct competition, businesses often specialize to target specific markets and demographics.
- **Leadership Styles:** Different animal species exhibit distinct leadership styles, and similarly, corporate leaders have varied approaches to leading their teams.
- **Resource Management:** Just as animals need to manage their resources in the jungle, companies need to efficiently allocate budgets, time, and manpower.
- **Adaptation:** Both environments demand adaptation to changing circumstances. In the jungle, animals adapt to weather and predators, while businesses adapt to evolving technologies and market trends.
- **Survival Skills:** Jungle inhabitants develop specific survival skills, and professionals in the corporate world must cultivate skills like negotiation, problem-solving, and decision-making.
- **Conflict and Cooperation:** Conflict and cooperation are prevalent in both settings. In the corporate world, there can be conflicts between employees or companies, but also cooperation within teams or partnerships.

Remember, while the analogy is useful, it's important to recognize that the corporate world has its unique dynamics and ethical considerations that differ from the natural world.



Date – 21st August 2023

Time – 10:00 AM to 1:00 PM

Topic – Introduction to Mathematics

Name of the Speaker – Dr. Monika Shrimali

The session conducted for MMS Semester I 2023-25 Batch students. Following topics have been covered in the session:

- A brief Introduction on Mathematics
- Key Symbols used in Mathematics
- Importance and Usage of Mathematics in personal and professional life
- Application of Mathematics in all the specialization like Marketing, Finance, HR, Operations and IT.
- A video to representing the role of Mathematics in Economy
- Few Corporate Examples of famous corporate leaders with good mathematics as a reason of success
- Activity – The Number Game
- Budget Planning – Students prepared their personal budget and explained it to everyone with proper justification of their expenses

Students understood the nitty-gritties of mathematics and even showcased their understanding through their performance in the activity.

Overall it was a great learning experience for students which will help them to develop their thinking process more logical and systematic in their professional life.



Date: - 21st August, 2023


Session 1: - 2 PM to 4 PM

Conducted by: - Dr Urvashi Ohri (Associate Professor)

Topic:- Personality Development

Aspiring Management students come with diverse thought process, background and perceptions. Hence it becomes imperative to help them adjust to the new environment and inculcate the ethos of the institution with a sense of larger purpose. With this perspective in mind an interactive session on **Business Communication** was conducted by Associate Professor Dr. Urvashi Ohri on Monday, 21 August 2023. In this session the students learned about the **importance of communication** process in corporate world. They learned basics about Business, types of economic activities, different modes of communication, active listening, control, confidence, clarity feedback etc. Concept based knowledge sharing took place with plethora of activities and fun games. Four activities were concluded namely 'Know yourself', Second activity was based on Verbal communication, after this activity, Non Verbal Communication Concept was taught to the students and post that an activity was conducted. In this activity "Dumb Charades" was played but with the twist, famous personalities name were specified in the piece of paper than one by one volunteers were asked to come on the stage and with the help of the sign language they were supposed to give hints to their class friends; in turn class had to identify the name of the personality that was hinted by a Volunteer? This was really a Brain Stormer for the students, and they absolutely adored it. Post this a Team Building Activity with the name "Don't Alaap Apna Raag" based on the core values of Atharva Trust i.e., One Goal for all. "One for all, all for One" was conducted by Dr. Urvashi Ohri. The objective of this fun game was to make them understand the importance of Standardization i.e., "One team One goal". With this team building activity the session came to an end. This session was the amalgamation of practical and theoretical aspects of Business Communication with case study, Ice Breaking session and fun activities, along with the conceptual learning in a very cordial environment where students not only learned new theories on communication but also developed a good rapport with their classmates in team building activities.



 **GPS Map Camera**



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Atharva Educational Trust, Atharva Back Rd, Malad, Charkop Naka, Asmita Jyoti
Housing Society, Malad West, Mumbai, Maharashtra 400095, India

Lat 19.19841°

Long 72.826005°

25/08/23 03:22 PM GMT +05:30

Date – 22nd August 2023

Time – 10:00 AM to 1:00 PM

Topic – Introduction to Statistics

Name of the Speaker – Dr. Monika Shrimali

The session conducted for MMS Semester I 2023-25 Batch students. Following topics have been covered in the session:

- A brief Introduction on Statistics
- Key Statistical Methods
- Importance and Usage of Statistics in personal and professional life
- Application of Statistics in all the specialization like Marketing, Finance, HR, Operations and IT.
- A video to representing the role of Statistics in Economy
- Few Corporate Examples of famous corporate leaders with good statistics skills as a reason of success
- Activity 1 – Russia – Ukrain War Impact – Statistical Facts
- Activity 2 – BIZMAP – Business Number Game

Students understood the nitty-gritties of statistics and even showcased their understanding through their performance in the activity.

Overall it was a great learning experience for students which will help them to develop their thinking process more logical and systematic in their professional life.



Date: - 22nd August, 2023

Session 1: - 2.00 pm - 4.00 pm

Conducted by: - Prof. Shivaangi Hemdev

Topic: Personality Development - Basics of Leadership

Activity : Role Play.

Session Details

The significant prerequisites of **Effective Leadership** were discussed with real life illustrations. Out of all the pre requisites discussed Assertiveness Quotient was explained in detail. The main focus of the session was how to acquire assertiveness skill in personal and professional life. Role plays were performed demonstrating the real corporate life situations to practice assertiveness as an important heuristics.



Date: - 23rd August, 2023

Session 1: - 10 AM to 1 PM

Conducted by: - Prof. Gyaanesh Kulkarni

Topic: Glimpse of corporate culture

**Brief Report - Glimpse of Corporate Culture, Pre-induction, 23.08.2023, AIMS Venue: Room # 6,
3rd Floor, AIMS**

The pre-induction topic presented by the undersigned was “Glimpse of corporate culture” for MMS new batch of 2023-25. Total 48 (approx..) students were present. The session began with a brief introduction of each student, followed by an interactive discussion on the meaning of culture, various cultures in the world, eastern vs. western cultures, diversity of Indian cultures, the cultures in employee-centric corporates vs. the corporates with high attrition cultures. Narrated on identification of cultures based on religious beliefs, geographic locations, education, work backgrounds, income/economic status, etc. Students were briefed on the western vs. eastern philosophies vis-à-vis the commonalities, the causes of retention vs. attrition, followed by C2C (college to corporate), Dos and Don'ts for the fresh MBAs in corporate life. And finally, the skillsets (blend of soft vs. hard skills) that are imperative for the management students when they enter the corporate world. The session was highly interactive, as almost 90% students participated in the discussions.

Prepared by: Prof. Gaanyesh Kulkarni



Date: - 23rd August, 2023

Session 1: - 2 PM to 4 PM

Conducted by: Prof. Shivaangi Hemdev

Topic: Personality Development - Being an Effective Negotiator.

Activity: Formulating and Presenting an effective Sales Pitch with live negotiations

Session Details

The main focus of the session was to understand the negotiation process and craft strong effective sales pitch through diverse mechanism as chosen by the student followed by live negotiation activity between the fellow students. Students enthusiastically presented an effective sales pitch by winning negotiations.



Date: - 24th August, 2023

Session 1: - 10 AM to 12 PM

Conducted by: Prof. Ganesh Apte

Topic: (Programming Mind) For success & Happiness

Report

Description

MIND PROGRAMING FOR SUCCESS AND HAPPINESS

Objectives:

Make students aware about possible hurdles, stress they may face in chasing their dreams/career. Meditation is a good tool to overcome such challenges. Inculcate habit of meditation.

Topics Discussed

- What is stress. Impact of stress on physical and mental health.
 - Real life examples of students facing depression, addiction to alcohol, drugs, committing suicide.
 - How to overcome stress.
 - Research done globally on meditation benefits.
 - Adoption of meditation in corporate world.
 - CEOs who follow meditation
 - videos on Meditation
 - Meditation process explained.
 - Meditation practice by students.
 - Sharing of experience by students
-
- This will inspire our students to practice meditation daily.

Glimpses



Date: - 24th August, 2023

Session 1: - 1 PM to 4 PM

Conducted by: Dr. Shubhi Lall

Topic: Excel Session

Excel session 1: Introduction to Ms Excel was given touching the main functions , formulation of formula, sort , filter and pivoting. Students were asked to do quick response questions on board and screen.

Date: - 25th August, 2023

Session 1: - 10 AM to 1 PM

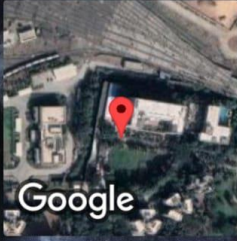
Conducted by: Dr. Shubhi Lall

Topic: Excel Session

Excel session 2: the students were taken to laboratory for warm up exercises. They were given online test to crack. After that, they were given a case based on fraud analytics wherein they had to find the insights to various questions. They learnt querying, filter and data analysis through this case based real-time database.



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Lat 19.197948°

Long 72.82569°

25/08/23 11:27 AM GMT +05:30

Date: - 25th August, 2023

Session 1: - 2 PM to 4 PM

Conducted by: Dr Urvashi Ohri (Associate Professor)

Topic: Personality Development

The objective of the Induction Program for the new batch of MMS was to make the students feel comfortable in their new environment, open them up, set a healthy daily routine, create bonding in the batch as well as between faculty and students, develop awareness, sensitivity and understanding of the self, peers around them and society at large. With these factors in mind Induction session was conducted by Associate Professor Dr. Urvashi Ohri on the topic **“TEAM BUILDING: THE ESSENCE OF EFFICIENT MANAGEMENT”** on Friday, 25 August 2023. The induction session started with the briefings on the importance of teams both at the micro and at the macro level, the meaning of team building, and its scope was explained to the students. In-order to make the session more absorbing Dr Urvashi presented an interesting case study on the brand **“KURKURAE”**.

She explained them that how Team building, and Business Research played a predominant role in the success of kurkurae and plethora of management lessons were understood with this case. This an interesting presentation was made by Dr Urvashi on Team Building which was based on age-old fable of **“Hare and Tortoise”**.

This engrossing session concluded with a statement that when we stop competing against a rival and instead start competing against the situation, we perform far before. This exercise stressed on following points: v Never give up when faced with failure. v Fast and consistent will always beat slow and steady. v Work to your competencies v Compete against the situation, not against a rival. v Pooling resources and working as a team will always beat individual performers. However, in-order to make the session empowering and challenging a replica on United NaFon General Assembly (UNGA) was created in the classroom and three groups were formed namely, India, Israel and USA. They were given the task to do research on the burning topic **“Ukraine-Russia War”** and what is the perspective and the stand of these 3 on it, how this war is affecting the World Economy.

Azer brief research on the topic teams were asked to do the group discussion on the said topic. This role play was very informative as students got an idea about the political environment, the stand of the prominent countries on the ongoing Russia-Ukraine War, How War is affecting their economies and that of world economy at the macro level. AZer this prolific round, the induction session got over. This induction session was very much holistic in nature taking into consideration the wide variety of learning apparatuses used for example the subject matter taught, case studies discussed and role play presented.



Induction Schedule

Date & Time	Session	Resource person	Faculty Incharge
28 th August,2023 10:00 AM to 12:00 PM	Inauguration	Dr. K.G. Narayankhedkar Ex – Chancellor, MGM Institute of Health Science Navi Mumbai	Dr. Reena Poojara
1:00 PM to 4:00 PM	Grooming for Greatness	Shariar Kareem	Dr. Reena Poojara
29 th August,2023 10:00AM to 12:00 PM	“Demystifying MBA “	Mr. Gaurav Ghelani Regional Head at Tata Consultancy Services And	Prof. Ganesh Apte & Ms. Renu Jaiswal
1:00 PM to 3:00 PM	“Corporate perspective of Effective Leader”	Ms. Avani Kochrekar Client Partner for Knowledge Management at Tata Consultancy Services	& Dr. Reena Poojara
	Personal Branding	Director, Dr. D. Henry	Dr. Reena Poojara
30 th August,2023. 10:00AM to 12:00 PM	Campus to Corporate	Mr. Anup Munshi Corporate Trainer	Dr. Vaibhav Patil
1:00 PM to 3:00 PM	HOD’s & Team Introduction & all Departments Briefing	ALL HOD & Faculties & Departments	Ms. Kajal Desai

Prepared by: Dr. Reena Poojara

Day 1 Report – 28th August 2023

Name of the event:
2023

INDUCTION PROGRAMME MMS BATCH

Faculty Coordinator:

Dr. Reena Poojara

Eager and dedicated students from the MMS batch of 2023-2025 gathered punctually at 9:15a.m. to start the first day of their induction program. The event was honoured by the presence of Dr K G Narayan Khedkar, who was warmly received by Dr D Henry and by Dr. Reena Poojara.

Then the MMS programme head that is Dr. Reena Poojara addressed the students with encouraging words. After brief introduction of the Director Dr D Henry, graced the stage to address the students with warm and encouraging words. Then students from MMS batch 2022-2024 performed a skit. After the brief introduction the Key Note Speaker Dr K G Narayan Khedkar were felicitated by Dr. D. Henry (Director of Atharva Institute of Management Studies).

Following that, the diligent hosts the student of MMS Sem 2 , Ms. Anshula Kolhe and Ms. Damini Singh, invited Dr K G Narayan Khedkar. He conducted an engaging and informative session with the students, he also spoke about Chandryan 2 mission where he said that it was not a failure, it was a learning experience for ISRO.

He further mentioned that never stop or get demotivated by failures, learning is a continuous process. During the session he also motivated the students by playing motivational videos of famous personalities like Wilma Rudolph who is a world record-holding Olympic champion who was suffering from Polio and how she became a world class athlete. He also played of videos Dr A P J Abdul Kalam's speech about leadership.

After generously sharing a treasure of knowledge and wisdom, an interactive session was organized, providing aspiring management students with the opportunity to seek further enlightenment. Subsequently, a brief photo session was arranged, symbolizing the conclusion of the first day of the Induction Programme for the batch of 2023-2025.

The vote of thanks was given by Ms. Mohini Ghag the student of MMS Sem 2.

Photos of the session:







Report prepared by: Ms.Damini Singh (MMS 22-24).

This session was conducted under the guidance of Dr. Reena Poojara.

Submitted to: Dr. D. Henry, Director, Atharva Institute of Management Studies

Report of 29th August, 2023

Enthusiastic and committed students belonging to the MMS batch of 2023-2025 arrived promptly at 9 a.m. for the second day of their Induction Program. The occasion was graced by esteemed guests, Mr. Gaurav Ghelani and Ms. Avani Kochrekar, whose arrival was warmly received by Dr. Reena Poojara. After their brief introduction they were felicitated by Dr. D. Henry (Director of Atharva Institute of Management Studies).

Gaurav Ghelani, Regional Head for Academic Interface Program at Tata Consultancy Services is responsible for managing relationship with Engineering and Management Institutes in India West & Central for TCS. He has an experience in outcome-based education, experiential learning and advising Engineering & Management institutes on bridging the industry-academia gap. Gaurav has a Bachelor's degree in Information Technology from K J Somaiya College of Engineering, Mumbai and has a Post Graduate degree in Business from Welingkar Institute of Management, Mumbai

Mr. Ghelani conducted an engaging and informative session with the students, delving into the purpose of pursuing an MBA and emphasizing the significance of Intelligence Quotient, Emotional Quotient, Cultural Quotient, and Spiritual Quotient for aspiring management scholars.

Subsequently, the diligent hosts, Mr. Nayan Solanki and Ms. Mohini Ghag, invited Ms. Avani Kochrekar onto the stage to present her corporate perspective on the effectiveness of leadership. Her session centered around the essential values and attributes required for someone to be a successful leader, who not only manages, but also strategizes and drives meaningful change.

After imparting a wealth of knowledge and wisdom a brief Q&A session was held allowing the aspiring management students to seek clarification on any lingering queries or uncertainties. This was followed by a quick photo opportunity, marking the conclusion of the second day of the Induction Programme for the batch of 2023-2025.



Date of Conduction : **30 AUGUST 2023**
Faculty Coordinator : **Dr. Reena Poojara & Prof. Kajal Desai**

SESSION OF THE DAY : CAMPUS TO CORPORATE

30 August 2023: Enthusiastic and committed students belonging to the MMS batch of 2023-2025 arrived promptly at 10 a.m. for the Third day of their induction program. The occasion was graced by esteemed guests, **Mr. Anup Munshi (Corporate Trainer)** whose arrival was warmly received by Dr. Reena Poojara & Prof. Kajal Desai.

Further the program was taken by our two hosts Ms. Samiksha Singh & Mr. Saurabh More where they introduce **Mr. Anup Munshi Sir (Corporate Trainer)**.

The session was about **Campus to Corporate**. He had explained about the professionalism attribute, Specialized Knowledge, Competency, Honesty, Integrity, Accountability, Self-Regulation, Honor and your commitments.

The flow of the presentation was GD/PI preparation, Public speaking, Interpersonal Communication, Negotiation skills, Entrepreneurship, Influencing skills, Assertive communication, Presentation skills.

Discover understanding of complex technical concept across multiple fields of existing industries...Willing to take calculative risk that others might shy away from ability to influence people with his bold vision of narrative. He defines various ability of skills which has ambitions about various industries like space travels.

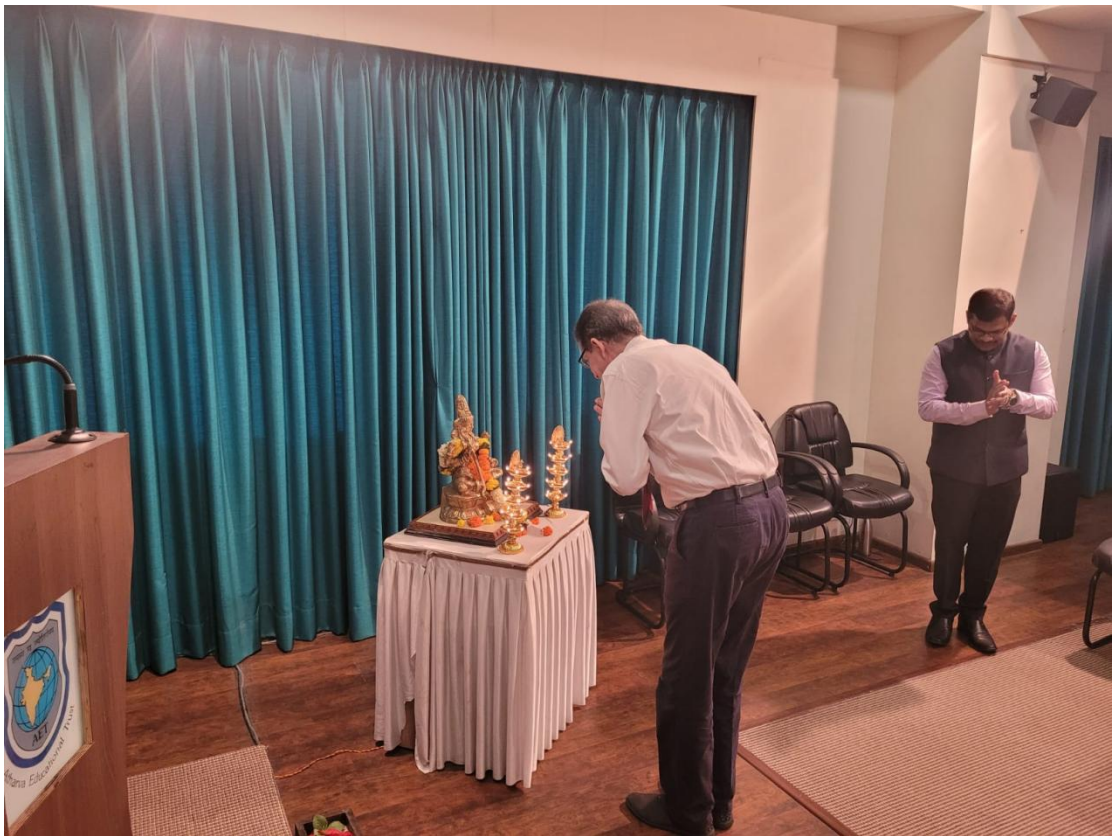
After imparting a wealth of knowledge and wisdom a brief Q&A session was held allowing the aspiring management students to seek clarification on any lingering queries or uncertainties. This was followed by a quick photo opportunity, marking the conclusion of the Third day of the Induction Programme for the batch of 2023-2025.

Covering all the elements of the session called **Campus to Corporate**. The vote of thanks was represented by Ms. Anshula Kolhe.

PHOTOS OF THE PROGRAM







Report prepared by: Ms. Natasha Singh (MMS 22-24).

This session was conducted under the guidance of Dr. Reena Poojara

Submitted to: Dr. D. Henry, Director, Atharva Institute of Management Studies,