ANNUAL REPORT

For

ACADEMIC YEAR 2014-2015
SHEILA RAHEJA SCHOOL OF BUSINESS MANAGEMENT & RESEARCH (SRBS)
(BOMBAY SUBURBAN ART & CRAFTS EDUCATION SOCIETY)
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Dear Members
It’s a great pleasure to present the Annual Report of Sheila Raheja School of Business Management & Research (SRBS) documenting its development & achievement for the year 2014-2015. This year is earmarked with many events & success stories. This can be attributed to dedication and team spirit of staff, students & members of management.

COURSES CONDUCTED BY SHEILA RAHEJA SCHOOL OF BUSINESS MANAGEMENT & RESEARCH (SRBS):
The B-School runs following courses:

<table>
<thead>
<tr>
<th>Sr.No.</th>
<th>Name of Courses</th>
<th>Year</th>
<th>Intake Capacity</th>
<th>No. of Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Masters in Management Studies (MMS)</td>
<td>1st Year</td>
<td>120</td>
<td>116</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2nd Year</td>
<td>120</td>
<td>96</td>
</tr>
<tr>
<td>2.</td>
<td>Masters in Financial Management (MFM) (Commenced A.Y.14-15)</td>
<td>1st Year</td>
<td>60</td>
<td>09</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2nd Year</td>
<td>60</td>
<td>NIL</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3rd Year</td>
<td>60</td>
<td>NIL</td>
</tr>
</tbody>
</table>

STUDENT STRENGTH
ADMISSION
The Admission of students was duly carried out as per the MMS Admission Process conducted by the Department of Technical Education (DTE). The selection was purely on merit basis and as per the guidelines of University of Mumbai & DTE.

UNIVERSITY RESULTS

<table>
<thead>
<tr>
<th>Sr. No</th>
<th>Class</th>
<th>No. of Students Appeared</th>
<th>Distinction</th>
<th>First Class</th>
<th>Second Class</th>
<th>Pass Class</th>
<th>Atkt</th>
<th>Total Passed Students</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>SEM III</td>
<td>95</td>
<td>25</td>
<td>66</td>
<td>03</td>
<td>-</td>
<td>01</td>
<td>94</td>
<td>89</td>
</tr>
<tr>
<td>2.</td>
<td>SEM IV</td>
<td>118</td>
<td>-</td>
<td>98</td>
<td>16</td>
<td>-</td>
<td>02</td>
<td>116</td>
<td>98</td>
</tr>
</tbody>
</table>

The results of MMS (Semester IV) were declared On 20th July 2014. Out of total 118 students belonging to the 2012-14 batch, 116 successfully cleared the examination with 85% of the students securing a first class in the Examination conducted by University of Mumbai.

OUTSTANDING STUDENTS
Ms. Moha Shetty (MMS Batch 2012-14) was awarded the BEST STUDENT Prize as a part of Alumni Achievement.
Mr. Shashank Sankhe (MMS Batch 2013-15) won the BEST SUMMER INTERNSHIP PROJECT Award for the Academic Year 2014-15.
PLACEMENTS

The Placement Team at SRBS continuously innovates to groom students for gaining interesting opportunities in the industry. The Placement Record for the Academic Year 2014-15 is as below:

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Course</th>
<th>Batch</th>
<th>Type</th>
<th>No. of Students Enrolled</th>
<th>No. of Students Placed</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>MMS</td>
<td>2012-14</td>
<td>Executive</td>
<td>96</td>
<td>96</td>
</tr>
<tr>
<td>2.</td>
<td>MMS</td>
<td>2013-15</td>
<td>Summer Internship</td>
<td>117</td>
<td>115</td>
</tr>
</tbody>
</table>

KEY HIGHLIGHTS

MMS Batch 2014-16

Masters of Management Studies is the flagship Program of SRBS. Our B-School continues to be a preferred choice for pursuing the Full-Time Masters of Management Studies Program offered under the aegis of University of Mumbai, attracting students from across the country. The course structure is exhaustive and conducted on Semester basis with FOUR Semesters spread over TWO Years. SRBS warmly welcomed the new talent: Batch 2014-2016 with an exciting Induction Program to set the stage for the journey of attaining excellence! The key note address was delivered by Dr. Richard Heredia – CEO, SRBS followed by thoughtful insights from management, teaching & non-teaching staff of SRBS. Apart from thoughtful insights from our mentors, the program held lot of surprises in the form of intellectual quizzes, management games and ice-breaking activities organized by the senior batch.
Commencement of New Course: Masters in Financial Management (MFM)
The FIRST Batch of Executive Program in Management for Finance Specialization (Masters of Financial Management) commenced on 16th July 2014.
This is a yet another step towards realizing the vision of our B-School that offers an eclectic mix of courses to the students belonging to various stages of their career. It is a course specially designed to cater to the need of working professionals to be equipped with managerial skills.
MFM is a THREE Year Part-Time Program approved by the All India Council of Technical Education (AICTE) and Directorate of Technical Education (DTE), Recognized by Government of Maharashtra and Affiliated to the University of Mumbai.

Administrative Activities
- Proposal for Fixation of Fees to the Shikshan Shulka Samiti for the Academic Year 2015-16 was duly submitted as per applicable Rules
- ERP Software Implementation and Training process has been started whereby our B-School is progressing towards full adherence soon.
- An E-Newsletter titled 'Refresh & Rejoice' was launched October 2014 onwards. This will be published on a quarterly basis to share curricular, co-curricular and extra-curricular activities with the Management Team, Teaching & Non-Teaching staff members, Alumni and Current batch Students.
- The process of applying for GRANTS from AICTE, DTE and University of Mumbai is relentlessly on
- The proposal to launch BMS & BMM Degree Courses is being submitted to the University of Mumbai for approval.
EXTRA-CURRICULAR ACTIVITIES:

a) TEACHERS’ DAY 2014 (5th September, 2014)

“A Teacher’s purpose is not to create students having his own image; it is to develop students who shall create their OWN image!!!”

Teachers’ Day was celebrated at SRBS on September 05, 2014 with surprises and smiles through the day. Teachers were welcomed in class with Standing Ovations! An ELOCUTION Competition was organized for the students to highlight their public speaking skills. Just as a teacher is known to inspire and knowing the fact that teachers could be found in various forms, the topic was “What Inspires Me?” Students spoke of a variety of people who gifted them inspiration right from eminent personalities, qualities, traits to their own family members. Students arranged a felicitation function for teachers as a mark of respect. The event was a perfect blend of learn and fun with games, music, dance and food!
b) Mile Sur Mera Tumhara – Navratri Celebration (26th September, 2014)

It is very important for management students to overcome their stage fear in order to be confident enough to face corporate challenges in future including their job selection processes. With a purpose to extend equal opportunity to all First Year MMS students of SRBS to be on stage and help them overcome their stage fear with an interesting cultural touch, a Group Singing Competition ‘Mile Sur Mera Tumhara’ was organized. This was a first of its kind event for the Batch where all the students were participants. Students were randomly divided into 24 groups of 5 students each. Each group was given an evaluation sheet to rate the remaining group performances. Based on the collective ratings, a winner group was announced. The event being cultural in nature and being organized during the festival of Navratri, Traditional Day was observed across the B-School.

c) Joy of Giving Week (11th October, 2014 – 18th October, 2014)

The Joy of Giving comprised of three major activities:

i) In order to give a true feeling of ‘Joy of Giving’, the students were made to visit three NGOs.

1) Missionaries of Charity, Vile Parle: This is a home for orphaned kids where students enjoyed rhymes & games and distributed chocolates

2) Missionaries of Charity, Santacruz: This is an old age women home where students spread smiles through interactions, games and gifts.
3) Goonj: Students collected utility materials like clothes, shoes, books, stationery through the week and donated these items on their visit to Goonj.

![Image of students and Goonj sign]

ii) A BLOOD DONATION camp ‘UMMEED’ was organized with a motto “Donate blood, Save a life”. Staff Members and Students from SRBS, local Residents joined to donate blood. The camp led to a whooping collection of 102 units which was the result of students efforts with able support of SIR J.J. Group of Hospitals.

![Image of blood donation certificate]
iii) Each day of this week was action packed with competitions like Rangoli, Mehendi, Tug of War, Indoor Sports, Collage making to GIVE students platform for experiential learning and donate registration proceeds thereof. The week ended with a Traditional Day & a Fun-n-Fair leaving memories to be cherished for long...

d) Zero Garbage Campaign – part of ‘Swachh Bharat Abhiyaan’ (20th October 2014)

Over 150 SRBS Students came forward for the Zero Garbage Campaign titled “Garbage ZERO fir Mumbai HERO” organized by SRBS. This event was supported by H (West) Officials from BMC and NGO ‘Jago Mumbai’ run by Union Park Residents Association in Bandra West. The Campaign covered Parks, Footpaths and a Fort in the Bandra BANDSTAND area. Being the FIRST B-School to clean up the Bandra Bandstand area, SRBS inspired youngsters, residents and even foreigners who were present at the venue to enjoy the morning breeze. The event was covered by Times of India (Dated October 23, 2014 Page 8). SRBS team is proud of students who have taken this cause very positively and made their contribution to the nationwide ‘Swachh Bharat Abhiyaan’.

e) Rashtriya Ekta Divas (31st October, 2014)

October 31st is observed as the Rashtriya Ekta Divas on the occasion of Birth Anniversary of Dr. Sardar Vallabhai Patel; the former President of India. To inculcate the values of such
robust leaders in young minds, students presented facts and their emotions for the legendary. The atmosphere was patriotic with staff members & students taking the Unity Pledge followed by few patriotic songs.

![Image](image1.jpg)

**f) Launch of Marathi Vangmay Mandal (6th November, 2014)**

मराठी भाषा आणि साहित्य प्रसार करण्यासाठी, मराठी वाङ्मय मंडळ सुरू करण्यात आली आहे. हे या भाषा कौतुक प्रचार करण्यासाठी एक व्यासपीठ तयार करण्यासाठी उद्देश्य आहे. या लाँच एक भाग महणून एक कविता पठण स्पर्धा आयोजित करण्यात आली होती. मराठी भाषा सामान्य व सांदर्भ आदर करण्यासाठी विद्यार्थी विविध विषयांवर उत्कृष्ट साहित्यिक कामगिरी करत पुढे आले.
g) National Education Day (11th November, 2014)

Education is something beyond just studying for Degrees and Certificates. It is about additional learning as well to groom one’s personality and contribute to the society and nation in a more matured manner. To inculcate this thought into young minds, SRBS celebrated National Education Day which is observed on the Birth Anniversary of Maulana Abul Kalam Azad. The event began with a tribute to Maulana Abul Kalam Azad wherein students spoke about his contribution to the Nation, especially in the field of education. A writer and disability activist who has challenged the status quo by attaining three Post Graduate Degrees and countless accolades was best fit to make students aware of the power of education and vision.

An interactive session took place with Ms. Nidhi Goyal, a victim of degenerating eyesight who has conquered the world with her strong vision and zest for Education. The session theme was ‘Education: CONNECTING THE DOTS Principle’. Ms. Nidhi shared her own story of how education has brought her to the stage she is today and how it proves to be a weapon to fight against all odds and emerge a winner. Students gave a standing ovation to her spirit and motto of ‘Learn to Live & Live to Learn’.
h) **International Students’ Day (17th November, 2014)**

November 17 is observed as the International Students’ Day. SRBS believes in providing the necessary platform to each student to express their ideas. A **STUDENT PARLIAMENT** under the theme “Shikshit Bharat, Saksham Bharat” was organized wherein few students presented their ideas for transforming the current Education System. The ideas ranged from introducing technology to bringing about Stress Management in Curriculum and further to provisions for the financially weak students. The audience actively participated by providing their add-on suggestions to the presenters leading to further refinement.

![Student Parliament Participants](image)

i) **Standard Chartered Mumbai Marathon 2015 Participation**

Mr. Abhishek Bhamtikar – Student of MMS Batch 2014-16, participated in the Standard Chartered Mumbai Marathon held on January 18, 2015. He ran the Half Marathon (21 km) in a commendable duration of 1 hour and 39 minutes!

![Marathon Winner](image)

j) **Marathi Bhasha Divas (27th February, 2015)**

कार्यक्रम विद्यार्थ्यांना मराठी भाषा महत्त्व अधोरेखित करण्यासाठी होते. माझी आई , माझे आवडते खेळ जसे मराठी विषयांवर एक उत्कृष्टपणे स्पर्धा समाविष्ट , विद्यार्थ्यांच्या महान खळबळ आणि उत्साह सह या स्पर्धेत भाग घेतला.

The convocation ceremony of Batch 2012-14 was graced by Mr. S.N. Wadhwani, the DIRECTOR of Raheja Group of Companies. Mr. Wadhwani poured insights of wisdom to the budding young managers followed by key life lessons shared by Dr. Richard Heredia – CEO, SRBS. Students were seen happily receiving the much deserved DEGREE Certificate at the hands of the Mentors.
CORPORATE ENGAGEMENT SERIES

a) ROLE OF MEDIA IN BUSINESS (21st September, 2014)
Speaker: Mr. Pratyush Bhaskar – Chief of Bureau, P7 News Channel
The session focused upon areas like the importance of capturing news, gathering information, structuring data and putting it across innovatively to the general public. With an interesting blend of experience in Print, Publishing, Broadcast, Research, Production and academics, Mr. Bhaskar shared his practical experiences at noted media houses like UTV, HT, DD, Zee Business, tv9 News Network and P 7 News.
Students were enlightened with the core thought ‘If you want Change, BE THE CHANGE’!

b) MANAGING CYBER SECURITY (19th October, 2014)
Speaker: Mr. Monish Rana
- Founder of Software firm ‘Tech Solutions’, Past President – Rotary International
The session revolved around most of the cyber security aspects that need to be known by everyone to safeguard confidential and private data when associated with any organization. The speaker requested the audience to observe the day as ‘Cyber Security Sunday’ and revisit data security of their personal computers, laptops and other hardware. Students were amazed to see how data is transformed to information and further to knowledge, followed by WISDOM. This concept holds relevance in all fields of technology usage. He has 19 years of experience in the field of Information Technology, of which 4 years as a Free-Lancer and 15 years as FOUNDER PARTNER of Tech Solutions. Under his leadership, Tech Solutions has provided software and IT security solutions for various industry verticals like Pharma, retail, manufacturing, hospitality, telecom, banking, finance and insurance.
c) CAREER OPPORTUNITIES IN BANKING (30th January, 2015)

Speaker: MS. PRITI SAMANT – Vice President, Ratnakar Bank

The guest speaker for the session was Ms. Priti Samant who is currently the Vice President at Ratnakar Bank. It focused on the various banking areas and the upcoming initiatives of the Government in regulating the Banking Sector. It gave the students insights on the current banking scenario with regards to the various employment opportunities available. It also emphasized on the importance of doing a Masters’ degree in Management and getting the most out of it. The session was indeed a very interactive one with students coming up with various questions and suggestions at the end.

d) CAREER OPPORTUNITIES IN HR (05th January, 2015)

Speaker: Mr. MICHEAL FERNANDES - Human Resource Consultant

The session on ‘Career Opportunities in HR’ was taken by Mr. Michael, an HR leader having working experience of 16 years in HR consulting and HR experience. He mainly focused on areas of learning and development, leadership, coaching and Talent Management. He enlightened us about various internal HR careers we have in the HR department. He believed and shared his engagement concept of connecting the mind with the heart. Students were encouraged and had words which we could go back and ponder. Students came up with queries which were answered with utmost knowledge and authenticity.
e) CAREER OPPORTUNITIES IN FINANCE (18\textsuperscript{th} January, 2015)

Speaker: Mr. JAIDEEP BARVE - Chartered Accountant

The session was to highlight the various prospects available to the students in the field of finance. The guest speaker has been an enterprising personality in various walks of life, and has an overall 21 years of work experience comprising of post-CA qualification experience in executive management, finance, audit and assurance and consulting functions. The session focused on providing the students with knowledge on various areas in finance that are in trend and also the growth opportunities available in this field.

f) INNER WINNER (01\textsuperscript{st} February, 2015)

Speaker: AJAY RAWAL - Marketing Head At Reckitt Benckiser

The session focused upon the ways to boost the level of confidence and make students ready to overcome all the challenges that can be faced in corporate as well as personal lives. His message of positive thinking and self-development has really motivated us to make a change in our thinking process. There were various self-driven activities to learn better. As a part of one of them, he humbly gifted a book titled 'The Magic of Thinking Big' to one of the students.
g) MOVIE REVIEW “7 HABITS OF HIGHLY EFFECTIVE PEOPLE” (02nd February, 2015)

Speaker: Mr. BHASKAR JOSHI - Chairperson, Membership Services Committee, Bombay Management Association

Mr. Bhaskar Joshi has been visiting our B-School from time to time and has motivated senior batches earlier. This time he came up with a wonderful inspirational movie ‘The 8th Habit’ by motivational guru Mr. Stephen Convey. The entire video talked about the 8 habits of effectiveness. The video aimed to inculcate certain values that will be essential for the students in academic life and professional careers. Three students from the assembly were selected to summarize the entire movie towards the end in order to reiterate the thoughts into young minds!

h) CAPITAL MARKET BASICS (27th February, 2015)

Speaker: SHARAD KUMAR – Assistant Vice President ARMG at Phillip Capital & MRUNAL KUMAR - Analyst at Phillip Capital

The session focused upon various capital market topics like Equities, Currency futures, Mergers, Arbitrage, Offer for sale, Mutual Funds and technical strategies which was an engaging, interactive and enriching session. The students could understand what capital markets are all about, the various products offered and trading methodologies.
i) ROAD SAFETY AND TRAFFIC AWARENESS (17th March, 2015)

Speaker: Dr. Pratap Dighavkar, Deputy Commissioner of Police, Traffic, Mumbai

Dr. Pratap briefed the students about the SWOT Analysis of Traffic Management. He made it rational that knowing the rules of the road and understanding the rights and responsibilities of road users is only one small part of road safety awareness. We can significantly reduce our own risk by following basic road safety principles. He discussed about following various precautions that the citizens should take like wearing helmets, wearing seat belts, no Drinking and Driving etc. The students were told that they should co-operate with the traffic police personnel for their safety. He made an appeal to the students as well as the Staff members to be good and proud citizens of our nation by following traffic and safety rules.
EDUCATIONAL VISITS

a) BSE & RBI Monetary Museum Visit (14th October, 2014)

SRBS organized a study visit to BSE and RBI Monetary Museum for MMS 2013-15 batch (Finance specialization). RBI Monetary museum is the cultural heritage of our developing India. The museum had a lot to display from ancient coinage to financial instruments of the current age. Students had an interactive stint with Mr. Ramkrishnan, one of the creators of the museum, post which an informational movie clip on RBI’s evolution and currency safety methods was shown. Thereafter, the students had a knowledge packed session on Capital Markets & Global Economic Trends at BSE Institute Limited, the learning arm of the Bombay Stock Exchange. The queries put forth by students were answered in a very calm and understandable manner. The heritage sites gave students an amazing knowledge base of key financial concepts.

b) American Library Visit (January 2015)

Students of 1st & 2nd Year MMS visited the American Library managed by the US Consulate. The visit spread over 4 batches of 60 students each, was a knowledge packed one with a US Citizen Ms. Britney briefing students on the US – India education linkages and opportunities thereof. Students were enlightened on the library procedures and the abundant treasure of knowledge that it contains. The session was exciting followed by a small general knowledge quiz wherein students proved their talents and bagged prizes.
EXTERNAL SEMINARS ATTENDED

a) 10 Students from First year MMS attended the mega ‘Best B-School Project Competition’ event organized by Business Standard at the Welingkar Institute of Management. Students of other B-Schools had participated by submitting their summer internship project reports. Five shortlisted students amongst them presented the concept in front of able judges, one of them being the Deputy Governor of Reserve Bank of India (RBI). SRBS students got an encouragement to make their summer internship a fruitful experience to scale such heights in their second academic year.

b) In its constant endeavor to expose students to advanced management practices, SRBS arranged participation of first year MMS students at the ‘Careers in Financial Markets’ grand seminar organized by Indian Merchants’ Chamber. Students got insights into industries like
Banking, Insurance, Finance Services and contemporary careers in financial markets from highly experienced speakers.

INTER COLLEGIATE PARTICIPATION

Students of First Year MMS actively participated in the following annual inter collegiate fests:

- ‘Chakravyuh’ - Lala Lajpatrai Institute of Management
- ‘EVOKE’ - Thakur Institute of Management Studies & Research
- ***‘Cogency’ - Allana Institute of Management Studies
- ***‘Panache’ - Kohinoor Business School
- ‘Shikhar’ – Chetana’s Institute of Management Research
- ‘Digvalaya’ – Dr V N Bedekar Institute of Management Studies
- ***‘Pratyush’ - Indian Education Society (IES)

*** indicates: SRBS won the BEST COLLEGE Trophy at these fests.

Students showed multi-faceted talents by outshining competitors in variety of events ranging from Management Games to Sports and further to cultural performances. Students participated in following events:

- Cricket
- Business Housie
- Mock Stock
- Carom
- Ad-mad Contest
• Group Dance
• Singing
• Tug of War
• Table Tennis
• Counter Strike
• Box Cricket
• FIFA

Students bagged prizes in most of the events which added glitter to their spirit of participation!
FACULTY RESEARCH INITIATIVES

In a constant endeavor to explore the advancements in academic and business environment, faculty members indulged in Research related activities throughout the year as below:

Following papers were presented at National/International conferences:

<table>
<thead>
<tr>
<th>Name of the Faculty</th>
<th>Theme of the Seminars/Conferences/Symposia</th>
<th>Name of the Organizer</th>
<th>Date and Place</th>
<th>Title of the paper presented/read</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mr. Vivek Sharma</td>
<td>Connaissance-2014, Hunt for knowledge</td>
<td>Indira Institute of Business Management</td>
<td>15 February 2014, Navi Mumbai</td>
<td>An Attitudinal Study of Rural Customer Towards Credit System</td>
</tr>
<tr>
<td>Ms. Jyoti Dixit</td>
<td>2nd Annual National Multi-Disciplinary Conference V-CMT 2015 on Changing Paradigms in Commerce, Management &amp; Technology</td>
<td>Vidyalankar School of Information Technology</td>
<td>14 March 2015, Mumbai</td>
<td>Study of Basel III Norms with respect to Indian Banking Sector”</td>
</tr>
</tbody>
</table>
### International Conference on India Calling- A World of Opportunities (Initiate, Integrate, Innovative)
- **Venue:** D.T.S.S. College of Commerce And University of Mumbai
- **Date:** 20 February, 2015
- **Theme:** Role of Business Correspondent in Financial Inclusion

### PATHH 2015 Annual International Research Conference
- **Venue:** St. Francis Institute of Management & Research, Mumbai
- **Date:** 06 February, 2015
- **Theme:** An Irreversible Sting On Sustainability

### International Research Conference 2015
- **Venue:** Jamnalal Bajaj Institute of Management Studies
- **Date:** 04 & 05 March, 2015
- **Theme:** Interest Rate Futures: The Latest Indian Revolution

Following papers were published in International Journals:

<table>
<thead>
<tr>
<th>Sr. No</th>
<th>Name of the Teacher</th>
<th>Publication</th>
</tr>
</thead>
</table>
FACULTY DEVELOPMENT PROGRAMS

To acquaint the faculties with latest upcomings in the industry and thereby pass on the benefit to students, SRBS organized a Faculty Development Program 'Using American Library and its resources' in March 2015 in association with the American Library run by the US Consulate, Mumbai.

The FDP saw teaching staff of many B-Schools in Mumbai Suburbs. The FDP comprised of two main elements:

a) Mr. Nilay Yajnik, Head – Information Systems department – NMIMS conducted a session on 'Business and the Internet of Everything' wherein he enlightened the audience with the technological dominance in businesses due to smart inventions. He helped teachers to take directions towards utilizing the Information Technology advancements in making their teaching methods more effective & efficient.

b) The representatives of American Library showed demos of how the E-Library portal can be utilized to explore amazing store of information, articles, periodicals, books etc. by American Authors.

The session helped faculty members learn about the marvelous advancements and they felt the need to adapt faster to these trends to make students much more competitive.
THE ROADMAP FOR ACADEMIC YEAR 2015-16

Following are the plans and suggestions based on constant brainstorming to improvise the overall quality of the B-School:

- **SRBS Excellence Centre** will be started to pay keen attention to Student Enrichment.
- Short-Term courses for **Value Addition** of Students would be launched. Suggestions regarding courses on Horticulture, Retail Marketing and related areas are being considered.
- **Faculty Development** Activities would be planned to help faculty members enhance their skillsets and thereby pass on the benefit to students.
- An **EXPERIMENTAL LEARNING PROGRAM** would be designed for FINANCE specialization students
- **Industrial Visits/Study Tours** would be planned to help students explore the key functions in a practical business environment.
- The annual inter-collegiate festival ‘SWAGAM’ would be held in the next academic year with management, cultural and sports related activities. B-Schools would be invited to participate and a **SHEILA RAHEJA TROPHY** would be instituted to be awarded to the winning B-School.
- Dedicated student units for ‘National Social Service’ (NSS) and ‘National Cadet Corps’ (NCC) would be streamlined and activities towards the same would be outlined.
- Strategic tie-ups and Faculty-Student Exchange programs would be formulated with Foreign B-Schools / IITs/ IIMs/ Nationally & Internationally reputed institutions.
- **Academic Audit** across the B-School would be conducted for which a team of 4 internal staff members led by the Director would be formalized.
- Discussion & Implementation process to make the campus **Wi-Fi** enabled is on. Wi-Fi facility would be made available in the next academic year to staff members and students.