



DECCAN EDUCATION SOCIETY'S  
INSTITUTE OF MANAGEMENT DEVELOPMENT  
AND RESEARCH (IMDR®), PUNE



# NURTURING RELATEDNESS WITH THE WORLD

Admission Brochure 24-26

# PGDM

# Approved By AICTE  
# NBA - Accredited  
# MBA equivalence by AIU



## GLORIOUS 139 YEARS OF DECCAN EDUCATION SOCIETY



VISHNUSHASTRI  
CHIPLUNKAR



LOKMANYA BAL  
GANGADHAR TILAK



GOPAL GANESH  
AGARKAR



MAHADEV BALLAL  
NAMJOSHI



VAMAN SHIVRAM  
APTE



RAJARSHI SHAHU  
MAHARAJ

The Deccan Education Society (DES) holds a revered place in the history of education in India. Established on 24th October 1884, in the city of Pune, Maharashtra, the society has completed a glorious journey of 139 years, leaving an indelible mark on Indian society. Founded by a group of visionary leaders and social reformers, including Gopal Ganesh Agarkar, Vishnushastri Chiplunkar, and Bal Gangadhar Tilak, the DES has been instrumental in transforming the educational landscape of the country.

The Deccan Education Society's contribution extends beyond providing education. It has actively participated in social reforms and nation-building activities. During the Indian independence movement, the society played a crucial role in mobilizing public opinion against British rule. The leaders associated with the DES, such as Bal Gangadhar Tilak, advocated for Swaraj (self-rule) and inspired a generation of freedom fighters. They used education as a tool for awakening national consciousness and instilling a sense of pride and self-reliance among the masses.



In addition to its commitment to education and social reform, the DES has also been at the forefront of cultural and literary activities. It has organized numerous events, conferences, and lectures to promote arts, literature, and scientific temper.

The glorious journey of 139 years of the Deccan Education Society stands as a testament to its unwavering commitment to education, social reform, and nation-building. The society's emphasis on providing quality education to all, irrespective of gender or social background, has had a profound impact on Indian society. The DES has produced countless individuals who have gone on to make significant contributions in various fields, shaping the destiny of the nation. As India progresses in the 21st century, the legacy of the Deccan Education Society continues to inspire and guide future generations in their pursuit of knowledge, enlightenment, and societal progress.





**The Institute of Management Development and Research (IMDR®)** was established in 1974 as a constituent unit of Deccan Education Society Pune. It is a pioneer in management education in Pune. The two-year full-time Post Graduate Diploma in Management (PGDM) offered by IMDR® is approved by All India Council of Technical Education (AICTE) and the Directorate of Technical Education (DTE), Maharashtra. Deccan Education Society (DES), the parent body of IMDR®, was established by Lokmanya Tilak and his colleagues – stalwarts of the freedom struggle in India. Its aim was to provide education as a means of social awakening, nation-building and character-building. This education was meant to be inclusive and accessible to all. IMDR® carries forward this legacy of DES. It is committed to the kind of Management Education which contributes to following the best management practices for sustainable growth of work organisations. It aims at creating learning processes which lead to all round development of its students so that they become thoughtful and sensitive professionals – assets for its industry partners and to the society at large.



## IMDR® A LEGACY OF 50 YEARS

The Institute of Management Development and Research (IMDR®) has a rich legacy of 50 years in the field of management education. Throughout its 50-year legacy, IMDR® has nurtured generations of business leaders, contributed to management research, and built strong ties with industry and academia. The institute continues to evolve, adapt to changing business landscapes, and prepare future managers to meet the challenges of a dynamic world.



**ACCREDITED**



**AICTE  
APPROVED**



**MBA EQUIVALENCE  
BY AIU**



## VISION

Create a value-based ecosystem of knowledge where individuals explore their creative potential, through productive learning processes, leading to meaningful connections with the external world.

## MISSION

We foster management education that -

- Encourages integrative research through innovative practices
- Assimilates dynamics of the industry for collaborative exchanges
- Synergizes Indian values for ethical and sustainable development

## MANAGEMENT PROFILE



**Shri. Mahesh Athavale**

Shri Mahesh Athavale is the Trustee and Member, Council & Governing Body of the Deccan Education Society. He is a Company Secretary by profession, with an industrious practice spanning over 32 years. He is the founder partner of the distinguished Kanj & Co. LLP which is the first integrated firm of company secretaries, where he heads the NCLT and Corporate Restructuring Wing.

At the Deccan Education Society, he heads the Central Development Committee of the prestigious Fergusson College and IMDR. His extensive corporate experience and finesse enables professional management of the society matters, while also ensuring continuous growth and progress of the constituent educational institutions in a dynamic and competitive environment.

In the past, he has been the President of the Institute of Company Secretaries of India (ICSI), where he has also held positions of the Chairman of the Pune Chapter and Member of Western India Regional Council. He was a public representative director on PSE Securities Ltd, a subsidiary of Poona Stock Exchange Ltd and is a Director on the Boards of private limited companies. He has been a Member of the Corporate Laws Sub Committee of the MCCIA.

As a trustee on several charitable trusts, he engages in philanthropic work to provide much-needed support to worthy causes including access to education, upskilling opportunities and means of livelihood to the needy. He extends active support to seamless industry-institute interface conducive for the development of skilled manpower for aspirational India.



**Dr. Vinaykumar Acharya**

Dr. Vinaykumar Acharya is a Management Council Member and Life Member of Deccan Education Society and also a Member of the LMC of IMDR®. He is currently a senior faculty at the Mathematics Department, Fergusson College.

He has completed his MSc in Mathematics from Pune University. He has also completed his Ph.D. in 1997 from Pune University.

Dr. Acharya is a Trustee for Bhaskaracharya Pratishthana, Pune. He has Co-authored 12 books published by reputed publishers in Pune. Dr. Acharya has worked as a member of syllabus structuring sub-committee of Pune University for B.A. Mathematics and also for Computational Mathematics course in T. Y. B. Sc. He is a Member of the Board of Studies at Fergusson College, Pune (Autonomous) and Mithibai College (Autonomous). Dr. Acharya has given a series of lectures to spread Mathematics and in particular Mathematics Olympiad Activity in various places across Maharashtra.



**Shri. Jagdish Kadam**

Shri Jagdish Laxmanrao Kadam is the Founder Chairman and Director of Raj Path Infracon Pvt Ltd, Raj Infrastructure Pvt Ltd, and Raj Marg Pvt Ltd. He is the Trustee and Member of the Council of the Deccan Education Society.

He has been instrumental in infrastructure development in the state of Maharashtra for 32 year through many roads, irrigation, and other public works projects in government, private and co-operative sector. His exemplary work has won much recognition and many prestigious awards by government, institutions, and associations.

His efforts have brought international acclaim to the country, as he led his team to achieve the Guinness World Record of laying 75 Km continuous Bituminous Concrete Road in a single lane in record time. Under his leadership, Raj Path Infracon also achieved World Record for laying Bituminous Concrete single lane road, noted in India Book of Records.

He has been felicitated with several certificates of appreciation and excellence by the government for development and water conservation initiatives by rejuvenating/creating water bodies and utilizing natural resources.

His Alma mater the college of engineering Pune exhibited pride in him by conferring him with the Abhiman Award 2022.



**Shri. Pramod Rawat**

Shri Pramod Rawat is a prominent industrialist in Pune. He is a member of the Council and Governing Body of the Deccan Education Society, Pune.

His entrepreneurial journey began at the age of 10 years when he lost his father and decided to take forward his father's business of Engineering works and Foundry along with his elder brother. His efforts and tenacity revived the business and sowed the seeds of strong business acumen, technical finesse, and resourcefulness necessary for a successful entrepreneur.

Over the years he has ventured into multiple businesses including Construction, Automobile Franchisee, Dairy and Furniture. These business interests mark a broad knowledge-base and an extensive network in the business world. His belief in commitment, timeliness, quality focus, and courteous behavior as the hallmarks of business growth, have earned respect and goodwill from the business community.



**Dr. Ashish Puranik**

Dr. Ashish Puranik is a Management Council Member of Deccan Education Society and also a Member of the LMC of IMDR®. He is currently the Vice-Principal of Brihan Maharashtra College of Commerce.

Dr. Ashish Puranik has completed his M. Com, LLB, PGDBM, & SET. He is an ACAM GCMA, which is a Professional Qualification in Finance and Management, awarded by CIMA London and AICPA USA. He completed his Ph.D. in 2015 on the topic, "An Analytical Study of Co-operative Agri Tourism in Western Maharashtra." from Savitribai Phule Pune University. Dr. Puranik is a PhD Research Guide in Accountancy and Cost Accounting.

Dr. Puranik is an enthusiastic, versatile and forward-thinking Financial Controller. He is a professor of Accountancy, Finance and Taxation with progressive team-building and management experience

# OUR FACULTY PROFILES



**Dr. Shikha Jain**  
Director and Professor  
BA(Hons), MA, PGDM, SET, PhD

Dr. Shikha Jain is a graduate, post-graduate, and SET in Economics, PGDM in Marketing, and PhD in Management. Two decades of work in the field of management education, dispenses experience in teaching, higher education administration, business research, and extension activities. She believes in strong academia-industry interface as it offers unique, integrated learning environments where “learning” to do happens from “doing” to learn.



**Dr. Abhijeet Shivane**  
Professor (Operations)  
BE(Mech), MMS, PhD

Dr. Abhijeet Shivane is Associate Professor (Operations) at IMDR® He has done his B.E.(Mech) and DBM from Dr.B.A.M.U. Aurangabad, MMS from Pune University and MBA from CSM IGS Canada (Centre – TASMACH Pune). He has completed his Ph.D. from RTM Nagpur University on the topic ‘Impact of Information Technology on Banking Service Operations’. His total work experience is of 26 years which includes 4 years in industry and 22 years in teaching.



**Dr. Suraj Kamble**  
Associate Professor (Marketing)  
PhD, MBA (Marketing & HRM), NET

Dr. Suraj Kamble is a PhD from the Savitribai Phule Pune University, Pune in the faculty of Marketing Management. His domain expertise spans across a wide range of academic interests like Marketing Management, Retail Management, Consumer Behaviour, Research Methodology, Marketing Research, Services Marketing, Industrial Relations, Labour Welfare and Training & Development etc. He has a total of 14 Years of experience out of which 13 years exclusively are in Academics.



**Dr. Sanmath Shetty**  
Associate Professor  
(Human Resources & Finance)  
MBA, PhD

Dr. Sanmath Shetty and is an Associate Professor with Deccan Education Society's Institute of Management Development and Research. He has completed his Ph.D. from Savitribai Phule Pune University in the year 2018. Strong education professional with a Ph. D focused in Human Resource Management from Savitribai Phule Pune University. He has a diploma in Labour laws & labour welfare and has completed Dip. T&D from ISTD.



**Dr. Prashant Dhopavkar**  
Associate Professor  
(Finance & Business Analytics)  
PhD in Economics

Total experience of over 25 years with over 22 years of varied IT experience spanning multiple technologies, roles and responsibilities in Banking, Financial institutions, Insurance space across the Globe. Played multiple roles in BFSI Space for 16 years stint at Infosys Ltd. Currently working as an independent consultant for a technology firm serving clients in USA in finance and health care domain. 7+years teaching as visiting faculty across multiple B schools



**Dr. Vipra Tiwari**  
Associate Professor  
(Human Resource)  
BTech, PGDM, MPM

faculty in international business and HR. Believe in making learning a natural process and sustainable. Have been with IMDR® since 2004. Currently working on Organization learning and Design thinking concepts. She has an experience in consulting start-ups in HR specific domain (other than teaching + consultancy). She has also Published papers in HR domain.



**Dr. Shweta Jain**  
Associate Professor  
Ph.D., MBA, M. Com, NET, SET

Dr. Shweta is an Associate Professor with Deccan Education Society's Institute of Management Development & Research. She has completed her Ph. D from Savitribai Phule Pune University in the year 2017. She is a University Ranker and earned degrees of M. Com., MBA as well as PGDPM & LW. She is Gold Medalist in B. Com Honors. She has also qualified NET as well as SET examination in year 1996. She has almost 18 years of experience and awarded best teacher twice by Lion's International.



**Dr. Sonali Khurjekar**  
Assistant Professor  
(Human Resource)  
M.B.S, PhD

Dr. Sonali Khurjekar is an Assistant Professor in Human Resources Management domain. She heads the Internship Committee and is a member of Entrepreneurship and Innovation team at IMDR®. She has done her Ph.D. in competency management of employees in healthcare industry after graduating in Pharmacy followed by M.B.S. (HR) Dr. Sonali has over ten years of teaching experience in the field of management education. Her areas of specialization include general management, human resource management, business ethics and business communication



**Prof. Prajakta Pradhan**  
Assistant Professor  
MMM, MA (Economics), PGDIT

Prof. Prajakta Pradhan is an Assistant Professor of International Trade at IMDR. She is currently pursuing her PhD in Marketing from Symbiosis International University. She had an opportunity to work with Mitsui O.S.K Lines, a global shipping company for which she was selected through campus placements at IMDR®. She also has a comprehensive experience in International Business development and client relationship management from her other professional assignments. She joined IMDR® as a full time faculty in 2009. She has Co-authored and presented a paper on Theoretical concepts in Functional Communication: Business Presentation in the International Conference for Interdisciplinary Social Sciences, Held in University of Split, Croatia in June 2015.



**Prof. Gopa Das**  
Assistant Professor  
(Human Resources)  
B. Com, MPM, PGDM

Gopa Das is an Assistant professor in Human Resources and Business Communication and is currently pursuing her Ph. D. in Corporate Communication from Savitribai Phule Pune University. She possesses more than thirteen years of industrial and academic experience at various positions in Management Institutes in Pune. Apart from her Teaching background, she has also trained Corporates, Government agencies, Academicians and Management Students on Leadership and Team Management.



**Prof. Pritha Ubgade**  
Assistant Professor  
BE, MBA

Pritha Ubgade has done her BE (Bachelor of Engineering) in Information Technology from Rajiv Gandhi Proudhyogiki Vishwavidyalaya University, Indore. Post Engineering, she completed her MBA (Master's in Business Administration) in Marketing and HR specialization from Amity Business School, Noida. She is currently pursuing her Ph.D. from Symbiosis International in Consumer Behaviour. With a vast experience of 10 years since last 6 Years she is in teaching and prior to that she has worked in industry for 4 years.



**Prof. Pratik Abhay Potdar**  
Assistant Professor  
(International Trade)  
M. Com, MPhil (commerce),  
CS, CA (intern), SET

Professor Pratik Potdar has completed his M. Com, MPhil (Commerce), CS, CA (Inter), SET with excellent academic records throughout the educational journey. He has good corporate work experience of working as an Accounts and Tax Assistant at A S Potdar & Co CA. After serving corporate world he joined the teaching field and holds a teaching experience of 8 years. During this time, he was associated with various institutes like SIBM, SICSIR, SCMS and BMCC as a full-time faculty member.



**Prof. Nishita Desai**  
Assistant professor  
(Marketing and Human Resource)  
MBA (HR), B.com

Prof. Nishita Desai is an Assistant professor in Marketing and Human Resource is currently pursuing her Ph. D. in Training and Development from GLS University School of Doctoral Research and Innovation, Ahmedabad. She possesses more than 8 years' experience of working with brands in the education sector. She has published papers in academic Journals and has presented in various National and International Conferences on topics related to Human resource, Marketing, and Indian education Industry.



**Prof. Ashish Marathe**  
Assistant Professor  
(Operations)  
BE, PGDM

Prof. Ashish Marathe is Assistant Professor (Operations) at IMDR<sup>®</sup>. He has done his B.E.(Mechanical) from G.H. Raisoni College of Engg, Nagpur and PGDM from IMDR<sup>®</sup>. His total work experience is of 19 years which includes 17 years in Automobile industry and 2 years in teaching. At the beginning of his career he worked with Force Motors Ltd. And later joined Eicher Trucks and Buses (VE Commercial Vehicles Ltd.) Due to interest in teaching he entered in the education field. He has been a visiting faculty with IMDR<sup>®</sup> since Aug'21. He has joined as a full time faculty from July'23.



**Prof. Darshan Bagade**  
Assistant Professor  
(Finance)  
M.Com, NET, CA(Inter)

Prof. Darshan Bagade is an Assistant Professor in Finance with a total teaching experience of 3 years. He is a postgraduate in Commerce (M.Com.) from Pune University and has qualified the UGC NET in Commerce with a 99.46 percentile. He is currently pursuing his PhD from Symbiosis International (Deemed University) in Integrated Reporting. He has 3.5 years of work experience in the industry in addition to his academic experience. He has experience of working on projects such as tax audits, ERP deployment, designing financial reporting systems, and statutory audits of multinational corporations.



**Prof. Shaunak Mainkar**  
Assistant Professor  
(Finance)  
MCom, NET, SET, SEBI  
Registered Research Analyst

Prof. Shaunak Mainkar is an Assistant Professor at IMDR<sup>®</sup>, Pune. After completing his graduation in commerce, Mr. Shaunak had decided to pursue a career in teaching. Accordingly, he qualified the NET and the SET examinations in the very first attempt while being in the second year of post-graduation. He has completed 5 years of experience in teaching various subjects including accountancy, finance, economics, etc.



**Prof. Rasika Datar**  
Assistant Professor  
(Marketing)  
PGDM, BA

Prof. Rasika Datar has completed her graduation from Fergusson College and she is a proud alumna of IMDR<sup>®</sup>. She has experience of Marketing domain and entrepreneurship since she has successfully run advertising businesses in Pune. With a great experience of 25 years, she has been training students in the academic and practical aspects of Advertising, Marketing & Entrepreneurship. Along with a good academician she is also an artist by heart. She has passions for writing and a love for drama.



**Prof. Arati Pendse**  
(Assistant Professor)  
B.Sc. (Elect), LL.B.,ADCSSA,  
PGDCFC, M.A(Communication  
Psychology)

Prof. Arati Pendse had completed her education in various diversified areas. Her basic education is B.Sc. Electronics. She has done her Postgraduate in System analysis. She has also completed LL.B. and master's in communication psychology with post graduate diploma in Child and Family Counselling. She had completed Art and Drama Therapy course from Sweden. She has state and national level scholarships to her credit. She is a known psychologist and a Flower Remedy therapist in Pune. She is appointed psychologist for Pune police. She is corporate trainer of POSH act 2013.

# Why IMDR<sup>®</sup> ?

IMDR<sup>®</sup> curriculum is designed to fulfill industry expectations and requirements. The PGDM curriculum is built on the implementation of the Choice Based Credit System (CBCS) and Grading System. The curriculum takes the PGDM program to the next level in terms of implementing Outcome Based Education (OBE) along with the Choice Based Credit System (CBCS) and Grading System. IMDR<sup>®</sup> curriculum charts out the course of study for PGDM in accordance with AICTE guidelines.

## Course Structure:



### Basic Principles (Semester I):

An understanding of Foundation or basic subjects provides the professional and scientifically valid & tested concepts and principles, and mode of scientific enquiry for arriving at valid management knowledge and gaining an awareness of the consequences of one's actions.

### Core Processes and Functional Areas (Semester II):

In this semester, there are certain 'Core' processes within the organization at the system and sub-system level that involve a basic approach to thinking in terms of People, Resources, Decisions, and Organization. IMDR<sup>®</sup> provides **six months of embedded internship** to its students, which gives the students exposure to the practical application of Management Knowledge

### Integrative Areas (Semester III and IV):

The functional subjects help students to understand processes at the subsystems level, dealing with line functions of Operations and Marketing. Additionally, sub-systems that provide resources to line sub-systems are also covered e.g., Finance, Human Resources, and Information Systems. The integrative subjects enable students to look at all aspects of management & the whole organization system, to enable corporate strategies to be devised.

### Environmental Interface (Semester III and IV):

At IMDR<sup>®</sup> equal importance is given to 'Environmental' subjects, which are forces outside the direct control of the organization but have an impact on the workings of an organization.

## Program Outcomes (POs)

- 1 Cultivate expertise in specific business domains and utilize theoretical concepts and frameworks to analyze real-world business scenarios.
- 2 Communicate effectively and persuasively, employing suitable communication channels and technologies in various business contexts.
- 3 Apply critical thinking to tackle complex business problems, fostering creative and innovative solutions.
- 4 Adopt an entrepreneurial mindset and the ability to generate innovative ideas.
- 5 Acquire a global business perspective, work within diverse teams, and adapt strategies accordingly.
- 6 Exhibit leadership qualities, collaborate effectively, and foster a shared vision to achieve common goals while upholding ethical principles and social responsibilities in business contexts.

# DUAL SPECIALIZATION OFFERED

IMDR® provides a comprehensive dual specialization framework for its students, encompassing both a Major and a Minor specialization. Within this structure, students have the option to specialize in Marketing, Finance, Human Resources, and Supply Chain & Operations for their major, while concurrently selecting a minor specialization from a range of offerings, including Business Analytics, Entrepreneurship & Start-Up Management, International Trade, Business Technology & Systems, and Agri-Business Management.



MARKETING



FINANCE



HUMAN RESOURCE



SUPPLY CHAIN & OPERATIONS



BUSINESS ANALYTICS



INTERNATIONAL TRADE



ENTREPRENEURSHIP & START-UP MANAGEMENT



AGRI - BUSINESS MANAGEMENT



BUSINESS TECHNOLOGY & SYSTEM

## LEARNING RESOURCES

### COMPUTER LAB

The Computer Center at IMDR® is responsible for all IT services on campus. Internet access is available to the students via LAN and Wi-Fi connection on campus for 24 hours.

It is primarily a learning facility and has a resource room for conducting hands-on training and presentations. The lab has state of the art hardware and software to meet the needs of students of Management. The computer lab in-charge organizes training on commonly used software packages and databases. There is a separate Language Lab for language training for a capacity of 30 students. Students are given hands-on training on ERP systems under the SAP University Alliance Program.



### IMDR® LIBRARY

The Library aims to provide information services to the students, faculty and management professionals. The policy of the library has been to enhance resources mainly in the field of management and its allied disciplines. More importance has been given to building a collection of classics in the various areas of social sciences and general management. The IMDR® Library has a collection of about 17991 books and reference sources. There are 125 periodicals and bound volumes of prominent journals.



### CLASSROOMS

IMDR® Classroom ambiance is equipped with appropriate teaching aids and technology tools to ensure that learning is optimized, and students are engaged. IMDR® provides its students with technology enabled air-conditioned classrooms.





# Pedagogy

At IMDR® academic freedom is extended to all faculty members to deliver subject knowledge in the best possible ways. Accordingly, faculty members take pedagogical initiatives as instructional methods to maximize the learning of concepts and their application. At the commencement of the term pedagogy to be adopted is given in the teaching plan, which is subsequently implemented.

**Newspaper article analysis:** Students are given a newspaper article related to a specific company and they are asked to analyze the competitive environment and financials of the company.



**Film watching:** In subjects like ethics and psychology students are asked to see the film and address questions given to them based on the film. The questions propel students to apply ethical principles to analyze and evaluate situations and behaviors of characters in the films

**Reflective Reviewing:** exercise Students are given a theme/topic for self-exploration such as place or origin, family and relationships, the experience of school and college and favorite subjects, etc. Further, they are asked to write brief 'stories' about incidents in their lives where they completed a task that was difficult and /or challenging and felt positive at the end of it.

**Application of concepts-based activities:** Groups of students are formed and concepts with their applicability are identified and discussed.



**Live cases discussion:** Presentation on live cases is given.



**Projects:** Students are supposed to select any shop of their choice and spend entire day on the shop counter, learn the selling skills from the salesman, handle the customer and sale the products. Students are also asked to ideate and develop new products or ideas.

**Field Work:** In management education, Fieldwork is an important tool for gathering data and understanding the complex interactions and processes that occur in the business world. It can lead students to have new insights and discoveries about the business world.

# CAREER ENHANCEMENT COURSES

## • SAP – UNIVERSITY ALLIANCE PROGRAM



IMDR<sup>®</sup> Students work on the latest SAP-HANA as a platform for hands-on practice to integrate classroom learning and application-based learning.

SAP -System Application and Products is a leading enterprise software that automates business operations and the entire supply chain. The SAP University Alliance Program is a global endeavour that provides faculty members with the tools necessary to teach students how technology can enable the integration of business processes and strategic thinking. This program also upgrades students with skills which help them stand out in the market.

Students at IMDR<sup>®</sup> are given hands-on training on ERP systems under the SAP University Alliance Program. The program includes the following modules:

- Financial Accounting and Controlling
- Sales and Distribution
- Material Management
- Human Capital Management
- Production Planning

## • BFSI SECTOR SKILL COUNCIL OF INDIA



BFSI Sector Skill Council of India is a skill assessment & certification "Awarding Body" under Ministry of Skill Development & Entrepreneurship (MSDE) and National Skill Development Corporation (NSDC) engaged in developing students to become employable in Banking, Financial Services, and Insurance sector.

DES's IMDR<sup>®</sup> Pune has been declared as an Associated College of BFSI Sector Skill Council of India (BFSI SSC). This association aims at providing orientation to the students on Career and Job Opportunities in BFSI Sector, providing platforms for upgrading required skills, conducting Assessment and Certification on skill-based job roles for the students in order to make them industry ready. IMDR<sup>®</sup> students are given an opportunity to complete the certification in job-oriented areas such as Loan Processing, Microfinance, Mutual Fund, Insurance, Debt Recovery, Accounts and Goods and Services Tax and more than 100 students have completed the certifications. IMDR<sup>®</sup> motivates the finance students to pursue industry-oriented certifications by NISM(National Institute of Securities Markets). As an Associated Institute IMDR<sup>®</sup>, Pune is working along with BFSI SSC towards development of Attitude, Skills and Knowledge of the students in setting up newer standards with regards to employer's satisfaction.

## • SALESFORCE



IMDR<sup>®</sup> goes with the current industry trends and makes students corporate ready. Salesforce being one of the most widely used CRM tools in the industry, directly adds value to the students' skill set required in the industry.

In recent years, there has been a big surge in Cloud Computing Technologies. One such technology which has had an immense impact on the world of computing is Salesforce. Salesforce is a customer relationship management solution that brings companies and customers together. It is one integrated CRM platform that gives all the departments — including marketing, sales, commerce, and service — a single, shared view of every customer. IMDR<sup>®</sup> Students specializing in Marketing are given hands-on training on using Salesforce.

## • MATLAB



Students at IMDR<sup>®</sup> undergo a MATLAB program, a proprietary multi-paradigm programming language and numeric computing environment developed by MathWorks. MATLAB allows matrix manipulations, plotting of functions and data, implementation of algorithms, creation of user interfaces, and interfacing with programs written in other languages. Various certifications are covered under the program like MATLAB onramp, MATLAB Fundamentals etc.

## • COURSERA



IMDR<sup>®</sup> has collaborated with Coursera, a digital learning platform offering courses from more than 185 top universities and more than 115 industry partners. This strategic collaboration will fortify academic excellence and drive student employability. The students of IMDR<sup>®</sup> will have access to various professional certificates which will help them to increase their employability. It will aid students to get global recognition. It will enable placements opportunities for all students into in-demand jobs through Learner Skill Profile & Unstop.

# EXPERIENTIAL LEARNING: SIX-MONTH INTERNSHIP

Summer internship Program for the post graduate students of management is organized for six months. During this tenure, students are expected to work on the project/assignment given by the company mentors. IMDR® has introduced a six-month embedded internship program from the academic year 2021-22, as it helped the organization's objectives to be fulfilled and also helped the students to have beneficial learning from the process.

## Internship Perks



## Our Recruiters For Internship



## Student Testimonial



### KUNAL MANDOT

"Throughout my academic journey at IMDR®, I acquired a robust understanding of marketing principles, strategy formulation, and business dynamics. The internship at CrelioHealth further enriched my skills and offered me a hands-on experience in the dynamic field of marketing. I had the opportunity of applying the theoretical knowledge gained at the institute to practical situations.



### ELISHIBA BHOUTE

My six-month internship experience in Human Resources, facilitated by IMDR®, was a pivotal phase in my academic journey. This opportunity not only aligned with my interest in HR but also provided me with hands-on experience to explore the field. Under the mentorship of seasoned professionals, I actively engaged in diverse HR functions, including talent acquisition, employee relations, and performance management. This exposure broadened my understanding of HR intricacies and equipped me with practical skills crucial for a successful career in this domain.

# PLACEMENT HIGHLIGHTS



## PLACEMENT STATISTICS FOR 2021-23 BATCH

90%

TOTAL PERCENTAGE OF PLACED STUDENTS

12.9L

HIGHEST PACKAGE

8.29L

MODAL PACKAGE

6.74L

AVERAGE PACKAGE



PLACEMENT HIGHLIGHTS

AVERAGE OPPORTUNITIES PER STUDENT: 12

## OVER 90% PLACEMENT YEAR - ON - YEAR

The Placement activity at IMDR® is a student-driven process supervised by the Head of Placements and faculty members. The activity aims to maximize opportunities for students across sectors and domains. A placement opportunity is created for a student when the student becomes eligible to send his/her resume for being considered for the role in a company as described in the job description shared. Students are allowed to apply for jobs in their major or minor specialization area or as per company criteria.



# LIFE AT IMDR®

## • INDUCTION:

IMDR® conducts a rigorous 2-week induction program, to bring its students from diversified back-ground towards the same understanding of foundational concepts in Management. Also, attention is paid to Universal Human Values as per AICTE norms to develop better humanitarian qualities in our future business workforce. IMDR® has a long-established custom to begin the academic year with this ice breaker where the senior batch welcomes the juniors by introducing themselves and all other beliefs, customs and practices of IMDR®.

## • IMDR® CHA BAPPA:

It is the first festival with the new and the old IMDR® family where the traditions and beliefs are passed on by the old to the new IMDRites uniting the cultural diversity within by worshipping lord Ganpati in the campus with a vibe of spirituality & celebration all around with the beats of dhol echoing the campus.

## • SANSKRITI:

“Sanskriti” is the first cultural event in the campus, which helps the DM 1 batch connect with the DM 2 batch. It is a cultural event where the participants perform their hearts out, irrespective of competition and cherish diverse cultures in the campus.

## • KSHITIJ:

It is the most significant cultural & management event of the year which integrates the diversity that exists on the campus. It is a platform where seniors & juniors compete with each other by exhibiting creative programs like dancing, singing, plays, fashion shows, etc

## • ALUMNI MEETS:

IMDR®, being the pioneer in management education since 1974, has a huge alumni base. The alumni meet helps connect through cultural events like talent performances, games and a highly interactive session wherein the stories and experiences of the alumni so far are shared which guide us to start our own.

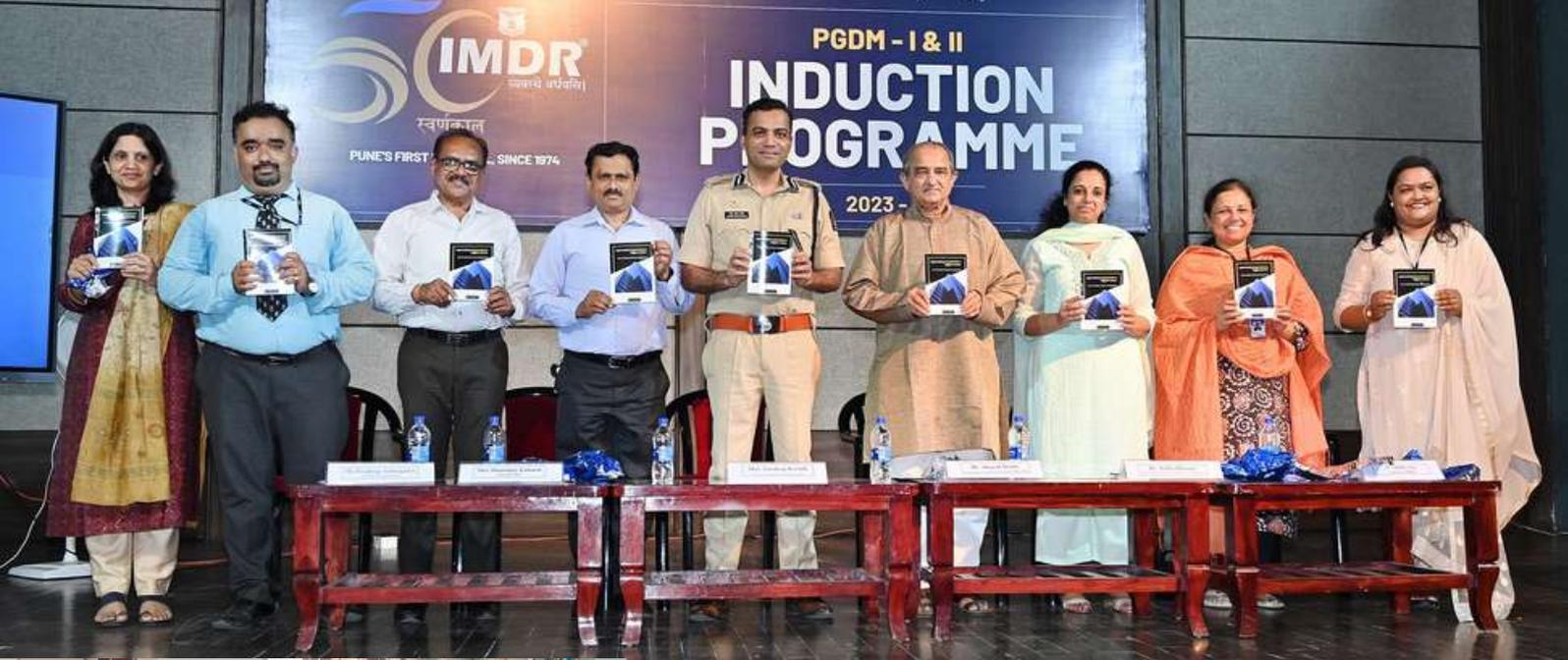
## • GARBA NIGHT:

Garba night is organized at the IMDR® campus on the auspicious occasion of Navratri, where the campus is full of lights, colours, music, dance and festivity. Students, Faculty and Staff, all enjoy and dance to the tunes of Garba.

## • SPORTS:

Students at IMDR® engage in various sports like badminton, football, carrom, table tennis etc. after class hours to relax and keep themselves fit. Playgrounds of sister institutions, Fergusson College and BMCC are available for the same. There is also a Table Tennis room available on campus.





## FOCUS ON BEING JOB CREATORS

### Entrepreneurship Specialization:

To inculcate the qualities of Entrepreneurship and help students understand the aspects of the same, IMDR® offered Entrepreneurship as a minor specialization in 2021. Subjects like Emerging Start-up Business Opportunities, Innovation & IPR, New Venture Finance, Entrepreneurship Lab, Family Business Management, Rural Entrepreneurship & Social Entrepreneurship.



### Entrepreneurship and Innovation Cell, E&IC (Committee):

IMDR® Entrepreneur and Innovation cell has been established for inspiring students to be an entrepreneur. The concentration of council initiatives will be on providing a conducive ecosystem to nurture a culture of Innovation and Enterprise at IMDR®. Structured activities, with dedicated resources have been identified which will support idea generation, incubation and successful start-ups. Creative energy of our students will be channelized to promote start-ups and entrepreneurial ventures.

The entrepreneurship and innovation cell has been formed to promote entrepreneurship spirit in our students at IMDR®. Our course is designed to develop new entrepreneurs. It is necessary to develop job givers, not job seekers.

### INCUBATION CELL @ IMDR®

PC Shejwalkar Innovation Center is a joint collaboration between IMDR® and Fergusson College, Pune. It is rich with networks, resources, and physical environments essential to fostering entrepreneurial exploration and hands-on entrepreneurial skills. DES's Dr.P.C.Shejwalkar Centre for Entrepreneurship and Innovation has been conceived as a nursery enabling stimulus to budding entrepreneurs to shape their thought processes, build their teams, document a business plan, test their ideas, and launch the product or service in the wide-open market. It is a well-equipped ideation lab with professional services, funding, experienced mentors, and industrial linkages that will handhold aspirants.



# ALUMNI CONNECT

## IMDR® ALUMNI ASSOCIATION (IMDRAA)

- IMDR® is proud that the IMDR® Alumni Association (IMDRAA) is registered as a Section 8 company under the Companies Act, 2013. The date of incorporation is 23rd July 2021. The Company Registration No. is U85300PN2021NPL202882 and the License No. 127425.
- IMDRAA tries to seamlessly connect the institute to all those who have been nurtured in the campus and also connects them to their fellow alumni, faculty and the current students through various activities and events.

Alumni are involved with various processes and activities of IMDR®. Reputed Alumni come with a corporate background and many of them are entrepreneurs. The Alumni are pleased to get recognition and acknowledgment of their achievements from their alma mater. IMDR® gives its alumni the space in which they can voice their opinions, thoughts and ideas. The Alumni want to reconnect with the institute for pure nostalgia – to relive the good old days at the institute. Alumni are eager to share their experiences with students and this interaction is benefiting both, the institute and the students.

## AMETHYST: STUDENT MENTORSHIP

The Alumni mentoring program leverages from the alumni experience for the benefit of IMDR® students as they stand on the threshold of beginning their corporate careers. It is believed that the acronym below captures the essence of the alumni mentoring program.

- **A**lumni
- **M**entoring
- **T**owards
- **H**eightedened Self Awareness, as well as
- **Y**earning for Knowledge
- **S**trategic Thinking and
- **T**enacity to achieve goals.

Alumni on their part would like to give back to their alma mater and this mentoring program provides a platform.



**ARVIND VOHRA**

PGDM 1992-94

SERIAL ENTREPRENEUR  
ANGEL INVESTOR  
PHILANTHROPIST



**RAVISHANKAR**

PGDM 1992-94

ENTREPRENEUR  
ANGEL INVESTOR  
BANKER



**BISHWAJEET SAMAL**

PGDM 2002-04,

HEAD OF MARKETING  
CAMPAIGNS, VOLKSWAGEN AG



**KAUSHIK RAGHUNANDAN**

PGDM 2002-04,

BUSINESS LEADER - AZURE  
(MICROSOFT)



**CHANDRANEEL C. JADERIA**

1992-94 PGDM  
1994-95 PGDEO

MANAGING DIRECTOR  
& TRAVEL CURATOR,  
TANTRAA EVENTAINERS PVT LTD



**SHEELIKA RAVISHANKAR,**

PGDM 1993-95, HR

ENTREPRENEUR  
SPACE TECH  
MANAGEMENT CONSULTING



**PRACHI MOHAPATRA**

PGDM 2002-04,

BUSINESS HEAD,  
STAR KIRAN AT DISNEY STAR.

# ADMISSION CRITERIA

APPLICATION  
FORM

PERSONAL  
INTERVIEW

SELECTION  
LETTER

## ELIGIBILITY CRITERIA:

Graduates from any discipline with or without work experience with not less than 50% marks at graduation (45% for SC/ST candidates).

## ENTRANCE SCORE ACCEPTED:

CAT, MH-CET, CMAT, XAT, MAT, ATMA, & GMAT

Final year graduate students are eligible, those who will fulfill these criteria.



# THE IMDR® EDGE

## FIRST B-SCHOOL IN PUNE

IMDR® is a pioneer in Management Education in Pune. It was established in the year 1974 by the founders Late. Padmashree Dr. Ramesh T. Doshi and Late Shri. Sumatilal Shah. The institute was started under the leadership of Late Dr. P.C. Shejwalkar.

## THE BOUTIQUE INSTITUTE: INDIVIDUALIZED MANAGEMENT EDUCATION

IMDR® is a one-of-a-kind organisation focusing on carving the career of students individually. We focus on providing a personalized learning experience for each student to find the right career path for themselves.

## CENTRALLY LOCATED

IMDR® is located in the Deccan area on the Fergusson college campus, the Heart of the city. Every facility and service is available within walking distance. This provides a great opportunity for companies and students to organise pool campus recruitment drives.

## DUAL SPECIALIZATION

IMDR® provides Dual specialisation as Major and Minor. Students can study two different areas of specialization during the two years course and get a competitive edge in the industry.

## AMETHYST: ALUMNI MENTORING PROGRAM

Alumni Amethyst brings together Alumni and students, where the alumni mentor the students to be prepared for their corporate journey.

The essence of Amethyst is

“Alumni Mentoring Towards Heightened self-awareness, as well as Yearning for knowledge, Strategic Thinking and Tenacity to achieve goals.”

## EMBEDDED SIX-MONTH INTERNSHIP

The embedded six-month internship is a program that allows students to work in the company for six months and get hands-on experience in their field of study. This helps students to learn practically from the corporate world and choose their career specialisation.

## BEST RETURN ON INVESTMENT

Amongst the top B-schools in Pune, IMDR® is ranked 1 in terms of Return on investment. The average package of IMDR students is more than the two years fees of the course.

**For Admission Enquiry: Call**  
**+91 9225340984, +91 6359252520,**  
**020 67656117/04**

**SCAN TO APPLY**



**DECCAN EDUCATION SOCIETY'S**  
**INSTITUTE OF MANAGEMENT DEVELOPMENT AND RESEARCH (IMDR®), PUNE**  
DES CAMPUS, AGARKAR ROAD, DECCAN GYMKHANA, PUNE - 411 004  
[www.imdr.edu](http://www.imdr.edu), [admissions@imdr.edu](mailto:admissions@imdr.edu)