

NCRD's
Sterling Institute of Management Studies
*(Approved by AICTE, New Delhi, DTE, Govt. of Maharashtra
Affiliated to University of Mumbai)*
"Comprehensive Development through Quality Education"

ANNUAL REPORT
2016-17



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Director's Message



Dr. Tandon Kamal

(M.Com, M.B.A, Ph.D. (IEST, Shibpur))

In today's fast paced world, time and resources are at a premium for everyone, especially those interested in pursuing higher education while engaged in demanding jobs. That reality challenged us to create a comprehensive, streamlined learning experience that can prepare people to be technology savvy business leaders. The program was designed with input from our faculty, feedback from students and advice from the Academic Advisory Board.

Our MMS, MCA and other Executive programs that incorporate core competencies in technology, innovation and entrepreneurship into your learning experience. Even in classic business disciplines like finance and marketing, you will understand the role that technology plays in enabling effective business solutions. At NCRD's Sterling Institutes of Management Studies we truly believe that learning is a life-long adventure that begins with discovery.

We are fully cognizant of our responsibility to transform what we know into useful practice. We strive to integrate and share what we know with our students, academic peers, and others. Our passion for learning is sustained by intellectual curiosity and scholarship, and we endeavor to instill this same passion in our students by actively engaging them in their own learning by setting high expectations for academic achievement and by mentoring. We value our relationship with divergent businesses, employers and the community at large. I extend personal invitation to you to visit us at our campus and interact with our students and the faculty and build enduring relationships so that we work together to enhance the country's social and economic wealth.

I wish you success in your chosen program.

About The Institute

NCRD's Sterling Institute of Management Studies, incepted in the year 2004 is one of the best B-Schools in the Mumbai region. It is approved by AICTE, DTE, Government of Maharashtra, and is affiliated to the University of Mumbai. The Business Standard Survey 2017 ranks it as an "A" grade B-School. NCRD's Sterling Institute of Management Studies offers two years MMS and three years MCA programs of the University of Mumbai.

Sterling Institute of Management Studies is located between the towering Parsik Hills and the serene township of Nerul, just adjacent to Seawoods Railway Station, which offers a unique location to build an abode of learning.

The MMS and MCA programs aim at disseminating Management and Computer education in the most contemporary form. We create the zeal, excitement and potential in our students to take up challenging assignments. The objective of our institute is to build and develop competent professionals and socially responsible citizens ready to enter in the corporate world.

Our Institute is committed to:

- Delivery of management and technical programs with focus on quality
- Make learning a happy experience
- Support the students in achieving their goals through counseling and mentoring
- Integrate academic learning with real life business through case studies and Industrial Visits
- Molding them to take up innovative and leadership roles in competitive business environment

AFFILIATED TO / APPROVED BY: - University of Mumbai, Approved by AICTE & DTE

(Institutes various activities- Curricular, Co-curricular & Extracurricular)

Sr.No	Date	Activity	Participant Students	Details of activity in short
1	1st July 2016	Tree Plantation Program	MMS Students	NCRD's Sterling Institute of Management Studies, Nerul completed the event of Tree Plantation, Hon'ble Shri Dilip Walse Patil, Chairman, NCRD, along with Trustee as well as staff members planted 20 saplings on the institute campus
2	23 rd August 2016	Induction Program MMS Batch (2016-2018)	MMS Students	Induction Program was organized. Dr. Tandon Kamal, Director, NCRD's Sterling Institute of Management Studies welcomed all the new members of the Sterling family. Dr. Dharendra Gautam, CEO, Indiba Consultancy Service Private Limited was the Chief Guest. Mr. R S P Singh, CFP, Head-Sales Support & MIS, L&T Investment Management Limited, Mumbai was the Guest of Honor.
3	24 th August 2016	Induction Program MCA Batch (2016-2019)	MCA Students	Induction Program was organized. Dr. Tandon Kamal, Director, NCRD's Sterling Institute of Management Studies welcomed all the new members of the Sterling family. Mr. Manish Jha, Director Squad Infotech was the Guest of Honor.
4	3rd October 2016	Blood Donation Camp	MMS & MCA students	Blood Donation Camp was conducted in association with Regional Blood Bank St. George Hospital, Mumbai
5	21 st -22 nd October 2016	Vigilance Awareness Week 2016	MMS & MCA students	NCRD's Sterling Institute of Management Studies in association with Bharat Petroleum Limited organized observance of Vigilance

				Awareness Week, 2016 on the Theme: “Public Participation in Promoting Integrity and Eradicating Corruption” Elocution and Essay Writing was two main activities
6	18 February 2016	Convocation Ceremony	B.Com., BMS , BAF, B. Pharm, MCA and MMS students	On 18 th February 2017 a grand Convocation Ceremony was organized in the auditorium for the students of MMS Batch (2014-16). Dr. RajendraKhetre was the Chief Guest. Mr. AvinashShinde, Treasurer NCRD, Dr. Ashok Patil, Member, NCRD, Mr. AmarjeetKharade, CAO, NCRD, Dr. Tandon Kamal, Dr. M.S. Gadge and Dr. M.G. Gonda shared the dias with the Chief Guest.

➤ Computer Education Activity: - Regular Part of Curriculum, Language Lab was conducted on weekly basis.

➤ Research Journals & Publication :-

Sr.No.	Name of Faculty	Date of Publication	Topic	ISSN/ISBN no.	Level
1	Dr. Arjita Jain	1 July 2017	“Challenges faced by Management Institutions in Mumbai”	ISBN in process	National
		July-December2016	A Study on Employee Attrition at Firstsource Solutions Ltd, Mumbai	ISSN0974-7621	An International Bi-Annual Refereed Journal of Management & Technology
		NCRD’s Business Review	Study of Employee Welfare &	ISSN 2455-0264	National

		E-Journal, Volume 2, Issue 2 (Jan- Dec 2016)	Benefit Practices At Indian Oil Corporation Limited (Lubes Plant, Vashi, NaviMumbai)		
		16th April 2016	The Challenges in Talent Acquisition for HR in Hospitality Industry- A Study of Hotels in Pune, India	ISBN:978- 93-5254- 816-3	International
2	Prof. SandeepPonde	16th April 2016	A study of Brand Analysis of LG Electronics in India	ISSN 2455-0264 3	National
		Mar-2015	"A Study on Growth Factors & Marketing Strategies of LG Electronics Electronics - Consumer Durables Brand In Indian Markets"	SIES Journal ISSN	Paper is Published in EBSCO e- Journal
		1 July 2017	"Challenges faced by Management Institutions in Mumbai"	ISBN in process	National
3	Prof. Rajiv P Wad	16th April 2016	Competitiveness, Sustainability and TQM	ISBN:978- 93-5254- 816-3	International
4	Prof. IftiqarMistry	16th April 2016	Acceptance of Innovation in Agrochemical Industry	ISSN 2455-0264 3	National
5	Prof. JenefaRao	NCRD's Business	To Explore Different	ISSN 2455-0264	National

		Review E-Journal, Volume 2, Issue 2 (Jan- Dec 2016)	Learning Behavior Patterns in Post Graduate Students Using Educational Data Mining and Analyze Andragogy Techniques in Classroom and Online Environment		
6	Dr. MurlidharDhanawade	International Journal of advanced and Innovative Research (IJAIR)	Bluetooth Wireless Communication	ISSN: 2278 -7844	International
	Dr. MurlidharDhanawade	Business 2020: Issues and Challenges	Green Computing: A Latest Trend in Technology	ISBN: 978- 93-5254- 816-3	International
	Dr. MurlidharDhanawade	NCRD's Technical Review : e- Journal	Use Of Internet Of Things For Building Smart Cities In India	Volume2, Issue 2, ISSN: 2455-166X	National
7	Dr. Jayalekshmi K.R.	NCRD's Technical Review : e- Journal	Augmenting The Reality With Leap Motion Controller	Volume2, Issue 2, ISSN: 2455-166X	National
8	Dr. PragatiGoel	NCRD's Technical Review : e- Journal	Wireless Evil twin attack	ISSN: 2455- 166X, Volume 2, Issue 2	National
	Prof. PragatiGoel	International Research Journal Of Engineering and Technology	SOUNDLESS HORN USING AD-HOC NETWORK (VANET)	e- 2395- 0056 p- 2395-0072	International
	Dr. PragatiGoel	Business 2020 : Issues & Challenges	Review of Biometric Systems	ISSN- 2231-1475	International
	Dr. PragatiGoel	Business 2020 : Issues &	Benefits of Fog Comuting in	ISSN- 2231-1475	International

		Challenges	Information Security		
	Dr. PragatiGoel	Business 2020 : Issues & Challenges	Opportunities and Challenges of Emerging E-Governance in Rural India	ISSN-2231-1475	International
9	Ms. MeghaWankhade	Business 2020 : Issues & Challenges	Custom ROM - A Prominent Aspect of Android	ISSN-2231-1475	International
10	Ms. DeepaliD.Shah	Business 2020 : Issues & Challenges	Comparative Study of Existing Load Balancing Techniques in Cloud Computing	ISSN-2231-1475	International
11	Mr. Sagar H. Thakare	Business 2020 : Issues & Challenges	Web Base Voting System Using Eye Retina Scanning	ISSN-2231-1475	International
	Prof. SagarThakare	International Research Journal Of Engineering and Technology	ANDROID ROOTING AND INSTALLING CUSTOM ROM'S	e- 2395-0056 p-2395-0072	International
	Mr. Sagar H. Thakare	NCRD's Technical Review : e-Journal	E- Voting With Finger Recognition & Watchdog (Webcam) Using Cloud Computing	Volume2, Issue 2, ISSN: 2455-166X	National
	Mr. Sagar H. Thakare	NCRD's Technical Review : e-Journal	Product Authentication using QR-Code through Cloud	Volume2, Issue 2, ISSN: 2455-166X	National

➤ Faculty Development Program :-

Sr.No.	Date	Topic	Trainer/ Agency	No. of participant
1	6 th - 7 th January	FDP on	Dr. Sachin S	47 [(28 Internal

	2017	“Qualitative and Quantitative Analysis and Thesis Writing”	Kamble, Associate Professor , NITIE, Mumbai	Faculty Members from MMS,MCA, B.Pharm and Commerce College) + 19 External Faculty Members] faculty members attended this FDP.
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➤ Conference and Workshops:-

Sr. No.	Date	Topic of Conference/ Debates/ Workshops	No. of Participants	Information in short
1	16 th April 2016	International Conference on “Business 2020: Issues & Challenges”	134	<p>In this paper presentation conference there were total 134 Participants.</p> <p>Total Papers Received for the Conference: 112</p> <p>Total Papers Accepted after Peer Review: 89</p> <p>The purpose of the conference was to capture the essence of managing business in the 21st century.</p> <p>Chief Guest: Hon’ble Dr. M. A. Khan, Registrar, University of Mumbai</p> <p>Key Note Speaker: Mr. NabeetGanguli, Chief Marketing Officer, UBM India Pvt. Ltd.</p> <p>Guests of Honour:</p> <p>Mr. PrashantKhemka ,Co-Founder and COO, Robosoft Group</p> <p>Mr. RanuParwal. Director, Balaji Electrical & Conduit Accessories Pvt. Ltd.</p> <p>Mr. ShrikantKoundinya, Assistant Vice President, Multi Commodity Exchange of India Ltd.</p> <p>Mr. Akhilesh Mishra., Senior Vice President</p>

				(HR), Bharat Serums & Vaccines Ltd. Mr. Ajay Goyal., Senior Professional Trainer
	4th July 2016 to 18th July 2016	Training on Quantitative Aptitude	47	To prepare and counsel the students to improve their career exposure across the Industry.
	27/08/2016	Workshop on Work life Balance (Teaching –Non Teaching)	19	This workshop on work life balance was conducted by Dr. Arjita Jain and it aimed to show Work life balance is about finding peace and balance between the demands of work and those of personal fulfillment and a happier life.
	8/12/2016 to 9 /12/2016	Workshop on MS-Excel (Non-Teaching)		
	9-Feb-2017	Workshop on Decision Making and Mathematical Modeling	15	The workshop aimed to set the scene on current decision making approaches and was conducted by Prof. AartiKarande and Prof. SakinaShaikh.
4	12/01/2017 to 13/01/2017	Two Days Workshop on Communications and Telephone etiquette (Non-Teaching)	08	In an initiative to train Non- Teaching staff Two day workshop on Communications and Telephone Etiquette was conducted, by Prof. PragatiGoel, and Dr. Arjita Jain.
	17/4/2017 to 21/4/2017	Workshop on "Personality Development" (Non-Teaching)	17	A workshop was conducted to help in developing the overall Personality of Non-Teaching Staff by Dr. Tandon Kamal and Dr. Arjita Jain.

➤ List of Ph.D. holders:-

Sr.No.	Name of Ph.d Holder	Subject	Name of University
1	Dr. Tandon Kamal	Management	IEST,Shibpur

		Studies	
2	Dr. Arjita Jain	Management Studies	University of Mumbai

➤ Student Development Program:-

Sr.No	Date	Topic	Trainer/Agency	Participant Students	Details of activity in short
1	23rd May 2016 to 23rd July 2016	SAS Training	Cognizant Technology	MCA, MMS and Pharmacy students.	The key objective of this event was to provide training of Basic SAS (Statistical Analysis System) MCA, MMS and Pharmacy students.
2	15th July 2016	HR Cracking Tips	Mr. Manish Jha , Squad Infotech	TY MCA Students	In order to equip the students to face the Interviews and selection process in IT Industry this seminar was organized.
3	17th sep 2016 to 18th Feb 2017	Language Lab	Prof. JenefaRao	MMS and MCA Students.	Language Lab is devoted space for learning English language, where students can access audio- visual material for learning.
4	8-Dec-2016	Seminar on Campus to Corporate	Sami Infotech	MCA Students	Mrs. NishaChandak and Mr.StephenMoroswere the resource person. It was conducted to bridge the gap between Industry-Academia.
5	14th Dec 2016	Communication Skills	Prof. JenefaRao	MMS and MCA Students.	To help students to enhance their communication skills, by teaching them various skills like verbal and nonverbal communication.
6	16th Dec 2016 to 23rd Dec	Business MS Office-Certification	Prof. MayurMalviya and Prof.	MMS and MCA Students.	To overcome the difficulties faced by the students while

	2016	Program.	SeemaBhuvan		preparing their documentation this program was conducted.
7	16th Dec 2016 to 23rd Dec 2016	Android and Ethical Hacking	Mr. AtulJadhav	MCA Students	This seminar was conducted to equip students with latest Android technology.

➤ Career Guidance:-

Sr.No	Date	Topic	Trainer/Agency	Participant Students	Details of activity in short
1	12th Nov 2016	Career Companionship	Mr. Manish Jha, Squad Infotech	87	In this seminar the importance of communication in corporate world was explained by the trainer.

➤ Placement details :-

Sr.No.	Total Student	No. of Student placed	No. of students goes for Higher studies
1	51 MMS I Year	100% Summer Internship	0
2	76 MMS II Year Students	40	0
3	MCA	100% Internship	0

➤ Health Awareness Camp :-

Sr.No.	Type of Health Awareness	No.of Participants	Brief Information about camp
06th Jan 2017	Seminar on Health and Fitness	40	It was conducted by Prof. IftiqarMistry to create awareness about strength training using Dumbbells.

➤ Industrial Visit :-

Sr.No.	Date of Visit	No. of student & Faculty	Place	Name of Industries visited
1	13 January - 17 January 2016	International Industrial Visit to Singapore	MMS Students	The Industrial Visit included: Certification from MDIS (Management Development Institute of Singapore) Visit to LTA (Land Transport Authority of India) at Singapore Students gained an overview of the International Business during the certification program, with global input from learned Professor at the University. Additionally the students were given insights on the development of- how Singapore transformed its transportation and logistics system and is leading in various domains.
2	17 th - 21 st January 2017	42	Goa	Chowgule & Company Pvt. Ltd. Ship Building Division, Goa
3	5 th March 2017	Visit to National Stock Exchange	MMS Students	MMS second year students visited National Stock Exchange on 5 th March 2017 to gain insights of financial markets and their workings.

➤ Result of MMS and MCA :-

Sr.No.	Standard	No. of student appeared	No. of Passed Student	No. of Fail Student	Result in Percentage
1	MMS	246	214	32	86.99
2	MCA	303	219	84	72.27

➤ Academic Achievement (MMS Toppers):-

1. Margeret Joseph Bailey - (80%) (Grade - O)
2. NeekitaShyamsunderAgarwal- (75%) (Grade - O)
3. NiraliShanitlala Patel – (75%) (Grade - O)
4. KambleChaitali Sanjay - (72%) (Grade - A)
5. Singh AkanshaArvind - (71%) (Grade -A)

Academic Achievement (MCA Toppers):-

1. GauravSwadekar CGPA - 9.12
2. Seema Singh CGPA - 8.82
3. PriyankaLohot CGPA - 8.5
4. IshankPandey CGPA -8.4
5. TejalPandit CGPA - 8.4
6. Swapnali Desai CGPA -8.31
7. KambliKajal CGPA -8.31
8. KushwahAjaysingh CGPA - 8.27

➤ Admitted Student strength category wiseas per DTE:-

Sr.No.	Total Student	Open	OBC	SC	ST	NT	SBC
MMS I st Year	51	32	2	12	0	5	0
MCA I st Year	56	52	2	1	0	1	0

➤ List of Employees

A. Teaching Staff :-

Sr.No.	Designation	As per norms requirement	Filled up	Vacant
1	Director	1	1	
2	Professor	2	2	
3	Associate Professor	4	1	3

4	Assistant Professor	16	5	11
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➤ Festival :-

Sr.No.	Date	Type of Festival	Short information about festival
1	8 October 2016	NavratriDandiya Celebration	MMS and MCA students celebrated together Navratri festival

➤ Sports Activity:-

Sr. No.	Name of Activity	No. of Participants	Brief Information about Activity
23 rd Jan 2017	Technicia-2017	684	Technitia is annual Inter-Collegiate activity conducted every year, wherein many college students from Mumbai and Navi Mumbai do participate.
5 th Feb 2017	Minithon	105	It was the 4th Minithon that symbolized the spirit of "Run for Fun". This year, the Minithon was held in collaboration with Thane District Athletics Association.

➤ Days Celebration :-

Sr.No.	Date	Day	Type of Celebration
1	15 th August 2016	Independence Day	Independence Day is celebrated annually on 15 August as in India commemorating the nation's independence from the United Kingdom on 15 August 1947
2	16 th August 2016	Flag Collection Day	MMS and MCA faculty members conducted a flag collection drive early in the morning along with 25 student volunteers collected national flags from the nearby areas of sector 19, Nerul and

			SeawoodsDarave Railway Station, Nerul Railway Station.
3	5 th September 2016	Teacher's Day	The birth date of the second President of India, SarvepalliRadhakrishnan, 5 September 1888, has been celebrated as Teacher's Day
4	26 th Jan 2017	Republic Day	Republic Day marks an important event in India's history. It commemorates the enactment of the Constitution of India which came into effect on January 26, 1950, and made the nation into a republic.
5	8 th March 2017	Women's Day	International Women's Day (March 8) is a global day celebrating the social, economic, cultural, and political achievements of women.
6	13 th April 2017	Dr. B.R. AmbedkarJayanthi	AmbedkarJayanti or BhimJayanti is an annual festival observed on 14 April to commemorate the memory of B. R. Ambedkar, Indian polymath and civil rights activist.