

**Department of Master of Business Administration****INNOVATION PRACTICES – INDEX**

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**Department of Master of Business Administration****SOCHDHAARA – LETS RESEARCH  
SUMMARY SHEET – 2015 TO 2019**

Paper S.No	TITLE	AUTHOR 1 (Student)	AUTHOR 2 (Faculty)	YEAR/DATE OF PUBLICATION
1	A Study of Employee Labour Welfare	Ishwari Chandekar	Ruta Desai	2019
2	Study of Employees Engagement and Satisfaction	Supriya Khandare	Saad Siddiqui	2019
3	A study of Worklife balance in industry with special reference to Piaggio Vehicles Pvt. Ltd Baramati	Shradha Rayate	Ashish Shirodkar	2018
4	Study & Development of Job Descriptions at Sandvik Asia Pvt Ltd. Pune	Monika Sharaf	Kanchan Deshmukh	2018
5	Analysis Services Backups and Restores	Edwize Mendonca	Prof. Priyanka Nigade	2017
6	A Study of Sales Strategy and Customer Analysis of Novel Furniture Market	Akshay Telgote	Prof. Vishal Raut	2017
7	Study of Effectiveness of Training & Development	Wameq Siddiqui	Prof. Saad Siddiqui	2016
8	Import and Export Procedures	Esha Alvi	Yogesh Arote	2016
9	Study of Customer Satisfaction Level	Sumit Kumar	Prof. Ruta Desai	2016
10	Comparative Study of Home Loan	Nikesh shirbhate	Zeeshanali Shaikh	2016
11	Recruitment Process Adopted for Honeywell automation, India Ltd	Viraj Kalbhor,	Kanchan Deshmukh	2016
12	Study of Current account and Saving Account of MUCB Bank	Isha Agrawal	Milind Dhanraj	2015
13	Study of Agriculture Loan	Lakhan Govinda Tiwari	Anamika Roy	2015
14	To Know the Scope of FMCG Products of Hindustan Unilever Limited in Purandar Market	Prasad Sunil Pandkar	Mayur Kankariya	2015
15	A Study on Consumer Buying Behaviour towards Residential Properties in Pune City for N.H. Birajdar Construction	Baswaraj Kanje	Deepali Bhegade	2015
16	Study on Inventory Management	Nikhil Punde	Ravindra Kayande	2015
17	A Study of Employee Welfare Activities in the Organizations	Immanuel Jackson	Prof. Preeti Sharma	2015







NASHIK GRAMIN SHIKSHAN PRASARAK MANDAL'S

**BRAHMA VALLEY INSTITUTE OF MANAGEMENT**

Approved by All India Council for Technical Education(AICTE),  
Directorate of Technical Education Government of Maharashtra & Affiliated to University of Pune



**Department of Master of Business Administration**

**Brahma Valley Institute of Management, Nashik**

# SOCHIDHAARA

*Let's Research*



Marketing

International  
Business

Operations

Finance

RABM

Information Technology

Business Analytics

Human Resource

**Department of Master of Business Administration****“A Study of Employee Labour Welfare”****Ishwari Chandekar<sup>1</sup>, Prof. Ruta Desai<sup>2</sup>**

**Abstract** - Employees are the wealth of any organization, be it Small, Medium or large enterprises. The very logic behind providing welfare schemes is to create healthy, loyal and satisfied labour force for the organization. The scheme of Employees Welfare is regarded as a “wise investment”. Therefore this paper explores whether the organization follows the norms of the labour welfare measures or not and also to assess the satisfaction level of employees about welfare measures in the organization. For the purpose of the paper, all welfare measures were observed with the help of semi structured interview schedule. The study provides understanding of why employee’s welfare measures need to be adopted in an organization.

**Key Words** –Employee welfare, labour practices, affecting factors, benefits.

**Introduction** – With the growth of industrialization and mechanization labour welfare has acquired importance; labour welfare is nothing but the maintenance function of personnel in the sense that it is directed specifically to the preservation of employee health and attitudes. Thus, labour welfare occupies a place of significant place in the industrial development and economy. It is an important facet and one of the major determinants of industrial relations.

Employee welfare defines as "efforts to make life worth living for workmen." These efforts have their origin either in some statute formed by the state or in some local custom or in collective agreement or in the employer's own initiative.

- To win over employees loyalty and increase their morale.
- To combat trade unionism and socialist ideas.
- To build up stable labour force, to reduce turnover and absenteeism.
- To develop efficiency and productivity among workers.
- To save oneself from heavy taxes on surplus profits.





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- To earn goodwill and enhance public image.
- To reduce the threat of further government intervention.
- To make recruitment more effective (because these benefits add to job appeal).

Labour welfare includes anything that is done for the comfort and improvement of employees and is provided over and above the wages, welfare helps in keeping the morale motivation of the employees high so as to retain the employees for longer duration. The welfare measures need not be in monetary terms only but in any kind. Labour welfare entails all those activities of employer, which are directed towards providing the employees with certain facilities and services in addition to wages or salaries.

### **I) Objectives of the study –**

- To study company's policies for employee welfare activity.
- To study the employee welfare process thoroughly and put valuable suggestions and recommendations as per the research carried out in the organization.
- To study the satisfaction level of the employees in the organization and to suggest steps to improve the same
- To understand an importance of welfare in an organization for the achievement of organizational goal and objectives

### **II) Scope of the Study –**

- With the growth of industrialization and mechanization labour welfare has acquired importance; labour welfare is nothing but the maintenance function of personnel in the sense that it is directed specifically to the preservation of employee health and attitudes.
- Thus, labour welfare occupies a place of significant place in the industrial development and economy. It is an important facet and one of the major determinants of industrial relations.
- Employee welfare defines as "efforts to make life worth living for workmen."



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These efforts have their origin either in some statute formed by the state or in some local custom or in collective agreement or in the employer's own initiative.

- iv) Labour welfare includes anything that is done for the comfort and improvement of employees and is provided over and above the wages, welfare helps in keeping the morale motivation of the employees high so as to retain the employees for longer duration. The welfare measures need not be in monetary terms only but in any kind. Labour welfare entails all those activities of employer, which are directed towards providing the employees with certain facilities and services in addition to wages or salaries.

### **III) Limitation of the Study –**

- i) As it is true for most of the study this project is also not free from limitations some of the limitations of the study are:-
- ii) Paucity of time is one of the important limitations in this study.
- iii) All the employees were found very busy in the working hours.
- iv) Difficulty was faced in extracting correct information and response to the question due to the hesitation and certain amount of fear among respondents.

**IV) Research Methodology –** RESEARCH is a 'careful investigation or inquiry especially through search for new facts in any branch of knowledge. The project is a systematic presentation consisting of the enunciated problem, formulated hypothesis, collected facts of data, analyzed facts and proposed conclusion in form of excommunications.

### **V) Research Design – Exploratory Research Design**

- i) **Data Collection:** Primary and Secondary
- ii) **Proposed Analysis Technique:** Graphs and Charts
- iii) **Sampling Units:** Customers
- iv) **Sample Techniques:** Random Sampling



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- v) **Research Instrument:** Structured Questionnaire
- vi) **Sample Size:** 100 respondents

This kind of research method is adopted because small amount of data and information existed to conduct the research. Therefore two data collection technique are as follow:

**VI) Data Collection – Primary and Secondary**

**Primary Data:** The employees who are working in Human Resource Division and within different shop floor also helped to know what employees grievances are relating to the services provided. This was necessary because the forms were designed now, and there was no method to understand the level of employee satisfaction.

Under primary method of data collection following techniques has been used-

- 1) Design questionnaire that were easy to answer.
- 2) Personal interaction circulating the questionnaire.
- 3) Information talks with senior officers of the company.

**Secondary Data:** Some of the important data for the study is obtained from-secondary data is collected from the company Booklet. The information was also collected by meeting different employees personally.

**VII) Data Analysis –** The data analysis will be done on the below mentioned aspects:

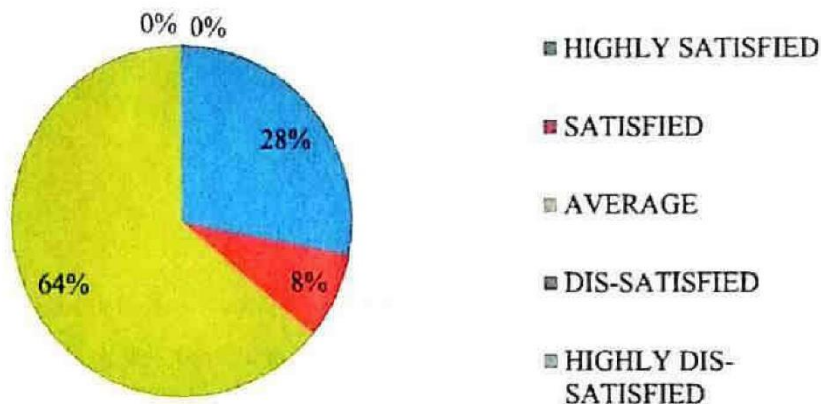
- i) The working conditions in Sakshi industries.
- ii) The Employee Training provided at Sakshi.
- iii) Retirement benefits provided by Sakshi.
- iv) Accident prevention measures taken by Sakshi.
- v) Are you satisfied with the safety measures taken at work place?

**VIII) Graphical and Tabular Representation of Data Analysis**

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The working conditions in Sakshi industries:

GRADE	NO. OF RESPONDENTS	PERCENTAGE (%)
HIGHLY SATISFIED	28	28%
SATISFIED	8	8%
AVERAGE	64	64%
DIS-SATISFIED	0	0%
HIGHLY DIS-SATISFIED	0	0%
TOTAL=100		100%

**The working conditions in Sakshi industries****Interpretation:-**

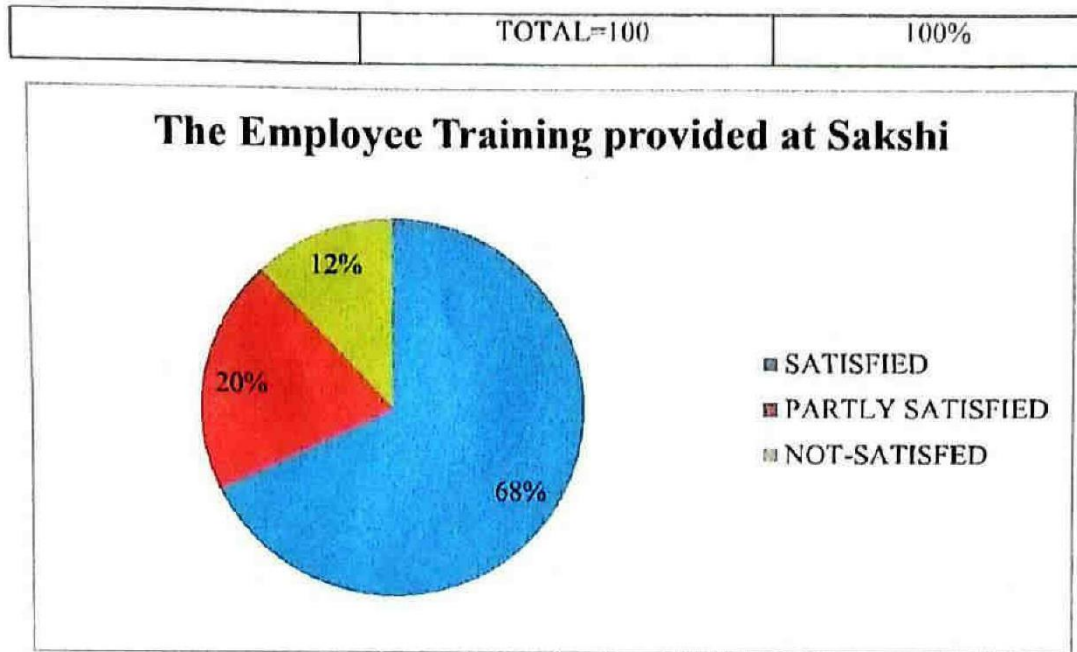
From the above table it is inferred that the working conditions in the company are average (64%) Around employees agree that the working conditions in the company are average.

**Table No. 2**

The Employee Training provided at Sakshi:

GRADE	NO. OF RESPONDENTS	PERCENTAGE (%)
SATISFIED	68	68%
PARTLY SATISFIED	20	20%
NOT-SATISFED	12	12%



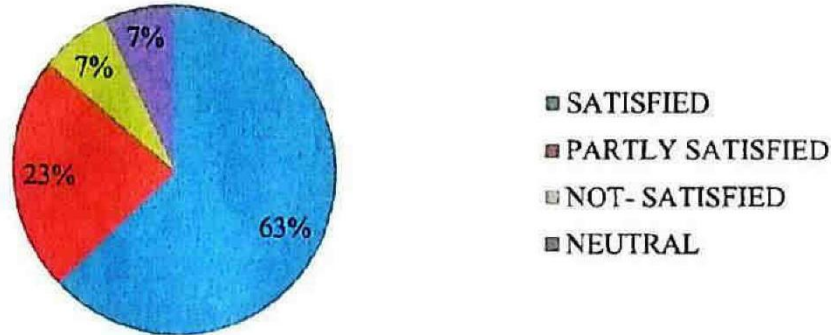
**Department of Master of Business Administration****Interpretation:-**

From the above chart it can be seen that the total deposit of the bank are growing every year, i.e in the year(in Rs.lakh crore) From the above table it is inferred the training provided is satisfactory(68%). The training provided to the employees is really helpful for their growth. Safety training is useful for providing safe condition to employees. Employee training also increases the productivity of the company.

**Table No. 3**

Retirement benefits provided by Sakshi:

GRADE	NO. OF RESPONDENTS	PERCENTAGE (%)
SATISFIED	63	63%
PARTLY SATISFIED	23	23%
NOT- SATISFIED	7	7%
NEUTRAL	7	7%
	TOTAL=100	100%

**Department of Master of Business Administration****Retirement benefits provided by Sakshi****Interpretation:-**

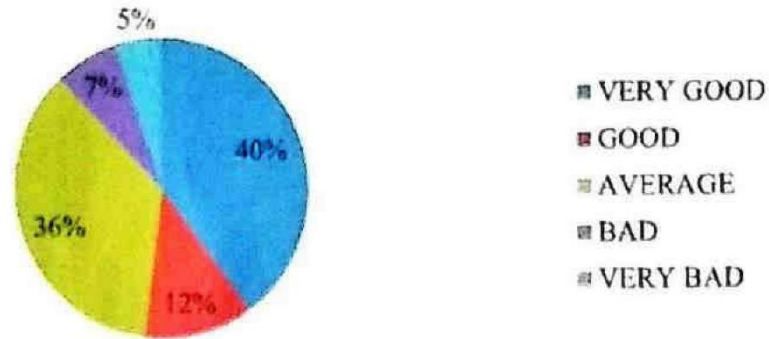
From the above table it is inferred the retirement benefits available in Sakshi is satisfactory(63%), as all the required retirement benefit like provident fund(P.F.) which are necessary for the employees are provided by the company. Retirement for employees is also conducted by the company.

**Table No. 4**

Accident prevention measures taken by Sakshi:

GRADE	NO. OF RESPONDENTS	PERCENTAGE (%)
VERY GOOD	40	40%
GOOD	12	12%
AVERAGE	36	36%
BAD	7	7%
VERY BAD	5	5%
	TOTAL =100	100%



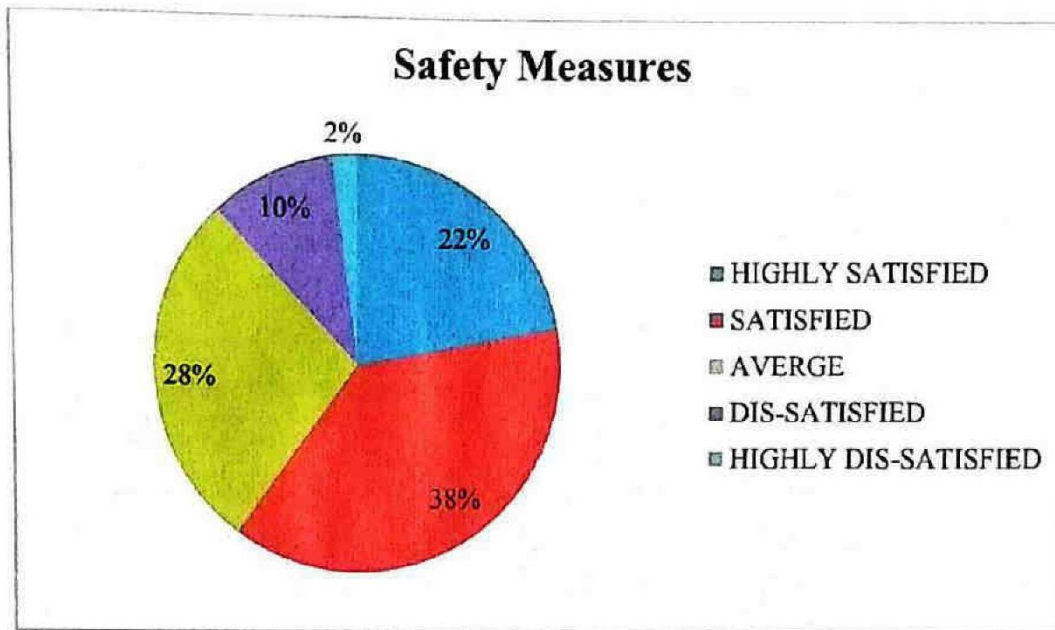
**Department of Master of Business Administration****Accident prevention measures taken by  
Sakshi****Interpretation:-**

From the above table it is inferred the accident prevention measures at Sakshi is very good(40%) The company provides necessary information and instructions are given regarding accident prevention from time to time. Employee safety training programme is also carried out.

**Table No. 5**

Are you satisfied with the safety measures taken at work place?

GRADE	NO. OF RESPONDENTS	PERCENTAGE (%)
HIGHLY SATISFIED	22	22%
SATISFIED	38	38%
AVERAGE	28	28%
DIS-SATISFIED	10	10%
HIGHLY DIS-SATISFIED	2	2%
	TOTAL=100	100%

**Department of Master of Business Administration****Interpretation:-**

From the above table it is inferred that the safety measures at work place in Sakshi are carried out well and most of the employees are satisfied (38%) with this safety measures. Safety training is provided to the employees. Instruction regarding safety is given to employees. Fencing of machinery is done, use of lifting machines like cranes, chains, and ropes are used.

**IX) Major Findings –**

Findings as follow:

1. All the statutory benefits such P.F., Health Insurance, pension are provided to employee in accordance with the Government rules, regulations and policies.
2. From the answers of the questions in questionnaire it is found that the employees are satisfied with the training provided to them.
3. Working conditions in the factory are average or better from the employee's point of view.
4. Sakshi has adopted good safety practices and accident prevention measures for its



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employees in the work place.

5. Also it was seen that good fire safety and emergency response training is provided in the company.
6. Among the other findings the most important findings are that the employees are covered by insurance policy and are given excellent medical facilities (including their blood relatives)
7. Sakshi also provides loan facility to employees which run satisfactorily.
8. 8. The majority of the employees (65%) agree that the first aid facilities in Sakshi are satisfactory.
9. Though there is no dedicated Labour Welfare Officer appointed by Sakshi, the personnel manager handles all the related duties and responsibilities well.
10. The drinking water facility in Sakshi is good. Most of employees are satisfied with the drinking water facility.
11. 11 The sports activities carried by the company is satisfactory. the company cares for the employees engagement in various other activities.
12. The canteen facility at Sakshi is good. reason for this is the good hygienic condition maintained while cooking as well as in canteen
13. From all the above findings it can be said that in general Sakshi has good labour welfare policies and provisions for its employees which are very essential for smooth running of any organization.

**X) Conclusion –**

1. The Working Conditions of the company is good. Maximum employees are satisfied (about 64%) with the working conditions.
2. The drinking Water facility provided by the company is average and need some

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improvements & about 52% employees are satisfied with this facility

3. The Canteen facilities provided by the company are very good. It provides healthy & nutritious food to the employees. About 90% of the employees are satisfied with the canteen facilities provided by Sakshi.
4. Medical Benefits for the employees are average, only 58% of the employees are satisfied with these benefits.
5. The Welfare Officer for the employees performing well. About 52% employees are satisfied to the Welfare Officer. He must adopt new strategies and policies for the Welfare of labours & staff.
6. The training program provided by the company is good, & about 68% of the employees are satisfied with the training program.
7. Sport events are not properly arranged. Only 42% employees are satisfied with it.
8. Loans facility is up to the mark. On an average 55% employees are satisfied with this facility.
9. Retirement Benefits given by the company is also good & 63% of the employees are satisfied with this facility.
10. The Accident Prevention Measures provided by the company is very good. About 80% of employees are satisfied with this facility.
11. The response to the employees Emergency conditions is very good. All over on an average 85% employees are satisfied.
12. The safety measures taken by Sakshi are too well. Most of the employees are satisfied with this.



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- 2) Industrial and Labour Law S.P. Jain.

**WEBSITES:**

[www.google.com](http://www.google.com)



**Department of Master of Business Administration****“Study of Employees Engagement and Satisfaction”****Supriya Khandare<sup>1</sup>, Prof. Saad Siddiqui<sup>2</sup>**

**Abstract** - The business management concept of employee engagement has been around since the early 1990's. Employee engagement is defined as an employee's emotional connection to their organization that motivates the employee to become fully involved and enthusiastic about their work. The quality of the workforce is the most significant factor for any industrial and business organizations to meet its organizational goals, development and growth sustainable laity. Therefore, every organization must seek to improve the quality of its employees or workforce through employee engagement practices. This study focused on the perception of the HR officials of industrial organizations on the concept of employee engagement, and also focused on the affecting factors of employee engagement, benefits of employee engagement and its various approaches. This study also focused on the barriers in employee engagement practices in the industrial organization. The benefits that employers receive from having engaged employees are numerous. Such benefits include; stronger customer relationships, longer employee tenure, increased productivity, higher job satisfaction, and increased organizational commitment.

**Key Words** –Employee engagement, development, benefits, affecting factors.

**Introduction** – Engagement is a relatively stable cognitive state where an employee is psychologically present and focused on the job and its related activities, and has been characterized as a positive, fulfilling state. On the other hand, job satisfaction is relatively established area of study in human resource management and has been studied on a wide basis. According to Newstrom and Dawis (2009), job satisfaction represents a combination of positive or negative feelings that workers have towards their work.

Job satisfaction is one of the most studied and interesting concepts in the field of Human Resource Management. Job satisfaction has been defined in many different ways. Some believe it is simply how content an individual is with his or her job, in other words, whether or not they like the job or individual aspects or facets of jobs ,such as nature of work or



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supervision job satisfaction expresses the amount of agreement between one's emerging expectations and the rewards that the job provides. It has a diversified range of dimensions of employees' behaviour and psychology at workplace. As in the words of Edwin A Locke's.

### **I) Significance of the Study–**

A business is an economic activity which needs Employees engagement and satisfaction not only for long term expansion but also for meeting its day to day targets. Employee's engagement and satisfaction are most important for meeting day to day need. Apart from this the study will be more helpful for organization to prepare their long-term goal, policies and procedure according so as to maintain high level of employee's engagement and satisfaction.

### **II) Objectives of the study –**

- i) To find how effectively the organization looks after the engagement and satisfaction of the employees.
- ii) To find out lacuna in current engagement and satisfaction level of the employees in the company
- iii) To reflect on the relative analysis of the Employees engagement and satisfaction in the company

### **III) Scope of the Study –**

The study conducted at BAG ELECTRONICS (I) PVT. LTD. is to analyze about the Engagement and the satisfaction. Through the entire study the organization can analysis how effectively they managing their employee's satisfaction level. Also, the firm will be able to adopt most efficient techniques for the proper management of their employee's engagement and satisfaction level. So that they may be able to carry out their day to day operations in a profitable way. However, the parameters of the study are limited within the boundaries of the company.

### **IV) Limitation of the Study –**

- i) Time period available for completion of project was less for doing an in-depth



**Department of Master of Business Administration****Interpretation:-**

Here satisfactory level is slightly down as compare to other practices.

**X) Major Findings –**

Findings as follow:

1. According to the survey, engagement and satisfaction level rate is 82.00%.The engagement and satisfaction level rate is higher in the company.
2. There is a good relationship between management and employees in this organization and most of the employees feel free to voice their opinion.
3. Employees are happy with the policies in this organization as the management knows the importance of the human resources and facilitate the development of the employees.
4. There is a feeling of trust between employees and their boss/HOD.
5. Bosses inspire the employees to experiment with new methods and there will be the reward /appreciate for the good work done by the employees.
6. It has been found that, employees have high satisfaction about work atmosphere and working conditions, health and safety facilities provided by company.
7. Most of the employees are happy with the promotion policies in the organization.
8. From the given welfare facilities provided by company, the employees are highly satisfied with all the facilities except transport facilities and canteen facilities which has less average.
9. Good amount of people agrees to the term good career opportunities in BAG.
10. Most of the employees are happy with Resources provided to them in BAG.



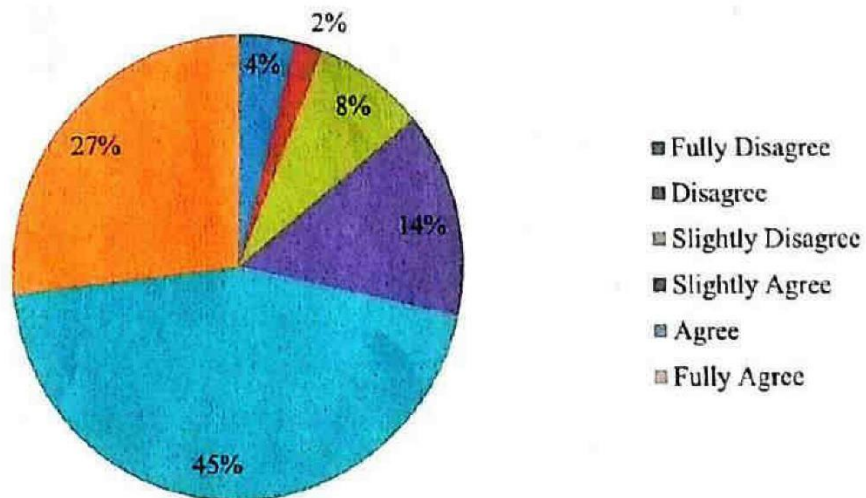
**Department of Master of Business Administration****Interpretation:-**

Here most of the employees are satisfied on training provided practice.

**Table No. 5**

I feel secure about my continued employment at this organization:

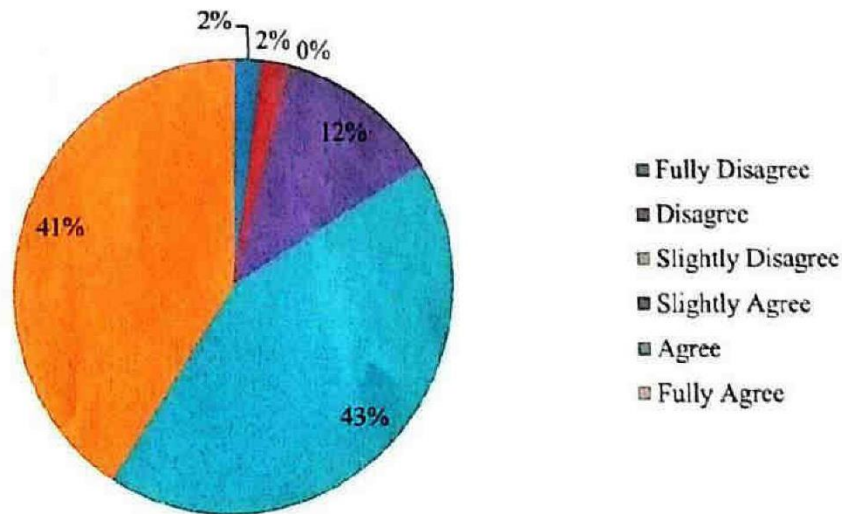
	Fully Disagree (0)	Disagree (1)	Slightly Disagree (2)	Slightly Agree (3)	Agree (4)	Fully Agree (5)
Responds	2	1	4	7	22	13
Percentage	2.44%	1.22%	4.89%	8.57%	26.93%	15.91%

**Secure about my continued employment at  
this organization**

**Department of Master of Business Administration****Table No. 4**

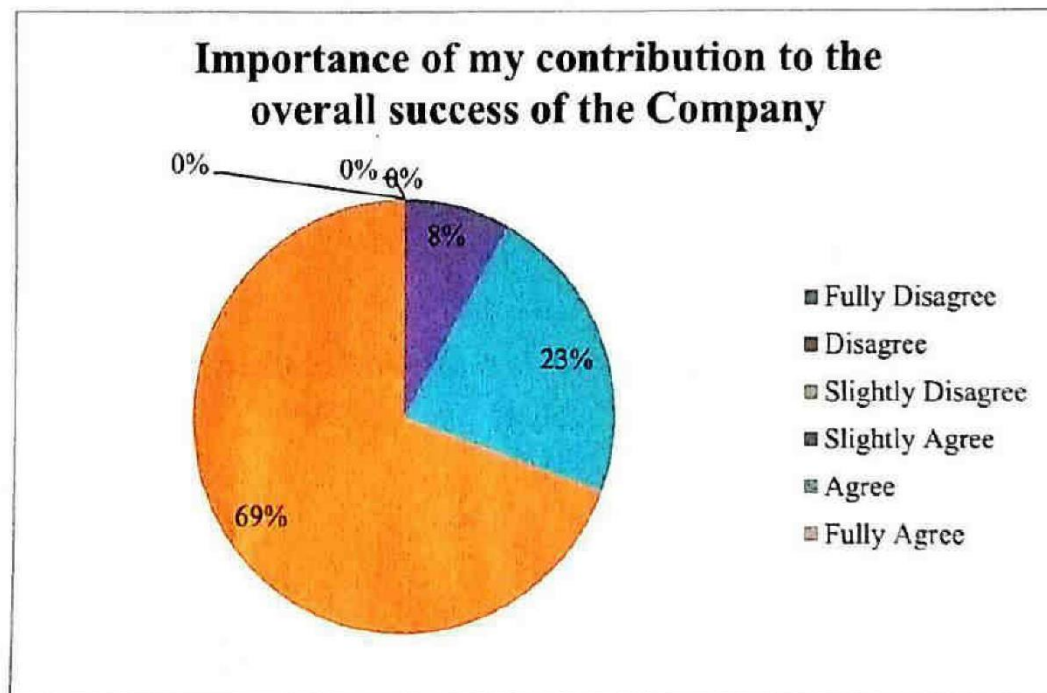
The training (external or internal) I get helps me upgrade my knowledge and behavioural skills:

	Fully Disagree (0)	Disagree (1)	Slightly Disagree (2)	Slightly Agree (3)	Agree (4)	Fully Agree (5)
Responds	1	1	0	6	21	20
Percentage	1.22%	1.22%	0.00%	7.34%	25.71%	24.48%

**Training helps me to upgrade knowledge & skills**

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	Fully Disagree (0)	Disagree (1)	Slightly Disagree (2)	Slightly Agree (3)	Agree (4)	Fully Agree (5)
Responds	0	0	0	4	11	34
Percentage	0.00%	0.00%	0.00%	4.89%	13.46%	41.63%

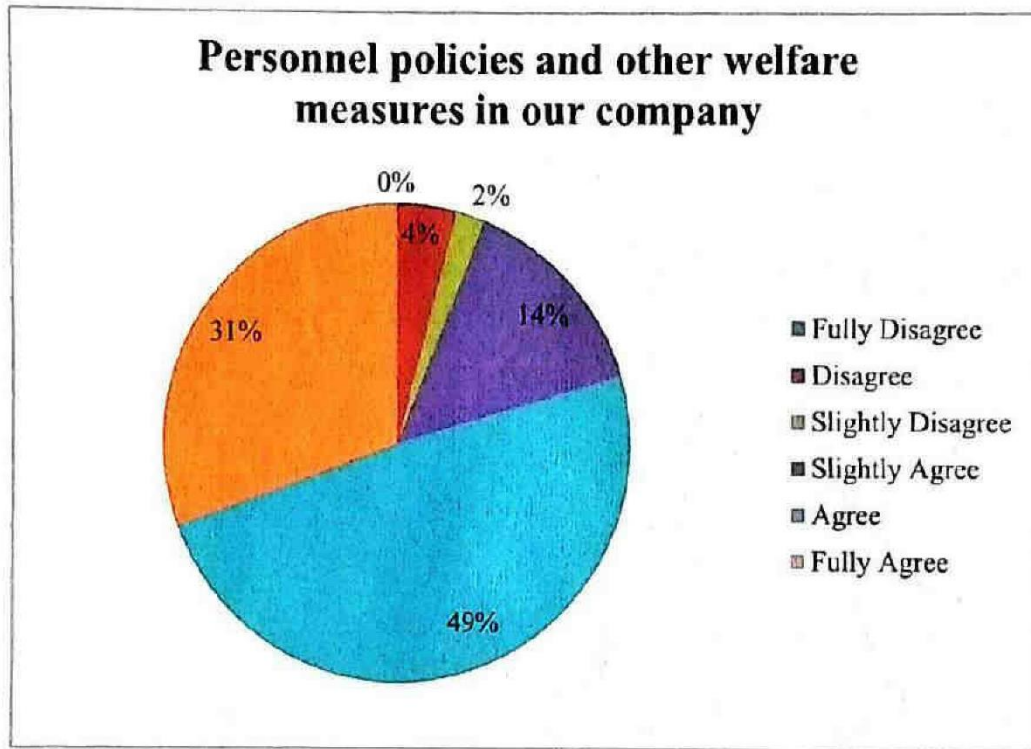
**Interpretation:-**

In this case employees are fully agreed on their contribution to the overall success of the Company.



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Responds	0	2	1	7	24	15
Percentage	0.00%	2.44%	1.22%	8.57%	29.38%	18.36%

**Interpretation:-**

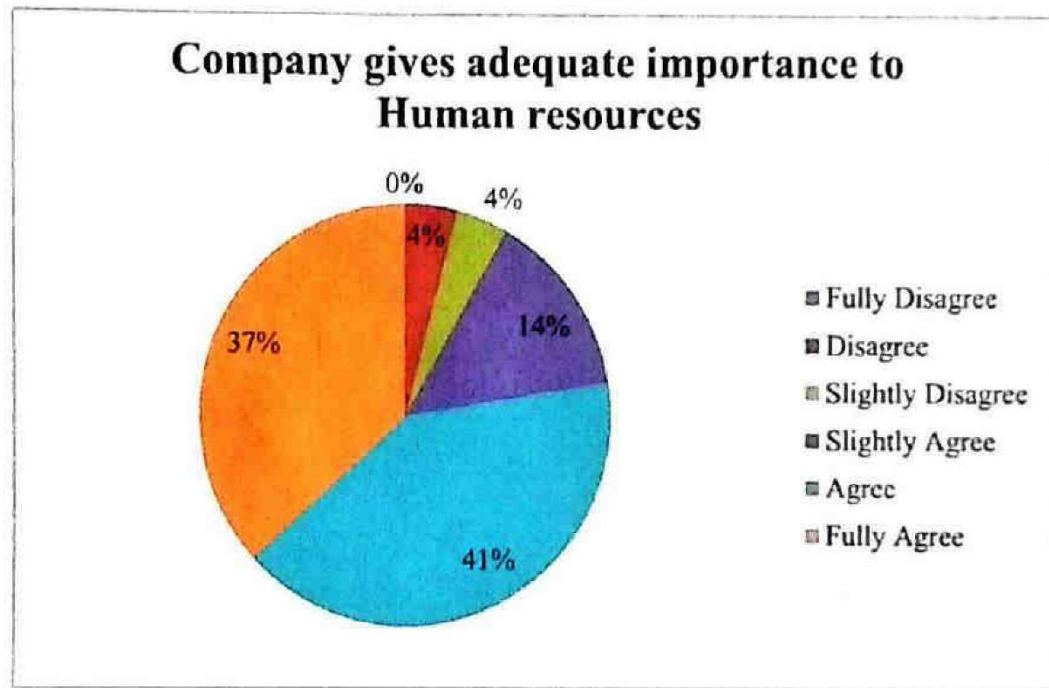
In this organization satisfaction level is good in terms of Personnel policies and the activities.

**Table No. 3**

I am aware of the importance of my contribution to the overall success of the Company:

**Department of Master of Business Administration**

Percentage	0.00%	2.44%	2.44%	8.57%	24.48%	22.04%
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**Interpretation:-**

In these case employees are gives adequate importance to its human resources (employees) and its actions support.

**Table No. 2**

Personnel policies and other welfare measures in our company are good:

	Fully Disagree (0)	Disagree (1)	Slightly Disagree (2)	Slightly Agree (3)	Agree (4)	Fully Agree (5)
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concept taken up from various financial reference books. 2. Websites: Majority of the information gathered from data exhibited on the websites of the organization as well as from the discussion with the HR Manager of the company.

**VIII) Data Analysis –**

The data analysis will be done on the below mentioned aspects:

- i) The Company gives adequate importance to its human resources (employees), and its actions support this.
- ii) Personnel policies and other welfare measures in our company are good.
- iii) I am aware of the importance of my contribution to the overall success of the Company.
- iv) The training (external or internal) I get helps me upgrade my knowledge and behavioural skills.
- v) I feel secure about my continued employment at this organization.

**IX) Graphical and Tabular Representation of Data Analysis**

**Table No. 1**

The Company gives adequate importance to its human resources (employees), and its actions support this:

	Fully Disagree (0)	Disagree (1)	Slightly Disagree (2)	Slightly Agree (3)	Agree (4)	Fully Agree (5)
Responds	0	2	2	7	20	18



**Department of Master of Business Administration****XI) Conclusion –**

1. This research was undertaken to explore the employee engagement and satisfaction in BAG electronics. It includes both the world of theory and world of practice.
2. This research helped to understand the concept of employee engagement and satisfaction and the factors affecting job engagement and satisfaction.
3. This survey will be helpful for organization to prepare their long-term goals, policies and procedure accordingly, so as to maintain high level of employee engagement and satisfaction in the future. With the help of this survey, management can provide feedback or attention to employees and their concerns, which are dissatisfied and avoid the attrition of valuable employees.
4. According to the survey, of the study has been proved and it's been found that the rate of employee engagement and satisfaction is high at BAG electronics. Still there are some factors such as: Training programs, transport facility, salary, promotion, which management should give more attention to them, so that the level of employee satisfaction will be higher in the future.

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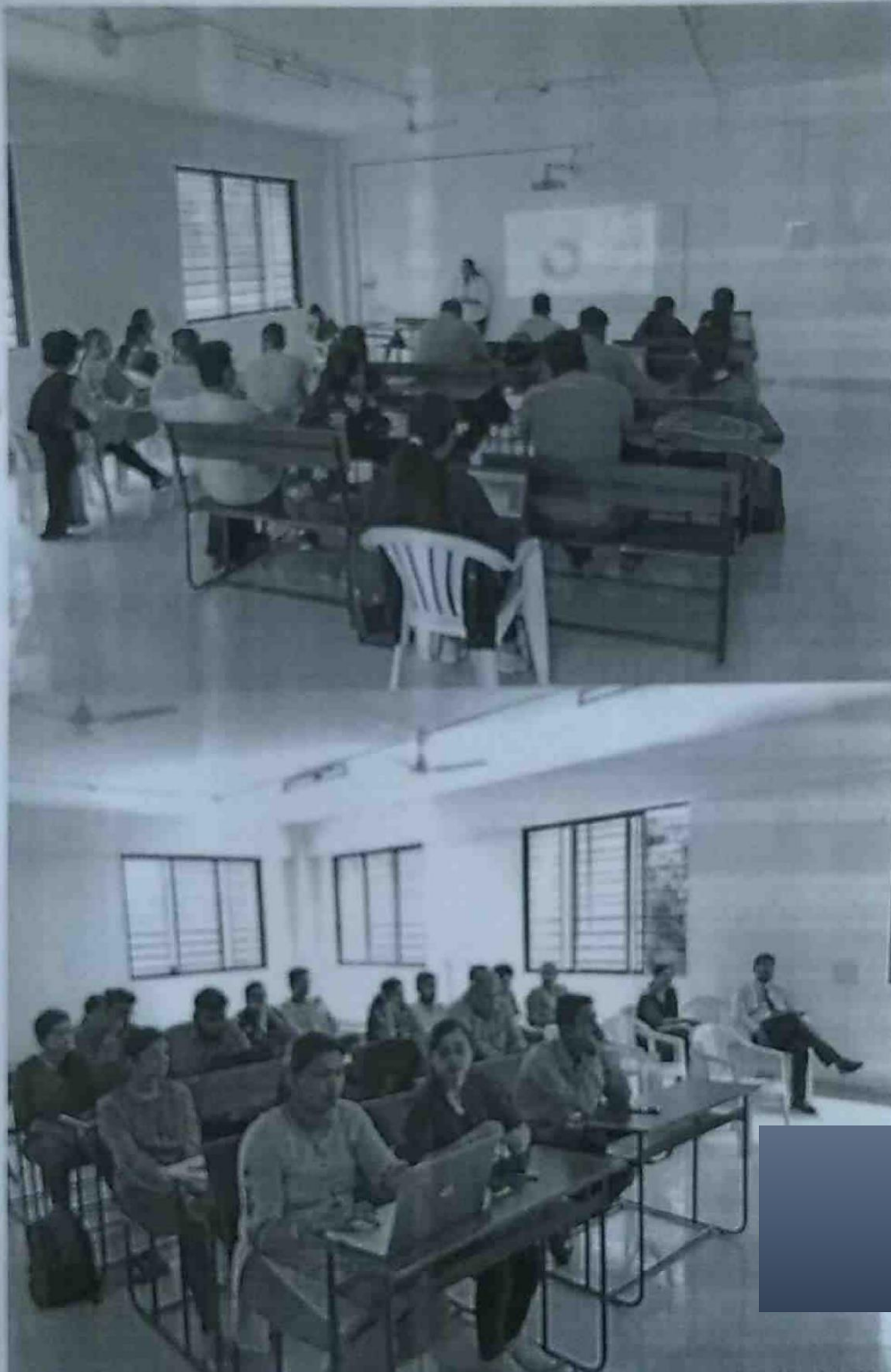
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## Department of Master of Business Administration

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### ASSTXURE I - PHOTOGRAPHS





## Department of Master of Business Administration

### EVENTS CONDUCTED:-

The Knowledge Sharing Session Activities provide a platform to the Faculty and Students to work in tandem and present their views on a topic / subject and share it with the rest of the Faculty and students.

This activity helps to gain knowledge about topics / subjects other than the prescribed syllabus and students learn about the current trends in the world.

Ms. Neha Dalal under the guidance of Dr. Smita Temgire prepared on the topic "Internet of Things" and delivered a session sharing her knowledge about the same. She made participants understand Meaning of Internet of things, Enabling technologies, Connectivity Models, Transformational Potential etc.

At the end of the session doubts of the participants were cleared by Ms. Neha Dalal and Dr. Smita Temgire.

Director Dr. Ravindra Gadge appreciated the efforts taken by students and staff members.



**Department of Master of Business Administration**❖ **REPORT**1. **EVENTS DETAILS**

Event Type	Student driven Activities
<b>List of Events</b>	
Activity	Knowledge Sharing Session Activity(KSSA)
Day and Date of activity	Tuesday, 22 <sup>nd</sup> October 2019
Faculty Coordinator	Dr. Smita Temgire
Topic	Internet of Things

2. **CONCEPT OF THE PROGRAMS/EVENTS**

TIMR has always been student driven and proactively undertakes activities that help the students to be involved in the tasks of the Institute. This also helps them to hone their personal and managerial skills which further are useful to them for their career growth.

3. **OBJECTIVES**

- To create a holistic culture in which innovation and development are strongly integrated,
- To bring the Faculty student on a common platform more efficiently, whilst redefining priorities based on updated insights and in sync with the syllabi.
- To build the skills and confidence of students, reducing the skills gap and widening the talent pool

4. **RESOURCE PERSON**

Under the guidance of Director TIMR, Dr. Ravindra Gadge, All Faculty, Staff and students worked to make this event a success.

**Department of Master of Business Administration****KNOWLEDGE SHARING SESSION ACTIVITY(KSSA)****SUMMARY SHEET**

S.NO	DATE	NAME OF THE PROGRAM	SPEAKER / STUDENT	FACULTY COORDINATOR
1	27/06/2020	Webinar on Corporate Culture across Industries	Manju Koushik	Dr. Smita Temgire
2	26/06/2020	Webinar on Sales Skills	Jijo Philip	Dr. Smita Temgire and Dr. Mukti Kataraiya
3	12/2/2020	Session on Budget 2020	Harshada Dhok, Nisha Malviya, Vaibhav Pathak	Dr. Mukti Kataraiya and Prof. Priyanka Nigade
4	22/10/2019	Internet of Things	Neha Dalal	Dr. Smita Temgire
5	9/10/2019	Predictive Analysis	Dr. Ravindra Gadge	

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*The only thing that is constant in academics is Research. The changing times bring with them demands for new ideologies, new concepts and actions to enhance the thought mobility of students as well as faculty. It takes passion and inquisitiveness to revisit an idea, explore, un-explore and re-explore it and then present a new dimension to the same. Technology has open doors for researchers to delve into the depths and bring about useful and productive elements to the existential thoughts and concepts.*

*Sochadhaara- Let's Research, an initiative by TIMR, aims to develop and enhance the urge to research in it's students. Human being is inquisitive by nature. So are the students. The only difference being that for students research as a word is not a very promising activity, and that ideology needs to be revamped. Through Sochadhaara, the awareness amongst the students shall be built as to research being a part of their daily lives.*





NASHIK GRAMIN SHIKSHAN PRASARAK MANDAL'S

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## Department of Master of Business Administration





## **Department of Master of Business Administration**

commitment. There has never been an instance where Sir would not have supported Rishabh in his endeavours.

- Rishabh is known to have created new business over the phone conversations with his prospective clients. This speaks of his patience and of the honesty that reflects in the way he presents himself.
- Rishabh has been invested with the co-signatory authority for all financial transactions.
- Chopda Sir, the first generation Entrepreneur, dealt in only one form of business. Rishabh, the second generation entrepreneur, diversified the business further by entering into designing and development of land and estates. He also is in the process of acquisition of more land for further development.
- Rishabh shared transparently about the various malpractices that affect the company. For example, employees joining, getting trained and leaving the company for other opportunities, sharing the company data with competitors etc.
- CPT is looking at professionalization in future and is slowly and steadily working towards achieving this goal. They aim to be an internationally acclaimed company and all efforts are directed towards the same.

### **7.7 OVERALL TAKEAWAYS FROM THE DISCUSSIONS**

- The four members of the Chopda family together had one strong belief – one should always be ready to learn and not be afraid to take risks.
- Hard work, positivity, honesty, confidence and perseverance - all these are necessary to build the business and the self. There is no shortcut to success.
- Treat everyone with respect – be it any level of management. People are your real assets and relationships built over the period of time help to overcome the greatest of obstacles.
- Struggle in life is like first inning where you have to work hard, success in life is like a second inning of life. This was well depicted in the sharings with Chopda Family.
- A family is the first school, the first protective circle and the first space a human being can ever experience. To build a strong familial foundation, which is traditionally rooted and accepting of modern norms, is important to grow in life.



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### **7.6 DISCUSSIONS WITH MR. RISHABH CHOPDA**

- Mr Rishabh Chopda is the third born to his parents and the only son. He joined his father's business a few years ago when his father had faced an acute health concern. At that time, he was completing his course in UK.
- He holds a professional degree in Civil Engineering, which again was completely different from the academic requirements of the business. Rishabh too went through the process of learning and un-learning and adapted to the demands of the business. Rishabh made it a point to complete his education inspite of changing the professional tracks completely.
- Rishabh emphasized the necessity of good education and communication skills to move ahead in life, especially in the given day and age.
- Being the new blood flowing into the organization, belonging to the generation of today, Rishabh introduced various new systems to improve the productivity of the Company. He brought in new technology and virtual systems such as ERP system in his company to contribute towards the systems and flow processes in the company.
- Rishabh shared the history of the company with the students of how they moved on first unit from CNC machines to a computerized and a technology driven unit at Hinjewadi plant.
- He also told about second unit where they moved in January 2018 and further improved the infrastructure of the company.
- Rishabh truthfully stated that people think they should make state of art factory but such developments need large funds and lots of manpower with more time investment. CPT is surely moving towards achieving the same in years to come.
- All of 24 years, Rishabh takes care of the administration and client building and the corporate relations for the Company. He also is responsible for the various functions such as Personnel management and Finance that make possible the smooth running of the company. His father looks after the production and plant requirements part of he business.
- They deal first hand with the suppliers and customers and do not believe in brokers or middlemen. This, according to them, helps them to understand their stakeholders better and hence build goodwill in the market.
- On being asked if the dynamics between the father and son have changed ever since he joined the business, Rishabh responded that both of them respect other's word and



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low. Similarly, the family did make it a point to go for vacations together once in a year.

- The parents ensured that their children grew up to be humble and confident. They enabled them to travel nationally and internationally, even though the parents embarked on their international travels just 10 years ago.
- Pragati has a professional degree in MBA (marketing). Self admittedly, she was weak in finance and accounting. Like her father, Pragati too is a people's person and loves to interact and share. She prefers to be in Academia with students around her rather than in the systems, processes and profits of a company. Where relationships are concerned, she has learned many things from her mother about supporting the family, maintaining the accordance and peace in the family which comes to structure the growth and environment of tradition-respecting modern age families.
- Pragati's husband, Mr Akshay Shah, is a first generation Entrepreneur too and has a successful business in Pune. They have two children – Aanya and Aum.
- By choice, Pragati is a homemaker and looks after the varied needs and wants of her joint family. Ever smiling and positive in nature, she is creative and multitalented too.



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### **7.5 DISCUSSIONS WITH MRS. MADHU CHOPDA AND MRS. PRAGATI CHOPDA SHAH**

- Mrs. Pragati Chopda Shah (Pragati, meaning “progress”) is the first born to her parents. She then has a sister, Ms. Darshna Chopda (Darshna meaning “Philosophy”) and then the third sibling Mr. Rishabh Chopda ( Rishabh meaning “One who has a great essence/aura like a Sage”).
- Pragati inaugurated the session with a welcome address and then progressed to the introduction to the commencement of the company.
- Pragati shared that her father had started the business in the year 1986 when there were rarely use of any cars or no social media or any such luxuries. He started with minimal capital and also did door to door marketing of his product. The conveyance available with him at that time was a scooter or hired rickshaws to travel from one place to the other.
- In spite of not having any technical knowledge he forayed into completely new waters which were full of risks and turbulent.
- Mrs Madhu Chopda, wife of Mr. Shirish Chopda shared that she was from Bengal. At the time of marriage, she did not know anything about Sir’s familial traditions, culture or ways of life. However, she was confident that she would adjust well to any situations in life. With this confidence and self belief, she adjusted in his family very quickly and soon became the centre of the extended family too.
- Madhu Ma’am’s parents and their families too are businesspersons and are well known in Kolkatta. She has always been the thread that brings all the beads together to form a beautiful and relations bound necklace. The members of the families on both the sides make it a point to get together for festivals and enjoy the warmth of festivities together.
- Madhu Ma’am herself is well educated, well read and an avid traveler. Her knowledge and opinions about the family business are valuable assets for the business. She has always been the Rock of Gibraltar for her family – immediate and extended.
- Madhu Ma’am supported Shirish Sir in all the ups and downs in his business. She took care that none of the family issues troubled Sir so that he could focus on the growth of the business. She ensured that her children never felt the paucity of any requirements in their lives, even during the difficult times the family went through. For example, a family ritual of going for an outing on Thursdays was never stopped if the finds were



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- Mr. Shirish Chopda then took the reins of discussions and shared his vast experience with the students, with inputs from the members of the family.
- Sir shared information about the various aspects that shape the environment of the business such as legal, personal, political and social that has direct effect on the company.
- At the onset, Sir was not from an engineering background. He was a student of Commerce. A people's person, Sir found and formed a path to create and succeed a business in the field of manufacturing, of which he had no theoretical knowledge. What he created was based on his practical learnings on the way of business every single day.
- When he started the company he started with scrap business. At that time, he didn't have a single machine in his company.
- When the financial conditions were favourable, Sir started the company by investing into few machines. This was then followed by taking projects and ensuring quality and timely completions. This is how they build their goodwill and relationships with clients. Today, CPT has built praise worthy clientele.
- Sir emphasized upon the necessity of doing honest and hard work. This in turn helps to build loyalty among the customers.
- Sir also shared about his family. There are 8 brothers in all and all are Independent Entrepreneurs. They do not interfere in each others' businesses, hence maintain the family harmony. Sir's father is now 97 years old still running the grocery shop in Aundh. Sir shared that he derives his energy from his father to work in market positively and work towards the development of business and self.
- Sir came across as a complete family man, who is very proud of his family and their achievements in their lives respectively. He never forced children to join the family business and each of them had the freedom to choose their path. His children are well settled in their lives and have made their own success stories. Rishabh, his son, joined the family business a few years ago.
- Chopda sir encouraged and motivated the students for their future.





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### **7.3 TOUR OF THE PLANT**

- Mr. Shirish Chopda himself took the students on the tour of the plant, explaining the various aspects of the business and the manufacturing process.
- Sir briefed the students about all the machines and their particular work/ job they are procured for. Two such machines had been procured just a few months ago from Bangalore which had further helped to boost the manufacturing process.
- Sir is proud and confident about the quality of the products. He even stated that the reflection can be seen in the polished product as in a mirror. There are around 200 types of products that are manufactured at the plant.
- Their maximum income is reflected in their assets.
- Sir also introduced his Staff/workers on the floor of the Plant to the students who were working in that particular shift.
- Students also learnt about the way in which the Company balances gender ratio and also boosts women empowerment. One of the female workers with a BA background was trained to work on a manufacturing machine. This supports the thought-process that with proper training provided and the willingness to learn opens opportunities for all to succeed in life.
- The students learnt that the Plant works for 24 hours, in three shifts.
- Sir also showcased the tools and other such parts that their workers had made recently alongwith the description of the tools.
- Sir shared the names of the clients of CPT based nationally and internationally. The students learnt that CPT has a monopoly of the manufactured tools with 15 companies, which, given the competitive nature of the business today, is a major accomplishment.

### **7.4 DISCUSSIONS WITH MR. SHIRISH CHOPDA**

- The Phase II of the visit was the much awaited Discussion and Sharings Round with the Chopda Family. The students felt humbled to have the Heads of the family – Mr. Shirish Chopda and Mrs Madhu Chopda – and their children – Mrs. Pragati Chopda Shah and Mr. Rishabh Chopda – come together to meet the students and share their life experiences with them, both on professional and personal levels.
- The discussions began with Mrs. Pragati Shah opening the conversation and introducing her father, Mr. Shirish Chopda.



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- The team of CPT completely believes in the process of learning and un-learning to acquire new knowledge and experience every single day to satisfy customers demand and fulfill their requirement time to time with professional, personal and friendly relation.
- Sustainability is a part of the culture and conduct is integral in any decision.

### **7.2 OBJECTIVE / VISION OF CPT:**

- To provide quality products along with enhancement and upgradation in technology and equipments.
- To grow, build more relationships, fulfill requirements, deliver best services and keep everyone happy.
- To become preferred for the products which we manufacture and supply to the clients.
- To create a better future everyday to live in.

### **7.3 MISSION OF CPT:**

- Double the Company's production capacity and size of the company with state-of-the-art infrastructure and equipments.
- Focus on better quality along with quantity.
- Develop better ways of handling business and creating a better business opportunity.
- Use greener and cleaner ways and work in an Eco-friendly environment.

### **7.4. CHOPDA GROUP OF COMPANIES :**

- Autoturn Industries, Saswad & Phursungi
- Chandratara Industries, Hadapsar
- KTA Spindle Toolings, Hinjewadi
- V.S. Industries, Hinjewadi
- Chopda Auto Parts, Hinjewadi & Rahatni

**Department of Master of Business Administration****6. PROGRAM SCHEDULE**

S.No	Particulars	Time
1	Departure from Kondwa Budruk	9:00 am
2	Arrival at the Plant in Hinjewadi	10:55 am
	Tour of the Plant	11:00 to 12:00 pm
3	Interaction with Founder and Managing Director, Mr. Shirish Chopda	12:00 pm to 1:00 pm
4	Interaction with Mrs Madhu Chopda (wife of Mr. Shirish Chopda) and Mrs Pragati Chopda Shah(daughter of Mr. Shirish Chopda)	1:00 pm to 2:15 pm
	Interaction with Director, Mr Rishabh Chopda	2:15 pm to 3:00 pm
5	Departure from the Plant	3:00 pm
	Lunch	3:30 to 4:30 pm

**7. EXECUTIVE SUMMARY**

- All the students reported at the meeting point at Kondwa Budruk at 9:00 am. The Faculty took her car and the four other students brought their motorbikes to travel to Hinjewadi. Thus 11 students were accommodated within these many means of transport.
- Due to heavy traffic on the Pune Bangalore highway, we all reached the plant of Chopda Precision Tools at 10:55 am.
- We were welcomed at the gate by Mr Shirish Chopda and Mr Rishabh Chopda themselves. The students presented them with bouquets as a token of gratitude. Mrs Madhu Chopda, wife of Mr Shirish Chopda was also present at the Plant to welcome the students of TIMR.

**7.1 ABOUT THE COMPANY – CHOPDA PRECISION TOOLS (CPT)**

- Chopda Precision Tools was established in 1986 at Aundh.
- They have more than 25 years of experience in manufacturing industry in making high precision components and products and are well known for their simplicity and quality for which they have also been certified with ISO 9001-2015.





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In accordance with the requirements of the course, the students were taken to meet the owners and founders of Chopda Precision Tools, based in Hinjewadi, Pune. The company was formed by First Generation owner, Mr Shirish Chopda, who is now joined in his business by his son, the second generation entrepreneur – Mr Rishabh Chopda.

### **3. OBJECTIVES**

- a. To help the students to understand the course better
- b. To introduce a practical and an exploratory dimension to the course
- c. To communicate and learn from the experience of established Entrepreneurial houses in Pune.

### **4. RESOURCE PERSON**

Under the guidance of Director TIMR, Dr. Ravindra Gadge, Prof. Sonali Joshi designed and proposed the visit.

### **5. PREPARATION OF THE EVENT**

A formal interaction was done with Mr Rishabh Chopda requesting him for an appointment and for a visit to their plant, which he graciously accepted. Keeping in mind all the commitments on both ends, the visit was finalized for 12<sup>th</sup> October 2019.

The information of the visit was then shared with the first and second year students. There were 11 students who confirmed their participation in the same.

**Department of Master of Business Administration**❖ **REPORT****1. EVENT DETAILS**

Event Type	Student driven Activity
Description	Under the Course-Entrepreneurship Development
Place of Visit	Chopda Precision Tools S.No 255/1, plot no – 8, Tirumala Industrial Estate, Hinjawadi, phase – II, Tal – Mulshi. Pune – 411057. Maharashtra. India. <b>Landmark</b> – Inside Filtrum Company Lane, Opp. Ashvini Magnets Pvt Ltd. Website - <a href="http://www.chopdaprecisiontools.com">www.chopdaprecisiontools.com</a>
Day & Date	Saturday, 12 <sup>th</sup> October 2019
Duration	9am to 3pm
No. Of Students	11
Program Co-ordinator & Faculty	Prof. Sonali Joshi

**2. CONCEPT OF THE VISIT**

***"I am convinced that about half of what separates successful entrepreneurs from the non successful ones is pure perspectives" – Steve Jobs***

Entrepreneurship Development today has taken a place of utmost importance in the economic development of any country. Entrepreneurs are therefore the new age developers of industrial development which in turn creates more employment opportunities leading to increase in per capita income and higher standard of living.

The word "entrepreneur" is derived from the French verb "entreprendre", which means 'to undertake'. This refers to those who "undertake" the risk of new enterprises. An enterprise is created by an entrepreneur. The process of creation is called "entrepreneurship".

Entrepreneurship is a process of actions of an entrepreneur who is a person always in search of something new and exploits such ideas into gainful opportunities by accepting the risk and uncertainty with the enterprise.



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**ENTREPRENEURSHIP DEVELOPMENT VISIT**

**CHOPDA PRECISION TOOLS**

**REPORT**

**12<sup>TH</sup> OCTOBER 2019**

**9 am to 3:00 pm**



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6	12th Oct 2019	ED visit to Chopda Precision Tools	Interaction with the Chopda Family - the First and Second Generation Entrepreneurs	9 am to 3:00 pm	Mr. Shirish Chopda; Mr. Rishabh Chopda and Mrs Pragati Chopda Shah
7	31st Jan 2019	TedX Videos	The Indian Approach to Business: Devdutt Patnaik	1:30 to 2:30	<a href="https://www.youtube.com/watch?v=KcrUs8FA40">https://www.youtube.com/watch?v=KcrUs8FA40</a>
8			It Doesn't Take Money To Make Money: Brandon Leibel		<a href="https://www.youtube.com/watch?v=_K4TjS9u1t4">https://www.youtube.com/watch?v=_K4TjS9u1t4</a>
9	8th Aug 2018	a Meeting with Anna Shetty Sir	The importance of staying relevant	12:00 to 1:15	Mr. Anna Shetty, Canteen Owner, KJEI Campus
10	30th Aug 2018	Marketing Activity	Living Entrepreneurship	9 am to 3:00 pm	Students and Faculty.

S.No	DATE	NAME OF THE EVENT	TOPIC	TIME	RESOURCE PERSON/ORGANIZATION
	<b>2020</b>				
1	10TH DEC 2020	NES Innovation Awards 2021: National Workshop organized by the MHRD Institution's Innovation Council (IIC), I2IT in collaboration with Natarajan Education Society (NES).	"Practices in Innovation"	11:00 AM to 12:30 PM	Mr. Sagar Kabra, Operations - Head, Natarajan Education Society
2	21st nov 2020	The Entrepreneurship Development Startup and Innovation Cell,DIT - "MY STORY"* Motivational Session	How Real Entrepreneurship begins internally – With the process of Stepping up, having Courage and Bringing your Ideas to Reality	2:30 PM	Mr. Uday Nadivade* (Founder-Dcal & Befach White Rice)
3	25th July 2020	Webinar on Entrepreneurship	Entrepreneurship Development	11:00 AM to 12:30 PM	Dr. Vijayshri Mehtha
4	11th July 2020	Webinar	Industry 4.0 and International Business	1:15 to 2:30	Dr. Rubina Romanello
5	1st July 2020	Webinar	Entrepreneurship Journey:- Expectations Vs Reality.	11:00 to 12:30	Mr. Pankaj Salunkhe

**Department of Master of Business Administration****KNOWLEDGE SHARING SESSION ACTIVITY (KSSA)**

Knowledge sharing is an activity through which knowledge (namely, information, skills, or expertise) is exchanged among faculty members and students. Although knowledge is commonly treated as an object, it is more appropriate to teach it as both a flow and a thing. Knowledge as a flow can be related to the concept of tacit knowledge. While the difficulty of sharing knowledge is in transferring knowledge from one entity to another, it may prove profitable for organizations to acknowledge the difficulties of knowledge transfer, adopting new knowledge management strategies accordingly.

Knowledge sharing is essential for an institute to achieve success, since it can facilitate decision-making capabilities, build learning organizations (through a learning routine) and finally, stimulate cultural and educational change and innovation. Therefore, it's obvious that managing knowledge properly can bring a lot benefits to an institute and students, especially those related to education.

At TIMR KSSA gives a platform to the students to collaborate with their designated Faculty member and present a topic of their choice and liking to the audience. This enables everyone to learn something new or have a discussion about the trends prevalent.



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## **Department of Master of Business Administration**

**Felicitating Mrs. Pragati Chopda Shah**



**Tour of the Plant by Mr Shirish Chopda**







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**Presenting bouquet of Flowers to Mr Rishabh Chopda**





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### ANNEXURE I – PHOTOGRAPHS

#### **At the Entrance of Chopda Precision Tools**



#### **Presenting Flower Bouquet to Mr Shirish and Mrs Madhu Chopra, Founders of the Company**





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- Woman of the family play as much an important role. Their contributions cannot be neglected. They help to strike the balance between the requirements of business and the needs of the family.

**7.8** The students were welcomed into the Plant with a Welcome note on a White Board, as a mark of respect for the students and the Institute.

The students were treated to a sumptuous high tea. They were first offered mango juice, which was then followed by coffee, biscuits, savouries and sweets. The students relished the same.

### **8. CONTRIBUTION OF TIMR MANAGEMENT**

The management graciously gave the permission to undertake the activity.

### **9. IMPACT OF THE EVENT**

As this course is selected by the students themselves, they were much interested in learning about the history and the growth cycle of the business of Chodpa Precision Tools. Post discussions and departure from the Plant, the students were discussing about their experience over lunch

**10. PHOTOGRAPHS :-** The event was captured well with the help of photographs (Annexure 1)