

MARCH 2025

# Jharokha

*Institute Newsletter*



**St. Francis Institute of Management and Research  
(SFIMAR)**



**An Autonomous Institution**



Approved by AICTE, DTE, Govt. of Maharashtra and Affiliated to the University of Mumbai  
Accredited with 'A+' Grade by **NAAC** and MMS Programme Accredited by **NBA**, New Delhi

An ISO 9001:2015 Certified Institute

Gate No. 5, Mount Painsur, S. V. P. Road, Borivali (West), Mumbai - 400103

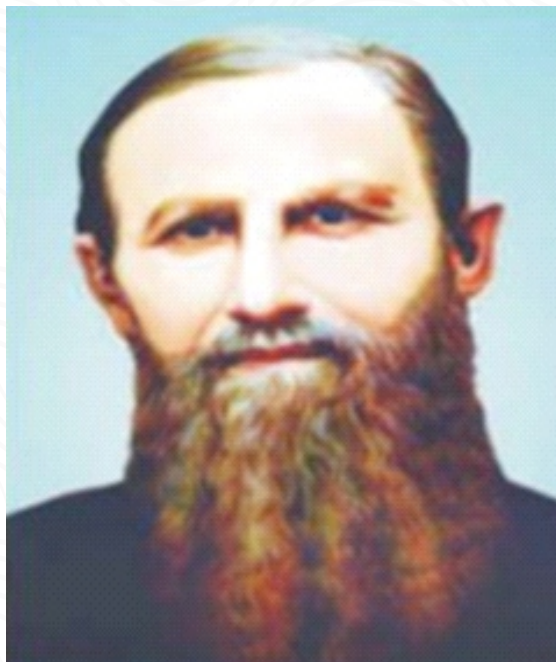
**DTE CODE 3119**  
**www.sfimar.org**

## **OUR PATRON**



**ST. FRANCIS OF ASSISI**

## **OUR FOUNDER**



**BRO. PAULUS MORITZ**

**FOUNDER - CMSF**

**(JUNE 29, 1869 - NOVEMBER 19, 1942)**

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## EDITORIAL NOTE

**T**he new year, January 2025, at SFIMAR was marked by enriching industry-academia engagement and immersive experiential learning. About seven insightful guest lectures connected MMS students with industry leaders, offering valuable perspectives on ESG, marketing, cost accounting, Basel norms, and more. Parallely, over 184 MMS First Year students embarked on On-the-Job Training (OJT) across 29 organizations, NGOs, and enterprises, gaining real-world exposure and professional growth. These initiatives not only bridged theory and practice but also strengthened students' career readiness. We thank all corporate partners and faculty for enabling a dynamic and future-ready learning environment.

The first quarter of January to March of 2025 at SFIMAR was vibrant with a range of academic, industry, cultural, and sustainability-driven initiatives. The Industry Liaison program- Corporate Katalyst, an initiative of CMC at SFIMAR, enriched learning through impactful discussion and deliberation by Industry experts from all fields. Student-led clubs were equally active, with the Malay Club's "Star Performer" competition showcasing creative talent and the Green Club spearheading environmental efforts through beach clean-up drives and a notable session with UNICEF representatives. These events collectively fostered holistic development, blending knowledge, skills, and social responsibility in a dynamic learning environment.

Highlights included Exuberance 2025, Sports Day, Anveshi, and the 21<sup>st</sup> Degree Distribution Ceremony and the certification course on Small Business Essentials, conducted by the My Own Business Institute (MOBI) at Santa Clara University, which was offered to 61 students from St. Francis Institute of Management & Research. Noteworthy faculty and student achievements, such as accolades in research and competitions, reflected SFIMAR's commitment to holistic development. The FDP on GenAI, IPR sessions, and Entrepreneurship Drive empowered both faculty and students. DLLE's UDAAN 2025 further underscored our focus on social responsibility. As we celebrate these milestones, we continue to nurture excellence, innovation, and community engagement at every step.

# ST. FRANCIS DAY CELEBRATIONS

CMSF



**GOLDEN AND SILVER JUBILEE CELEBRATION OF CONGREGATION OF THE MISSIONARY BROTHERS OF ST. FRANCIS OF ASSISSI (CMSF) – 4<sup>TH</sup> OCTOBER 2024**



**S**t. Francis Group of Institutions in Mumbai are a chain of Christian/Catholic Minority Educational Institutions located in the Western Suburbs of India's Financial Capital Mumbai. St. Francis Group of Institutions have today become a pride of Mumbai and India's most sought academic community for its focus on excellence in value based education and beneficial & educative extracurricular activities. Today, after 124 years of its inception the Franciscan Brothers continue their commitment of training young minds and finding solutions to address tomorrow's challenges.

St. Francis Group of Institutions are established and run by the Franciscan Missionary Brothers, an International Organisation headquartered at Borivali (West), Mumbai. Rev. Bro. Paulus Moritz has founded the CONGREGATION OF THE MISSIONARY BROTHERS OF ST. FRANCIS OF ASSISI in the year 1901 with the vision of reaching out to the poor and the less privileged. Bro. Paulus Mortiz was appointed as the first Superior General of the Congregation of the CMSF. He worked tirelessly for the welfare of the Brothers and the missions. His famous dictum was: "As long as you look after the poor, God will look after you!" He was a man with a deep spiritual conviction and of prayer and contemplation. He knew that only a deep religious person could become a great missionary, and he formed his Brothers in that pattern.

It was a relentless pilgrimage for him and his early companions in the mission of the Lord, serving the poor and needy at all costs in the villages of the entire country wherever they had been called to from 1901 till date, the inspiration of our Founder continues in the Brothers' Love and Service to the Indian people and beyond. Starting missions all over India, guiding the Brothers through many vicissitudes and storms for more than four decades, Bro. Paulus Mortiz relinquished the office of Superior General in 1941. He was called for his eternal reward on 19<sup>th</sup> November 1942 after a brief illness, which he joyfully accepted as a prelude to his heavenward journey.

May he intercede for us, his children, from his heavenly dwelling to keep the mission of love to all, especially to the down-trodden and marginalized!

### CONGREGATION OF THE MISSIONARY BROTHERS OF SAINT FRANCIS OF ASSISI (CMSF)



**"LOOK AFTER THE POOR, GOD WILL LOOK AFTER YOU."**

# ST. FRANCIS INSTITUTE OF MANAGEMENT AND RESEARCH (SFIMAR)

**S**t. Francis Institute of Management & Research (SFIMAR) was established in 2002 by "The Society of the Congregation of Franciscan Brothers" to impart quality education in the field of Business Management. It is recognized by AICTE, New Delhi and has been granted permanent affiliation by the University of Mumbai. SFIMAR is Grade 'A+' (Second Cycle) accredited by National Assessment and Accreditation Council (NAAC) and is recognized under Section 2 (f) & 12 (B) of UGC Act 1956. It is also ISO 9001:2015 Certified by DNV (Det Norske Veritas).

The courses conducted at SFIMAR campus are in a state-of-the-art infrastructure environment with Air Conditioned Classrooms, Computer Labs, Conference Halls, Library and Other Amenities. A core team of experienced and qualified faculty member deliver various courses to the students. Additionally, experienced professionals from various industries are invited as Eminent Speakers/Guest Faculty to provide practical orientation to the application of management principles in various fields. SFIMAR believes in the overall development of students and runs a number of Personality Development Programmes.

SFIMAR also provides its students additional certification Programmes such as, Alternative Investment Industry, Project Management, National Institute for Securities Markets (NISM) Mandatory Programmes, CIMA, Digital Marketing, etc. which improves their knowledge and employment prospects. SFIMAR has a very active Placement Department which assist students in achieving appropriate placements and has a track record of almost 100% placement for the past several years.

The courses conducted at SFIMAR campus are in state-of-the-art infrastructure environment with Air Conditioned Classrooms, Computer Labs, Conference Halls, Library and other Amenities. A core team of experienced and qualified faculty and research scholars bear the responsibility to impart knowledge to aspiring students at SFIMAR.

A right blend of Industrialists and Academia from various organizations, are invited to professionally train our students. Interaction with eminent personalities in their respective field is a continuous activity at the Institute.



## Vision

*To flourish as a seat of learning of international standards for developing an entrepreneurial class of value-based industrial leaders empowered with techno-managerial competence to sustain innovation for building global business of the future.*

## Mission

*To enter the realm of globally successful B-schools by imparting value-based education for creating responsible and thoughtful citizens who would lead the world by example and excel through innovation, an entrepreneurial spirit and a humanitarian attitude.*



*SFIMAR is committed to the endeavor of transforming students into Global Leaders by continual improvement in its services through a student centric approach, innovations in our pedagogy and rigorous selection, development and up-gradation of its faculty while meeting the regulatory & statutory requirements.*

## ACCOLADES



**A+ GRADE CERTIFICATE BY NAAC**



**MTC GLOBAL AWARD FOR EXCELLENCE:2024**



**ISO 9001:2015 CERTIFICATE**



**UNIVERSITY OF MUMBAI CERTIFICATE FOR OUTSTANDING CONTRIBUTION TO ACADEMICS**



**CERTIFICATE OF ACHIEVEMENT RIO+25 UN WATER ACTION IARF (2020)**



**GREEN AUDIT**



**ENERGY AUDIT**



**ENVIRONMENT AUDIT**

## GUEST LECTURE

**A**s part of the Industry Liaison initiative for MMS Semester II, a series of expert guest lectures were organized to connect academic concepts with real-world business applications. The sessions began on January 25<sup>th</sup>, 2025, with Mr. Rahul Sharma (Lighthouse Funds) on ESG Investments & Startups, followed by insights on SCM & ERP by Mr. Gaurav Boricha (INFOR), Marketing – Offline vs. Online by Mr. Varun Varma (The Whole Truth Foods), and Cost Accounting Applications by CMA Vaibhav Joshi. Each session, coordinated by expert faculty member, offered practical learning, interactive discussions, and industry-relevant exposure. These sessions served three core purposes:

- 1. Industry Insight & Practical Learning** – Students gained exposure to real-world business models, operational strategies, and industry challenges across domains like ESG, marketing, finance, and supply chain.
- 2. Networking & Live Projects** – Interactions with industry leaders opened doors for professional connections, mentorship, and potential live projects and internship opportunities.
- 3. Career Growth & Placement Readiness** – Insights shared by seasoned professionals helped students align academic learning with career aspirations and improve placement preparedness.

Sr. No.	Date	Subjects	Topic Name	Speaker's Name	Designation	Organization
1	25/01/2025	Entrepreneurship Management	"ESG Investments & Startups in India".	Mr. Rahul Sharma	Vice President & Head	Lighthouse Funds
2	22/02/2025	DMM	"SCM and ERP - Way of Working"	Mr. Gaurav Kanji Boricha	Consultant	INFOR
3	01/03/2025	Application of Marketing: Theory and Practice	"Marketing - Offline v/s Online"	Mr. Varun Varma	Head	The whole truth foods
4	04/03/2025	Cost and Management Accounting	"Practical Application of Cost Accounting in Industry"	Mr. Vaibhav Joshi	Practicing Cost and Management Accountant	Vaibhav P. Joshi & Associates
5	15/03/2025	Business Research Methods	"Customer Insights Using Research - A Experience Sharing"	Mr. Punit Mittal	Head Customer Centricity	Tata Sons
6	18/03/2025	Corporate Finance	"Implementation of Basel Accords in Stages"	Mr. Sharadkumar Rewatkar	Banking Professional	Bank of Baroda
7	29/03/2025	Human Resource Management	"Motivation and Engagement with Specific Emphasis on Gallup's Q12 Model"	Mr. Kiran Prasad Iraturi	Group CHRO	Lodha Ventures



**TOPIC: IMPLEMENTATION OF BASEL ACCORDS IN STAGES**  
**RESOURCE PERSON : MR. SHARADKUMAR REWATKAR**  
**BANKING PROFESSIONAL**



**TOPIC: CUSTOMER INSIGHTS USING RESEARCH - A EXPERIENCE SHARING**  
**RESOURCE PERSON : MR. PUNIT MITTAL**

## CORPORATE KATALYST

**C**orporate Katalyst - Edition II (2025) was conducted on 8<sup>th</sup> February 2025 at the SFIMAR campus, Borivali, under the renewed theme "Innovation for Sustainability", continuing the broader vision of "Pioneering Corporate Excellence." The event was designed to enhance SFIMAR's visibility among corporates, strengthen institutional networks, facilitate student interaction with industry leaders, and improve placement prospects. Jointly hosted by SFIMAR and SFIMAR PGDM in association with HR Shapers, the event was executed across four distinct segments: Arch Panel Discussions, CHRO Roundtable, and Corporate-to-Campus Open Houses for Finance, Marketing, Human Resource (HR), Information Technology (IT) and Operations domains. With a total participation of 440, including 69 senior industry professionals, the event received positive feedback from delegates and attendees, significantly contributing to institutional goodwill, brand recall, and future engagement opportunities.



GLIMPSES OF CORPORATE KATALYST - EDITION II

## ON-THE-JOB TRAINING (OJT)

**O**n-the-Job Training (OJT) is an integral component of management education that bridges the gap between theoretical learning and real-world application. It provides students with the opportunity to gain hands-on experience in a corporate or entrepreneurial setting while still pursuing their academic curriculum.

OJT typically involves students working in functional areas such as marketing, finance, human resources, or operations under the guidance of industry professionals. This immersive exposure helps them understand organizational dynamics, develop soft skills, and apply classroom concepts to practical challenges.

For management schools, OJT enhances the employability of students by making them industry-ready. It also encourages experiential learning, critical thinking, and problem-solving, which are essential for future business leaders.

At SFIMAR, the OJT exercise was initiated in February 2025 for over 184 students of the MMS First Year. Over 29 organizations/NGOs have provided the opportunity of an OJT to our students and are currently active on it. The OJT exercise is expected to be completed by May 2025.

### List of Companies

Mother Teresa Home	Abhijit Khatav	Shoonays
Project Dignity – IDF	VicTree Solutions	Fr. Binoy Jacob
Krishti Fashion Design	N. N. H. & Co.	Kilbil NGO
Rajiv Koli	Jagruti Seva Sanstha	Sahas Charitable Trust
DBP Associates	Strengthen Fitness Gym	New Life Foundation
CPM & Associates	Guruprabhu Homes	Rotract Club
Akshay Mahatre	Bless Foundation	Golden Park Hospital
Umang Old Age Home	GCC Hotels & Clubs	Anandvan Wellness Centre
Holy Cross Sisters Convent & Senior Citizens Home	S V Construction	Thane Zilla Shakti Jagriti Samiti Muk Badhir Bal Vikas Kendra



### GLIMPSES OF ON-THE-JOB TRAINING (OJT)

## SFIMAR STAR PERFORMER COMPETITION

On January 21<sup>st</sup>, 2025, SFIMAR's Malay Club organized the "Star Performer Competition" to showcase the solo talents of MMS-I students. Held at the 3<sup>rd</sup> Floor Auditorium, the event featured diverse performances including singing, dance, beatboxing, and stand-up comedy. Coordinated by faculty and student members, the competition was judged by Dr. Sujata Salvi and Ms. Elvira Mendonca and graced by dignitaries including Director Dr. Shalini Sinha and Registrar Bro. Xavier Munda.

With 11 participants and a few exciting spot entries, the event brought vibrant energy to the stage. Winners included Ms. Pournima R (1<sup>st</sup> - Dance), Mr. Roger Bhutao (2<sup>nd</sup> - Singing), and Ms. Vaishavi Lad (3<sup>rd</sup> - Dance). Comperes added fun with their creative act, and a special performance by last year's winner, Mr. Leoraj, added flair. The event successfully fostered creativity, confidence, and crowd engagement, receiving positive feedback from all participants.



GLIMPSES OF SFIMAR STAR PERFORMER COMPETITION

## MMS BEACH CLEANLINESS DRIVE

**A**s part of its Environmental Sustainability Drive, the SFIMAR Green Club organized a Beach Cleanliness Drive at Rajodi Beach, Virar, on February 23<sup>rd</sup>, 2025. Eleven MMS-I students participated in the early morning activity from 8:00 AM to 10:00 AM, collecting plastic waste, litter, and other pollutants along the shoreline. The primary aim was to spread awareness about coastal pollution, promote proper waste management, and encourage eco-friendly habits among the local community.

The drive resulted in a visibly cleaner beach and successfully engaged students in hands-on environmental action. Their teamwork and dedication not only restored part of the beach's natural beauty but also inspired onlookers to adopt sustainable practices. The initiative reinforced the values of social responsibility, environmental stewardship, and active community participation, leaving a positive and lasting impact.



GLIMPSES OF MMS BEACH CLEANLINESS DRIVE AT RAJODI BEACH, VIRAR

## BMS BEACH CLEANING DRIVE

**O**n 27<sup>th</sup> February 2025, the Department of Lifelong Learning and Extension (DLLE) in collaboration with the Green Club of St. Francis Institute of Management and Research (SFIMAR) organized a beach cleaning drive at Juhu Beach, Mumbai, from 7:30 AM to 12:30 PM. The initiative aimed to raise awareness about environmental sustainability and marine pollution while encouraging BMS students to actively contribute to ecological preservation. Under the guidance of faculty members, students enthusiastically cleaned assigned beach areas, collecting a significant amount of plastic, glass, and other non-biodegradable waste.

In addition to the cleanup, participants were educated about the harmful effects of pollution on marine ecosystems and the importance of responsible waste disposal. The drive not only resulted in a visibly cleaner beach but also instilled a strong sense of environmental responsibility and teamwork among students. The success of this initiative reinforced the importance of continued efforts in sustainability and inspired plans for similar future activities.

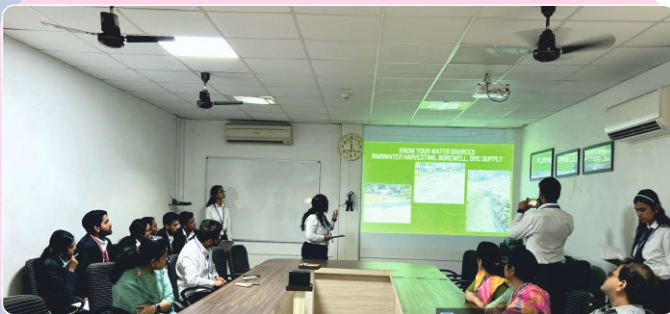


GLIMPSES OF BMS BEACH CLEANING DRIVE AT JUHU BEACH, MUMBAI

## VISIT BY UNICEF CO-ORDINATORS

On March 1<sup>st</sup>, 2025, SFIMAR's Green Club welcomed Dr. Hansa Jeswani, Master Trainer-UNICEF (YEWS), and Mr. Vijay Sakpal, District Co-ordinator (Mumbai & Palghar - UNICEF YEWS), for an engaging session on environmental sustainability. They were received by Director Dr. Shalini Sinha, Deputy Director Dr. G. Ramesh, faculty, and student members of the Green Club. The session began with a student-led presentation on SFIMAR's eco-friendly initiatives, followed by insights from Dr. Jeswani on innovative practices like household biogas units, rainwater harvesting, waste-to-product ideas, and tools like Simapro for carbon footprint analysis. She also encouraged students to take up energy, water, and biodiversity audits for hands-on learning. Mr. Sakpal highlighted the importance of ensuring sustainability efforts have a tangible community impact.

A short video showcasing the Green Club's past and current activities was followed by a campus tour featuring key initiatives like composting, sapling nurseries, and water conservation. The session concluded with a vote of thanks, leaving participants inspired to adopt sustainable practices and engage their communities in climate-positive actions.



GLIMPSES OF VISIT BY UNICEF CO-ORDINATORS

## SPORTS DAY 2025

**S**FIMAR's Annual Sports Day, held on March 18<sup>th</sup>, 2025, was a vibrant celebration of energy, teamwork, and sportsmanship for MMS and BMS students. Inaugurated by chief guest Bro. Xavier Munda, with motivational words from Director Dr. Shalini Sinha, the event set a spirited tone. Organized by the MMS Sports Club, students competed in four events - Table Tennis, Chess, Carrom (indoor), and Volleyball (outdoor). With 72 enthusiastic participants, the campus buzzed with cheers, enthusiasm, and friendly competition.

The day successfully met its objective of promoting mental strength, discipline, and teamwork through sports. Winners across events included Stephen Alphonso and Arav Acharya (Carrom - BMS), Kenrick Dsouza (Chess - MMS), Swapnil Dabreo (Table Tennis - MMS), and the Volleyball team led by Riyaz Khan (MMS). Sports Day 2025 proved to be an excellent platform for students to showcase their talent, encouraging a strong spirit of participation, resilience, and camaraderie.



GLIMPSES OF ANNUAL SPORTS DAY

# EXUBERANCE 2025

**E**xuberance 2025, the annual inter-collegiate festival, was held on 31<sup>st</sup> January and 1<sup>st</sup> February 2025, bringing together a vibrant community of talented students from undergraduate and postgraduate colleges across the city.

More than just a festival, EXUBERANCE is a platform that nurtures creativity, energy, and intellectual curiosity. It was established to provide aspiring individuals with an opportunity to showcase their talents, ensuring that their skills and efforts receive the recognition they deserve. Over the years, it has evolved into a space where innovation meets passion, fostering meaningful interactions and healthy competition.

The two-day Management Fiesta - Exuberance 2025 featured a diverse lineup of events designed to challenge and inspire participants, encouraging collaboration, strategic thinking, and leadership in a dynamic and engaging environment.

### Exuberance 2025 - Event Highlights

#### Management Games:

1. Trade Guru - Mock Stock Competition
2. Memes and Gifs - Humorous creativity
3. Biz-Quiz - Business Quiz
4. Escape Room - Solve, Decode and Escape

#### Cultural Activities:

1. Unoz - The Talent Show
2. Antakshari - Musical Showdown

#### Sports Events:

1. Rink Football
2. Volleyball
3. Box Cricket
4. Chess
5. Tug Of War



GLIMPSES OF EXUBERANCE 2025

# EXUBERANCE 2025



GLIMPSES OF EXUBERANCE 2025

# ANVESHİ 2025

**S**t. Francis Institute of Management and Research (SFIMAR) proudly hosted Anveshi 2025, a National Level Paper Presentation Competition on 1<sup>st</sup> February 2025. Staying true to its mission of nurturing inquisitive minds and fostering research among youth, the event welcomed student teams from across India to present papers on the theme "India in the Global Economy: Navigating Growth and Overcoming Challenges." The competition served as a dynamic platform where students delved into contemporary issues-from digital transformation and economic empowerment to environmental sustainability and AI-driven marketing. The event was graced by distinguished judges, Dr. Roopa Rao and Dr. Vishnu Bhandare, who brought academic depth and professional insight to the evaluation process.

Participants presented thought-provoking papers covering diverse topics such as the impact of global supply chain shifts, the rise of green marketing, challenges in tribal economic development, and the role of influencers in digital marketing. The enthusiasm and depth of analysis demonstrated by the students reflected their growing awareness of India's position in a rapidly evolving global economy. Winners were recognized for their outstanding research, presentation, and innovative thinking. Anveshi not only enhanced the participants' research and communication skills but also instilled confidence, collaboration, and critical thinking-aligning with SFIMAR's vision to shape future-ready scholars and responsible citizens.



GLIMPSES OF ANVESHİ 2025

# SAMPARK

**S**AMPARK 2025, the annual alumni get-together organized by the SFIMAR Alumni Association (SAA), was held on March 22<sup>nd</sup>, 2025, at the SFIMAR campus. The event began with the Annual General Meeting in the MDP room, followed by an engaging alumni evening in the courtyard. This edition marked a significant milestone as SAA office bearers led the planning and execution, with strong support from the institute. The gathering brought together 181 participants, including 106 alumni, institutional leaders, faculty, student volunteers, and special invitees. Highlights included a keynote address by experiential learning expert Mr. Kedar Kalamkar, an interactive session by edutainer Mr. Chirag Kotadiya, awards for outstanding alumni, and the launch of the SAA webpage and Reflections 2025. The event fostered strong alumni engagement, strengthened institutional bonds, and set a positive tone for future alumni initiatives.



GLIMPSES OF SAMPARK 2025

# DEGREE DISTRIBUTION CEREMONY

**S**t. Francis Institute of Management and Research (SFIMAR) celebrated its 21<sup>st</sup> Degree Distribution Ceremony for the MMS Class of 2024 on March 29, 2025, at its Borivali West campus. A total of 132 graduates received their degrees in the presence of dignitaries, faculty, and proud families. The ceremony was graced by Chief Guest Prof. U. Kamachi Mudali, Vice Chancellor of Homi Bhabha National Institute, who conferred the degrees and delivered an inspiring graduation address. The outstanding performers were felicitated with gold medals and certificates, and a nostalgic video titled Memories added a heartfelt touch to the event.

The event commenced with a graduation march, the lighting of the lamp, and a prayer dance. Warm addresses by Rev. Bro. Alphonse Nesamony and Dr. Shalini Sinha set the tone, emphasizing values of excellence and ethical leadership. Graduate Mr. Rahul Acharya delivered a touching valedictorian speech, while Dr. Sinha led the Graduation Oath. The ceremony concluded with the National Anthem, followed by a celebratory high tea, making the event a memorable milestone for the SFIMAR community.



GLIMPSES OF DEGREE DISTRIBUTION CEREMONY

## UDAAN 2025

**S**t. Francis Institute of Management and Research (SFIMAR), in association with the University of Mumbai's Department of Lifelong Learning & Extension (DLLE), proudly hosted UDAAN 2025 - The Flight of Extension on January 18<sup>th</sup>, 2025. This inter-collegiate fest witnessed enthusiastic participation from 19 colleges, celebrating creativity, awareness, and social responsibility through competitions like Creative Writing, Elocution, Poster Making, and Street Play. Topics were centered around critical societal themes such as Women Empowerment, Save Food, Healthcare, and Environmental Preservation. The event began with the lighting of the lamp and felicitation of dignitaries, including Dr. Baliram Gaikwad (Director, DLLE), setting a vibrant tone for the day.

The competitions saw active involvement and showcased immense talent. The day was a true reflection of the DLLE spirit-empowering youth through extension activities and meaningful expression. UDAAN 2025 successfully inspired students to think critically and creatively about social issues, while strengthening inter-college collaboration and community engagement.



### GLIMPSES OF UDAAN 2025

# ENTREPRENEURSHIP DRIVE

On 22<sup>nd</sup> March 2025, St. Francis Institute of Management and Research, under the Department of Lifelong Learning and Extension (DLLE), University of Mumbai, organized the "Entrepreneurship Drive". This non-profit initiative aimed to support the livelihoods of underprivileged communities by facilitating the sale of handmade products sourced from NGOs and ashrams. The event saw active participation from over 250 attendees, with 15 stalls managed by 178 MMS-I students and 6 student managers, showcasing products ranging from food items and tribal crafts to eco-friendly candles and snacks. The event provided students with invaluable hands-on experience in marketing, teamwork, budgeting, and entrepreneurship, successfully blending academic learning with social responsibility.



GLIMPSES OF ENTREPRENEURSHIP DRIVE

## INSTITUTIONAL ACCOLADES

**W**e are proud to share that St. Francis Institute of Management and Research has once again been felicitated by NPTEL in two categories - Active LC and Aspirants. The recognition ceremony was held on 1<sup>st</sup> February 2025 at IIT Bombay.



## FACULTY ACCOLADES

*Congratulations, Dr. Sanchayita Banerjee!*

**H**eartiest congratulations to Dr. Sanchayita Banerjee on the successful completion of her doctoral degree! Your dedication, perseverance, and academic excellence are truly inspiring. The SFIMAR community takes immense pride in your achievement and wishes you continued success in your scholarly and professional journey.

## STUDENT ACCOLADES (MAHEK CHUDASAMA)

Event Name	College	Competition level	Rank
Rangoli	Lala Lajpatrai Institute of Management	Inter college	2 <sup>nd</sup>
Face painting	Lala Lajpatrai Institute of Management	Inter college	3 <sup>rd</sup>
Facility layout model	St.Francis Institute of Management and Research	Inter college	2 <sup>nd</sup>
Dandiya night	St.Francis Institute of Management and Research	Inter college	Best female Dancer
Tattoo making	Prahladrai Dalmiya Lions College of Commerce and Economics	Inter college	1 <sup>st</sup>
Face painting	Prahladrai Dalmiya Lions College of Commerce and Economics	Inter college	2 <sup>nd</sup>
Research PaperPresentation	Gurukul college of Commerce - Ghatkoper	Inter college	1 <sup>st</sup>
Poster making	St.Francis Institute of Management and Research	Inter college	1 <sup>st</sup>
Udaan (Poster Making)	St.Francis Institute of Management and Research	Inter college	Consolation prize
Anveshi (Research paper presentation)	St.Francis Institute of Management and Research	Inter college	2 <sup>nd</sup>

## IIC ACTIVITIES - JAN TO MARCH 2025

Sr. No.	Activity	Name of the person	Date
1	National Youth Day	Commemorative Day	12 <sup>th</sup> January 2025
2	Visit to Atal Incubation Centre	Keshav Shristri, Talk by the Members of AIC on the procedure of joining the Niti Aayog startup movement	14 <sup>th</sup> January 2025
3	Session on ESG investments and Startups in India	Rahul Sharma (Vice President and Head of ESG and Impact at Lighthouse Funds)	25 <sup>th</sup> January 2025
4	Seminar	Intellectual Property Rights	28 <sup>th</sup> January 2025
5	Field visit to 1. Ashok Leyland Ltd. and 2. JBM Group (Neel Metals Ltd.)	Field visit/ guided tour at Rudrapur, Uttarakhand	11 <sup>th</sup> February 2025
6	International Women's Day- Theme Shades of Purple	Commemorative Day, Guest Session on POSH (Prevention of Sexual Harassment) by Advocate Reshma Jagtap, Legal Coordinator at SNEHA, NGO.	8 <sup>th</sup> March 2025
7	Entrepreneurship Drive	MMS- 1 students' sale of products and services	22 <sup>nd</sup> March 2025



GLIMPSES OF IIC ACTIVITIES - JAN TO MARCH 2025

# IIC ACTIVITIES - JAN TO MARCH 2025



GLIMPSES OF IIC ACTIVITIES - JAN TO MARCH 2025

# CAPACITY BUILDING PROGRAMME

In a significant stride toward academic innovation, St. Francis Institute of Management and Research (SFIMAR), in association with the Indian Council of Social Science Research – Western Regional Council (ICSSR-WRC), hosted a 10-day online Capacity Building Programme titled “Gen AI for Excellence in Higher Education and Research: Exploring its Socio-Economic Implications” from 10<sup>th</sup> to 21<sup>st</sup> February 2025. With over 160 faculty members and research scholars participating from across the country, the programme offered a thoughtfully curated blend of expert-led lectures, practical demonstrations, and critical discussions. Topics ranged from AI in classroom teaching, curriculum design, and research methodologies to the ethical dilemmas and policy challenges posed by AI integration. Sessions were led by esteemed academicians and industry leaders, ensuring that participants not only learned to navigate cutting-edge AI tools but also reflected deeply on their responsible application in higher education.

The programme distinguished itself through a holistic approach that combined technical proficiency with a thoughtful exploration of AI’s broader socio-economic and ethical implications.

Through engaging sessions, live demonstrations, and collaborative discussions, participants gained practical expertise and a deeper understanding of how to integrate AI meaningfully into education. The concluding assessment and heartfelt reflections shared during the valedictory session highlighted the programme’s profound impact. SFIMAR’s dedication to academic excellence and preparing educators for the future was consistently evident, marking this initiative as a significant step in the institution’s evolution toward thought leadership in the AI era.



GLIMPSES OF CAPACITY BUILDING PROGRAMME

## SESSION ON INTELLECTUAL PROPERTY RIGHTS

The IPR session conducted on 28<sup>th</sup> January 2025 for the MMS 2024-26 Batch was successfully held in the SFIMAR Assembly Hall, at 9:00 AM. The session offered a valuable deep dive into the world of Intellectual Property Rights, emphasizing its growing importance in today's innovation-driven landscape. With active participation and a curious spirit, students engaged meaningfully, making the session both enriching and thought-provoking.

The atmosphere was focused and energetic, with students demonstrating discipline and a genuine eagerness to learn. The smooth flow of the session and strong attendance reflected the shared commitment to academic and professional growth. Overall, it was a rewarding experience that added a new layer of understanding to the students' learning journey.



GLIMPSES OF SESSION ON INTELLECTUAL PROPERTY RIGHTS

# CERTIFICATION COURSE ON 'SMALL BUSINESS ESSENTIALS' BY SANTA CLARA UNIVERSITY

The certification course on Small Business Essentials, conducted by the My Own Business Institute (MOBI) at Santa Clara University, offered 61 students from St. Francis Institute of Management & Research a structured and practical introduction to entrepreneurship. Spanning from October 10<sup>th</sup> to December 7<sup>th</sup>, 2024, the course covered crucial topics such as choosing the right business, business planning, financing, marketing, accounting, and e-commerce. Delivered through MOBI On Demand's flexible video, audio, and text formats, the course enabled students to learn at their own pace and according to their preferred learning style.

Out of the total participants, 39 students successfully completed the program, earning a Certificate of Completion and a Digital Badge. These credentials recognize their dedication and readiness for entrepreneurial endeavors. The course enriched students' understanding of launching and managing a small business while equipping them with practical tools and strategies to foster growth and effectively engage customers across both traditional and digital marketplaces.

# Santa Clara University



*This Certification of Completion is awarded to*

**Annie Mohod**

*in recognition of the successful completion of the*

**Small Business Essentials**

*issued at Santa Clara, in the state of California by the*



**December 3, 2024**

Drew Starbird, Ph.D., Executive Director of MOBI

**CERTIFICATE OF SMALL BUSINESS ESSENTIALS BY SANTA CLARA UNIVERSITY**

## NATIONAL YOUTH DAY

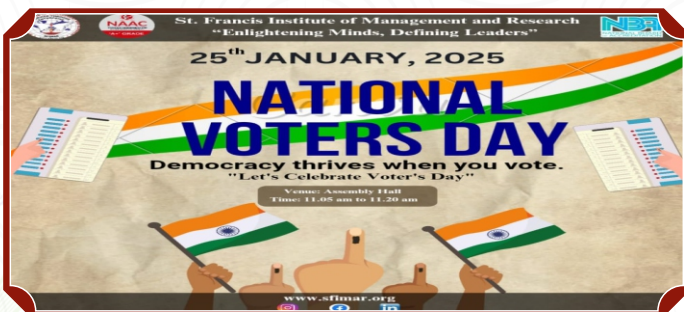
**S**FIMAR organized an online quiz on January 11<sup>th</sup>, 2025, to celebrate National Youth Day and honor Swami Vivekananda's birth anniversary. The quiz, with 128 participants, focused on Vivekananda's life, philosophy, and teachings on self-confidence, nation-building, and youth empowerment. It aimed to inspire students to incorporate his message into their lives, particularly in areas like environmental protection and clean energy.

The quiz successfully deepened students' understanding of Vivekananda's contributions, promoting values such as self-reliance and leadership. Winners Rutvik Naik and Surabhi Vartak scored full marks, highlighting their strong grasp of his teachings. The event encouraged students to reflect on their roles in society and nation-building.

## NATIONAL VOTERS' DAY

**O**n January 25<sup>th</sup>, 2025, SFIMAR organized an Awareness Initiative to celebrate National Voters' Day, aiming to educate students about the importance of voting and active civic engagement. A short documentary film showcased the electoral process, emphasizing the power of each vote in shaping democracy and governance. The event inspired thoughtful reflection among attendees on their future responsibilities as voters and the value of making informed choices in the democratic process.

The initiative successfully raised awareness about the electoral process, fostering a sense of civic duty among students. It inspired them to actively engage in future elections, understanding that their votes contribute to shaping the nation's future and societal development.



GLIMPSES OF NATIONAL VOTERS' DAY CELEBRATION

# 76<sup>TH</sup> REPUBLIC DAY CELEBRATIONS 2025

The 76<sup>th</sup> Republic Day at SFIMAR began with the unfurling of the National Flag by Brigadier Ajit Srivastav (Retd.), accompanied by Colonel Venkatraman (Retd.) as the Guest of Honor. The ceremony was attended by faculty, staff, and students, followed by the National Anthem.

The celebrations continued with a cultural program hosted by students Vedang Mahamunkar and Aryahi Kulkarni, featuring patriotic songs, speeches, and poetry. The event concluded with a Vote of Thanks and snacks, reflecting the spirit of unity, patriotism, and cultural pride.



GLIMPSES OF 76<sup>TH</sup> REPUBLIC DAY CELEBRATION 2025

## INTERNATIONAL WOMEN'S DAY

The International Women's Day Celebration at SFIMAR on March 8<sup>th</sup>, 2025, was an inspiring event honoring women's achievements. Hosted by Ms. Neonika Fernandes and Ms. Namrata Raut, the event featured a keynote address by legal advocate Ms. Reshma Jagtap, who shared her experiences working on women's and child rights cases, including POCSO and PWDVA.

The celebration also included a Personality Contest. Ziane, Madhu Chauhan, and Swati Pathak were the winners of the Personality Contest. Cultural performances by MMS, BMS, and PGDM students added to the vibrant atmosphere. Ms. Namrata Raut's closing remarks emphasized the ongoing journey toward gender equality, making the event a memorable and impactful experience for all.



GLIMPSES OF INTERNATIONAL WOMEN'S DAY

## BMS UPDATES

### WORKSHOP ON BACHELOR OF MANAGEMENT STUDIES (BMS) CET REGISTRATION AND PREPARATION

On 18<sup>th</sup> March 2025, St. Francis Institute of Management and Research (SFIMAR) organized a workshop on BMS CET Registration and Preparation from 11:00 AM to 1:00 PM. The session, attended by students and parents, was conducted by Mr. Prasan Kamat, Director of Career Launcher, Mumbai, who has over 22 years of experience in training students for competitive exams like CAT, GMAT, and CLAT. The workshop aimed to provide detailed insights into the BMS CET exam structure, registration process, key dates, and preparatory strategies.

Dr. Ganga Susheel Warriar, BMS Coordinator opened the session with a welcome address, followed by the speaker's introduction by BMS student Ms. Sakshi Kundekar, and a felicitation by Director Dr. Shalini Sinha. Mr. Kamat's session offered valuable guidance on exam readiness and highlighted upcoming preparatory classes at SFIMAR starting 25<sup>th</sup> March 2025. The event equipped participants with essential tools and clarity for their BMS CET journey.



GLIMPSES OF WORKSHOP ON BMS CET REGISTRATION AND PREPARATION

## WORLD FOREST DAY

The World Forest Day Exhibition, held on 25<sup>th</sup> March 2025 at St. Francis Institute of Management and Research, was organized by BMS students as a culmination of their environmental management assignment. Focused on sustainability, the exhibition showcased homemade fertilizers, kitchen plants cultivated using fertilizers, and innovative eco-friendly packaging solutions. Through this hands-on initiative, students promoted sustainable living, creative problem-solving, and environmental awareness, while highlighting the adverse effects of traditional practices like chemical fertilizers and plastic packaging. The event effectively demonstrated how small-scale, practical actions can foster environmental responsibility and inspire the campus community toward greener lifestyle choices.



GLIMPSES OF WORLD FOREST DAY

## BMS INDUSTRIAL VISIT

The educational trip to Karjat on 28<sup>th</sup> March 2025, organized by St. Francis Institute of Management for BMS students, was a successful blend of academic learning and leisure. The students visited the Parle Company, where they gained firsthand insight into manufacturing processes, company history, and key business operations like supply chain and marketing.

This was followed by a visit to Pine Wood Resort, where students participated in team-building and recreational activities, fostering social bonding. Accompanied by faculty and staff, the well-coordinated trip offered valuable practical exposure, reinforcing classroom learning and contributing to the students' holistic development.



GLIMPSES OF BMS INDUSTRIAL VISIT

## SFIMAR ALUMNI ASSOCIATION (SAA)

**T**he SFIMAR Alumni Association (SAA), registered in 2008, plays an active role in fostering a strong connection between the institute and its alumni. Each academic year, SFIMAR conducts two SAA Managing Committee meetings and one Annual General Meeting, which are attended by all committee members. These meetings focus on critical areas such as infrastructure development, student progress, alumni growth, and alumni support for the holistic development of current students.

Alumni provide valuable inputs on academic trends, technological advancements, and job market dynamics, which are documented in meeting minutes and considered for implementation in consultation with the management. Committee members are also briefed on recent developments at the institute, including pedagogical innovations, placement updates, and achievements. This information is disseminated by batch representatives to their peers, reinforcing alumni engagement. Notably, the 2<sup>nd</sup> Managing Committee Meeting for the academic year 2024-25 was successfully conducted on 25<sup>th</sup> January 2025.



GLIMPSES OF SFIMAR ALUMNI ASSOCIATION (SAA)

## STUDENT SKILL DEVELOPMENT PROGRAM (SSDP)

The Institute, through its Career Management Centre, is committed to enhancing students' employability by equipping them with essential soft skills, technical competencies, and computer literacy in alignment with industry expectations. This ongoing effort has evolved into a well-defined initiative known as the Student Skill Development Program (SSDP). For the academic year 2024-25, SSDP sessions held between January and March included - Alumni Connect I" on 25<sup>th</sup> January 2025 and "Alumni Connect II" on 26<sup>th</sup> March 2025 and 10<sup>th</sup> May 2025, offering valuable industry insights through alumni interaction.

During April to June 2025, focused skill-building sessions were conducted on 2<sup>nd</sup> May 2025, covering key topics such as Goal Setting, Professional Etiquette and Development, Personal Branding (Transformation Guidance), Team Skills, and Upskilling on MS Excel. These targeted interventions aim to holistically prepare students for successful careers in a competitive job market.



**GLIMPSES OF STUDENT SKILL DEVELOPMENT PROGRAM (SSDP)**

# OUR RECRUITERS



and many more ...



# St. Francis Institute of Management and Research (SFIMAR)

An Autonomous Institution



Managed by the Society of the Congregation of Franciscan Brothers

*"A Christian Religious Minority Institute"*

Approved by AICTE, DTE, Govt. of Maharashtra and Affiliated to the University of Mumbai

Accredited with 'A+' Grade by NAAC and MMS Programme Accredited by NBA, New Delhi | An ISO 9001:2015 Certified Institute

*'Enlightening Minds, Defining Leaders'*

Intake 180 seats

Intake 60 seats

## MMS ADMISSION for the Year 2025-2026

## BMS ADMISSION for the Year 2025-2026

### MASTER OF MANAGEMENT STUDIES (MMS)

(Two Year Full Time Course)

DTE CODE: MB 3119

*51 % seats are reserved for the Christian  
Minority Candidates of Maharashtra State*

#### SPECIALIZATION

- ◆ Finance
- ◆ Marketing
- ◆ Human Resource
- ◆ Information Technology
- ◆ Operations

more information...



100%  
INTERNSHIP  
&  
PLACEMENT  
ASSISTANCE

#### ELIGIBILITY

- Graduate with minimum 50% aggregate or equivalent in CGPI from any recognized University

#### ENTRANCE SCORES ACCEPTED:

- MAH-MBA/MMS-CET 2025/CAT 2024/CMAT 2025/XAT 2025/ ATMA 2025/MAT 2025

• *Note: Please refer to DTE Information Brochure 2025-26 for details on Admission process. (www.mahacet.org)*

✉ [mms@sfimar.org](mailto:mms@sfimar.org)

### BACHELOR OF MANAGEMENT STUDIES (BMS)

Professional Course

DTE CODE: 03119

#### SPECIALIZATION

- ◆ Finance
- ◆ Marketing
- ◆ Human Resource

#### ELIGIBILITY

1) The candidate possesses minimum 50% marks in aggregate or equivalent CGPA (45% in case of candidates of backward class categories and persons with disability belonging to Maharashtra State only) in any preceding board exam.

2) Candidate should have appeared for MAH- BMS CET 2025.

✉ [bms@sfimar.org](mailto:bms@sfimar.org)

Gate No. 5, Mount Poincur, S. V. P. Road, Borivali (West), Mumbai - 400 103

**For enquiry contact:**

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**Service Through Enterprise**