

PARUL INSTITUTE OF MANAGEMENT & RESEARCH

Report on Industrial Training of Faculty Members during June-July 2014

Parul Institute of Management & Research under the leadership of **Dr. PGK Murthy** took an initiative of Industry Internship for Faculty wherein the Faculty Members with less than 2 years of industrial experience underwent a 2 week Industrial Training in areas of their specialization during summer vacation of 2014 .

Each Faculty Member prepared a report of the project , presented and shared their experience. The presentations were held on 25th July 2014 in Room No. 405 from 1:30 pm to 4:30 pm. **Prof. Dipak Gaywala** coordinated the presentations.

The details of their presentations are:

Prof. Apoorva Kamthania started with the session. She did her Industrial Training in Aadharshila Creative Lives. The company is in advertisement , short film making etc. She was given the responsibility of branding a new product for Renovo Pvt. Ltd. In her project she suggested a brand name, tag line, name for flavors, web content etc.



Prof. Apoorva Kamthania



Dr. Mitsu Patel

Then **Dr. Mitsu Patel** presented and shared her experience at Piramal Glass Ltd., where she undertook activities like effectiveness training, safety induction, Knowledge sharing sessions. She also participated in a CSR activity of the Company – Mehndi competition in Masar village. Dr. Mitsu Patel also tried to find out the “Effectiveness of Communication Channel at PGL “ using a questionnaire. **Prof. Shirufi Purohit** also underwent her training in the same company. She studied their Recruitment & Selection Processes. The Company has a V- connect for its new employees, Meri Awaz Peti, Employee Relationship Cell, Parivarthan team and the Exit Interview for its employees.



Prof. Shirufi Purohit



Prof. Khyati Shah

Prof. Khyati Shah and **Prof. Krishna Bhatt** were placed at GACL. Both of them tried to study the different departments of Finance Department at GACL. They studied the bank section, e-payment system, treasury, Income tax process, Bill passing department and Establishment sections at GACL.

Dr. Paresh Patel and **Prof. Jayprakash Lamoria** underwent their Industrial Training in One Advertising Ltd., an advertisement company dealing with clients like GACL, GSFC, IOCL etc. They generated leads for the company which were listed companies in and around Baroda. In the project, they sorted companies from Vadodara Stock Exchange and then again sorted them area wise.

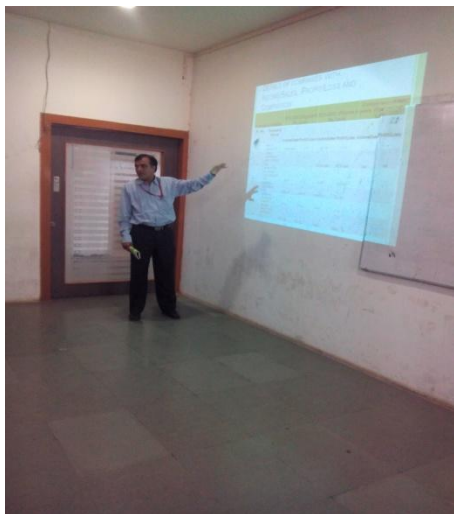


Prof. Krishna Bhatt



Dr. Paresh Patel

From which they tried to find out companies who spend a certain portion on advertisement. These companies were then contacted by them through personal and telephonic communication.



Prof. J P Lamoria



Prof. Keren Millet

Prof. Keren Millet was with Banco Products Ltd., and she studied “Reward Management” system at the company. She studied the HR Policies of the

company and suggested a few changes such as, changing the reward system (Yogdan Chutki Mein) and composition of Team reward.

Prof. Kshitija Tiwari also did her training in Banco Products Ltd., where she studied the Export-Import Procedure of the company. She studied the documentation involved and divided the whole process in three stages: Pre-shipment, Shipment and Post-shipment.



Prof. Kshitija Tiwari

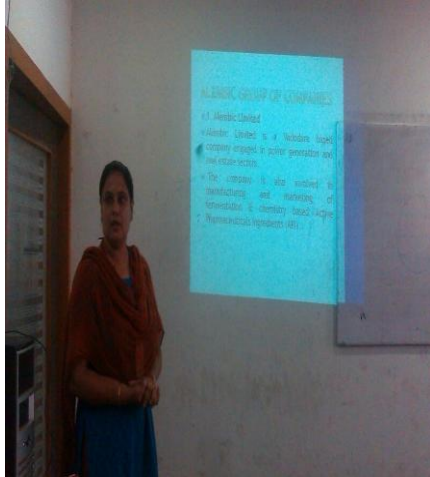


Prof. Krutika Mistry

Prof. Krutika Mistry was at Market Creators Ltd for her training. The company is into Stock Broking ,, Merchant Banking and PMS services. Prof. Krutika studied the different departments of the company especially the Trading Rooms – company has different trading rooms for different products.

Prof. Swapnil Tank presented his experience on KYB Conmat Ltd.. He studied the problem solving technique of Officers of different grades in the company. He also studied the Timeline of the Conmat.

Prof. Madhura Tilak underwent her industrial training in Alembic Pharmaceuticals Ltd., She shared her experience related to the Corporate Finance and Accounting department of the company. She was able to catch the glimpses of the actual billing procedure through SAP.



Prof. Madhura Tilak



Prof. Swapnil Tank

Prof. Dhara Joshi did her training in a software company, Netweb Software Ltd. She got the opportunity to know about CliQue, Coalesce, SEI-CMM, CREDO Methodology of the company. She also shared her experience related to different Business Models of the company.



Prof. Dhara Joshi

Overall a general feedback of the Faculty Members was that there are many things in practice which are different from what they teach in theory and they said they would apply their practical knowledge in their teachings. All the Faculty Members thanked **Dr. PGK Murthy** for giving them the opportunity to get a firsthand experience of the Industry.