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(Approved body of the Ministry of Textiles, Govt. of India)



sasmira's

Institute of Management
Studies & Research

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About Sasmira

The Synthetic & Art Silk Mills' Research Association (SASMIRA) is a cooperative venture of the Man-Made Textile Industry of India. Set up in 1950, SASMIRA was responsible for developing and managing the scientific and technological needs of the industry. Gauging SASMIRA's diverse objectives and span of capabilities, it was recognized by the Council of Scientific and Industrial Research, under the Ministry of Science & Technology; and approved body of the Ministry of Textiles, Government of India.

SASMIRA commenced operations with the testing and then expanded its activities to keep pace with the evolving needs of the man-made textile industry. Over time it further broadened its portfolio to cater to the escalating demands of the emerging technical textiles' industry.

In the over seven decades of its existence, SASMIRA has aptly demonstrated its credentials, serving the textile industry and accelerating its growth. Textile mills, processing units, garment manufacturers, traders and exporters have derived multiple benefits from SASMIRA's wide spectrum of services and facilities.

VISION

To be a pillar of strength to the textile industry built on a solid foundation of textile R&D, vision and values based on service and education.

MISSION

- To be a premier textile research organization in India.
- To create awareness and to assist the industry for entrepreneurship regarding technical textile products in general and agrotextiles products in particular.
- To develop state-of-art testing services for technical textiles.
- To select, train and coach students to obtain higher responsibilities.
- To nurture talent to build leaders for tomorrow's corporation.
- To reward, celebrate and activate all intellectual business contributions.
- To provide professional development, training opportunities and continuing education programs for members.

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President's Message

Shri. Mihir Mehta

President - SASMIRA

Sasmira's Institute of Management Studies & Research is an initiative of SASMIRA to serve skill based requirements of managers in the corporate world. With the complexity of global businesses, B-School recruits are required to be equipped with new skills-sets, innovative ideas and a rigorous mental toughness to sail through the current corporate turbulence. We at SASMIRA realise this and are delivering simulation-based teaching, research-oriented learning to ensure that our students' contribution in the corporate, exceeds their expectations. We ensure that the Management education helps students become more proactive, gearing up to meet the challenges of developing competitive environment.

With the support of our competent and qualified faculty team with years of consulting/corporate/academic experience, coupled with modern infrastructure and diverse learning resources, SIMSR does not rest on the past laurels and academic tradition, but tries constantly to address a variety of challenges – the challenges of the ambitious individual, the developing nation and the ever changing world.



Vice President's Message

Smt. Smita Yeole

Vice President - SASMIRA

Sasmira's Institute of Management Studies & Research has been emerging as an exclusive icon of management education in the Western India for various programmes. The cohesive focus of faculty at SIMSR is to build the competence of students through a broad spectrum of teaching aids and professional approach to enhance their employability and the overwhelming patronage of the corporate recruiters. The student community has also shown their overwhelming faith in SIMSR with a flood of students to the institute.

In addition, the training being provided to our students by premier institutes like Bombay Stock Exchange (BSE), All India Management Association (AIMA), National Stock Exchange (NSE) and others have helped our students to take up any challenging corporate profiles and responsibilities.

The activity based teaching involving diverse pedagogical approaches like role plays, business case study analysis, simulation, experiential learning, live research projects, industry reviews, regular presentations and industry internships helps the students to develop pragmatic vision. Hence the undersigned feels confident that these budding managers passing out from SIMSR would successfully man key positions in the corporate sector.

We are sure that every student of SIMSR will be an asset for the corporate world, both in India and abroad.



Senior Director's Message

Dr. Ashok Tiwari

Senior Director - SASMIRA

The true hallmark of education is the one by which character is formed, strength of mind is increased, and the intellect is expanded, and by which one can stand on one's own feet. We at Sasmira, provide ample opportunities to our students to seek out that education, discover the truth and to remember to use it well.

We believe in holistic development of students. To achieve this, the institution enables the students to hone their managerial skills and get them acquainted with the new developments taking place in the industry.

I wish you the very best, and I look forward to seeing you on our campus.



Director's Message

Dr. Tandon Kamal

Our B-School programs, we strive to create an environment conducive for management studies and encourage students to be a part of the academic life-force at our well-maintained and well-staffed Worli Campus. Education at our B-Schools transcends above and beyond classroom and library driven pedagogy. It aims at a holistic development of students' personality, honing their skills and innate attributes.



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About SIMSR

SASMIRA's Institute of Management Studies and Research (SIMSR), Mumbai (An ISO 9001:2015) certified institute belongs to the family of 70 years old SASMIRA (Approved body of the Ministry of Textiles, Govt. of India), with rich educational heritage in the area of Textile. The educational experience is augmented by a sophisticated and continuously evolving IT system that seamlessly integrates technology throughout the campus. All the Class rooms are fully air conditioned having modern interior and furniture. The entire campus is Wi-Fi enabled with separate Administrative Block, Lecture Theater, Library, Computers Labs and Cafeteria. The facilities have been designed keeping in mind the flexibility needed to produce a continuous stream of innovations in education and research designed to anticipate and meet the evolving needs of business/ industry.

The Institute is located at a prominent location with the neighboring of corporate houses connected with all the modes of transport within Mumbai. The Institute's courses are approved by AICTE and affiliated to University of Mumbai.

The management programme taught in the institute is designed with a clear vision of what the future holds for business and industry. It is a highly integrated programme that strongly emphasizes the challenges facing the business not only in India but also globally. The interactive learning environment at the institute equips its students with rigorous analytical tools for effective managerial decision making. The institute believes in providing quality teaching by experts skilled at integrating the cutting edge of theoretical knowledge with practical applications.

MESSAGE FROM DEAN



Dear Students,

Welcome to SASMIRA's Institute of Management Studies and Research, Mumbai – your journey to excellence, creativity, and innovation. With our commitment to holistic development of our students, we are sure each of you will be great managers. Together we also work to promote a campus climate that is respectful, civil, supportive, and safe. These core values allow us to provide a living and learning environment where we can all pursue our dreams and

reach our highest potential. SIMSR has adopted a mission and vision for the institute according to which we are a leader among the institutes established in the new millennium. We have made a stunning beginning and there is a long way to go but I am sure, with the active cooperation of all our stakeholders, students, faculty, staff, employees, collaborators, parents of the students, governmental organizations, media and public at large, we will be able to fulfill the motto of SIMSR.

You are entering in to the arena of education when the future is full of opportunities and promises. On the bedrock of our core values, we will continue to scale up over the next decade to build a management institute of international repute.

Best wishes to all our students for honing their skills and innate attributes and welcome once again to our SIMSR Family.

Dr. Rupali More

Courses offered:

MBA / MMS (Master of Management Studies)

Approved by AICTE, DTE, Govt. of Maharashtra and

Affiliated to the University of Mumbai.

Candidates seeking admission to MBA/MMS (MASTER IN MANAGEMENT STUDIES) Course should be Graduate of minimum three years duration in any discipline recognized by the Association of Indian Universities (AIU), with minimum 50% marks in aggregate (45% in case of candidates of backward class categories and persons with disability belonging to Maharashtra State only). Candidates who appear for the final year examination of any Bachelor's degree of minimum three years duration in any discipline recognized by the AIU can also apply. Such candidates can apply for provisional admission subject to passing the Degree examination with the percentage of marks mentioned above. Candidates should have appeared for the Common Entrance Test (MAH-MBA/MMS-CET) conducted by the DTE(Directorate of Technical Education, Maharashtra) (15% seats will be filled by All India Quota). All should note that in this 15% All India Quota Seats will be filled through CMAT (conducted by the AICTE), CAT and should have obtained the requisite score.

The pedagogical feature of the course is the extensive use of case studies and live projects based on current corporate situations. The case studies and projects are selected so that they develop the students' ability to think about business as a whole and it is including 60 days summer internship. The result is an intensive, highly interactive learning experience for the students.

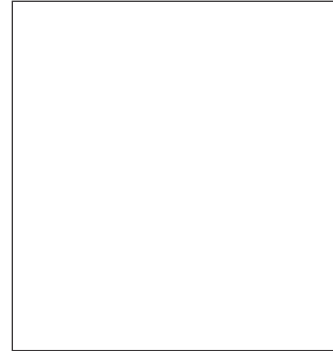


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Application form for admission

MMS



1. Personal Details

Full Name : _____

Father's Name: _____

Residential Address: _____

_____ Pin Code: _____

State: _____ Country: _____

Phone No.Resi.: _____ Mobile: _____ Email: _____

2. Father / Guardian's Office Address: _____

_____ Pin Code: _____

Phone No.Resi.: _____ Mobile: _____ Email: _____

3. Date Of Birth: _____ Place of Birth: _____ Mother Tongue: _____

4. Category : (Open / SC / ST / VJ / OBC) _____

5. Aadhar No. : _____ 6. Blood Group : _____ 7. Sex: _____

8. Marital Status : _____ 9. Languages Known : _____

10. CET Score: _____ Name of other entrance Exam: _____ Score: _____

11. Educational Qualifications:

	Qualification	University / Institute	Year	Percentage (%)	Total Marks out of
Bachelor's Degree					
Master's Degree					
Professional					
Others					
Previous College Name					

12. Employment details:

Name Of Employer: _____

Address: _____

Designation: _____ Tel.: _____

Job Profile: _____

Period: _____ From: _____ To: _____

13. Declaration :

1) I / We declare that to the best of my / Our Knowledge the information given in this form is correct and complete. I / We understand that the provision of incorrect information or withholding of any information relating to my academic record may result in the withdrawal of my / our ward's admission offered by the institution and this withdrawal may take place at any stage during the tenure of the course. I / We recognize that this application is submitted and received on the understanding that the institution may obtain official records with respect to my application form.

2) I / we declare that I / We will comply with all the present rules and regulations of the Institute, trust and the University of Mumbai and also as amended from time to time.

Candidate's Signature: _____ Parent's/Guardian's Signature: _____

Place :

Date:

Checklist : Every candidate is required to attach Original & Three attested Photocopies of the following documents as applicable and 2 stamp size photographs.

- | | | | | | |
|-------------------------------|--------------------------|---------------------------------------|--------------------------|----------------------------------|--------------------------|
| 1. CET Score Card | <input type="checkbox"/> | 7. University Eligibility Certificate | <input type="checkbox"/> | 13. SSC Mark sheet | <input type="checkbox"/> |
| 2. Bachelor Degree Mark sheet | <input type="checkbox"/> | 8. Caste Certificate | <input type="checkbox"/> | 14. HSC Mark Sheet | <input type="checkbox"/> |
| 3. Degree Passing Certificate | <input type="checkbox"/> | 9. Caste validity Certificate | <input type="checkbox"/> | 15. DTE College Allotment Letter | <input type="checkbox"/> |
| 4. Degree / Convocation | <input type="checkbox"/> | 10. Non Creamy layer | <input type="checkbox"/> | 16. Post Office Receipt | <input type="checkbox"/> |
| 5. Last College LC/TC | <input type="checkbox"/> | 11. Gap / Experience letter | <input type="checkbox"/> | 17. MMS Application Kit | <input type="checkbox"/> |
| 6. Migration Certificate | <input type="checkbox"/> | 12. Nationality Certificate | <input type="checkbox"/> | 18. ARC Verification letter | <input type="checkbox"/> |



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Life @ SIMSR





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Placement

The Placement Cell plays a crucial role in locating job opportunities for Post Graduates passing out from the college by keeping in touch with reputed firms and industrial establishments. The Placement Cell operates round the year to facilitate contacts between companies and graduates. The number of students placed through the campus interviews is continuously rising. On invitation, many reputed industries visit the institute to conduct interviews. We have been successful in maintaining our high placement statistics over the years and the fact that our students bear the recession blues with record breaking placements itself is a testimony to our quality. Our ingenious alumni have set new standards in the corporate world through their excellent contributions and it is my firm conviction that we will continue that legacy in the years to come.

Sasmira's Institute of Management Studies and Research is pleased to report maximum percentage of placements in blue chip companies like JM Financials, ICICI Bank, HDFC Bank, Axis Bank, Indusind Bank, Godrej Industries, ITC Ltd., Britannia Industries, WNS, Capgemini, Aditya Birla Capital to name a few. The Class of 2020 brought in diversity in gender and educational background. The process saw participation of almost 60 recruiters raising 200 offers for the batch of 120 students, providing students opportunity for dream offers. The class was placed across various sectors including Consulting (10%), Sales and Marketing (50%), Finance (25%), Human Resource Management (10%) and Operations (5%). Highest domestic salary package offered was Rs.9.60 lacs pa and average stood at 4.25 lacs pa. Students bagged international offer as well which was given by Property Pistol from the real estate sector. The numbers are a testimony to the trust and expectations of the recruiters from SIMSR of its great legacy and academic excellence year after year.

Final Placement Students Testimonial



As proud alumni of SIMSR, I'd like to say it is indeed a place where one can groom, explore and frame a larger perspective towards building their careers. It has been a great experience in the campus while pursuing MMS in these two years.

The ever encouraging and compassionate faculties make learning fun and at ease. Having said that, they always take efforts to see each student grows individually.

The placement department is always quick and prompt for any support always driving towards students' interest. Offering a wide array of opportunities the college also organizes various events educational and cultural where students get an opportunity to show case their talents and acquire various skills. In a nutshell, I'd be proud to say that I've had the fortune of studying in SIMSR and it's been a great platform to excel personally and professionally.

Ms. Dhanashree Bhajani
Consultant-Sales - JM Financials Ltd.



The journey of being placed by Institute is indeed a sharing one. I remember those days where the faculty members have really tried and helped to groom us for our interviews. Mock interviews, mentoring and other such initiatives were taken by our institute so that we gain confidence and crack the interviews. From the day I have joined ITC, it has been a great learning experience. Overall it was a great experience for us as a student and now we call ourselves as a proud alumni of SIMSR.

Mr. Rohit Shrigadi
Sr. Executive-Sales - ITC Ltd.

Summer Internship Students Testimonials:



Sasmira's Institute of Management Studies and Research has shaped me from the day one to face the corporate world. The environment in the placement cell (Mini Corporate World would be the right term) has taught me to be innovative and meticulous in approach to any strategic goals set for a professional. Whether the work scope is within domain of expertise or not, a proper approach can solve all issues in hand. It's because of the knowledge I gained in this B-school. It was the support of my teachers/mentors which motivated me to THINK BIG & GET BIG. Thank You SIMSR for giving me an opportunity to work with a company like Amul India and bringing a positive attitude to face challenges.

Mr. Siddharth Gupta
Intern - Amul India Ltd.



Sasmira's Institute of Management Studies and Research has developed the overall personality of the students, boosted confidence in them and provided with wide knowledge and exposure to the economy. Personally I was very impressed with the quality of the teaching, faculty support, and ensuring that each student gets a perfect blend of both academic theory and practical business experience. The institute is headed by visionary leaders who think ahead of time and I am proud to be associated with this prestigious B-school. I thank the placement department for placing me as an intern in ICICI Bank which itself is a branded and well known organization. I am proud to say that I have received pre placement offer from the same bank. Thanks to SIMSR

Ms. Apurva Mirke
Intern - ICICI Bank



For further details/clarifications please contact:



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