

VIDYA PRASARAK MANDAL, THANE

A Man with Vision

OUR INSTITUTIONS

Dr. Bedekar Vidya Mandir (Marathi Medium)

Sau. A. K. Joshi English Medium School

B. N. Bandodkar College of Science

K. G. Joshi College of Arts

N. G. Bedekar College of Commerce

VPM's TMC Law College

VPM's Polytechnic

VPM's Polytechnic IT Centre

Advanced Study Centre

Dr. V. N. Bedekar Institute of Management Studies



Dr. V. N. Bedekar

*'A Leader's job is to look into future, and to see the
organisation not as it is... But as it can become'*

MESSAGE BY THE CHAIRMAN



Dr. Vijay V. Bedekar
Chairman

I have great pleasure in presenting the Brochure of PGDBM & PGDPBM course for the year 2005-2007 to you. Vidya Prasarak Mandal (VPM), one of the oldest education institutions of Thane, caters to the educational needs of this city from KG to PG. VPM is known for its commitment to the cause of excellence in education it imparts through its institutions.

It was the dream of Dr. V. N. Bedekar to have a high quality Management Institute in the Sprawling Campus of VPM at Thane. AICTE's approval for the MMS course helped us to fulfill his cherished dream. This institute of Management is thus named after him and I am sure it will attain its special position in years to come.

Today India is growing phenomenally. Our economy is expected to have an annual growth rate of 8 to 10% in coming years. This growth is bound to generate more employment, more money in the hands of people and more market for the global industries. The international business community is now taking a highly optimistic note of India as a financial, operations and knowledge hub-in-making.

In last few years it was Information Technology which was keeping India in the media but now India is preferred investment destination and Indians have carved their special position in the field of management also.

In the recent Fortune Global 500 rankings, a number of Indian companies figure out. Indian business houses are at the forefront in global acquisitions and mergers. A great demand is envisaged in India for human resources with technical and management literacy.

Our humble contribution to the field of management is obviously going to be through this Institute. We are taking every effort to ensure that state of art infrastructure is provided to the students. I am sure that our students will be rated as at par or even better as compared with the renowned Business Schools like IIMs and IITs in the placement program.

PLACEMENT COMMITTEE



Placement Co-ordinator

Ms. Ajita Gupta : 9869014667
2533 9868

Committee Members

Swapnil Kotibhaskar : 9833516881
(PGDBM)

Mitesh S. Shinde : 9969172537
(PGDPBM)

Post Graduation Diploma in Business Management



Post Graduation Diploma in Pharmaceutical Business Management



MESSAGE BY THE DIRECTOR



Prof. A. S. Chaubal
Director

Dr. V. N. BRIMS emerged out of Department of Management Studies, of Dr. V. N. Bedekar College of Arts and Commerce. The Department started the prestigious DMS program of Mumbai University in 1980, which was the only University Diploma available at that time. The students from the Department topped the list of successful candidates at DMS, at that time.

Now Dr. V. N. Bedekar Institute of Management Studies conducts a number of activities related to Training and Development in the field of Management Education. As a Post-Graduate Training Institute affiliated to Mumbai University, it conducts the prestigious MMS Program of Mumbai University. In addition it also conducts MSBTE (Maharashtra State level body of the status of AICTE) approved 2-year full-time Diploma in

Business Management, and PGDPBM, the one-year full-time Diploma in Pharmaceutical Business Management. There are other part-time, autonomous programs also being conducted by V. N. BRIMS, depending on the needs of the student community.

V. N. BRIMS is now poised for growth in student intake as well as quality and enhancement of technology at all fronts.

Situated at 13 acres of green land near Thane Station, in the "Jnandweepa" Campus, V. N. BRIMS has state-of-the-art learning resources, and a committed and highly motivated group of core faculty members. V. N. BRIMS is working towards the goal of being one of the top 10 Institutes in and around Mumbai by the year 2010.

The class of 2005-07

The students of Class 2005-07 of PGDBM form the third batch of PGDBM students being presented by the Institute. The class of 2006-07 of PGDPBM is the very first batch of students of Pharmaceutical Business Management. All these students are meticulously trained and developed by our dedicated full-time and visiting faculty with individual attention.

I am sure our worthy clientele of recruiter teams from industry and business would find them suitable for slots much above the minimum standard required for entry level in Management cadre, in their respective organizations.

Final Placement

Final placement of the students of PGDBM Program and PGDPBM Program is planned from December 2006 onwards. Students of PGDPBM program may also be given orientation training in pharmaceutical industry, with further placement in suitable management cadre assignment. About 150 companies including top class Indian and Multinational Corporations are expected to participate in the placement program. For more information on the placement program the Placement Officer may be contacted at the 022-2536 4492 or at 2533 9868



Brief History of Dr. V.N. Bedekar Institute of Management Studies

VPM was established in 1935 and it took up the national and humanitarian cause of meeting the urge of young and old, unprivileged to have access to primary and secondary education. VPM as on today is a pioneer educational institute in Thane, enthusiastically and zealously catering to the basic needs of education to nearly 14,000 students everyday, across faculties in Arts, Commerce, Science, Law, Polytechnic and Management Studies.

The Management Institute is 33 years old and was established on 3rd July 1973 . It was then named as Department of Management Studies. It was a sapling planted by Dr. V.N. Bedekar who had the dreams of making Thane a hub of management education par excellence.

Dr. V.V. Bedekar fulfilled the dreams of his father Dr. V.N. Bedekar in the academic year 2005-06. His drive and leadership resulted in the institute getting approval from AICTE to conduct the two year full time MMS program. There is a two year full time MSBTE approved PGDBM (Postgraduate Diploma in Business Management) and PGDPBM (Post Graduate Diploma in Pharmaceutical Business Management) along with proposed other part time diploma programs.



Mr. Shinde Mitesh

- Age** : 21 yrs
- Qualifications** : B.Sc (Chemistry)
- Field of Interest** : Marketing
- Aspiration** : To be Recognizable figure in the field of Marketing
- Project** : Market Potential of Britesite Eye Drops
- Training / Workshop** : Workshop on Nanotechnology in Nehru Science Centre
- Address** : B/1, Man Bhavan C.H.S., Thakurwadi, Dombivli (W)
- Contact No.** : 9969172537
- E-mail** : mitu2383@gmail.com





Ms. Shaikh Shakera

Age : 21 yrs
Qualifications : B.Sc (Chemistry)
Field of Interest : Production
Aspiration : To serve society by standing in Core front Pharmaceutical Industries Globally
Project : Supply Chain Management in Pharmaceutical Industry
Address : 513/20, Fyyaz Manzil, 2nd Floor, 4th Nizampura, Bhiwandi
Contact No. : 9322040208
E-mail : shakealisha15@gmail.com



Ms. Shende Sheetal

Age : 23 yrs
Qualifications : M.Sc (Botany)
Field of Interest : Production
Aspiration : To reach the pinnacle with Excellence at Par
Project : 'Natural and Herbal Remedies on Acne'
Trainig / Workshop : HPTLC Workshop in Anchrom Laboratory
Address : 401, Vardhaman Tower, Bhaskar Colony, Thane (W)
Contact No. : 9869790333
E-mail : mjssheetal18@gmail.com

VISION

To be amongst the top management institutes in the country and become the world class center of excellence in learning and innovation driven by social sensitivity and state of art technology.



MISSION

- To propagate knowledge to society to the best of our ability
- To standardize, institutionalize the academic environment
- To facilitate and empower knowledge with practical approach, while imbibing human values
- To develop promising managers by nurturing their skills
- To facilitate and empower knowledge with practical approach, while imbibing human values.



B.R.I.M.S

- B** - Best Infrastructure
- R** - Reliability Factor
- I** - Intellectual Capital
- M** - Managerial Skills
- S** - Specialized People



Ms. Sarvankar Prabha

Age : 22 yrs
Qualifications : M.Sc (Botany)
Field of Interest : Production
Aspiration : To Reach New Height in the field of Manufacturing
Project : Studies on Herbal Anti-diabetic Drugs
Training/ Workshop : HPTLC Workshop in Anchrom Laboratory
Address : 8/503, Vastu Anand, Parsik Nagar, Kalwa (W)
Contact No. : 9322879368
E-mail : pssarvankar@gmail.com



Ms. Shahare Priyanka

Age : 21 yrs
Qualifications : B.Sc (Biotechnology)
Field of Interest : Marketing
Aspiration : To be Successful Entrepreneur
Project : Market Potential of Britesite Eye Drops
Training / Workshop : Training in Galaxy Surfactants Ltd.
Address : A 203, Gurukul C.H.S., Sector 8, Airoli, Navi Mumbai
Contact No. : 9892712626
E-mail : sanchi.guddi@gmail.com



B.R.I.M.S

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- R** - Reliability Factor
- I** - Intellectual Capital
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Qualifications : M.Sc (Botany)
Field of Interest : Production
Aspiration : To Reach New Height in the field of Manufacturing
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Training/ Workshop : HPTLC Workshop in Anchrom Laboratory
Address : 8/503, Vastu Anand, Parsik Nagar, Kalwa (W)
Contact No. : 9322879368
E-mail : pssarvankar@gmail.com



Ms. Shahare Priyanka

Age : 21 yrs
Qualifications : B.Sc (Biotechnology)
Field of Interest : Marketing
Aspiration : To be Successful Entrepreneur
Project : Market Potential of Britesite Eye Drops
Training / Workshop : Training in Galaxy Surfactants Ltd.
Address : A 203, Gurukul C.H.S., Sector 8, Airoli, Navi Mumbai
Contact No. : 9892712626
E-mail : sanchi.guddi@gmail.com



Mr. Mekde Vaibhav

Age : 21 yrs
Qualifications : B.Sc (Chemistry)
Field of Interest : Marketing
Aspiration : To Touch Sky in the Field of Marketing
Project : Promotional Packaging Development
Address : 1/Jagannath Apt., Rabodi-2, Koliwada, Thane (w)
Contact No. : 9833757815
E-mail : vaibhav7486@gmail.com



Mr. Patil Nilesh

Age : 21 yrs
Qualifications : B.Sc (Chemistry)
Field of Interest : Marketing
Aspiration : To Achieve Good Position in Marketing Field
Project : Marketing of Dexorange product
Address : Nilje, Near Lodha Heaven, Kalyan, Thane
Contact No. : 9819474760
E-mail : pnilesh216@gmail.com

INFRASTRUCTURE AND RESOURCES

CAMPUS



BRIMS campus is spread over 13.5 acres of land. The Institute is located among the industrial hub of Thane and enjoys a panoramic view of the railway network with the greenery and picturesque view of the beautiful Parsik hills.

CLASSROOMS

The classrooms are designed in such a way that each and every classroom has ample space. Classrooms are air-conditioned and thoughtfully designed to provide better interaction between the students and the facilitators. All classrooms are equipped with modern teaching aids such as LCD projector and Overhead Projectors.



IT CENTER



The Institute has a state of the art computer centre with all the facilities, to make learning an enjoyable and pleasant experience. It has sufficient capacity to accommodate 100 students at a time. Dedicated leased line provides uninterrupted internet connectivity.

LIBRARY

The Library holds a rich collection of books, research reports, magazines, journals and periodicals. It is well stocked with 5500 books and subscribes to 62 national, 11 international journals and 11 newspapers. The faculty keeps in touch with the publishers and updates the collection on regular basis.





CORE FACULTY

Prof. Anil Chaubal
Educational Qualification: B.E., PGDIM (JBIMS. Mum U), FICWA, QPMP.
Work Experience: Industry Exp. In Management Cadre - 27 Yrs.
 Exp. As work Manager / Gen. Manager / CEO - 7 Yrs.
Teaching Experience: Visiting Faculty - 18 Yrs. Fulltime Faculty - 13 Yrs.
Areas of interest: Quatitative Techniques, Project Management, Total Quality Management, Supply Chain Management

Prof. R S Verma
Educational Qualification: B.Com, FICWA, MBA (Finance)
Work Experience: Over 24 years of industrial experience and 6 years experience in academics.
Areas of interest: Costing, Finance and General management

Prof. K K Nijasure
Educational Qualification: M.Com, CA
Work Experience: Over 28 years of industry experience and teaching experience.
Areas of interest: Corporate Finance, Banking and Insurance.

Prof. Ashish Thatte
Educational Qualification: M.Com, ICWA
Work Experience: Over 2 years industry experience in Abbott India Ltd.
Areas of interest: Cost Accounting, Financial Accounting, Management Accounting, Strategic Management.

Prof. Sudarshana Saikia
Educational Qualification: MA (Economics)
Work Experience: Research Associate for UNICEF project. Over 5 years of teaching experience in colleges at degree and postgraduate level.
Areas of interest: Managerial Economics

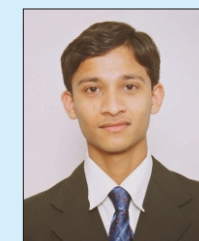
Prof. Vidhya Srinivas
Educational Qualification: B.Com, MBA (Marketing)
Work Experience: Around 4 years of teaching experience in different Institutes across the country.
Areas of interest: Marketing, Consumer Behaviour, Advertising.

Prof. Sukhada Waknis
Educational Qualification: MA (Economics), Masters of Labour Studies
Work Experience: 2 years at Royal College, Mumbai.
Areas of interest: Management Development, HRM, OB.



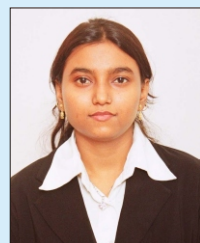
Ms. Mane Madhuri

Age : 21 yrs
Qualifications : B.Sc (Microbiology)
Field of interest : Marketing
Aspiration : To become an Excellent Manager for Managing the Field of Global Marketing
Project : Market Potential of Britesite Eye Drops
Training / Workshop : One Month Training in Hindustan Insecticides Ltd.
Address : NL- 6/02/08, Bridge View Apt., Sector-2, Nerul, Navi Mumbai
Contact No. : 9869934766
E-mail : madhu21mane@gmail.com



Mr. Misal Sandeep

Age : 21 yrs
Qualifications : B.Sc (Chemistry)
Field of Interest : Marketing
Aspiration : To Achieve Good Position in Drug Marketing
Project : Product Marketing-Grilinctus
Address : Gokul Nagar, Dhamanaskar Chawl, Jari Mari, Thane (W)
Contact No. : 9322172058
E- mail : sandy143m@gmail.com



Ms. Ansari Meraj

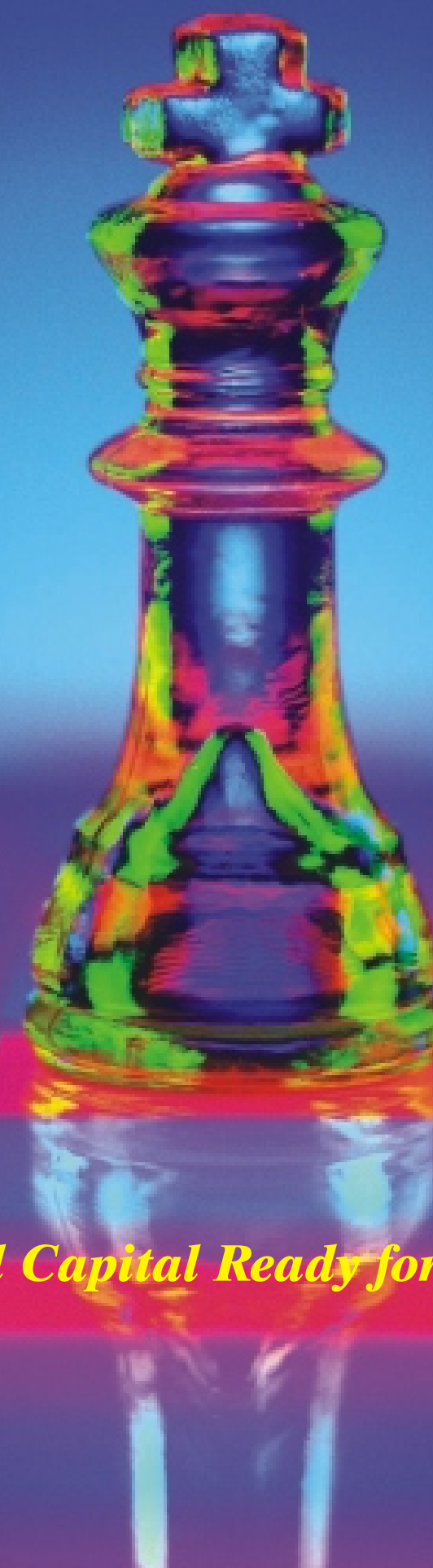
Age : 21 yrs
Qualifications : B.Sc (Chemistry)
Field of Interest : Production
Aspiration : To secure a Challenging Position in Pharmaceutical Industry
Project : Production planning and control in pharmaceutical company
Address : 229th 4th Nizaampura, Agra Road, Bhiwandi
Contact No. : 9823819482
E-mail : kiswa.rooj@gmail.com



Ms. Samruddhi Khopkar

Age : 21 yrs
Qualifications : B.Sc (Chemistry)
Field of Interest : Marketing
Aspiration : To be Successful in Area of Marketing by Utilizing Knowledge & Skill
Project : Studies on Consumer Behaviour Among the users of Alpha Glucosidase Inhibitors
Address : 10, Shreeram Krupa, Manpada Road, Dombivli (E)
Contact No. : 9833589110
E-mail : samruddhikhopkar@gmail.com

Post Graduation Diploma in Business Management



Intellectual Capital Ready for Investment



WHAT PGDBM OFFERS ?

- ☞ *Practical Exercises & Case Studies*
- ☞ *Analytical Skills*
- ☞ *Winners in competitive environment Identifies hidden potential*
- ☞ *Develop entrepreneurial skills*
- ☞ *Increase managerial effectiveness*
- ☞ *Making students industry enabled*

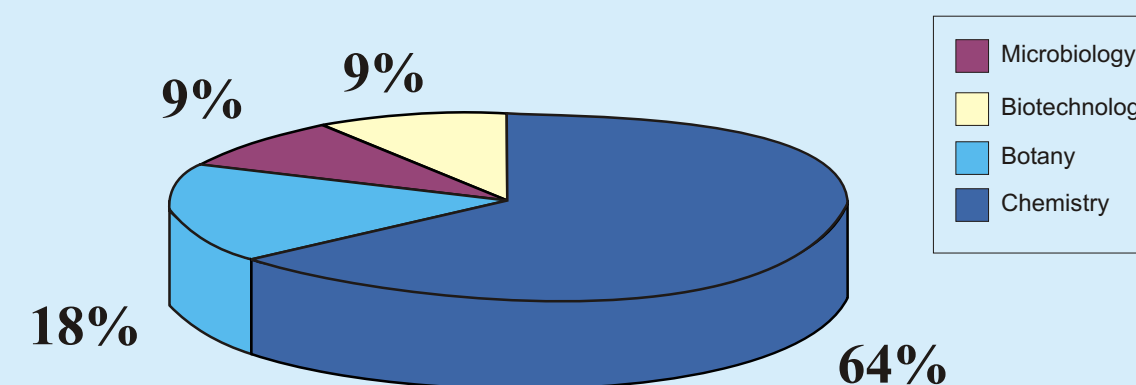
ADMISSION PROCESS

<i>Program Name</i>	<i>P.G.D.B.M</i>
<i>Process</i>	<i>Group Discussion & Personal Interview (July)</i>
<i>Duration</i>	<i>Two year full time Programe</i>
<i>Eligibility</i>	<i>Any Graduate with minimum 50% marks in aggregate</i>

LIST OF VISITING FACULTY

Sr. No	Name of Subject	Name of Staff	Qualification
1	Pharma Business Environment (New Port University)	Prof. R.V. Rajwade	B.Pharm, MBA
2	Market Research & Drug Development	Prof. N.K. Shreevarahan	B.Sc, MBA, DMM
3	Manufacturing Management	Prof. Vinay Deshmukh	M.Pharm, D.M.M., D.A.M.S.
4	Cost Accounting & Financial Accounting	Prof. K.K. Nijasure	Chartered Accountant, M.Com
5	Cost Accounting & Financial Accounting	Prof. Ashish Thatte	Cost Accountant, M.Com, PGDFM, NET (COMM)
6	Human Resource Management	Prof. Bhavana Raina	PGHRM, Bachelor in Public Administration, Diploma in Hotel Management
7	Operation Research	Prof. Swati Desai	M.Sc (Applied Statistics)

STUDENTS BACKGROUND





AIMS OF PGDPBM

- > Develops Personal Skills
- > Systematic Knowledge of Pharmaceutical Business Management
- > Develops Managerial Skills
- > Scientific Knowledge on Drug Sales & Marketing
- > Develops Sales & Marketing Skills
- > Industrial Exposure

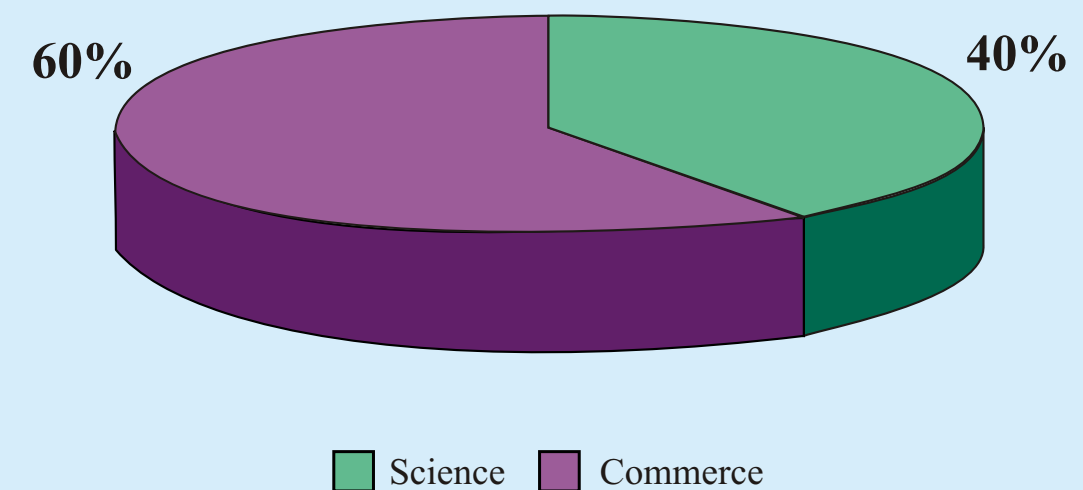
ADMISSION PROCESS

- > **Program** : Post Graduation Diploma in Pharmaceutical Business Management (PGDPBM) (MSBTE Approved)
- > **Process** : Group Discussion & Personal Interview
- > **Duration** : One Year (Two Semesters) Full Time Programme
- > **Eligibility** : Science or Pharma Graduate

LIST OF VISITING FACULTY

Sr. No.	Name of Faculty	Qualification
1	Prof. D. Pradhan	B.E (Production), M.M.M
2.	Prof. K. Chitnis	B.Com (Hons.), M.B.A
3.	Prof. K. S. Iyer	M.Sc, M.Com, CAIIB, DGL
4.	Prof. L. Prabha	M.Com (Gold Medalist)
5.	Dr. P. Vakil	P.hd.
6.	Prof. S. Krishnan	M.A (Eco.), M.B.A
7.	Prof. U. G. Talgeri	B.Com (Hons.), DMS

STUDENTS BACKGROUND





Ms. Revathy M. Kurup

D.O.B : 25th May 1985
Qualification : B.Sc (Chemistry)
Field of Interest : Marketing
Aspiration : To incorporate creativity in Marketing
Address : Flat No. 103, Krishna Kanhaiya Apt.,
Near Station, Ulhasnagar,
Pin Code - 421004
Contact No. : Res. - 2586353
Mobile - 9967369160
E-mail : revathy_kurup13@yahoo.com

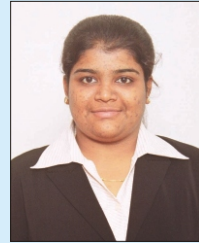


Ms. Prachi C. Gharat

D.O.B : 22nd September 1983
Qualification : B.Sc (Horticulture)
Field of Interest : Marketing
Aspiration : To become a leading Marketing Guru
Address : 'Giriraj Tower', 103/B, Gokul
Dham Complex, Virar (West),
Pin Code - 401303
Contact No. : Mobile - 9860497823
E-mail : prachi_gharat@yahoo.co.in

**Post Graduation Diploma in
Pharmaceutical Business Management**

Right Chemistry for Pharma Industry



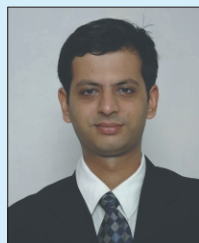
Ms. Smita S. Bhise

D.O.B : 24th November 1984
Qualification : B.Com
Field of Interest : Marketing
Aspiration : To become a successful Entrepreneur
Address : 401, C - 1, Raghukul Society,
Parsik Nagar Kalwa, Thane,
Pin Code - 400605
Contact No. : Res. - 32957417
Mobile - 9969349311
E-mail : smita_bhise24@yahoo.com



Mr. Manesh D. Pawar

D.O.B : 28th January 1984
Qualification : B.Com, Dip. in HR Management
(DHRM)
Field of Interest : Marketing
Aspiration : To create new Horizons in Marketing
Address : 301/A, Sai Park Apartment, Sahajivan
C.H.S, Near Jeevan Vidya Mandir,
Aptewadi, Badlapur (East)
Contact No. : Res. - 95251-2691708
Mobile - 9322045239
E-mail : pawar_manesh@yahoo.co.in



Mr. Swapnil A. Kotibhaskar

D.O.B : 08th December 1982
Qualification : B.Sc (Physics)
Field of Interest : Marketing
Aspiration : To Create & Establish a Global
Marketing Empire
Project : Market Research (Apollo)
Address : Bldg No. 39, Flat No.13,
Vrindavan Society, Thane (west),
Pin Code - 400601
Contact No. : Res. - 25411458
Mobile - 9833516881
E-mail : swapnil_kotibhaskar@rediffmail.com



Ms. Pradnya A. Ambdoskar

D.O.B : 17th August 1984
Qualification : B.Com
Field of Interest : Human Resource Management
Aspiration : To become a successful H.R.
Consultant
Address : A/202, Shivkalyan Society,
Shastrinagar, Kopar Cross Road,
Dombivili (West)
Contact No. : Res. - 0251-2495891
Mobile - 9322184870
E-mail : pradnya_ambdoskar@yahoo.co.in



Ms. Sumitra B. Shekhawat

D.O.B : 09th September 1985
Qualification : B.Com
Field of Interest : Marketing
Aspiration : To use Skills & knowledge effectively to Achieve Organizational Goals
Address : Sector No. 4, Room No. H - 34, Airoli, Navi Mumbai, Pin Code - 400708
Contact No. : Res. - 27697397
E-mail : vansh_shekhawat@yahoo.co.in



Ms. Meghana V. Aaroskar

D.O.B : 03rd October 1984
Qualification : B.Com
Field of Interest : Finance
Aspiration : To Excel as a Finance Consultant
Address : A 101, Rajdeep Society, Near Malhar Cinema, Naupada, Thane (west), Pin Code - 400602
Contact No. : Res. - 25407510
 Mobile - 9869545207
E-mail : meghana74@rediffmail.com



Ms. Carolin Gasper

D.O.B : 08th April 1985
Qualification : B.Sc (PCM)
Field of Interest : Marketing
Aspiration : To become leading Marketing expert
Address : Sector - 2, Row House No. 21, Abhilash Society, Airoli, Navi Mumbai
Contact No. : Mobile - 9324077431
E-mail : rabiyavg@yahoo.co.in



Mr. Arvind D. Walimbe

D.O.B : 24th September 1983
Qualification : B.Com
Field of Interest : Marketing
Work Exp. : Customer Sales Executive - Modi Senator
 Computer Operator - Tata Motor Finance
Aspiration : To utilize Knowledge & Creativity in the best possible manner to enhance Business Productivity thereby benefiting the Organization
Address : Walimbe Nivas, Shivaji Nagar, Second Rabodi, Thane (West), Pin Code - 400601
Contact No. : Res. - 32414059
E-mail : avi_walimbe@yahoo.co.in

GOVERNING BODY

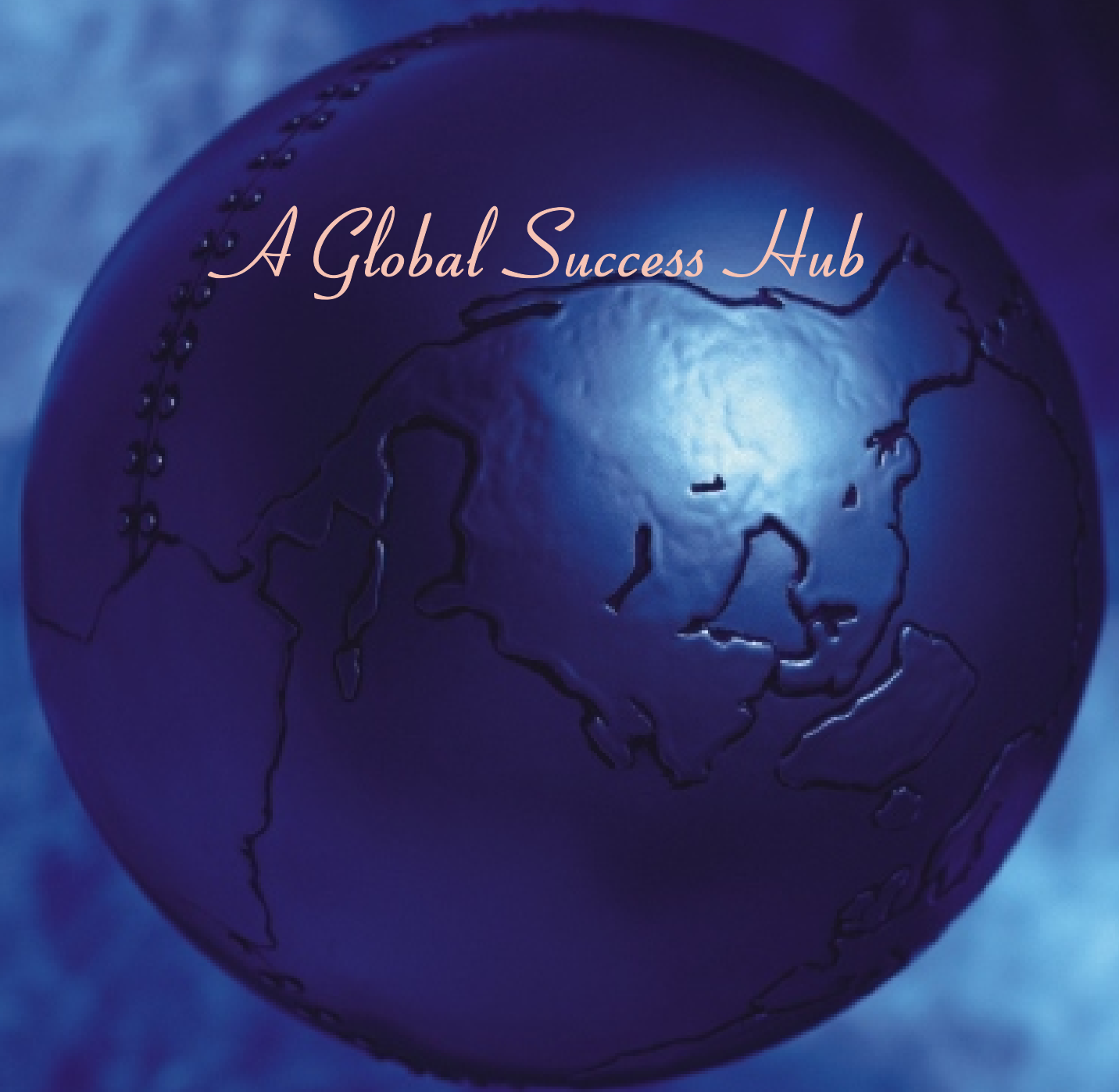
Success at our fingertips



Dr. V. V. Bedekar	Chairman, Vidya Prasarak Mandal
Shri S. V. Karandikar	Member, Vidya Prasarak Mandal
Shri Anil Chaubal	Director, Dr. V N BRIMS
Shri V. S. Bhakre	Advisor & Visiting Faculty, Dr. V N BRIMS
Shri Sandeep Gokhale	Vice President, Sterlite Ltd.
Shri Nadirshaw Dhondy	Advocate, Supreme Court
Dr. S. Siddhan	Sr. Vice President, Clariant Chemicals India Ltd.
Shri G. B. Patkar	Legal Advisor, Cox & Kings
Shri V. Krishnan	Vice President, Tata AIG
Dr. Vishnu Kanhere	Practising Chartered Accountant
Shri Bal Palekar	Sr. Vice President, Eureka Forbes, Mumbai
Dr. P. M. Kelkar	Consultant, Quality & Compliance, Johnson & Johnson
Dr. P. S. Deodhar	Chairman, Aplab Ltd., Thane

Placement 2006-07

A Global Success Hub



Dr. V. N. Bedekar Institute of Management Studies

"Jnanadweepa", Chendani Bunder Road,
Thane (W) - 400601, Maharashtra
Tel: (91-22)25364492 Fax : (91-22)2544 6554
Website: www.vpmthane.org
Email ID: vnbrimsplacement0507@gmail.com



Vidya Prasarak Mandal's
**DR. V. N. BEDEKAR INSTITUTE OF
MANAGEMENT STUDIES, THANE
[VN BRIMS]**