



SOMAIYA
VIDYAVIHAR UNIVERSITY

K J Somaiya Institute of Management



K J Somaiya Institute of Management
(A Constituent Institute of Somaiya Vidyavihar University)
Mumbai, India

SPRIHA 2021

BEST SUMMER PROJECT COMPETITION

INTER B-SCHOOL

8th September, 2021

Somaiya Vidyavihar University

A new milestone in a glorious ongoing journey established in 2019, Somaiya Vidyavihar University, Mumbai, is a self-financed autonomous university recognised by the University Grants Commission (UGC). Somaiya Vidyavihar, with over six decades of rich experience in building and managing educational institutes of great repute, is the sponsoring body. Operational from 26th August 2019, Somaiya Vidyavihar University is a place where you can explore new possibilities, pursue your passion and above all, find your true self.

Somaiya Vidyavihar University is located in the heart of Mumbai and boasts of having a sprawling green campus. The university is equipped with excellent educational, recreational, community, health and sports facilities. Somaiya Vidyavihar University gives students the flexibility to simultaneously earn degrees and certifications in multiple disciplines offered by their constituent colleges.



K J Somaiya Institute of Management

K J Somaiya Institute of Management was established in 1981 as a part of Somaiya Vidyavihar (now affiliated to the Somaiya Vidyavihar University since August 2019) to provide state-of-the-art education in management and allied areas. The institute is consistently ranked among India's top 25 management institutes and top 10 private sector B-schools. The institute offers Doctoral Programmes, full time, part-time and executive programmes in Business Management with specialisations in International Business, Retail Management, Financial Services, Integrated Marketing Communications, Healthcare Management, Sports Management, Finance, Human Resources, Operations, Marketing and Executive MBA programmes along with a Masters in Computer Applications. Apart from the regular programmes, the Institute offers customised and industry-specific certifications as well as executive development programmes for government bodies, companies, defence personnel and NGOs.

Programmes offered:

Doctoral Studies

2-Year MBA Full-Time Programmes:

- MBA
- MBA - International Business
- MBA - Financial Services
- MBA - Retail Management
- MBA - Integrated Marketing Communications
- MBA - Healthcare Management
- MBA - Human Resources
- MBA - Sports Management
- MBA - Data Science & Analytics

3-Year MBA (Part-Time) Programmes:

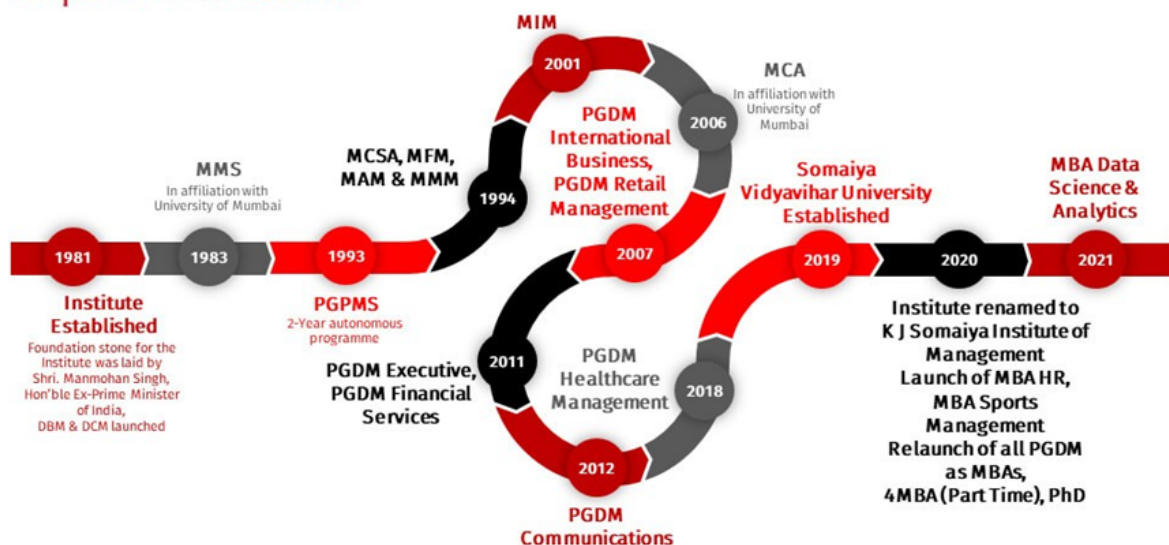
- Finance Management
- Marketing Management
- Human Resource Management
- Information Management

2-Year MCA Programme

Executive Education:

- 15-Month MBA - Executive
- Customised Management Development Programmes
- Open Calendar Programmes

K J Somaiya Institute of Management Important Milestones



Introduction to SPRIHA

SPRIHA is an Inter-B school Summer Internship Presentation Competition organised by K J Somaiya Institute of Management, Mumbai. Students from second year specialising in Marketing, Finance, Operations or Human Resources or any other specialisation are invited to participate in this competition. This year the competition will be conducted virtually.

Last Date for Soft Copy Submission of Summer Internship Project Report:
20th August 2021

Registration Process:

Step 1: Register on the D2C: shorturl.at/moAE4

Step 2: Mail the reports in prescribed format on the email id:
spriha.kjsim@somaiya.edu

The first three winners will be awarded cash prizes as mentioned below:

 1st Prize - Rs. 30,000

 2nd Prize - Rs. 15,000

 3rd Prize - Rs. 10,000

All the final round shortlisted participants will be awarded an E-certificate.



Eligibility

- Final year students pursuing a two-year full-time MBA/PGDM/MMS programme are eligible for competing in SPRIHA.
- The duration of the summer training/internship should be 45-60 days in the respective specialisation.

Selection Process

Post-registration on the D2C link, a soft copy of the summer internship project report should be submitted on the email ID: spriha.kjsim@somaiya.edu by 20th August 2021.

The naming convention of the file should be in the following format:
CollegeName_CandidateName_Specialisation

The email subject should be in the following format:
SPRIHA_CollegeName_CandidateName_ContactNo.

Subject experts will shortlist entries based on the evaluation criteria. The shortlisted candidates will be duly intimated via email/phone by **30th August 2021**, following which they have to email their Powerpoint presentations by **4th September 2021**.

The names of the shortlisted candidates will also be displayed on SPRIHA's official Facebook page <https://www.facebook.com/SPRIHA.SIMSR.PR> and the institute's official website <https://www.somaiya.edu/simsr>.

SPRIHA Final round - 8th September 2021

The final round will be judged by a panel of experts from the corporate and academic domains. Each contestant will be allowed 15 minutes of presentation time followed by an open defence session of 5 minutes, making it a total of 20 minutes.

Evaluation

The project reports shall be evaluated on the following parameters:

- Problem formulation
- The rigor of research analysis/ contribution to business development/ process improvement
- Communication and presentation skills
- Competency during viva/ question handling
- Key outcomes and their applicability

Guidelines for Submission and Presentation

- No registration fees.
- Multiple entries from one college are allowed.
- The submitted project reports should be in the Microsoft Word document format in Times New Roman, font size - 12 and single-line spacing.

The cover page of each entry should contain the student name, student email address, postal address and phone number along with the functional area in which the project should be considered for evaluation from the respective specialisations.



POC Contact Details

Faculty Coordinators:

- Prof. Smita Ramakrishna: smitaramakrishna@somaiya.edu
- Prof. Shweta Dixit: shweta.dixit@somaiya.edu

Student Coordinators:

- Anshul Meharchandani - anshul.m@somaiya.edu - 8866440432
- Himanshu Manwani - himanshu.manwani@somaiya.edu - 9167513868
- Riwjit Bag - riwjit.bag@somaiya.edu - 9769827928

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