



**Dr. D. Y. Patil Unitech Society's
Dr. D.Y. PATIL INSTITUTE OF MANAGEMENT &
RESEARCH**

Sant Tukaram Nagar, Pimpri, Pune-411018, Maharashtra, India.

(NAAC Accredited ('A' Grade with CGPA of 3.29) , MBA Program Re-Accredited by NBA ,
Approved by AICTE New Delhi and DTE Maharashtra and Affiliated to Savitribai Phule Pune
University)

INSTITUTIONAL DISTINCTIVENESS

New Era brings new opportunities and the responsible stakeholders assume responsibility to widespread it. One of the biggest trends in the third decade of current century is "Digitization". This trend brings innumerable opportunities in every filed. DYPIMR voluntarily assumes the responsibility to provide a quality education for fostering the digital growth of the society and thus contributing in nation building and growth which falls in line with its mission.

DYPIMR has started a new program MBA-Digital Marketing, increased intake of MCA program and has started building the capacity to deliver a quality education in the space of Digital Marketing, Data Science and Analytics. Moreover, in the existing traditional MBA specializations like Marketing, Finance, HR also DYPIMR has started focusing on emerging domains like Marketing Analytics, Fintech, HR analytics etc. To ensure the best all round engagement of students for digital education DYPIMR has started Digital Marketing Club and Analytics Club for providing live projects and internships to students for practical hands on experience while executing faculties' consultancy projects on campus itself.

DYPIMR's distinctive practice is to shift most of its manual operations on digital platform by using campus ERP. This move is not only increasing the operational efficiency but also capturing valuable data which can be utilized for future decision making using analytics.

Besides this conservation of the environment, increasing social quotient of the students, imparting value based education and strong connect with alumni also remain the thrust areas of DYPIMR. In line with this DYPIMR has acquired ISO 14001 certification for environmental management systems, started new activities like Rotaract Club for social engagement of students, organized various sessions for value based education and have started a parallel placement service for the lateral placements of alumni.

DIRECTOR