

Society for Computer Technology & Research, Pune

PICT

School of Technology and Management

Admission Open

2-year full time PGDM

Batch 2012-14

Get the PICT advantage !

Converging Knowledge...

Powering Imagination...

Securing Future...

Approved by AICTE

Prospectus 2012-14

www.pictstm.edu.in

Admission 2012



MISSION

Fulfill the needs of business, industry & society by developing individuals into

- Socially responsible Professionals, Entrepreneurs & Leaders by imparting knowledge & enhancing competencies & skills.
- Address the strategic needs of business, industry & society through innovative research of integrity, value & professionalism

with contemporary research methodology

VISION

Be a leading educational, research & training institution in management and technology recognized for

- Academic excellence
- Professional competence
- Industry relevant applied research

using state of the art technology



PIC



DIRECTOR SPEAKS

“We believe that a strong foundation is what makes the difference. At PICT-STM, our Post Graduate program is not just a degree but it empowers you for the realities of tomorrow.”

Our fundamentals

- ✍ Knowledge Management : Paradigm shift from teaching to learning
- ✍ Knowledge convergence : Management and technology; content and context
- ✍ Our ethos : An environment that strongly facilitates self transformation
- ✍ Learning environment : Driven by student-centric academic processes

“Our programs are taught with an emphasis on technology as it impacts business processes. An industry-driven curriculum, state-of-the-art infrastructure and top quality faculty ensure high quality of education.

We are committed to give an excellent learning environment within which relevant theories and models, their real-life applications and context are taught and analyzed. Our virtual learning environment delivers these goals by blending classroom teaching, e-programs and experiential learning. And finally, we are confident that you will evolve in to a professional who will power businesses of tomorrow, be valued and respected in the market that is fast becoming global and you prove to be an asset to any company, any where in the world.”

Kumar Shrinivasan
Director
PICT-STM

STM

CONVERGING

Society for Computer Technology and Research (SCTR)

The Society for Computer Technology and Research (SCTR) is running an institution called Pune Institute of Computer Technology over a period of 28 years. This is a pioneering institution in computer education. Over a period of 28 years, SCTR has produced a good number of computer engineers. These engineers are working all over the world and are holding senior positions in industry.

With successfully running the computer engineering institute for more than two decades and envisaging the future need for skilled managers with technical knowledge, SCTR started an autonomous Post Graduate level Institute to offer programs in the domains of Management, Advanced Computing, VLSI and Embedded Systems.

Pune Institute of Computer Technology (PICT), Pune, India

PICT was launched in 1983. It continues to be one of India's leading institutions of education and research in Information Technology. Its learning systems integrate mastery of fundamentals with across-domain competencies.

PICT is recognized by All Indian Council of Technical Education (AICTE) & affiliated to Pune University. It is also recognized by National Assessment & Accreditation Council [NAAC], National Board of Accreditation [NBA], Institute of Electrical & Electronic Engineers [IEEE] & Department of Scientific & Industrial Research (Ministry of Science & Technology Govt. Of India)

PICT School of Technology and Management (PICT-STM)

PICT School of Technology and Management (PICT-STM) is a part of the Society for Computer Technology and Research (SCTR), Pune. PICT-STM is set up as a model Institute in PG education. It is highly industry-driven, focused on high quality education in Business Management.

PICT-STM offers AICTE approved 2-year full-time post-graduate PGDM program, with specialization in any one management stream of the students' choice from HR, Finance and Marketing.

Explaining the rationale of the programme, Mr. R. S. Kothavale, the Managing Trustee of the Society says, "Futuristic, management education for the new and the old economy demands the integration of information technological skills with business management expertise."

"Students of the PGDM Program will know the latest management strategies in banking, insurance, e-commerce, FMCG, consumer durable or telecom etc. and be able to effectively develop a technology strategy and apply the IT dimension, an ability that employers are actively searching for today," adds Mr Kumar Shrinivasan, Director of PICT-STM.

The course highlights include practical assignments, real-life projects, case studies and interactions with companies, along with personality growth through what PICT-STM calls 'mentor guidance'. Entrepreneurship Development and Leadership are part of the course. The 6 trimester PGDM program also has an interim in-company summer training of 8 weeks for practical training and industry exposure.

PICT-STM is actively evolving symbiotic partnerships with reputed national and international institutions. Our association with the well known Coventry University, UK - with its roots that can be traced as far back as 1843 - is a live example of this quest for convergence of knowledge.



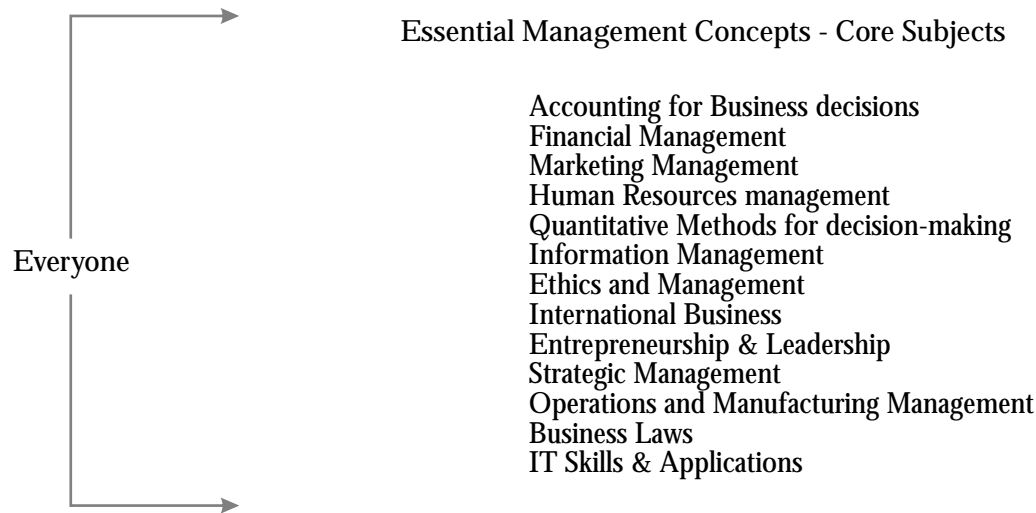
KNOWLEDGE

Postgraduate Diploma in Management (PGDM) [Equivalent to MBA]*

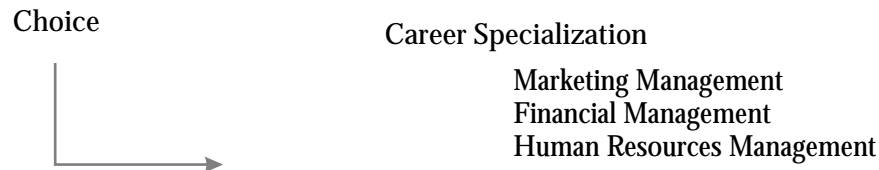
2-year full time PGDM Program leading to a Postgraduate Diploma in Management from PICT-STM (Intake of 60 students)

Course Outline

1st Year, comprising 3 trimesters



2nd Year, comprising 3 trimesters



8 weeks full-time summer project with an Organisation in May and June at the end of the first year.

IT application in business processes

Better understanding of what IT can do for business enterprises. This can be viewed as:

- ✓ Strategic use of IT in business strategies
- ✓ IT applications in different business processes/ specific domains or segments like banking, telecom etc.
- ✓ IT tools and applications such as:

Enterprise Resource Planning (ERP)
Customer Relationship Management (CRM)

*Approved by AICTE

KNOWLEDGE

POWERING

POWERING

We believe in enhancing imagination by introducing innovative learning methodologies which are well supported by our course structure.

Postgraduate Diploma in Management - 2 year (Intake of 60 students)

Learning Objective

- Year I
- Acquiring strong foundation in fundamentals of Business Management.
 - Gaining thorough understanding of critical business processes both, domestic and international.

Trimester 1		Trimester 2		Trimester 3	
Analysis of business environment	Accounting - fundamentals	Developing business strategy	Accounting – cost	Strategy formulation & implementation	Understanding Indian Economy
Principles & practices of Management	Working with worksheets	Companies Act	Managerial Economics	Project management - fundamentals	Data base management
Mercantile law	Business mathematics	WAC - 2	Advanced Word & Power point	WAC – 3	Introduction to decision models
WAC – 1		Human Resource Management	Introduction to networking	Organizational development	Research methodology
Organizational behavior		Segmenting, targeting & positioning	Business statistics	Services marketing	Introduction to operations management
Introduction to marketing strategy		Personal selling	Introduction to manufacturing management	Integrated marketing communication	
Managing the Marketing mix		Financial planning & analysis		Corporate finance	
Finance - fundamentals				Financial services	

In between trimester three and trimester four students have to undergo a compulsory Summer Training Project for 2 months in an Organization, which is evaluated and graded.

- Year II
- Imbibing an entrepreneurial spirit not only to manage business but also own it.
 - Acquiring competencies to analyze business environment and give practical solution to business issues.

Finance		Marketing		HR		Common
Trimester 4	Trimester 5	Trimester 4	Trimester 5	Trimester 4	Trimester 5	Trimester 4
Taxation	Project finance	Advertisement management	Channel management	Labour Laws	Talent Management: Processes and practices	Banking
Capital markets & merchant banking	International finance	Consumer behaviour	Strategic branding 2	Performance management	Introduction to International HRM	Forex Markets
Information analysis for financial decisions	Strategic financial management	International marketing	Marketing research 1	Compensation management	Industrial relations	Insurance Products & Marketing
Security analysis	Portfolio management	B 2 B marketing	Marketing research 2	Organizational theory 1	Strategic HRM	Trimester 5
Advanced corporate finance	Accounting standards	Sales management	Event management	Training & development	Balance scorecard	ERP/CRM
Cost management & budgets	Risk & insurance management	Strategic branding 1	Media Planning	Information analysis for human resource management	HRM processes and practices	Trimester 6
Management Information system		Marketing finance	Corporate communication		Organizational theory 2	Case studies as per specialization
		Information analysis for marketing decisions				Live project & dissertation as per specialization

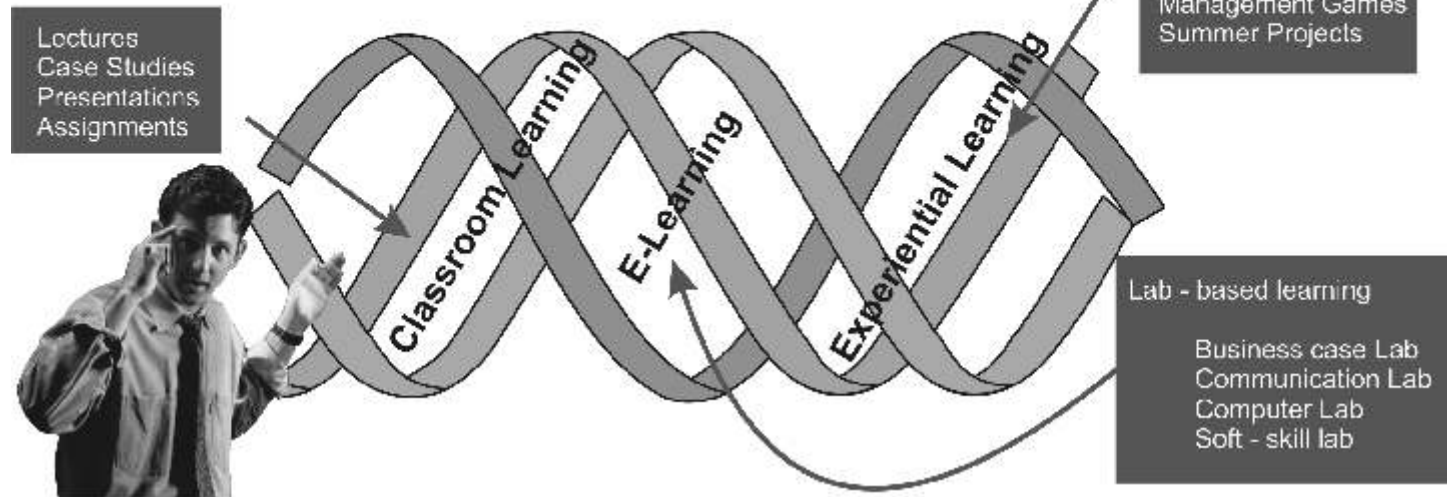
Besides the above topics under Enterprise Management students also study SCM, CRM and ERP

IMAGINATION

At PICT-STM, we prepare you for the challenges of tomorrow

- ✎ Focus on blended learning, knowledge management and process-driven education
- ✎ Value and need based syllabus with emphasis on 'case studies', designed by an Academic Council with members from the industry
- ✎ Trimester System catering to the dynamic needs of the Industry
- ✎ Focus on development of critical capabilities and skill sets
- ✎ Facility to work on latest Technology Platforms for learning

Virtual Learning Environment - Blended Learning



The Learning Process at PICT-STM

Blended Learning focuses on optimizing achievement of learning objective by applying the right learning technologies to match the right personal learning style, resulting in transfer of the right skills to the right person at the right time. Here the focus is on the learning objectives rather than method of delivery.

It has three aspects. We achieve it through classroom learning with the help of case studies, presentation and assignments along with experiential learning in the form of guest lectures and workshops delivered by renowned industry people. Also online tests are conducted and e-learning portals like 'STM Online' are provided to the aspect of blended learning, which is e-learning.

STM Online (Moodle-based)

STM Online is Internet based learning platform which helps the educators to create quality online courses. It is a software which is used to create interactive websites where teachers and students can communicate and collaborate. STM Online is one way to deliver content to students and assess their learning using assignments and quizzes. STM Online courses support many media formats for posting images, videos and sound files. This facility can be accessed by any one, anywhere with the right permission.

IMAGINATION

SECURING

Legacy of 100% Placement Assistance

PICT-STM is committed to continue the legacy of PICT as regards placement for its PGDM students. We are fully aware of the critical need for assistance in placement in the autonomous PGDM program.

The campus placements assistance program is actively supported by leading companies such as

Axis Bank, Bank Of New York Mellon, City Bank, C-DAC, Coca Cola, Finolex Industries, Forbes Marshall, Faber Castle, ICICI Bank, KPIT Cummins, Khandwala Securities, Kirloskar Copland, Motilal Oswal, Maersk, Nestle, Videocon, ITC, R-Systems, Sandvik Asia, Serum Institute.

Marching towards secure future

There is a full-fledged 'Corporate Relationship Team' in operation at PICT-STM, headed by a competent officer. Some of the initiatives of this team will be to:

- ✍ Establish and nurture relationship with leading corporates all over India for rewarding corporate placement of students
- ✍ Forge effective partnership with the corporates through:
 - ✓ Customized corporate training and workshops
 - ✓ Research projects seeking solutions to problems
 - ✓ Summer projects
 - ✓ Special projects and
 - ✓ Seminar on contemporary issues
- ✍ Involve leading companies from different sectors in continuous upgrading of syllabus

PICT-STM and its Business Network a glimpse

Mr. Manish Joshi
Dy. Manager
Axa Business Services, Pune

“ With its PICT lineage, I am sure that PICT-STM will add a well-differentiated management trainee profile that will benefit any professional organization.”

Mr. Rajat Singh
Director, Insight
ICICI Prudential Ltd., Goa

“ PICT is well known for quality IT education. I am confident that the new management stream will also maintain the same reputation.”

Mr. Soumya Banerjee
Director, Insight
TMRD, Mumbai

“ PICT moves in to management education is great news! I do expect well differentiated. PICT is one of the most sought institutes for its high standard of Engineering and IT education . I am sure that it will carry the same for Management education.”

Mr. Anand Agarwal
Senior Brand Executive - “Wheel”
Hindusthan Unilever Limited

“ I am sure that PICT-STM will carry further the quality education values of PICT in the field of management.”

Ms. Jeyalakshmi
HR Manager
Sandvik Asia Limited

“The technology background of PICT will give a cutting edge to PGDM of PICT-STM.”

FUTURE

Philosophy of Governance, Academic Council and Board of Studies

Our philosophy has always laid greater emphasis on “self evolving” and “self governing” within the prescribed Code of Conduct rather than strict policing or monitoring. We believe that policing the student body for maintaining discipline has great limitations and at time proves to be counter-productive. The Governing Body, the Board of Studies and the Academic Council will strive to involve the students as key stake-holders of the Institute, its programs, processes, quality and performance.

Governing Body

Mr. Prabhakar Kore
Chairman
Overall Experience - 33 yrs.
Experience in Academic Institutions - 30 yrs.

Mr. R. S. Kothavale
Managing Trustee
Overall Experience - 36 yrs.
Experience in Academic Institutions - 30 yrs.

Mr. Ashok Bagewadi
Overall Experience - 28 yrs.
Experience in Academic Institutions - 28 yrs.

Mr. S. M. Sirsikar
Overall Experience - 21 yrs.
Experience in Academic Institutions - 8 yrs.

Mr. Ashok Gajbar
Overall Experience - 26 yrs.
Experience in Academic Institutions - 9 yrs.

Mr. Shantanu R. Kothavale
Overall Experience - 16 yrs.
Experience in Academic Institutions - 6 yrs.

Mr. Amit P. Kore
Overall Experience - 6 yrs.
Experience in Academic Institutions - 6 yrs.

Academic Council

Prof. J. G. Krishnayya
Chairman
Experience - 36 Years

Mr. G.G. Sohoni
Member
Experience - 36 Years

Mr. Kumar Shrinivasan
Member
Experience - 35 Years

Mr. Waman Jawadekar
Member
Experience - 36 Years

Board of Studies

Dr. A. P. Kulkarni
Chairman
Experience - 36 Years

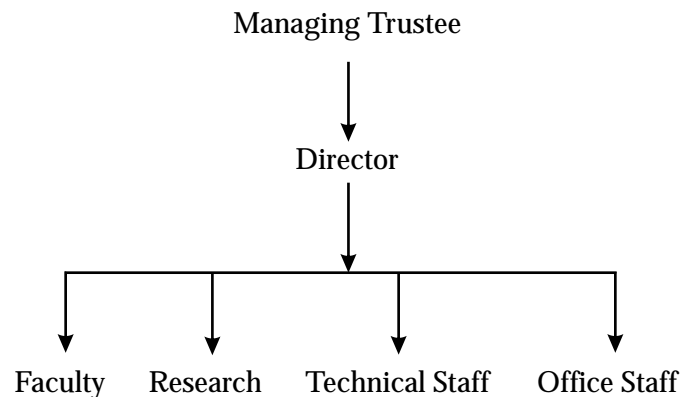
Dr. Rajesh Parchure
Member
Experience - 26 Years

Prof. Ms. Lalitha Jain
Member
Experience - 26 Years

Prof. R. Balachandran
PICT-STM Representative
Experience - 26 Years

Prof. Kumar Shrinivasan
PICT-STM Director
Experience - 26 Years

Institutional Structure



FUTURE

TRANSFORMING

Profile of In house Faculty



Mr. Kumar Shrinivasan
 Director - B.A. (Hons.) in Economics from Pune University & M.M.S. From Jammalal Bajaj Institute of Management Studies, Mumbai.
 Area of specialization: Marketing Management & Business Processes

Mr. Shrinivasan has 25 yrs of Industry experience & also being a visiting faculty in leading B-Schools. His areas of interests include converging knowledge in the domains of Management, Engineering & Information Technology.



Ms. Rashmi Paranjpye
 MBA(Finance) from PUMBA.
 B. Com. from Pune University,
 Area of specialization: Financial Management

Ms. Paranjpye has registered for Ph.D.(Finance) the topic for Ph.D. is "Relevance of Economic Value Added in the context of selected listed Indian companies". She has 17 years Industry Experience.



Ms. Rashmi Mahajan
 B.Sc., MCM, PGDBM (Marketing),
 MBS (Marketing), Ph.D. persuing
 Area of specialization: Marketing Management
 Ms. Mahajan has registered for Ph.D.(Marketing).



Mr. Amol Dhaigude
 MBA, PGDIEM (Marketing), NET, BE(IT)
 SRTMU Nanded.
 Area of specialization: Marketing Management
 He has 20 Months of Industry exposure including IT & Media Sector.



Mr. Archit Tapar
 MBA(Marketing) from Mumbai University,
 B. Tech. Cosmetics from SGB Amravati University.
 Area of specialization: Marketing Management
 He has 12 Months of Industry exposure including B2B Marketing, Research & Advertising.

Ms. Mamta Tammewar - MBA(HR) from SRTMU, Nanded, B.Sc. from SRTMU, Nanded.
 Area of specialization: HRM



Ms. Mamta has registered for Ph.D(HR). The topic is "Analytical study of retirement policies in State Bank of India". Overall she has 2.5 years of experience in academics.

Senior Consultants

Dr. Arun Kulkarni
 M.Com., Ph.D. in Economics.
 Area of specialization: Research for Marketing Decisions



Dr. A. P. Kulkarni has completed his Post Doctoral Research at Institut fuer Auslaendische Landwirtschaft, Goettingen, West Germany on Agricultural Price Policies of European Community during 1965-67. He was a Ford Foundation Fellow in 1965-66 and the Alexander von Humboldt Fellow in 1966-67.

Mr. Waman Jawadekar
 M.Sc., MBA(Stanford University, US)
 Area of specialization: IT and MIS



Mr. Waman Jawadekar is a leading IT / IS consultant. His book on MIS has been a standard text book for many university courses. He is also an expert in ICT applications in education, besides a passion for software project management.

Mr. R. Balachandran
 B.Sc. (Chem), C.A.I.I.B of Indian Institute of Bankers.
 Area of specialization: Financial Management



He has 25 years industrial experience in marketing, banking, finance & general management & 13 years management education experience. Also designs & deliver management education programs.

LIVES

Profile of Associate Faculty

Mr. Gunesh Pardeshi
Area of Specialisation: Security and portfolio analysis

Mr. P. N. N. Aayer
Area of specialization: International Marketing

Sujit Das
Area of specialization: Business Strategy

Mr. Pramod Wadeker
Area of specialization: Manufacturing Management

Satish Hulyalkar
Area of specialization: IT Skills

Mr. Sachitanand Ranade
Adv. Dip in Russian, A.C.A from Institute of Chartered Accountants of India, B.Com from Pune University.
Area of specialization : Cost accounting and Income Tax

Prof. Azhar Khan
M.A (Eco) from Pune University; SET, Pune University.
Area of specialization : Economics

Ms. Sunita Ramam
MD(Psychiatry) from Pune University, MBBS from Mysore University, PGDBM from Pune University
Area of specialization: HRM Processes.

Mr. Shivkumar Joshi
B.A., B.Com., L.L.B., M.P.M., P.G.D.A.M.
Area of Specialization: Labour Laws

Ms. Lalita Jain
BA (English) Nagpur University,
MA (Personnel Management & Industrial Relations)
Phil (Social Sciences) from TISS
Area of Specialization : Organizational Behavior, Organizational Development

Dr. Nidhi Khare
PGDBA, L.L.B., Ph.D.
Area of specialization: HRM

Mr. Vivek Velankar
B.E, MBA from Pune University.
Area of specialization : ERP Consulting.

Mr. Sanjay Limaye
MBA marketing, Diploma in International Business, IBM E-com Professional
Area of specialization: International Sales and Marketing

Ms. Nandita Khaire
Area of Specialization: Integrated Marketing Communication

Mr. Suresh Vaze
B.Sc., CAIIB.
Area of Specialization : Forex Management

Mr. V.V. Nathan
M.A. from TISS & L.L.B. from Pune University.
Area of specialization:
Performance management system

Ms. Ajanta Choudhuri
Bsc., Msc., from Guwahati University
Area of specialization: Quantitative Techniques & Decision Support System & Operation Research

LIVES

LEARNING

Learning

Welcome to our new campus !



Our brand new campus is built over about 22000 sq. feet area. The modern construction reflects an environment conducive for learning, teaching and research.

Adjacent to the Pune-Mumbai expressway, it is very close to Balewadi Chhartapati Shivaji Stadium. Convenient public transport is also available.

The campus locality is surrounded by many other educational institutes. The cosmopolitan residential area of Aundh-Baner is nearby.

Our location has also the advantages arising out of easy and fast access to:

- ✍ The fastest growing IT companies cluster of Hinjewadi
- ✍ The major industrial hub of the Pimpri-Chinchwad MIDC
- ✍ The industrial and commercial complexes of Wakad-Tathawade

All in all, our campus and its location makes it convenient for visiting faculty, guest speakers and experts from industry to visit us; as also for our students to conduct field assignments and projects.



Self-transformation through a holistic approach

At PICT-STM our learning processes are student-centric inclusive of training and development through transformational, activity-centered, self-discovering processes. We believe in facilitating students to become proactive, take responsibility, and act effectively.

PICT-STM also believes in providing students a platform where they can not only showcase their talent but also learn to conceptualize, plan, execute and make things happen. They learn to get things done with and through people by leading and teaming up.

Environment

PICT-STM also brings to its students well-equipped and modern facilities like:

Computer Lab

The School features Linux systems, Windows 2000, XP and Internet (1MBps) both wired and wireless available to all students. We provide one computer per student and also Wi-Fi facility. Pentium computers with Windows workstation, Microsoft Licensed Softwares, Oracle, Sun Microsystems and various other essential tools provide top-of-the-line-computing capabilities. LCD projectors, scanners and color printers enhance presentation capabilities to professional requirements.



Library

The central Library has over 1200 books, 21 journals, one CMIE database (EIS) and an on-line Digital Library (JGate) giving access to over 700 full text on-line publications. Computers connected to the Digital Library network are available to the students within the campus. The library is also associated with the Maharashtra Chamber of Commerce, Industry & Agriculture and the British Library.



Campus Hostel

Limited accommodation will be available for meritorious girl students in the girls hostel located within the PICT campus at Dhankawdi.

Separate hostel accommodation for boys and girls available near the campus.



Communication Lab

The lab is equipped with multimedia computer terminals and SNET software platform with Clarity English language teaching and learning modules. This is an online language lab, to facilitate learning English and other foreign languages.

ENVIRONMENT



Applied Research Centre

What is the need for Applied Research Centre at STM?

The proposed Applied Research Centre is a strategic business unit of PICT's School of Technology and Management (PICT-STM), Pune specializing in business & social research, strategy and organizational development. Applied Research Centre has a rich academic heritage, reflected in the three values that will shape our practice as consultants - respect, integrity and intellect. We believe in asking tough questions and working hard to uncover accurate and realistic answers.

What are the core areas of work for Applied Research Centre?

At the Applied Research Centre, our work will encompass collection and analysis of primary data and secondary data in the domains of Consumer Research, Customer Relationship Management, Financial Planning & Management, Performance Appraisal, Competency Mapping, Employee Satisfaction Surveys, Production & Operations, Enterprise Resource Planning, Information Technology, Data Mining, Data Warehousing and Digital Mapping.

How is Applied Research Centre different from other business research enterprises?

Applied Research Centre's unique strengths and advantages include:

- Knowledge of, and experience with, the economics of organizations—marketing systems, strategic focus, revenue streams and expenses, funding sources and uses, production and operations and organisational dynamics.
- A deep understanding of the human systems that compose all organizations.
- A rich academic heritage as a spin-off of PICT School of Technology and Management, bolstered by years of practical consulting experience of its core team.

- Applying new ideas to both conventional and novel problems.
- A small group of experienced consultants who work with astute leaders in both the nonprofit and private sectors, creating a team of insiders supported by outsiders with a common problem solving agenda.

The Core Strength of Applied Research Centre - its people!!

The team at the Applied Research Centre represents a broad array of academic disciplines - pure sciences, engineering, economics, finance, humanities, and strategy - among them as well as professional experience. It is this diversity of training and backgrounds that will give Applied Research Centre its particular strength in working with clients to address emerging issues, especially those for which there is no straightforward solution or methodology.

Principal
Dr. A. P. Kulkarni

Advisor
Waman Jawadekar

Senior Associates
Kumar Shrinivasan, R. Balachandran, Lalita Jain, V.V.Nathan & Sanjay Limaye

Analysts
Ajanta Choudhary, Rashmi Paranjpye, Meghna Rathore and Nidhi Khare

Research Associates
Progressive Research Associates and Karwak Consultants

Technology Associate
Satish Hulyalkar, Rajesh Rao

How do I get there?

Eligibility

Postgraduate Diploma in Management (PGDM)

1. Graduates with minimum aggregate of 50% marks (45% in case of candidate belonging to reserved category) from a recognized University (final year students awaiting results in 2012 are also eligible)
2. Good scores in any all India MBA CET like CAT, ATMA, MAT, MH-CET.
Those awaiting all India MBA CET like MAT, MH-CET in 2012 may also apply.
3. Proficiency in English.
4. Relevant work experience will be an added advantage.

Program Fees for PGDM

Rs 1,30,000/- per year
Rs. 2,000/- refundable library deposit

Payment of Fees

Selected students will be informed regarding the schedule of payment of fees.

Refund of Fees

1. If admission is cancelled before three weeks of commencement of the program, 75% of the tuition fees will be refunded.
2. If the admission is cancelled one week before the date of commencement of the program, 50% of the tuition fees will be refunded.
3. If admission is cancelled after the commencement of the program, no refund of the fees

Admission Process

Step 1: Complete the application form / online registration form in detail and send it to us, for further processing .

Step 2: On processing your registration-cum-application form, you will be called for GD/PI at our campus in Pune or in selected centers in April/May 2012, on a date mutually convenient.

Step 3: Selection/Final Admission to all programs is strictly on the basis of merit. Students will be informed about their final selection by post.

Admission will be confirmed only after full payment of Program fees.

Important Dates

Dates for GD/ PI : April / May 2012
Merit List : Selected students will be informed individually
Course Commencement : July 2012

Meet our Admissions Officer for career guidance
at our campus

☎ 020-66806301 - 10 (10 lines)

E-mail: pictstm@gmail.com

www.pictstm.edu.in

Parents & Students: Visit our campus !

For a virtual tour of the campus, click on CampusTour at
www.pictstm.edu.in

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Society for Computer Technology and Research
PICT School of Technology and Management

Survey No. 7 H. No. 54 B, Mhalunge, Taluka Mulshi, Pune 4110 45.
(Next to Chhatrapati Shivaji Stadium)

Tel. : 020-66806301 - 10 (10 lines)

Email: pictstm@gmail.com Website : www.pictstm.edu.in

