

## **MKSSS's Smt. Hiraben Nanavati Institute of Management & Research for Women**

### **Collaborative Activities**

#### **Consultancy Services\_Digital Marketing**

HNIMR has a dedicated Consultancy Cell that provides consultancy services to a number of clients. Some of the key consultancy services offered by HNIMR include:

##### **Digital Marketing Services**

HNIMR offers customized services to the clients on various communication strategies using digital marketing, and emerging technologies.

##### **Research and Advisory**

The institute's Research Cell undertakes surveys and research projects for companies, providing insights and recommendations on relevant business challenges.

##### **Entrepreneurship Development**

HNIMR's consultancy Cell promotes entrepreneurship among students and also provides advisory services to aspiring entrepreneurs.

##### **Women's Empowerment**

As an all-women's management institute, HNIMR focuses on promoting the participation of women in leadership roles. The institute's consultancy services are aimed at enhancing the capabilities of professionals and organizations, while also providing practical learning opportunities

##### **Guidance and Organization**

The consultancy project was launched under the guidance of Dr. Mihika Kulkarni, the Director I/C of HNIMR, and spearheaded Dr. Ashok Pawar, along with the team of students.

##### **Outcome**

The project proved to be highly informative and constructive, providing the MBA students with valuable insights and opportunities to interact with the clients.

##### **The Client:**

Auto Direct