

# SAPIENCE

## - IMNU'S ALUM BULLETIN

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## INSTITUTE SEMINAR SERIES - 2018-19

Institute of Management, Nirma University, continuing its tradition of holistic learning and development, conducted the first edition of the CEO-Lecture Series for the academic year 2018-19 on Friday, 29th June, 2018. This time, the institute hosted **Mr. Tanmaya Jain, Founder and CEO at inFeedo**. The topic for the session was: **"The Illusions of Success"**. Being a successful entrepreneur at the age of 23, Mr. Tanmaya shared his success story and the struggles of his life during the establishment of inFeedo. He started the session with recoding the meaning of success and happiness.

Mr. Jain urged the students to amend the materialistic definition of success, and give prime importance to the deeds and doings instead of returns and earnings.

The second episode in the 2018-19 season of the Institute Seminar Series Institute of Management, Nirma University, was organized on the 6th July. **Mr. Kushal Sanghvi, Director at Apprify and Vice- chairman- India at I-com Global** was the guest for the session. The theme was **"Transforming Businesses Digitally- today and for tomorrow"**. He pressed upon the point that Technology is highly crucial for the marketing people who are constantly finding out a way to make their customer's lives more convenient. He quoted, "Marketing Communication is all about finding the inherent needs of the consumers that can be satisfied. Each and every nano second of the conversation with the customer is mapped, plotted and recorded which the companies are extensively using to give out personalized offers and deals." He underlined that technology is helping businesses sell their products and services faster.

The third episode of the Lecture Series was organized by Institute of Management, Nirma University on 14th July 2018. This time IMNU hosted **Mr. Manish Advani, Head of Change Management and Marketing at Mahindra Special Services Groups** and a TedX speaker for 6 times. He started the session with an interesting question: **"How to become a millionaire?"**. Wherein, he busted the general myth of relationship of millionaire and money by saying that "Being a millionaire is having a reach among the masses, and for that the money will be a by-product". The most interesting part of the session was wherein Mr. Advani himself went to the students to listen to their stories. The session ended with Mr. Advani advising the students that "Those are remembered the most, who have a purpose in life, and a story to tell".

**"Making the most of your MBA"** was the topic of the 4th lecture series that IMNU conducted on 20th August 2018. The speaker, **Mr. Naveen Bachwani, Group Head – Customer Experience at Edelwiess**, brought insights from his vast experience of two decades. While most of the students were confused about what the title could mean, the same was simplified by him stating the economic (income) levels which divides the nation into three. This concept was a derivation for MBA students to decide which of the three India's to associate themselves with. And therefore, channelizing their energies accordingly. Life is a Wisdom Tree whose trunk meant super-texts, texts that are important for investment purposes; leaves which referred to noise and mainstream sensationalized daily news and fruits which resonated enduring books, blogs and other useful information was analogized by him.

The fifth session of the Institute-level Lecture Series took place on August 24, 2018. The guest speaker was **Dr. Ashish Chandra, from the University of Houston – Clear Lake**, who addressed IMNU students on the theme **"Understanding Strategies for Talent Management & Recruitment – Why is it Important for Graduate Business Students"**. He spoke about the four pillars of talent management namely identifying, developing, engaging and retaining talent. He also shared valuable tips about things to keep in mind when applying for jobs, especially regarding the red flags in resumes, digital footprints, authentic educational certificates, social, cultural and financial security.



**Mr. Tanmaya Jain,  
Founder & CEO, inFeedo**



**Mr. Manish Advani,  
Head of Change Management  
and Marketing at Mahindra  
Special Services Groups**



**Mr. Kushal Sanghvi,  
Director, Apprify & Vice  
Chairman-India, I-com Global**



**Mr. Naveen Bachwani,  
Group Head - Customer  
Experience at Edelwiess**



**Dr. Ashish Chandra, from the  
University of Houston - Clear  
Lake**

## ICE BREAKING TOURNAMENT

The Sportzzz Committee of IMNU organized a refreshing intra-IMNU Ice-breaking Tournament starting 11th July 2018 till 14th July 2018. The tournament kick-started with a friendly football match between the seniors and the juniors. The juniors emerged victorious with a score of 2-1. The following days saw the junior and senior teams pitting against each other in Volleyball, Throw ball, Table Tennis & Lawn

Tennis for a fierce showdown. The Bravehearts (senior section B) won the Volleyball tournament in a terrific display of sportsmanship. The Celestials (senior section C) took pride in winning the Throw ball and the Lawn Tennis tournament. The Junior Section B made their mark by winning the Table Tennis tournament.



Ice Breaking Tournament

## BRANDWIZER

Niche – The Marketing Club of IMNU conducted their first event for the academic year 2018-19- **Brandwizer** on the 31st of July, 2018. An online pre-event competition 'Iss Brand Ko Kya Tagline Du' created the buzz which snowballed into 60 teams on the day of the event. Followed by the second round,

'Blindwizer' was an improvisation of the board game – Pictionary. The winning team was Spartans with Tom Dick and Harry following them as runners-up. The winners got gift hampers sponsored by Baraco Sizzlers, Hotplate, and Tashes & Tousles.



Brandwizer



## MAHADAAN

The measure of life is not its duration, but Donation. "Mahadaan" the blood donation camp was successfully organized by the Rotaract club of IMNU on July 31, 2018. The en-

thusiasm was unbelievable as the camp led to the collection of 263 units of blood, which can now be used to save approximately 789 lives.



Mahadaan

## APRATIM: THE TALENT NIGHT

Apratim-The Talent Night was organized by the Cultural Committee, the theme for which was 'Halloween'. Individual, as well as group performances, displayed the spirits of the new batch in singing, dancing and acting. All the sections brought glamour and panache to the fashion. The auditorium roared with laughter with a stand-up comedy act. A collective

gasp of astonishment greeted the live painting of Michael Jackson by a participant. The event garnered a lot of enthusiasm from both the junior and the senior batches as everybody grooved to the rhythm of melodious singers and graceful dancers brought in by Club Fiesta. Club Chehre put up an immaculate performance with their acting & storytelling.



APRATIM - The Talent Night

## DWAND – WAR OF WORDS

Karwaan– The public speaking club of IMNU conducted their first event for the academic year 2018-19. **Dwand: War of Words** on 1st & 2nd August, 2018. The event kicked off with a pre-event wherein the participants had to spin the wheel and express their thoughts on the topic on which the arrow stopped. In the first round, participants were given a list of topics on which they had to prepare a 4-minute video debat-

ing both, for and against the topic. The selected teams were promoted to the round 2. The team 'It's Debatable' was declared as the winner and 'CKC' as the runners-up of the Hindi debate round. Team 'Shaktiman' and 'Wordsmith' were respectively the winner and runner-ups of the English debate round.



Dwand - War of Words

## PARADIGM 3.0

**Paradigm 3.0** - The first event of News Junction was organized on 16th August, 2018. The three-round event involved various fun tasks and tested the knowledge of students with questions on current affairs and various other fields ranging from sports, television series, politics, movies etc. Students

participated in teams of three and were evaluated on the basis of their general knowledge, reasoning & coordination among team members. Team named "50 Tola" emerged victorious and Team named "Victor" were runner-ups taking away exciting prizes.



Paradigm 3.0

## LITWIT

**Litwit**, conducted on 18th August, 2018 was the first event organized by Sumantra- The Literary Club of IMNU. Spanning across multiple rounds, Litwit engaged students into a cross-word to be filled with clues from a murder scene, a quiz,

backward spell-bee, word explanation and story writing. The team Beauty and the Beast were the winners and the teams Mochel as well as Grammarnazis were the runners-up.



## UDAAN

Udaan was the second event of Karwaan - The Public speaking club of IMNU and it took place on 14th August 2018. Students were given an opportunity to put forth their point of view on the topic- "Nationalism in the Eyes of the Youth" in

English and Hindi. Both the students and faculties participated in the event and expressed their distinct opinions & views on the topic.





## JAM SESSION 1.0

Club Fiesta - the Music and Dance club of IMNU organized **Jam Session 1.0** on the 16th of August, 2018. There were many wondrous performances by the club. They also created

a platform for people who wanted to perform for the crowd. Everyone danced, sang and enjoyed with their hearts out.

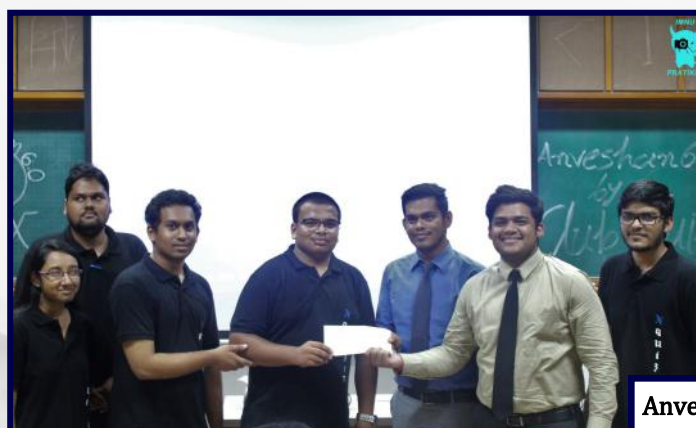


Jam Session 1.0

## ANVESHAN 6.0

Xquizit, the Quiz Club of IMNU organized their first event – **Anveshan 6.0**. The first round consisted of an online Quiz of 15 minutes. Top 40 teams were selected for the next round, which was offline. The offline instalment conducted on the 13th of August, 2018 had three rounds. The team “50 Tola”

took the winning prize with their excellent ability to connect the dots between strands of clues. The first runners-up were the team “Storm” and the second runners-up was the team “The Hollyhead Harpies”.



Anveshan 6.0



# UTKRISHTA 2018 : THE MANAGEMENT CONCLAVE

## The Marketing Conclave

The inaugural address was given by **Mr. Sameer Desai**, Chief Strategy Officer, Brand Launch Centre & CEO, Seagull Branding & Advertising Services. Making the audience rethink about what brands really are and talked about three core questions in brand building: 'What is the obvious truth that your brand is based on?', 'How many prosumers do you really need?', 'Does your brand have an idea that the prosumer will champion?'.

The second session was graced by **Mr. Narayanan K. S.**, Independent Advisor in the Food and Beverages Industry. It revolved around 'Food Services: B2B Marketing'. He further talked about transforming the focus

of an organization from the 'Best product, Lowest Price' to 'Total Customer Solutions'. He later introduced a concept of '7 Genes' (empathy, epicurean, diversity, life scars, free spirit, intuitive, inner fire) in the food service industry.

The last session was by **Mr. K Aayush Mazumdar**, CMO at MeraEvents who spoke about the History, Present and Future of Marketing. He began by exploring the origins and definition of marketing and continued by adding how everyone is a marketer. He introduced new concepts like 'Attribution – The New A in Marketing', and how marketing is math, art, music, literature, psychology, and chemistry combined



**Mr. Sameer Desai,**  
Chief Strategy Officer, Brand Launch  
Centre & CEO, Seagull Branding &  
Advertising Services

## The Operation Conclave

As the Marketing Area sessions concluded, the Operations Area sessions kick-started with the first speaker **Mr. Manikandan Murugesan**, Head India Supplier Quality & Zero Defects Program, Supply Chain, Civil Aerospace Operations, Rolls Royce India Pvt. Ltd. The theme of his session was 'Path Breaking Practices to Achieve Zero Defects'.

**Mr. Bhanu Pratap Singh**, National Head, Buying and Merchandising, Reliance Retail Limited was the speaker for the next session which was based on 'Retail Operations & Merchandising Innovation'. He emphasized on the evolution of retail operations and how it has snowballed from Kirana Shops to e

-retailers. Operations excellence is based upon the theorem of "Less is More".

**Mr. Muralidhar Pundla** from Akshaya Patra stated that the foundation serves 1.7 million children from 14,200 schools every day. The tone of his address was 'Quality Management – The Akshaya Patra Way'.

The last speaker of the day was **Mr. Anil Patel**, Sanand Plant Head, Ford Motor Company talked about the four pillars of Ford – Quality, Green, Safety and Smart. He spoke about Zero Defect manufacturing and Higher Productivity.



**Mr. Anil Patel**  
Sanand Plant Head,  
Ford Motor Company

## The Finance Conclave

The second day of Utkrishta '18 began with sessions by speakers from the domain of Finance. The first speaker, **Mr. Ritesh Chavan**, co-founder of The Money Roller, spoke on 'Life of a Financial Market Trader'. He listed how not trading in the financial markets turns out to be a shortcoming affecting our lives.

**Mr. Mitesh Desai**, Vice President (Finance), Mizuho Bank, the second speaker of the day began the session by explaining the various products offered by Mizuho Bank. While giving an overview of the banking products, he explained Trade

Finance, Retail Banking & Banking Operations and how the banks decide who to distribute assets like credit cards & loans so that they don't become NPA.

The third session was addressed by **Mr. Hrishikesh Deshmukh**, CFA, and an alumnus of IMNU. His main focus was on 'Disruptive Technologies Shaping Our Future'. He talked about how humans could face an existential crisis if AI takes over even the basic functions.

The sessions from Finance domain concluded with a session by **Mr. Apoorva Vora**, Founder & CEO at Finolutions



Finance Panel

## The HR Conclave

The post lunch session of Utkrishta'18 was dedicated to the domain of Human Resources. **Ms. Manisha Kelkar**, Head Corporate HR, Nuvoco Vistas Corp. Ltd. commenced by setting the theme of the session 'New Age Talent Management'. She made the session interactive by bringing up three cases on what is changing for organizations & explained the factors affecting the ways of working with polarities.

The valedictory session of the Management Conclave was addressed by **Mr. Pratik Modi**, Senior Director (Head of Technology India), S&P Global. His session was based on 'Artificial

Intelligence & Robot Based Intelligence'. He began by explaining how S&P Global is involved in providing market intelligence, based on its values of Integrity, Excellence and Relevance. He highlighted the integration of social media, artificial intelligence into the field of human resources.

The session chair, Dr. Nina Muncherji, concluded the session by extending the vote of thanks to the dignitaries who had graced the event with their presence. The two-day Management Conclave came to a closure by thanking all the Clubs and Committees for their hard work and contribution.



**Ms. Manisha Kelkar**  
Head Corporate HR  
Novoco Vista Corp. Ltd.

## MULYANKAN

Finesse – the Finance Club of IMNU, conducted “**Mulyankan**” on 17th of August, 2018. Spanning across a series of three rounds, it tested the participants on their communication,

trading and negotiation skills. Team ‘Masters’ won the competition, with Team ‘Vast Deference’ at second position.



Mulyankan

## SLAMDUNK

**Slamdunk** - The Inter Section Basketball Tournament was organized by Sportzzzcomm from 6-10th August, 2018. Testing the unity of various participating sections, it had teams from I-MBA, FT & FB. All the teams gave their best to win the

5 day long tournament but Bravehearts from the 'Boys' category and Celestials from the 'Girls' category had it in them to lift the winning trophy!



Slamdunk

## FRIENDSHIP DAY AT IMNU

**Friendship Day** celebration was jointly organized by the Rotaract and Saral club. The event kicked off with fun games for the children. Music and dancing along with games like “Statue, Dance!” took all the adults down the memory lane. Then came the most iconic activity of exchanging friendship bands with the children and among the participating stu-

dents. Refreshments were served thereafter. The event ended with a thoughtful gesture from IMNU students, by gifting slippers to the children. It could clearly be seen from the joy etched on everyone’s faces how this gesture had made their day.





Friendship

## BREAK THE CODE 5.0

Optimus, The Operations Club of IMNU launched the fifth edition of their Treasure Hunt event, "**Break the Code 5.0**" on 4th August, 2018. The pre-event coined "Kaidi No. 5.0" had participants in teams of 3 to rack their brains to solve a riddle ultimately leading them to a box containing Amazon gift

cards. The team CKC won the gift cards. The final event consisted of two rounds judging the memory and team coordination among the participants. The Shaqs emerged as the winners.



Break the Code 5.0

## FESTEMBER - THE\_NEW\_F

**Festember 2018** was organized by the Student Welfare Committee on 3<sup>rd</sup> August. The contestants participated in pairs in the three round event, namely, Binge Eating – the Paani Puri

competition, match the catch and Speak Out. The winners of the event were NUwines. The Shaqs and Spartans stood at the second and third position respectively.



Festember

# ALUMNI ARTICLE

## IS ENTREPRENEURSHIP YOUR CUP OF TEA?



**Hemant Kelkar**  
**Batch 2008-10**  
**Teacher.**  
**Entrepreneur.**

During my MBA course and more than 8 years after it even today, I heard and still keep hearing a lot of my batchmates, ex-colleagues and friends repeatedly say one thing. “Business karna hai yaaaarr!!”

We have all been star-struck by the spectacular success of the Bill Gates, Steve Jobs, Richard Bransons, Jack Mas and back home the Bansals of the world. And I bet all of us have either heard it from almost every one of your friends and acquaintances or an inner voice in yourself egging you on to leave your job and start your own business. I heard this voice for 6 years post my MBA before I finally took the plunge into the perilous yet exciting journey of starting my own business. And here’s what I have learnt in the very short period of 2 years that I have been running my business. Below are the essential questions to ask yourself if and before you decide to take this life-changing decision to start your own business:

**Am I thinking of starting a business just because I am frustrated with my job?** If that’s your primary motivation, STOP. I think you’re basing such a big decision of your life on the wrong foundation.

**Do I have a killer idea for a business?** Great businesses start with a great idea. “Ek idea jo badal de aapki duniya”. This idea can be the result of serious thought and MUST fulfil an unfulfilled need or solve a problem. Simply put, every need and problem in our country and in the world is an opportunity for business. The source of the idea should preferably not be a random thought during a drinking bout.

**Have I tested this idea?** Ask the people around you if they would buy the product or service you have in mind and what would they be ready to pay for it? Do your own little market survey. Online tools like surveymonkey, etc. are easy and cost effective ways of doing this. This way, you will identify potential weak links in your business idea. You might even have to drop the idea entirely. That’s fine. It’s not the end of the world. Don’t get too attached to an idea and move on if you think it will not work. There is an ocean of ideas out

there. You just need one that will work.

**Do I have a business plan with cash flow projections atleast for the first 2 years?** Try to account for as minor details of the business as possible. I’m not saying that things will happen exactly as projected, but its good to keep you on track and to act as a guiding path to stop you from straying too far from it.

**Have I provisioned for fixed expenses and liabilities for the time before break-even?** If you are married, you might have most probably have some loan on your head. Calculate your fixed expenses and liabilities for atleast a year, preferably two and provision for them apart from your projected business expenses till you plan to break even. Many businesses with great potential fail because the founder runs out of money sooner than expected because the expenses were not provisioned for. If you are a bachelor with no fixed liabilities, you can have a free run.

**Have I taken my family into confidence before I take this decision?** This is probably the most important question you must ask yourself. Our family is the most important thing in our life. Your business is only going to succeed if they become the wind in your sails. And that will only happen if you have taken them into confidence before embarking on your entrepreneurial journey.

There might be several other considerations and this list is by no means exhaustive, but it’s a good place to start. It’s what I followed. Now I am no Jack Ma (yet) but there’s one thing I am confident of. We are from IMNU, so we can safely claim to have a basic level of intelligence. Well, atleast most of us can. All that you need is a will of steel and fire in your belly and a never say die attitude and no-one and nothing can stop you from achieving your entrepreneurial dream, no matter how big it is.

As a wise person once said, “If you think it is possible, you are right. If you think it is not possible, you are right again.”

# FACULTY ARTICLE

## INDIA AND U.S. GROW CLOSER AGAINST A BACKDROP OF AN EXPAN- SIONIST CHINA – STRATEGY 2.0

**Dr. Punit Saurabh**  
Faculty  
Area : Family Business & entrepreneur  
ship, Innovation Management



Indo-U.S. relations have been the subject of interest for many policy analysts and with the emergence of an economic and military powerhouse in India, they have major implications for the United States and rest of the world. The last visit to White House by Modi, 2017 on the invitation of President Trump, had several visible outcomes with mechanisms to enhance trade and investment, particularly in infrastructure; new modalities to implement cooperation in energy, including nuclear and renewable energy; new approaches to defense trade, security and counter-terrorism collaboration; and new areas of cooperation between India and the United States in third countries.

### **Why is India Growing Wary of China?**

With its growing economic clout—against the backdrop of a fumbling Russia—China has found new reasons and grounds to claim its right wherever it finds an easy target. Chinese claims over the territorial waters of Vietnamese, Philippines, Malaysian, Singapore, Thailand and Indonesia have heightened tensions with the South Asian nations. The reason for India to suddenly become more aggressive emerges from the history of an ugly spat. With a vexed border issue spiraling out of control and increasing claims over Arunachal Pradesh as its landmass and recently over Doklam, China lately has been making things difficult for India to remain at peace. The rapid inroads in the India Ocean by Chinese naval crafts and nuclear subs as part of its “String of Pearls” strategy to encircle India, has not gone unnoticed by Indian counter-strategists too, nor the covert support provided to North East Militants to destabilize India.

### **Catching Up to China**

Since the emergence of Modi government, India as part of a strategic shift, has moved toward an assertive Act East Policy from a relatively subtle Look East Policy, to boost its engagement with its South Asian neighbors. At home, India has steadily given a go-ahead to \$40 billion investment in defense invigoration including construction of 6 nuclear subs, a mountain division of 60,000 trained soldiers, bases in India and outside, all of it aimed to checkmate the Chinese tactics. Its two aircraft carriers are already patrolling the Indian Ocean region, a major deterrence against any Chinese intrusion; a third was recently launched on in June giving it an edge over China.

### **America’s Role in an Emerging India**

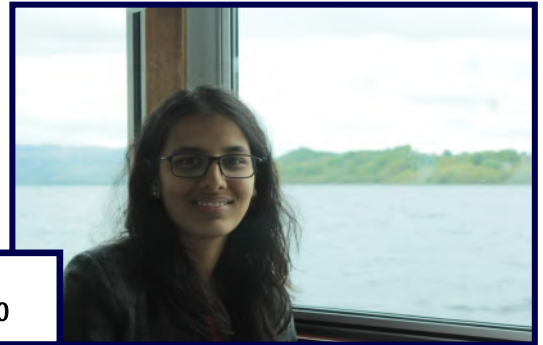
The United States in the past 15 years has taken unprecedented measures to close the gap with India. U.S. ties with India — after a brief lull during the nuclear tests of 1998 and an ensuing sanction — have become more matured. India and the United States had already inked a \$3 billion defense deal for 22 Boeing Apache and 15 Chinook helicopters, the supply of the first lot is scheduled to begin by March 2019. India has also placed an order for an additional C 17 to add to its existing transport fleet of 10 C17s and 6 additional Lockheed Martin C-130 J to an existing squadron of 6 C -130 J and 6 additional P8I Poseidon anti submarine warfare. The United States and India have also signed a 10-year agreement for strategic cooperation keeping the rapidly changing geostrategic scenarios including plans to sign CISMOA.



# STUDENT ARTICLE

## DOPAMINE AND ITS FEEBLE MANIFESTATIONS

Kavya Shah  
MBA (FT) 2018-20



When it came to a discussion with a friend about what is the actual, veritable, effective role that Social media played in our lives, I had my defensive gear on.

I've always thought that digital conversations give us a buffer of time & space from the people whose ideas we find frustrating. Instead of lashing out head on, we can pause, breathe & walk away, & then come back to it when we're ready. It gives you the power to voice your opinion, cast your artistic talent on the digital easel and have it reach a large number. While I still think that prevails, I was compelled to think deeper. But, just like small figments of our memory that vanish with time, I forgot this discussion I had.

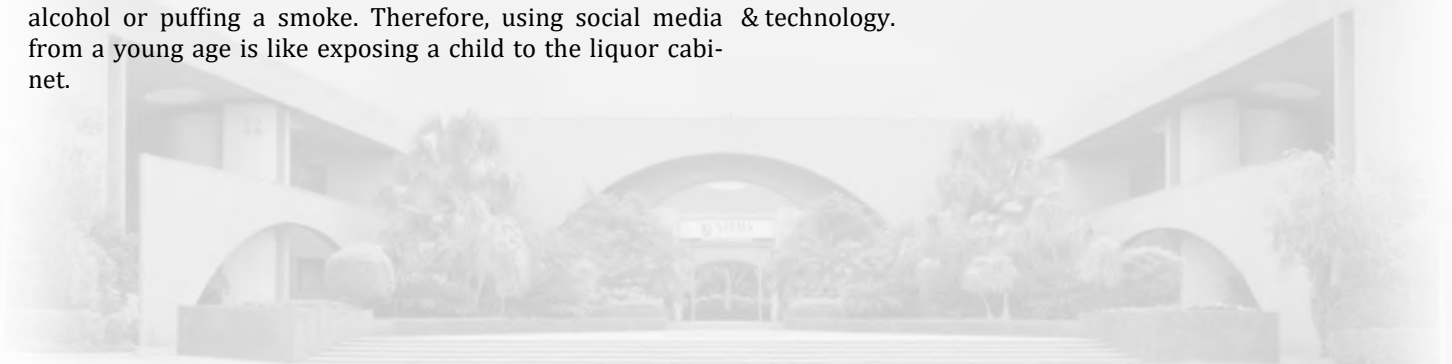
And a few months later, when I had least expected my mind to reel back to that discussion, I came across this video on 'Millennials in the Workplace' by Simon Sinek. To put it in brief, the video focuses on how millennials are going to change the workplace with new attitudes and striking experience.

And social media forms an important component of this change. The talk opened my eyes to the numbing effect Social Media has on our brains. Not just theoretically but biologically through the release of a chemical called Dopamine in the brain, the same chemical that gets released while consuming alcohol or puffing a smoke. Therefore, using social media from a young age is like exposing a child to the liquor cabinet.

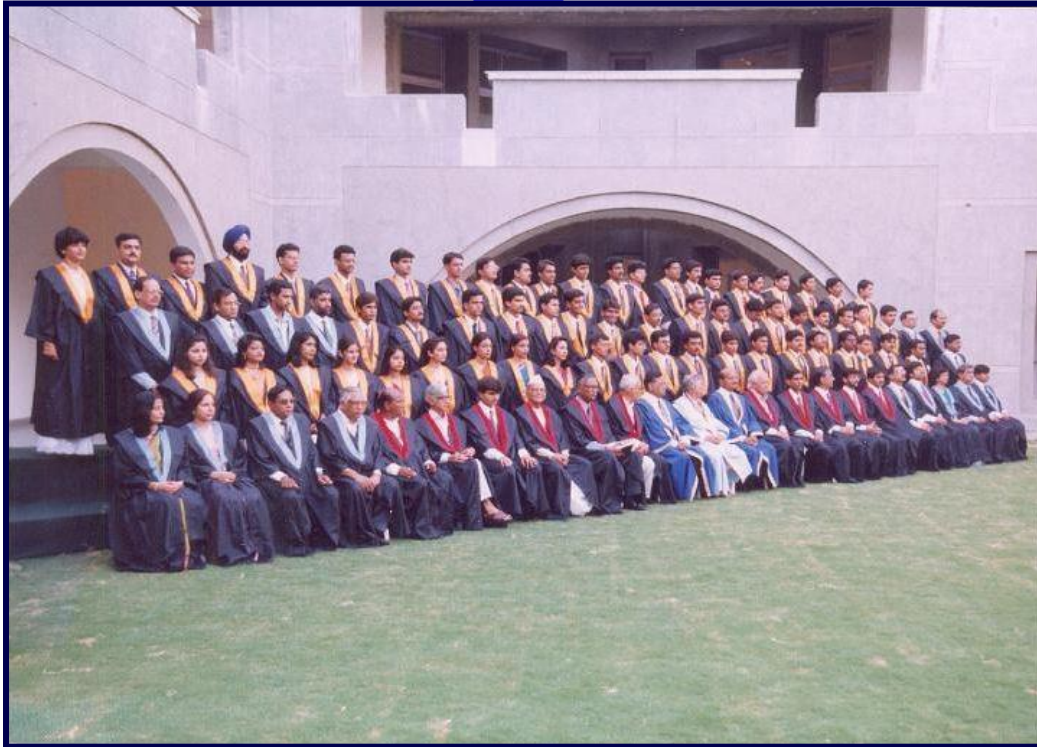
Moreover, he emphasised on the point that we have technologized our lives to an extent that its absence or non-availability gives us a feeling of being handicapped. When it comes to being socially awkward on our first date, we don't have to do it because, "swipe right". When it comes to eating, we order in. Simple. When it comes to buying something, we log on to Amazon. Easy. When it comes to watching a movie, we Netflix. Convenient. We inbox and message people when the human need to interact surfaces. Hence, feeding our desire of being connected. Or at least the illusion of it.

What we don't realise is these tech-savvy apps are going hard on our social skills. Facebook can't replace face-to-face conversations just like Instagram can't replace photo albums, food supplements can't replace food, Netflix cannot replace the movie watching experience in a theatre, Tinder can't replace dating & porn can't replace sex. It is very tempting to technologize everything in our lives & be simultaneously dependent on it for a lot of our core tasks. But I think, these new-age wonders are only very feeble manifestations of old-school processes for these are messy and uncomfortable and slow. They require time and efforts. And there's no great escape.

That said, I am not against the essential use of these tools & platforms. All we need is to find a better balance between life & technology.



# DOWN THE MEMORY LANE



**BATCH OF 1998**



**BATCH OF 1999**

**Time endears but cannot fade the memories that we have made**

*Hope you liked the fresh changes made in Sapience for the current Academic year . We would love to hear your suggestions & feedback on -*

*[alumnirelations@nirmauni.ac.in](mailto:alumnirelations@nirmauni.ac.in)*



*Photos Courtesy: Pratikriti; Content Courtesy: Media Committee & SWC.*

*To be in touch with the current happening at IMNU, stay connected with us on Alma-Connect*

*For any queries/suggestions write to [alumnirelations@nirmauni.ac.in](mailto:alumnirelations@nirmauni.ac.in)*