

Inside this issue...

Manthan 02

Forum for Intellectual Stimulation

Samiksha 10

Point of View

Sakshatkar 11

Students' Interviews

Utthan 12

Human Resource Development

Spandan 19

Student Activities

Sambandh 21

Alumni Corner

Sampark 25

Library Events

Amantran 27

Invitation

Aagami 28

The Forthcoming Events

EDITORIAL BOARD

Mr. G. R. Nair (Member)
Dr. Monali Chatterjee (Editor)
Prof. Niyati Dave (Member)

From Editor's Desk

It gives me immense pleasure to present the first issue of 2015. This issue showcases some of the recent and important developments at the Institute of Management, Nirma University (IM-NU). IM-NU has received the Best B-School with Innovative Marketing to the Target Segment and has been ranked as the 22nd Best B-School by a survey conducted by the National HRD Network.

The campus vibrates with not only world class curricular activities but also with myriad activities like international conventions, symposia, conferences, student competitions, conclaves, short-term industry relevant programmes, cultural activities etc. In the Nineteenth Annual Convocation of Nirma University students had been awarded degrees for the successful completion of their academic courses. Several awards were also given to deserving students as a token of appreciation of their hard work while achieving their goal.

The Institute of Management hosted Institute Seminar Series and CEO Lectures, bringing to the fore a direct opportunity for students to interact with eminent achievers from well-known corporate houses. Anvesh 2015, the annual Doctoral Conference, on the other hand, hosted a platform for a vibrant exchange of ideas, bringing practitioners in direct contact with researchers. The 18th Nirma International Conference on Management (NICOM) organized by Institute of Management, Nirma University focused on the theme of "Transforming HR for Enhanced Organizational Capability".

This issue also documents some of the achievements of the students and faculty members in various events. This newsletter intends to echo the various forms of expressions of our students' creativity. The sections on Samiksha and Sakshatkar attempt to serve this purpose. Our student Yash Rathi offers his soul-bearing insights on the importance of making choices and its impact on our decision-making habits.

I hope this issue will bring you an enjoyable reading experience.

Monali Chatterjee



Forum for Intellectual Stimulation



Awards:

“Best B-School with Innovative Marketing to the Target Segment by 7th DNA & Stars of the Industry Group on February 18, 2015 at Mumbai.

Rank	Rank 2014	Rank 2013	Name of the College	Total Score	Faculty Profile	Students Satisfaction	Alumni
					Weighted Avg	Weighted Avg	Weighted Avg
1	1	1	SVKM'S Deemed to be Univ. - Mumbai	880	5	5	5
2	2	2	SVKM'S Deemed to be Univ. - Varanasi	860	5	5	5
3	3	3	SVKM'S Deemed to be Univ. - Raipur	850	5	5	5
4	4	4	SVKM'S Deemed to be Univ. - Gandhinagar	840	5	5	5
5	5	5	SVKM'S Deemed to be Univ. - Jaipur	830	5	5	5
6	6	6	SVKM'S Deemed to be Univ. - Bhopal	820	5	5	5
7	7	7	SVKM'S Deemed to be Univ. - Lucknow	810	5	5	5
8	8	8	SVKM'S Deemed to be Univ. - Patna	800	5	5	5
9	9	9	SVKM'S Deemed to be Univ. - Ranchi	790	5	5	5
10	10	10	SVKM'S Deemed to be Univ. - Bhubaneswar	780	5	5	5
11	11	11	SVKM'S Deemed to be Univ. - Bikaner	770	5	5	5
12	12	12	SVKM'S Deemed to be Univ. - Udaipur	760	5	5	5
13	13	13	SVKM'S Deemed to be Univ. - Jaipur	750	5	5	5
14	14	14	SVKM'S Deemed to be Univ. - Jaipur	740	5	5	5
15	15	15	SVKM'S Deemed to be Univ. - Jaipur	730	5	5	5
16	16	16	SVKM'S Deemed to be Univ. - Jaipur	720	5	5	5
17	17	17	SVKM'S Deemed to be Univ. - Jaipur	710	5	5	5
18	18	18	SVKM'S Deemed to be Univ. - Jaipur	700	5	5	5
19	19	19	SVKM'S Deemed to be Univ. - Jaipur	690	5	5	5
20	20	20	SVKM'S Deemed to be Univ. - Jaipur	680	5	5	5
21	21	21	SVKM'S Deemed to be Univ. - Jaipur	670	5	5	5
22	22	22	SVKM'S Deemed to be Univ. - Jaipur	660	5	5	5
23	23	23	SVKM'S Deemed to be Univ. - Jaipur	650	5	5	5
24	24	24	SVKM'S Deemed to be Univ. - Jaipur	640	5	5	5
25	25	25	SVKM'S Deemed to be Univ. - Jaipur	630	5	5	5
26	26	26	SVKM'S Deemed to be Univ. - Jaipur	620	5	5	5
27	27	27	SVKM'S Deemed to be Univ. - Jaipur	610	5	5	5
28	28	28	SVKM'S Deemed to be Univ. - Jaipur	600	5	5	5
29	29	29	SVKM'S Deemed to be Univ. - Jaipur	590	5	5	5
30	30	30	SVKM'S Deemed to be Univ. - Jaipur	580	5	5	5
31	31	31	SVKM'S Deemed to be Univ. - Jaipur	570	5	5	5
32	32	32	SVKM'S Deemed to be Univ. - Jaipur	560	5	5	5
33	33	33	SVKM'S Deemed to be Univ. - Jaipur	550	5	5	5
34	34	34	SVKM'S Deemed to be Univ. - Jaipur	540	5	5	5
35	35	35	SVKM'S Deemed to be Univ. - Jaipur	530	5	5	5
36	36	36	SVKM'S Deemed to be Univ. - Jaipur	520	5	5	5
37	37	37	SVKM'S Deemed to be Univ. - Jaipur	510	5	5	5
38	38	38	SVKM'S Deemed to be Univ. - Jaipur	500	5	5	5
39	39	39	SVKM'S Deemed to be Univ. - Jaipur	490	5	5	5
40	40	40	SVKM'S Deemed to be Univ. - Jaipur	480	5	5	5
41	41	41	SVKM'S Deemed to be Univ. - Jaipur	470	5	5	5
42	42	42	SVKM'S Deemed to be Univ. - Jaipur	460	5	5	5
43	43	43	SVKM'S Deemed to be Univ. - Jaipur	450	5	5	5
44	44	44	SVKM'S Deemed to be Univ. - Jaipur	440	5	5	5
45	45	45	SVKM'S Deemed to be Univ. - Jaipur	430	5	5	5
46	46	46	SVKM'S Deemed to be Univ. - Jaipur	420	5	5	5
47	47	47	SVKM'S Deemed to be Univ. - Jaipur	410	5	5	5
48	48	48	SVKM'S Deemed to be Univ. - Jaipur	400	5	5	5
49	49	49	SVKM'S Deemed to be Univ. - Jaipur	390	5	5	5
50	50	50	SVKM'S Deemed to be Univ. - Jaipur	380	5	5	5
51	51	51	SVKM'S Deemed to be Univ. - Jaipur	370	5	5	5
52	52	52	SVKM'S Deemed to be Univ. - Jaipur	360	5	5	5
53	53	53	SVKM'S Deemed to be Univ. - Jaipur	350	5	5	5
54	54	54	SVKM'S Deemed to be Univ. - Jaipur	340	5	5	5
55	55	55	SVKM'S Deemed to be Univ. - Jaipur	330	5	5	5
56	56	56	SVKM'S Deemed to be Univ. - Jaipur	320	5	5	5
57	57	57	SVKM'S Deemed to be Univ. - Jaipur	310	5	5	5
58	58	58	SVKM'S Deemed to be Univ. - Jaipur	300	5	5	5
59	59	59	SVKM'S Deemed to be Univ. - Jaipur	290	5	5	5
60	60	60	SVKM'S Deemed to be Univ. - Jaipur	280	5	5	5
61	61	61	SVKM'S Deemed to be Univ. - Jaipur	270	5	5	5
62	62	62	SVKM'S Deemed to be Univ. - Jaipur	260	5	5	5
63	63	63	SVKM'S Deemed to be Univ. - Jaipur	250	5	5	5
64	64	64	SVKM'S Deemed to be Univ. - Jaipur	240	5	5	5
65	65	65	SVKM'S Deemed to be Univ. - Jaipur	230	5	5	5
66	66	66	SVKM'S Deemed to be Univ. - Jaipur	220	5	5	5
67	67	67	SVKM'S Deemed to be Univ. - Jaipur	210	5	5	5
68	68	68	SVKM'S Deemed to be Univ. - Jaipur	200	5	5	5
69	69	69	SVKM'S Deemed to be Univ. - Jaipur	190	5	5	5
70	70	70	SVKM'S Deemed to be Univ. - Jaipur	180	5	5	5
71	71	71	SVKM'S Deemed to be Univ. - Jaipur	170	5	5	5
72	72	72	SVKM'S Deemed to be Univ. - Jaipur	160	5	5	5
73	73	73	SVKM'S Deemed to be Univ. - Jaipur	150	5	5	5
74	74	74	SVKM'S Deemed to be Univ. - Jaipur	140	5	5	5
75	75	75	SVKM'S Deemed to be Univ. - Jaipur	130	5	5	5
76	76	76	SVKM'S Deemed to be Univ. - Jaipur	120	5	5	5
77	77	77	SVKM'S Deemed to be Univ. - Jaipur	110	5	5	5
78	78	78	SVKM'S Deemed to be Univ. - Jaipur	100	5	5	5
79	79	79	SVKM'S Deemed to be Univ. - Jaipur	90	5	5	5
80	80	80	SVKM'S Deemed to be Univ. - Jaipur	80	5	5	5

Ranking:

22nd Best B-School by a survey conducted by the National HRD Network (NHRDN) and published in People Matters, April 2015 Issue.

Events

Nineteenth Annual Convocation of Nirma University (April 25, 2015)

The Nineteenth Convocation of Nirma University was celebrated on April 25, 2015 in which 478 students were conferred upon various degrees. Hon'ble Justice Mr. A. M. Ahmadi, Former Chief Justice of India, graced the convocation as the Chief Guest. The function was presided over by Dr Karsanbhai K Patel, President, Nirma University.

The convocation began with a welcome address by Dr. Karsanbhai K. Patel, the President of the University, who also conferred degrees to the graduating students. Dr Patel commented that Nirma University has set up new benchmark in the way the education system works and it has educated the students so that they can take up the challenges of the new age and grow up to their potential.



(L-R) Dr Anup K. Singh, Director General, NU, Hon'ble Justice Mr. A. M. Ahmadi, Former Chief Justice of India and Dr Karsanbhai K. Patel, President, NU on the dais during the Convocation.

The Chief Guest, Hon'ble Justice Mr. Ahmedi presented Scholastic Awards to the toppers of various disciplines and delivered the convocation address. In his address he asked the young graduates, especially law students, to abide by the duty even at the peril of being at the end of an unpleasant experience. He also talked about the rule of law which governs us and the role of the Supreme Court. Hon'ble Justice Mr. Ahmedi further stated that, 'Management diluted with law is an interesting combination. Proper management skills help in streaming the number of law cases properly.'

Twelve students from Ph. D, 177 students from MBA – Full Time, 80 students from MBA – Family Business & Entrepreneurship, 7 students from MBA – Part Time, were awarded degrees for the successful completion of their academic courses. Several awards were also given to deserving students as a token of appreciation of their hard work while achieving their goal. Innovation, quality, and excellence are the key driving forces on the campus which have translated the vision of these institutions into reality.

It was an occasion embracing the joy of a festival and students were brimming with enthusiasm. April 25, 2015 will remain a memorable day for many of the fellow students of Nirma University who bid adieu to their two year journey of MBA. Students came up one after the other to live that moment being graduated. Meanwhile, the family and friends of these students had that one-of-its-kind smile on their face. It was a rare moment, when having accomplished one of their dreams, the students headed towards achieving many other accomplishments. They now have with them the precious learning and developed corporate relations in last two years. These two years will serve as their foundation for gaining knowledge, experience and their ability to face all challenges ahead.

The function ended with concluding address by the Dr Anup K. Singh, the Director General of the University.



Mr. Ahmedi at the Convocation



Students at the Convocation



Successfully Completed



Convocation Ceremony, NU



Just Graduated!

South Asian Quality Assurance System (SAQS)

The Institute has applied for South Asian Quality Assurance System (SAQS) accreditation, a global benchmark quality assurance and accreditation system for Business Schools by Association of Management Development Institutions in South Asia (AMDISA). The first step of application eligibility has been completed. The Institute is working on the Self-Assessment Report and is expecting an International Peer

Review visit in future as next steps towards accreditation. A committee constituting the following members has been formed for SAQS accreditation.

1. Dr. S. Garimella
2. Prof. Nina Muncherji
3. Dr. Parag Rijwani
4. Prof. Naresh Poturaju
5. Mr. G.R. Nair

Placement News

IM-NU received an appreciative response from recruiters across sectors. 51 companies participated in the campus drive. The jobs offered were in the area of financial and business analyst, equity research, project management, core banking services, wealth management, marketing research, insurance, supply chain, consulting, retailing, branding and communication, operations, etc. The end of last year saw a virtual storm at the Institute of Management, Nirma University with a plethora of companies vying for the 177 students of the batch 2013-15. The highest domestic package of 21.00 LPA was offered by a Textile giant, Trident. The average package offered this year was about Rs.7.18 LPA. 95% of the students have been placed through the Institute Placement Process.

Summer Placements – Batch 2014-16 (MBA-FT):

Students have been recruited by over 81 different companies pan India in different industries like IT, FMCG, Banking, Financial Services, Consulting, Manufacturing, Insurance, Power, BPO/KPO, Services. IM-NU is proud to add some prominent feathers to its cap like Infibeam (E-Commerce), FCB Ulka Pvt. Ltd. (Media and Entertainment), State Bank of India (BSFI), Nielson India Pvt. Ltd. (Market Research) and Bright Outdoor Media Pvt. Ltd. (Media and Entertainment).

101 students have been placed with a stipend. The highest stipend offered at IM-NU is INR 20,000 per month and the average stipend is INR 8,000 per month.

Summer Placements - Batch 2013-18 (BBA-MBA):

This year the second year students of 2013-2018 of BBA-MBA (Five Year Integrated Programme) students did their four-week summer internships with various companies pan-India. More than 35 companies from

different sectors offered opportunities of doing summer internship. The projects were mainly in the Financial services, Human Resources, market research, analysis, service quality management, cross-functional linkage, branding, information technology, and consumer/retail banking.

Summer Placements - BBA-MBA - Batch 2014-19

This year the second batch of 2014-2019 of BBA-MBA (students did their summer internships with various NGOS pan India. Organisations such as Akshay Anand, Astha Sanstan, Bastar Sewak Mandal, Blind People's Association, Devi Sanstham, Disha-RCDSSS, Environmentalist Foundation of India (EFI), HELP Child Welfare Trust, HelpAge India, Indo European Chamber of Commerce and Industry, Labh Muni Jan Seva Trust, Lucknow Mahila Sewa Trust, Prerana Samajik Seva Kendra, Navjeevan Trust, Rajasthan Mahila Kalyan MandalSanstha "Vishawamitra Ashram", Saath Charitable Trust, Samvedana, Sense International India, Seva Mandir, Shrimad Rajchandra Educational Trust, Shroffs Foundation Trust, Shubda, Smile Foundation India, Step By Step Qatar, SURE, Taabar, TIDE, Vigyan Foundation, Yoddhas (Field Warriors), Young Citizen of India and Yuva Unstoppable participated and offered opportunities of doing summer internship.

Students documented and presented their work in the form of project reports. Faculty visited the companies for follow-up on the summer internships and to get a feedback on the students.

Conferences:

Eighteenth Nirma International Conference on Management (NICOM), 2015: "Transforming HR for Enhanced Organizational Capability"

The 18th Nirma International Conference on Management (NICOM) organized by Institute of Management, Nirma University during January 8 – 10, 2015. Its central theme was "Transforming HR for Enhanced Organizational Capability" and it had five sub-themes namely Role of HR for Business Excellence, Innovative Processes for Managing Human Performance, Challenges in Developing Leaders for Future, Organizational Culture and Dynamics of Change and Linking HR with CSR. In total, 225 abstracts were received and 107 full papers. We had paper from India and abroad, from countries like Sri Lanka, Kampala, Pakistan and Bangladesh. The papers were sent for two rounds of blind review. Based on the feedback, select papers were published in three of books with ISBN number published Excel India Publications, New Delhi. Total registrations were 126 delegates, in addition to this 26 faculty members and 19 students were also registered since they presented papers in NICOM 2015. In total 111 papers were presented in 24 sessions organised in six tracks in three days. In addition to the inauguration and valedictory sessions, there were four plenary sessions delivered by reputed national and international speakers.

The conference was inaugurated on January 8, 2015. The inaugural session was addressed by the Guest of Honour, Mr Maheshwar Sahu – Chairman, Gujarat State CSR Authority. He focused his discussion on how CSR is seen as a social responsibility by almost all the major organisations. He also spoke about the challenge of HR for balancing work with entertainment and delivery. The Chief Guest of the

inaugural session, Dr. S Chandrasekhar– President and Global Head- HR, Dr Reddy's Laboratory, in his mesmerizing session discussed about the five trends for India Inc. which are skill shortage within demographic plenty, global ambition within local mind set, digital poverty within IT abundance, GenY music within an intergenerational symphony and corporate stability with socio-economic turbulence. The inaugural function was also graced by Dr. Karsanbhai K. Patel, President, Nirma University



Respecting the National Anthem at NICOM 2015



Feeling accomplished



Dignitaries at NICOM 2015



Session at IMNU

Anvesh 2015: The Annual Doctoral Conference in Management (April 3-4, 2015)

Anvesh 2015- The Annual Doctoral Conference in Management was held during April 3-4, 2015 at IM-NU. Dr Mukul Jain Sr. VP, Zydus Research Centre delivered the inaugural address. Dr Anup Singh, Director General, NU and Dr Garimella, Director, IM-NU also graced the occasion and addressed the participants of the conference. During

these two days there were workshops, paper presentations, research clinics with experts and the conference proceedings were published in form of two books titled 'Research Trends in Economics, Finance and Marketing' and 'Research Trends in General Management'.



Dr. Anup K. Singh lighting lamp to mark the enlightenment at ANVESH



Dr. Ashwini Awasthi sharing words of wisdom



Dignitaries unveiling the conference Proceeding titled Research trends in Economics, Finance and Marketing

Induction of Students of MBA (Full-Time) Programme

The Institute of Management, Nirma University organized an eight day orientation program for the new batch of MBA (FT) during 23 June – 30 June, 2015. The main objective of the program was to make the students familiar with the institute, curriculum, activities, industry expectations and other issues before they begin their formal classes and studies.

The programme helped the students in acclimatizing with the institute environment and culture as they come from diverse backgrounds in terms of education, experience, geography, language, etc. During this activity students came to know about the MBA program, industry expectations from MBA graduates, learning and evaluation

processes, students clubs and committees, Corporate Relations Cell & its functions, etc. Dr. Nils Hoffmann, (seen on the dais in middle) R&D Hub Director Near East, Nivea India Pvt. Ltd, visited IM-NU on June 23, 2015 and graced the inaugural function.



Dr. Nils Hoffmann, the inaugural function of the Orientation Programme of MBA

Second International Conference on Global Diaspora (January 10 and 11, 2015)

The Second International Conference on Global Diaspora was held on January 10 and 11, 2015, at the Institute of Management, Nirma University. This conference had been organised with the joint cooperation of Nirma University, Ahmedabad, World Association of Global Diaspora Studies (WADIS) & The Research Center for Overseas Korean Business and Culture, Chonnam National University at Gwangju, South Korea and the State University of New York at Binghamton, USA.

Several distinguished speakers were present at the conference. The opening session was chaired by Dr. Anup Singh, Director General, Nirma University. Professor Manas Chatterjee, State University of New York at Binghamton, addressed the audience about research issues related to diaspora. The guest speaker for this session was Dr. Yoginder Alagh, Chancellor, Central University of Gujarat, who has previously been associated with various reputed government institutions. Dr. R.J. Mody of Nirma University ended the session with a vote of thanks.

Over the course of the next day and a half, various technical sessions were held in classroom T1. Speakers from all over India, and a few from other countries were present. For instance, Professor John Chaffee, State University of New York at Binghamton, had chaired and presented. Professor Brij Maharaj, University of KwaZulu-Natal, South Africa, had also chaired and presented. Other notable speakers were Professor P.M. Kamath, Professor R. G. Gidadhubli, Professor S. I. Rajan and Professor V. Mohan. Dr. S. Iyengar, Vice Chancellor, Gujarat Vidyapith, was a speaker in one of the sessions. The Chairperson for the plenary session was Dr. Anup Singh, Director General, Nirma University. Breakfast, lunch and dinner were arranged for the delegates throughout their stay. Accommodation was arranged in the university guesthouse for invited speakers, and in the student dormitory for research scholars. Certificates were distributed to all presenters towards the end of the conference.



Prof. V. K. Alagh VC-Central
University of Gujarat



An attentive audience

Institute Lecture Series

The 20th lecture under Institute lecture series was held on February 6, 2015 by Mr. Ashish Chauhan on the topic "Indian Capital Market Evolution and Path Forward."

Mr. Ashish Chauhan started the session by a motivational quote advising the students to have ambitions much higher than where they are today. He traced back the formation of capital market evolution from a historical perspective, right from the time of Columbus. Earlier India used to have single entry book keeping system which now has transformed to double entry book system. He threw light upon the incidence of boom and burst like tulip mania and the concept of Fiat money. He then described the transition of native share and stock association to BSE from a broker's democracy to an automated version. He highlighted the importance of speed in stock market and how BSE implemented it. He ended the session by highlighting how IT has been changing and will further change the face of India in coming times.

CEO Lecture Series

Mr. Subroto Bagchi a thought leader and an industry expert in innovation addressed the students on the topic "The Search for Innovation: 10 Key Steps". The address touched on the topics how innovation stems from creativity, innocence, inclusion and diversity.



Institute Lecture Series
(Speaker Mr. Ashish Chauhan)



Subroto Bagchi at IMNU

Institute Seminar Series

Institute Seminar Series are organized for disseminating information about different aspects of management and its application in current business scenario.

No.	Name, Designation and Affiliation of the Speaker/ Expert/ Guest involved	Month
1	Dr. V. G. Girish, The Catholic University of Korea, Seoul - S. KOREA; took a lecture on Korean Management Practices	Jan. 12, 2015
2	Mr. Anil Kumar Mishra, VP & Head- HR, JustDial.com, Bangalore	Jan. 17, 2015
3	Dr. Samir Shah, Associate Clinical Professor, LeBow College of Business, Drexel University, Philadelphia, USA, took a lecture on IT project Management	Jan. 21, 2015
4	Ms. Monita Ghoshal, Director - Nielsen Neuro, Mumbai, conducted a lecture on Neuro-marketing in India	Jan. 23, 2015
5	Mr. Muffazal Arsiwalla (VP, Deutsche Bank Mumbai), Mr. Vivek Pabari (VP, Deutsche Bank Mumbai) spoke on 'The Changing Face of Investment Banking'	Feb. 5, 2015
6	Mr. Anomitra Das, Regional HR Head, TCS, Mr. Anish Baheti, Mind Trainer gave lecture on Corporate Expectations from MBA Graduates	June 24, 2015
7	Dr Purvi Pokhariyal, Director, IL- NU delivered a lecture on Gender Sensitivity	June 26, 2015
8	Mr. Samir Patel, Co-Founder, Maprosys gave a lecture on Corporate Expectations from the Management Graduates	June 26, 2015
9	Sadhu Vivek Jivandasji, BAPS, Ahmedabad gave a lecture on Spiritual Discourse	June 26, 2015

Brandwealth Seminar, 2015

A three day workshop on brand building was held at the institute in association with Cogito consulting from Thursday, 19th Feb to Saturday, 21st Feb 2015. The sessions were conducted by highly experienced industry experts of the FCB Ulka Group who have handled national brands across multiple industries. Eminent speakers from Mumbai and Delhi conducted the BRANDWEALTH sessions. It gave a broad overview of brand development, branding trends and the fundamentals of brand extensions. Workshop combined well-known case studies and the wealth of experience of industry stalwarts, to bring alive the idea of building brand wealth.



Brandwealth Seminar at IMNU

Lean Six Sigma Green Belt Certification Programme organised at IMNU

The Institute of Management had organized "Lean Six Sigma Green Belt Certification" 32 Hours Training Programme on 31st Jan. 1st Feb., 7th Feb. and 8th Feb. 2015. The Operations Management Club "Optimus" under the guidance of Prof. Rajesh K. Jain coordinated the organization of the training programme. The programme saw the enthusiastic participation of 50 students from the first year and second year of MBA (FT) programmes including one student of doctoral programme (DPM). The certification course was conducted by Mr Varun Nirula of KPMG, the renowned multinational consulting firm. The programme was organized on weekends and it saw a rigorous coverage of various tools and techniques of lean and six sigma. At the end of the course an examination was held post which all participants were declared as Lean Six Sigma Green Belt Certified.



Recipients of LSS Green Belt with the Director-IMNU

Vichar Vinimay Jan. -May 2015

'Vichar Vinimay' is a faculty forum where faculty members come together on Thursday afternoons and deliberate on various research thoughts, ideas and studies that are presented. This forum is limited not only to faculty members but is open to doctoral students, researchers, practitioners and faculty members from other premium institutes and universities. It involves the presentation of research ideas not only from published research papers but also the proposal or open defence of doctoral research. Such presentation is usually followed by a lively and fruitful discussion of the research topic concerned.

Sr. No.	Name of Presenter	Topic	Internal / External Speaker	Date
1	Dr. Anil Kumar, IIM A	Delivered a lecture on how to get papers published in reputed journals	External	Jan. 01, 2015
2	Prof. Rajesh Kikani	Shared the success story of First Generation Entrepreneurs of Gujarat being show cased at Vibrant Gujarat Summit 2015	Internal	Jan. 15, 2015
3	Prof. Chetan Jhaveri	Application of AHP in Estimating Criteria and Students Preferences for Selecting Business School	Internal	Jan. 22, 2015
4	Prof. Jayesh Aagja	Perceived Product Similarity: A Study of Fast Moving Consumer Goods Sector in India	Internal	Jan. 29, 2015
5	Dr. Arnab Laha, IIMA	Workshop on Data Analysis	External	Feb. 05, 2015
6	Prof. Reena Shah	Work-Life Balance: State Interventions in India	Internal	Feb. 26, 2015



Point of View

Choice

“Your wisdom decides how beautiful your life will be!”

We can never predict what life holds for us. We only can make wise choices with our wisdom to do our best and mould our life as per our desire.

Choice? Is it really what makes or ruins our life? Is it really the root cause of whatever happens in our life? Or is it just one of the factors that affect our life? What I believe is that choices hold a very important role in everyone's life. Everything that happens to us and to our life is because of a choice.

Life is a race, where everyone is trying to run faster than the other, trying to reach their goals faster than the other and in this process striving hard to make a mark of their existence on the world, so unless you run, you don't make an effort, you shall lag behind in all spheres of life.

Now a question arises.... why is everyone running? Why does everyone want to remain ahead of the others? Why does everyone want to achieve their goals first and make a mark of their achievements?

The answer is pretty simple ... It is because we all have made a choice to run in this race of life to achieve and fulfil what is expected out of us and achieve even beyond that. It is because we have chosen to mould our life into a beautiful dream... a dream in which we have lived up to the expectations of not only our well-wishers but also to our own expectations.

If there were no choices in our life; how monotonous would everything become! The race of life would have become so predictable, so boring, for ever... till it ends.

Choices give us a chance to spice up our life. It gives us a chance to move away from the old and frequently trodden path and create our own path to success. A path, which if leads to success, may become another “frequently trodden” path; or else it would remain in the dark till the time it is explored by someone else.

So it can be said that the root cause of every happening in our life is the result of the choice that lead us to the path we are moving on today and obviously it's just one of the factors as choice independently wouldn't have affected our lives so much because it is the hard work, patience and will-power that has led us to where we stand today!

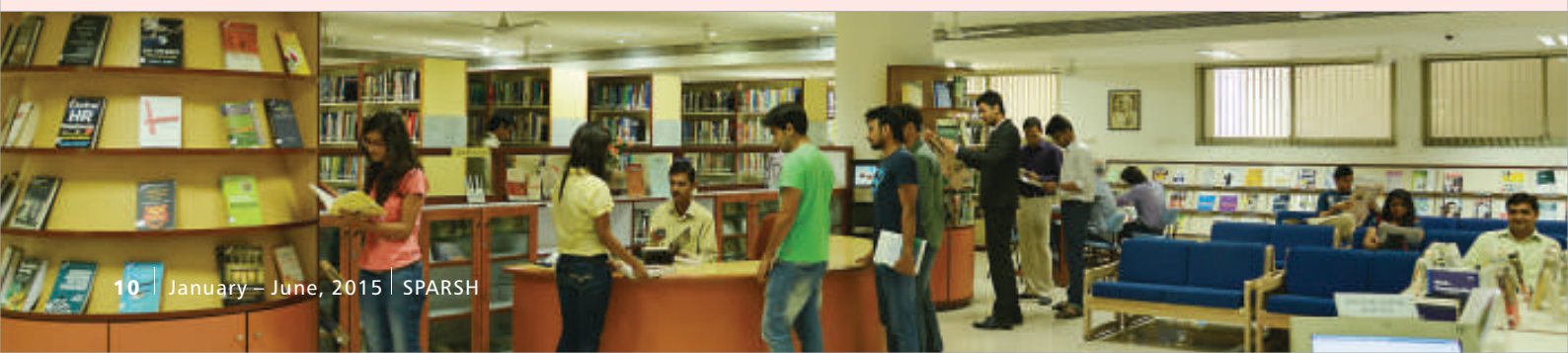
A choice once taken becomes a milestone in the life of a person and acts as a guide for the others. A choice only becomes successful if the person knows what his goals are and what his ultimate destination is.

Successful people don't do different things, they do common things differently and that's what makes them stand out of the crowd. It is clear to them where they are heading, what will be the future outcome of every step that they take and hence most of their choices turn in their favour and shine bright to enlighten the story of their success.

On a final note I'd say that a choice is what shapes you and most importantly..... Your Life... so think before you make a choice!

Yash Rathi

3rd Year BBA – MBA Integrated Programme





Vidhya Iyer



Viraj Shukla

"It is Wonderful to Study Business in the Temple of Learning of a Business Tycoon!"

Khevana Shah shares her views on the privileges of being a student in the First Year of the **Family Business and Entrepreneurship Programme** as reported to **Vidhya Iyer** and **Viraj Shukla** of 3rd Year **BBA – MBA Integrated Programme**.

Viraj: What are your expectations from the Institute of Management, Nirma University?

Khevana: Like other B-school students who come here, my basic expectations from Nirma University is to learn managerial aspects. Apart from that I want to gain as many corporate connections as possible so that can help me expand my family business and give it a bright future. Also, I expect that there should be a practical application for each theory that we understand in the classroom. So I expect a hands-on experience for the learning that is carried out.

Viraj: Why did you select IM-NU out of the other B-schools?

Khevana: Nirma University is very different from *other B-schools*. It was founded by Mr. Karsanbhai Patel who started his business at the backyard of his house and has taken it to an enormous level. Later, he gave shape this University which served the society by grooming its students to become responsible, better and worthy citizens. It is a wonderful experience to study business in the temple of learning of a Business Tycoon! So studying in a University which stands as a constant reminder to do something great is always a pleasant experience.

Viraj: Which teaching techniques do you like over the others, and why do you think them to be interesting?

Khevana: Since the beginning of the programme we were acquainted with different teaching pedagogy, and one of

the most interesting things that I learnt from that programme was a line stating- "To learn, you need to unlearn". If you have a rigid perception about one thing, you cannot be open-minded to other opinions. Apart from this we even have been taught about case-studies, group discussions, group presentations and video presentations. In the classroom, the interaction techniques are very good; if we open our books, then that is only for reference purposes. So, with these techniques, we are actually enhancing our practical knowledge with respect to the organization.

"Industry Visits Give First Hand Learning Experience."

Satya Suryavanshi, a student in the First Year of the **Family Business and Entrepreneurship Programme** expresses some of his ideas to **Vidhya Iyer** and **Viraj Shukla** of 3rd Year **BBA – MBA Integrated Programme**.

Viraj: What are your expectations from Nirma University?

Satya: As Nirma University is one of most the reputed universities across India and also in the top ranking, I expect that Nirma University will be able to provide us with a excellent corporate exposure and give us practical and in-depth knowledge about the subject so that it would be useful for the students who want to set up their own business.

Viraj: Why did you choose to study in Nirma University?

Satya: Some of my relatives are alumni of this prestigious Institute and their feedback about the education offered here has been absolutely overwhelming. Even its infrastructure is superlatively conducive.

Viraj: What are the teaching techniques which enhanced your knowledge during these initial days of your programme?

Satya: The extensive use of Presentations by students and different techniques to keep the class interactive are some of the best ways to enhance our knowledge and to engage young minds like ours. Also, the pedagogy used by IM-NU to visit different industries would add up to our acumen and practical knowledge and to see things as they really are.

Developments at IM-NU

MOU Signing during Vibrant Gujarat Summit 2015:

January 12, 2015

The Institute signed an MoU with National Institute of Securities Markets (An Educational Initiative of SEBI) on January 12, 2015 at Mahatma Mandir, Gandhinagar in presence of Shri J. Pandian, IAS, Chief Secretary, GoG.

The following are the objectives of the MoU:

- To develop investors' awareness and education programmes to be offered at district headquarters and talukas in Gujarat.
- To develop Management Developments Programmes for financial skill sets for companies coming up in GIFT City.
- To conduct various studies related to the effectiveness of regulations, levels of disclosures and best practices.
- To jointly conduct round tables and workshops.
- Any other area of mutual interest, in connection with the attainment of the objectives stated in the MoU.

Visit of Dignitaries from Drexel University, Philadelphia:

American dignitaries from Drexel University Dr. Frank Linnehan, Dean, LeBow College of Business, and Dr. Julie Mostov, Vice-Provost for Global University, visited Nirma University Campus and also Institute of Management. The interaction with the visionaries was very enlightening and brought in new dimensions in the domain of Management studies.



Visitors from Drexel Univeristy

Refresher Course for Management Faculty (April 18, 2015)

IM-NU organized 'Refresher Course for Faculty in Management Education, under auspices of Academic Development and Research (ADR) Cell of Nirma University during April 18, 2015 to May 2, 2015.

The programme covered the topics like industry expectations from MBA, curriculum design, design thinking, emerging opportunities for management graduates, course design, innovative pedagogical tools, simulations and emerging trends in all functional areas of management namely, Finance, Marketing, OB & HR, e-Commerce and Consulting. Dr. Chandrasekhar from Dr. Reddy Laboratories, Dr Anup K Singh - Director General, Nirma University, Mr. Nitin Parekh - Zydus Group, Prof. Jerome Joseph - IIM Ahmedabad, Prof. Atish Chattopadhyay and Prof. Arup Mazumdar from SP Jain Institute of Management, Mumbai, Mr. Sunil Parekh, Mr. Vishal Gada and Mr. B Yagnik, Independent Consultants; were among the guest speakers in the programme. A few in-house faculty including Dr. S. Garimella, Director, IMNU conducted sessions.

Consultancy:

Faculty	Title	Organization
Dr. Nityesh Bhatt	G2C E-Governance in Kerala – Strategies for Augmenting Citizens Experience	International Centre for Free and Open Source Software (IC-FOSS), an autonomous organization set up by the Government of Kerala
Dr. Somayajulu Garimella, Dr. Anamika Sinha	HR Audit	Mishra Dhatu Nigam Ltd. Hyderabad
Dr. Yogesh Doshit	District Human Development Report [DHDR] for Rajkot District, Gujarat	Gujarat Social Infrastructure Development Society – GSIDC
Dr. Yogesh Doshit	District Human Development Report [DHDR] for Junagadh District, Gujarat	Gujarat Social Infrastructure Development Society – GSIDC
Dr. Yogesh Doshit	Preparation of Supplementary Report for Gujarat State 3rd Finance Commission	GSTFC

Nirma University Funded Projects (IM-NU)

Name of the faculties	Title of the Project	Duration of the Project Approved [Dates From & to]
Rajesh K. Jain, Yogesh Doshit	A Study of Foundry Industry in Gujarat	Sept. 20, 2013 to April 4, 2015

Newly Joined Faculties

Institute of Management, Nirma University welcomes the following faculties to IMNU family:



Prof. Amola Bhatt (Finance Area)

Prof. Amola Bhatt is a post-graduate in Management with majors in Finance from Gujarat University and a research scholar in the field of Micro-finance. She began her career with Torrent Pharmaceuticals Ltd. and worked there for four years in the finance department. She shifted to academics and was associated with L.J. Institute of Management, Ahmedabad for four years working in the position of Assistant Professor – MBA.. She is inclined towards research and has presented several papers in Conferences and has won awards for the same. She also has several publications in national and international journals to her credit.



Prof. Naresh Poturaju (Finance Area)

Mr. Naresh Poturaju is an Assistant Professor at Institute of Management, Nirma University. He is a MBA in Finance from Gujarat University and also holds a Bachelor degree in Law from Gujarat University. Mr. Naresh is currently pursuing his Ph.D from Kadi University, Gandhinagar. Before joining the institute he had worked with Dept. of MBA, Kadi University. His areas of interest for teaching and research are Derivatives and Business Law.



Prof. Nikunj Patel (Finance Area)

Prof. Nikunj Patel holds Master of Business Administration in Finance from the Hemchandracharya North Gujarat University, Patan. He has almost thirteen years of standing in his academic career. Previously, he was working as an Associate Professor at S. V. Institute of Management, Kadi where he served twelve years to the institute. He is pursuing his doctorate in the field of Market efficiency and he holds several modules of NCFM certification. His areas of teaching and research include Accounting, Financial Management, Security Analysis and Portfolio Management, Behavioural Finance and International Finance. He has also acted as a resource person in several faculty development and Management development programmes. He has been credited for research papers in the journals of National and International repute. He has also served as a chair person in several national conferences. He has also taken several guest sessions on the development and trends in financial market.



Prof. Nirmal Soni (Finance Area)

Prof. Nirmal Soni is a Post Graduate in Economic Administration from Maharishi Dayanand Saraswati University, Ajmer and has also cleared Foundation and Intermediate levels of Company Secretaryship offered by Institute of Company Secretaries of India, New Delhi. Prof. Soni has been awarded GSET recognised by UGC. He is currently pursuing PhD in Economics from School of Social Science, Gujarat University. Prof. Soni has begun his teaching career in the year 2000 as a visiting faculty and since then he is associated with academia. His Research Interest are in the area of Developmental Economics Economics. He has presented paper in International Conference and has been awarded honorary membership of Indo Global Chambers of Commerce, Industry and Agriculture. He is also a Life member of International Commerce Association as well as a member of All India Management Association (AIMA). Prof. Soni has volunteered as a Life coach as well in some of behavioural programs.



Prof. Niyati Dave (Finance Area)

Miss Niyati Dave is Post graduate in Management. She is pursuing her Doctoral studies in finance from Ahmedabad University. She began her career as assistant professor in Atmiya Institute. Aiming to making difference in life of learners, she has also presented papers at various national and international conferences and has published papers in journal of national and international repute.



Dr. Monali Chatterjee (HR/OB Area)

Dr. Monali Chatterjee is keenly interested in Communication Studies. She has taught Communication Skills for various professional courses and has experience of over twelve years in academics, teaching English Language and Literature in various colleges throughout Gujarat. She has also taught ESOL (English for speakers of Other Languages) at Merton Adult Education College. She has had a long-term involvement with Indian Renaissance Literature. Her doctoral thesis was on Women in Indian fiction. She has been profoundly concerned with issues and challenges in Higher Education and Language Teaching and has attempted extensive research in the same. She is a seasoned corporate trainer at some of the most reputed institutes of the city. She has presented papers at national and international conferences and has several articles of research publications to her credit.



Dr. Shahir Bhatt (Strategic Management & Entrepreneurship)

Dr. Shahir Bhatt is an Engineer, a Management Graduate with specialization in Marketing, a doctorate in the field of Management and has an experience of eight years. His diversified experience in corporate includes Production and Sales, wherein he effectively integrated theories of Management in the area of Business Development. He has an inclination towards research especially in the retail sector, and has a career vision to work in the challenging environment, so as to get the opportunity of continuous learning. He has also published papers in journals of national and international repute.

Faculty Achievements/ Recognitions

Prof. A. C. Brahmbhatt has been invited to be on Reviewer Board of Asian Online Journal of Business and Management, April 22, 2015.

Prof. A. C. Brahmbhatt has been invited to be on Board of reviewers University Journal of Research- a Bi-annual peer reviewed online/print multidisciplinary research journal, Ganpat University, June 4, 2015.

Prof. Deepak Srivastava of IM-NU was invited for making presentation during the Fifteenth UN Infopoverity World Conference on the theme "Next Sustainable Development Goals: The Challenge before the Digital Era", held during April 9-10, 2015 at UN Headquarters, New York.

Dr. Sameer Pingle of IM-NU has been appointed as Reviewer for 'University Journal of Research' of Ganpat University, Mehsana, Gujarat.

Prof. Pawan K. Chugan has been appointed as Member-Editorial Board for "ELK Asia Pacific Journal of Marketing & Retail Management (EAPJMRM)" and "ELK Asia Pacific Journal of Social Sciences (EAPJSS)" on May 6, 2015.

Dr. Pawan K. Chugan was appointed as Member-Editorial Board for International Journals of Multidimensional Research viz. "International Journal in Management & Social Science (IJMSS)" and "International Research Journal of Commerce, IT and Social Sciences (IJCISS)" on June 21, 2015.

Dr. Monali Chatterjee has been appointed as a reviewer of "Journal of Management Education, Sage Publications" on 2nd March, 2015.

Ph.D. Awarded

Prof. Parag Rijwani, Assistant Professor, IM-NU has been awarded PhD in May 2015 for his thesis entitled "Mutual Fund Performance and Attributes – An Empirical Investigation of Indian Equity Diversified Mutual Funds" under the guidance of Dr. Shantanu Mehta.



Lectures Delivered:

No	Name of the Faculty Member	Topic of Lecture	Date of lecture	Venue of presentation	Audience [students/faculty/staff of corporate etc.]
1	Prof. A. C. Brahmbhatt	Developing Research Skills	April 17, 2015	Centre of Management Studies sponsored by GUJCOST	Faculty members of Engineering and Management
2	Prof. Rajesh Kumar Jain	History and Basic Terminology of Quality	January 1, 2015	PDPU	Students of Industrial Engineering
3	Prof. Rajesh Kumar Jain	Organizational Excellence for Star Achievers of Times of India	January 20, 2015	Times of India, Ahmedabad	Executives of TOI Press
4	Prof. Rajesh Kumar Jain	Quality for Everyday Excellence	February 20, 2015	Bosch Rexroth India Pvt. Ltd., Sanand	Senior Executive from Bangalore, Mumbai, and Sanand of the Company
5	Prof. Rajesh Kumar Jain	Contemporary Issues in Quality Management	February 28, 2015	Govt. Engg. College Bhavnagar	Students, Faculty, and Industry Executives
6	Prof. Satish K Nair	Simulation on Entrepreneurship	April 28, 2015	Computer Lab, IMNU	Faculty members of IMNU participating in the Refresher Course
7	Prof. Nina Muncherji	FDP Session on Team Working	May 18, 2015	Institute of Pharmacy	Faculty Members of IPNU participated in the FDP
8	Prof. Nina Muncherji	Session on 'Motivation and Team Building' at the Faculty Development Programme	27 June, 2015	GLS University, Ahmedabad	Faculty From GLS University and other reputed institutes participated



Faculty Publication:

Chugan Pawan K and one other, "Green HRM in Pursuit of Environmentally Sustainable Business" published by Horizon Research Publishing Corporation, Alhambra, USA.', Universal Journal of Industrial and Business Management, Vol. 3, No. 3, pp.74-81, 2015.

Chugan Pawan K and one other, "Visual Merchandising and Purchasing Behaviour for High Involvement Products: A Study of Electronics Outlets", International Journal of Logistics & Supply Chain Management Perspectives, Volume 4, Number 2, pp. 1659 – 1669, 2015.

Chugan Pawan K and one other, "Factors Influencing Consumer Behaviour for Purchasing Green Homes / Buildings, "International Journal of Trade & Global Business Perspectives, Volume 4, Number 2, pp. 1753 – 1761, 2015.

Danak Deepak and Agarwal Nikita, "A Study of Size Effect on the Returns in the Indian Stock Market", Nirma University Journal of Business and Management Studies, 8 (3 & 4), pp. 1-14, 2015.

Jotwani Dhiren and Srivastava Deepak , 'A Fair Deal: Mahindra & Mahindra Ltd. and Sang Yong Motor Company Ltd', Case Folio – Journal of IUP India, 15, pp.15 to 28, 2015.

Panchal Nilam, 'Banking Innovations and E-Banking: An Empirical Analysis', International Journal of Applied Financial Management Perspectives, (4) 1, pp.1-8, 2015.

Panchal Nilam, 'Factors affecting Internet Adoption: An Empirical Study of Gujarat', Management Convergence: An International Journal of Management, 5 (1), pp. 87-95, 2015.

Panchal Nilam, Poka Yoke Software Design: A Case Study on "Software for Vicarious Calibration of Optical Earth Observation Sensors, Prabandhan: Indian Journal of Management, 7(11), pp. 30-39.

Panchal Nilam, SMEs Internationalization and Access to Formal Financial System: a study from perspectives of SMEs and Banks, TE International Conference 2015, 453-467, May 2015, 978-93-84743-81-9

Rajesh Kumar Jain, Abhimanyu Samarat, A Study of Quality Practices of Manufacturing Industries in Gujarat, 2015, Procedia-Social and Behavioural Sciences, 189, 320-334, (ISSN 18770428

A.C. Brahmabhatt, Impact of liberalization on Indian Life Insurance Industry – An Exploratory Factor Analysis(Co-authored), April 2015, Researchers World ISSN:2231-4172 Vol.VI,Issue-2,pp.093-105, Impact Factor:0.479

A.C. Brahmabhatt, Evolution of Life Insurance Industry in India –past and present ,an overview Asian Journal of Research in Business and Economics, ISSN 2250-1673, Vol. 5,Issue –V, pp. 33-48, May 2015.

Sinha Anamika and Kothari Tanvi of IM-NU, 'Scale Development: Validation', SCMS Journal of Indian Management, 12 (2), pp 112-119, April-June, 2015.

Bhattacharjee Shraboni and Sinha Anamika of IM-NU, 'People First: Formalization of HRM in MSMEs of Gujarat', European Journal of Business Management, 7 (10), pp.10-20

Cases Published

Bhatt Nityesh Effectiveness of ERP at Pristine Packaging, ICTACT Journal on Management Studies, Vol. 01 Issue 01 PP. 26-29 (ISSN 2395-1664), 2015.

Pingle Sameer "Learning to Relearn: Need for CPHCL" Registration Nos. (415-048-1), The Case Centre, UK.

Gupta Bindiya "Competency Mapping - A Strategic Management tool " Registration No. (415-050-1 / 8), The Case Centre, UK.

Book

Chatterjee Monali. Women in Indian Renaissance Fiction. Saarbrücken: Omniscryptum Gmbh & Company KG. 2015. Pgs. 318. 2015. [ISBN 978-3-659-66848-7].

Book Chapters

Chatterjee Monali, 'The Delineation of the Female Subject in Rabindranath Tagore's Novel Farewell, My Friend' in Rabindranath Tagore in the 21st Century: Theoretical Renewals'. Springer-Scientific Publishing Services, Heidelberg, 2015, ISBN: 978-81-322-2038-1.

Jain Rajesh K. An Application of Supply Chain Planning and Forecasting Model for the Automobile Industry in Research Trends in General Management. Excel, 2015, ISBN: 978-93-84869-41-0, pp.184-190, 2015

Nair Satish K 'Boundary spanning challenges in a co-creative enterprise: Lesson from Social Problem-Solving Collaborations' and 'The mediating role of role stress in

relationship between goal orientation and job satisfaction' in Boundary Spanning Elements and the Marketing Function in Organizations, Springer, UK, 2015, ISBN: 978-3-319-13439-0.

Publication in Newsletter Magazines and Souvenirs

No.	Name of the faculty	Title of the write-up	Title of the Publication / Details of Registration	Year & Month
1.	Satish K Nair	SKaNner In The Works – II	Lakshya – The Corporate Relations Magazine of IMNU	March 2015
2.	Satish K Nair	“Be the constant! Constantly, Be!!”	Aarohan – Magazine of the Rotaract Club of IMNU	April 2015

Conference Proceedings Presented in International Conference

No	Name of the Faculty Member	Paper title	Name of the Conference	Venue of presentation	Date of the Conference
1.	Meeta Munshi	Corporate Social Responsibility in Marketing Communications – Review of Dabur Vatika Campaign	Global Summit on Corporate Social Responsibility (GSCSR 2015)	New Delhi	May 15-16 2015
2.	Monali Chatterjee	A Plain Survey of Plain Tales: An Evaluation of Indian Representations in Kipling’s Plain Tales from the Hills	Of the Indian: Literary Constructs and Responses – Late Nineteenth and Early Twentieth Century British Literary Works	DECLS, SU, Rajkot	March 14-16, 2015
3	Mahesh K C	Robustness of Sharpe Ratio	4 th IIMA International Conference on Advanced Data Analysis, Business Analytics and Intelligence	IIM- Ahmedabad	April 11-12, 2015
4	Dr. Mahesh K C and Dr. Arnab Kumar Laha	Introduction to Directional Data Analysis	4 th IIMA International Conference on Advanced Data Analysis, Business Analytics and Intelligence	IIM- Ahmedabad	April 11-12, 2015



Staff Achievement

Mr. G. R. Nair is now the I/C Executive Registrar, Nirma University, apart from being the Deputy Registrar, Institute of Management, Nirma University.

No.	Event	Date
1	Nirma Quiz B Online round	Feb 8, 2015
2	Mentorship Programme	May 10, 2015

Extra-curricular Activities

MANTHAN 2015

Manthan, the annual flagship event of Rotaract Club of IM-NU was conducted on March 15, 2015. The theme of the Summit this year was 'Threat to World Security and Economy in the Backdrop of Activities by ISIS and Terrorist Groups'. Sixteen teams including six from outside the Institute sat together as delegates from sixteen countries and tried to find solutions to the problem. The atmosphere was electrifying with each team presenting a new perspective to the issue. The summit was conducted on the lines of Model United Nations.

Students' Farewell

On the eve of March 14, 2015, we celebrated the new beginning of the lives of the 2013-15 batch. Following the tradition of IMNU, the junior batch said goodbye to their seniors and wished them luck for the journey ahead.

Every junior felt the sorrow of the moment. The seniors who have been guides, mentors, friends and sometimes also partner-in-crime for the juniors, are now on the journey outside the gates of IMNU. Every junior would agree that they have helped us in every bit and in every way along different phases of our MBA journey. All the juniors have tons of memories of their times with the seniors. They always stood as a guide, be it the guidance for stream selection or the guidance to nearest food joint. Undoubtedly, nothing would be the same, a few days from now. There will be a void in everything.

However difficult may the parting be, Junior students are extremely happy for all the seniors who are now moving ahead in their lives. And with all the love we had for them, we danced to the full that night. There were photographs taken all over to hold on as many moments as possible. The enthusiasm to wish luck for a new beginning was so much on everyone's mind that even the Rain god wasn't able to contain and yes it rained in March.....



Students excited for new challenges



Farewell was a mixed feeling



The Heart-Touching Melody (March 2, 2015)

The music and dance club of IMNU, Club Fiesta, in association with SPIC-MACAY (Society for Promotion of Indian Classical Music and Culture Amongst Youth) Ahmedabad Chapter, have arranged for a live concert of the Legendary Flute Maestro, Padma Vibhushan Awardee, Pt. Hariprasad Chaurasia on March 2, 2015 at IMNU auditorium. It was appreciated and thoroughly enjoyed by the crowd. The auditorium was filled by the eminent guests from outside the campus. We also had the presence of faculty members and alumni of the college. The enchanting music of the flute had mesmerized the audience.

In the middle of the event people also interacted with the world renowned and asked some questions about classical music. The night was enjoyed by all, and the audience was mesmerized by the soulful performance of the Maestro.



Being with Divine



Welcoming Shri Hariprasad Chaurasia



In a dialogue with the students of IM-NU



In a dialogue with the students of IM-NU

A Talent Hunt for India's Most Versatile Youth- An Initiative by M TV

Maruti Suzuki, in collaboration with MTV, organized an event, "Fourth edition of Maruti Suzuki Colours of Youth Season 4" on February 1, 2015 at IM-NU. Our Institute is the venue partner for the event.

It gave students an opportunity to demonstrate their versatile personality and talent. It was telecast on MTV over a period of 7-8 weeks. The challenge had two elements:

- **TALENT HUNT**
 - (i) Music (Vocal or Instrumental),
 - (ii) Dance,
 - (iii) Other (Stand-up comedy, Innovation, Car Graphics etc.)
- Written QUIZ on Indian Business and Current National & International scenario

All the students participated as well as witnessed the event.

Pratidhwani

Pratidhwani means reflection of thoughts. Pratidhwani is an Annual Alumni Conclave held in an attempt to converge ideas from varied sectors. It is a confluence of varied perspectives on diverse areas of business. The conclave aims to bring eminent alumni of IMNU having extensive experience from varied industries on a single platform. It celebrates the contributions of IMNU's alumni in various fields. The students feel proud to listen to their views and experiences on core management practices.

Prathidwani 2015



Eminent speakers disseminating their knowledge



Experience is the best teacher: Alumni sharing their experience



Ms Sonal Ramrakhiani –
Senior Client Partner, TCS



Successful experience sharing at
Pratidhwani by Alumni



Mr Sumit Bhatnagar –
Director HR (Asia), Dell



Mr Kunal Sharma – VP
(Marketing), Pepsico



Mr Sachin Gupta – Co-founder
and Director, Varhad Capital



Prof. Shantanu Mehta Welcoming the Speaker



Mr Vikram Gupta – Innovation Head,
LGSoft India

Ahmedabad - February 7, 2015: The theme of the conclave is "India: A Spectrum of Opportunities". The Alumni Conclave is an endeavour by IM-NU to bring together its alumni on a common platform to share their experiences with current students. The Institute hopes to encourage industry interaction and prepare its students for the gruelling corporate world.

The inaugural session was addressed by Mr. Amit Dubey – National Sales Manager, Mahindra & Mahindra. He talked about how Mahindra & Mahindra is transforming from tractors to farm mechanization and finally to agri-value chain. He also discussed about the diversified business which Mahindra has undertaken ranging from automotive to agriculture and dairy products. Their Samridhi service provides farmers with agri- related information and equipment and also offers solution to farming issues. There have been many challenges in agriculture such as inefficient market system and supply chain, low research and development and low use of technology. To overcome these challenges Mahindra is working towards modernisation of agriculture, education of farmers and innovation of crops.

The session was carried forward by Ms Debasmitha Sahoo, currently an entrepreneur, her last assignment being Talent Acquisition Manager, R&D, HP. She started the enthusiastic session with a role play depicting the challenges faced by an IT organisation such as salary hike, employee retention and maintaining customer client relationships and then how HR ensured to come up with solutions. She talked about the growth trend of industry from primary activity such as agriculture to manufacturing, IT and many more. She discussed about the various HR functions such as the Learning and Development, Talent Acquisition, HR planning and many more. The various roles of HR are auditor, facilitator, consultant and service. She stated by quoting "What gets measured is what gets managed" and hence metrics such as employee turnover, compensation, absenteeism and employee retention ratio play an important role in an organization.

The first plenary session began with an address by Mr. Rajat Dang, Senior Manager, Abbott Healthcare. Back to IM-NU after ten years, all excited and fuelled with energy, he began his session on the theme "Pharma marketing is interesting". He stated the pros and cons of being in Pharma industry and described the four P's of a business. He highlighted the difference between FMCG and pharma industry and how the industry has been hiring people with diverse profiles. The fundamental components of marketing in pharma include marketing development and capturing market share. He also highlighted that digital media has been not utilized to its entirety by pharma industry as yet.

The second speaker for the plenary session was Ms. Manuba Sharma, Associate Vice President - Jones Lang LaSalle. She talked about the myth of International Property Consultation being associated with brokerage. She highlighted the fact that real estate industry in turn supports a lot many industries employing a great domain of BPL people. She also described how 2015 is touted to be a bullish year for real estate and how market sentiments these days are inclined towards affordable housing and commercial leasing. She highlighted that one of the reasons for degradation of real market has been a lower level of satisfaction from the location provided by real estate. She also described the components needed to develop a "Smart city", the sector forecasted as the future advancement in real estate. She acknowledged the students about the "Cash and Carry" concept.

The afternoon session started with an address by Mr. Pramesh Parikh, Vice President at AON Global Insurance Brokers Pvt Ltd. He discussed about three broad segments of insurance namely general insurance, life insurance and reinsurance. He emphasised that to be in the field of insurance, one requires the knowledge of various laws and trade practices such as companies act, risk management act, labour laws etc.

Mr. Saurav Gupta, AVP & Head of Finance, India at Thomson Reuters was the second speaker. He started by elaborating the opportunities of recent times. He described how a financial analyst takes mountains of data and converts it into something valuable. He also mentioned that in a corporate world, the ability to interact with others plays an important role.

The valedictory session was conducted by Mr. Sukhvinder Singh, Libero Sports India.

Alumni Conclave was indeed a celebration of knowledge of knowledge. This was evident from the enthusiasm of all students, professors and alumni.



Alumni: Lecture Series

As a part of corporate interactions, Kaizen team conducts 'Institute lecture series' every Friday where senior professional from corporate or an alumni of our college comes and delivers lecture on the latest trends and developments in that industry vertical. Experts from different fields and sectors are pitched in which brings students closer to real life scenario and management challenges prevailing currently.



Alumni lecture series

Alumni Invited for Endowment Lecture and Alumni Conclave 2015

Name of the Guest Lecturer	Topic covered in the Guest Lecture	Date
Mr. Amit Dubey, National Sales Manager, Mahindra & Mahindra	Transformation of Mahindra & Mahindra from tractors to farm mechanization and finally to agri value chain	February 7, 2015
Ms. Debasmita Sahoo, Entrepreneur	Challenges faced by an IT organisation	February 7, 2015
Mr. Rajat Dang, Senior Manager, Abott Healthcare	Pharma marketing is interesting	February 7, 2015
Ms. Manubha Sharma, Associate Vice President, Jones Lang LaSalle	Myth of International Property Consultation being associated with brokerage.	February 7, 2015
Mr. Pramesh Parikh, Vice President, AON Global Insurance	Three broad segments of insurance namely general insurance, life insurance and reinsurance	February 7, 2015
Mr. Saurav Gupta, AVP & Head of Finance, India, Thomson Reuters	Elaborated the opportunities of recent times	February 7, 2015
Mr. Sukhvinder Singh, Managing Director, Libero Sports India	Brand celebrity endorsements in football	February 7, 2015

Library Events

1. Book review of 'Krishnavatar' authored by K.M. Munshi. Book review was done on April 2015 by Mr Maulik Bhatt, Academic Research Associate-IM-NU.
2. DPM student Ms. Kathak Mehta had attended "Shodhyatra: A journey for the search of knowledge, creativity and innovations at the grassroots organized by SRISTI and Honeybee network shared her experience on Feb 19, 2015.
3. On January 22, 2015 Prof. Bindi Mehta performed a Poetry recitation

Poem: Madhushala by Harivansh Rai Bachchan

Prof. Nityesh Bhatt presented a Book Review

Book: 'One Word That Will Change Your Life'



Mr. Maulik Bhatt at library event



Ms. Kathak Mehta, Ph.D Scholar at library event



Engrossed audiences at Library event



Walking Down the Memory Lane:

Source Times of India, July 27th 2015.

Some of Kalam's inspirational sayings through which he will be remembered forever...

"You have to dream before your dreams can come true."

"If a country is to be corruption free and become a nation of beautiful minds, I strongly feel there are three key societal members who can make a difference. They are the father, the mother and the teacher."

"My message, especially to young people is to have courage to think differently, courage to invent, to travel the unexplored path, courage to discover the impossible and to conquer the problems and succeed. These are great qualities that they must work towards. This is my message to the young people."

"To succeed in your mission, you must have single-minded devotion to your goal."

"Let me define a leader. He must have vision and passion and not be afraid of any problem. Instead, he should know how to defeat it. Most importantly, he must work with integrity."

"Great dreams of great dreamers are always transcended."

"Let us sacrifice our today so that our children can have a better tomorrow."

"Man needs his difficulties because they are necessary to enjoy success."

"Look at the sky. We are not alone. The whole universe is friendly to us and conspires only to give the best to those who dream and work."

"You see, God helps only people who work hard. That principle is very clear."

Compiled by Prof. Nirmal Chandrakant Soni.



Remembering Dr. Kalam in Nirma University Campus



Dr. Kalam at Nirma University for the Eight Convocation with Shri Karsanbhai Patel and other luminaries

It's placement season at Nirma University!

dna correspondent
@dhasahmedabad

Placement for the current academic year at Nirma University, Institute of Management (IMNU) began recently.

The sectors which recruited this year included information technology and information technology-enabled services (ITES).



The placement season will end soon and the students will enter the corporate world by April 2015

IMNU to launch placement magazine

dna correspondent @dhasahmedabad

Students of Institute of Management, Nirma University (IMNU), will now be able to read updates about placements in their magazine, Lakshya. It will be launched today by the career relation cell faculty.

The magazine has been named Lakshya, which means aim in Hindi and the mission of the magazine is to lead its readers to their ultimate professional success. Anshula Vaid, senior board member said, "One of the important goals of a B-school student is to get placements. The magazine will also feature the placement experiences." Vaid has

Nirma students learn tricks of trade at work

Street Smart, a 3-day event, saw teams fighting it out for business

dna correspondent @dhasahmedabad

Students of Nirma University learnt the art of tackling business competitions at Street Smart

Ahmedabad Mirror | 15 APRIL 2015, APRIL 26, 2015

Nirma Univ's Int'l conference on management starts today

dna correspondent @dhasahmedabad

The five-day long Nirma International Conference on Management (NICOM) will commence on Thursday. The conference is organized by the Institute of Management, Nirma University. It will bring together sharp minds from corporate and academic world to discuss challenges faced by the corporate world. Over the years, varied topics ranging from Business, Human Resources to marketing streams of Management.

"This year, theme of the conference is 'Empowering HR for Enhanced Organizational Capability'".

The conference featured 22 key speakers for national and international sessions. The conference had sessions on HR and governance from India, USA, UK, and Australia.

empowered. ... maintain this trend. ... curriculum." The uni maintains a 100% pla



Invitation

Sparsh, the Newsletter of the Institute of Management-NU, showcases voices and achievements of those who have the privilege of sharing their affinities with the premier B-School.

Sparsh editorial team invites readers to contribute in the form of suggestions, comments, criticisms and queries and make Sparsh a better reading experience. We take this opportunity to thank all those who have sent in their valuable suggestions so far, some of which have been extremely useful in improving the quality of this issue.

Please write to: The Editor: Sparsh— The Newsletter of IM-NU
 Institute of Management, Nirma University,
 Post Chandtodia, Gota, Ahmedabad 382 481. Ph: (079) 30642622 Fax: (079) 7439916
 E-mail: monali.chatterjee@nirmauni.ac.in

The Forthcoming Events

No.	Event	Date
1.	UK Students' Meet in Association with British Council	July 5, July 7, 2015
2.	Induction of students of MBA (FB & E) programme	July 1-4, 2015
3.	BBA-MBA Five-Year Integrated programme	July 20-25, 2015
4.	Arthoday 2015—The Finance Conclave	October 10, 2015
5.	Ayatana 2015—The Marketing Conclave	October 17, 2015
6.	5 th Annual Quality Conference jointly with ASQ-LMC & IMNU	November 28, 2015
7.	Prayojan 2015—The Operations Conclave	December 12, 2015
8.	19 th NICOM: International Conference on Management	January 7 - 9, 2016

Vichar Vinimay

No.	Name of Presenter	Topic	Date
1	Prof. Nirmal C. Soni	Pattern of Economic Growth in Gujarat and its Implications on the Employment	July 2, 2015
2	Prof. Shahir Bhatt	Assessing Price - Quality Related Perceptions in Private Labelled Apparels	July 9, 2015
3	Prof. Monali Chatterjee	Readiness is All: Preparing Students to Face the Placement Processes	July 16, 2015
4	Ms. Debjani Dass	An Open Thesis Seminar "Managerial Perceptions towards Organizational Change"	July 23, 2015
5	Prof. Naresh Poturaju	Trading Methods Applied in Cash and Futures Market - A Study of Investors of Ahmedabad	July 30, 2015
6.	Prof. Niyati Dave	Merger Waves: Indian Scenario	July 30, 2015

