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From Editor's Desk

Welcome to the first issue of Sparsh of 2016!

The year 2015 was tremendously eventful and raised further the bar of excellence in offering quality education. Nirma University has been awarded an 'A' grade by the prestigious National Assessment and Accreditation Council (NAAC). This milestone is indeed a benchmark for the finest standards of quality.

The ranking of Institute of Management, Nirma University (IM-NU) has soared higher than before giving further assurances of how we have been successfully exploring new horizons in management education. As a result, IM-NU has bagged the Excellent Industry Interface Award 2016 by the ABP News National Education Awards.

Suggestions and feedback from various stakeholders play a vital role in shaping and fostering learning, creativity and innovation at the Institute. Research and innovation continually enhance the quality of the instructions at the Institute in line with the changing trends of the industry.

The Institute closely and promptly recognizes the pulse of the current trends in research and undertakes responsively to incessantly conduct such useful research. With the prime focus on research and innovation IM-NU has successfully conducted the annual flagship conferences NICOM-the International Conference and "Anvesh"—the Doctoral Conference. The responses of the participants were enormous and the researches presented was of high order.

A rigorous session on the use of statistics by Dr. Debdulal Dutta Roy from Indian Statistical Institute, Kolkata as the first session of "Anvesh" gave the participants a hands on research experience that included students of not only IM-NU, but also researchers and practitioners from all over the country.

The Institute also understands the requirements of the industry. Hence, it caters not only to the UG and PG programmes but goes beyond conventional education to serve the purpose of lifelong education. This is fulfilled under the banner of Continuing Education. Workshops like "Dealers' Development Programme", "Personality Development and Business Etiquettes", "Organizational Integration through Effective Teams" and "Econometrics for Researchers" have been conducted for the same recognizing the need of the hour.

The students' achievements acknowledged in this issue in various activities bear testimony to the quality of teaching-learning process that is religiously observed at the Institute.

The large range of students' activities that keep the campus alive add tremendous value not only to their learning but also contribute to their holistic development. They continuously strive to make invaluable contribution to the society as a whole. This is particularly accomplished through the social activities they undertake with great enthusiasm demonstrating their deep sense of responsibility. The students' NGO of IM-NU goes a long way to fulfil the same through a large number of events they conduct every year.

This newsletter attempts to be a mouthpiece for the students and the staff members to express their opinions. In this issue, for the first time, the experiences of the students about their summer internships have been duly placed on record. The opinion of a student is voiced honestly through the segment "Sakshatkar" that documents students' interviews.

Ranking

IM-NU has been ranked as the:

1. 15th best B-School by Education World in May 2016.

Rank			Competence of faculty (200)	Faculty welfare & development (100)	Pedagogic systems and processes (100)	Industry interface (100)	Research (100)	Infrastructure and facilities (100)	Placement (100)	Value for money (100)	Alumni quality (100)	TOTAL SCORE (1000)
2013	2016											
2	1	Xavier School of Management (formerly XLRI), Jamshedpur	170	86	90	90	52	90	97	79	91	835
3	2	S.P. Jain Institute of Management & Research, Mumbai	161	85	89	85	43	72	96	80	87	801
6	3	NMIMS (Narsee Monjee Institute of Management Studies), Mumbai	160	84	88	79	57	77	91	78	84	798
4	4	Institute of Management Technology (IMT), Ghaziabad	152	83	80	76	56	89	88	76	82	782
9	5	Symbiosis Institute of Business Management (SIBM), Pune	150	79	82	77	54	82	82	77	84	767
7	6	Xavier Institute of Management, Bhubaneswar	153	80	76	80	53	91	79	75	83	750
5	7	International Management Institute, New Delhi	151	81	77	78	53	70	80	75	82	747
8	8	T.A. Pai Management Institute (TAPMI), Manipal	149	82	79	70	51	88	74	76	75	744
15	9	K.J Somaiya Institute of Management Studies, Mumbai	147	77	76	89	44	73	78	74	74	712
13	10	Symbiosis Centre for Management & Human Resource Development, Pune	146	76	75	81	36	82	77	80	79	701
12	11	Birla Institute of Management Technology, Greater Noida	144	76	72	80	42	87	73	67	72	693
14	12	Fore School of Management, New Delhi	146	77	73	86	41	67	74	80	73	685
21	13	Amrita School of Business, Coimbatore	149	76	75	54	40	87	61	66	75	683
24	14	Loyola Institute of Business Administration (LIBA), Chennai	145	76	74	59	40	85	73	73	77	682
17	15	Institute of Management, Nirma University, Ahmedabad	141	76	75	87	38	83	72	67	71	681
25	16	Goa Institute of Management, Panjim	142	75	66	54	39	87	72	70	70	677

IM-NU ranked 15th by Education World B-School Rankings

2. 19th best B-school by Times B-School, February 2016.
3. 10th best Private B-school and 29th best overall by National Institutional Ranking Framework (NIRF) released by the Ministry of HRD, GOI April, 2016.
4. The Institute has also been listed amongst the 'A1' Group by Business Standard.

A1										
Department of Management Studies IIT Madras	85	85	85	90	85	30	80	95	45	
Great Lakes Institute of Management, Chennai	90	90	90	80	90	85	75	85	95	
Indian Institute of Management Kashipur	85	90	35	95	95	45	65	95	70	
Indian Institute of Management Shillong	90	90	80	90	90	65	75	90	80	
Indian Institute of Management Tiruchirappalli	85	85	85	95	85	90	60	95	45	
Indian Institute of Social Welfare and Business Management, Kolkata	90	85	90	95	85	70	85	85	70	
Institute of Financial Management and Research, Chittoor	85	85	75	75	90	75	95	60	80	
Institute of Management Technology, Nagpur	90	85	85	95	85	95	70	65	70	
Institute of Management, Nirma University, Ahmedabad	90	85	85	80	85	70	85	50	95	
Institute of Rural Management, Anand	85	90	70	85	85	85	95	85	80	
Loyola Institute of Business Administration, Chennai	85	85	90	70	85	85	80	85	70	
Xavier Institute of Management & Entrepreneurship, Bangalore	90	90	90	75	85	95	95	95	80	

IM-NU listed amongst the 'A1' Group by Business Standard

Awards

ABP News National Education Awards honoured IM-NU with Excellent Industry Interface Award 2016 in Mumbai on June 23, 2016.



Excellent Industry Interface Award 2016

Events

Twenty-First Convocation of Nirma University

Nirma University, Ahmedabad, organized its Twenty-First Convocation on April 18, 2016. The Chief Guest, Mr. John A. Fry, President of Drexel University, Philadelphia addressed the convocation. Over 500 students were awarded degrees for successful completion of their courses with token of appreciation for their hard work. A total of 18 students were given scholastic medals for securing highest ranks in their respective programmes. Dr. Karshanbhai Patel, President, Nirma University took pride in asserting that Nirma University had set up a new benchmark in the education system and charged the students to take up the challenges of the new age and grow up to their full potential.



Twenty-First Convocation Annual Convocation of Nirma University

Nineteenth Nirma International Conference on Management (NICOM), 2016

The Nineteenth Nirma International Conference on Management (NICOM) was organized by Institute of Management, Nirma University during January 7-9, 2016. The central theme of the Conference was “Empowering Trade, Industry and Society in Challenging and Competitive Environment” with nine sub-themes namely ‘Make in India, Digital India, Clean India (Swachh Bharat), Smart India (Smart Cities), Skill India, Green India, Ease of Doing Business, Start-up India and Interdisciplinary Issues. A total of 245 abstracts and 180 full papers were received for the conference. The papers were received from India and abroad, mainly from the countries like Japan, Uganda, USA, Fiji, Bangladesh, and South Africa. The papers were sent for two rounds of blind review and thereafter, based on the feedback, selected papers were published in three books as Conference Proceedings with ISBN number by Excel India Publications, New Delhi. The Conference had registrations from 100 delegates. In addition, 32 faculty members and 36 students had registered to present papers in NICOM 2016. The conference also had a delegate from USA, and 9 foreign students also attended the conference. In total, 143 papers were presented by the participants in 27 track sessions organised over the period of three days. In addition to the inauguration and valedictory sessions, there were 3 plenary sessions graced by reputed national and international speakers.

The conference was inaugurated by Mr. Ramakant Jha, CEO, Smart Cities, IL&FS & Ex. Chairman – GIFT, Gandhinagar, who shared his thoughts on how the aspirations of society grow with corresponding growth in various fields. He discussed on the coming up of smart cities and the thrust that it would provide in the overall development of the nation. The Chief Guest of the inaugural session, Prof. (Dr.) Ram Shankar Katheria, Hon’ble Minister of State for Human Resources Development, Government of India, then addressed the audience. He spoke on the current state of education in India and emphasised the need of quality in the education system. He appreciated Gujarat’s commendable development in the last decade and lauded the role of Mr. Narendra Modi, Hon’ble Prime Minister of India. The inaugural function was also graced by Padmashri Dr. Karsanbhai Patel, President, Nirma University.

Some of the notable speakers who addressed the audience included Mr. Dipesh Shah, VP- GIFT City, Mr. Shishir Rai, AVP, GIFT City, Mr. Sanjay Kaul, IAS, Mr. Chirag Dhebar, General Manager & Competency Lead, TCS; Mr. Hasmukh Patel (IPS) and Ms. Komal Shah from E-Spark. The guests, for the valedictory session, were Professor Ajit Prasad, Director, IIM-Lucknow and Mr. Seshadri Rajaram, Managing Director, Erhardt Leimer, Ahmedabad. Delegates from India and abroad attended the event and presented papers. The conference focused on Stimulating India’s Growth under Uncertainties.



Prof. (Dr.) Ram Shankar Katheria, Hon’ble Minister of State for HRD (Higher Education), Government of India visited IM-NU for the inaugural function of Nirma International Conference on Management on January 7, 2016.



Launching conference proceedings of NICOM

Antarprerna: The Entrepreneurship Conclave

Antarprerna, 2016, was organized by Swayam-the Entrepreneurship Club, on January 30, 2016. The theme for the conclave was ‘Startup India, Standup India’. The speaker for the inaugural session was Ms. Nandini Vaidyanathan, Founder CARMA Venture Services. Mr. Nand Kishore Chaudhary, Chairman and MD, Jaipur Rugs; Mr. Nikunj Patel, Chairman and MD Dangee Dums; Mr. Gaurav Dahake, Founder and CEO BuyHatke and Mr. Rohit Patel, President GCCI interacted with the students during the day.



A session of Antarprerna: the Entrepreneurship Conclave

Anvesh 2016: Doctoral Research Conference in Management

Institute of Management, Nirma University, Ahmedabad organized the annual Doctoral Research Conference in Management on April 8 and 9, 2016. The two day conference had 4 workshops, 12 track sessions with 49 presentations and 6 research clinics. 41 papers were accepted for publication after special reviews. Dr. Arvind Sahay, IIM Ahmedabad delivered the inaugural speech while Dr. Dutta Roy, Asst. Professor, Indian Statistical Institute, Kolkata; Dr. M. Mallikarjun, I/C Director, IM-NU and Dr. A. C. Brambhatt, Research Mentor, PDPU, Gandhinagar, delivered expert lectures.



The inaugural ceremony of Anvesh 2016



Anvesh 2016

CEO Lecture Series

Mr. Krishnan Ganesh, Serial Entrepreneur who has launched four startups and Mrs. Meena Ganesh, CEO and Managing Director, Portea Medical addressed the students on March 19, 2016 in the course of Lecture Series. Mr. Ganesh shared his success stories of Big Basket, Tutor Vista, Portea Medical, Blue Stone among other dot-com start-ups and discussed the effectiveness of different marketing strategies which can lead to success and failure for small businesses. Mrs. Meena Ganesh recalled her success story and talked about the perfect work-life balance.



Mr. Krishnan Ganesh, Lecture Series

Continuing Education Programme

No.	Name of the Programme	Beneficiaries	Programme Leader/s	Date
1.	Project Disha – Dealers’ Development Programme	Dealers of IOCL, Gujarat	Prof. Nityesh Bhatt	Jan 5-6, 2016
2.	Personality Development & Business Etiquettes	Industry Executives / NU Staff	Prof. Nina Muncherji	Jan 21-23, 2016
3.	Organizational Integration Through Effective Teams	Industry Executives	Prof. Nina Muncherji	Feb 22-24, 2016
4.	FDP-Econometrics for Researchers	Research Fellow, Lecturers	Prof. M. Mallikarjun	April 21-23, 2016

Management Development Programmes (MDPs)



A three-day Management Development Programme on Personality Development and Business Etiquette for Industry Personnel conducted by IM-NU during January 21-23, 2016



A three-day Faculty Development Programme on Econometrics for Researchers conducted by IM-NU on April 21-23, 2016



A three-day Management Development Programme on Organization Integrations through Effective Teams for Industry Personnel conducted by IM-NU during February 22-24, 2016

Executive Diploma Programme Award Ceremony

The Diploma Award Ceremony for Executive Diploma Programme was held on January 16, 2016. The Chief Guest of the function was Mr. Seshadri Rajaram, Managing Director, Erhardt Leimer, Ahmedabad.

Executive Diploma Programme (Adani) 2015-16 (June 15 to October 16)

The Adani Diploma Programme that started in June 2015 had 12 participants. The Programme leaders were Prof. Tripura Joshi & Prof. Parag Rijwani.



Executive Diploma Programme Award Ceremony

Orientation Programmes

IM-NU inaugurated a one-week orientation programme starting from June 20, 2016 for the new entrants of MBA Programme. Mr. Rajiv Sharma, CEO, Sterling Addlife India Limited, inaugurated the programme and addressed the students. He motivated them to be goal-oriented and work relentlessly towards the same. The induction programme also included interaction between the students and the faculty members.

The Institute also welcomed its 13th batch of MBA (Family Business and Entrepreneurship) with an elaborate inaugural ceremony on June 29, 2016 followed by a week-long induction programme to orient the students about the practices and policies of the University and students' activities. Dr. Anup Singh, Director General, NU graced the occasion as the chief guest along with Dr. S. Garimella, Director, IM-NU.



Mr. Rajiv Sharma along with Dr. S. Garimella, Director IM-NU on the dais during the Orientation Programme at IM-NU



Dr S. Garimella addressing the students during the inauguration of the MBA (FB & E) Programme



Institute Seminars/Lectures

9th Institute Seminar

The 9th 'Institute Seminar' was organized on January 23, 2016; Speaker: Mr. Sachinder Bhinder, Executive Vice President, Business Head - Home Finance, Product and Cross Sell Head – Secured Assets at Kotak Mahindra Bank. He addressed the students on “Corporate Expectations from MBA”.

10th Institute Seminar

The Institute of Management, Nirma University conducted the 10th Institute Seminar for the academic year on the January 29, 2016. The theme of the seminar was “How to Kill Your Start Up” conducted up by Prateek Goyal, Founder, ZeroWaste. Mr Goyal opened the session by listing the benefits of starting up a business, the most prominent of which was that it did not have to confine itself within all the boundaries set by capitalism and socialism that most other businesses need to. He said that the goal of a start-up is not a mere activity of starting up but the constant learning that one attains through the process. According to him, the location of the business and the target market selection are of paramount importance. He also mentioned that the turning point for a start-up will always be that of conversion into materialization. He told everyone to refrain from starting up half-heartedly and step forward with full steam. Mr. Goyal concluded with the idiomatic advice to “Be like the Flintstones” – drive a car but pedal it yourself.



Prateek Goyal, Founder, ZeroWaste

Expert Lecture on “Personality Development”

Swami Sarvasthananadji Maharaj, Head, Ramkrishna Mission, Rajkot delivered an expert lecture on “Personality Development” for students on January 11, 2016. It was organized by the Executive Club of Ahmedabad, Institute of Management, Nirma University.

Vichar Vinimay: January–June 2016

'Vichar Vinimay' offers a platform to all the researchers of IM-NU to present and exchange valuable ideas for research. Faculty members, doctoral students, researchers, practitioners and delegates from other premium institutes and universities are usually involved in this stimulating exercise. They present their research ideas not only from published research papers but also the proposal or open defence of doctoral research. These presentations are usually followed by enthusiastic interactions and sometimes research collaboration, to generate new pragmatic trends in research.

No.	Name of the Presenter	Topic of Presentation	Date of Presentation
1	Prof. Satish K. Nair	iCreate: Inspiring Technology Entrepreneurship, the PPP Way	January 21, 2016
2	Prof. Sameer Pingle	Employer Attractiveness and MBA Students' Intentions to Apply	January 21, 2016
3	Prof. Ashwini Awasthi	Phyigital Marketing	January 28, 2016
4	Profs. Reena Shah, Amola Bhatt and Prof. Dhiren Jotwani	Presentation and discussion on World Economic Forum's Report on the Future of Jobs	February 4, 2016
5	Prof. Bindi Mehta	Gender Diversity on Indian Companies' Boards	February 11, 2016
6	Prof. Deepak Srivastava	Cross-border Alliances and Risk of Opportunism: A Co-ethnic Social Capital Perspective	February 11, 2016

7	Prof. V.V. Nath	Future Frontiers of Technology: It's Impact on Business	February 18, 2016
8	Prof. M. Mallikarjun	Global Financial Markets and its Impact on Emerging Economies: A Study of India	February 25, 2016
9	Prof. Harismita Trivedi	Identifying Factors that Influence the Employability of MBA Graduates	March 17, 2016
10	Prof. Nina Muncherji	Class Assessment Techniques	March 31, 2016
11	Prof. Pawan Kumar Chugan	Performance based appraisal system (PBAS)	June 16, 2016
12	Prof. Balakrishnan Unny	IT Project Manager's Perceptions of Risk.	June 23, 2016
13	Prof. Pritha Guha	Multivariate Generalization of Quantile Quantile Plot	June 30, 2016

Placements Updates

Final Placements – Batch 2014-16 – MBA-FT

Campus placements generated a great deal of excitement in 2016. Sixty two recruiters participated for hiring process. More than 96% students got placement of their choice. The regular recruiters who participated hired in double digits. The Companies who recruited the students included IT & ITES, Banking, Financial Services, Insurance, FMCG and Consulting with interim average annual salary at INR. 8.10 lacs. One of the salient achievements this year has been the first time presence of FMCG major Hindustan Unilever Limited (HUL) who selected students in Finance domain and has also offered sales profiles.

Summer Placements – Batch 2015-17- MBA FT

The Summer Placement process for the batch of 2015-17 comprised of 235 students. Renowned companies from the sectors of IT, FMCG, Banking, Financial Services, Ecommerce, Consulting, Manufacturing, Insurance, BPO/KPO, Services, Textile, Automobile, Consulting, FMCG, and Travel Services participated in the campus placement process. The Institute hosted selection processes for leading companies across different sectors this year. IMNU strengthened its continuous association with regular recruiters like AMUL, Kotak, Nielsen, etc. Many companies visited the campus this year like HUL, LogiNext, Novartis, EY, CII, ICRA, etc.

Summer Internships – BBA-MBA 2015-2020

The summer internship undertaken by the 2015-2020 BBA-MBA Integrated, first year batch was on the theme of social development and responsibility. Corporate Relations office, IMNU gave assisted students to get the choice of project with NGO.

The major areas of work include Legal, Social, Educational counselling of various socially and economically backward groups, Promotion of environmental awareness and preservation, Fund raising, Teaching (disabled and underprivileged), Welfare and help towards the underprivileged Media management for the NGO (Marketing- awareness and promotion through literary work), Child rights and welfare, CAMPS- health and education, Angarwadi Students, Management of Campaigns and camps such as Blood Donation, Vocational training aid, Tribal affairs management, Women empowerment and upliftment as well as upliftment for gender equality, help in drug addiction problems and related issues, promotion, mobilization and organization of workshops, promotion of grass root innovation.

The organizations where the students did their internship this year were TIDE Foundation ARAMBH, Help Age, GRAVIS, INTACH, Prayas, Noida, Indian Red Cross Society, Gujarat, Saath, Ahmedabad, Vigyan Foundation, Lucknow, Gram Seva Trust, Gujarat, Souls For Slum Charitable Society, Indore, Janhit Foundation, UP, Aarambh, Bhopal, Rural Litigation And Entitlement

Kendra, Dehradun, Madhya Pradesh Vigyan Sabha, Chinndwara, Kalyan Mitra Samiti, Indore, Parivartan, UP, Shubdha, Ajmer, CHIP, Mumbai, Jivdaya Charitable Trust, Ahmedabad, CANKIDS, Delhi, Akshay Anand Foundation, Bhilwara, Pratham, Jaipur, Anand Ashram Charitable Trust, Vadodara, Baroda Citizens Council, Baroda, Arya Saamaj, Kutch Jwala, Indore, Sanjivni Health and Relief Committee, Ahmedabad, Disha Foundation, Jaipur. Overall students and quality of work faculty mentors were satisfied with the quality of work students have done.

Summer Internships – BBA-MBA 2014-2019

The summer internship of the 2014-2019 BBA-MBA Integrated Programme, the second-year batch was successfully completed with 65 students being placed in various sectors such as Manufacturing, Financial Services, Banking, E-Commerce, Media & Advertisement, Automobile, Hospitality and Retailing. The average stipend offered was Rs. 4000 p.m. The major recruiters were Taj Rambagh Palace, Udaipur, Hyatt regency, Hindalco Industries, Sintex Industries Limited, HiTech Industries, ONGC, Parry Agro Industries Ltd, Adani Wilmar Pvt Ltd., QatarGas Operating Company Ltd. Tata Chemicals Ltd., CineMan Productions, Hyundai, Axis Bank, Kotak Mahindra Bank and HAL.

Summer Internships – BBA-MBA 2013-2018

The summer internship of the 2013-2018 BBA-MBA, third year batch was successfully completed with 58 students being placed in various sectors such as Media & Advertisement, Automobile, Manufacturing, Financial Services, Banking, Pharmaceutical, Logistics, Energy, Service, Textile, E-Commerce, Hospitality, and Retailing. The average amount of stipend offered was Rs. 4000 p.m. The major recruiters were Mitr India Rural Entrepreneur Network Pvt Ltd, Volvo Eicher Commercial Vehicles Limited, FridayFiction Films, Crompton Greaves, Maggcom, Vibaantta, Plan My Health, Ripple Links, Toplocal, UrbanClap, Print Plus, Adani Ports and SEZ Ltd., Arihant Capital Markets Ltd., Learnmor, Tradohub.com, Arihant Marbles Pvt Ltd., Tracom Stock Brokers Pvt. Ltd., Hindustan Zinc, Coal India, Sadbhav Engineering, Motilal Oswal, Ripple Links, Celebi Delhi Cargo Terminal Management India Pvt Ltd., Genpact, Gandhi Corporation, Citizen Industries, ISOQAR India Pvt. Ltd, HDFC Bank, Adani Enterprise, Kiran Group of Companies, Neo Carbon Pvt. Ltd, Hester Biosciences, Lloyd Electric and Engineering Ltd., Foresight Pvt. Ltd and RSPL (Ghari Detergent).

Annual Get –Together

The annual get-together of the faculties of the Institute was organized at "US Pizza", Ahmedabad on March 31, 2016.

Industry Visits

MBA (FB & E) I students visited China, Hong Kong, Germany, Czech Republic and Switzerland during June 2016 for their industry visit. The objective of the visit was to orient students to global business practices and culture. The visit was very useful for the students, as they learnt the nuances of managing a business.



An industry visit for MBA (FB & E) students at Hof, Germany



An industry visit for MBA (FB & E) students at Shanghai, China

Internship Experiences

Institute of Management, Nirma University sends its students for rigorous corporate internships. Upon their return from the internships some of our students shared their learning experiences:

Avantika Singh, BBA-MBA Programme (Batch 2013-18)

The internship experience in the HR Department at Celebi Delhi Cargo was indeed a very enriching one. With emphasis on mainly the understanding of the recruitment cycle and the MIS reports made in the department that form the basis of decision making in the organisation, it was learnt that a proper process and methodical approach in every task is imperative for effective results. Along with this all the basic tasks carried out in the HR department were made familiar to me which gave me a holistic experience regarding the working of the HR department in a formal setup.



This two-month internship provided me the platform to apply the theoretical knowledge that I had gained in these three years and helped me understand the importance of the different management concepts with more clarity. It has refined my communication and presentation skills giving me exposure to the actual corporate scenario. This internship has also given me a direction as to which field to choose in my career according to my strengths and interests.

Akansha Gadotra of the BBA-MBA Programme (Batch 2013-2018)

"Some experiences are so enriching and enlightening that they tend to make you a better human being and more of a good professional. Volvo Eicher Commercial Vehicles Limited (VECV), Gurugram was one such organization which made me more confident for my future endeavours.

I had this huge opportunity of doing my two month summer internship in Volvo Eicher Commercial Vehicles Limited (A Volvo AB and Eicher Motors Joint Venture).



With my tilt towards Human Resource Management as my majors and working in the HR department as well in VECV- many new horizons opened for me for my career path it was amazing being an HR intern.

From Employee Engagement Survey, Designing of HR Newsletter, Policy Formulations etc. It was an amazing experience. On one hand, where there was an augmentation in my soft skills and my skill set, on the other hand, I got to understand the real business world and the talks of towns as it related to professional business people or new policy-making conferences happening in the office campus. I also received an opportunity of doing a Live Project with VECV in Mumbai and I have been offered to re-join for next year's four and half month internship.

I respect how IM-NU, develops socially responsible managers who excel in the Industry also and create a benchmark there; I will surely tread on this path in my coming future along with the corporates.

Richa Sankhla, BBA-MBA Programme (Batch 2014-19)

There cannot be a better starting to get a glimpse of the corporate world than what I got while doing my internship in By and Large Corporate Services.

As a Sales and Marketing Intern, I was required to get in depth learning and experience in these fields and a holistic view of all other functions. It provided me the opportunity to deal with the clients directly. My duties included conversations over the phone, fixing meetings, showing products, discussing terms and conditions, negotiating with them, delivering products and taking the feedback.

This internship not only helped me to learn the practical application but also helped me in understanding things, which one cannot learn from the textbooks. I will cherish these memories, learning and experience I had, throughout my life.



Vinisha Prakash, BBA-MBA Programme (Batch 2014-19)

I had the opportunity of undergoing my summer training at UCO Bank, GSI Branch, Lucknow. During my training, I came to know about their bank right from its origin in the pre-independence era. As an intern, I was allowed to observe the functioning of various departments of the branch such as Deposit Department, Advances Department, Remittances, Retail Lending, Cash transactions, etc. I came across the basic procedures the bank is supposed to follow while accepting new business. I learnt about how the employees of an organization work. I observed its friendly and cooperative work culture in which all the employees are inter-dependent. Though the employees differ in rank, they respect each other and help one another whenever possible. The employees look forward to the internal promotions. They have to pass the internal tests organized by the bank, to get promoted. It was also observed that at times the employees have to deal with unhappy or dissatisfied customers, which, in itself is a challenge. They try to comfort them by understanding their point of view and providing assistance in every possible manner.



I really enjoyed my Summer Internship at UCO Bank, GSI Branch, Lucknow where I could learn a number of new things pertaining to bank operations in a friendly atmosphere, with the help of the staff and particularly my mentor- the Branch Head.

Library Resources and Reading Habits of the Day

Ms. Monita Shastri, Librarian, IM-NU

Man is a social animal. One needs to connect at different levels with the society to remain alive. The need to remain connected brings us at different levels and places of connect. Document formats have evolved over the years, compatibility with different formats is varying with different age groups and social strata with their varying degree of exposure to information sources and technology. Visibly it seems that reading habits are deteriorating but they might have moved beyond the physical library and it is necessary to explore the “what and where” related to their information exploration. Being a Librarian, I would relate the following questions in this context-



1. What is the problem being searched by the user?
2. What has the user referred before coming to the library?
3. What is the search formulation strategy?
4. What is the actual information need?

Generally, by the time the information professional reaches from ‘Problem’ raised at point number 1 to the last question the problem is modified. This is where the expertise of a library service professional is required.

Amidst a lot of hue and cry across sections of society and educational bodies- who do not refrain themselves in saying the harsh words-‘deteriorating reading habits’ as often as the blink in the eye; I beg to differ.

There is a digital divide in terms the variant users coming to a library with regards to their age, needs, format of information product and their exposure to technology. Today information is being propagated quite instantly through the social media updates. People already know about the happening through any of the informal media platforms like twitter, Facebook, WhatsApp, etc. before it is released through formal media- newspaper or journal.

A great deal of research has been done in this domain of reading habits by information professionals. Keng, Wirtz and Jung (2003) have identified seven types of users in their research- the career minded, active information seeker, self-supplier, casual reader, narrow focused learner, low motivator and facilitator. Tenopir, C (2003) has analyzed previous research and summarized it in a report submitted to Council on Library and Information Resources. Washington, D.C. It states that- in academic set up both faculties and students adopt e-resources conveniently as they are perceived as relevant and save time.

Different subject experts have different preferences towards print and electronic documents and there is no fix pattern for a particular subject area but it seems researchers in Humanities area prefer print over electronic. Many of the e-journal users have the habit of getting prints done hence the printing format- PDF is still in use. It has been observed by researchers that the use of electronic format is dominated by school and college students. Students in their research try to select documents based on some standards for authenticity but generally researches show that these standards do not match the criteria decided by faculty. Fourie, (I) and Meyer (A) (2016) in their paper talk about role of libraries is not limited to informed and educated citizen but building an empowered citizen.

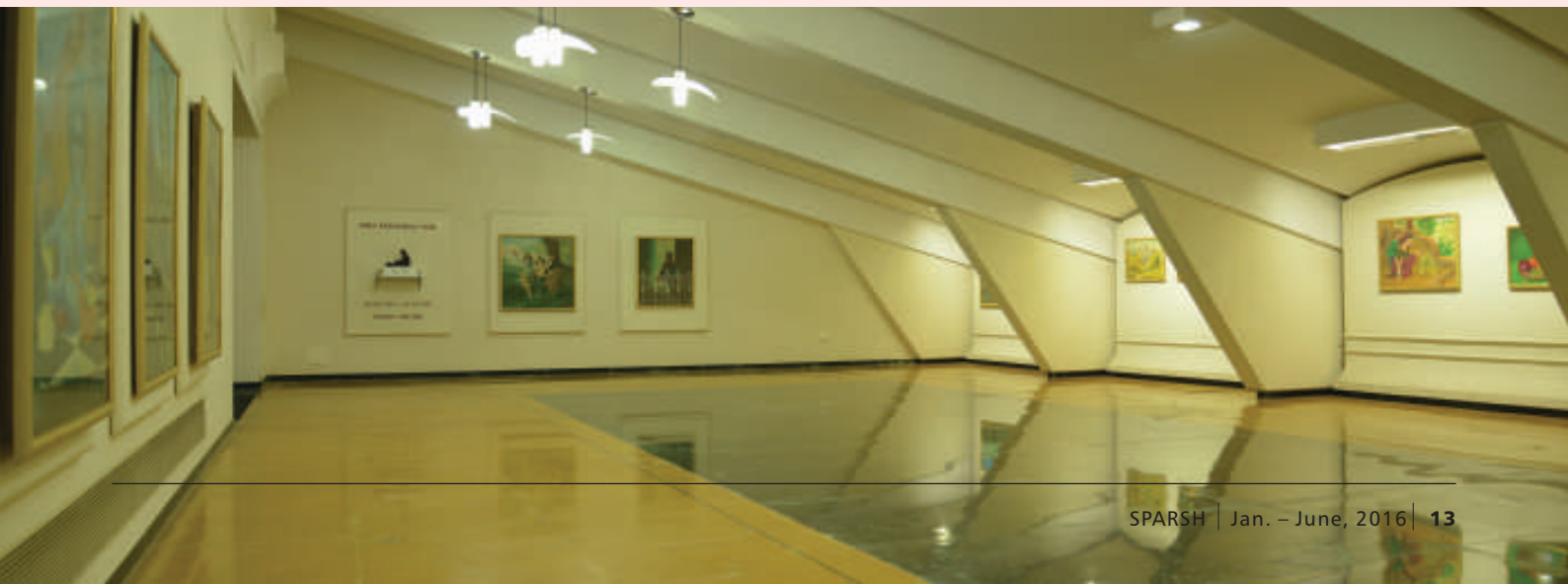
A discussion event in our library on 'Changing Reading Habits' –BBA students had brought out some important points-

1. Reading helps with opinion framing
2. Reading now involves portability
3. Quality of the content is motivation to read
4. E-books V/s Print Books: Purpose determines the form of book
5. Reading has changed due to technology, lifestyle

The thirst for information can be fulfilled now by a smart combination of printed and online/digital, compatible technology. This can cater to all sections of users, provide them freedom to exercise their choice of format and avail the resources and use portability of resource-access. Information proliferation allows anyone to post and share but verification is required. Library professionals' role is to filter and curate the information and convert it to convenient format for the users—the most vital constituent of a library.

Reference:

1. Keng, K; Wirtz, J.; Jung K. (2003). Segmentation of library visitors in Singapore: learning and reading related lifestyles. *Library Management*. 24 (1/2), pp. 20 – 33
2. Tenopir, C (2003). Use and Users of Electronic Library Resources: An Overview and Analysis of Recent Research Studies. Council on Library and Information Resources. Washington, D.C. Available at: http://works.bepress.com/carol_tenopir/92/
3. Magdalena W. (2016). Internet of Things – potential for libraries. *Library Hi Tech*. 34(2), pp. 404 – 420.
4. Fourie, (I) and Meyer (A) (2016). Role of libraries in developing an informed and educated nation. *Library Hi Tech*. 34(3), pp. 422 – 432.
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Students' Interviews

The Institute of Management believes in serious academic pursuit and encourages original and innovative thinking with regard to national and internationally relevant ideas and policies through intellectually stimulating debates and discussions at all levels. The Institute has built its reputation with a dedicated goal of adding value to life and professional standards. The MBA Programme is a two-year full-time residential programme and follows trimester system. Our full-time MBA student Kutubkhan Jhabuawala relates to Hersh Saraswat, a (BBA student) some of his expectations and reflections about the course and the Institute.

Hersh: Why did you opt for MBA (full time) programme?

Kutub: I had worked almost for two years after my graduation in one of the well-established organization. While working in the company I realized that in order to climb the corporate ladder of success and to have a holistic approach in all the functional departments in the organization, you need a platform that will not only give you an add on knowledge over your skills but also will help you to groom your critical thinking and decision making ability. MBA is a right approach you are looking for. MBA is all about building your leadership skills, networking, understanding how the system works and honing communication and personality skills. This Full-Time MBA programme provides you with enough time to focus and increase those skills, apart from it you will get a better exposure in business plan competitions, conferences and to apply the class concepts in real time projects.

Hersh: What motivated you to opt IM-NU among other colleges in India to pursue your MBA?

Kutub: The Institute of Management has established itself as one of the top 20 private business schools in India with excellent infrastructure, knowledgeable and experienced faculty and quality students within a short span of just 20 years. The alumni of the Institute enjoys its presence in various reputed and the successful organizations throughout India. The Institute has its own values and discipline which makes it different from other B schools. The rules and regulations of this Institute helps us to develop a sense of responsibility and a personality which is required to enter in the corporate world.

Hersh: What expectations do you have from IM-NU?

Kutub: MBA is a valuable programme and since I have invested time and money for it, there will be a lot of expectations from it. Since I quit my job, there are lot of expectations from my parents, peers and I believe that IMNU has the potential to fulfil all the expectations. IM-NU has given me the platform to showcase my potential to build an entrepreneur and intrapreneur skills, to build my personality essential for a successful and a learned manager and give me the opportunity to get a good and decent placement. I am

sure that IMNU will provide me the environment and opportunity to groom for the competitive world of business.

Hersh: How did you find the infrastructure and faculty at IM-NU?

Kutub: The Institute has one of the best infrastructure and amenities among the top business schools, surrounded in the green lush of campus. The campus can be characterized by modern and the state of art infrastructure. We have library which has all the latest journals and resources which are greater in number than that of IIM-A. At IM-NU we have knowledgeable and experienced faculty who emphasize on the industrial application of the concepts along with the insights of their domain. The staff and faculty members are very helpful and we have a separate mentor allotted for each student in order to discuss their issues and solve their difficulties.

Hersh: What do you enjoy learning at IM-NU?

Kutub: At IM-NU we have students from diverse background, different states and from different cultures. We share our knowledge, our culture and tradition along with studies. Here, you will get an opportunity to make friends not only from Institute of management, but also from the students of Institute of Law, Pharmacy, Engineering and Architecture and you will gain the knowledge and insights of various other domains. You will also build long-lasting business relationships and contacts with the individuals in your programme. These people become valuable friends and resources during the course of the programme and later on in life. IM-NU will teach you how to balance your work life and professional life, how to manage and devote time to various events of clubs/committees, various guest lectures, management conclaves which is the most enjoyable part of the learning activity at IM-NU.

Hersh: Extra-curricular activities are as important as academics. They have an equal role to play in shaping an individual's personality. What are your views about this in relation to IMNU?

Kutub: Of course, extra-curricular activities do play an equally important role along with your academics as it brings out creativity of the students. There are clubs/committees conducting various events and activities related to sports, literature, music etc. This gives a platform to the student to showcase their talent, their potential and leadership skills by conducting and organising the events and it will help you to refresh and cherish your mind after long and tiring sessions.



Faculty Development Programme (FDP)

A faculty development programme was organized at IM-NU during April 16-30, 2016 on 'Case Method and Case Writing' for the faculties of the Institute. Dr. Anup K Singh, Director General, NU; Dr. S. Garimella, Director, IM-NU; Rajeev Agarwal, S.P. Jain Institute of Management and Research, Mumbai; Prof. Shailesh Gandhi, IIM Ahmedabad, Prof. V.G. Narayan, Drexel University and Prof. Pramod Paliwal, PDU, Gandhinagar were amongst the key resource persons for the programmes.



A session during the FDP on Case Writing

The following FDPs have been organized:

Sr.	FDP Programmes completed	Coordinator/s	Dates	Duration		No. of Participants
1	FDP on AOL	Prof. S. Garimela	October 1 2015	½ day	STP	38
2	Consultancy competency workshop	Prof. Rajesh Kikani / Prof. Anand Deo	March 23 2016	1/2 day	STP	25
3	Communication for Management teachers workshop	Prof. Harismita Trivedi	April 6 2016	1 day	STP	26

Faculty Recognitions

Ph. D. Awarded

Prof. Nikunj Patel has been awarded Ph. D. for his Thesis on 'An Empirical Study on testing Weak Form Market Efficiency of Selected Asian Stock Markets' from Pacific University.



Prof. Amola Bhatt has been awarded Ph. D. for her Thesis on 'Empowerment of Rural Women in Gujarat through Micro-financing' from Gujarat University.



Dr. Pawan K. Chugan has been nominated in the editorial board for International Multidisciplinary Journal of Sociology and Management; Amity Journal of Supply Chain Management; Journal of Management and Sustainability and Journal of Insurance and Financial Management. He was also elected as Chairman ISTD Ahmedabad Chapter.

Prof. Deepak K. Srivastava has been nominated as AICTE representative member on the Board of Governors (BoG) of Indian Institute of Management (IIM), Ranchi; nominated as member to the Academic Council of the Sikkim Central University; re-appointed as editorial board member of Asian Journal of Case Research and nominated a member of NAAC peer team for forthcoming visit.

Dr. Sapna Parashar has been nominated on the editorial board of Amity Journal of Marketing. She has also been elected as National Council Member of ISTD Ahmedabad Chapter.

Dr. Shahir Bhatt has been nominated in the Editorial Review Board for Amity Journal of Marketing.

Faculty Achievements

Dr. Amola Bhatt & Dr. Shahir Bhatt won Best Paper Award for the paper titled 'Aligning the Goals of Teaching-Learning Business Ethics.' It was presented during 5th International Conference organized by Gujarat Technological University in collaboration with CKSVIM, Baroda. The theme of the Conference was Impact of Business Ethics, Governance and CSR on Society - (February 2016).

Expert Lectures delivered by Faculty

Dr. Nina Muncherji delivered the Keynote Address at the Inaugural Function of the Management Development Centre at Gujarat University and was also the Guest of Honour for the same on January, 30 2016.

Dr. Sapna Parashar delivered lectures on 'Dynamism of Indian Retail Market' on May 13, 2016 at Acropolis Institute of Management Studies and Research, Indore and 'Social Media Marketing' on May 27, 2016 at Prestige Institute of Management, Indore.



Dr. Nina Muncherji at Management Development Centre, Gujarat University

Other expert lectures are as below:

No	Name of the Faculty Member	Topic of Lecture	Date of lecture	Venue of presentation	Audience [students/faculty/staff of corporate etc.]
1	Prof. Nikunj Patel	Contemporary issues in Financial Market	February 12, 2016	Silver Oak group of Institutes, Gujarat University	Faculty Members from the Gujarat State, State Level Multidisciplinary Symposium
2	Prof. Nityesh Bhatt	Empowerment and Entrepreneurship in the Electronic Era	January 29, 2016	B.K. School of Management, Gujarat University, Ahmedabad	Students & Faculty members during National Youth Summit
3	Prof. Pawan K. Chugan	Empower India-Empower Youth	January 28, 2016	B. K. School of Management, Gujarat University	Students and Faculty members and participants of National Youth Summit.
4	Prof. Pawan K. Chugan	Theory of Foreign trade and investments	January 25, 2016	School of Petroleum, Pandit Deendayal University, Gandhinagar	Students and Faculty
5	Prof. Sameer Pingle	Strategic HRM	January 11-15, 2016	PDP, Gandhinagar	Students
6	Prof. Nityesh Bhatt	Contemporary Technologies for Port Management and Strategic Implications	January 5, 2016	Adani Ports and SEZ Ltd.	Middle Managers

Papers Published in International Journals/Magazines

Bhatt, Shahir, Bhatt, Amola, "Entrepreneurship Education: A Comparative Study of Literature", *IUP Journal of Entrepreneurship Development*, 13 (1), pp. 7-32; ISSN: 0973-2659, March, 2016.

Jain, Rajesh Kumar (Co-author), "Creating Intellectual Capital: A Role of Human Capital", *International Journal of Knowledge Management and Practices* Vol. 4, No. 1, pp 33-42, 2016; ISSN: 23207523, March 2016.

Jain, Rajesh, "Early Estimation of Crop Sown Area by Integrating Multi-Source Data", *Journal of Geomatics*, V10N1, pp 80-88, ISSN: 09761330, May, 2016.

Patel, Nikunj "Calendar Anomalies: A Survey of the Literature", *International Journal of Behavioural Accounting and Finance*, 5(2), pp. 99-121, ISSN: 1753-1969.

Patel, Nikunj "Performance Evaluation of Indian Public and Private Sector Banks using CAMEL Framework", *International Journal of Applied Financial Management Perspectives*, 5(2), ISSN: 2279-0896, pp. 7-15, April-June-2016.

Chugan, Pawan K., "A Study of Effect on the Efficiency in Manufacturing Organizations: The Application of RFID" in *Universal Journal of Industrial and Business Management*, 4(2). pp. 53-58, ISSN: 2332-3310, May 2016.

Bhatt, Amola, "Aligning the Goals of Teaching-Learning Business Ethics" in *Sankalpa: Journal of Management and Research*, 6, p. 9-13. ISSN No: 2231-1904, February; 2016

Bhatt, Amola, "Microfinance Institutions: Do They Empower Women? A Case Study of Light Microfinance Pvt. Ltd." in *NMIMS Management Review*, 28, pp.73-92 ISSN: 0971-1023 (print) January-February 2016.

Pingle, Sameer, "External Employer Attractiveness among Management Students." *Emerging Challenges in HR: VUCA Perspective, New Delhi*, pp. 138-150. ISBN: 978-0-9926800-8-4 March 2016.

Bhatt, Shahir, "Entrepreneurship Education: A Comparative Study of Literature." *The IUP Journal of Entrepreneurship Development*, pp.7-32, ISSN: 0973-2659, March, 2016.

Jain, Rajesh, "Creating Intellectual Capital: A Role of Human Capital." *International Journal of Knowledge Management and Practices (IJKMP)*, 4(1), pp.33-42 ISSN: 2320-7523 [print] March, 2016

Chapters Published in Books

Chatterjee, Monali, "What a Couple of Tales Could Entail: A Brief Study of Two Short Stories by R. K. Narayan" in *The Fiction of R.K. Narayan: Critical Studies*, pp. 203-212, Sarup Book Publishers Pvt. Ltd., ISBN: 978-81-7625-982-8.

Chatterjee, Monali, "Patterns of Thematic Construction in Jhumpa Lahiri's Collection of Short Stories Interpreter of Maladies" in *Charting New Approaches in Indian English Fiction*, pp. 234-240, Yking Books. ISBN: 975-93-55528-00-2.

Chatterjee, Monali, "Improving Prospects of Employability through Soft Skills", *New Age Ecosystem for Empowering Trade, Industry and Society*, Excel India Publishers, New Delhi, ISBN: 978-93-85777-08-0.

Chatterjee, Monali. "Learning Objectives of Communication Instruction in Professional Education", *Inter-disciplinary Issues for Empowering Trade, Industry and Society*, Excel India Publishers, New Delhi, ISBN: 78-93-85777-06-6.

Guru, Sunita. "Perceived Risks: Analysis of Literature on Online Shopping Situations", *New Age Ecosystem for Empowering Trade, Industry and Society*, Excel Publications, New Delhi, ISBN: 978-93-85777-08-0.

Guru, Sunita. "Case Study: Big Billion Days ", *New Age Ecosystem for Empowering Trade, Industry and Society*, Excel Publications, New Delhi, ISBN: 978-93-85777-08-0.

Soni, Nirmal. "A Case Study on the Social Enterprise 'Life Skill Foundation' imparting self-employment skills", *Macro and Micro Dynamics for Empowering Trade, Industry and Society*, Excel Publications, New Delhi, ISBN: 978-93-85777-07-3

Cases Published

Bhatt, Amola, Shahir Bhatt, "Microfinance Institutions: Do they Empower Women? A Case Study of Light Microfinance Pvt. Ltd.", *NMIMS Management Review*, 28, pp. 73-92, January- February 2016, ISSN: 0971-1023.

Bhatt, Amola, Shahir Bhatt, "Women Empowerment in Rural Gujarat - A Case Study of Kaira Social Service Society", *Samvad International Journal of Management*, 11, pp.1-9, May 2016, ISSN: 2249-1880.

Papers Published in International and National Journals

Jain, Rajesh K., Doshit Yogesh and Joshi Tripura, "A Study of Service Quality of Blood Banks", *International Journal for Quality Research*, Issue 9, Vol. No. 4, pp. 621-642. 34 2015.

Patel, Nikunj. "Social Impacts of Micro-Finance on Women Self Help Group Members: An Empirical Study of North Gujarat (India)", *IIMS Journal of Management Science*, Issue 6, Vol. 3, December 2015, pp. 259-266.

Jotwani, Dhiren, "Financial Market Structure and its impact on Economic Growth", *Srusti Management Review*, ISSN 0974-4274, December, 2015, Issue 2 , Volume No. 8.

Presented in International Conferences

No	Name of the Faculty Member	Paper title	Name of the Conference	Venue of presentation	Date of the Conference
1	Dr. Sapna Choraria	Measuring User's Participatory Intention in Social Media	ICROSMOS	Jaipuria Institute of Management	February, 2016
2	Dr. Monali Chatterjee	Seeking Cultural Equivalence in a Translation	Theorizing Translation	VNSGU and FCT	February, 2016
3	Dr. Monali Chatterjee	Diasporic Representation in Jhumpa Lahiri's Selected Short Stories	Contemporary Research in English Studies	GAES	February, 2016

Books Published

Prof. Pawan Kumar Chugan, Prof. Deepak K. Srivastava, Prof. Nikunj Patel, Prof Nirmal Soni, Ed. *Inter-disciplinary Issues for Empowering Trade, Industry and Society*. New Delhi: Excel India Publishers, 2016, ISBN: 978-93-85777-06-6.

Prof. Pawan Kumar Chugan, Prof. Deepak K. Srivastava, Prof. Nikunj Patel, Prof Nirmal Soni, Ed. *Macro and Micro Dynamics for Empowering Trade, Industry and Society*. New Delhi: Excel India Publishers, 2016, ISBN: 978-93-85777-07-3.

Prof. Pawan Kumar Chugan, Prof. Deepak K. Srivastava, Prof. Nikunj Patel, Prof Nirmal Soni, Ed. *New Age Ecosystem for Empowering Trade, Industry and Society*. New Delhi: Excel India Publishers, 2016, ISBN: 978-93-85777-08-0.



New Appointment



Dr. Shantanu Mehta, Professor, IM-NU has been appointed as Dean, Faculty of Commerce. Dr. Shantanu Mehta is a fellow Chartered Accountant. He did his Ph. D. from Bhavnagar University on Mutual Fund Disclosures norms. He has twenty two years of industry experience and twelve years teaching experience at postgraduate courses in business management. He worked with GSFC, UTI, NSE stockbroker and also as a merchant banker. He has hard-core experience in the area of accounts, project finance, mutual funds, money market, stock broking, IPO and private placement of equity and venture capital.

Newly Joined Faculty



Prof. Balakrishnan Unny

Area: Information Systems

Ph. D (pursuing) (National Institute of Technology, Trichy), MBA (University of Sheffield)

Experience: Industry (5 years) Academia (3 years)

Prof. Balakrishnan (Asst. Prof.) has over eight years of experience in academics and IT & Risk consulting. He has executed projects in Information security, Business continuity, IT Risk, IT process improvements. He also has worked in projects across multiple domains including financial markets, Telecom & IT service providers.



Prof. Gaurav Mishra

Area: General Management

Ph. D. (University of Reading in International and Rural Development, United Kingdom), M.S. (Information Technology in Agriculture, DA-IICT)

Experience: Academia (5 Years)

Prof. Gaurav Mishra's Ph. D. focussed on understanding adoption, Social Inequality and Development with respect to information centre based e-Government centres in rural India.. Before joining Nirma University, he was associated with Development Management Institute, Patna and DA-IICT, Gandhinagar, as Assistant Professor. He also worked with International Crops Research Institute for the Semi-Arid tropics (ICRISAT), Hyderabad in the Knowledge Management and Sharing department. His field roles during work and research have been multi-dimensional which included being a facilitator, trainer, extension worker, ethnographer, advisor and manager.



Prof. Indu Rao

Area: OB and HRM

Ph. D (Faculty of Behavioural, Management and Social Sciences, University of Twente, Netherlands),

Ph. D (Faculty of Management Studies, MLSU, India), Post-Doctoral Fellow (IIMA), B.E. (National Institute of Technology, Jaipur)

Experience: Industry (7 years) Academia (16 years)

Dr. Indu Rao (Assoc. Prof.) worked with multinational firms like Crompton Greaves, General Electric, NIS Sparta in Mumbai and in Gujarat for seven years. For the past sixteen years, she has been teaching and doing research in India, USA and Europe; at IIMA, IIMB, FIU, USA; UT, Netherlands; FMS, MLSU in Rajasthan; CEPT University, GFSU, Gandhinagar; SCET, Surat and GTU in Gujarat. For her pioneering work in the organization of informal firms, Dr Rao has received awards and recognition from Chamber of Commerce, Industry Associations and the Government of Gujarat. She is interested in International Management, Organizational Theory, Organizational Culture, Development and Change.



Prof. Monaz Parekh

Area: OB and HRM

UGC NET, MHRM (M.S.U, Vadodara)

Experience: Industry (1 year) Academics (4 years)

Prof. Monaz Parekh has a teaching experience of four years as a full time as well a visiting faculty with Institutes in Ahmedabad and Vadodara namely H.L. Institute of Commerce, Gujarat Law Society and Parul University. She has presented papers in National as well as International conferences. The topics of presentation were in the areas Employee Engagement and Training and Development. Apart from academics, she also has an experience of the corporate world in the initial years of her career as an assistant trainer for soft skills development.



Prof. Pritha Guha

Area: General Management

Ph.D. (University of Birmingham in Statistics, UK), MSc. (National University of Singapore)

Experience: Industry (1 year) Academics (4 years)

Prof. Pritha Guha, (Asst. Prof.) Her research areas have been Multivariate Analysis, Random Walk and Knot Theory. Her thesis title was “Scale-Scale Curves for Multivariate Data Based on Rank Regions”. She has worked as a part time lecturer at B.K. Majmudar Institute of Business Administration (BKMIBA). She has also worked as a statistician at Radix Analytics. She has been engaged in statistical modelling and data mining using R and SPSS. She has conducted workshops and attended several conferences.



Prof. Ritesh Patel

Area: Accounts and Finance

Ph.D. (pursuing from Gujarat University)

Experience: Academia (6.2 years)

Prof. Ritesh Patel’s area of interest includes Security analysis & Portfolio management, Corporate restructuring & Entrepreneurship Development. He has attended several seminars, FDP & QIP and presented papers at prominent Management Institutes. He has received the best Research paper award in RBCON- 2012 - A National Conference on Economy and Strategy, first prize in paper presentation in the Category of Academic and Industry Delegates, NICOM 2016. His research area includes Shareholders Wealth, Behavioural Finance, Merger & Acquisition and Quantitative Finance.



Prof. Ruchi Mishra

Area : General Management

PhD (NITIE, Mumbai), MBA (Banasthali Vidyapeeth, Rajasthan)

Experience: Academia (4 years)

Dr. Ruchi Mishra (Asst. Prof.) teaches Operations Management. She has to her credit numerous research papers which include articles in various peer reviewed journals of National and International repute, conference presentations and book chapters. She has served as a reviewer for International Journals and conferences, such as International Journal of Production Research, Management Research Review, Journal of Strategy and Management, International Journal of Operational Research, IEEE- IEOM conference. She is a member of professional bodies such as Production and Operations Management, USA, Institute for Supply Management, USA, and Operational Research Society of India. Her research interests include manufacturing flexibility, manufacturing strategy and supply chain management.



Prof. Subrat Sahu

Area: Marketing

Ph.D (Utkal University, Bhubaneswar)

Experience: Academia (17 years) Industry (3 years)

Prof. Subrat Sahu (Assoc. Prof.) has research interest in the area of Customer Relationship Management, Business-to-Business Marketing, Services Marketing, Consumer Behaviour and Corporate Social Responsibility. He has published case study, research papers and articles in reputed journals, conference proceedings and also as chapters in edited books. He has presented papers in National and International conferences both in India and abroad. He has conducted several in-company training and management development programmes for public and private sector company executives.

Staff Development Programmes

Two Staff Development Programmes for non-teaching staff members were organized by ADR Cell, NU during January 08, 2016 to February 17, 2016 and in June 13-18, 2016. The Administrative Staff members from IM-NU who attended it were given a unique opportunity to upgrade their skills.

BREXIT

Prof. Rasananda Panda, Professor of Economics, MICA Ahmedabad, updated MBA –(Full Time) students during the first "FINTALK 16-17" session of the current academic year about the implications of "BREXIT and Its Financial Implications" June 30, 2016. He congratulated the Fine\$\$e—The Finance Club, for making IM-NU the first Institute of Management to host a talk on such a recent global activity. He highlighted how the exit of Britain from the European Union will affect various industries particularly the education and tourism industry.

Win Over World (WOW)

On June 23, 2016 the MBA (FT) Batch of 2016-2018 was welcomed with a day packed with Management and Simulation games named WOW (Win Over World) to give the students a glimpse of learning beyond the classroom. Based on David Kolb’s model of Experiential Learning, the entire work-shop was planned to let the participants’ first experience, reflect, conceptualize and finally also share the areas where they might apply these learnings. The students displayed a sense of healthy competition and maturity. Activities such as Sponge game which was most tiring was one of the most enjoyed. Paper Bridge making on the other hand, saw students unleashing their creative ideas.



Win Over World (WOW)

Paint Your Dreams

‘Paint Your Dreams’ was a social initiative organized by the Cultural Committee of IM-NU in association with Saral Foundation organized on March 6, 2016. Children from various NGOs all over Ahmedabad were invited to come to the campus for a day. They participated in sports, rides and enjoyed a puppet show. The children were treated to a

magic show. The highlight for the day was an orchestra performance by children of Blind People’s Association followed by a dance performance by the children from Saral. Students from various institutes across Nirma University joined in as volunteers for the event.



Children participating in “Paint Your Dreams”



“Paint Your Dreams”

A Drop of Ink

The halls were echoing with poetry on a vibrant Sunday morning, on January 31, 2016 as poetry enthusiasts recited their work at “A Drop of Ink”, a National Poetry Recitation event organised by Sumantra—the Literary Club. The event aimed at encouraging students to explore their creative sides and present their skills. The event witnessed participation from all the institutes of Nirma University as well as the Centre for Environmental Planning and Technology University, Ahmedabad and ‘Satori Group’, an Ahmedabad based group of poetry enthusiasts.



Recitation during "A Drop of Ink", IM-NU.



Creative Cut, IM-NU

Street Smart 2016

Street Smart 2016 organized by Swayam, the Entrepreneurship Club on January 21 and 22, 2016. It is an annual flagship event in which students wear their entrepreneurial hats and host stalls of food and games. This year eleven teams for stalls were selected from over 50 entries. It included a photography booth, game stalls and food stalls. The three day extravaganza saw a revenue churned of over Rs. 1,50,000 with all teams profiting handsomely.



Street Smart 2016

Creative Cut

This National Inter-College event on February 6-7, 2016 by Chehre - the Dramatics Club required the participants to make short films of up to 12 minutes and compete for the title. Creativity was highly appreciated in this event. 'Creative Cut' had entries from myriad colleges throughout the country, and had fuelled a great deal of enthusiasm amongst the students of IMNU. The event was a huge success and saw the potential in the youth of India to become filmmakers come out and shine.

Carnival 2016

Club Fiesta- The Music and Dance Club of the MBA Programme treated the IM-NU students to their flagship event "Carnival 2016". It was a weeklong event with Jam sessions, dance workshops and a Karaoke night. A three-day Zumba workshop was organized this week. Zumba is a recently popularized dance form fusing traditional dance and aerobic elements. The Zumba instructor, Shruti Trivedi, has learnt Choreography at Shiamak Davar's Institute of Performing Arts. Students flooded the dance floor in great numbers. Participants put their dancing shoes on and raised the roof with enthusiasm.



Participants in the Zumba Workshop

After the success of Zumba workshop in the Carnival Week, Club Fiesta- The Music and Dance Club of IM-NU enthralled the students with a dazzling 'Karaoke Night' and Musical Housie. The response to the event was overwhelming as students came in plethora and invoked the singers in them. A mesmerizing performance by the band "Purple Haze", winners of recently held Sabarmati Festival was also staged. In 'Rhythm - The Inter-Section Dance and Music

Battle' the participants performed beautifully and the response was highly enthusiastic.



Participants in 'Rhythm - The Inter-Section Dance and Music Battle'

Mischief Managed

The BBA Cultural Committee 'Abhiviyakti' conducted a cultural night for the three batches of the BBA-MBA Integrated Programme on the January 20, 2016. The event had a wide array of performances inclusive of stand-up comedy, band performances, dance and music etc.



Participants at Mischief Managed, IM-NU.

Zumba Workshop

On February 23 - 25, 2016 Club Fiesta, the Music and Dance Club of IM-NU, organized Zumba workshop in its one week long flagship event 'Carnival'. Zumba is a workout featuring movements inspired by various styles of Latin American dance, performed to music. Workshop participants were given basic knowledge about Zumba and various styles were taught during the three-day workshop along with some beguiling activities like push-ups competition and dance circles. About 90 participants enjoyed the Zumba workshop by professional Zumba instructors.



Participants at the Zumba Workshop during the Carnival Week

Blood Donation Camp

A Blood Donation camp was organized by Mavericks--the BBA Social Committee wherein the young students of the University gallantly came up and donated blood on January 19, 2016. The event was a great success.



Blood Donation Drive

Chhau Dance



SPIC MACAY Cultural Performance, IM-NU.

Student Activities

SPIC MACAY with IM-NU organized the performance of a folk dance troupe on February 1, 2016. The troupe presented the culture of Eastern India with the help of a vibrant dance accompanied by martial arts performed by the Chhau dancers. The dance portrayed one of our epics, the Ramayana. The energetic musicians, the colourful costumes and the vivacious dancers revived the lost Indian culture which is almost forgotten.

Lohri

The Cultural Committee of MBA students organized this popular Punjabi festival with a huge bonfire on January 13, 2016. The students moved around in circles pouring in ghee, sticks and til into the fire. Students performed Bhangra all around the bonfire singing Punjabi songs on Dulla Bhatti. An amalgamation of Punjabi and Gujarati dances was the highlight of the evening.



Lohri celebrations by the students

Mock Parliament – Prelims (IM-NU Sansad)



IM-NU Sansad-Mock parliament conducted by Vichar Dhara

Vichar Dhara-the BBA-MBA Literary Committee organized the prelims of mock parliament on January 18 and 19, 2016. The event started with a discussion and a stance of each party on the issue of article 370, pertaining to the state Jammu and Kashmir. A bill was later presented in the Parliament on the same. The entire process led to a greater understanding of everybody towards the article and the situation of Jammu & Kashmir was put under a flashlight.

Fun Fair

This Food Fest organized by the BBA Cultural Club Abhivyakti on 28th January 2016 gave the students an opportunity to put up stalls in groups and sell food that they prepared from scratch. All of them made dishes from various cuisines and tried to get the maximum sales. There was everything served from the streets of Delhi and Mumbai to going international with Nachos along with various kinds of desserts, drinks and smoothies. Games stalls and a photo booth added to the variety and the success of the event.



Students at the Fun Fair

Bullz Eye

Vichar Dhara-the BBA-MBA Literary Committee organized this virtual stock trading event on February 13, 2016. It was presided over by Mrs. Zankhana Srivastava from ICICI Direct, explaining the importance of equity markets and how to use the portal. The event gave a first-hand experience to the students of the stock markets.

Rebel

The News Junction Club organized the Intra Institute event "RE|BE|L" on March 8, 2016. The event consisted of various interesting rounds and exposure to information. The participants had to figure out in which paper the news

is and on which page. They also had to connect images and identify an event or personality connected it. The questions tested their general knowledge and current affairs.



Students participating in "Rebel"

Nirma Champions League

The greatest sports carnival of IM-NU, "NCL 2016", Nirma Champions League (NCL), was organized by the Sportzzz Committee during January 10, 2016 to January 31, 2016. The inaugural event was the NCL run on January 10, 2016. A large number of students competed in various sports like badminton, cricket, chess, lawn tennis, table tennis, volleyball, football, carom, throw ball and so on. All the

participants of this Intra-Institute event played with motivation the enthusiasm. Many students showed up the courage to try on the various sports for the first time.



Cricket and Dodgeball

The Sports Committee of BBA-MBA Five Year Integrated Programme - KhelNayak, had organized their first Intra-Institute event of the new Year- Cricket for Boys and DodgeBall for Girls (a two day event) on January 11 and 12, 2016. The two teams who had played were decided randomly through draws.

Students' Achievements

No.	Name of the Student	Activity, Institute, City	Position	Date
1.	Vinamra Kumar MBA-FT	Kalamanch event of "Konflux", the Management Fest of IBS Mumbai	Best Actor Award	January 8, 2016.
2	Sanmay Goyal & Sahil Karodia of MBA (FT-1)	Quiz Bizz, a National level Business Quiz competition at PDPU, Gandhinagar	2 nd Prize	January 23, 2016.
3	Govinda Jakhotia and Prasad Joshi	Mera Medicare Consultancy Case Competition, Mera Medicare & IIM Raipur	Internship Opportunity with Mera Medicare with Stipend of Rs. 10,000	January 8, 2016
4	Richa Sankhla (BBA-MBA) and Manchana Sinha	Paper titled 'Empowering India through Education', National Youth Summit at B.K. School of Business Management, Gujarat University	1 st Prize	January 28, 2016

Library Events

Group Discussion

A group discussion on the 'Impact of Budget 2016-17 on Business and Industry' was organized at IM-NU on March 3, 2016. The event saw active participation of the students, research associates and faculty.



Group Discussion

'Meghdhanush'

A library event was organized in which the eminent writer and columnist Ms. Kaajal Oza Vaidya addressed an enthusiastic audience on contemporary literature on March 12, 2016. She presented certain episodes from The Mahabharat adapted in her writing and pointed out at their contemporary significance.



Ms. Kaajal Oza Vaidya addressing the audience at the Library, IM-NU

Alumni Corner

Pratidhwani 2016: Alumni Conclave

Institute of Management, Nirma University organized "Pratidhwani 2016" on February 6, 2016. The central theme of the conclave was "Change is the only Constant". The primary aim of this conclave was to make the current batch interact and understand the evolving trends in the volatile market place. A new format in the form of panelists was arranged instead of single speakers which received a very encouraging response. Overall 12 speakers contributed to the theme in the areas of Marketing, Finance, HR and Entrepreneurship.



Hasit Bhatt, Ankit Sharma and Parthiv Shah in an interactive session of Pratidhwani 2016

The list of speakers is given below:

No.	Name, Organization & Designation of Speaker	Topic	Area Panelists
1.	Mr. Debasis Sahoo, Founder & Director, Playbook Consultancy	Entrepreneurship - Change is the only constant	Entrepreneurship
2.	Mr. Amit Mishra, Co-Founder, Schoolsamaan.com		
3.	Mr. Ankit Machhar, Associate Program Coordinator, Icreate		
4.	Mr. Parthiv Shah, DVP, HDFC	Finance - Change is the only constant	Finance
5.	Mr. Hasit Bhatt, VP Finance, Madhav Corp		
6.	Mr. Ankit Sharma, Associate Director, Grant Thornton India LLP		
7.	Mr. Aashish Juneja, General Manager, Application Sales, Oracle India Pvt Ltd	HR - Change is the only constant	HR
8.	Ms. Priyanka Roy, HR Manager, KPIT Technologies		
9.	Mr. Suhas Sequiera, Sr. HR Consultant, Northern Trust Corporation		
10.	Ms. Meenu Bagla, VP Marketing, Quinnox Inc	Marketing - Change is the only constant	Marketing
11.	Mr. Shobhit Bahel, Marketing Manager, Petronas Lubricant Pvt Ltd		
12.	Mr Mainak Banerjee, National relationship Manager, Bajaj Allianz life Insurance		



Sparsh, the Newsletter of the Institute of Management-NU, offers a free and open forum to all those who are associated with IM-NU in some capacity or another or are interested in knowing about the current happenings and pursuits of IM-NU. Sparsh Editorial Team invites its readers to share their opinions, achievements or experiences that might bring a significance difference to the lives its readers. We also welcome suggestions, comments, criticisms and queries to make Sparsh a wonderful 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:

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The Forthcoming Events

No.	Event	Date
1	Inauguration of the Fourth Batch of First Year BBA Programme	July 18, 2016
2	Induction for the BBA Second and Third Year Students	July 4, 2016
3	Talent Night for the First Year MBA Students	July 23, 2016
4	Management Conclave	September 8-9, 2016

Vichar Vinimay

No.	Name of Presenter	Topic	Date
1	Prof. Gaurav Mishra	A Viewpoint on the Political Nature of Technology	July 7, 2016
2	Prof. Ruchi Mishra	Multi criteria Flexibility Assessment using extent analysis method on Fuzzy AHP and QFD approach	July 14, 2016
3	Prof. Monaz Zubin Parekh	A Conceptual Study on the Role of Superiors in Employee Engagement in an Organization".	July 21, 2016
4	Prof. Amola Shahir Bhatt	Impact of Microfinance on Empowerment of Rural Women Gujarat of India	July 28, 2016
5	Prof. Niyati Dave	Role of Technology in development of alternative finance in India: A Discussion	August 4, 2016
6	Prof. Nareshkumar N. Poturaju	Ease of doing business in India- A Glimpse on Current Legal Challenges faced by Businesses in India	August 11, 2016
7	Prof. Monali Chatterjee	A Subaltern Reading of Mahasweta Devi's "The Hunt" as a Representative of Fourth World Literature	September 1, 2016
8	Prof. Nikunj Patel	An Investigation of Day-of-the-week effect	September 8, 2016
9	Prof. Nirmal Chandrakant Soni	Negative Externalities caused by Aesthetic Pollution at the places of Pilgrimage in India: Review of Literature and Surve	September 15, 2016
10	Prof. Shahir Manoj Bhatt	Assessing the Potential Barriers to M-Commerce Adoption in India	September 22, 2016
11	Prof. Ritesh Patel	An Empirical Study of Co-movement in Selected Stock Exchanges	September 29, 2016

