

Inside this issue...

Manthan **02**

Forum for Intellectual Stimulation

Utthan **11**

Human Resource Development

Samiksha **16**

Point of View

Spandan **17**

Student Activities

Sampark **30**

Library Events

Sambandh **34**

Alumni Corner

Aagami **35**

The Forthcoming Events

From the Editor's Desk

At the cusp of a new academic year IM-NU has welcomed its new batches of enthusiastic participants of various programmes that have been running successfully for about two decades. A great deal of excitement has kept the campus abuzz. Aspirants from different parts of India have come to be a part of the clan of the Institute of Management, Nirma University as students. It is this diversity of students and staff members alike that brings a unique value to the culture and ambience of the Institute. Students of this term too, from various academic programmes like MBA, BBA-MBA Integrated Programme, MDPs and EDPs hope to add a new dimension by gaining skills and knowledge through such premium management education. Drawing from our past events, students are determined to set a new benchmark in their academic achievements and their holistic development.

IM-NU has been ranked the 4th best Private B-School in the Top leading B-Schools of Super Excellence Category by CSR-GHRDC B-School Survey and published in *Competition Success Review*, in November, 2017.

The Institute of Management, Nirma University is far from being just one academic unit among many. The Institute has long drawn together from other parts of the University in broad critical thinking about aims and methods of education and in the interdisciplinary scholarly culture that is one of the great distinctions of this Institute. Every faculty member subscribes to the view that their time in the classroom and working with colleagues from different disciplines broadens their research horizons and makes them better scholars. The sheer bulk and quality of their highly acclaimed research justifies and demonstrates the same.

Education at IM-NU is not limited within the scope of classroom education for the students. They have been exposed to a host of learning opportunities including guest lectures, conclaves and industry visits. The Symposium on Management Education and its Future Prospects provided aspirants of management education insights that would help them in pursuing higher studies in this area. Utkrishta 2017, the Management Conclave was themed on "Management Philosophies and Dynamics in New Aeon" while Pragaman, the Entrepreneurship Conclave focused on "Re-Engineering Entrepreneurship". Aarohan-2017: Management Conclave for BBA-MBA Five Year Integrated Programme gave students the opportunity to meet many eminent business leaders and achievers of the present day. Similarly, industry-visits to Bosch Rexroth India Limited and a rural visit to Lohr have benefitted students immensely. A large kaleidoscope of students' activities has been conducted including those with a serious social commitment.

Recognizing the need of continuous education and life-long learning a series of Management Development Programmes have been offered. They cover a wide range of topics including Decision Making, Problem Solving Skills, Leadership Style and Skills, Effective Communication for high performance among others and have had a large number of managers of various levels as their beneficiaries.

These activities and training programmes further assure a unique learning experience to all the students and participants of the Institute and strengthen their bond with the society.

Sparsh-the Institute Newsletter is a mouthpiece of the same.

Wishing you an amazing reading experience,

Dr. Monali Chatterjee

EDITORIAL BOARD

Dr. Monali Chatterjee (Editor)
Prof. Shreshtha Dabral (Member)
Mr. Birju Ambani (Member)

Forum for Intellectual Stimulation

Ranking

1. Ranked as the top 27th Best B-School and published in India Today in November 2017.
2. Ranked as the 27th Best B-School pan India and 12th among Top Private B-Schools (West Zone) in India by The Week published in November 2017.
3. Ranked 4th Best Private B-School in the top leading B-Schools of Super Excellence Category by CSR-GHRDC B-School Survey and published in Competition Success Review, November, 2017 issue.
4. Ranked as 27th Best B-School by a survey conducted by Outlook Drishti published in October 2017.

Rank	College Name	Score
1	Indian Institute of Management (IIM) Ahmedabad	279
2	IIT Jodhpur (IITJ)	278
3	Indian Institute of Management (IIM) Ranchi	277
4	SRM Institute of Science and Technology	276
5	SRM Institute of Science and Technology	275
6	SRM Institute of Science and Technology	274
7	SRM Institute of Science and Technology	273
8	SRM Institute of Science and Technology	272
9	SRM Institute of Science and Technology	271
10	SRM Institute of Science and Technology	270
11	SRM Institute of Science and Technology	269
12	SRM Institute of Science and Technology	268
13	SRM Institute of Science and Technology	267
14	SRM Institute of Science and Technology	266
15	SRM Institute of Science and Technology	265
16	SRM Institute of Science and Technology	264
17	SRM Institute of Science and Technology	263
18	SRM Institute of Science and Technology	262
19	SRM Institute of Science and Technology	261
20	SRM Institute of Science and Technology	260
21	SRM Institute of Science and Technology	259
22	SRM Institute of Science and Technology	258
23	SRM Institute of Science and Technology	257
24	SRM Institute of Science and Technology	256
25	SRM Institute of Science and Technology	255
26	SRM Institute of Science and Technology	254
27	SRM Institute of Science and Technology	253

IM-NU ranking by The Week

Rank	College Name	Score
1	Indian Institute of Management (IIM) Ahmedabad	279
2	IIT Jodhpur (IITJ)	278
3	Indian Institute of Management (IIM) Ranchi	277
4	SRM Institute of Science and Technology	276
5	SRM Institute of Science and Technology	275
6	SRM Institute of Science and Technology	274
7	SRM Institute of Science and Technology	273
8	SRM Institute of Science and Technology	272
9	SRM Institute of Science and Technology	271
10	SRM Institute of Science and Technology	270
11	SRM Institute of Science and Technology	269
12	SRM Institute of Science and Technology	268
13	SRM Institute of Science and Technology	267
14	SRM Institute of Science and Technology	266
15	SRM Institute of Science and Technology	265
16	SRM Institute of Science and Technology	264
17	SRM Institute of Science and Technology	263
18	SRM Institute of Science and Technology	262
19	SRM Institute of Science and Technology	261
20	SRM Institute of Science and Technology	260
21	SRM Institute of Science and Technology	259
22	SRM Institute of Science and Technology	258
23	SRM Institute of Science and Technology	257
24	SRM Institute of Science and Technology	256
25	SRM Institute of Science and Technology	255
26	SRM Institute of Science and Technology	254
27	SRM Institute of Science and Technology	253

IM-NU ranking by Outlook

Awards and Achievements of IM-NU

Institute of Management, Nirma University has been shortlisted for empanelment with Competition Commission of India (CCI) under the Competition Assessment Guidelines, 2017.

Placement Cell - Institute of Management has been recognized and awarded by Nirma University as the 'Best Placement Cell of the University' for the year 2017 with a Shield and a Citation Certificate.

24th Convocation of Nirma University

On November 6, 2017, Nirma University witnessed its 24th Annual Convocation Ceremony wherein 1641 students received their degrees. On this occasion, Shri Narendra K. Verma, MD and CEO, ONGC Videsh Ltd. delivered the Convocation address. Degrees were conferred to 1 student of MBA (FB&E), 26 students of BBA and 42 students of Diploma in Engineering for successfully completing various programmes. During the Convocation ceremony, 38 medals were distributed to 36 students for securing the highest cumulative performance index (scholastic performance) program wise and specialization wise. The medals were presented by the Chief Guest. The President of Nirma University, Dr. Karsanbhai K Patel presided over the function and conferred the said degrees.



24th Convocation

7th Annual Quality Conference

The 7th Annual Quality Conference jointly organized by ASQ LMC Ahmedabad and Institute of Management, Nirma University took place from November 18-19, 2017, on the theme “GLocal Challenges: Excellence through Quality and Innovation”.

The inauguration ceremony was graced by Mr. Abhishek Jain, Film Maker, Founder- CineMan Production Ltd.; Mr. Hans Bangert, Managing Director, Bosch Rexroth (India) Private Ltd.; Mr. Mirkhushal Aga, Director, ASQ, South Asia; Dr. Himanshu Trivedi, Vice President Bosch Rexroth and Chair ASQ Ahmedabad LMC; and Dr Rajesh K. Jain Professor at Nirma University and Vice Chair, ASQ LMC among other 400 delegates from industry and academia. The inauguration saw the release of the book on “GLocal Challenges: Excellence through Quality and Innovation” edited by Dr. Rajesh K. Jain and Dr. Himanshu M. Trivedi.

Expert Talk for Executives on “Essentials to Succeed with and Sustain Organizational Excellence” by Mr. Madhu Madhavan, Managing Director, Cubic Computing Pvt. Ltd. Another Expert Talk for students by Ms. Stephanie Thompson, Chair-ASQ QMD NextGen was delivered.

Mr. Mirkhushal Aga, spoke on “Reliability Engineering”, Mr. Anil Patel spoke about Zero Defect Manufacturing and Higher Productivity. Mr. Vikas Chawda, Innovation Expert and Founder and CEO-Quantum Leap conveyed that innovation is all about converting ideas into voices.

39 Live Cases in 5 parallel technical sessions were presented by eminent people. Mr. Sachin Garg, Head Strategy, Business Excellence and Technology Training Group, Tata Housing Development Company Limited addressed the valedictory session.



Inauguration of the 7th Quality Management Conference

Utkrishta 2017, the Management Conclave

Utkrishta 2017, the Management Conclave of Institute of Management, Nirma University, was organized by four prominent clubs of IM-NU namely: Niche – the Marketing Club, Imprintz – the HR Club, Optimus – the Operations Club and Finesse – the Finance Club of IM-NU on August 18, 2017 with the theme, “Management Philosophies and Dynamics in New Aeon”

Mr. Sandip Tarkas, Director, Songdew and an independent consultant for Future Group., co-ordinator, Pro-Kabaddi team – ‘Bengal Warriors’ reflected upon various changes in the industry which the students shall encounter when they enter the corporate world. Mr Aditya Singh, CEO and Founder at Brainpan Studio; Mr. Setumadhavan N, CEO at Mad about Moviez; Mr. Manoj Chandra, Founder and CMO at Insperme Consulting were the other four speakers for the day. Mr. Sanjay Randhar, Managing Director, GVFL, spoke on the theme “Fintech Revolution”. Mr. Manmandir Malhi, Vice President, Sales at Kotak Securities, Mr. Deepak Prajapati, Executive Director and Group Head at CARE Ratings and Mr. Bhavik Chheda, Head of OYO Rooms, Gujarat addressed the dynamic audience with their perspective. Dr. Paresh Kariya, Director (Service Business), OTIS Elevator (India) Mr. Yashowardhan Sowale, Associate Director, Capgemini captured the audience’s attention by talking on ‘Innovation: Driving Changes with Big Data Analytics’.

Dr. Pankaj Singh– Group Head, Learning and Development, Adani Group spoke on ‘Designing Learning and Development to handle disruptive technology/business’. During the session on ‘Current Trends in HR’, Mr. Prasheel Pardhe, CEO, Lead Talent Capability and HR Analytics at HCL Technologies, highlighted how analytics and diversity are acronyms of each other and used at different stages of our corporate life. The valedictory address was delivered by Mr. Sandip Tyagi, Director Human Resources at Samsung India.



A Speaker at Utkrishta

The Executive Diploma Award Ceremony

The Executive Diploma Award Ceremony of Eighteenth Batch (EDP 2016-17) was held on Saturday, December 16, 2017 at Institute of Management, Nirma University. Ms. Pearl Sabavala, Sr. Vice President, HDFC Bank Ltd. was the chief guest on the occasion. In her address to the EDP participants she emphasised upon the importance of the 'basics' in Management education and from her rich and varied experience shared four main pillars viz. 'Today is tomorrow's destiny', coping up with changing Environment, Effective execution of strategies and Balancing between career and Family. This year, the Executive Diploma was awarded to 41 participants out of which 25 participants were felicitated with the specialization in Operations Management and 16 participants with specialization in Marketing Management.



Ms. Pearl Sabavala, Sr. Vice President, HDFC Bank Ltd..

Symposium on Management Education and its Future Prospects

This symposium was organised by IM-NU on December 19, 2017. The first speaker for the day was Mr. Arks Srinivas, National Head, Career Launcher. Mr. R. Balasunder, Centre Manager and Partner, IMS Resource, spoke on "Transition - Student to Professional." Mr. Varun Gupta, Director, Varun Gupta Academy addressed the students on the topic "MBA as a Career Option in today's changing world." He said that 21st century is the one where knowledge is power and therefore, it is important to act and evolve with the fast pace of the century. In the second session a talk on "Importance of MBA in life and path to succeed" was given by Mr. Vivek Sharma, Managing Director, Sai Vidya Education. Dr. Sandeep Atre, Founder and Director, CH Edge Makers, delivered his address on the topic "Careers are not made, they are built." He said the best achievements are met in life by keeping things simple, giving the example of Google's homepage. The last speaker for the day was Mr. Sanket Bagla, Centre Director, Career Launcher who spoke on "MBA 2020." He shared his inspiring journey of becoming a career counsellor with the students. The Symposium provided aspirants of management education insights that would help them in pursuing higher studies in this area.



The engaged audience at the symposium

Aarohan-2017: Management Conclave for the BBA-MBA Five Year Integrated Programme

This two-day Conclave on December 21-22, 2017 which incorporated the theme 'VUCA (Volatility, Uncertainty, Complexity and Ambiguity) in Contemporary Business' was organised for the students of the BBA-MBA Programme. Mr. Swarup Pandya, CIIE, IIM-A, spoke about start-ups and the various challenges and opportunities involved. Mr. Preet Shah, CEO of Molkem Ltd. described the international expansion of Molkem Ltd. Mr. Sanjay Chakroborty, Founder and Chief Marketing Officer of Essksee Consultancy explained about the Indian customer profile, using customer behaviour and customer insights as the background. The second day witnessed speakers from different fields ranging from entrepreneurship to social work. Mr. Sukhwinder Singh, an alumnus of IM-NU, and currently the CEO of Football Project – Vedanta SESA Goa Ore, addressed the audience. Mr. Abhishek Desai, co-founder of DigiCorp and CEO of CricHeroes, Ms. Kinnari Desai, the Chief Coordinator at Blind People's Association and Ms. Shruti Chaturvedi from the domain of entrepreneurship, provided valuable insights to the audience from their respective fields.



Mr. Abhishek Desai, co-founder of DigiCorp and CEO of CricHeroes

Pragman 2.0, the Entrepreneurship Conclave of IM-NU

This was organized by Swayam - the Entrepreneurship Club on September 7, 2017, on the theme, Re-Engineering Entrepreneurship. The inaugural session was delivered by Dr. Hina Shah - Director, International Centre for Entrepreneurship and Career Development (ICECD) According to Dr. Shah, Indian business models are being replicated all over the globe and are hugely successful. Through ICECD, she has helped in transforming 2,00,000 individuals into entrepreneurs. Mr. Akshit Gupta, Co-Founder of FundTonic, spoke on 'Is Start-Up the New Bubble?' He stressed on the importance of knowing the purpose behind the venture that one wants to create, how to do business, challenge and critique oneself continuously. Mrs. Shriya Damani, Director and CEO of SkyQuest Technology, spoke about her way of setting goals which motivates her and her team to keep going forward every single day. Mr. Subhobroto Chakroborty, Founder of thedigitalfellow.com, addressed the audience on the topic 'Why Not Think Inside the Box?' Mr. Abhiraj Singh Bhal, Co-Founder and Director of UrbanClap, addressed the audience on 'The Journey of Hiring You' and how to make oneself worthy enough to get hired in one's own venture, because that is what is going to run the start-up.



Mr. Akshit Gupta, Co-Founder of Fundtonic, addressing students during Pragaman



A session during Pragman

Institute Seminar Series and Expert Lectures

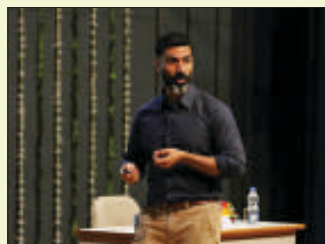
No	Name of Expert, Designation and Organization	Topic	Date
1.	Mr. Sreejith Hrishikesh, VP - Operations, Zoomcar India Pvt. Ltd.	Operations Management in a Startup Culture	August 7, 2017
2.	Mr. Avinash Parhi, Senior Director -Marketing, ShopcClues	The Evolution of the E-commerce Unicorn - Perspective, Strategies and the Way Forward	August 11, 2017
3.	Mr. Naved Qureshi, VP Marketing, Janalakshmi Financial Services	Brand Management and Advertising Management	September 8, 2017
4.	Mr. Satheesh K. V., Sr. Director-HR, Flipkart	Walking the line between Work and Life	October 13, 2017
5	Mr. K. Sukumaran, Dean, National Institute of Securities Market	Economic Reforms and Indian Capital Market.	November 3, 2017
6.	Mr. Akash Gupta, CEO, MobyCy	Journey of a Startup	November 24, 2017



Mr. Sreejith Hrishikesh, VP- Operations, Zoomcar at the first Institute Seminar



Mr. Avinash Parhi, Senior Director - Marketing, ShopcClues



Mr. Naved Qureshi at the third Institute Seminar



Mr. K. Sukumaran, Dean, National Institute of Securities Market

Orientation Inauguration and Induction of BBA-MBA 2017-2022 Batch

On July 17, 2017, IM-NU, welcomed its new batch of BBA-MBA Five Year Integrated Programme for the academic year 2017-2022. The orientation programme started with a formal inaugural session organized for the students. The session was graced by Ms. Anju Sharma, Principal Secretary, Higher and Technical Education, Government of Gujarat, Director General of Gujarat Institute of Disaster Management (GIDM). According to her, being a part of University at an early stage helps student get an opportunity to learn various other disciplines. She also advised the students to make full use of being a part of the University by not confining to one particular discipline. She also emphasized on the importance of management education.



Ms. Anju Sharma the Inauguration of the BBA-MBA 2017-2022 Batch

Dignitaries Visited

Shri D. P. Mohapatra, ITS, Addl. DGFT, Ahmedabad accompanied by Shri K. V. Tirumala, ITS, and Shri Akshay S C, ITS, the Dy. DGFT and Shri Jayprakash Goel, Head, FIEO, Gujarat, visited IM-NU and conducted a presentation on “Awareness Programme on Exports” for the students on the BBA-MBA Programme on Nov. 14, 2017.

Continuing Education Programme

No.	Name of the Programme	Beneficiaries	Programme Leader/s	Date
1	Project Disha - Dealer Training Programme for Indian Oil Corporation Ltd.	IOCL Dealers	Prof. Nityesh Bhatt	August 18 - 19, 2017
2	Decision Making and Problem Solving Skills for Managers	Industry Participants	Prof. Harismita Trivedi Prof. Sapna Parashar	September 14-15, 2017
3	Brand Translation for Product and Brand Managers, Cadila Pharmaceuticals Ltd.	Cadila Participants	Prof. Nityesh Bhatt	September 26, 2017
4	Effective Communication for Higher Performance	Industry Participants	Prof. Nityesh Bhatt	September 28-30, 2017
5	In-House Management Development Programme for Johnson Hitachi Air-conditioning	Johnson Hitachi Air-conditioning Participants	Prof. Nityesh Bhatt Prof. Hardik Shah	October 03-05, 30 October - 01 November, 2017
6	In-House Management Development Programme for Johnson Hitachi Air-conditioning	Johnson Hitachi Air-conditioning Participants	Prof. Nityesh Bhatt Prof. Hardik Shah	November 06-08, 13-15, 20-22, 2017
7	Project Disha - Dealer Training Programme for Indian Oil Corporation Ltd.	IOCL Dealers	Prof. Nityesh Bhatt Prof. Hardik Shah	November 23 - 24, 2017
8	In-House Management Development Programme for Johnson Hitachi Air-conditioning	Johnson Hitachi Air-conditioning Participants	Prof. Nityesh Bhatt Prof. Hardik Shah	December 04-05, 13-15, 20-22, 2017
9	Leadership Style and Skills	Industry Participants	Prof. Harismita Trivedi	December 21-22, 2017

These would include only those programmes conducted by Nirma Institutes for specific industries or industries in general and those conducted by industry for our faculty members or students.





MDP: Decision making and problem solving skills for managers on September 14-15, 2017



MDP: Effective communication for high performance on September 28-30, 2017



In-House Management Development Programme for Johnson Hitachi Air-conditioning on Nov 13-15, 2017



In-House Management Development Programme for Johnson Hitachi Air-conditioning from Oct 30 to Nov 1, 2017



In-House Management Development Programme for Johnson Hitachi Air-conditioning on OCT 3-5, 2017



In-House Management Development Programme for Johnson Hitachi Air-conditioning on Nov 20-22, 2017



In-House Management Development Programme for Johnson Hitachi Air-conditioning on December 13-15, 2017



In-House Management Development Programme for Johnson Hitachi Air-conditioning on December 20-22, 2017



Leadership Style and Skills from December 21-22, 2017

Executive Diploma Programme

No.	Name of the Programme	Beneficiaries	Programme Leader/s	Date
1.	Executive Diploma Programme in Marketing	Industry Participants	Prof. Chetan Jhaveri	July 30, 2016-Continuing
2.	Executive Diploma Programme in Operations Management	Industry Participants	Prof. Chetan Jhaveri	July 30, 2016 -Continuing

Institute of Management, Nirma University – Placement Update

With the onset of placement season during November, 2018 IM-NU has experienced an impressive start with reputed companies visiting for final placements. With a commitment and a track record of 100% placements as in the previous years, this year the Institute made sincere efforts for it. Around 60% of the students have been placed by the middle of the year.

The sectors which recruited this year include Automobile, IT and ITES, Banking, Financial Services, Engineering and Manufacturing, FMCG, Real Estate, Consulting, Retail, Insurance and Pharmaceuticals. The highest salary so far of INR 13.22 LPA has been offered by the IT sector whereas the current average salary is INR 8.15 LPA. and the median is INR 8.50 LPA.

The Institute boasts of a 3500+ strong alumni network serving in various organizations in leadership and senior management roles and engages them to mentor the students in various engagement platforms like summer internships, alumni meets, conclaves, guest lectures and mock personal interviews, to name a few.

Industry Visits

An industry-visits to Bosch Rexroth India Limited, Sanand-Viramgam Highway was organized by IM-NU on December 15, 2017. Sixty-three students of the MBA Full time Programme and two faculty-members visited Bosch Rexroth to understand the current market scenario and manufacturing of Industrial Hydraulics, Mobile Hydraulics, Gear Technology and Assembly Technologies. The students were taken to the Quality Control unit and Production Unit of the plant to see the complete set of production which was followed by questions of students. They visited the service plant and the operation plant of the company. All Bosch machines and their parts sold in India and even from abroad came to this service center for repair. At Bosch, the students were briefed about the safety measures, various working methodologies of hydraulics, valves, heavy weight lifter machines, etc.

The students of MBA II (FB & E) Batch 2016-18 programme, made a rural visit on October 19, 2017 to Lhor Village, Kadi Takuka, Mehasana District, Gujarat State. The farming village has a population of around 1500 and around 350 households. The students studied their daily routine, their income levels, the products they use, the brands they prefer, prices which they would be willing to pay, etc. Majority of households had TV sets and all households had at least one smartphone with data connectivity. They used Whatsapp application and were aware of Facebook. The main purpose of visit was to understand awareness, availability, acceptance and affordability regarding products like Glucometer, hand sanitizer, toilet cleaner etc. The trip gave the students a deep insight into rural consumer behaviour.



Students at Bosch Group.



Students at Lohr



Vichar Vinimay Seminar from July to December 2017

Sr. No.	Name of Faculty	Date of Presentation	Topic of the Paper Presented
1	Prof. Dhyani J Mehta	July 01, 2017	Behaviour of Indian Saving and Investment: An Empirical Investigation of Keynesian and Classical Debate
2	Dr. Bhajan Lal	July 06 , 2017	Investigating the Relationship of Job Attitudes: Indian Managerial Perspective
3	Dr. Shreshtha Dabral	July 15, 2017	A Study on the Relationship between Employees Engagement and Organizational Citizenship Behaviour in information Technology Industry.
4	Dr. Vishal J Jani	July 20, 2017	HealthImpact : Trade-in-Services vis-à-vis Trade-in-Goods
5	Prof. Tejas R Shah	July 29, 2017	3PLSP Scale for Co-Operative Dairies in India Context
6	Prof. Nisarg A Joshi	August 05, 2017	A white paper on Equity Market Valuation Index
7	Prof. Sandip G Trada	August 10, 3017	The Dual Effects of Perceived Unfairness on Opportunism in Channel Relationships
8	Dr. Ritesh Patel	August 19, 2017	Pre and Post-Merger Financial Performance : An Indian Banking Industry Perspective
9	Dr. Punit Saurab	August 24, 2017	Education-Enterprise Model for Innovation Based Entrepreneurship Development in an Indian Context: Role of Stakeholders
10	Dr. Gaurav Mishra	August 31, 2017	Information Networks for Empowering Informationally Disadvantaged Communities in Developing Nations: An Application of IBM's Spoken Web in Rural Gujarat, India
11	Dr. Pritha Guha	September 07, 2017	Application of Multivariate Rank Based Techniques in Clustering of Big Data
12	Dr. Milan S Shah	September 16, 2017	Demergers and Companies Financial Performance: An Empirical Study of Selected Listed Companies of India
13	Dr. Amola Bhatt	September 28, 2017	Socially Responsible Investments
	Dr. Praneti K Shah	September 28, 2017	A Working Paper on Achieving Economics of Scale in Operations through Internal IPN Benchmarking
14	Dr. Diljeetkaur Makhija	October 05, 2017	RFID Based Library Management System: The Benefits and Challenges
15	Dr. Shahir M Bhatt	October 12, 2017	Entrepreneurship Education: A Comparative Study of Literature.
16	Prof. Nirmal Soni	November 02, 2017	A Case Study : A Family Enterprise Looking for Grey Pastures in Green Business of Solid Waste Management

17	Prof. Niyati Dave	November 02, 2017	Understanding the Role of Business Angels in the Startup Ecosystem
18	Dr. Nikunj Patel	November 09, 2017	An Investigation of Month-of-year Effect
19	Dr. Dhiren Jotwani	November 18, 2017	Patterns of Technology and Economic Growth in States of India
20	Dr. Bhoomi Mehta	November 23, 2017	Study on Non-Performing Assets of Microfinance Institutions in Gujarat
21	Dr. Monali Chatterjee	November 23, 2017	Communal Ostracism in Mahasweta Devi's "Bayen"
22	Prof. Khyati Shah	December 02, 2017	Computation and Disclosure Standards (ICDS) and the Hue and Cry about it.
23	Dr. Meeta Munshi	December 07, 2017	Towards Open Defection Free India: Review of Promotional Communication.
24	Dr. Mahesh KC	December 21, 2017	Choice of Trimming Proportion in Circular Distribution
25	Prof. Nareshkumar N Poturaju	December 21, 2017	Demystifying the Cryptocurrency Puzzle: Perspective on Future Prospectus of Cryptocurrency as an Investment, as a Tradable Instrument and as a Bubble
26	Dr. Samik Shome	December 30, 2017	Occupational Diversification in Rural India: Evidence from the Census Data
27	Dr. Sunita Guru	December 30, 2017	Influencers to the risk associated with Online Shopping: Structure Equation Modelling Approach

Faculty Development Programme

No.	Topic	Instructors	Date	No. of Participants
1.	Case Teaching Method	Prof. Prabhat Yadav & Prof. Harismita Trivedi , Sr. Assoc. Professors, IM-NU	September 21, 2017	25
2.	Structural Equation Modeling	Prof. Anand Kr. Jaiswal, Assoc. Professor of Marketing, Chairperson - Centre for Retailing and Chairperson for Case Centre at IIM-A	December 16, 2017	58



Human Resource Development

Faculty Awards and Achievements

Dr. Pawan K. Chugan, was conferred the Dewang Mehta award of “Best Professor in International Business” during the 25th Business School Affaire and Dewang Mehta National Education Awards Ceremony held on Oct 4, 2017 at Ahmedabad.



Dr. Pawan K. Chugan receiving his award

Dr. Pawan K. Chugan, has been appointed as Country Chair (India) by Global Business and Technology Association (GBATA) New York, USA for its 20th Intl. Conference to be held in Bangkok, Thailand from July 3 - 7, 2018.

Dr. Indu Rao received awards from GJEPC (Gems and Jewellery Export Promotion Council), Ministry of Commerce and Industry, Govt of India, Surat Diamond Association for contribution to Indian Diamond Industry and South Gujarat Chamber of Commerce, Sarvajanic Education Society, Surat and Industry during a felicitation ceremony in Surat on July 7, 2017 at Veer Narmad South Gujarat University. She received the “Visionary Pioneer Towards Entrepreneurship” Award from the Global Forum of the Women's Entrepreneurship Day (WED) Celebrations, USA, on November 18, 2017, for her influential research work contributing to the entrepreneurial ecosystem.



Dr. Indu Rao receiving an award at VNSGU

Dr. Ashwini Awasthi received the ‘Best Professor in Marketing’ Award as a part of the 25th Business School Affaire and Dewang Mehta National Education Awards (Regional Round), October 4, 2017.



Dr. Ashwini Awasthi

Expert Lectures delivered by Faculty

Dr. Indu Rao delivered a lecture at NIFT (National Institute of Fashion Technology), Gandhinagar, on the topic, “Culture and Leadership in Organizations” on Sept. 19, 2017.

Dr. Pawan K. Chugan, delivered a lecture on “Theory of International Trade and Investment” at the School of Petroleum Management, PDPU, Gandhinagar on Sept. 20 and Nov. 10, 2017.

Dr. Indu Rao delivered a lecture at IIM Kashipur on the topic, “Cultural Governance in Indian Diamond Industry” on Sep 19, 2017 and on “Cultural Governance for Development of Society” during the International Conference on Culture and Society held at Dr. Baba Saheb Ambedkar Open University, Ahmedabad on Oct. 14-15, 2017.

Dr. Ritesh Patel delivered a talk on the Subject “How to Publish your research work in reputed Journals” in a workshop organised by B. K. School of Business Management, Gujarat University, Ahmedabad on December 16, 2017.

Papers Published in International Journals/Magazines

Jain, Sanjay Kumar and Jain, Rajesh K., “Investigation and CAPA: Quality system for continual improvement in pharmaceutical industry”, in the International Journal of Research in Pharmacy and Pharmaceutical Sciences, Vol. 2, Issue 6, pp 47-54, ISSN: 2455-698X, Nov. 2017.

Rao, Indu. Work-Life Balance for Sustainable Human Development : Cultural Intelligence as Enabler. Journal of Human Behaviour in the Social Environment. Vol 27, Issue 7, pg 706-713 ISSN: 1091-1359 (Print) 1540-3556 (Online) published by Routledge, Taylor and Francis Group, USA (Journal Indexed in SCOPUS).

Patel, Ritesh J. and Patel, Nikunj R., "Social and economic Impact of Micro-finance on Urban Poor Women: An Empirical Study of Ahmedabad city (India)" in IIMS Journal of Management Science (Published by IIM Shilong), Volume-8, Issue-2, pp.110-121, ISSN: 0976-030X, August 2017.

Patel, Ritesh J., "Co-Movement and Integration Among Stock Markets: A Study of 14 Countries", in Indian Journal

of Finance (Indexed in Scopus), Volume: 11, Issue: 9, pp 53-66 , ISSN 0973 - 8711, September 2017.

Makhija, Diljeetkaur and Chugan, Pawan K, "Challenges in Adaptation of RFID Technology: A Study of Manufacturing Organizations", has been published in International Journal of Logistics and Supply Chain Management Perspectives, Vol. 6, No. 3, July-Sept. 2017, pp. 58-63, ISSN (Print) 2319-9032 (Online) 2319-9040. SJIF (2016) 7.056.

Chapters Published

Chatterjee, Monali. (2017) A Reading of Mahasweta Devi's 'The Hunt' as a Representative of Fourth World Literature." in "The Centre Cannot Hold": Fourth World Literature, edited by I. Nityanandan and M. Mattheew. New Delhi: Creative Books Pp. 74-84, ISBN 978-81-8043-134-0.

Presented in International Conference

Sr. No	Name of the Faculty Member	Paper title	Name of the Conference	Venue of Presentation	Date of the Conference
1	Dr. Indu Rao	Organizing the Un-organized? A Case Study in New Era Leadership from Indian Diamond Industry	International Conference on Advances in Leadership and Management	Indus Business Academy, Bangalore	September 15-17, 2017
2	Dr. Monali Chatterjee	Bengali as a Language: Emerging Trends and Concerns	International Conference on "The Journey of Indian Languages"	Dr. Babasaheb Ambedkar Open University, Ahmedabad	October 14-15, 2017
3	Dr. Monali Chatterjee	Communal Ostracism in Mahasweta Devi's "Bayen"	International Conference on "Women and Sectarian Violence in South Asia: Fiction and Reality"	Centre for English Studies, School of Language, Literature and Culture Studies, CUG, Gandhinagar	November 9-10, 2017
4	Dr. Ritesh Patel Dr. Nikunj Patel	Performance Evaluation of Indian Public sector Banks Using CAMEL Model	7 th International Conference on the Ecosystem for Growth of Business	Acharya Bangalore B-School, Bangalore, Karnataka India	September 8-9, 2017
5	Dr. Ritesh Patel	Pre and Post-Merger Financial performance: an Indian banking industry perspective	National Conference on Advances in Theory, Research and Practices in Management	Faculty of Management Studies, GLS University	September 23, 2017

6	Dr. Mahesh K .C	Robust Estimation of Sharpe Ratio	2017 IISA International Conference on Statistics	Hyderabad International Convention Center, Hyderabad, Telangana	December 27-30
7	Dr. Shreshtha Dabral	Impact of HRD practices on the relationship of employee engagement and organizational citizenship behaviour	Sustainable Development of Human Capital: Exploring Perspectives from Grass Roots to Global Research and Practice.	IIM Ahmedabad	November 8-10, 2017
8	Dr. Indu Rao	Competing Values in Infrastructure and Real Estate Multinational Firm: India and UAE	Sustainable Development of Human Capital: Exploring Perspectives from Grass Roots to Global Research and Practice.	IIM Ahmedabad	November 8-10, 2017
9	Dr. Samik Shome	Social Media Advertising on Buying Behaviour: A Study of Indian Working Women	IIM Indore - NASMEI Summer Marketing Conference 2017	IIM Indore	July 28- 29, 2017

Newly Joined Faculty



Prof. Hardik Shah

Area: Human Resource Management

Education: Ph.D. Institute of Management, Nirma University

Experience: Teaching (11.9 years) and Research (3.9 years)

Dr. Hardik Shah is a passionate faculty, trainer and researcher having around 15 years of experience in HRM and OD domain. He successfully facilitated and steered number training/consulting assignments in different organizations including Mahindra Comviva, NIAM, CEL, Apollo Tyres, Reckitt Benkiser (RB), EXL Service Inc., IFB, NIIT, NHPC, ISP, GSRTC, NTPC, SAIL, UPCL, HPCL, GUVNL, EISS, Hindustan Zink, GETRI, Cadila Pharma, Eureka Forbes etc. As an experienced facilitator/trainer and he delivered more than 300 MDPs and trained over 8500 managers across levels. He has also authored three books and more than 30 research papers. He is on the editorial board of 'AI Practitioner', the only journal worldwide, dedicated to 'appreciative inquiry'. He is also reviewer for Journal of Public Administration and Policy Research (JPAPR), Journal of Management Development (JMD), European Journal of Training and Development (EJTD).



Prof. Poonam V. Chhaniwal

Area: Human Resource Management

Education: Ph.D. from Faculty of Management Studies, Ganpat University

Experience: Teaching (12.1 years) and Industry (3 years)

Dr. Poonam V. Chhaniwal has completed her Ph.D. under the guidance of Dr. DM Pestonjee, on the research work entitled, "Impact of Talent Management Practices on Employee Engagement with special focus on Generation Y". She has pursued her PG from Kumaun University, Nainital with specialization in Human Resources. Her key areas of interest include Talent Management in the VUCA world, Generation Y in the workforce and Labour Laws for Managers. She is the recipient of, "Emerging HRD Thinkers Award", 2011 conferred by Indian Society of Training and Development, (ISTD), New Delhi.

Among Staff Members, Mr. Jigar Barot is now the Manager of MDPs; Mr. Mahesh Solanki and Ms. Gayatri Iyer have been promoted as Junior Office Superintendents at IM-NU. Mr. Chirag S. Bhatt has been promoted as a Sr. Asst. Librarian.

Point of View

Top Five Ways to Stop Procrastinating

We have all found ourselves in situations where we have to be up all night to complete some assignment or work which is due the next day. I do not know if other people get into such situations as often as I do. It is not because I have a lot of work to do, it's purely because whatever work I have, I delay it thinking that the due date is still far away. That's what procrastination does, it piles up small tasks and makes us avoid looking at it until it gets too big to ignore.



To curb this habit, I have looked up the solutions on the internet quite a lot of times, but with no use. I found those solutions either too difficult or too dumb to carry out and so I never tried them. But I realised that my attitude was what was hindering me from getting rid of the habit. So I started changing my attitude and tried out several methods. And to my surprise, they worked wonders for me! Here's a list of solutions that I found useful...

1. The five-minute rule

The five-minute rule is a method of tricking your mind into working. All we have to do is convince ourselves that we will do the task on hand for five minutes, and as you begin, you realise that it is better to complete the work than to leave it in just five minutes. As the saying goes, 'Well begun is half done'. The hardest part of the task is the beginning, once we have begun, it becomes very easy to complete the rest of the work.

2. To do lists

To-do lists may seem a very simple and primitive way to keep a track of your work, but trust me, it is the best method of getting out of the clutches of your procrastination habit. It keeps reminding you of the deadlines, which is good, because, well, deadlines are our best motivators.

3. Tell people about your goals

This is another way of motivating yourself. I can complete my work way before deadlines if I have told someone else I will do it. We have grown up learning the importance of keeping our word. Once we tell someone we will do the work, we are forced into proving ourselves right.

4. Avoid distractions

Mobile phones— the only thing that comes between us and our goals. Avoid getting on your phone at all costs when there are deadlines around. I got off all of the social media platforms a few months back (except the one which kind of sounds like "what's up?") and I feel like my life has never been better! The social media platforms are all time-consuming things. We only close it after an hour of opening them! One hour is a lot of time to waste, we should spend it doing something meaningful like studying, pursuing a hobby, or even sleeping! If deleting your social media apps is a task too difficult for you, you can use one of those productivity apps which all the application stores have. They lock your phone for a certain amount of time so that you can do your work peacefully. This way, you can get your work done and also not miss out on your social life.

5. Stop punishing yourself for procrastinating

A lot of times I have found myself thinking too much about having procrastinated. And this thinking, in turn, has led me to procrastinating even more. I realised that it was a harmful habit. And I started forgiving myself for procrastinating and moved on to working even harder to make up for the time I wasted.

All of these methods have been very effective in helping me procrastinate less. Although I cannot say that I don't procrastinate at all, I can safely say that I don't often have to stay up several nights a week just to complete my work.

Mahek Charanya

Student, BBA-MBA Five Year Integrated Programme



Academic Initiatives

Student Activities

HR Connect 1.0 – “Meeting of Minds”- “Getting Corporate Ready”

Imprintz - the HR Club conducted its first event of the year. Mr. Srikanth D., VP—HR at Cadila Pharmaceuticals Limited addressed the students with his valuable guidelines and experiences in the corporate world. He explained why it is important for any organization to have a separate HR Department, what HR Managers look for in a candidate in the interview and how to convince the manager on how you’ll add value to their organization. With changing expectations, the four factors promise a successful career in the corporate world are purpose, communication, knowledge and attitude. He added how it is important to have a view of what the main purpose is, the benefits of being an effective and convincing communicator, the clarity of concepts because corporate life is all about delivering the knowledge one has gained over the course of time.



Mr. Srikanth D., VP HR at Cadila Pharmaceuticals Limited at HR Connect 1.0

Brandwizer 2017

Niche-the Marketing Club of IM-NU hosted the first event of the year, Brandwizer 2017 on July 27, 2017. The event went on floors with around 300 people participating to showcase their knowledge of brands and everything related to them. It measured the students’ acquaintance with various logos, taglines, mascots, brand names and crosswords. The event gathered a huge crowd that turned the venue a lively, spirited place.



Brandwizer 2017

Rotaract Quiz

All the Film and TV series lovers were thrilled, when Rotaract Club of IM-NU organized their first event, “Pehchaan Kaun” on August 20, 2017. In the online round 10 out of 37 teams qualified for the offline round. The offline round, was further divided into two rounds. The first one tested the participants’ knowledge of TV series, Cartoons, Sports. The participants re-lived their childhood memories when they were made to recollect about the cartoon characters and names, which they all grew up watching.



Participants during the Rotaract Quiz

Junk to Jewel

On August 10, 2017 Swayam– the Entrepreneurship club of IM-NU organised Junk to Jewel, which was based on the concept of Upcycle. The idea behind this event was to bring out the skills of turning waste material or junk into something productive and creative or jewels while thinking on one’s feet. The teams were provided with inventory right out of the junkyard and they had to generate an idea of a product and had to make it using the waste materials. The event was full of excitement, enthusiasm and intensity where all the teams displayed superlative skills in their products. All the teams pitched great products which reflected the thinking skills, creativity, execution of ideas and overall presentation.



Using creativity during Junk to Jewel

Break the Code 4.0

Optimus, the Operations Club of IM-NU, organised fourth edition of their “Treasure Hunt” event “Break the Code 4.0” on August 9, 2017. Around 120 students participated in this event. In first round, the participants were given pre-folded origami papers, and were required to identify the shape and the personality based on the clues present. The “Treasure Hunt” round covered the entire Nirma University Campus. The team had to play with the clues given to them, and were required to reach the final destination. The event mostly focused on team and accuracy with precision.



Contestants during Break the Code 4.0

Compli-Case

It was organized on October 8 and 11, 2017 by Niche--the Marketing Club of IM-NU. The teams were assessed through a preliminary qualifying round on October 8, 2017. Then the top 10 selected teams competed for the final round on October 11 2017. They were given a case study on 'Brainpan Studio'. The teams came up with their creative ideas and innovations digging deep into the fundamentals of rationality and marketing.



Students participating in Compli-Case.

Anveshan – 5.0

“Xquizit – The Quiz Club of IMNU”. The first round was an online round in which almost 100 teams registered and 50 teams were selected for the final round. The final round took place on November 9, 2017 consisting of rapid fire questions.



Anveshan - 5.0

Vox-Populi

The News Junction club of IM-NU organised —Vox-Populi on November 8, 2017 at IMNU. It was a team event and each team consisted of 3 members. The first round or the 'Screening Round' was an online quiz. It was a 10-minute general quiz. The topics for Round-1 of Debate round were provided to the teams a day in advance. Two teams were given a topic to speak for and against the motion and rebuttal the points mentioned by opposing team. Out of the 8 teams, 2 were selected for the final round. As November 2017, complete one year anniversary of the demonetization, the topic given for the finale was 'Black Day v/s Anti Black Money day'.



Students participating in VoXPopuli

Ignus 2.0

This co-curricular event in two stages was conducted on November 13, 2017. The first round was an online quiz, consisting of questions about data analytics, quantitative technique, IT etc. Out of 45 registered teams of 3 members each, 10 teams were shortlisted for the second round "Dare to Analyze". This was a case study round where participants had to analyze the case and present a solution for it using charts. Participants were judged based on their unique solution, creativity, presentation and communication skills.



Presentation by participants of Ignus 2.0

Fin O Mania

The event was organised by Finesse - the Finance Club of IM-NU on November 23, 2017. The event was not a typical 'Finance' related event full of quizzes or business related rounds but something different and exciting. Almost 70 teams took part in the event while only 6 made it to the last round. The first round was a memory game. Only a few teams made it to the second round, called the 'Barter Round' which comprised of a game based on Barter System of exchange. The final stage was a group of numerous activities one after another.



Students engaged in an activity in Fin o mania

Ingenium

Ingenium means inventive thought and quick understanding. The event was organized on November 29, 2017. The event had three rounds and each round had an objective to test the leadership and decision-making skills of the team members. Around 120 participants participated in the event. There were 3 offline rounds. The first round was a riddle round. It tested the presence of mind and some management concepts. In the second round, participants were tested with how they act to their competitors move by playing 'human tic tac toe' and in third and final round the common understanding of the team members were tested through 'Pictionary'.



Participants doing tasks in Ingenium

E: Insights: Talk show for Futurepreneurs

E-Insights was organized on July 27, 2017 by Swayam, the Entrepreneurship Club of IM-NU. Through this event, the club brings to the campus eminent entrepreneurs to share their journey with the young management students. The guest speaker of the event was Mr. Nand Kishore Chaudhary, founder of Jaipur Rugs. He started the venture in 1978 and over the course has grown his business from 2 looms to 7000 looms. He created a platform to connect the humble weavers from rural of India to the end consumers of their carpets and rugs. Mr. Chaudhary is known, along with being the best name in the carpet industry, also for his initiatives to boost tribal and rural women entrepreneurship. He attributed his success to the undying spirit of learning and to nurturing talent at the grass root level and passing on more benefit to the weavers. He shared his mantra, such as knowledge is power.



The engaged futurepreneurs

E-Insight: Talk Show for Futurepreneurs

Swayam- the Entrepreneurship Club of IM-NU organised the second episode of the third season of E- Insight on December 1, 2017. The speaker was Mr. Tanneeru Suresh, Co-Founder of TechiesNest and a graduate from IIM, Bangalore. During the talk show, Mr. Suresh shared the story of his entrepreneurial success and inspired the students to never lose sight of their dreams.



Mr. Tanneeru Suresh during E-insight talk

Biz Quiz- Unleash the Business Quotient in You

Xquizit – the Quiz Club of IM-NU organised a business quiz on December 4, 2017 to test the knowledge of participants in the areas of Current Affairs, General Knowledge and Industries.



Participants solving questions in Biz-Quiz

Fintalk 1.1 – Post GST Implication

The second event of Fintalk organised by Finesse – the Finance Club of IM-NU took place on July 28, 2017. The invited speaker Mr. Priyam Shah addressed the students on the trending topic “Post GST Implications.” He is a qualified C. A. from the Institute of Chartered Accountants of India (ICAI) and member of Western India Regional Council of the Institute of Chartered Accountants of India (ICAI). Mr. Shah extensively discussed about the Reverse Charge concept of tax payment as well as the corollary of Unregistered Dealers (URD) payments. He also gave details of the GST returns to be filed and the provisions for the same.



Mr. Priyam Shah at Fintalk 1.1 – Post GST Implication

Fintalk 2.0

The topic of the third financial talk of the academic year was 'International Transfer Pricing and its Implementation in India' on October 12, 2017. The talk was delivered by Dr. Pawan K. Chugan, Professor at IM-NU, and Chairperson – Indian Society for Training and Development, Ahmedabad Chapter. Dr. Chugan introduced the topic with basics, then built up to the complicated parts of it and finally enlightened the audience about the contemporary scenario of ITP in India which was introduced in 2001 and implemented in 2003. The event was conducted by Finesse – The Finance Club of IMNU.



A talk on International transfer pricing

Fintalk 2.1

Finesse: The Finance Club of IM-NU organised Fintalk 2.1, the fourth financial talk session of the academic year 2017-18 on December 8, 2017. Mr. Rajesh Shah, Vice President, Finance at Adani Group was invited to discuss about the nitty-gritties of Capital Structure and Management. He walked the students through every aspect of the capital structure plan, objectives of the composition, factors affecting this planning and the decision making process of capital structure. He went on to explain the letter of credit in great detail for the students' understanding. He also explained various contemporary instruments like refinancing, masala bonds, mezzanine funding and others.



A session by Mr. Rajesh Shah during Fintalk 2.1

Monopoly

This event on December 12 and 13, 2017 involved auctioning for companies and building strategies to win the game of Monopoly which tested the management skills of the students. The event brought back the good old memories through the life-size game of monopoly. Swayam- the Entrepreneurship Club of IM-NU organised it.



Students participating in activity of event Monopoly

Brain Lits

Sumantra-the Literary Club of IM-NU organized a Literary event on December 6, 2017. The event saw healthy participation from 50 teams of 2 members each. The first two rounds were quiz with the level of difficulty being raised with each bar crossed. 12 teams survived the elimination rounds. The final round was a challenging 'Content Writing' competition where two completely opposite words were provided and each member had to develop a story around one word separately. They then had to bridge these two very different write-ups and bind them in the fabric of one story.



Participants of Brain Lits

Paradigm 2.0

Paradigm 2.0, an extra-curricular event was organized by Club News Junction on December 19, 2017. The event comprised of three rounds. First round was an offline quiz round in which all the participating teams were required to answer 55 questions. Top 12 teams qualified for the second round. First round tested their knowledge but second round tested their patience as well as concentration. In second round teams were asked to make a castle out of paper cups with the help of balloons but the main twist was that they were not allowed to touch the paper cups with their hands. 5 teams made it to the final round which tested the logical reasoning skills of the participants. It was a picture puzzle round comprising of nine questions. On answering each question, the team would uncover a part of the picture. The team that solved the questions and identified the personality in the picture first was declared as the winner.



Students engaged in activity of event Paradigm 2.0

Cultural Initiatives

Apratim -the Talent Night 2017

On July 29, 2017, the MBA Cultural Committee of IM-NU organized, Apratim – the Talent Night. The presence of our chief guest Mrs. Neepa Singh – Mrs. United Nations Classic 2017 made the event even more star-studded. While the older students raised the roof with their music and dance, the Dramatics Club got a standing ovation with their immaculate acting and connective storytelling. Individual performances showed the mettle of the new batch of IM-NU in all walks of talent. Singers brought melody and plucked heartstrings, dancers gave energetic performance and poetry lifted spirits. The event was a grand success and lived up to its name Apratim—like never before.



Students performing at Apratim 2017

Parichay

This enthusiastic event at IM-NU on September 20, 2017 marked the fun-filled interaction of the senior students with those in the First Year of the BBA programme. This was the Freshers' party for the new batch of BBA-MBA students. With the motive of getting to know one another, the event included three major activities, namely - Make your chain, Selfie Scavenger and Flash Mob. The event began with the chain forming activity where the fresher formed chains with their seniors and the chains were eliminated gradually with certain criteria. The scintillating dance performance by Ritayan-the BBA Dance Club, that stimulated the crowd to groove to their musical moves. The event was concluded with the "In-Vogue Selfie Scavenger" hunt.



Students during a foot-tapping track during Parichay

GuruCool 2017

This was conducted at IM-NU on September 5, 2017. The students performed dances, enacted scenes and sang foot-tapping songs for their teachers. The event was made exciting with games like dumb charades, the selfie competition, unforgettable sari draping competition and much more.



Teachers participating in GuruCool

Pixel

A photo exhibition at IM-NU from August 22-24, 2017 was organized by Spinshot-the BBA Photography Committee. It showcased photos clicked by students. Over 250 entries had been received out of which 150 best pictures were displayed. The themes were macro photography, nature photography, landscape, portrait and much more. This event was to make students recognise and refine their knack of photography in them.



Pixel, a photo Exhibition attracting many onlookers

Nandotsav 2017

August 15, 2017 came in with a lot of excitement and thrill along with Independence Day, the Cultural Committee organized 'Nandotsav 2017'- to celebrate the birth of Lord Krishna. Around 300 students gathered to partake in the festivities. The beating of drums and smearing colours fuelled the students' energy for the most exhilarating part of the Janmashtami celebration, the 'Dahi-Handi/MatkiFod' competition. Children of the NGO, Saral foundation, painted clay pots for the occasion.



Celebrating Nandotsav 2017

Filmy Akhaada

Chehre – The Dramatics Club of IM-NU organised this event on December 5, 2017, to test everyone's knowledge about Bollywood and give a break from the humdrum monotony of life. The event comprised of tasks such as guessing the name of the movies and dialogues and playing Pictionary. Though organized for fun and entertainment, this event captured the essence of management. Teamwork, Leadership, Time Management and Strategy Formation are few of the aspects of management that the participants applied practically.



Participants during event Filmy Akhaada

The Showdown, 2017

Expressions- the Fun Club of IM-NU organised "The Showdown, August 16 and 17, 2017. The participating students competed to prove their mettle. The event saw a whooping participation over 200 students. The fun filled activities that were spread across three rounds tested teamwork, coordination and trust amongst the students.



Games during Showdown

Festember

The event was organized by Student Welfare Committee on November 30, 2017. The event was a huge success with participants taken through three different fun rounds. The idea of conducting this fun event was to provide students a fest after some busy academic schedules. The event had 120 participants in teams of 2 each.



Students performing activity during Festember

Rannbhoomi

Rannbhoomi 2017 organised by Niche-the Marketing Club of IM-NU lasted for almost ten days, starting from November 8, 2017 to November 17, 2017. It sought to test unity, capabilities, creativity and popularity, set the 6 teams of MBA-FT, MBA-FB&E and BBA-MBA Integrated Programme on the battlefield to prove their worth. From a pre-event of selling corn to polling to memes to promotions to presentations to the D-day, Rannbhoomi 2017 brought out the best of each team. This event gave new names and new identities to each section of MBA.



Rannbhoomi 2017

Game of Tones

The event was organized on December 18, 2017 by Club Fiesta- the Music and Dance Club of IM-NU with the aim to engage the students in fun games with the theme of dance and music. The participants had to guess the songs followed by the second round, 'It Rings' and the final round of treasure hunt. It was a pleasant experience for the students.



Students performing activity during Festember

Roomies

Expressions-the Fun Club of IM-NU organised this event on December 7, 2017 to bring out the bond and togetherness that roommates share in a fun-filled and happening way. From pre-events of making matching tattoos and creating signature handshakes to the main event which comprised of segments such as 'How Well do you Know your Roommate', dumb charades, paintball and testing the trust factor.



Participants during Roomies

Zumba Workshop

On December 15 and 16, 2017, Fiesta-the Dance and Music Club of IM-NU organised a two-day long Zumba workshop. It gave an opportunity to students to have fun and stretch their muscles, burn some calories and dance their heart out with their friends while learning a new way of exercising.



Participants of Zumba Workshop

Jam Session 1.0

Club Fiesta, the Music and Dance Club of IM-NU conducted an exciting Jam Session on November 22, 2017. The event was held in the beautifully decorated area which attracted the crowd. All the interested students presented their performances of singing and dancing. There were many impromptu performances by students which filled the crowd with enthusiasm and excitement.



Jam Session 1.0

Creep Thrills

Abhivyakti, the Cultural Committee of the BBA Programme organized a Halloween-themed party on November 7, 2017. The event consisted of various fun activities like bowling with pumpkins and face painting.



Students dressed for Halloween

Bhukkhads

The event was held on December 15, 2017, during the lunch hour of the Institute by Abhivyakti- the BBA Cultural Committee. The participants had to consume as many sweetmeats as possible within half a minute. With a participation of 50 enthusiastic students, this epicurean event was greatly successful.



Voracious eaters in Bhukkad 2.0

Social Initiatives

Old Age Home Visit

Mavericks, the Social Committee of BBA-MBA Integrated Programme, organized a visit to the Hiramani Old Age Home on September 14, 2017 to spend time and interact with the inmates of the old age home. The students had planned activities through which the audience could enjoy themselves and have a little break from the monotony of their everyday lives. They played games like 'Identify the Movie and Singer', 'Puzzle' and 'Quiz' with them and had prizes for each game. The elderly residents eagerly struck an active conversation, wanting to interact with the young students and share with them some of their experiences and learn what is new with the Gen Y.



Students during an Old Age Home Visit

Wisdom Valley

Mavericks- the Social Committee of BBA-MBA re-visited Hiramani Old Age Home to celebrate Christmas with its inmates on December 28, 2017. With games, music, dance, food and gifts, the students tried to bring happiness in the lives of the elderly.



Wisdom valley--Old Age Home visit

Spreading Happiness through a Clothes Drive

Saral, the Social Club of IM-NU, organised a Clothes Drive on August 12, 2017, to spread some happiness to the inhabitants of the slums surrounding the university by way of distributing clothes to them. As the students took bags filled with clothes and footwear for them, people gathered in lines to receive the luxuries that we so conveniently take for granted. The success of the event could be fathomed by the sparks of happiness in the eyes of the people, and especially the children when they received the clothes.

Blood Donation Camp

A two-day blood donation camp was organized by Mavericks- the Social Committee of BBA-MBA in association with the Gujarat Cancer Society in the University campus on November 20 and 21, 2017. 69 units of blood were collected over the duration. The Gujarat Cancer Society was glad to see such young enthusiasts turning up for the camp. The camp was organized to spread awareness about the misery of the cancer patients and their constant need of blood from considerate donors.



Students participating in a blood donation camp

Sports Initiatives

Ice-Breaking Tournament 2017

This organised during July 12-15, 2017 by Sportzzz Committee of IM-NU. The event started with an energetic and entertaining basketball match between MBA senior and junior batches of IM-NU. The senior students showed the junior students great support. Inter sectional competitions were organised in Volleyball, Lawn Tennis, Table Tennis, Throw Ball etc. which gave tremendous opportunity to show the mettle as a team. The three-day tournament hosted massive participation and was a resounding success.



Games during Ice Breaker

Slam Dunk 2017- Inter-Section Basket Ball Tournament

The tournament started on August 16, 2017 for the students of the MBA Programme. The three-day fun filled event of Basket Ball was organized with immense enthusiasm. MBA Junior section A (Boys) and MBA Junior Section C (Girls) won the tournament. The victory would be cherished for many days to come.



Participants during Sportify

Sportify

On December 14 and 15, 2017, Xquizit – the Quiz Club of IM-NU organised Sportify- the Sports Quiz. It was a quiz event for all the sports enthusiasts. Comprising of an online and three offline rounds, the event was a perfect blend of knowledge and fun.



Participants of Sportify

Cyclothon 2017

This event was organised by the Rotaract Club of IM-NU on December 17, 2017. The event saw the participation of a large number of students of IM-NU. It showcased their level of fitness highlighting the awareness and participative culture prevalent at the Institute. The group of enthusiasts, rode almost 12 kilometres from the main gate of Nirma University to High Court and back.



Cyclothon 2017

Library Events

Library Week

The birth Anniversary of the Father of Library Science in India Dr. S. R. Ranganathan is observed on August 12, which is celebrated as Librarian's Day all over the country. The IM-NU Library celebrated Library Week from August 8- 12, 2017.



Library Week celebration

Management Week

'Management Week' from August 14-19, 2017 was celebrated at IM-NU Library. For this, users of library were selected for the period from June 1, 2017 to August 13, 2017. These were the users with maximum visits in library recorded in the system during the mentioned period. They were granted special benefits from the library.



Celebration of Management week

Christmas Tree

A large Christmas tree made out of green books was displayed in library. The library was thematically decorated by the library staff members from December 22- 31, 2017 for the occasion of Christmas.



Books arranged as a Christmas Tree

TED Talk - Decoding *The Gita*

The TED talk about decoding *the Gita*, India's book of answers by Roopa Pai took place on August 17, 2017. The speaker gave important insights on *Bhagwat Gita* and related to daily life. She pointed out that the learning that is derived from *Bhagwat Gita* are examples of best practices in friendships; the doubts and fears are the Kauravas in our system. Contentment in life is a must, 'Play to play and don't play to win'. She believed it advocates that- one's karma is that of a thief if one takes from society but does not give back in equal measure and on a lighter note a great diet guide.



TED talk on *The Gita*

Blue Tree of Knowledge Display

There was yet another delight for the reading community of IM-NU library during August 8-24, 2017. The topical display during the week got modified into a Blue Tree of Knowledge. This tree was a collection of blue coloured books on the library shelves. The library invited its users to see if their choice of blue coloured book is included or not.



Books with blue covers arranged as a tree of knowledge

World Tourism Day Display

On September 27, 2017, "World Tourism Day" was observed by the IM-NU library in a unique way. All the travelogues and books on tourism industry available in the collection had been placed on an exclusive display. This event took place from September 22-28, 2017. The users of the library who issued those books received bookmarks as a surprise gift.



Books on tourism

Display on Gandhian literature

A topical display of books and periodicals on Mahatma Gandhi was done from September 29- October 2, 2017.



Display on Gandhian literature

Harry Potter and Halloween's Week

There was a topical display of books on Harry Potter. Various displays of items related to Harry Potter and Halloween Day were carried out during October 30 - November 3, 2017. Selected video clips of Harry Potter movies were screened every day in library. A quiz was conducted by Library and BBA – B. Com students which went off well.



Students watching a Harry Potter movie

Zotero Training

Zotero is a reference management tool useful for the researchers. The trainer was Mr. Rakesh Trivedi, who was assisted by the library staff members on 8 May, 2017. Hands on training was given to all the students of the doctoral programme. They were overwhelmed with the results.



Zotero training

Alumni Corner

Alumni City Meet

The Alumni Meet is held annually in July. This year the meet was held in three locations across India - Bengaluru, Delhi and Mumbai on the July 23, 2017. We had an attendance close to 110 alumni across the three cities. The meets consisted of discussions on ways to strengthen Alumni-Institute relations. A few insights that were gained through the meets at various locations included the suggestion of an Alumni Mentorship Programme which would consist of informal groups of roughly five students and one alumnus who could help them become more industry-ready. This would help the students in getting valuable knowledge about the industry from our experienced alumni. There was also a suggestion to include more industry relevant credit sources related to Microsoft Excel, Digital Marketing, SPSS, etc. Overall the alumni recommended a more industry driven approach from MBA and to conduct more Institute lecture series relating to the upcoming sectors like Digital, FinTech, etc.



Alumni of IM-NU at the Meet

The Homecoming - Alumni Day

This was organized on November 11, 2017 by Kaizen – the Alumni Relations Committee of IM-NU themed on the Knights of the Sea. The day witnessed the homecoming of more than 100 alumni. The alumni participated in various sessions such as the faculty interaction session, the curriculum review workshop for MBA Full-Time and MBA Family-Business, the General Body Meeting and a session on Expert interaction. The event evoked a plethora of memories to the alumni who 'Anchored their Ships' to the grounds of IM-NU. The day was filled with a variety of activities and events, both formal and informal.



A Performance during Alumni day

Vichar Vinimay (Jan.-June 2018)

No.	Name of Faculty made presentation	Date of Presentation	Topic of the Paper Presented
1	Prof. Poonam V Chhaniwal	January 06, 2018	A Study on Talent Management Practices in India
2	Prof. Balakrishnan Unny R	January 20, 2018	Strategies for Improving Cyber Resilience of Data Intensive Business Information Systems
	Prof.Khyati Desai	January 20, 2018	Impact Investments and Social Innovation – Towards an Integrated Model
3	Prof. Chetan Jhaveri	February 03, 2018	Optimal Pricing, Shipment and Payment Policies for an Integrated Supply Chain Inventory Model under Two-level Trade Credit
4	Prof. Tripurasundari Joshi	February 03, 2018	A Study on the Relationship among Organizational Culture HR Practices and Customer Orientation
5	Prof. Deepak Srivastava	February 08, 2018	Internationalization of SMEs: An Entrepreneurial Cognition Perspective
6	Prof. Sapna Parashar	February 08, 2018	Effect of Demographics on Materialism: An Empirical Study
7	Prof. Indu Rao	February 17, 2018	Examining the Global Success of an Un-organized Indian Industry: Insights for HR
8	Prof. Hardik Shah	February 22, 2018	Attracting, Motivating and Engaging Millennials: HR Issues & Interventions
9	Prof. Sanjay Jain	March 01, 2018	Relationship between Brand Image and Country Image with respect to Samsung Mobile
10	Ms. Rajwinder Kaur, DPM Student & Prof. Sameer Pingle	March 08, 2018	Nano Plant: Skilled Workers' Unrest

