

Inside this issue...

Manthan **02**

Forum for Intellectual Stimulation

Samiksha **15**

Point of View

Sakshatkar **16**

Students' Interviews

Utthan **18**

Human Resource Development

Spandan **21**

Student Activities

Sampark **33**

Library Events

Sambandh **34**

Alumni Corner

Amantran **34**

Invitation

Aagami **35**

The Forthcoming Events

EDITORIAL BOARD

Dr. Monali Chatterjee (Editor)
Mr. Krishan Kumar (Member)

From the Editor's Desk

This issue of Sparsh brings to the fore a series of news about achievers and their unflinching endeavours. IM-NU (Institute of Management, Nirma University) offers relevant management education on one hand and carefully hone the skills of students for facing challenges of the corporate world on the other. Management education at this Institute involves prime focus on developing real world competencies in the learners. Apart from this, vital competencies like leadership and critical thinking are thoroughly inculcated. Students are encouraged to brave the uncertainties and challenges of the corporate and be the game changer with their entrepreneurial abilities. They receive numerous opportunities to refine their innovative thinking, creative writing, empathetic listening, analytical abilities, persuasive communication and presentation skills throughout their programmes on campus.

Rapid changes in economic, political, technological, competitive, regulatory and cultural factors have made the business environment highly complex and volatile. This has significantly raised the demand for managers with vital knowledge and skills to lead the organizations through precarious situations. It is now imperative for managers to be equipped with comprehensive knowledge of different facets of business and range of managerial skills. These concerns are best addressed by IM-NU wherein utmost accent is laid on the holistic development of the learners.

We strive towards the continual improvement of quality, research and education. Delegates from various walks of life have thronged our campus for various events to enlighten our students on numerous aspects. The Institute also exudes genuine passion for their cause and attract the highest level of qualified and experienced teachers to deliver to the highest of standards. The large number of research related achievements further give the evidence of the same. The holistic development of students is further propelled by an enormous range of student centric activities categorized as extra-curricular and co-curricular activities. Frequent industry visits and interactions with people from the corporate sector enable our students to learn from sources beyond the academia—beyond the limits of their classrooms. This is frequently materialized through a series of guest lectures, Institute lectures and Institute seminars. The management conclaves offer the students fertile areas for reflection and rumination. As a result, the rankings of the Institute have been soaring once more.

The Institute of Management, Nirma University recognizes and responds to the challenge of fostering future frontrunners in management as the most imperative goal of its academic programmes. In order to achieve this purpose, we make untiring efforts to cultivate within the students the empowerment of knowledge and skills capable of making significant contributions to their organizations. We also make them dedicated and committed to their duties and responsibilities; enterprising and eager to continuously encounter new opportunities and experiment with new ideas and evince ethical sensibility in both their professional and personal endeavours. The Institute promotes an inclusive and progressive working culture where, existing members make newcomers feel like an integral part of the organisation very quickly.

Wish you an enriching reading experience!

Dr. Monali Chatterjee

Forum for Intellectual Stimulation

Ranking

1. Ranked 7th among the top private B-Schools in West Zone by *The Week* Hansa Research Survey, October 2016.
2. Ranked 14th among Top Private B-Schools in India by *The Week* published in October 2016.
3. Ranked 22nd in the list of Top 50 Private B-School ranking, which was published in the September, 2016 issue of the magazine "People Matters".
4. Ranked 4th best Private B-School in the Super Excellence Category by CSR-GHRDC B-School Survey and published in Competition Success Review, November, 2016 issue.
5. Ranked 1st among the Top Private B-Schools in Gujarat State by CSR-GHRDC, November 2016.
6. Ranked 27th best B-School by *Business Today*, December, 2016 edition.
7. Ranked 16th best Private B-School in a survey conducted by the *Businessworld* and published in November, 2016 issue.

NHRDN - PEOPLE MATTERS B-SCHOOL RANKING 2016							
Rank	Name of the College	Overall Score Out of 1000	Academic Excellence		Faculty Profile		Students
			Weights 20%		Weights 20%		
			Rank	Score (Out of 200)	Rank	Score (Out of 200)	
1	Indian Institute of Management, Ahmedabad (IIM)†	970	1	197	1	194	1
2	Indian Institute of Management, Calcutta (IIM)†	945	2	190	2	192	1
3	Xavier Lancers Institute of Management (XLIR), Jamshedpur	796	7	179	6	190	3
4	Indian Institute of Management, Lucknow (IIM)†	791	3	192	4	184	4
5	Management Development Institute (MDI), Gurgaon	750	4	197	3	180	5
6	Indian Institute of Management, Rohtak (IIM)†	671	12	187	10	173	4
7	Indian Institute of Management, Indore (IIM)†	641	10	182	5	184	4
8	Faculty of Management Studies (FMS), Delhi†	637	5	184	18	80	6
9	Narsee Mehta Institute of Management Studies (NMIMS), Mumbai	633	6	182	12	181	11
10	National Institute of Industrial Engineering, Mumbai	625	8	182	14	182	14
11	Taty Institute of Social Sciences (TISS), Mumbai†	624	9	182	16	80	9
12	Institute of Management Technology (IMT), Ghaziabad	617	18	85	5	182	12
13	Institute of Management - Heriots Watt University (HWRU), Ahmedabad	606	20	82	23	84	20
14	S.J. Somaiya Institute of Management Studies and Research (SIMSR), Mumbai	539	23	78	11	184	11
15	Sardar Sarbajit Institute of Management Studies, Research and Entrepreneurship Education (SRIEMSE), Mumbai	517	26	76	24	80	15

Ranking in People Matters, September 2016

Ranking of Top 20 B-Schools (Government & Private) by Placement (Domestic & International), USP, Social Responsibility, Networking & Industry Interface		
Rank	Name of the B-Schools	Placement (Domestic & International), USP, Social Responsibility, Networking & Industry Interface (0-100)
1	XLRI - Xavier School of Management, Jamshedpur, Jharkhand	100.00
2	Management Development Institute, Gurgaon, Haryana	100.00
3	Indian Institute of Management, Rohtak, Haryana	100.00
4	SVKM's NMIMS, School of Business Management, Mumbai, Maharashtra	100.00
5	Indian Institute of Foreign Trade, Okhla Institutional Area, New Delhi	100.00
6	Shaikh J. Mehta School of Management, IIT Bombay, Mumbai, Maharashtra	100.00
7	National Institute of Industrial Engineering (NIIIE), Mumbai, Maharashtra	100.00
8	Jayashree Bai Institute of Management Studies (JBIMS), Mumbai, Maharashtra	100.00
9	Department of Management Studies, IIT Delhi, Haza Road, New Delhi	100.00
10	Institute of Management, Nirma University, Ahmedabad, Gujarat	100.00
11	Symbiosis Institute of Management Studies (SIMS), Pune, Maharashtra	100.00
12	Geet Institute of Management, Sonai, Goa	100.00

IM-NU ranking in CSR November 2016

CSR-GHRDC B-School Survey 2016	
Rank	Name of the B-Schools
Private	
1	Institute of Management, Nirma University, Ahmedabad
2	School of Petroleum Management, Pandit Deendayal Petroleum University, Gandhinagar
3	C K Shah Vijapurwala Institute of Management, Vadodara
HARYANA	
Private	
1	Management Development Institute, Gurgaon
2	ICFAI Business School (IBS), Gurgaon
3	M M Institute of Management, Mullana-Ambala
4	JK Business School, Gurgaon
5	Yamuna Group of Institutions, Yamuna Nagar

IM-NU ranking as a Private Institute in CSR November 2016

M.O.U.

An MOU between Skyline University College (SUC) UAE and IM-NU was signed on August 29, 2016.

Events

Twenty-Second Convocation of Nirma University

On October 21, 2016 the University celebrated its Twenty-Second Convocation. Lord Bhikhu Parekh, the political theorist and labour member of the House of Lords was the Chief Guest for the occasion. Seven students from the BBA Programme received their Degree.



Twenty-Second Convocation of Nirma University

6th Annual National Conference on Quality Management

The Institute of Management, Nirma University and American Society for Quality (ASQ) Local Member Community Ahmedabad jointly organized the 6th Annual National Conference on Quality Management at IM-NU on 26-27 November, 2016. The theme of the conference is "Lean Imperatives: Lessons for Indian Organizations". The Chief Guest Mr. Hans Bangert, Managing Director, Bosch Rexroth India; Guests of Honour Mr Denis Devos, (Vice Chair, QMD, ASQ USA); Ms. Stephanie Thompson, Chair Elect, Phoenix Section, ASQ USA, Dr Anup Singh, Director General; Mr. Ciby James, Director, ASQ India, among others shall inaugurate the Conference. The Conference witnessed the presentation of 35 live case studies by the senior executives from various organizations including ABB, Adani Port, APAR, BTPS, Dresser Rand, Ford, Gujarat Alkalies & Chemicals, Gulbrandsen, HDFC Bank, Hindustan Coca Cola, Hitachi Hi-Rel, L&T, Lupin, Polycab, Reliance, Rotex Automation, Solution Analysts, Sabarmati Gas, Tata Chemicals, TCS, Welspun, Zydus, among others.



Delegates launching Conference Proceeding at the 6th Annual National Conference on Quality Management

Management Conclave: Utkrishta-2016

Organized on September 9 and 10, 2016 at IM-NU premises, this Management Conclave had four modules extending over the entire span of two days, with each module specifically dedicated to Finance, Operations, Marketing and HR domains. The topic for Conclave was "Emerging Practices in Management".

Mr. Saurabh Soparkar, Senior Advocate at Gujarat High Court, spoke about the growing complexity of business on national and international level. He elaborated it with the example of Brexit and the ways in which it will affect the global economies and even make lives for individuals more challenging.

Mr. P.A. Padmanabhan, Senior Vice President at Zydus Cadila, explained the features proposed in the GST bill and their possible impact on the Indian market.

Mr. Yogesh Shah, DGM & Rating Head of CARE Rating Agency spoke about the current state of affairs in the Indian debt market. Mr. Kamal Kishore Taparia, Independent Director at M/s D. S. Kulkarni Developers Ltd. and M/s Universal Construction Machinery &



An engaging session of Utkrishta-the Management Conclave

Equipment, spoke on “Brand Management” and the concepts, principles and techniques of building a strong brand. Ms. Lubna Khan, National Strategy Head at Orchard Advertising (Leo Burnett Group) talked about “Culture Based Marketing in Digital Era”. Mr. Suraj Kumar Sharma, Head Marketing at MTR Foods Pvt Ltd, addressed the students on Disruptive marketing. The second session, conducted by Optimus, The Operations Club of IM-NU was graced by three eminent speakers. Mr. Samir J. Shah, currently owner of JBS Group of Companies, shared his views on “International Logistics – Introduction & Future”.

Mr. Siddhartha Nangia, co-founder of Smytten, a well-known marketing firm, shared his insights on “Customer service to customer delight – Opportunities and Challenges” and the challenges he had to face during his start-up, Smytten, convincing his family and also his first customer about the start-up, the role of government in supporting the start-up ecosystem and the like. For the last session an alumnus of IM-NU, Mr. Bhavin Pandya currently General Manager at Atlas Copco (India) Ltd. shared his valuable thoughts on “Operations: The step you can't afford to skip”. In the fourth session Mr. Samyak S. Chakrabarti, MD at Social Quotient spoke on “Marketing for the Future. In the fifth session, dedicated to Human Resource Management. Dr. Colonel Naveen Malhotra, the session chair person, Mr. Yogesh Nene, Manager – HR, Employee Services at Atos India Pvt. Ltd. and Mr Roy Joseph, VP – HR & Services at MRF Ltd gave valuable insights regarding evolving HR role in organizations and how the modern challenges expect continuous innovation combined with employee engagement and effective policies in forming solid organizational culture. The valedictory session was taken up by Ms. Neetu Wadhwan, Head HR International Business at Cipla. She focussed on the impacts of increasing globalization in India compared to International organizations and how cultural diversity forms a base in determining organization's structure.

Aarohan 2016

The Institute of Management, Nirma University, organised its annual BBA-MBA Conclave, Aarohan- Inculcate, Illumine, Inspire on December, 16 and 17, 2016. The conclave was organised by Aditya Vat, the Co-Curricular Committee of BBA. The theme for this conclave was Work Culture and Environment.

On the first day of the event, eminent personalities who graced the occasion were Mrs. Taruna Singhi, Ms. Priyanka Parikh, Mr. Satyendra Gaur and Ms. Pavithra Chandra.

Mrs. Taruna Singhi is the founder and Director at Tauras, a company exporting home furnishings to USA, Europe and Japan. She is also a founder of Address Home, a high end retail brand of luxury home goods and she is actively involved in it.

Ms. Priyanka Parikh is a Senior Associate at KPMG- a financial accounting consultancy firm. She is a technical lead on various Indian Accounting Standards assignments and an acting CFO.

Mr. Satyendra Gaur is the Vice President of HR at Adani Wilmar Limited. He has an experience of more than 22 years in the field of Human Resources across diverse industries with expertise in Strategic HR, People Management, Learning and Development and Employee Relations.

Ms. Pavithra Chandra is the CEO at B7 Sports Management, Bengaluru. B7 is involved in Sports Consulting as well as Sports Event Promotion & Management. Having served as a Director for Operations & Events at the Paralympic Committee of India, Ms. Pavithra led communications with Commonwealth Games 2010 (CWG) Organizing Committee held in New Delhi.



Priyanka Parikh, Senior Associate at KPMG addressing during Aarohan

A Symposium on Management Education

A Symposium on “Management Education and its Future Prospects” was organized by IM-NU on December 15, 2016. The purpose of this symposium was to provide aspirants of management education insights that would help them in pursuing higher studies in this area. The speakers for this event were Mr. Parasharan Chari, C.O.O of Endeavor, Ahmedabad; Mr. Hirdesh Madan, Director of Bulls Eye, Chandigarh; Mr. Manish Saliyan, Sr. Manager of CPLC Pvt Ltd, Mumbai; Mr. Raj Gupta, Centre Director of Career Launcher, Moradabad; Mr. Arks Srinivas, C.E.O of Vistamind, Bengaluru and Mr. Kamlesh Sajjani, M.D of IMS Learning Resources Pvt Ltd, Mumbai. The speakers addressed the audience on the topics like ‘Does M.B.A really boost your career?’, ‘How an M.B.A enhances your personality’ and ‘Career path and opportunity for M.B.A’. The sessions were extremely interactive and informative.



Delegates at Symposium -Management Education & its Future Prospects

Inauguration of Executive Diploma Programme Batch 2016-17

The inaugural ceremony of Executive Diploma Programmes of Institute of Management was held on July 17, 2016 at the Institute of Management, Nirma University. The Chief Guest at the inauguration was Mr. Mahendiran Selvaraj, Value Stream Coach, Ingersoll Rand (India) Limited. In his address to the EDP participants, Mr. Selvaraj explained to the participants about the necessity of operational excellence in the organization and “A3 Thinking” for problem solving. Fifty participants enrolled for EDP programmes of IM-NU which is designed to fulfil the needs of the working executives, managers and entrepreneurs. This year Executive Diploma Programmes are offered in area of Marketing Management and Operations Management specializations.



Executive Diploma Programme Batch 2016-17 Inauguration



Induction for the First Year BBA Students

The inaugural function of BBA-MBA Five Year Integrated Programme 2016-2021 was scheduled on July 18, 2016 followed by a week-long induction for the students. Mr. Parag Desai, Executive Director, Wagh Bakri Tea was the Chief Guest on the occasion. The students were introduced to the Programme and sessions on various topics like Out of Box Thinking, Case Teaching and learning, CSR and its learning for Management students, Creativity in Management, rules of plagiarism, teaching learning and yoga were held during this week long induction. On the last day of the induction, the students were taken for a Heritage walk in the city of Ahmedabad.



Mr. Parag Desai at BBA Induction



Heritage Walk for the FY BBA students

Executive Diploma Award Ceremony 2016

The Executive Diploma Award Ceremony of 17th Batch (EDP 2015-16) was held on December 17, 2016 at the Institute of Management, Nirma University. Mr. Sanjay Kumar, Vice President HR at Hitachi Ltd. was the chief guest for the occasion. Twenty-five participants were awarded Executive Diploma with specialization in Operations Management.

Orientation for MBA students during the Pre-Placement Visit

Mr. Chirag Dhebar, General Manager & Head - Enterprise Transformation Group, Global Consulting Practice, Tata Consultancy Services Ltd. had delivered a session on "Business Awareness session on Information Technology" on July 29 and 30, 2016.

Induction for the BBA Second and Third Year Students



Mr. Pavan Bakeri, at the Inauguration

The Orientation Programme for BBA (Second and Third year students) was held on July 4, 2016 at the IM-NU. The Chief Guest for the event is Mr. Pavan Bakeri, Director at Bakeri Engineering & Infrastructure Limited. His address to the students had many valuable messages.

Induction for the MBA Phase of the BBA Programme



First batch of BBA-MBA students in the MBA phase

The Institute of Management, Nirma University welcomed its first batch of BBA-MBA students in the MBA phase beginning on July 11, 2016 with a week-long induction programme full of activity oriented learning.

Continuing Education Programme

No.	Name of the Programme	Programme Leader/s	Date	Beneficiaries
1.	Dealers Development Programme of IOCL	Prof. Nityesh Bhatt	Aug. 12-13, 2016, Aug. 18-19, 2016, Oct. 17-18, 2016	IOCL Dealers of Gujarat
2.	E-Mail Etiquettes	Prof. Nityesh Bhatt	Aug 10, 2016	Managers of Asian Granito Ltd.
3.	Leadership Styles and Skills	Prof. Harismita Trivedi	December 20-21, 2016	Reliance Industries Ltd (Dahej) Gujarat State Petronet Limited (GSPL), and GSPL India Transco Ltd (GITL)
4.	Effective Communications for Higher Performance	Prof. Nityesh Bhatt	Oct. 18-20, 2016	Managers from Reliance, Gujarat Gas and Modern Insulator



MDP-Effective Communications for Higher Performance for Managers from Reliance, Gujarat Gas and Modern Insulator during Oct. 18-20, 2016.



Project Disha - Dealer Training Programme for IOCL, July 18-19, 2016

CEO Lecture Series

First CEO Lecture

The CEO lecture series for this year began on November 07, 2017 with Mr. Shiraz Gidwani, the CEO of Iktara World, Dubai as the guest-speaker of the session. Conforming to the theme for the series, 'Following your Dreams', this global business professional shared his ideas on how one should follow one's dreams, the importance of leadership in the new age. Being a Harvard Business School graduate, he is currently working with organizations like Nando's, Iktara World, Young Leaders Organization. He has been a part of Afras Group and United Nations Youth Development Programme. He narrated how he started with 50,000 dollars and went on to be sold out as a million-dollar company within seven years of its commencement. The interaction promoted a healthy discussion and engagement with the students.



Mr. Shiraz Gidwani, the CEO of Iktara World, Dubai

Second CEO Lecture

The second CEO Lecture was held on November 17, 2016. The speaker was Mr. Ajay Pandey, Managing Director & Group CEO, GIFT City, Gujarat. He addressed the students about "Leadership".

Institute Seminar Series

First Institute Seminar

The first Institute Seminar for current academic year was held on July 1, 2016. Ms. Sanju Thakur, Zonal HR Head at Future Retail Limited, addressed the students of MBA-Full Time on "Emotional Intelligence".



Ms. Sanju Thakur at IM-NU for the First Institute Seminar

Second Institute Seminar

On July 15, 2016, the second Institute Seminar for the current academic year delivered at IM-NU by the Mr. Apurv Nagpal, an alumnus of the prestigious IIM-A, batch of 1993, and former CEO at Saregama (HMV). He spoke on innovation for management aspirants. Businesses, according to him, thrive due to innovation, and he emphasized the necessity of the same in the present day and age, where it doesn't take more than a jiffy for fortunes to smile on those receptive to and leading change. Mr. Nagpal, is the author of the best-seller Eighteen Plus. Students at IM-NU were inspired by his philosophy to work for a living and not live for work.



Mr. Apurv Nagpal at IM-NU for the 'Institute Seminar'

Third Institute Seminar

On July 22, 2016, Mr. Abhay Joshi, Head of Human Resource and Administration Department, Suzuki Motors, Gujarat addressed the MBA (FT) students on 'Excellence and best practices in the Manufacturing Sector' on the occasion of the third 'Institute Seminar' for the current academic year. His three-decade experience in the automotive industry includes Leadership roles in companies like Suzuki, Tata Motors and New Holland Tractors, Eicher Group. His session drew from his experiences across the functions of Manufacturing Engineering, Training and Development and Employee Relation Business Value Chain and Human Resource. He pointed out that all processes and people in the organization should be monitored. The Cultural Integration between India and Japan reflected through the 3 Mu's – Muda, Mura and Muri meaning Waste (non-valuing adding), Variation and Excess Physical Burden in Japanese.



Mr. Abhay Joshi, at IM-NU for the 'Institute Seminar'

Fourth Institute Seminar



Mr. Amit Lall addressing the Students at IM-NU for the 'Institute Seminar'

This was conducted on August 26, 2016 by Mr. Amit Lall, Associate Vice President, Mobile Business at Omnicom

Media Group. He is a “mociologist” who takes interest in exploring the mobile world and learning more about it. He addressed the MBA students on “Landscape and Opportunity in Mobile Marketing”. He gave the students a brief idea of the mobile industry of India and the mobile marketing practices that his company employs. He talked about huge potential for growth in the mobile industry due to Government initiatives like Digital India and others as Reliance Jio and Big Data. The session helped the students gain valuable insights on the topic which will be of great use to them in their future endeavours.

Fifth Institute Seminar

The Fifth Institute Seminar Series of the academic year was organized on September 16, 2016 by the Kaizen Committee. Mr. Hradyesk Kumar Dwivedi, Senior Vice President, Fiat India Automobiles Ltd. addressed the students. The students dispersed with enlightened minds and enthusiastic hearts, gaining better insights about the corporate culture and trends.



Mr. Hradyesk Kumar Dwivedi, Senior Vice President, Fiat India Automobiles Ltd.

Sixth Institute Seminar

On October 7, 2016, the Institute of Management, Nirma University witnessed the Sixth Institute Seminar for the academic year delivered by Mrs. Varsha Mondkar, Head-HR and Management Services, SBI Life, Mumbai. Speaking about “Quality and Continual Improvement”, Mrs. Mondkar first elucidated about the operations of any insurance company and went on to explain the HR practices and policies of SBI Life. She emphasized that the core function of HR remains the same in both public and private sector. She explained the HR functions practiced at SBI Life. She grouped them into “Hiring and On-boarding, Inspiring, Thanking, Listening, Speaking, Developing and Celebrating.” One of the very interesting HR activities that she shared was that they plant a sapling in their campus to celebrate their employees’ birthdays. This initiative is called “Grow Trees”.



Mrs. Varsha Mondkar, Head-HR & Management Services, SBI Life, Mumbai

On the same day Mr. Pankaj Sampat, VP Planning GIFT, Gandhinagar spoke to the students about “A Perspective on GIFT Development” at IM-NU

Seventh Institute Seminar

On October 14, 2016, Mr. Maharana Ray, Head HR at Bajaj Auto Ltd. addressed the students on “Trends and challenges in Automobile Sector”. Mr. Ray has visited 28 countries as a part of his work which has helped him understand the work culture of different countries better. He said that one must be focused and passionate and must strive for perfection, power and productivity. Bajaj, as an organization striving to maintain its position in the market, keeps in mind the three facets of strategy for differentiation, brand focus and lean operations. This helps it to attain the number one position in the industry. According to him, even students can apply these facets in their lives in order to achieve success. He urged that, in difficulty one must be honest, in wealth one must be simple and in anger one must be silent. One should always remember that the opposite of winning is learning, so sometimes one wins and sometimes one learns!



Mr. Maharana Ray at IM-NU for the 7th Institute Seminar

Eighth Institute Seminar

On November 25, 2016 the speaker of the Eighth Institute Seminar Mr. Ravi Panchal, Sr. HR Specialist, Learning and Development at S&P Global Market Intelligence, informed the students about the roles he played in his organization. He focused on senior HR roles of talent acquisition, learning and development, HR operations and leadership. He advised the students to have mentors in life and take important learnings from them. "It is good to take informed decisions in life as they will help you know what is important and what is unimportant", he added. He asked the students to design their lives in such a manner that they get to work for a job they are meant for. He concluded by adding that having fun is something that is above all other things that are important in order to have a successful journey.



Mr. Ravi Panchal, Sr. HR Specialist, Learning & Development at S&P Global Market Intelligence.

Ninth Institute Seminar

Mr. Aditya Datar, Regional Manager, Castrol India gave extensive insights regarding his industrial experience in the lecture series organized by the Kaizen committee on November 26, 2016. He says that Castrol has always believed in 5 core values – Safety, Respect, Excellence, Courage and One team. He explained how at Castrol no operations or work is carried out at the cost of safety: be it workers at the smallest level of hierarchy to its top most level of executives. This century-old largest selling Indian brand of 2 wheelers and diesel engine oil across India has 3 manufacturing plants, 23 warehouses at strategic locations and more than 420 distributors nationwide. Mr. Datar explained the importance of adhering to safety regulations like wearing helmets, putting on the seat belts while driving and no phones during driving. It was an enriching experience for the audience who connected emotionally to Mr. Datar and his value system he believed in.



Mr. Aditya Datar, Regional Manager, Castrol India

Vichar Vinimay: July–December 2016

'Vichar Vinimay' is a unique forum for faculty members to assemble together on Thursday afternoons and speculate upon numerous research ideas and studies that are presented. This opportunity is not limited to faculty members but is open to doctoral students, researchers, practitioners and faculty members from other premium institutes and universities. They present research ideas not only from published research papers but also the proposal or open defence of doctoral research. Such a presentation is usually followed by enthusiastic interactions and an exchange of ideas, to generate new pragmatic trends in research.



Session No.	Topic	Name of Presenter	Internal / External	Date
1	A viewpoint on the Political Nature of Technology	Dr. Gaurav Mishra	Faculty	July 7, 2016
2	Multi Criteria Flexibility Assessment using Analysis Method on Fuzzy AHP & QFD Approach	Dr. Ruchi Mishra	Faculty	July 21, 2016
3	A Conceptual Study on the Role of Superiors in Employee Engagement in an Organization	Prof. Monaz Parekh	Faculty	July 28, 2016
	Microfinance on Empowerment of Rural Women in Gujarat State of India	Dr. Amola Bhatt	Faculty	
4	Role of Technology in Development of Alternative Finance in India : A Discussion	Prof. Niyati Dave	Faculty	August 4, 2016
5	My Journey of Ph.D. Research Study	Dr. Jaimin Vasa	External Speaker	September 1, 2016
	A Subaltern Reading of Mahashweta Devi's 'The Hunt' as a Representative of Fourth World Literature	Dr. Monali Chatterjee	Faculty	
6	An Investigation of Day-of-the Week Effect	Dr. Nikunj Patel	Faculty	September 8 , 2016
7	Negative Externalities caused by Aesthetic Pollution at the Places of Pilgrimage in India - Review of Literature and Survey	Dr. Nirmal Soni	Faculty	September 15 , 2016
8	Assessing the Potential Barriers to M-Commerce Adoption in India	Dr. Shahir Bhatt	Faculty	September 22, 2016
9	Brainstorming for Research	Dr. Indu Rao	Faculty	September 29, 2016
	An Empirical Study of C-movement in Selected Stock Exchanges	Prof. Riteshkumar J Patel	Faculty	
10	Literature Review on Ricardian Equivalence	Mr. Dhyani Mehta	DPM Student	October 6, 2016
11	An Expert Talk on "Design Thinking"	Mr. Rohit Swarup	External Speaker	October 13, 2016
12	Application of Directional Statistics in Modelling Accidental Data	Dr. Mahesh KC	Faculty	October 20, 2016
	Exploring a co-relational Study between Workplace Presenteism and Job Satisfaction, Good Fee, Motivation and Work Environment	Mr. Siddharth Chatterjee	DPM Student	
13	Understanding Social Marketing Champaign: An Indian Example	Dr. Meeta Munshi	Faculty	October 27, 2016

	Role of Human Resources Management in Quality Programmes: A Study of Indian Organizations	Mr. Jitendra Nenavani	DPM Student	
14	International Bench-marketing of CSR Communication by Manufacturing and Services Sector in Indian	Dr. Reena Shah	Faculty	November 10, 2016
	Exploring Consumer Attitude towards use of Plastic Bags: A Study of Ahmedabad	Ms. Neha Singh	DPM Student	
15	Optimal Pricing, Shipment and Payment Policies for an Integrated Supply Chain Inventory Model under Two Level Trade Credit	Dr. Chetan Jhaveri	Faculty	November 17, 2016
	Employer Branding in Indian Armed Forces: A Comparison of Potential Applications and Defence Employees	Ms. Rajwindar Kaur	DPM Student	
16	Multichannel Shopping Behaviour with Special Reference to Apparels	Dr. Sapna Parashar	Faculty	November 24, 2016
	Crisis Communication : A Study Automobile Industry in India	Ms. Seema Bihari	DPM Student	
17	Pilot Study on Application of the IPA KANO Model to a Primary Health	Prof. Tripura Sundari Joshi	Faculty	December 1, 2016
	Creating a Motivating Work Environment	Ms. Smita Pillai	DPM Student	
18	An Empirical Study on Factors Governing Behaviour of Individual Investor in Equity	Dr. Milan Shah	Faculty	December 8, 2016
19	An Empirical Study on Factors Governing Behaviour of Individual Investor in Equity	Mr. Yogesh Mungra	DPM Student	December 15, 2016
20	Cultural Governance: Insights from Indian Diamond Industry	Dr. Indu Rao	Faculty	December 22, 2016
	Impact of Additive Manufacturing Technology on Supply Chain	Mr. Anurodh Khanuja	DPM Student	



Final Placements – Batch 2015-17

As part of the Campus Engagement Programme, Pre Placement Visits (PPV) were organized from 25 to 31 July, 2016 in which 68 students and 12 faculties visited corporate houses in different cities for enhancing visibility and reach. During this time 375 companies across 12 sectors had been contacted. This also helps to strengthen the existing relations with Corporate sector and also establish new collaborations in terms.

With the onset of placement season IM-NU has experienced an impressive start at the campus with reputed companies visiting for final placements. With a commitment and a track record of 100% placements as in the previous years, this year too we are inching towards it. Majority of the students have been placed and we are in the last phase of campus placements. Students have been hired by regular recruiters reflecting the trust they have placed in the quality of students and the curriculum.

New companies such Bajaj Auto Ltd., Hyundai, Aditya Birla Sunlife, Developer Group, Blue Oceans, Convonix, Searce, Krish Technolabs, Xplora Design Skool and Business Octane also participated in the campus placements and recruited our students. Pre Placement Offers (PPOs) were given to students by GVFL and Smyttens.

The sectors which recruited this year include Automobile, IT & ITES, Banking, Financial Services, Engineering & Manufacturing, FMCG, BPO, Consulting, Consumer Durables, Insurance, HR and Real Estate. The highest salary of INR 14.00 lakhs pa was offered by the Automobile sector. The average salary is INR 8.00 lakhs pa and the median is INR 7.60 lakhs pa.

The profiles offered were Analyst, Associate Consultant, B2B Sales, Business Analyst, Credit Analyst, Credit Manager, Customer Service Manager, Emerging Enterprises Group Sales Manager, Management Trainee, Marketing Manager, Product Specialist, Process Manager, Operational Analyst, Relationship Manager, Sales Trainee, Senior Associate, Senior Analyst and Senior Associate Consultant.

The Institute also boasts of a 3000+ strong alumni network serving in various organizations in leadership and senior management roles. It engages them to mentor the students in various engagement platforms like alumni meets, conclaves, mock PI, guest lectures to name a few.

Industry Visit

On October 14, 2016, students of MBA (FB&E) 2016-18 Batch visited MAKSON Industries in Surendranagar, Gujarat. The students were shown three plants of MAKSON and explained the production processes of Toffees for Dabur, Polo and Nestle (éclairs). They were also enlightened about the sources of revenue of MAKSON Industries, women empowerment (800 female employees from total of 1200), maintaining a balance between demand and supply in toffee business.



Comedy and Laughter: A Platform of Intolerance



“Happiness is an emotion we all are familiar with, in fact most of us actually revel in the feeling of being happy. While experiencing happiness, we forget all the impending difficulties and challenges life may have in store for us and blissfully choose to live in the moment. However, it is also a well-known fact that happiness is quite elusive and very few have been able to achieve it in its truest sense. One of the many ways of being happy is rather a humble, yet useful method, called laughter”.

We laugh when we respond to external stimuli and express mirth. Each individual responds uniquely to a given set of situations. While some happy-go-lucky ones find it easy to laugh, there are others who are stiff and might find it impossible. Yet I’m sure all would agree that when one of our batch mates cracks a joke in the class, it is a joyous feeling to hear the chorus of laughter across the room. Not catching a cold in the winters is hard, but not to be infected with a bout of stomach-aching laughter during a good comedy show is even harder.

There is a lot of truth in the popular adage ‘Laughter is the Best Medicine’. There may be occasions when we encounter an awkward or outright threatening situation, where our personal respect is at stake. During times like these it is a good laugh that helps in diffusing the tension and smoothening out disagreements. Ever been stuck on stage with nothing constructive to say and an unappreciative and demanding audience? Nothing like a funny joke to get everyone to loosen up. I personally find that sharing humorous anecdotes is an excellent ice-breaker with acquaintances during interaction.

But we need to be mindful of the pitfalls of unbridled humour as it can lead to bruised sensitivities. This happens when one person’s joke becomes another person’s insult as it crosses the threshold of propriety. Haven’t we all heard that one joke wasn’t really funny? That one incident that couldn’t really get people to laugh, and made the awkward situation even worse. The one time your friend made a joke on you, and you no longer really considered him your friend. What may have started off as a harmless joke may end up causing hurt as the fine line between fun and insult

has been transgressed. Jokes are fun, and comedy is good, but negative humour is simply wounding. We all need to clearly define the limit for ourselves. While we love and value the freedom of expression yet we must remember that this freedom is not absolute. It doesn’t give us the carte blanche to mock or hurt others. Many a time negative comedy leads to a lot of controversies which also reveals a very interesting pattern of human behaviour. One the one hand it shows that most of us want only our strengths to be in the public eye and would happily have our flaws safely hidden in a corner.

We are extremely intolerant of even harmless light-hearted banter around us. On the other hand, we also realize how much easier it is to laugh at somebody else’s weaknesses than for them to discover ours. The moment someone laughs at us or at any of our icons we are up in arms. Though we always have the option to mentally block such negative humour yet we choose to dwell on it and create an entire ecosystem of narrow mindedness around it.

There is no denying that laughing at someone else’s expense is absolutely reprehensible. Insulting others isn’t funny by any means. But at the same time it is important to accept jokes and humour. One must also understand that every targeted joke is not an insult. In an increasingly intolerant society comedy too has become a causality. The controversy involving Tanmay Bhat goes on to prove the same. We all have our choices, our idols and our beliefs. But we need to realize that sometimes it would be better for all of us to not just crack a joke but also to take one and laugh along with the others. We don’t need to announce a call of arms every time someone makes a joke on a cricket superstar or singing legend. We don’t need to burn an effigy every time someone posts a video about our heroes.

The real purpose of comedy has been best put in the words of W.C Fields- “Comedy is a serious business. A serious business with only one purpose—to make people laugh.”

While I end this article, I see the newspaper and read all about the conflicts occurring in the world and I hope that I should at least have something to laugh about. Let’s not take that something from people. Let us all be happy together.

Dushyant Kaushal,

Student, BBA-MBA Five Year Integrated Programme

Students' Interviews

Internship Experiences

The Institute of Management, Nirma University offers its students the opportunities for rigorous and enriching corporate internships. Upon their return from the internships Third Year BBA students Akshat Jain and Vashambhi Joshi shared their enormously inspiring learning experiences with Hardik Goyal, a student from the First Year.

Akshat Jain underwent an internship at JSW Steel, Mumbai during May 2016. This was a month long internship in their Sales and Marketing department. He was on a project in their Retail Sales Department.

Hardik: Tell us your thought process behind applying for JSW Steel, Mumbai. Is there any particular reason you interned there?

Akshat: To be frank, I was looking for smaller companies where I would receive active mentorship for a specific project. However, since most companies require 2 months, I didn't have a choice but to take this offer. I prepared a list of 20 companies to approach based on the following criteria:

1. Size - smaller the size, more the learning is my belief.
2. Work culture - avoided "lazy start-ups" and corporates with high bureaucracy. I was always looking for something in between.
3. Profile - I was looking for opportunities in Business Development, Sales and/or Finance.

Hardik: Can you take us through the whole process behind applying and confirmation for your internship?

Akshat: So the process of shortlisting companies ended by December 2015 after which I had started cold calling their HR Desk, submitted my resume, etc. By February end I had in mind 5 companies where I could land an offer. It was then about relentlessly contacting the HR Desk daily and taking things forward.

Hardik: Is there anything specific that you wanted to learn from your internship in Mumbai? What were your objectives?

Akshat: I was trying to understand how corporates take up projects from concept to implementation stage. Since I was

in a very specific project, my aim was to see how a corporate manages long term changes despite short term performance requirements.

Hardik: What are your views on internships in general as a part of academic curriculum?

Akshat: If pursued correctly, internships can be life changing. Watching matches on TV is of no use until a cricketer pads up and plays in the nets.

Hardik: What is the best part about an internship for you?

Akshat: The most exciting part is creating a network and maintaining relationships whether in the office or with potential clients.

Hardik: Is there any message or advice that you want to give our readers, especially the students?

Akshat: Landing that offer isn't a creative process! List down at least 20-25 companies, start applying 6 months prior (by December) and relentlessly follow-up with the companies frequently without giving up at any point.

Vashambhi Joshi did her first corporate internship with Adani Wilmar Limited under the Castor Desk function based in Ahmedabad during May 2016 where she undertook a project on castor oil export procedures and documentation.

Hardik: What made you chose this organisation? What did you look for when choosing an organisation and how did you make the final decision?

Vashambhi: When I was searching for my internship I was quite clear that I wanted to do my internship in international business or human resource management as I wanted to explore this field. So initially I discussed this interest of mine with my dad who is in the corporate sector, so he suggested me to go for an internship with any of the corporate giants like Adani Wilmar Ltd., Infosys, TATA group, JSW Energy, where he had good contacts. But the curiosity in my mind for understanding the procedure of international trade pushed me towards this company. I knew that Adani Wilmar is the world's largest exporter of castor oil and that's the only place where all my curiosities will be satisfied. So, I decided to send my resume to the company's HR Vice President Mr. Satyendra Gaur who was my mentor also during my internship.

Hardik: Can you tell us a bit about the whole process behind the confirmation you received?

Vashambhi: Adani is not a company which has a long, time-consuming procedure of selection. I got the confirmation within 24 hours of my interview as I was the last intern that the company accepted for a summer internship. Moreover, they don't take more than one intern for international business so this was another privilege for me as the rest of the interns were taken for marketing and HR and I had to work with other employees only.

Hardik: What were you looking to achieve by the end of this internship? What goals did you set and what did you aim to learn?

Vashambhi: I wanted to know the complete procedure of International trade so by the end of this internship I was expecting to know the complete process of exporting castor oil which includes logistics, documentation, manufacturing and marketing of the product in different countries. Moreover, I was looking forward to those meetings with foreign clients which gave me lots of understanding about the culture, needs and expectations of the businesses of that country as the castor oil export is B2B. My goal was very simple to learn as much as I could by involving myself in the day to day activities of the organization by doing tasks like arranging a client meeting, checking the LC's, keeping an eye on the market price of castor seeds, searching for perspective clients in countries where company is planning to expand their business etc. There were always managers of marketing, logistics and purchase department to monitor my work and to guide me.

Hardik: How did this practical experience being a part of a rigorous academic curriculum like the BBA-MBA Five-year Integrated Programme help you?

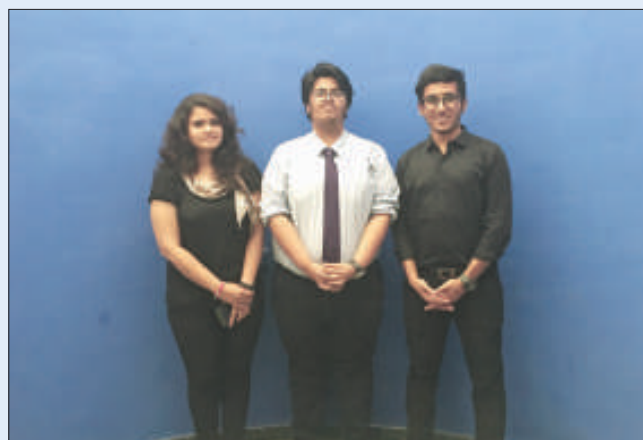
Vashambhi: I personally believe that learning business management in a classroom is of no use if it is not accompanied by these practical exposures because such internships give us a better idea of the real business scenarios and gives us a platform to not only learn new things but also to apply our knowledge and creativity. Such experiences help us in building self-confidence and networks which are very necessary to survive in today's corporate world. For me, this internship helped me in understanding my capabilities, building self-confidence and adopting the corporate culture but also helped me in learning many new things apart from castor oil trading.

Hardik: What were you most excited about in your internship?

Vashambhi: Okay, here I would like to elaborate on the last statement of the previous question i.e. learning many new things apart from castor oil trading, as this is the only most exciting part of my internship. There, it was a rule for me that before calling off the day or before going home, I had to meet my mentor and had to brief him about my day's work and learning. So, I used to go to his cabin at around 5 pm in the evening and I used to wait in his cabin till he finished his work and he was available to talk. So there he used to teach me all about HR work that happened in the day and luckily during that period, the company was going through a major merger so because of these evening interactive sessions for about two hours every day, I learnt about company's reaction towards employees during this merger and all about practices, policies and innovations in HR of the company. So, in this way, I was not only learning about international trade there but was also learning about the Human Resource Management within that company. Another interesting thing was all the client meetings, which were insightful.

Hardik: How would you advise readers and the students?

Vashambhi: I would like to advise everyone to understand their field of interest before taking up the internship, once you know where your interest lies, try to search for the suitable organizations for yourself. This will not only make your internship exciting and full of fun but also develop a sense of self confidence in you. Internships provide good opportunities for the growth of our career as well as our social life as they play a major role in building a good network which is one of the necessities in today's life. It even helps us in keeping ourselves updated with the current trends in a particular field.



Vashambhi Joshi, Hardik Goyal and Akshat Jain of the BBA-MBA Programme

Developments at IM-NU

Faculty Recognitions

Prof. P. K. Chugan has been invited and joined the editorial board member for an International Journal of “Case Studies in Business and Management” an international, peer-reviewed and open-access journal published by Macrothink Institute, Las Vegas, Nevada, USA, ISSN 2333-3324. The journal is indexed and listed with Google Scholar, LOCKSS, PKP Open Archives Harvester, Sherpa/Romeo and Standard Periodical Directory.

Prof. P. K. Chugan has been facilitated at a Seminar on Economic Growth and National Integration held at India International Centre, New Delhi on August 13, 2016 with a “Certificate of Excellence” and “Rashtriya Gaurav Award” presented by the Hon’ble Dr. Bishma Narain Singh, the Former Governor of Tamil Nadu and Assam, along with dignitaries on the dais: Hon’ble Syed Sibte Razi, Former Governor of Assam and Jharkhand; Dr. Dinesh Oran, Speaker Jharkhand Assembly; His Excellency Tarek Azous, Ambassador of Tunisia to India and Shri Joginder Singh (IPS), the Former Director CBI and Chairperson, India International Friendship Society.



Prof. Pawan K. Chugan with the Rashtriya Gaurav Award

Dr. Sameer Pingle, Associate Professor, IM-NU has been conferred upon the Award for Academic Excellence 2016 by Higher Education Forum (HEF) at Indian School of Design and Innovation, Mumbai on September 3, 2016 for his diligent work in Academic Excellence.



Dr. Sameer Pingle receiving his award

Dr. Sameer Pingle received the Best Associate Professor of the Institute Award and a cash award of Rs. 20,000 for his Overall Performance and contribution to the IM-NU for 2016 from Mr. Anurag Batra- Chairman and Editor in Chief, Business World. The award was conferred by Nirma University on the occasion of Alumni Day 2016 on Oct. 1, 2016. He has also received the AIMS Ramaswamy P Aiyar Best Young Teacher Award.



Dr. Sameer Pingle receiving his award on Alumni Day 2016 on 26.10.16.

Faculty Achievements

Bhatt Shahir, Bhatt Amola - Best Paper Award for paper titled “Expectations from Entrepreneurial Education Programs – Does Gender Play a Role?” - participated in the 5th International Conference on "Developing Indian Economy as an Engine for Job Creation - Role of Make in India, Digital India, Start-up India and Skill India" during October 14-15, 2016 at GTU Chandkheda Campus, Ahmedabad, organised by Centre for Financial Services, Gujarat Technological University (CCFS2016).

Expert Lectures Delivered by Faculty

No	Name of the Faculty Member	Topic of Lecture	Date of lecture	Venue of presentation	Audience [students/faculty/staff of corporate etc.]
1	Dr. Sanjay Jain	Data Analysis	July 4-7, 2016	Wolkite University, Wolkite, Ethiopia	Faculty
2	Dr. Mahesh K.C	Directional Data Analysis	July 22, 2016	IIM-Ahmedabad	Corporate
3	Dr. Nina Muncherji	Team Working	Sept. 10, 2016	AGL Tiles (Asian Granito India Ltd.)	Middle Level Executives
4	Dr. Pawan K. Chugan	Theory of International Trade & Investment	Sept. 27, 2016	School of Petroleum Mgmt, PDP, Gandhinagar	Students and Faculty
5	Dr. Monali Chatterjee	Campus to Corporate	Sept., 27 & 29, 2016	Venus Institute of Technology	Students
6	Dr. Indu Rao	Organizational Behaviour and Culture	Sep 30, 2016	NIFT Gandhinagar	Students
7	Dr. Indu Rao	Demystifying the Cultural Landscape of Perceptions	Nov 13, 2016	AIB Conference, USA	AIB Conference Attendees: Faculty and PhD Students

Presented in International Conference

No	Name of the Faculty Member	Paper title	Name of the Conference	Venue of presentation	Date of the Conference
1	Prof. Indu Rao	Cultural Governance: Towards a Theory of Informal Firm.	Academy of International Business SE- USA Annual Conference 2017	Tampa, Florida, USA	Nov 10-14, 2016
2	Dr. Monali Chatterjee	Plenary Session: Metaphorical Resistance: A Critical Reading of Some of Ritwik Ghatak's Stories in Translation.	Post-Modern Nation-State and Nationalism: Citizenship, History and Public Sphere.	Department of Language, Culture and Media Studies, UIAR, Gandhinagar	Dec. 15-16, 2016

Papers Published in International Journals/Magazines

Patel, Ritesh (co-author) "Mergers and Acquisitions-the Game of Profit and Loss: A Study of Indian Banking Sector in Researchers World" Journal of Arts, Science and Commerce (International Refereed Research Journal), Volume VII, Issue 3, July 2016, pp. 92-100 (E-ISSN 2229-4686 & ISSN 2231-4172).

Chatterjee, Monali. "Mirroring the Blues of the Imperial Society: A Short Study of a Translation of Dinabandhu Mitra's play Neel Darpan (The Blue Mirror)" –International Journal of Humanities in Technical Education, Volume 2 - Issue-2 July 2016, Pages 77-83, ISSN 2454-8537.

Chatterjee, Monali. "Diasporic Representation in Jhumpa Lahiri's Selected Short Stories" in Englishes Today: A Refereed and International Journal. Vol 2, Issue 4, December 2016, ISSN 2395-4809, pages 2-8.

Bhatt, Shahir; Bhatt, Amola, "Segmenting Private Label Shoppers" in International Journal of Customer Relations, Volume 4, Issue 2, September 2016, pp: 30-39, ISSN: 2320-7515

Bhatt, Shahir; Bhatt, Amola "FDI in e-Commerce Market Place Model: Issues and Challenges" in South Asian Journal of Socio-Political Studies (SAJOSPS - An

International Journal), Volume 17, Issue 1, July-December 2016, pp. 78-81, ISSN: 0972-4613.

Chugan, P.K. (co-author) "The Role of Human Resources in New Transfer Pricing Regime" in AIMS Journal of Management, ISSN: 2395-6852, Vol 2, No.1, July 2016, pp. 59-69, published by Association of Indian Management Schools, Hyderabad.

Shah, Khyati. "Understanding the Income Declaration Scheme, 2016" has been published in AAGAM - International Journal of Humanities, Social Science, Management & Technology, Volume 2, Number 3, July – September 2016, pp: 6-11, ISSN: 2454-1567.

Parashar, Sapna "Multichannel Shopping Behaviour with Special Reference to Apparels" has been published in ELK Asia Pacific, Journal of Marketing and Retail Management, Volume 7, Number 3, 2016, pp: 12-31, ISSN (Online): 2349-2317, (Print): 0976-7193.

Mahesh K C, Arnab Kumar Laha & Pravida Raja A C. 2016. "SB-robust Estimation of Mean Direction for Some New Circular Distributions", Statistical Papers, DOI 10.1007/s00362-016-0853-9. ISSN (Online): 1613-9798.

Chapters Published

Chugan, P.K. research papers, "Visual Merchandising and Consumers Behavior: Comparison between Two Product Categories", co-author Neha P. Mehta, pp. 311-318 and "Impact of Type of Export Finance on Firms' Export Profitability: A Study of Industrial Clusters in Gujarat, India", co-author Shivangi Singh, pp. 89 – 96 in the Conference proceeding of GBATA's 18th International Conference on the theme of "Exceeding The Vision: Innovate, Integrate and Motivate" held in Dubai during Oct. 16-20, 2016 (Eds.) N. Delener, Leonora Fuxman, F. Victor Lu, and Susana Rodrigues, ISBN: 1-932917-12-8, ISSN: 2471-6006.

Nenawani, Jitendra and **Pingle, Sameer** (2016), "Role of Human Resource Management in Quality Programs: A Study of Indian Organizations" In Karuna Jain, L. Ganapathy, Ashok Pundir, Padmanav Acharya and Ruchita Gupta (Eds.), Enhancing National Competitiveness: Role of Industrial Engineering and Technology Management, New Delhi: Excel India Publishers, ISBN: 978-93-86256-15-7, pp. 401-411

Staff Corner

Ms. Aakruti Shah-Patel has qualified Gujarat State Eligibility Test for Assistant Professor in Management in November 2016.

Newly Joined Faculty



Prof. Milan Shah

Area: Finance

Education: Ph. D. (Sardar Patel University) and M. Com (Gujarat University)

Experience: Teaching (13 years) and Industry (7 years)

Prof. Shah (Asst. Prof.) has also cleared CA PE-II, UGC-NET and earned his Ph. D. degree from Sardar Patel University. He began his career in teaching as a faculty with SEMCOM, affiliated to SPU, Vallabh Vidyanagar in the area of Accountancy. He is a member of professional bodies such as AMA, Indian Accounting Association, ISTE. His research and teaching interest include Management Acctg, Corporate Accounting, Mergers & Acquisitions and Behavioural Finance.



Prof. Laxman Rathore,

Area: Strategy and Entrepreneurship

Education: Post Graduation from Sydenham College, Mumbai

Experience: (Industry) 30 years

Prof. Laxman Rathore (Adjunct Faculty) has spent about 30 years with corporate sector during which he had worked with some of the best employers like Mother Dairy India Limited as its Managing Director & CEO; and Tata Group as the COO – Agri Business.

Certification programme on Six-Sigma Green Belt

Optimus-the Operations club of IM-NU in association with KPMG organized a four-day certification programme on Six-Sigma Green Belt for the second year MBA (FT) students. The programme was scheduled on 13-14, August 2016 and 21-22, August 2016.



Six-Sigma Green Belt Certification Programme

Fintalks on BREXIT

The first "Fintalk " session of the academic year 2016- 2017 was conducted on June 30, 2016 by Finesse—the Finance Club of IM-NU. The guest speaker, Prof. Rasananda Panda, Professor of Economics, MICA, Ahmedabad updated MBA–(Full Time) students about the implications of "BREXIT and Its Financial Implications of the Present Day".

Fintalk on 'Findependence'



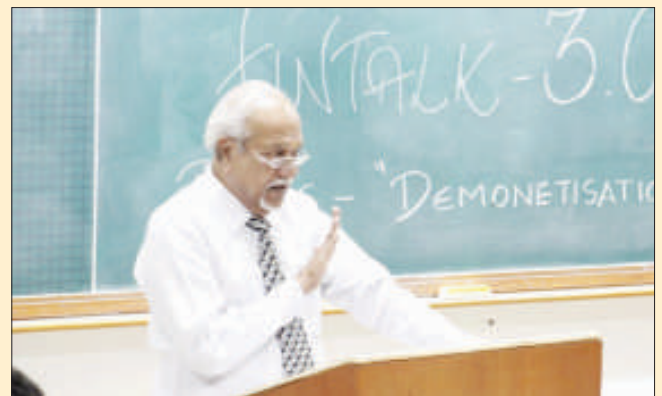
Fintalk on 'Findependence'

On August 8, 2016, Finesse presented their event Fintalk 2.0 on the very interesting topic Financial Independence. The guest for the event, Mr. Jatin Hura, Founder of Findependence Solutions. Mr. Hura shed light on financial independence and easy personal financing tips to the

students. He spoke about 'Findependence' short for financial independence -- the ability to think before spending his/her to generate more income. Sharing tips on spending money the right way, he explained how SIPs were an excellent avenue to invest for long term gains. He added that the key to gain more was to start early. He also vouched for Mutual Funds as a safe and fulfilling option.

FinTalk 3.1 - Demonetization

Finesse: The Finance Club of IMNU, organized FinTalk 3.0 and FinTalk 3.1 on November 29, 2016 and December 06, 2016 respectively. Both the sessions were on the topic "Demonetization of Indian Currency Notes". In FinTalk 3.0, Mr. Ajit Shah, a prominent tax practitioner, provided insights on the impact of demonetization on the different sections of the society and its respective tax implications.



Fintalk on Demonetization by Mr. Ajit Shah

In FinTalk 3.1 Prof. M. Mallikarjun presented his opinion on this radical measures implemented in the economy. More than 160 students attended these sessions.



Fintalk on Demonetization by Dr. M. Mallikarjun

Biz-quiz

Biz-quiz (Business quiz) was the second annual event organized by the club XQuizIT- the Quiz Club of IM-NU on

Student Activities

October 13, 2016. The event consisted of three rounds and rounds 1 and 2 were written questionnaire. It consisted of identifying logos, personality/company and general business question. Twenty-eight teams had participated in the event. Three teams were declared winners and prizes worth Rs.6000 were distributed at the end of final round.



Participants in Biz-quiz

E-Insights

Swayam, the Entrepreneurship Club, organised the first session of season 2 of E-Insights on September 7, 2016. Aimed at nurturing the 'futurepreneurs' of Nirma University, the session was a grand success led by Mr. Snehal Desai, Senior Vice President, Adani Group. He is also a freelance writer for Indian Express and Economic Times; and a visiting faculty prominent B-schools like IIM-A, IIM-B, IIM-C, IIFT Delhi and others. The session was cherished by the aspiring entrepreneurs present in the audience.



Participants at E-Insights

Cognition– Gamble with your Knowledge

Finesse, the Finance Club of IM-NU organized the event "Cognition– Gamble with your knowledge" on October 17, 2016. The event was held to enable the students to learn about the financial aspects, concepts and frameworks through a fun game and brush away the fear of finance. It

helped to engage students in the field of finance and to test their knowledge of the current events happening in India and around the world. The event had 3 rounds existing of crossword, dominos effect and technical round. Prizes were given to the top 2 teams. 90 teams comprising of 180 students participated in it. It comprised of three distinct and well-planned rounds revolving around various aspects of finance.



Cognition by Finesse, the Finance Club

JAM (Just a Minute) session and Group Discussion by BBA Students

The Intra Institute BBA event by the Quiz and Debate Club was held in two phases. The first phase was the JAM (Just a Minute) phase held on September 2, 2016 where the participants, in 2 groups of 6, competed to speak on the given topic for a minute. The participants' feedback was extremely encouraging as they all enjoyed the event. Such sessions would definitely improve their speaking skills. The second phase comprised of a Group Discussion on September 7, 2016. The topics were "Pros and Cons of abolishing Income Tax" and "Should India immediately stop its foreign aid programmes?"



JAM: A minute to spread it, six to discuss it

Cultural Initiatives

A Flute Recital

Club Fiesta of IM-NU organized the SPICMACAY on July 15, 2016. The guest for the evening was the flute maestro Rupak Kulkarni. He enthralled the audience with his mesmerizing performance.



Flute Recital organized by SPICMACAY

Talent Night 2016

The MBA Cultural Committee of IM-NU has organized Talent Night 2016-Apratim on July 23, 2016 for the MBA-FT 2016-18 batch. The purpose of this event was to provide a platform to the juniors to showcase their talent through music, dance, performances fashion shows, stand-up comedy and a skit. The event was overwhelming with enthusiastic performances of the talented children of Saral Foundation, Chehre - the Dramatics Club of IM-NU and Club Fiesta- the Music and Dance Club of IM-NU among others.



Participants at Apratim on July 23, 2016

Nirvana—the Talent Show for BBA and B.Com Students

Abhivyakti - BBA Cultural Committee organised the Talent show on August 27, 2016 for the Batch of 2016-21 (First

Year) of BBA-MBA Programme and Batch of 2016-19 of the B.Com (Hons.) Programme in association with Spinshot - the Photography Club, Thespians - the Dramatics Club and Ritayan - the Dance and Music Club of BBA-MBA Programme. The first year performers were given a platform to showcase their talents and there were in all 20 performances consisting of dancing, music and drama. The performances were in English, Hindi and in regional languages like Gujarati and Punjabi. The audience also had a good time cheering for their fellow classmates and friends. B.Com. Students participated in Group dance and Group singing and performed extra-ordinarily.



Nirvana—the Talent Show for BBA and B.Com Students

'Crescendo'

On September 1, 2016 the BBA Junior-Senior Fusion, a wonderful event was organized by Abhivyakti- the BBA Cultural Committee. Everybody had great fun participating in interesting games like a Tug of War, a Selfie Game and a Junior-Senior Interaction Game. It was organized to promote a healthy intermingling of students from the various batches of the BBA Programme.



A Tug of War during 'Crescendo'

Other Student Workshops

Fiesta - the Music Club of IM-NU organized a Garba Workshop on Oct., 4 and 5, 2016 in order to groom and train the enthusiasts for the nine-day dance festival. Chehre - the Dramatics Club of IM-NU organized "Abhinayam"- an acting workshop conducted by the great actor, director, writer and master of the field, Mr. Chirag Modi on November 10, 2016.

Spreadsheet applications are need of the hour in all walks of life. Regardless of future areas of specializations, students will certainly stand at an advantage with knowledge and hands-on experience of spreadsheet application. Trainers from IQR Consulting conducted Excel workshop for first year MBA students of IM-NU. Clique- the IT Club of IM-NU, organized this on October 16, 2016. Around 140 MBA students of 2016-18 batch participated in it.

LAN gaming –“Mini Militia”

On July 14, 2016, the BBA Cultural Committee conducted its event for semesters III and V “Mini Militia”, a virtual LAN gaming activity. Overall 42 gaming enthusiasts participated in the game in groups of three, and played in two rounds of 10 and 12 minutes each. The arena was filled with excitement and energy as the students tried to reach the top scores.



LAN gaming –“Mini Militia”

The Showdown 2016

The first calendar event of Expressions Club of IM-NU, “The Showdown” was organized on August 11, 2016. Over 250 students became a part of this fun filled and exciting event. The event was mainly organized with the motive of giving first year students a chance to interact among themselves informally.

Junk to Jewel 2016

Swayam’, the Entrepreneurship club of IM-NU, organized the event ‘Junk to Jewel’ on August 10, 2016. Participants were required to make innovative products out of recyclable trash. Two hundred students participated in this Intra Institute event using a limited budget, time and junk. They made innovatively designed products like a multipurpose table lamp, a study table, a chandelier, a solar panel, a fishing stick, a work station, a mini wardrobe and more.



Participants at Junk to Jewel

Finanza 2016

On August 19, 2016 Finesse – the Finance Club of IM-NU organized Finanza. The event comprised of several games and quizzes. It help the MBA students to become aware of finance related concepts and brands through fun-filled activities.



Games at Finanza 2016

Brandwizer 2016

On July 28, 2016 the marketing club of IM-NU – Niche was hosting their first event Brandwizer. Dozens of students flaunted their creativity in groups in pursuit of the winning prize. Catchy captions, creativity in pictures and branding

were the key factors in this competition. People enthusiastically participated and even the audience on the social media were intrigued by the level of competence shown in branding.



Participants at Brandwizer

Paintball

'Paintball' was the first event organized by Imprintz-The H.R Club of IM-NU this year on August 20 and 21, 2016. It was a fun shooting game with coloured dye-containing balls used as bullets.

Participants formed strategies to hit maximum shots, not getting hit at the same time and prepared a full proof plan for battling. The event was an entertaining way to test the team building and working skills of the students.



Participants shooting in Paintball

Break the Code 3.0

Optimus, the Operations Club conducted their first fun based event for the current academic year – “Break the Code 3.0” on August 22, 2016. The participants were required to identify the name of actors, name of TV series, flags, movies and famous personalities. The event was a huge success with a total of 180 entries of which 100 people took part in the event. The event consisted of 3 rounds.



Break the Code 3.0

Nandotsav

The Cultural Committee of the MBA Programme celebrated Janmashtami—the birth anniversary of Lord Krishna with this event on August 25, 2016. Avighna Mahotsav was also observed on the occasion of Ganesh Chaturthi on September 5, 2016.



Nandotsav—Janmashtami Celebrations

Out of the Box



Participants at “Out of the Box”

Student Activities

“Out of the Box” was organized by Sumantra—the Literary Club on August 26, 2016.

The motto behind the event was to stir the innovative thoughts in the young minds of IM-NU. We definitely succeeded in doing so. Participants guessed characters from literature and movies. Participants had to write a story up to the interval. They enjoyed the event thoroughly.

JAM by MBA Students

The Jam Session is conducted every month by Club Fiesta to help students unwind from stress and promote dance and music on campus. The Jam Session on August 19, 2016 was the first Jam Session for the Batch 2016-2018. It was successfully completed with more than 170 people getting involved. Jam started with a performance by the Fiesta Music Group that was followed by an open mic for student audience. Then the Dance team performed and had an interactive dance session for the audience. The event ended by 10:30 pm after a short round open DJ floor. The students enjoyed the activities which gave them a chance to showcase their talent.



Jam Session

Exposure 1.0

Pratikriti-the Photography Club of the MBA Programme at IM-NU conducted a workshop on photography by Mr. Varun Patel on August 23, 2016. Apart from an internal workshop by the members of the Club about the different components of a camera, Mr. Varun Patel’s workshop taught students in detail about how to use a camera and different types of photography. The magazine of the Club “LENS” was also launched by Mr. Varun Patel at the event.



Mr. Varun Patel at a Workshop on Photography

Margdarshak- Teacher’s Day Celebration

This was conducted on September 6, 2016. Games were organized like Catchphrases where a team of one Student and one Teacher played against another team where words had to be guessed through verbal clues. A Quiz was conducted where 6 teams of 2 teachers and one student each competed in various areas like GK, Current Affairs, Logos and Bollywood. The students performed dances, one of which depicted the different stages of a student’s life and how a teacher influences them and helps them. The teachers were asked to write their experiences and comments on the wall posted for the same.



Margdarshak- Teacher’s Day Celebration

Play the Play

On September 7, 2016 Thespians, the newly formed Drama Club of BBA, organised its first event ‘Play the Play’. The event witnessed several performances of skits, mono acts and story-telling by the talented students from all the three years. Not only this, but the range of emotions expressed in the acts from love to betrayal to comedy to tragedy to wisdom were indeed fascinating and worth appreciating.



A performance during "Play the Play"

Festember

Students Welfare Committee, organized its first ever event "Festember- this September" on September 2, 2016. The event was divided into 3 rounds: Yummy – Tummy, Minute – Waltz, Twisty – Bingo. The event brought together the students, out from their daily schedule to drink the real fun with their excitement and enthusiasm. Speed, Focus and Fun being the main determinants for the event, was made successful with the active participation. The event helped the students gain first-hand knowledge about core aspects of management like teamwork, coordination, time management, confidence and crowd handling.

Energia

A power-packed Zumba and Bokwa workshop called "Energia" was organized by Ritayan- Dance and Music Club of IM-NU in association with Manch at the Institute of Management, Nirma University on September 20, 2016. The workshop was conducted by Nilesh Fatnani. The energy, zeal and enthusiasm displayed by students was marvellous. About 55-65 students participated in the event.



Participants at 'Energia'

Rannbhoomi 2016

Rannbhoomi, organized annually by Niche – the Marketing Club of IM-NU, is an inter-class competition where the various batches of students compete one another to win the title of the Rannbhoomi Champions. From October 15, 2016 to October 25, 2016 the six warrior teams, representing the six batches locked horns to win the title through different rounds. The first round was the Branding Round, wherein each team branded itself with a tagline that describes it and designed a T-shirt for their team. In the Online Polling Round the participants promoted themselves online and got people to vote for them. The third round was the Meme Round where the groups used social media to troll each other. Each team displayed wonderful banners and posters as a part of the competition.



Rannbhoomi

Sherlock Tones by FIESTA



Participants at Sherlock Tones

Club Fiesta- the Music and Dance Club of IM-NU took the excitement level at a high with the event Sherlock Tones organised on the October 21, 2016. The first round of the event saw participants flexing their memory muscles to

Student Activities

remember songs from various Bollywood films. The second round was a slightly tuned version of the famous Dumb Charades game. After an interesting tie between 3 teams, the final four proceeded to the next and final round. The event lived up to its name in the final round where the last four teams were to go through a treasure hunt. The team 'Sax Bombs' were declared winners of the competition.

Drum Circle

In order to create awareness for World AIDS Day, The Cultural Committee of IM-NU organized a "Drum Circle", in association with Taal Inc. More than a hundred students participated and played together on December 1, 2016. It was a prelude to Perspective Richter 10.



Students participating in the Drum Circle

Perspective Richter 10 (December 2-4, 2016)

This is the national flagship annual culfest of IM-NU organised by the Cultural Committee of IM-NU. On December 2, 2016, the festival was kicked off with the guest lecture series called Nirmatatva 1.0. Speakers of the session were Col. S.B. Rana, who has served the UN Peace Keeping force from India; Mr. Arjun Vajpai, the third youngest Indian to climb the Mount Everest and Mr. Jay Vasavada, a Gujarati writer, orator and columnist. The various events that were conducted during the three-day festival were Rasprava (conducted by the HR Club of IM-NU), Markenova (Conducted by the Marketing Club), Pratiwandhi (News Junction), Valar Morghulis (Sumantra Club), Rangmanch (Chehre-The Dramatics Club), Bizzine (Expressions-The Fun Club), Magnitude F(Finesse-The Finance Club), Pratiti (XquiziT-The Quiz Club) Prayaas (Sara Club), Inferno (Clique-the IT Club) and Media Intelligence 360° (Media Committee) amongst several others. Teams from various B-schools like IIM Ahmedabad, MICA, PUMBA, IRMA showed great enthusiasm in all the events. The second day also witnessed 'Laughter Lounge' where comedian Angad Singh Ranyal from East India Comedy who

tickled the funny bone of the audience with his take on contemporary life situations in a hilarious manner. Moto Tycoons, the bikers' gang and the 3rd rank stunt showstoppers across India, came to IM-NU to stun everybody. 'Drape In Vogue – the Fashion Show' with 23 girls from IM-NU and other colleges, was judged by Ms. Aarushi Sharma, Seniorita, Miss International India. On the final day of Perspective Richter 10, Moorlala Marwada mesmerized the audience with his melodious Poetry of Kabir, Mirabai, Ravidas and others. The Sufi Night performer has performed Live with MTV Coke Studio. Arjun Kanungo, set the stage on fire with his popular songs "Baaki Baatein Peene Baad" and various other party tracks.

Social Initiatives

Blood Donation Camp

As a part of social initiative programmes, Blood Donation camp was organized by Nirma University and The Kalapur Commercial Co-op. Bank limited in association with Rotaract Club of Nirma Institutes and Red Cross Society, Ahmedabad District branch, Ahmedabad on July 27 and 28, 2016.

Happiness Quotient

A special event had been organized by Mavericks for spreading happiness and smile among the people on September 30, 2016. During the event, students from the BBA programme prepared and shared cards with happiness quotes, "smilies", good wishes etc. Happiness was all around as everyone enjoyed making the colourful cards. The cards were distributed randomly, to unknown people within the campus. They were asked them to pass the card to someone else so that happiness can be shared throughout the campus.



Happiness Quotient

Friendship Day 2016

On August 7, 2016, a group of enthusiastic youth of Saral Foundation (an NGO of IM-NU) had arranged a celebration of Friendship Day in association with the Rotaract Club of IM-NU (RCIMNU). Saral Foundation, Rotaract and students of IM-NU exchanged Friendship Day bands with the children of workers working at the construction site of Nirma University. The children enthusiastically received gifts of umbrellas, footwear, chocolates and the love they received from the students. Refreshment and games were arranged for them. The cloth drive initiative by Saral Foundation was extended to residents of nearby slums.



Friendship Day 2016

Saral Foundation Day



Saral Foundation Day Celebrations

The students of IM-NU – on October 2, 2016 – celebrated the Saral Foundation Day. The children had come along with their parents to be a part of the celebration. Various fun events were organized for their entertainment. One of the students presented a stand-up comedy. The

atmosphere was filled with laughter when he started unfolding his humorous punches. Other students played musical instruments and sung various songs. They were given study tables and lunch boxes as presents which will help them to study better.

Green Drive

The Green Drive event was held on October 30, 2016. In order to save and increase the greenery around us, the Social Club of BBA, Mavericks, organized a green drive where the students planted trees in order to help the preservation of environment. The students got encouragement to even go beyond the drive and planted saplings in their own homes.

Food Drive

On August 15, 2016, on the 70th Independence Day, the Social Committee of BBA, Mavericks, conducted a food drive for some of the slum dwellers of the city. Following a monetary contribution of nearly Rs. 10,000, the food was packed in paper bags and distributed by 12 volunteers. They provided food to 150 underprivileged people from the slums located near Nirma University, Pakwan Crossroads and GMDC ground.



Food Drive by BBA Students

Kargil Vijay Divas Celebration

On July 28, 2016, The students of the social group of BBA - The Mavericks, celebrated Kargil Vijay Divas in memory of the martyrs of the Kargil war. The event comprised of a screening of a short documentary followed by a brief presentation by a student whose father was a survivor of the Kargil war. The students of the BBA Programme gained insights into the war scene and the significance of the Indian army. The group was left with enlightenment, pride and respect for the martyrs of Kargil war and the Indian army.



Kargil Vijay Divas Celebration

Sports Initiatives

Table Tennis Tournament

A Table tennis tournament was organized on July 29, 2016 by Khelnayak--the Sports Committee (BBA-MBA) of the Institute of Management, Nirma University. The purpose of the event was to indulge students in extracurricular activities and to provide them with a balance of academics and sports. The event was a successful one with full enthusiasm from students of the 2nd and 3rd years of BBA-MBA batch.



Table Tennis Tournament

A Workshop on Chess



Workshop on Chess

A workshop on Chess was organized on July 20, 2016 to mark International Chess Day, celebrated every year. Mr. Fenil Shah, international chess player was invited for conducting the same.

Slam Dunk 2016

Sportzzz Comm organized Slam Dunk, an Inter-section Basketball Tournament of IM-NU, between August 9 -12, 2016. 180 students participated in the event with great enthusiasm. The tournament witnessed the most interesting matches where the players showcased their passion and aggression in the right sportsmanship.



Slam Dunk 2016

COPA 2016



A Football Tournament of COPA

COPA, the Intra-Institute Football Tournament for MBA students of IM-NU, was organized by Sportzz Comm between September 2 and 5, 2016. Around 165 students participated in the event enthusiastically in a total of 10 matches. For the first time, girls were included in the teams. Team- Junior A were the winners and team- Junior B was the runner-up in the event. The tournament

witnessed the most interesting matches where the players showcased their passion and aggression in the right sportsmanship.

Parakram 2016

This national level Inter B-school tournament for MBA students was conducted from October 11 to 13, 2016. All the efforts of promotional activities got overwhelming response as a total of 8 colleges participated and fought for the trophy of Parakram. The tournament went down to the wire with both KJS and NICMAR having a chance to win the Parakram. Eventually it was team NICMAR who won the Parakram trophy. This year associate Parakram 2016 was associated with "Chetana Foundation" for the noble cause of Save Girl Child. Sportzzz.Comm celebrated Save Girl Child Day on October 6, 2016, encouraging the college fraternity to wear White clothes and Pink ribbon on this day. The staff members and students also supported and donated to the fund collection drive.



A tournament during Parakram



Parakram 2016 – The National Level Inter B-school Sports Event

Badminton Tournament

On September 21 and 23, 2016 a Badminton tournament was organized by the Sports Committee (BBA-MBA) of the Institute of Management, Nirma University. The purpose of the event was to engage students in extra - curricular activities and to provide them with a balance of academics and sports. A total of 44 students participated in this event, including 36 boys and 8 girls. Each match consisted of one set of eleven points.



A match during the Badminton tournament

A Football Tournament

Khelnayak—the BBA Sports Committee on September 30, 2016. The purpose of the event was to decide which team of Football would play in the Nirma Cup i.e. BBA team or the MBA team. Also this was to indulge students in extra-curricular activities apart from studies. The event was a successful with great enthusiasm from students of both BBA and MBA



A Football Tournament

Cric8 and Smashes

On November 14, 2016, a series of matches for two events “Cric8” and “Smashes” were organized. Smashes was a badminton event. The two-sport event was spread over three days. They generated enthusiastic participation and fierce competition.



Matches during Cric8 and Smashes

EBSCO Database Training

An EBSCO Database Training for all first year students [i.e. MBA - Full time, MBA – FB & E, BBA-MBA] on September 7, 2016 had been conducted.

Book Exhibition on September 29-30, 2016

Recognizing that 'Book selection as a community activity' is like a treat to our eyes, a book exhibition had been scheduled on September 29-30, 2016 and November 18, 2016.

Issue a Book: Win a Prize

On October 1, 2016, Shared Shelf - the BBA Book Club and IM-NU library had come together and hosted this event where Book and bound volumes have been kept on display. These displays are written by or on personalities which are somehow related to the month October.



Books arranged for "Issue a Book: Win a Prize"



Book lovers at the Book Exhibition



Alumni Corner

Alumni Meets were held in 7 cities namely, Bangalore, Chennai, Delhi, Hyderabad, Mumbai and Pune on July 24, 2016 during PPV (Pre-Placement Visit) 2016 wherein faculty and students interacted with the alumni and key chains were also distributed.

Alumni Day

IM-NU celebrated the Alumni Day on October 1, 2016. Around 200 alumni along with their family members attended the nostalgic reunion. Kaizen Committee welcomed the alumni with freebies and their interaction with the faculty members - "Back to School". The alumni relived their classroom memories. A general body meeting was conducted to discuss on the current trends in the industry. The chief guest for the next session, Mr. Anurag Batra, Chairman & Editor-In-Chief, BW | Businessworld, is a serial entrepreneur, media mogul and journalist. He unveiled the 'Al-Inc' magazine during the event. The theme for the session was 'Breaking Through'. He shared his views on the importance of alumni meets. In the awards session, Mr. Nimish Vohra received the Young Achievers Award. The Emerging Entrepreneur Award of 2016 was given to Mr. Tapas Gupta. The Distinguished Alumni Award for Professional Achievement was given to Mr. Himanshu Pandya who belonged to batch 1999-01. The evening then proceeded with various performances and a "Walkathon" celebrating twenty years of IM-NU and a musical night.



A Performance during the Alumni Day Celebrations

Invitation

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. The Editorial Team of Sparsh invites its readers to share their opinions, achievements or experiences that might bring a significance difference to the lives of 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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No.	Event	Date
1	Nirma International Conference on Management	January 5-7, 2017
2	Genesis 2017	Feb. 21 - 22, 2017
3	Anvesh: Doctoral Research Conference in Management	April 7-8, 2017

Vichar Vinimay (Jan.-June 2017):

Session No.	Topic	Name of Presenter	Internal / External	Date
1	A Critical Analysis of Income-Tax Provisions in the Context of Personal Tax Planning	Prof. Khyati Shah	Faculty	January 12, 2017
	Working Paper - Virtual Communities: A Conceptual Study	Ms. Manjari Mundanad	DPM Student	
2	Adoption of Innovation Technologies in Solar Energy Industry: A Conceptual Study	Prof. Subrat Sahu	Faculty	January 19, 2017
	Shared Identity, Work-life Roles and Career Priorities - A Study of dual Career Couples	Ms. Tanvi Kothari	DPM Student	
3	Case-Engaging Blue Collar Employees at the Workplace	Prof. Sameer Pingle	Faculty	February 2, 2017
	ICT and Microfinance Section in India	Mr. Amandeep Sindhu	DPM Student	
	Searching Habits: An Exploratory Study of Ahmedabad Internet Users	Ms. Riya Shah	DPM Student	



The Forthcoming Events

4	Evolution of B2B e-Business Models: Three Cases	Prof. Prabhat Kumar Yadav	Faculty	February 23, 2017
	Evolution of Recruitment	Ms. Pragya Ramsingh Thakur	DPM Student	
5	Theory in Management Research	Prof. Deepak Srivastava	Faculty	March 2, 2017
6	A Glimpse into Rajanomics	Prof. Dhiren Jotwani	Faculty	March 9, 2017
	Aspects of Supply Chain Management: with a reference to Perishable Items	Ms. Gunjan Sood	DPM Student	
7	Cellular Manufacturing in a Pharma Company	Prof. Rajeshkumar Jain	Faculty	March 16, 2017
	The Role of Earnings Management and Ownership Structure in Signaling Financial Distress	Ms. Punita Rajpurohit	DPM Student	
8	Devotees and Prasadalya Management at Shri Sai Baba Temple, Shirdi	Prof. Nityesh Bhatt	Faculty	March 23, 2017
9	An Exploratory Study of Organizational Role Stress Amongst B-School Professors	Prof. Nina Muncherji	Faculty	April 6, 2017
	Critical Factors for Successful Implementation of Business Analytics: Exploratory Findings from Select Cases	Ms. Prakriti Soral	DPM Student	
10	Communication Skills and the Management Teacher	Prof. Harismita Trivedi	Faculty	April 13, 2017

