

Inside this issue...

Manthan **02**

Forum for Intellectual Stimulation

Utthan **11**

Human Resource Development

Samiksha **17**

Point of View

Spandan **18**

Student Activities

Sambandh **27**

Alumni Corner

Sampark **29**

Library Events

Aagami **30**

The Forthcoming Events

From the Editor's Desk

The onset of the year 2018 brought glad tidings for the Institute of Management, Nirma University (IM-NU). The Institute has been accredited by SAQS. This prestigious international recognition bears testimony to the fact that the Institute has built its reputation with a dedicated goal of adding value to life and professional standards. This is greatly reflected in the current rankings of the B-Schools where IM-NU has been consistently soaring high. The Institute of Management believes in serious academic pursuit and encourages original and innovative thinking with regard to national and internationally relevant ideas, policies through intellectually stimulating debates and discussions at all levels. To implement this Nirma International Conference on Management (NICOM) brings together academicians, researchers, practitioners and students from not only all over the country but also other nations to share their insights and research on a single platform. NICOM is a unique forum to facilitate conversations among management researchers, practitioners and educators who showcase their transformational work as presentations and publications reviewed by expert educators from across the world. The Institute of Management, has been a centre that encourages learning, where learning not only becomes a discipline for the students but a habit for life. IM-NU has an eco-friendly campus and a peaceful ambience. It continuously strives to develop a conducive learning environment, enhance academic and administrative efficiency and foster excellence in research. It is a perfect centre for research, particularly for Doctoral students, since their research is fortified by a large body of resources available to them to aid in their studies.

The flagship Conference for Doctoral research, Anvesh, that hosts researchers from all over India, was a grand success this year, as well. The Institute continues to encourage the global facilitation of higher education; develop and strengthen student support and welfare, and thereby promote value based conduct and governance. This is implemented through a large number of industrial visits that are organized for the students so that they can gain first-hand knowledge about the industrial sector in the present day. All faculty and staff members take enormous pride in their work to support our students. They make the most of their time at University and go beyond their own expectations of what they can achieve. Our graduates are highly employable, socially and environmentally responsible, and confident in their discipline. The section on Placement Updates bears testimony to the same. In an endeavour for quality enhancement and sustainable growth, the Institute continuously strives to achieve excellence in offering world-class education for its students and make them responsible citizens of the country. This is achieved through a wide range of students' activities and events. This issue of Sparsh serves to showcase and document all these events.

We hope you enjoy reading this issue of Sparsh.

Dr. Monali Chatterjee

EDITORIAL BOARD

Dr. Monali Chatterjee (Editor)
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Forum for Intellectual Stimulation

Ranking

1. Ranked as the top 22nd Best B-School and published in Dalal Street Investment Journal in February 2018.
2. Ranked 34th Best B-school published in "Education World" May 2018.

Rank	Rank	Gujarat		Total score (3400)
India 2018	State 2018			
1	1	IM-Ahmedabad		3123
21	2	Institute of Rural Management (IRMA), Anand		2962
34	3	Institute of Management (Nirma University), Ahmedabad		2464
67	4	MS Patel Institute of Management Studies (FMS), Vadodra		2162

Institute of Management, Nirma University gets International Accreditation SAQS from AMDISA

Institute of Management, Nirma University (IM-NU) has attained SAQS (South Asian Quality Assurance System) accreditation for five years by Association of Management Development Institutions in South Asia (AMDISA), an international association, and a "SAARC Recognized Body. IM-NU is now in the league of global B-Schools through its SAQS international accreditation which reflects institute's continuous quality improvement system bench-marked with the leading global B- schools in the world.

25th Annual Convocation of Nirma University

Nirma University held its 25th Annual Convocation Ceremony on April 24, 2018. 604 students were awarded degrees as part of the convocation. In his words of encouragement, Chief Guest Shri Deepak Kumar Hota, Chairman & Managing Director, Bharat Earth Movers Ltd., Bangalore, said that, "The learning curve is also the earning curve, and your augmented proficiency will help you to climb the corporate ladder faster. You should gain access to learning opportunities that your organization offers or take a course online, search for an expert video or podcast to learn a quickly needed skill that fit your individual needs and schedules".

Around 22 Ph.D. students, 252 MBA students (Full Time), 49 MBA students (Family Business & Entrepreneurship), 48 Five-Year BBA-



25th Annual Convocation of Nirma University

MBA Integrated students, 1 BBA student, 105 B.A. LL.B. students (Hons.), 57 B.Com. L.L.B. students (Hons.), 55 BBA L.L.B. students (Hons.), 3 Master of Law (LL.M), 4 B. Tech. students, 1 Diploma student, 3 M. Tech. students, and 4 M.Sc. students were conferred degrees. Dr. Karsanbhai K Patel, President of Nirma University, presided over the function.

Addressing the students, Mr. Hota said “First-time managers need to learn how to reallocate their time so that they not only complete their assigned work but also help others perform effectively. You cannot allocate all of your time to seizing opportunities and handling tasks yourselves. You need to shift from doing work to getting work done.”

As part of convocation ceremony special awards were given to outstanding and dedicated students of Nirma University as an appreciation of their hard work. A total of 24 scholastic medals were awarded across various categories — First, Second and Third rank (overall), First rank (each specialization) as well as special honours to outstanding students (each programme). The medals were bestowed by the Chief Guest.

21st Nirma International Conference on Management (NICOM)

The 21st Nirma International Conference on Management (NICOM) was organized by IM-NU during January 11-13, 2018. Its central theme was “Societal and Organizational Transformation through Strategic and Technological Interventions”. The Conference had academicians and practitioners from all over India and abroad, presenting their research in as many as 60 sub-themes viz, Strategic Management Process, Entrepreneurship and Regional Development, Functional Level Strategies, Functional Information Systems & DSS, Digital Ecosystem, etc., in four track sessions spread across the three days Conference.

The Conference was inaugurated on January 11, 2018. The Chief Guest of the inaugural session Mr. Gurmeet Singh Sethi, Managing Director, Johnson Controls- Hitachi Ltd. spoke about the Digital India Campaign, the concept of Smart Cities and the development of technologies such as Artificial Intelligence. Dr. Anup Singh, Director General, Nirma University also said that the use of technology is of utmost importance and the change in technology that the society accepts should be adapted by the organizations because not being able to adapt is the greatest shortcoming an organization can have. The inaugural function was also graced by Padma Shri Dr. Karsanbhai K. Patel, President, Nirma University.

In total, 211 abstracts and 115 full papers were received from India and abroad. The papers were sent for two rounds of blind review by two independent committees consisting of faculty members from IM-NU as well as other institutions. Based on their feedback, two volumes of books were published containing selected 75 papers which were published by McGraw Hill Education (India) Pvt. Ltd. The Conference had total registrations of 100 delegates, 75 paper presentations by the participants in 24 track sessions, organized over the period of three days. In addition to the inauguration and valedictory sessions, four plenary sessions had also been arranged during which, prominent personalities from the industry addressed the audience on various topics. Around 166 delegates registered for NICOM out of which 137 papers were presented in 25 concurrent sessions organized in five tracks in three days. The Conference also had 8 foreign delegates, from countries such as USA, Ireland, South Africa, Bangladesh and Nigeria.



Dignitaries at the dias during NICOM

Anvesh -14th Doctoral Research Conference

Anvesh-2018 - the 14th Doctoral Research Conference was organized by IM-NU on April 6 - 7, 2018. The chief guest of the Inaugural ceremony was Dr. D.M. Pestonjee, Ex-Professor (IIM-A) and currently working in Pandit Deendayal Petroleum University, Gandhinagar. Two books "Research Frontiers in Finance and General Management" and "Research Frontiers in Human Resource Management and Marketing Management" were released during the session. This conference received 88 abstracts from all over the country and 52 research papers. The conference had 2 workshops, 8 track sessions with 49 presentations and 2 research clinics, over the two-day Conference.

Themes covered for the same were in areas of human resource, marketing, operations, finance, entrepreneurship and information management. There were two expert sessions "Theory of Management Research" and "Do's and Dont's of Management Research" delivered respectively by Dr. Deepak Shrivastava and Dr. A.C. Brahmbhatt.

The second day of Conference started with the research clinic sessions, where researchers discussed about the research problems with experts in the given area. The conference concluded with the valedictory address by Dr. R.J. Mody, Former Director, Sardar Patel Institute of Economic and Social Research, Ahmedabad. Dr. Rajen Gupta Ex-Professor, Organizational Behaviour, at Management Development Institute, Gurgaon also conducted the workshop on "Philosophy and Paradigms of Creating Knowledge" and "Overview of Qualitative Research."



Inaugural Ceremony of Anvesh - the Doctoral Research Conference



Release of two books at Anvesh

Orientation: Inauguration and Induction of MBA-FT 2018-2020 Batch

On the June 20, 2018, IM-NU welcomed its 23rd batch of MBA full time programme for the academic year 2018-20. Mr. Prem Singh, President - Global HR, Wockhardt Ltd. presided over the inauguration function as chief guest of the ceremony. A week long induction followed the inauguration of the Programme which included activities like interaction with faculty and staff of IM-NU, micro-lab, alumni talk and introduction to library, various students' activities, clubs and committees. The students were also briefed about the MBA course curriculum and the pedagogy that would be followed.



Mr. Prem Singh, President-HR, Wockhardt Ltd at the Inauguration of MBA-FT Batch

Orientation: Inauguration and Induction of MBA-FB & E 2018-2020 Batch

The Inaugural-cum-Induction programme for the MBA (Family Business & Entrepreneurship), Batch: 2018-20 was organized between June 28 - 30, 2018 at the Institute of Management, Nirma University, Ahmedabad. During the inaugural ceremony on June 28, 2018, Dr. M. Mallikarjun, Director, IM-NU while welcoming the new batch of MBA (FB & E) students laid stress on the discipline, culture and uniqueness of the programme. The Chief Guest - Mr. K. Thyagrajan Iyer, Founding Member & Board of Director, Icreate in his inaugural address emphasized on the importance of technology and innovation in the context of family owned and managed business enterprise. Sessions on Micro-Lab, teaching-learning pedagogy, library and computer lab resources, importance of reading business news, awareness about plagiarism, gender sensitization and equal opportunity, business planning and opportunities for MSMEs, the importance of MBA education for becoming successful family business manager and the importance of students' clubs & activities were conducted by IM-NU faculty members as part of the three-day induction programme.

DIGNITARIES ON CAMPUS

Dignitaries Visited

On February 6, 2018 an extramural lecture by the motivational and spiritual speaker Shri Rameshbhai Oza was organised.



Session by Shri Rameshbhai Oza

CEO / Institute Lecture Series

No.	Name of Expert, Designation & Organization	Topic	Date
1.	Mr. Rahul Mirchandani, CEO, Aries Agro Ltd.	Storytelling and Socratic Dialogues or Leadership Lessons	March 23, 2018
2.	Mr. Tanmaya Jain, Founder & CEO at in Feedo	Building the future using A.I. in HR	June 29, 2018



Dr. Rahul Mirchandani , CEO Aries Agro Ltd for the lecture series



Tanmay Jain Founder & CEO at in Feedo for the lecture series

Vichar Vinimay

List of Vichar Vinimay Seminar held during the Period from January 2018 to June 2018

No.	Name	Date	Topic
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. Prof. Chetan Jhaveri	February 3, 2018	Optimal Pricing, Shipment and Payment Policies for an Integrated Supply Chain Inventory Model under Two-level Trade Credit.
	Prof. Tripurasundari Joshi	February 3, 2018	A Study on the Relationship among Organizational Culture HR Practices and Customer Orientation.
4	Prof. Deepak Srivastava	February 8, 2018	Internationalization of SMEs: An Entrepreneurial Cognition Perspective
	Prof. Sapna Parashar	February 8, 2018	Effect of Demographics on Materialism: An Empirical Study
5	Prof. Indu Rao	February 17, 2018	Examining the Global Success of an Unorganized Indian Industry: Insights for HR
6	Prof. Hardik Shah	February 22, 2018	Attracting, Motivating and Engaging Millennials: HR Issues & Interventions
	Ms. Neha Singh (DPM Student)	February 22, 2018	Grofers: A Case Study of Influencing Factors and Constraints in an E-Commerce Driven Supply Chain
7	Prof. Sanjay Jain	March 1, 2018	Relationship between Brand Image and Country Image with respect to Samsung Mobile
	Mr. Anurodhsingh Khanuja (DPM Student)	March 1, 2018	A Study of Supply Chain Integration and Flexibility
8	Ms. Seema Bihari (DPM Student)	March 3, 2018	Factors that Influence Customers' Participation in Pay What you Want Settings
9	Ms Rajwinder Kaur (DPM Student)	March 8, 2018	Nano Plant : Skilled Worker's Unrest
10	Ms. Punita Rajpurohit (DPM Student)	March 15, 2018	Disclosure Quality and Corporate Governance : A Review
11	Mr. Yogesh Mungra (DPM Student)	March 17, 2018	An Integrative Perspective of Economical and Social Forces on Performance in Manufacturer-Supplier Relationship: A Literature Review
12	Prof. Harismita Trivedi	March 22, 2018	Rumination, Locus of Control and Personal Effectiveness: Exploring a Conceptual Interrelationship
	Mr. Jitendra Nenavani (DPM Student)	March 22, 2018	The Role of Collaboration in Supply Chain: A Literature Review

13	Prof. Subrat Sahu	March 31, 2018	Mobile Technology in Emergency Medical Services: Prospects and Challenges
	Ms. Ritika Singh	March 31, 2018	Impact of Work Life Balance and Work Engagement on Self-Initiated Expatriates with Cross-Cultural Adjustment as a Mediator
14	Prof. Deepak Danak	April 5, 2018	Branding and Firm's Financial Performance: A study of Consumer Goods Industry in India
15	Prof. Rajesh Jain	April 12, 2018	ZED for MSMEs GOI Initiatives to Promote Make in India
	Prof. Nityesh Bhatt	April 12, 2018	Technology Startup Ecosystem in India

International Industrial Visits Report of Academic Year 2017-18 (MBA FB&E)

The Industry orientation course is a 3-credit course which is offered in 2nd year MBA (FB&E). This year batch 2017-19 was a part of this programme. It is a mandatory programme for students to visit International/ National Cities.

The international visit was conducted for 14 nights/15 days. The total strength was 49, which included 47 students and 2 faculty members. Three countries were visited in Europe. The module included a combination of industry visit, workshop and classroom learnings.

The classes were held at FOM University in their study centres at Nuremberg and Munich by their eminent professors. The professors had conducted classroom workshops on “The Importance of Innovativeness & Design Thinking for Startups and Family Businesses” on May 29, 2018 conducted by Dr. Uhde, “Regionalization of German Mittelstand - The Impact of Location Strategies on Corporate Development and Competitiveness” on May 30, 2018 conducted by Dr. Kocagöz and “The importance of family owned businesses for the German economy” on June 6, 2018 conducted by Dr. Mann and the way into the 21st century was conducted by Dr. Katz. on June 7, 2018.

The students visited to three different countries in Europe during their education tour. They started with Germany –Nuremberg – May 28 to 29, 2018, Munich on May 30, 31 & June 4, 6 & 7, 2018, June 5, 2018 - Augsburg. They have also visited Austria - Vienna on June 1 & 2, 2018, Salzburg- June 3, 2018 & Czech Republic – Prague –June 8, 9 & 10, 2018. The students also visited the organisations like BMW on May 30, 2018, CEWE Stiftung & Co. KGaA on June 4, 2018, Erhardt+Leimer GmbH on June 5, 2018 and Riegele Brauwelt on June 5, 2018.

International Industrial Visits at Erhardt+Leimer



The Akshaya Patra Foundation

On January 17, 2018, an industrial visit at Akshaya Patra Foundation, Bhadaj-Santej Road, Santej, Ahmedabad was organized for the 1st Year BBA Students, BBA-MBA programme by IM-NU. Students visited the Mega Kitchen at the Akshaya Patra Foundation. At first, students were briefed about the Akshaya Patra's objectives, capacity of the kitchen, automated equipment, variety of foods made and quality assurance system. Subsequently, students visited the raw material section, automated production facilities of Roti, Dal, Rice, and bakery products at the Mega-Kitchen. Finally, students interacted with the executives to understand the application of curriculum at practice, and resolve their doubts. Overall, this visit resulted into a great learning experience for the students.

Havmor

IM-NU organized the an industrial visit on February 3, 2018 at Havmor, near SBI Naroda GIDC, Ahmedabad for the 3rd Year BBA Students (Section B), BBA-MBA programme. At Havmor, the students were informed about the product-variety, precautionary measures in production, raw materials and deep freeze facilities. Subsequently, students visited the manufacturing process of the various products, and informed regarding the quality control mechanism, and logistic system in the company. Finally, the interaction with HR executive, and production supervisor ensured the learning of the students.

Amul

IM-NU organized an industrial visit on February 3, 2018 at Amul, Mother Dairy, Nr. Indira Bridge, Ahmedabad for the 3rd Year BBA Students (Section A), BBA-MBA programme. At Amul, the students were briefed about the company policies, safety measures, and strategic importance of that plant in the company. Students visited the raw material section, production facilities of ice-cream, candy, and milk, packaging facilities, quality control, and deep-freeze facilities. Also, the application of the curriculum in the form of sampling, automated system for production, and logistics were demonstrated. Throughout the visit, HR executive explained the entire system at the company and gracefully addressed the queries of the students.

Ramdev Foods Pvt. Ltd

On February 19, 2018, an industrial visit at Ramdev Foods Pvt. Ltd., Rupal - Chiyada Road, Bavla, Ahmedabad was organized for the 2nd Year BBA Students, BBA-MBA programme by IM-NU. Students visited the Wafer and Namkeen plant of the company. At Ramdev Foods, the students were briefed about the company policies, precautionary measures, and production process of the wafer and Namkeen. Also the application of the concepts in the form of automated system for raw material, production, and packaging were demonstrated. Further, the interaction with the HR department, production supervisor and MD of the company was very insightful. The executives were very patient in answering the queries by the students and it was a great learning experience for the students.

The TTK Group

The Industrial visit to TTK Prestige was held on February 20, 2018. Twenty-seven Full time MBA students had participated in this visit. The visit provided students an insight regarding internal working of TTK Prestige and thus providing a practical perspective on the world of work. Students were provided with an opportunity to learn practically through interaction, working methods and employment practices.

The TTK Group was founded in 1928 as an indenting agency. Mr. T. T. Krishnamachari pioneered organized distribution in India. The young dynamic businessman set up distribution for a wide range of products ranging from food, personal care products, writing instruments, to ethical products. Distribution for various brands like Cadbury's, MaxFactor, Kiwi, Kraft, Sunlight, Lifebuoy, Lux, Ponds, Brylcreem, Kellogg's, Ovaltine, Horlicks,



Industrial Visit to TTK Group

Mclean, Sheaffer's, Waterman's & much more was established. Today the TTK group spans 30 product categories with 7 group companies and a turnover that cross 30 billion rupees. The group company products reach every continent of the world. TTK Prestige Ltd. is the flagship company of the TTK Prestige Group.

Adani Port

On February 22 & 23, 2018 Integrated MBA (4th Year) and MBAFB (1st Year) students visited Adani Port, Mundra. Adani Port and Special Economic Zone Ltd (APSEZ) is located in the Gulf of Kutch on the west coast of India situated 60 km west of Gandhidham in Kutch district of Gujarat. APSEZ is ideal for global trade due to multiple benefits. This visit helped to gathered information and learned to utilize practical knowledge like design of docks and shipyard. Students received a clear idea about theoretical and practical design parameters.



Industrial Visit to Adani Port

MSP

The MBA programme of the IM-NU is aimed at preparing students to successfully face the managerial challenges in the corporate world. The Institute also simultaneously believes in its responsibility to the society at large and in its role as a catalyst of social change. "Managing Social Projects" has been conceived as part of the larger responsibility of the Institute towards the community.

In this field course, students work in teams on a project with either a not-for-profit organization or any government intervention in the social sector or CSR initiative of a commercial organization. The aim of the course is to sensitize students to social realities and concerns and make meaningful contributions to the ground level operations of social organisations.

The course begins with an orientation seminar involving guest speakers from the social sector. This is followed by identification of partner organisations and visits to their premises for sensitization. Projects for the students are identified jointly with the partner organisations which are then implemented over two semesters. A team of faculty coordinators are identified who mentor the students during their association with the organisations.



Ms. Binal Patel from Childline India Foundation for the MSP Orientation

Final Placement Update: –Batch of 2016-2018 of the MBA (Full Time) & Batch of 2013-2018 of the Integrated BBA-MBA

The Institute like all previous years had impressive campus recruitments with over 75 companies visiting the campus for final placements. More than 15 sectors recruited which primarily included IT&ITES, BFSI, FMCG, E-Commerce, Engineering & Manufacturing, Pharma, Power, Real Estate, Telecom and Consulting with average annual salary at INR 8.21 lacs. Eight students had received Pre-Placement offers.

The highest salary (CTC) offered was Rs.22 LPA from AI and Analytics sector. The average CTC offered to students has observed a year-on-year impetus and is 8.21 LPA for the graduating batch. With these milestones, IM-NU continues to strive forward in providing quality management education and has firmly consolidated its position as one of the premier B-Schools of the country.

The Institute also boasts of a 4278 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 alumni meets, conclaves, mock PI, guest lectures and student engagement programmes to name a few.

Awards

CRC placement award

Under the scheme of Awards and Incentives, Placement Cell - IM-NU has been awarded by Nirma University as 'The Best Placement Cell of the University' for the year 2017 with a Shield and a Citation Certificate on April 11, 2018.



A proud moment for the CRC team

Faculty Awards and Achievements

Prof. Indu Rao received the “Distinguished Woman in Management- International Award” for Initiatives and Developments in the field of Human Resource Management at the third Annual Meet for International Women in Science and Technology held in Chennai on March 3, 2018.

Prof. Indu Rao received the Udgam “Special Achievement Award” for her achievements and accomplishments in Academics at the ninth International Udgam Foundation Awards ceremony in Gandhinagar on March 9, 2018.

Prof. Sunita Guru received the Best Paper award - Influencers to the Risk Associated with Online Shopping: Structured Equation Modeling Approach, Towards Excellence, an Indexed Refereed Journal of Higher Education, ISSN: 0974-035X, January 30-31, 2018 (B.K. Institute of Management)

Expert Lectures delivered by Faculty

Prof. Indu Rao delivered a key note address titled “Education and Business Ecosystem” during the CII’s Sensitizing Session on “Nari Shakti- Leading by Example” organized by Confederation of Indian Industry on March 8, 2018 in Rajkot under Society - Connect Initiative.

Prof. Indu Rao was invited as an external expert (HR) for the ISRO-Departmental Promotion Committee interviews scheduled on June 23, 2018 to consider promotion of senior Scientists/Engineers at the Space Application Center, Ahmedabad.

Prof. Rajesh Kumar Jain invited to deliver an Expert talk to Executives of Bosch Rexroth India Pvt. Ltd., Ahmedabad Plant during their Lean Week February 8, 2018.

Prof. Rajesh Kumar Jain participated as Expert on Panel Discussion during 3rd International Conference on Emerging Global Trends in Humanities, Science, Technology, Commerce and Management Education, Christ Campus, Rajkot March 23, 2018.

Prof. Nina Muncherji was a Panelist for Interviews for HR Managers at Gujarat Info Petro Limited on June 26, 2018.

Papers Published in International Journals

Sanjay Kumar Jain, **Rajesh Kumar Jain (2018)**, “Cellular Manufacturing-through put Reduction in a Pharma Company”, *The Pharma Innovation (TPI)* Volume 7(7), ISSN: 539-544, ISSN (E): 2277- 7695 ISSN (P): 2349-8242 June/July 2018

Sarkar, Shulgana and **Pingle, Sameer (2018)**, ‘CSR Governance Addressing Social Issues: A Critical Review’, *South Asian Journal of Management* Volume 25 (1), ISSN: 09715428, pp. 23-50, March 2018

Kaur, Rajwinder and **Pingle, Sameer (2018)**, ‘Employer Branding in the Indian Armed Forces Context: A Comparative Study of Potential Defence Applicants and Defence Employees’, *Vision – The Journal of Business Perspective*, MDI, Gurgaon, New Delhi: Sage Publication, Vol. 22 (2), ISSN: 0972-2629, pp. 199-210, May 2018

Limbachiya, Bhavini. N and **Chatterjee, Monali**. “Prepositional Errors and their Remedies: A Study of 50 Teachers’ Teaching at Bachelor of Engineering Level.” *Veda’s Journal of English Language and Literature JOELL*, an International Peer Reviewed Journal, Vol.5, no.1, 2018, pp.132-136, ISSN: 2349-9753 March 2018

Limbachiya, Bhavini. N and **Chatterjee, Monali**. “Deliberations on a Webquest - An Inquiry-Oriented Lesson Format to hone writing skills in English Language as Foreign Language in Indian Milieu.” *Veda’s Journal of English Language and Literature JOELL*, an International Peer Reviewed Journal, Vol.5, Issue 1, 2018, pp.143-148, ISSN: 2349-9753 May 2018

Patel, Ritesh, Patel, Mitesh and **Patel, Nikunj (2018)**, “Impact of microfinance on poor women: Lessons from North Gujarat”, *Prabandhan: Indian Journal of Management*, Vol. 11, Issue No. 2, ISSN:0975-2854, pp. 14-29. February 2018

Poonam Chhaniwal, Hareesh Barot, (2018) The Journey of Unicorn Uber from San Francisco to International Disruption. *Asian Journal of Management Cases*, Sage Publications, Vol 15, Issue 1 , pp 82-91, ISSN 0972-8201. An International Journal March, 2018.





Chapters Published

Name	Chapter	Name and details of the book	Year
Prof Indu Rao	A Green HRM Approach to Organizational Sustainability	Research Frontiers in Human Resource Management and Marketing Management. Edited by Nityesh Bhatt and Ritesh Patel. Excel Publishers. 978-938-672-4694.	2018
Prof. Monali Chatterjee	Effective Strategies of Persuasive Communication in Social Media	Business Transformation Through Functional Strategy. Ed. N. Bhatt, R. Unny, S. Bhatt. New Delhi: MacGraw Hill Education, [ISBN-13: 978-93-87572-22-5 and ISBN-10: 9387572-22-6].	2018
Prof. Monali Chatterjee	An Eyesore for the Society: A Scrutiny of a Social Milieu Through the Women in Tagore's Binodini	Reading Rabindranath: The Myriad Shades of a Genius. Ed. Sutapa Chaudhuri. Jaipur: Aadi Publications, Pp. 27-40, [ISBN 978-93-87799-02-8].	2018
Prof. Monali Chatterjee and Aakruti Shah.	The Significance of Comprehensible Financial Reporting	Finance and General Management. Ed. Bhatt, N. and R. Shah. New Delhi: Excel Publishers. Pp. 34-47. [ISBN 978-93-86724-70-0]	2018
Dr. Parineeta Fuke, Prof. Sameer Pingle	Does Strategy Matter in Municipal Organizations? A Study of Nagpur Municipal Corporation	Transformation through Strategic and Technological Interventions, Balakrishnan Unny R., Nityesh Bhatt and Shahir Bhatt (Eds.), New Delhi: McGraw Hill Education, ISBN: 978-93-87572-21-8	2018
Niralee Prajapati, Prof. Sameer Pingle	A Case Study on Potential Appraisal and Succession Planning Practices in Indian Pharmaceutical Companies	Business Transformation Through Functional Strategy. Ed. N. Bhatt, R. Unny, S. Bhatt. New Delhi: MacGraw Hill Education, [ISBN-13: 978-93-87572-22-5 and ISBN-10: 9387572-22-6].	2018
Prof. Rajesh K. Jain	A Study of E-Commerce and SMEs' Performance: An Empirical Evidence	Research Frontiers in Finance and General Management, Excel Publishers (ISBN 9789386724700)	2018
Prof. Rajesh K. Jain	Lean Startup: Concept, Global Challenges and Issues	GLocal Challenges: Excellence through Quality and Innovation ASQ South Asia, pp 16-26 (ISBN 978-81-930216-3-7)	2018

Prof. Rajesh K. Jain	Six Sigma Project to Reduce Defects in Capsules: Challenges and Benefits in a Mature Organization	GLocal Challenges: Excellence through Quality and Innovation ASQ South Asia, pp 233-239 (ISBN 978-81-930216-3-7)	2018
Prof. Deepak Danak	Are Shareholders in Small Companies Exposed to Higher Risk?	Transformation through Strategic and Technological Interventions edited by Balakrishnan Unny R., Nityesh Bhatt and Shahir Bhatt, New Delhi: McGraw Hill Education, ISBN: 978-93-87572-21-8	2018
Prof. Nina Muncherji	Exploring the Relationship between Individual and Organizational Learning: Role of Team Learning	Business Transformation Through Functional Strategies edited by Nityesh Bhatt, Balakrishnan Unny R., & Shahir Bhatt, New Delhi: McGraw Hill Education, ISBN-13: 978-93-87572-22-5	2018
Mishra G., Unny Balakrishnan R., Bhatt N.	Internet of Things (IoT) deployment in Wearable Healthcare: A Socio-Techno Evaluation.	Handbook of E-Business Security, B. K. Mishra, R. Kumar, N. Zaman, M. Khari, & T. JoSo Manuel R.S (Eds.), (pp. 311–340). Taylor and Francis.	2018
Unny Balakrishnan R., Mishra G., Bhatt N.	Strategies for improving cyber resilience of data intensive business information systems.	Handbook of E-Business Security, B. K. Mishra, R. Kumar, N. Zaman, M. Khari, & T. JoSo Manuel R.S (Eds.), (pp. 285–312). Taylor & Francis.	2018

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	Prof. Samik Shome	Impact of Festive Offers by E-Commerce Firms in India	11 th International Conference on Healthcare Systems & Global Business Issues	Dehradun	2-3 January 2018
2	Monali Chatterjee	The Future of Humanities: Challenges and Opportunities”	International Seminar-cum-Workshop on ‘The Future of Humanities in the 21 st Century’ at School of Liberal Arts and Human Sciences	Surat	March 24-25, 2018
3	Dr. Monali Chatterjee	Presented a paper titled “Learner Centred Approaches to Learning English” at an International	13 th International and 49 th Annual ELTAI Conference on “NextGen Learners: New Demands, New Responses” jointly organised by ELT@I and Career Point World School	Bilaspur	June 29- July 01, 2018
4	Prof Indu Rao	Competing Values in Real Estate Multinational Firm: India and UAE	Academy of International Business Conference at Symbiosis University	Pune	April 19-20, 2018

Books Published

No.	Name of the Book	Year of Publication	Authors/Editors	ISSN/ISBN number	Publisher
1.	Cross-Cultural Leadership	2018	Prof Indu Rao	9781307300390	McGraw Hill
2	Advanced OB & HR	2018	Prof Indu Rao	9781307294453	McGraw Hill
3.	Business Transformation Through Functional Strategies	2018	Nityesh Bhatt, Balakrishnan Unny and Shahir Bhatt	978-93-87572-22-5	McGraw Hill Education (India) Pvt. Ltd.
4.	Transformation Through Strategic and Technological Interventions	2018	Balakrishnan Unny, Nityesh Bhatt, and Shahir Bhatt	978-93-87572-21-8	McGraw Hill Education (India) Pvt. Ltd.
5.	Research Frontiers in Human Resource Management and Marketing Management	2018	Nityesh Bhatt and Ritesh Patel	978-93-86724-694	Excel Publishers, New Delhi
6	Research Frontiers in Finance and General Management	2018	Nityesh Bhatt and Ritesh Patel	978-93-86724-70-0	Excel Publisher, New Delhi

Projects and Consultancy

1. Research Project titled by 'Effectiveness and Efficiencies of MGNREGA in Five Districts of Central Gujarat and its Impact on Quality of Life' funded by Indian Council of Social Science Research (ICSSR), New Delhi. Principal Investigator: Dr. Samik Shome. This project started on January 15, 2018 - ongoing
2. Research Project titled by 'Adoption and Effectiveness of Digital Health Services in India: A Study of Gujarat State' funded by Indian Council of Social Science Research (ICSSR), New Delhi. Principal Investigator: Dr. Jayesh Aagja and Co-investigator: Dr. Samik Shome. This project started on May 15, 2018 - ongoing

Consultancy

Dr. Samik Shome is a member of the third Common Review Mission (CRM) constituted by the Ministry of Rural Development, Government of India under the Chairmanship of Shri Siraj Hussain, former Secretary (Agriculture), Government of India. This project started from January 15, 2018 - November 15, 2018.

Projects Outcome / Outputs:

Report submitted to Competition Commission of India (CCI) on Competitive Assessment of Petroleum & Natural Gas Regulatory Act, 2006 by Dr. Samik Shome and Dr. Jayesh P Aagja in April, 2018.

Continuing Education Programme

No	Name of the Programme	Beneficiaries	Date	Program Leader/s
1	Managerial Skills for Supervisory Personnel	Junior and Middle Managers	February 01-03, 2018	Prof. Sameer Pingle
2	Effective Team Building & Leadership	Junior and Middle Managers	February 21-23, 2018.	Prof. Nina Muncherji



Managerial Skills for Supervisory Personnel



Effective Team Building and Leadership

Executive Diploma Programme

Institute	Name of the Programme	Beneficiaries	Programme Leader/s	Date
IM-NU	Executive Diploma Programme in Marketing	Industrial Executives	Prof. Chetan Jhaveri	July 2017 to April 2018
IM-NU	Executive Diploma Programme in Operations Management	Industrial Executives	Prof. Chetan Jhaveri	July 2017 to April 2018

Executive Diploma Programme

No.	Name of the Programme	Beneficiaries	Programme Leader/s	Date
1	Case Method for Effective Management Education	IM-NU Faculty	Prof. P.K Chugan Prof. Meeta Munshi	April 16-30, 2018

Newly Joined Faculty



Prof. Punita Rajpurohit

Prof. Punita Rajpurohit has done M.Com with the specialization in accounting and taxation from Sardar Patel University, Vallabh Vidyanagar. She has qualified UGC-NET with JRF. She is pursuing Ph.D. from Institute of Management, Nirma University and CMA from Institute of Cost Accountants of India. Her research interests lie in earnings quality, corporate governance, and financial distress.

Get together

The Get together for the faculty and staff members of Nirma University took place on March 24, 2018 in the Campus. The event started in the evening and ended with dinner. This fun filled day included games, activity, magician, future teller, camel kart ride, and a performance by professional singers. Everyone enjoyed and bonded with each other.



Enjoying the camel cart ride at the Get-together



The musical performance during the Get-together

Five Things to Do Before You Graduate by Bhumika Negi

We all are running on a never ending treadmill of life and there's never enough time. As soon as we become legally old enough to do the things we enjoy, responsibilities fill up all our time slots. So how to enjoy life and be productive at the same time? How to use these potential 2-3 years to get ready for the world ahead? I



have some suggestions for you which might not make you the next big thing but will definitely help making this conundrum called life a little simpler.

1. **Challenge Yourself:** Make a "To Do List" and tackle the most difficult thing in the list first. It could be a start-up, starting a blog or skydiving maybe reading an encyclopaedia. You are not getting any younger and the more you delay them the more is the possibility that they'll never be crossed out of that list. In fact, it's a very good habit; behavioural scientists have found that the most successful people overcome the most difficult obstacles first. It gives you a moral boost.
2. **Find a Mentor:** Speaking from experience, you need a mentor to guide you through all those confusing career advices and choices; wrong career choices are like the rabbit holes and you're Alice, it mostly results in you losing your most precious asset – your self-confidence. The mentor could be anyone your parent, school teacher or a relative anyone but your best friend. It must be someone you trust and who is

very well acquainted with your skills. My mentor is my ex school teacher needless to say she's my light in the dark.

3. **Travel Alone:** No, going to your local grocery store doesn't qualify. During vacations take a trip to the place of your choice the only catch is to travel alone. The person you're spending your whole life is You yourself! So go rediscover the 'you' and get out of that comfort level.
4. **Generate Assets:** Realize what your assets are and what your liabilities are and cut down those liabilities. Confused? Let me give an example: Suppose I have a YouTube channel and a Blog from which I earn money, they are my assets. Now, I have a Kindle Unlimited or Netflix subscription which I renew every month but I don't generate any value from them, they are just for entertainment so they are my liabilities. And as you slowly start doing internships or may be bag a temporary job before your graduation you can start investing money i.e. generating assets, just make sure you consult an expert before investing.
5. **Let go of Fear:** Sounds simple? Why is this on the list? Because we all are afraid of something - failure for example, which is very normal but when that fear hinders our growth then it is better to cut it off. Post-graduation you'll have to face the world and honestly the world is really scary, so if you keep holding on to those fears you'll lose out many opportunities. Face your fears; do one thing every day that scares you overcome it because fears manifest in to guilt.



Student Activities

Op-Strat

Club Optimus – the Operations Club at IM-NU conducted the event named Op-Strat. This event was based on the analysis of the supply chains of the reputed and established E-Commerce firms. The event tried to judge the understanding of the participants about the supply chain elements and if they can identify certain flaws and suggest corrective measures. The event took place on February 21, 2018. It was a blend of excitement of the quiz and testing grounds for the concepts that the students have gained.

Ops quotient

On February 17, 2018, Club Optimus – the Operations Club at IM-NU organized a guest talk by Dr. Ankur Sinha, Assistant Professor from IIM Ahmedabad. It enlightened the students in the operations area on Big data.

Business Tantra

On February 16 to 11 March, 2018, Finesse - the Finance Club conducted this National level event. Over 550 teams registered for the online qualifying round and only 15 teams were selected for the final business simulation round. Each team was given a specific budget and they had to maximize it and use it efficiently. The teams registered their business companies and needed to record each and every transaction with the virtual banks as and when carried out by them.

Street Smart 2018

Street Smart 2018, a business competition was organized by Swayam Club - the Entrepreneurship Club of IM-NU. This was a three-day event from March 5 to 8, 2018. Street Smart is an annual real time business event where students of IM-NU come up with business ideas to carry out business on the campus. This year, they had put up stalls to sell mouth watering delicacies or organize games for the visitors. The event tested the management proficiencies of students in all domains namely, operations, finance, marketing, inventory management etc.

Academic Events



Judges adding the final touch at Op-Start



Learning at Ops Quotient



Business Tantra, the National-level event



Students at business for Street Smart 2018

Qriosity

News Junction-the News Club of IM-NU organized the event on March 20, 2018. It comprised of daily quiz related to the news of that particular day and the newsletter circulated by the Team News Junction. The questions were mainly based on the news published in the Newsletter mailer and participants were given 15 minutes to respond online.



Event Qriosity

Markenova

Markenova was organized by Niche- the Marketing Club on January 18 and 20, 2018. The participants prepared solutions based on a real-life situation, using the concepts of STP(segmentation, targeting and positioning). The participants had the option of presenting their solution in the form of a video, PowerPoint presentation or an article. The event was organised to see how well budding managers applied marketing concepts.



Markenova action

Spotlight- TV Series Quiz

To bring out the love and enthusiasm of students for their favourite TV series, XQuizIT - the Quiz Club of IM-NU came up with an event Spotlight- the TV Series Quiz on February 6, 2018. Fictional characters from our favourite TV- series have been our heroes for years and continue to be so. They include the sarcastic character Chandler Bing, the geeky Sheldon Cooper, the sharp witted Sherlock Holmes, the fearless Arya Stark and many more. The event comprised of three rounds where questions were from The Big Bang Theory, Grey's Anatomy, Game of Thrones, Friends and Stranger Things. The participants had shown great enthusiasm as they re-lived their favourite moments from their favourite series.



The curious case of Spotlight- TV Series Quiz

Pratidwandi

Pratidwandi was organized by Club News Junction on January 18 and 20, 2018, based on the concept of 'Make in India'. Each participating team prepared a business plan on a specific sector whilst adhering to the rules and regulations as per the "National Manufacturing Policy of (NMP) – Make in India".



Rigorous discussions during Pratidwandi

Interstellar

The three-day guest lecture series organized by Club Niche from January 18 to 20, 2018. Erudite speakers from various fields were invited to share their experience from their respective industry. The first day saw Mr. Siddhant More-Co-Founder Mad over Marketing, enlightening the audience on contemporary issues in marketing. Club Niche hosted the second session of Interstellar with Mr. V Shantakumar, Managing Partner at DoingThink. He highlighted some staggering facts regarding the death of traditional advertising in the near future and suggested some key pointers for grabbing hold of the viewer's attention in this era of Advertisement clutter. Day 3 of this event invited Mr. Ranjan Singh (Creative Head at Phantom Films) and Mr Ritesh Malik (Creator at Innov8) to describe their rich industrial experience and talk about the rapidly changing marketing tactics used both in the film and start-up arena.



Session during Interstellar

Cultural Events

Carnival

Club Fiesta- the Music and Dance Club of IM-NU organised its annual flagship event Carnival from March 5 to 9, 2018. The event launch took place in the mess with a small performance made by the club members. The second day witnessed a jam session where students merrily sang the Bollywood classics. Samar Mehdi, a popular guitarist and budding youtuber gave a scintillating performance which charmed the audience and made them sing along in unison.



Mesmerizing performance during Carnival

Pratibimb

This event was organized by Club Pratikriti- the Photography Club of the Institute on January 20, 2018. As part of the first round of this event, the participants had to email two photographs on the theme, 'Broken'. The second round was based on the theme 'Standing Out From the Crowd', where the participants were taken to the old city of Ahmedabad and were asked to click photos. The participants then had to present three photographs, each with a caption and their perspective, in front of the judges.



Pratibimb in action

Genesis

Abhivyakti - the BBA Cultural Committee of IM-NU inaugurated the annual Cultural Fest, Genesis 2018 for the students of the BBA Programme on February 21, 2018. This marked the beginning of two-day long fest filled with events from varying domains. The first day of Genesis started off with the inauguration ceremony that included dance and music performances by students of IM-NU who welcomed the participants with enthusiasm and excitement. This was followed by a large range of events conducted across the University. These included Tamasha - the Theatre Event, Treasure Hunt, Ingenious, Let's Nacho, Fireflies - the Fashion Show, Infools Residency, Kalakruti, Beat the Beat, Telegames, The Lyrical Battle, Shutterbugs and many more. The first day ended with a heart throbbing concert by Dual Vibes. The second ended with the flagship event of the fest- Mr. & Ms. Genesis followed by a closing performance by the committee members and volunteers in the fest.



The Lyrical battle during Genesis

Battle of Section

Abhivyakti-the BBA Cultural Committee of IM-NU organised Battle of section on April 5, 2018. It was an intersection competition where all the six sections of BBA came together to fight for their sections. This was first of its kind where competition was seen among sections. It was to see which section is best overall and which section can perform in all the types of activities.

Jamboree

Mavericks, the Social Committee of the BBA programme conducted its annual event on April 4, 2018 which saw a participation of over 350 students from Nirma University. The students had put up and decorated 20 stalls divided into the categories of food and games. Also, the event witnessed participation from other institutes under Nirma University as well. The participation wasn't just limited to food and game stalls but there were other activities too like street play, solo singing performances, group performances etc. The highlight of the event was bringing over 20 children from nearby slum areas. All of them went to each stall and tasted whatever they wanted to. Then the committee members played games and danced with the kids. The aim of bringing children from orphanage was that they never experienced anything of this sort where they would have free food, games and fun. The winners were also announced by the committee for best street play, best marketing team, most popular stall and most innovative menu.



Creative Cut

The “Chehre-Dramatics Club of IM-NU” conducted this national-level event from February 8 to 10, 2018. About 7 teams participated from many colleges pan India from both Undergraduate and Postgraduate programmes. The contest invited entries for a Short Film Making Competition, based on the theme “Trapped an entangled tale”. The event was filled with talent and the performance.



A performance during Creative Cut

Final Fray

On March 10, 2018 Imprintz - the HR Club organized a farewell event for the MBA students of their Second Year by those in the First Year. The event had three-rounds with 8 teams qualifying the second round. The first round was quiz cum bingo round. Second round was mine field and the third round involved role-playing.



Find you way with Final Fray

Aphendre'18

Student Welfare Committee organized Aphendre'18 from March 13 to 15 , 2018 which included two workshops of Photoshop and charcoal sketching. Experts of specific fields were invited. The event aimed to enhance skills of the participants in the workshop. After the event the students were able to perform the task easily. The event helped enthusiastic participants in skill development.



Aphendre'18

Life@IMNU

This video making competition was organized by the Student Welfare Committee of IM-NU on January 19, 2018. The participants were required to promote the videos on Facebook. Then those videos were evaluated by the faculty and the alumni. The event videos reached 35000 people on Facebook.



Celebrating Life@IMNU

Lohri

The Cultural Committee organized 'Lohri' on January 13, 2018. Traditional drummers played to give boost the spirit of the event and pave the way for the following festivities. Students went around the Bonfire and prasad was distributed. Following the completion of rituals, a performance was presented by guitarists and musicians to soothe the public around the bonfire. The DJ played tracks for the enthusiastic crowd.



Lohri celebrations

Uttarayan

The Cultural Committee organized 'Uttarayan' on January 14, 2018. Students enthusiastically celebrated this kite-flying festival on the Cricket Ground. The event aimed at fun and inculcate enthusiasm of Uttarayan in students of Nirma University. There were kites of various patterns and different sizes. Along with kite flying, there was music set-up to energize the celebration. Uttarayan-special delicacies were also distributed in the spirit of the festival.



The kites soaring high during Uttarayan

Sitar Recital

Club Fiesta organized a sitar recital in association with the Society for the Promotion of Indian Classical Music And Culture Amongst Youth (SPIC MACAY). SPIC MACAY is a voluntary youth movement which promotes intangible aspects of Indian cultural heritage by promoting Indian classical music, classical dance, folk music, yoga, meditation, crafts and other aspects of Indian culture), organized an event on January 16, 2018, to make the youth/students appreciate the Indian Classical Music and Indian Culture. Pt. Shubhendra Rao, a renowned sitar soloist and Sapan Anjaria, who is a percussionist. The mesmerizing performance helped the students get a better knowledge about Indian Music and also helped in developing their interest for the same.



Pt. Shubhendra Rao's captivating Sitar Recital

Exposure

On February 3, 2018 Spinshot, the photography and film making club of IM-NU had organised, Exposure - the Photography Workshop on basic of usage of DSLR and mobile photography. About 40 students of the Integrated BBA - MBA programme took part in the workshop and learnt tips to click professional level photos. Students were also introduced to Photography terminologies like Shutter Speed, ISO and aperture. The workshop also focused on theme photography like nature, food and event Photography. The workshop was about the basic skills and terms in photography. The workshop was conducted with a motive to get students to know about some skills of photography and takes interest in this field.



Exposure- The Photography Workshop

Perspective Richter 10

The Cultural Committee of IM-NU organized its national level Cultural Camp; Management Fest, Perspective Richter 10 from January 18 to 20, 2018. This marked the beginning of a three-day long fest filled with events from varying domains. Prior to the inauguration of the event, The Cultural Committee organized various pre-events to amplify the excitement levels of the students. Carpe Diem and La Parade were the pre events. NirmaTatva, Kissa Ek Baar Ka, Interstellar, Insomnium - the Star Night were the events conducted by all the clubs.



Students performance during Perspective Richter 10



Social Events

Paint Your Dreams

The Cultural Committee of the IM-NU, in association with the Saral Foundation organized 'Paint Your Dreams', a social initiative for underprivileged children on March 4, 2018. Children from various NGOs like St. Xavier's Social Service Society, Saath Charitable Trust, Sia Foundation, The Pink Foundation and Visamo Kids Foundation were invited to be a part of this event.



Excited children during Paint Your Dreams

Old Age Home Visit

Chehre - the Dramatics Club of IM-NU visited the "Jeevan Sandhya Old Age Home" on the January 28, 2018. This organization is an abode to about 180 old people. With a sincere thought of making the young and the old experience the joy of receiving love, the children associated with Saral Foundation had also participated in the event. A cartoon sketching workshop was organized as an ice breaker.



Old Age Home Visit by Chehre

Food Drive

In India there are a lot of children who don't have the opportunity to get good education. To improve this situation and create the awareness, Mavericks- the Social Committee organised an event named- 'Paathshala' on March 18, 2018. They worked in association with the volunteers of TIDE (NGO) where they assisted them to teach the underprivileged students by actively engaging them in several educational games which contributed in developing their cognitive abilities. Among many other things, they were taught origami bird and butterfly, they also played two minute games using straw and thermocol balls along with numerical games. After that there was distribution of snacks (Samosa), chocolates and water bottles. The event was conducted near Mansi Circle in Ahmedabad with 55 children. The children's faces beamed with joy and happiness.



Paathshala, the food drive

Sports Events

Nirma Champions League

Sportzzz Comm - IM-NU incorporated the issue of female hygiene in their event NCL- Nirma Champions League and sought to create awareness about the same through their pre event, NCL Run for Pink Sanitation, which was scheduled on February 11, 2018. Nirma Champions League, the flagship sports event of IM-NU came to its final stage as all the events saw the final tournaments between the best teams on the field. A huge crowd gathered to support their sections and players.



Volleyball game during Nirma Champions League

Parakram

Parakram was a national level Inter B school sports fest. It was organized over a span of 3 days from January 26 to 28, 2018. There were 8 colleges that had participated in the event, including, PDP, MICA, SSBF, SARAF, UNITED, PUMBA, NICMAR and IMNU. About 7 sports events were played during the event and the event went on from morning to night on all three days. The overall winner for Parakram 2017-18 was IM-NU.



Volleyball match during Parakram

Paintball

Imprintz - the HR Club organized 'Paintball' on February 4, 2018. Students participated in the team of 4. The event was organized for students who wanted to play action-oriented games. Two teams played against each other at a time and the team with more shots was declared winner at the moment.



The participants of Paintball

Zero Ping

Zero Ping was a LAN gaming event based on counter strike V1.6, it is a flagship event by Clique IT Club of IM-NU. The students were invited to participate in a team with a size of 5 members. The event started on February 5, 2018 and continued till February 9, 2018, total 15 teams participated in the event.



Student playing Zero Ping

Pratidhwani - The Alumni Conclave 2018

The 5th Alumni Conclave of the Institute of Management, Nirma University was held on February 3, 2018. The Alumni Conclave is a platform where alumni from different sectors share their views on a common topic from the perspective of their respective fields. The Conclave is a medium for strengthening the bond between the alma mater and its alumni base. It also provides a wonderful opportunity for students to gain practical business knowledge by interacting with the alumni and learning from their rich experiences. Through the Conclave, the Institute encourages industry interaction and prepare its students for the gruelling corporate world. The theme for Pratidhwani, 2018 was "From Ideas to Implementation".

The Conclave had 5 panels - Marketing, Finance, Operations, Entrepreneurship and Human Resource. The first panel discussion on Finance was graced by Mr. Vishal Thakkar, Founder Director, Tridha Advisors Pvt. Ltd. and Mr. Naresh Golani, Associate Director, CARE Ratings. The three guest speakers for HR panel were Mrs. Shalu Sood, Mrs. Aditi Jain and Mr. Sekhar Kumar Anupindi. Mr. Naveen Kejriwal, Mrs. Gunjan Yogendra and Mr. Tapan Jena were the speakers for the marketing panel. The speakers for the Operations panel were: Mr. Deepak Acharya, Mr. Lalit Sharma, and Mrs. Neha Gupta. The last session was of the Entrepreneurship panel in which the speakers were Mr. Mohit Mangal, Mr. Anay Mashruwala and Mr. Ateet Bajaj.



A panel discussion during Pratidhwani 2018

Alumni Interactions

Alumni support for Placements

The Institute has received considerable support from its Alumni in placing our students. The following Alumni were directly involved in the recruitment process as a member of the visiting team for campus recruitment.

S. No.	Name of Alumni	Designation	Name of Organisation
1.	Mitul Budhabhatti	Asst. General Manager	CARE
2.	Naresh Golani	Group Head (Corporate Ratings - Large Corporate)	CARE
3.	Deval Sarang	Corporate Sales Manager	HDFC Standard Life Insurance Company Ltd.
4.	Shivani Vora	Sr. Associate Lead - Talent Acquisition	Infosys Ltd.
5.	Harleen Sodhi	Lead – Talent Acquisition	Infosys Ltd.
6.	Sapan Oza	Business Development Manager	Tata Consultancy Services Ltd.
7.	Jyotindra Patel	Senior Process Manager	Tata Consultancy Services Ltd.
8.	Alankar Singh	Business Development Manager	Everest Instruments
9.	Mohit Mangal	MD & CEO	iQue Ideas
10.	Parthiv Shah	DVP	HDFC Bank

Admissions

To have an industry and alumni perspective in the selection process of candidates for admission in MBA [Full-Time] Programme, the Institute has involved senior alumni as part of the admission interview panel. The initiative was appreciated and many of them showed interest to participate in many other events at IM-NU.



Book Exhibition at NICOM

Book Exhibition at NICOM took place on January 11-13, 2018. A total of 7 suppliers participated in the exhibition. Many students and faculties took part to select book for building a good collection.



Visitors at the Book Exhibition at NICOM

Photo-Booth

This event was held during January 20-25, 2018. A large number of props had been arranged on display. Visitors enjoyed grabbing the Props and posing with them to get their photos clicked in the library. This encouraged more footfalls in the library



Posing with the Props at Photo-Booth

Of Mystery and Reality: Author Talk with Archiesman Basu

On January 24, 2018, the Library of IM-NU hosted an author: Archiesman Basu- a student of Institute of Technology, Nirma University. His novel Machiavellian is based on the famous CIA conspiracy theory that dealt with the suspicious murders and undefined deaths of Dr. Homi Bhabha and Dr. Vikram Sarabhai, the two most influential scientists of Indian Research Development. Many Indian scientists from ISRO and DRDO being pulled down to death under unknown circumstances. These cases are often defined as 'Inconclusive' and still remain unsolved within the files of Indian government. The author discussed his inspiration, troubles faced and learning during the process.



Talk by Archiesman Basu

Meghdhanush: Interaction with Mrs. Sudha Murty

Mrs. Sudha Murty, renowned Indian author, Social worker, and Chairperson of Infosys Foundation visited Institute of Management, Nirma University on February 17, 2018. She had a lively interaction with a huge audience of the students and the staff members of IM-NU. She spoke about her book: *Three Thousand Stitches: Ordinary People, Extraordinary Lives*. The event was organized by Sumantra-the Literary Club of IM-NU in collaboration with the IM-NU Library.



Mrs. Sudha Murthy answering the audience

Blind Date with Books

A variety of books were selected from the collection of the library and were covered to hide the 'identity' of the book till the borrower took it from the library. Users chose and issued any wrapped book in the event for "Blind Date with a Book" from the display. Books were on display from Feb 9 to 15, 2018.



A Blind Date with Books

TED-Talk The Gift of Words- Javed Akhtar

The video of a TED-talk on "The Gift of Words" by Javed Akhtar was screened in the library on February 23, 2018. The legendary poet, lyricist and screenwriter Javed Akhtar asks why we seem to be losing our power to use words -- and inspires us to better understand and communicate with one another using this near-magical tool that carries our culture across.



Javed Akhtar for the TED-Talk

Library Orientation Session

A Library Orientation Session for the new batch of MBA - full time students, was conducted on June 22, 2018 and for MBA (Family Business Entrepreneurship) on June 29, 2018.

The Forthcoming Events

No.	Name of the Event	Date of the Event
1	Utkrishta -the Management Conclave	August 9-10, 2018
2	Pragman 3.0, the Entrepreneurship Conclave	October 3, 2018
3	Perspective Richter 10	December 5 - 7, 2018



Vichar Vinimay from July– Dec. 2018 (Forthcoming)

No.	Name of Faculty	Date of Presentation	Topic
1.	Prof. P.N. Mishra Professor of Management and Director, Deen Dayal Upadhyaya Kaushal Vikas Kendra at Devi Ahilya University, Indore	July 05, 2018	Karma Yog and Prabandhan
2.	Prof. Jayesh Aagja	July 07, 2018	Measuring Consumer Comfort : A Study of Banks in India
3.	Prof. Nina Muncherji	July 12, 2018	Organizational Learning
4.	Prof. Khyati Desai	July 21, 2018	The synergistic effects of Market orientation and Marketing capabilities for competitive advantage of small and medium enterprises
5.	a) Prof. Vishal Goel	July 26, 2018	Microfinance: A Tool for Poverty Alleviation, An Empirical Study of Rural Areas in Selected Districts in Gujarat
6.	b) Prof. Ashwini K. Awasthi	July 26, 2018	Customer Complaint Resolution on Social Media
7.	Prof. Punita Rajpurohit	August 04, 2018	Accounting Discretion, Ownership Structure and Financial Distress
8.	a) Prof. Pawan Kumar Chugan	August 18, 2018	International Transfer Pricing: Multidisciplinary Linkages: An Agenda for Research
9.	b) Prof. Poonam Chhanniwal	August 18, 2018	Uber: Does Corporate Culture Matter
10.	Prof. Dhyani J Mehta	August 23, 2018	Public Expenditure and National Income of India: Investigating Wagerian Law
11.	Prof. Bhajan Lal Kardam	August 30, 2018	Job Satisfaction and Organizational Commitment as per Predictors of Human Capital Creation
12.	Prof. Shreshtha Dabral	September 01, 2018	Not So Easy for 'Start-ups' to Start: Four Cases from Ahmedabad, India
13.	Prof. Diljeetkaur Makhija	September 06, 2018	Application of RFID Technology: A study of effect on the Efficiency in Manufacturing Organizations
14.	Prof. Vishal J Jani	September 15, 2018	Consumption Risk Sharing & Globalization
15.	Prof. Tejas R Shah	September 20, 2018	Comprehensive view of logistics flexibility and its impact on customer satisfaction
16.	Prof. Nisarg A Joshi	September 29, 2018	Application of Artificial Intelligence for Forecasting of Industrial Sickness
17.	Mr. Nenavani Jitendra (DPM)	October 04, 2018	Exploring the link between website attractiveness and intention to purchase: the mediating role of shopping motivation

18.	Prof. Sandip G Trada	October 06, 2018	Governing Channel Relationships: The Direct and Indirect Effects of Communication on Opportunism
19.	Prof. Bhoomi R Mehta	October 11, 2018	CASE - Sunshine Fastech Pvt. Ltd.: Working Capital Financing Decisions
20.	a) Prof. Punit Saurabh	October 25, 2018	A Case Study of Low-Cost Scalable Social Entrepreneurship Healthcare Model in Rural areas of West Bengal
21.	b) Prof. Ritesh Patel	October 25, 2018	Impact of Microfinance on Women Empowerment: A Study of Rural Gujarat
22.	Prof. Balakrishnan Unny	November 03, 2018	Improving Supply Chain Transparency Using Blockchain: Enablers and Challenges
23.	Ms. Riya Jatinbhai Shah (DPM)	November 03, 2018	Platform Economy: Evidence from Indian Market
24.	Ms. Ritika Singh (DPM)	November 22, 2018	Scale Development and Validation of Openness to Delivery
25.	a) Prof. Praneti K Shah	November 29, 2018	Conventional to Connected Health Care: A way to Achieve Operational and Service Excellence in Indian Health Care
26.	b) Prof. Shahir Manoj Bhatt	November 29, 2018	A Journey from MBA to Entrepreneur: A Case Study on D & C Developers
27.	Prof. Nirmal Chandrakant Soni	December 01, 2018	Paan-Gutkha Spitting at Public places: Form of Aesthetic pollution increasing Marginal Social cost-Review of Literature
28.	Ms. Rajwinder Kaur (DPM)	December 01, 2018	Personal Branding: Benefits for Professionals

