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## From the Editor's Desk

Business practices have experienced radical transformations within the last few years. Globalization, technology, economic changes and demographic patterns impact the ability of a business to generate and sustain its competitive advantage. In a constantly changing business environment, the ability to adapt, modify and implement new strategies promptly is important. Dynamic business strategies help to ensure that a business can respond appropriately to changes that may represent both potential opportunities and new challenges. IM-NU continuously strives to acquaint students to the dynamism and changes of current businesses. Every year with the beginning of a new academic year, an exuberant batch of students for various programmes, is warmly received and welcomed at the Institute of Management, Nirma University (IM-NU).

Utkrishta, the Management Conclave held at the IM-NU addresses the need for these changes in business practices and aims to bring forward new ideas that are necessary for future managers and business leaders. Prominent business leaders and entrepreneurs like Mr. Sameer Desai, Chief Strategy Officer, Brand Launch Centre and CEO, Seagull Branding & Advertising Services, Mr. K Aayush Mazumdar, CMO at MeraEvents and Ms. Manisha Kelkar, Head Corporate HR, Nuvoco Vistas Corp. Ltd. had been invited to share their experiences and provide insights on the contemporary and dynamic business practices in various domains like marketing, finance, operations and human resource. This Conclave facilitated interactions among industry experts, academicians, entrepreneurs and students. Similarly, Pragman-the Entrepreneurship Conclave also received an overwhelming response from the students on being able to interact with a greatly enlightening gamut of dignitaries. Many eminent achievers from reputed organizations throughout the country like Dr. Anil Gupta, Founder of Honey Bee Network, SRISTI, GIAN, Mr. Sameer Aasht, Founder and Director, Alma Mater; Mrs. Jyoti Sudhir, Chairperson- IWN Gujarat State at CII, Owner- Image Consulting Business Institute, to name a few, had been invited as speakers of this Conclave this year to ensure a diverse and eclectic exposure of knowledge to the students.

Every academic programme of IM-NU is aimed at preparing students to successfully face the managerial challenges of the corporate world. The Institute also simultaneously believes in its responsibility to the society at large and in its role as a catalyst for social change. "Managing Social Projects" for the Full-Time MBA Programme has been conceived as part of this larger responsibility of the Institute towards the community. In this field course, students of the MBA (Full-Time) programme work in teams on a project with either a not-for-profit organization or a government intervention in the social sector or a CSR-initiative of a commercial organization. On August 1, 2018, several luminaries addressed the students on the significance of the course during the Orientation ceremony, soon after which the course had been rolled out.

The industry continuously undergoes numerous changes and these changes don't take place in silos. As prospective managers, it is important for the students to be well versed with changes in the highly dynamic corporate environment. Thus, a host of skill based workshops had been conducted that seek to acquaint students with the ever evolving cultures in the domains of Marketing, Finance, Human Resource and Operations. This issue of Sparsh showcases all these events.

Wish you a wonderful reading experience!

**Dr. Monali Chatterjee**

## EDITORIAL BOARD

Dr. Monali Chatterjee (Editor)  
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## Forum for Intellectual Stimulation

### Ranking

- Ranked 28<sup>th</sup> Best B-School pan India and 12<sup>th</sup> among Top Private B-Schools (West Zone) in India in the November 4, 2018 issue of *The Week*.
- Ranked 3<sup>rd</sup> Best private B-School in the top leading B-Schools of Super Excellence Category by CSR-GHRDC B-School Survey and published in *Competition Success Review*, November, 2018 issue.
- Ranked 5<sup>th</sup> Best B-school in A1 category published in *Business Standard* newspaper December 5, 2018.
- Ranked as 24<sup>th</sup> Best B-School by *India Today*, Vol. 43, No. 48, November 26, 2018.
- Ranked as 3<sup>0</sup>h Best B-School by a survey conducted by *Outlook Drshiti* and published in October 2018.

**COVER STORY**  
**TOP B-SCHOOLS ALL INDIA**

Rank 2018	Rank 2017	Govt (G) / Private (P)	College	City	Composite score 2018
11	11	G	Indian Institute of Foreign Trade (IFT)	Delhi	576
12	13	G	Jainendra Bajaj Institute of Management Studies (JBIMS)	Mumbai	571
13	12	G	Department of Management Studies, IIT	Delhi	566
14	14	P	Symbiosis Institute of Business Management (SIEM)	Pune	563
15	15	G	National Institute of Industrial Engineering (NIIE)	Mumbai	559
16	16	G	Shalish J. Mehta School of Management, IIT	Mumbai	558
17	17	P	Institute of Management Technology (IMT)	Ghaziabad	552
18	19	P	Xavier Institute of Management Deemed to be Univ. (XIMB)	Bhubaneswar	512
19	18	G	Vivek Gupta School of Management, IIT (VGSOM)	Bhopal	506
20	21	G	Indian Institute of Management (IIM)	Bilaspur	499
21	20	P	Symbiosis Centre for Management and Human Resource Development (SCMHRD)	Pune	484
22	24	G	Department of Management Studies, IIT	Chennai	477
23	23	P	T.A. Pai Management Institute (TAPMI)	Mangaluru	466
24	22	G	Indian Institute of Management (IIM)	Bombay	462
25	25	P	Institute of Rural Management Anand (IRMA)	Anand	452
26	26	P	Doa Institute of Management (DIM)	Saraswati	448
27	27	G	Indian Institute of Management (IIM)	Udaipur	447
28	27	P	<b>Indian Institute of Management, Moha University</b>	<b>Amravati</b>	<b>443</b>
29	29	P	Birla Institute of Technology & Science (BITS)	Pilani	440
30	31	P	Birla Institute of Management Technology (BIMTECH)	Noida	435
31	33	P	Peo. L.N. Welingkar Institute of Management Development & Research	Mumbai	430
32	24	P	Symbiosis Institute of International Business (SIIB)	Pune	428
33	35	P	Amity Business School	Noida	423
34	36	P	Lal Bahadur Shastri Institute of Management (LSM)	Delhi	421
35	36	P	Loyola Institute of Business Administration (LIBA)	Chennai	418
36	37	P	Marathwada Institute of Management (MIM)	Trichyappalli	413
37	39	G	Syedham Institute of Management Studies, Research and Entrepreneurship Education (SIEMSEEE)	Mumbai	412
38	40	P	PSG Institute of Management	Coimbatore	408
39	41	P	Institute for Financial Management and Research (IFMR)	Chennai	406

IM-NU ranking by *The Week*

**25 IN SELECTION PROCESS, GOVERNANCE & ESTABLISHMENT**

Rank	College	City	Govt (G) / Private (P)	Score
1	Indian Institute of Foreign Trade (IFT)	Delhi	G	576
2	Jainendra Bajaj Institute of Management Studies (JBIMS)	Mumbai	G	571
3	Department of Management Studies, IIT	Delhi	G	566
4	Symbiosis Institute of Business Management (SIEM)	Pune	P	563
5	National Institute of Industrial Engineering (NIIE)	Mumbai	G	559
6	Shalish J. Mehta School of Management, IIT	Mumbai	G	558
7	Institute of Management Technology (IMT)	Ghaziabad	P	552
8	Xavier Institute of Management Deemed to be Univ. (XIMB)	Bhubaneswar	P	512
9	Vivek Gupta School of Management, IIT (VGSOM)	Bhopal	G	506
10	Indian Institute of Management (IIM)	Bilaspur	G	499
11	Symbiosis Centre for Management and Human Resource Development (SCMHRD)	Pune	P	484
12	Department of Management Studies, IIT	Chennai	G	477
13	T.A. Pai Management Institute (TAPMI)	Mangaluru	P	466
14	Indian Institute of Management (IIM)	Bombay	G	462
15	Institute of Rural Management Anand (IRMA)	Anand	P	452
16	Doa Institute of Management (DIM)	Saraswati	P	448
17	Indian Institute of Management (IIM)	Udaipur	G	447
18	<b>Indian Institute of Management, Moha University</b>	<b>Amravati</b>	<b>P</b>	<b>443</b>
19	Birla Institute of Technology & Science (BITS)	Pilani	P	440
20	Birla Institute of Management Technology (BIMTECH)	Noida	P	435
21	Peo. L.N. Welingkar Institute of Management Development & Research	Mumbai	P	430
22	Symbiosis Institute of International Business (SIIB)	Pune	P	428
23	Amity Business School	Noida	P	423
24	Lal Bahadur Shastri Institute of Management (LSM)	Delhi	P	421
25	Loyola Institute of Business Administration (LIBA)	Chennai	P	418

IM-NU ranking by *Business Standard*

**TOP 100 Management Schools**

Rank 2018	Rank 2017	Institute	City	Govt (G) / Private (P)	Industry process (2000)	Placement (2000)	Academic excellence (2000)	Infrastructure facilities (2000)	Research (2000)	Total score (2000)
28	18	Indian Institute of Foreign Trade (IFT)	New Delhi	G	148	183	305	344	350	714
29	19	Birla Institute of Tech and Science	Pilani	P	149	189	330	349	351	714
30	17	IIITM, Indian Institute of Technology	New Delhi	G	143	194	330	344	350	715
31	20	IIT Madras	Chennai	G	156	198	334	348	377	714
32	22	Indian Inst. of Tech. Engineering*	Shimla	G	145	95	268	348	358	707
33	12	Institute of Management Technology	Ghaziabad	P	134	95	339	350	337	659
34	23	Institute of Rural Management Anand	Anand	P	136	98	328	349	337	657
35	25	WDOM (IIT Bhubaneswar)	Bhubaneswar	P	147	182	334	339	388	677
36	24	National Inst of Agr. Mgmt (SIAM)	Hyderabad	G	122	194	323	350	373	675
37	26	Goa Institute of Management	Someshwar	P	152	94	330	342	352	672
38	27	Marathwada Inst. of Mgmt Studies	Mumbai	G	122	184	333	323	389	649
39	28	Dept. of Mgmt Studies - IITM Trichy	Trichyappalli	G	128	95	319	347	339	642
40	39	<b>Institute of Mgmt, Moha University</b>	<b>Amravati</b>	<b>P</b>	<b>127</b>	<b>84</b>	<b>331</b>	<b>348</b>	<b>353</b>	<b>646</b>
41	30	S.C. Sankaraya Institute of Mgmt	Mumbai	P	145	97	337	342	334	618
42	31	Shri. L. N. Welingkar Institute of Mgmt	New Mumbai	P	122	97	286	258	344	616
43	32	Lal Bahadur Shastri Inst of Mgmt	New Delhi	P	144	92	342	345	338	614
44	34	Centre for Mgmt Studies, Jamia	New Delhi	P	127	97	324	338	348	612
45	34	S.L. Dharma Institute of Mgmt Studies	Mumbai	P	129	109	334	339	341	615
46	33	Institute of Public Enterprise (IPE)	Hyderabad	G	129	94	330	340	342	614
47	37	Natal Institute of Student Management	Pune	P	100	88	380	342	345	618

Ranking by *Outlook Drshiti*





## Events

### 26<sup>th</sup> Convocation of Nirma University

The 26<sup>th</sup> Convocation of Nirma University was held on October 22, 2018. Dr. Bernard Bigot, Director General, ITER, France, graced the occasion as Chief Guest and in his motivational speech he advised students to 'think globally and act locally' in order to contribute to the future of India.

During the Convocation ceremony, 34 medals were presented to 32 students, around 22 Ph.D. students, 252 MBA students (Full-Time), 49 MBA students (Family Business & Entrepreneurship), 48 Five-Year BBA-MBA Integrated students, 1 BBA student, 105 B.A. LL.B. students (Hons.), 57 B.Com. LL.B. students (Hons.), 55 BBA LL.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 the degrees by the President of the University, Dr Karsanbhai Patel. Dr Patel also delivered the Presidential address on the occasion. Dr Anup Singh, Director General, Nirma University gave the concluding speech at the Convocation.



26<sup>th</sup> Convocation of Nirma University

### Utkrishta 2018, the Management Conclave

Utkrishta 2018, the Management Conclave of Institute of Management, Nirma University, was organized on August 9-10, 2018 by four clubs of IM-NU namely: Niche - the Marketing Club, Imprintz - the HR Club, Optimus - the Operations Club and Finesse - the Finance Club of IM-NU. The Conclave commenced with the theme, "Contemporary Business Management Practices: Opportunities and Challenges". The experience of listening to stalwarts from the industry was greatly rewarding for the students who are eager to embark on a career in various domains of management.

The inaugural address was delivered by Mr. Sameer Desai, Chief Strategy Officer, Brand Launch Centre and CEO, Seagull Branding and Advertising Services. Speaking about business brands, Mr. Desai said, "Products have rationales, brands have emotions". Mr. Narayanan K. S., Independent Advisor in the Food and Beverages Industry as well as Mr. K Aayush Mazumdar, CMO at MeraEvents also addressed the audience. Ms. Manisha Kelkar, Head Corporate HR, Nuvoco Vistas Corp. Ltd. spoke about 'New Age Talent Management'. The speakers on Operations Management were Mr. Manikandan Murugesan, Head--India Supplier Quality and Zero Defects Programme, Supply Chain, Civil Aerospace Operations, Rolls Royce India Pvt. Ltd.; Mr. Bhanu Pratap Singh, National Head--Buying and Merchandising, Reliance Retail Ltd.; Mr. Muralidhar Pundla, Director-Quality, the Akshaya Patra Foundation and Mr. Anil Patel, Sanand Plant Head, Ford Motor Company.

Mr. Ritesh Chavan, Co-Founder of The Money Roller, Mr. Mitesh Desai, Vice President at Mizuho Bank, explained Trade Finance, Retail Banking and Banking Operations. Mr. Hrishikesh Deshmukh, CFA and Alumnus of IM-NU, spoke about 'Impact of Disruptive Technologies like Blockchain and Automation on the Financial Sector. Mr. Apoorva Vora, Founder and CEO at Finolutions Wealthcare LLP. The session was based on "Changing Dynamics of Private Wealth Management." The valedictory session of the Management Conclave was addressed by Mr. Pratik Modi, Senior Director (Head of Technology India), S & P Global. His session was based on 'Artificial Intelligence & Robot Based Intelligence'.



Utkrishta, inaugural session

## Pragman 3.0, the Entrepreneurship Conclave

Pragman 3.0, the Entrepreneurship Conclave was organized on October 3, 2018. It was hosted by the Institute of Management, Nirma University and organized by Swayam- the Entrepreneurship Club, IM-NU. The theme for the Conclave was “Boulevard of Entrepreneurship- Build to Last’ along with various sub themes which included 'Women and Entrepreneurship”, “The Startup Ecosystem needs some repairs” and “How to be an entrepreneur in 2030”. The inaugural speaker for the session was Padmashri (Dr.) Anil Gupta, Founder of Honey Bee Network, SRISTI, GIAN. The other speakers included Mr. Sameer Aasht, Founder and Director, Alma Mater; Mrs. Jyoti Sudhir, Chairperson- IWN Gujarat State at CII, Owner-Image Consulting Business Institute; Mr. Onkar Kullar, the Digital Gandhi and Mr. Sanandan Sudhir, Founder- Invent India, President- Indian Investors Association. All the speeches gave great insights to the budding entrepreneurs and also equipped them with a new dimensional thinking.



*Pragman 3.0, the Entrepreneurship Conclave*

## Aarohan-2018, the Management Conclave

This was organised for the BBA-MBA Five-Year Integrated Programme on December 14-15, 2018 by AdityaVat, the Co-Curricular Committee of BBA Programme, IM-NU. The theme of Aarohan 2018 was “Navkalpana”. The Chief Guest of the inaugural session was Mr. Apoorva Vora, Founder and CEO, Finolutions Wealthcare LLP. He talked about Wealth Management and how a Wealth Manager should be a “Jack of all and a master of whatever he can be”. The other distinguished speakers were Mr. Ananth Narayanan, Cricket Analyst with ESPN; Mr. Hemant Deolekar and Ms. Tejaswita Anant- Theatre Artists with Vihaan Drama Works; Mr. Narayana Peesapaty, Managing Director, Bakey Foods Pvt. Ltd.; Mr. Prashant Desai, Founder, DFY Sports; Dr. Benny Prasad, World famous Musician. Mr. Jatin Chaudhary, Mr. Nadeem Jaffery, Ms. Khushboo Solanki Sharma and Mr. Vinay Tolambia. The members of the panel expressed their thoughts on creativity with special emphasis on entrepreneurship.

The second day witnessed speakers from different fields ranging from entrepreneurship, artist and corporate. Mr. Narayana Peesapaty, Managing Director, Bakey Foods Pvt. Ltd. talked about environmental sustainability and its significance in farming. Mr. Prashant Desai, Founder, KAN DFY Sports addressed the audience. Dr. Benny Prasad invented the World's First Bongo Guitar in the year 2004 and performed with it at the official welcoming of the South African Athletes as well as on the during the Olympic Games in 2004 in Greece. The speaker for the valedictory session was Ms. Sharmishtha Sarkar, a danseuse of international fame. She began her session by giving a historical context of Classical Dance. She spoke about Indian Culture and the importance of dance and the relationship between creativity and discipline and importance of the art heritage and how creativity has been at its centre. Ms. Sarkar and her disciple also left the audience spellbound with a few graceful and stunning dance performances. This was followed by the closing speech.



*Mr. Narayana Peesapaty, during a session of Aarohan*



*Ms. Sharmishtha Sarkar during Valedictory session*



## Annual Quality Conference.

American Society for Quality (ASQ) has been working actively in India since long through various Local Member Communities (LMCs). The theme of 8<sup>th</sup> Annual Quality Conference was “VUCA Challenges: Sustainability through Quality and was organized on November 30, 2019 – December 1, 2018. The Conference began with all participants going for industry visits to ten different companies including Bosch Rexroth, Hitachi Hi-Rel Electronics, Hindustan Coca Cola Beverages etc. The inaugural session was graced by Mr. Stefano Talassi, COO-Transformers & Rectifiers India Ltd. as the Chief Guest; Mr. Prashant Hoskote, Vice Chair ASQ QMD Global (Asia & Australia) & Sr. Director Quality, Max Group and Mr Anindya Sarangi, Director, ASQ South Asia as the Guests of Honour; Dr. Anup K Singh, DG, Nirma University presiding over the function; besides Dr. Himanshu Trivedi and Dr. Rajesh K Jain Chair & Vice Chair respectively of the Chapter. On the second day of the Conference live case studies were presented by 32 groups of executives in five parallel technical sessions. There were more than 400 participants from industries and academia.

The panel discussion included panellists as Prof. M. Mallikarjun, Director-IM-NU; Mr. Chetan Kothari, President-Rajkot Management Association; Mr. Vinod Venkatesh of Bosch India, Mr. Sachin Garg, India Executive Director- ASQ QMD; Prof. Rajesh K. Jain, Professor, IM-NU also as Moderator. Other prominent executives present included Dr. Ajay Bajpai, Sr. GM, Head of Quality– Mahindra & Mahindra; Dr. Subhash Udeshi, Director -Jayant Agro-Organics; Mr. Milind Vitonde, Ex. GM - Plant Quality Mahindra, Vehicle Manufacturers Ltd.; Dr. Dharmesh Raval, Professor, R K University; Mr. Nital Zaveri, GC Members, ASQ Ahmedabad LMC; Mr. Sandip Karia, Director-CIMCON Infotech; Mr. Sachin Garg, India Executive Director-ASQ QMD; Prof. Ravikumar K, Director-Bapu Gujarat Knowledge Campus; Mr. Kaushal Mehta, VP, Reliance Ind. Ltd.; Dr. D M Parikh, Dean-FoET, PDP. Speakers of the plenary session included Dr. Jitesh Thakkar, Associate Professor, IIT-Kharagpur; Mr. Jayesh Khamar, Director-SAR, Knovos I. Pvt. Ltd.; Prof. Arnab Kumar Laha, Associate Professor-IIM Ahmedabad; Mr. Prerak Shah, Executive Director and Jt. CEO-DEV IT and Associate VP-PMI Mumbai Chapter.



*Inaugural of Annual Quality Conference*

## Inauguration, Orientation and Induction of the BBA-MBA Batch of 2018-2023

On July 20, 2018, IM-NU received its new batch of BBA-MBA Five-Year Integrated Programme for the academic year 2018-2023. The Orientation programme started with a formal inaugural session organised for the students. The session was graced by Mr. Nayan Parikh, CEO Nayan Parikh & Consultants (NPC), Ahmedabad. He welcomed the new batch of young students with a very lively address. According to him, the young students should keep a close watch on the rapid developments of the world and hone their skills to have a competitive edge. He educated students to make the best of their years in the campus.



*Mr. Nayan Parikh, giving the inaugural speech at the BBA-MBA Induction*

## Inauguration, Orientation of the EDP (Executive Development Programme)

The inaugural ceremony of the twentieth batch of Executive Diploma Programme (EDP) 2018-19 was held on July 15, 2018 at Institute of Management, Nirma University. Mr. Pravin Kumar, Sr. Vice President, Human Resource, Kalpataru Power Ltd. was the chief guest on the occasion. The dignitaries who attended the Inaugural function were Dr. M. Mallikarjun, Director, Institute of Management, Nirma University and Dr. P. K. Yadav, Chairperson, Executive Diploma Programme in Management. In his address to the EDP participants, Mr. Pravin Kumar emphasised upon the importance of the 'basics' in management education and from his rich and varied experience shared coping up with changing environment, effective execution of strategies and balancing between career and family.

The Programme focuses on updating the participants on latest developments in the areas of management and preparing them to take higher responsibilities in their organizations. The Executive Diploma Programmes are offered with specializations in area of Operations Management, Finance, Marketing, and International Business. Thirty-one participants have enrolled for Operations Management, nineteen for Finance and another nineteen Marketing.



*Mr. Praveen Kumar, Sr. Vice President HR of Kalpataru Power Transmission Ltd. at the Inauguration of EDP*

## Award Ceremony Executive Diploma Programme in Management

The Executive Diploma Award Ceremony of Eighteenth Batch (EDP 2017-18) was held on Sunday, December 16, 2018 at Institute of Management, Nirma University. Mr. Nagendra Sastry, Vice President – Decision Analytics at EXL Services was the chief guest on the occasion. The Dignitaries who attended the award ceremony function were Dr. M. Mallikarjun, Director, IM-NU. In his address to the EDP participants, Mr. Nagendra Sastry emphasised upon the importance of the 'Predictive Analytics' in Decision Making Process as predictive analytics is increasingly being welcomed in many industries and from his rich and varied experience shared how to use the 'Data Analytics Tools' to add more insight and clarity into business decisions. This year, the 'Executive Diploma' was awarded to 41 participants out of which 28 participants were felicitated with the specialization in Operations Management and 13 participants with specialization in Marketing Management.



*The Executive Diploma Award Ceremony*



*EDP Award Ceremony 2018*





## Institute of Management, Nirma University – Placement Update Final Placements Update (2017-19)

IM-NU has experienced an impressive start at the campus this year with top companies visiting for final placements. With a commitment and a track record of 100% placements as in the previous years, this year the Institute is moving towards the completion of placements. More than 80% of the students got their desired opportunities. Currently we are in the final phase of campus placements.

Students have been hired by some of our regular recruiters and new recruiters. The sectors which recruited this year include Automobile, Analytics, BPO, IT & ITES, Banking, Financial Services, Consumer Durables, Education, Engineering & Manufacturing, FMCG, E- Commerce, Logistics, Media, Power, Real Estate, Consulting, Retail, Insurance, Telecom and Pharmaceuticals. The interim median is INR 9.00 LPA. Some of the major recruiters include, Adani Port, AMUL, Axis Bank, Bharti Airtel, EXL Service, Federal Bank, HDFC Life, Heidelberg Cement, ICICI Bank, ICICI Prudential Life Insurance, Infosys, Johnson Controls- Hitachi, Kotak Mahindra Bank, KPMG, Novartis SBI Life, Searce, Shopclues, TCS-BPS, Wipro, Zomato, etc.

The Institute's flagship programme, MBA (Full-Time) and BBA-MBA (Five-Year Integrated Programme) which is the second batch rolling out this year had equal opportunities in terms of profile and package. The Institute also boasts of a strong alumni network of more than 4000 members serving in various organizations in leadership and senior management roles and engages them to mentor the students in various engagement platforms like summer internships, alumni meets, conclaves, guest lectures and mock personal interviews and student mentorship to name a few.

### Industry Visits

#### The Times of India

An industrial visit to The Times of India took place on July 28, 2018. The Times of India, India's largest English-language daily newspaper, belongs to the renowned media group Bennet, Coleman & Co. Ltd. The Company had two types of machine – Hiline and Cilyline. The speed of Hiline machine is 45000 newspapers an hour and Cilyline's speed is 35000 newspapers an hour. There were six towers for printing and six folders for circulation of the copies. In each tower, 24 pages were printed and about 3,00,000 newspapers were printed in a day. A single plate prints 4 pages when used both the sides. On the whole the industrial visit was a highly educative one allowing the students to learn to deal with real life situations in the managerial field.

#### Ingersoll Rand

On October 5, 2018, the manufacturing day, an industrial visit to Ingersoll Rand was organized by Institute of Management, Nirma University. Dinesh Menon came to accompany the industrial tour. He briefed about the company, safety measures, code of conduct etc. through a brief presentation. Then students interacted with him and asked few questions. After this session, students were divided into 3 groups of 20 members each. Each group took a tour of the manufacturing plant Mr. Menon showed various products and how the process of each product was carried out. Each product was tested in certain conditions for the quality assurance. Students were also taken to the store area, scrap area and quality checking area. After the tour of the production line, the students had an interaction session. Ingersoll Rand does not manufacture any product but design and assemble the products. The Company follows lean manufacturing. They don't advertise their products, but do channel marketing from people to people by word of mouth. Quality check is done only once when it is brought into the plant. They follow Kaizen, for the improvement to be done by individual employees. It was a great experience, meeting people from the industry and understanding the norms and operations of the Company.



*Students at Ingersoll Rand*

## A Rural Visit to Lhor

The students of MBA II (FB & E) Batch 2016-18 programme, made a rural visit on October 19, 2018 to Lhor Village, Kadi Taluka, Mehasana District, Gujarat State. The farming village has a population of around 1500 and around 350 households. The students studied their daily routine, their income levels, the products they use, the brands they prefer, prices which they would be willing to pay, etc. Majority of households had TV sets and all households had at least one smartphone with data connectivity. They used Whatsapp application and were aware of Facebook. The main purpose of visit was to understand awareness, availability, acceptance and affordability regarding products like glucometer, hand sanitizer, toilet cleaner etc. The trip gave the students a deep insight into rural consumer behaviour.

## Vichar Vinimay Seminar from July to December 2019

Sr. No.	Name of Faculty	Date of Presentation	Topic of the Paper Presented
1	Prof. P.N. Mishra Professor of Management and Director, Deen Dayal Upadhyaya Kaushal Vikas Kendra at Devi Ahilya University, Indore	July 5, 2018	Karma Yog and Prabandhan
2	Prof. Jayesh Aagja	July 7, 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	Prof. Vishal Goel	July 26, 2018	Microfinance: A Tool for Poverty Alleviation, An Empirical Study of Rural Areas in Selected Districts in Gujarat
6	Prof. Ashwini K. Awasthi	July 26, 2018	Customer Complaint Resolution on Social Media
7	Prof. Punita Rajpurohit	August 4, 2018	Accounting Discretion, Ownership Structure and Financial Distress
8	Prof. Pawan Kumar Chugan	August 18, 2018	International Transfer Pricing: Multidisciplinary Linkages: An Agenda for Research
9	Prof. Poonam Chhanniwal	August 18, 2018	Uber: Does Corporate Culture Matter
10	Prof. Dhyan 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 1, 2018	Not So Easy for 'Start-ups' to Start: Four Cases from Ahmedabad, India
13	Prof. Diljeetkaur Makhija	September 6, 2018	Application of RFID Technology: A study of effect on the Efficiency in Manufacturing Organizations



14	Prof. Vishal Jani	September 15, 2018	Consumption Risk Sharing & Globalization
15	Prof. Tejas Shah	September 20, 2018	Comprehensive view of logistics flexibility and its impact on customer satisfaction
16	Prof. Nisarg Joshi	September 29, 2018	Application of Artificial Intelligence for Forecasting of Industrial Sickness
17	Mr. Nenavani Jitendra (DPM)	October 4, 2018	Exploring the link between website attractiveness and intention to purchase: the mediating role of shopping motivation
18	Prof. Sandip Trada	October 6, 2018	Governing Channel Relationships: The Direct and Indirect Effects of Communication on Opportunism
19	Prof. Bhoomi Mehta	October 11, 2018	Case - Sunshine Fastech Pvt. Ltd.: Working Capital Financing Decisions
20	Prof. Punit Saurabh	October 25, 2018	A Case Study of Low-Cost Scalable Social Entrepreneurship Healthcare Model in Rural areas of West Bengal
21	Prof. Ritesh Patel	October 25, 2018	Impact of Microfinance on Women Empowerment: A Study of Rural Gujarat
22	Prof. Balakrishnan Unny	November 3, 2018	Improving Supply Chain Transparency Using Blockchain: Enablers and Challenges
23	Ms. Riya Shah (DPM)	November 3, 2018	Platform Economy: Evidence from Indian Market
24	Ms. Ritika Singh (DPM)	November 22, 2018	Scale Development and Validation of Openness to Delivery
25	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	Prof. Shahir Manoj Bhatt	November 29, 2018	A Journey from MBA to Entrepreneur: A Case Study on D & C Developers
27	Prof. Nirmal Soni	December 1, 2018	Paan-Gutkha Spitting at Public places: Form of Aesthetic pollution increasing Marginal Social cost-Review of Literature
28	Ms. Rajwinder Kaur (DPM)	December 1, 2018	Personal Branding: Benefits for Professionals
30	Prof. Niyati Dave	December 6, 2018	Application of Qualitative Research Methods in the Study of Entrepreneurship: A Review
31	Prof. Nikunj Patel	December 13, 2018	Cash Flow Patterns and Stock Price Performance-An Empirical Study
32	Prof. Naresh Poturaju	December 13, 2018	Deciphering the Role of Privileged Class Deviance in Financial Crimes with Special focus on Professional Deviance in India
33	Prof. Dhiren Jotwani	December 20, 2018	A Study of R & D Investment and SME Performance
34	Ms. Gunjan Sood-(DPM)	December 20, 2018	Enablers of Analytics Adoption for Flexible and Agile Supply Chains

## Institute Lecture Series

No	Name of Expert, Designation and Organization	Topic	Date
1.	Mr. Tanmaya Jain, Founder & CEO, inFeedo, Gurgaon.	Building the future using A.I. in HR	June 29, 2018
2.	Dr Kushal Sanghvi, Vice Chairman - India at I-Com Global, and Director at Apprify, Mumbai	Transforming businesses digitally - today and for tomorrow	July 6, 2018
3.	Mr. Manish Advani, Head (change management & marketing), Mahindra SSG, Mumbai	Becoming a millionaire in the digital world	July 13, 2018
4.	Mr. Naveen Bachwani, Group Head - Customer Experience at Edelweiss Financial Services, Mumbai	Making the most of your MBA	August 18, 2018
5.	Dr. Ashish Chandra, Professor at University of Houston, Clear Lake, Houston, Texas	Understanding Strategies for Talent Management & Recruitment – Why is it Important for Graduate Business Students.	August 24, 2018
6.	Mr. Upendra Namburi, Chief Innovation & Marketing Officer at Bharti AXA General Insurance, Mumbai	New management practices in the corporate world	September 1, 2018
7.	Mr. Sameer Seth, Director of Marketing-India, Dolby Laboratories	Effective Content Management	October 26, 2018
8.	Mr. Frank Theil, Board Member, Bosch Rexroth	Lean manufacturing and how it has been implemented by firms in Japan and Germany.	December 10, 2018.
9.	Mr. Ashish Tiwari, Head – Digital & PR, Hero Cycles Ltd.	Customer experiences and its importance.	December 14, 2018.
10.	Mr. Hetal Sonpal, TEDx Speaker, Angel Investor & Author	Corporate and start-up culture	December 21, 2018

## MSP (Managing Social Projects)

The aim of this field course was to sensitize students of the MBA programme to social realities and concerns and make meaningful contributions to the ground level operations of social organisations. The course began with an orientation seminar involving guest speakers from the social sector. This was followed by identification of partner organisations and visits to their premises for sensitization. Projects for the students were 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. The field course on Managing Social Projects (MSP) started on August 1, 2018. During the Orientation of MSP on the same day, eminent speakers like Ms. Avni Sethi from Conflictorium, Ahmedabad; Ms. Binal Patel and Mr. Rafi Malek from Childline India Foundation and Ms. Meena Patel Solidarity Center addressed the students on the importance of the course.



## List of Skill Development & other workshops held between June 2018 and November 2018

No.	Date	Name of Activity / Workshop/ Event/Professional development programme	Organized by	No of students Participated	Programme
1	June 23 -24, 2018	Workshops conducted during Induction programme by Cinque	Institute of Management, Nirma University	264	MBA-FT-2018-20
2	September 12- 16, 2018	Workshop on Grooming conducted by Trainers Joint	Institute of Management, Nirma University	280	MBA-FT-2017-19 & IMBA-2014-19
3	October 8 - 29, 2018	Business English Certification (BEC Training Workshop) - personal interactive sessions with trainers conducted by Sharanam Transformative Learning	Institute of Management, Nirma University	274	MBA-FT-2018-20 & IMBA-2015-20
4	October 19 to 21, 2018	Summer Project Consolidation Workshop conducted by Your HR Buddy	Institute of Management, Nirma University	247	MBA-FT-2017-19
5	October 30, 2018	Summer Project Consolidation Workshop conducted by In Posse	Institute of Management, Nirma University	33	IMBA-2014-19

## Workshop

Dr. Varsha Jain, Professor - MICA, Ahmedabad conducted a workshop on 5-6 October 2018 for PhD (Full-Time) students on the theme 'How to Write and Publish Quality Papers'.

## Management Development Programme

No	Name of the Programme	Date	Programme Leader	Participants
1.	Total Dealership Management Programme for Indian Oil Corporation Ltd.	August 23-24, 2018	Prof. Hardik Shah	25
2.	Management Development Programme for Aga Khan Rural Support Programme (India),	October 23-24, 2018	Prof. Hardik Shah Prof. Harismita Trivedi	21
3.	In-house Management Development Programme for Nuvoco	November 21-22, 2018	Prof. Hardik Shah Prof. Harismita Trivedi	21
4.	Total Dealership Management Programme For Indian Oil Corporation Ltd.	December 6-07, 2018	Prof. Hardik Shah	28
5.	Data Analytics and Business Modelling Using MS Excel	December 1-02, 2018	Prof. Chetan Jhaveri	10
6.	Leadership Style and Skills	December 20-21, 2019	Prof. Harismita Trivedi	7

## Developments at IM-NU

### Faculty Corner

#### Faculty Achievements

**Prof Indu Rao** received an Award for Outstanding Educator-2018 on October 28, 2018, at the International Award Conference on Multidisciplinary Research and Innovation at the International Centre, Goa.

**Prof. Nityesh Bhatt** and **Prof Punit Saurabh** won the Best Paper award for the Paper "Startup Ecosystem in India" presented in the International Conference on Emergent trends on business Management conducted by Pune Institute of Business Management held at Pune from August 2018.

**Prof. Nityesh Bhatt** was felicitated for 'Best Innovative Use of ICT in e-Governance Area' by GR Foundation during Third International Conference on ICT for Sustainable Development at Hotel Vivanta-Taj, Goa on August 30, 2018.

#### Expert Lectures delivered by Faculty

**Prof. Sameer Pingle** conducted a session on 'Campus to Corporate' for MBA students, organized by Indian Society for Training and Development at Gujarat Vidyapith, Ahmedabad on August 30, 2018.

**Prof. Punit Saurabh** delivered a lecture on "Entrepreneurship in India in the 21st century" at the Department of Management, Atmiya University, Rajkot on September 22, 2018.

**Prof. Pawan K. Chugan** delivered a lecture on "Theory of International Trade and Investment" at the School of Petroleum Management, PDPU, Gandhinagar on September 20 and November 10, 2018.

### Staff corner

A BEC Training Workshop was conducted at Institute of Management Nirma University. Mr. Sureshnao Naikwade, Mr. Maqsd Shaikh and Mr. Mahesh Solanki were the participants from October 8 to 14, 2018. Ms. Gayatri Iyer, Mr. Amit Amin and Mr. Harishchandrasinh J. Chavda participated from October 15 to 21, 2018. And the last phase from October 24 to 29, 2018 had two participants Mr. Biju Thomas and Dr. Ravindra Sen.

### Newly joined Faculty /Staff Members



**Mr. Sureshnao P. Naikavde** joined as Assistant Registrar in Institute of Management, Nirma University in June 2018. He has graduated with B.Sc. in Physics and has done MBA and Master in Journalism & Communication from Shivaji University, Kolhapur. He has worked for a popular daily as Advertisement-In-charge for several years and has also served as a visiting faculty at Shivaji University, Journalism Department during 2007-11. He has been working in education system with affiliated and accredited engineering as well as management institutes since 2007 as Registrar.



#### **Dr. Vishal Goel**

**Area: Economics and Finance**

**Ph.D. (GTU, Ahmedabad), M.A. (Economics), M. Com, PGDBA (Finance)**

**Experience: Academia (13 Years), Industry (3 Years)**

Dr. Vishal Goel has a Doctoral Degree in Management from Gujarat Technological University, Ahmedabad. He is currently working as an Assistant Professor at the IM-NU. He has also cleared National Eligibility Test (UGC-NET). He has completed his M.A. (Economics), M. Com and B.Ed. from Chaudhary Charan Singh University, Meerut (U.P.). He also holds PGDBA equivalent to MBA in Finance from Academy of Management Studies, Dehradun affiliated with Uttarakhand Technical University. He has more than thirteen years of experience in his academic career and three years in Corporate. His area of teaching includes Financial Accounting, Advanced Accounting, Corporate Accounting, Cost and Management Accounting. He has presented papers in many conferences and published in several journals.




**Prof. Krishna Kanabar**

Area: OB &amp; Communication

Ph.D. (Gujarat University), M.D.C. (Communication)

Experience: Academia (6 years) Industry (7 years)

Prof. Krishna Kanabar (Assistant Professor) has Ph.D. from Gujarat University in the 'Educational Communication' area. She has been teaching Communication for more than six years at different institutes like PDP, GTU and MICA. She has worked on Swachh Bharat Mission, women empowerment, and for advocating education in youth and children. She has also advised Government departments on strengthening their programmes and has published research paper, book review and a chapter in an edited book. Her research interests include communication research, organizational and managerial communication, positive deviance and edutainment and infotainment programmes.

## Awards and Achievements

**Prof. Naresh Poturaju** has been awarded with a Ph. D in Management from Kadi Sarva Vishwavidyalaya University in October 2018 for this thesis titled "Cash Market or Futures Market: Identifying the Profitable Segment for Investors through Risk and Return Analysis".

## International Journal Publication

Sanjay Kumar Jain, **Rajesh Kumar Jain**. (2018) Review of FDA Warning Letters to Pharmaceuticals: Cause and Effect Analysis, Research Journal of Pharmacy and Technology (RJPT), 2018; v11 n7, pp 3219-3226, ISSN 974-3618 (Print), 974-360X (Online). An International Journal

Sanjay Kumar Jain, **Rajesh Kumar Jain**. Cellular manufacturing-throughput reduction in a pharma company, The Pharma Innovation, 2018; 7(7): 539-544, ISSN (E): 2277- 7695 ISSN (P): 2349-8242.

Lakhavani, Nilam and **Chatterjee, Monali**. "Self- agony of Women Characters in That Long Silence by Shashi Deshpande" in Online International Interdisciplinary Research Journal, OIRJ, an International Multidisciplinary journal. Impact Factor: 4.318 ISRA: JIF, Volume-08, Issue-04, July-Aug 2018 Issue pp.205-208, ISSN: 2249-9598



## Student Activities

## Academic Events

### FinTalk 1.0

This event took place on August 21, 2018. Mr. Hiten Kothari (Appointed Actuary, HDFC ERGO General Insurance Company), the guest speaker provided insights on the topic "Actuarial Science – Industry, Career Opportunities and Required Skills". He spoke about the different career opportunities for an actuary, insights on actuary management of the risk, insights on the work of an actuary in an insurance company, understanding the difference between mathematicians and an actuary and the growing trend of actuary in India. Mr. Kothari used his real life examples to make students understand about the practical aspects of Actuarial Science.



Fintalk learning

### Mulyankan - The Art of Valuation

The first event of Fine\$\$e Club of IM-NU started on August 17, 2018. The event was conceptualized for and executed in three rounds with elimination in each progressive round. The first round was designed to test discernment and negotiation skills of the teams under the stimulated pressurized condition. The second round tested the knowledge about foreign currencies and their exchange rates and the third round was conceptualized for the teams to prove their strategizing dexterity and their investment intellect.



Mulyankan discussion

### Brandwizer

Brandwizer is an annual event organized by Niche, the Marketing Club of IM-NU. The event revolves around brands. The event was organized on July 31, 2018. The first round named 'Speed that matters' had a quiz to test the knowledge of the participants about different brands. Each team had 5 minutes to solve the 67 questions given to them ranging in the categories of Logo, Brand Name, Tagline, Brand Endorsements and Brand Atlas. The second round named 'Blindwizer' was a logo identifier game where the teams art skills, team coordination and brand knowledge was put to test. The final round named 'Puzzle Relay' was based on different brand logos and their puzzles.



The event Brandwizer

### Kshitij – the HR Talk Show

The HR Club of IM-NU, Imprintz organized a talk show on October 26, 2018 where speakers from the field talked about the immense possibilities in the HR domain. The speakers were: Ms. Sahiba Kaur (TCS), Mr. Yash Rathi (HR at Ford Motor Company), Ms. L. Devanshi Raichura (HRBP at Torrent Pharmaceuticals Ltd.) and Mr. Jitendra Lakhwani (Co-founder, Mantras2succes). The speakers motivated the students to always have a thirst for knowledge. They talked about how a budding HR manager can develop skills and competencies. The talk show cleared many misconceptions and doubts that cloud the students' minds. It displayed a realistic picture of the industry.



Ms. Devanshi Raichura (HRBP at Torrent Pharmaceuticals Ltd.)



## Sherlocked - a Book Review Session

Club Sumantra, the Literary Club of the IM-NU organized this event in association with the library of IM-NU, on October 30, 2018. Students gathered in the IM-NU Library and discussed the books and underpinnings of the well-famed Sherlock Holmes. Participants discussed about how the books slowly unravel the mysteries of Sherlock Holmes, his bond with Dr. Watson, Sir Arthur Conan Doyle's writing style, comparing it with that of other famous writers like Agatha Christie. It was observed that Sherlock Holmes' life was familiar to the life of Sir Arthur Conan Doyle himself. Sir Doyle's medical background helped him in writing detailed stories with the peculiar nuances that are known all too well to the readers of this genre.



Sherlocked - a Book Review Session

## Mantavya

The event was conducted on October 26, 2018 by Sumantra-The Literary Club.

This event was based on judging the verbal and language ability of the students in the form of debate, discussion and writing opinions. The event was packed with 3 rounds.



Students debating in Mantavya

## Roomies

Roomies was a fun event organized by the Expressions Club on November 20, 2018 to check the unity of roommates against each other. It consisted of three rounds. There were rounds with a simple questionnaire named 'How well you know your roommate', the 'Hula Stick' round, balancing a rod with the body (without using hands) by the team members. They were a time based game.



Roomies tuning

## Litwit

This event was conducted on August 18, 2018. The event consisted of 36 teams of two members with four rounds. First, was an online round, where students have to solve a crossword taking clues from a picture. The second round was an emoji round, where students would answer questions related to literature and the 3<sup>rd</sup> round and 4<sup>th</sup> round were interrelated where students were judge on the basis of their verbal and writing skills.



Anveshan - 5.0

### The Showdown

Showdown is the flagship event of the Expressions-the Fun Club of IM-NU. It was held on August 20, 2018 it was an ice-breaking event for the first year students. There were multiple elimination rounds of fun games.



*Ice-breaking event*

### Break the Code

The event took place on August 4, 2018. Break the Code 5.0, the event by Optimus – the Operations Club, consisted of 3 rounds. In the first round the participant teams had to identify all pictures which were shown in the video clip. The second round had 2 games, 'Drop the bottles' and 'Walk through the cups'. 4 teams and 1 pre event team appeared for the Treasure Hunt round which had 5 clues.



*Break The Code discussions*

### KPMG Six Sigma Green Belt Certification Programme

Six Sigma Green Belt Certification Programme was conducted by KPMG under Club Optimus. The trainer from KPMG visited the campus to conduct the program. The total duration of the program was 32 hours. It was conducted across 4 days (8 hours every day) on August 11, 12, 18 and 19, 2018. A total of 53 students participated for the programme. The programme ended with an MCQ test, wherein all the students successfully cleared the test and were awarded Six Sigma Green Belt Certification from KPMG.



*Six Sigma Green Belt Certification training*

### Dwand

Dwand - The war of words, by Karwaan the Public Speaking Club of IM-NU commenced with The Hindi debating competition held on August 1, 2018. The event was conducted for two days. The events consisted of three rounds and the registrations was done in teams of 3.

The first round consisted of sending short video clips of the opinions they have on the topic that were sent to them. For the second round the topics for the debate were given a day prior to the event. The event also had open mic session, where anyone from the audience can come on to the stage to give their views on any of the topics presented for the debate



*Dwand in action*



## Chakravyuh

Chakravyuh was an inter institute event was organized by Karwaan -the Public Speaking Club of IM-NU on October 23 and 24, 2018. About 40 students from all the seven institutes of Nirma University participated in this event. The first round was an election campaign round where every institute had to come over and talk about their institute proving why they are better than others. The second round was speech cum turncoat where in the students were provided with the topics a day before and they had to speak about it for a particular time and as soon as judges feel that the team is proving any stance the judges would turn the coat and then the team spoke against the same motion. The third round was speech cum panel interview in which 2 members from each institute spoke about the motion for 5 minutes and then for 3 minutes they had to answer the questions being asked by the other institutes. The judging was only based on content, number of questions asked and correctness of answer.



*Chakravyuh ka khel*

## Paintball

The event Paintball was organized on August 22, 2018. 10 teams were selected on first come first serve basis and the correctness of their answers in quiz attached with the registration. The rest of the 10 teams were selected through a pre-event organized by Imprintz. In the pre-event, the participants were asked to click a picture with their group while incorporating the maximum possible colours in their outfits. There were 3 rounds in team of 4.

First round where all the teams participated, second (semi-final) round where top 4 teams were promoted and the final round was between the top 2 teams. Students were instructed regarding the activity and explained the appropriate measures to ensure the safety of the participants. Teams were shortlisted on the basis of scores, the scoring pattern was 100 points for a headshot and 50 points for a shot on chest and back.



*Participant Of Paintball*

## Ingenium

The event was organized on October 23, 2018 by Imprintz, the HR Club. The total participants were 75(25 teams of 3 members). The event had three rounds which tested communication, teamwork and coordination skills of the team members. The first round was question and answer round, where in each team was given a set of 4 question sheets. The second round tested communication and coordination skills of the teams. Third round tested teamwork, focus and patience level of team members performing the tasks.



*Ingenium perfection*

### Paradigm –News Junction

Paradigm 3.0 was conducted on August 16, 2018. The first round was the quiz round. Second round was the activity based round in which participants need to show their team cohesiveness and team coordination to complete the activity. Total 135 students participated in the event.



*Paradigm Challenge*

### Nouvelles- News Junction

Nouvelles was conducted on October 10, 2018 by News Junction. The first round of the Nouvelles was an online quiz round. In second round each team was provided with an envelope which consisted of strips of news which together would create one event. The third and final round was based on a lot on observation and retention. In the third round, each teams were provided with newspapers from different publishers put together.



*Students participating in Nouvelles*

### Junk to Jewel

Club Swayam organized, 'Junk to Jewel' which was held on August 14, 2018 after a successful pre-event on August 8, 2018. Participants got a chance to unleash their creative side. They had to make a saleable and viable product out of the old recyclable junk given to them within a budget of Rs. 100. They later had to pitch their product to the judges. The participants were given scores on the basis of their ability to pitch, products- usefulness, innovativeness, ideation and creativity.



*Recycling Junk to Jewel*

### Anveshan

The offline round of Anveshan was held on August 13, 2018. It required the participants to team up in 2 with a team name for the quiz. The quiz covered multiple genres like business, economy, finance, entertainment etc. Anveshan by Xquizit, was a general quiz that was conducted in both online and offline modes. The online round was conducted on August 9, 2018.



*Anveshan quiz*



## Udaan – Wings to Words

The event organized by Karwaan was an interactive session for both faculties and students held on August 14, 2018. The event was conducted on the occasion of 72 years of Independence on the theme of 'Nationalism in the eyes of youth'. Many students and faculty members shared their experiences and views on Nationalism. The enthusiastic and confident speakers heated the mood of the event through their strong views and wonderful articulation.



*Udaan Speaker*

## Festember

Festember was the fun event organized on August 3, 2018 by the Student Welfare Committee. The event consisted three rounds. The first round was binge eating in which the participants were made to gobble snacks. The second round was match your catch where one person was supposed to catch the ball in the bucket and tie on his waist without using his hands, which was followed by the third and final round read the lips where speak out game was used. It was overall a fun event enjoyed by the participants.



*Festember Hunt*

## Finance workshop with R

R programming workshop was conducted by Clique-the IT Club of IM-NU. It was a two- day workshop which was held on November 23 and 24, 2018. It was divided into two slots- morning and afternoon. The instructor for the workshop was Professor Neil Harwani. The students got the opportunity to learn how programs are run on R, R studio etc. They also learnt different syntaxes for running different programs on R programming. Students found the workshop useful as they got to learn something new apart from MBA course.



*R workshop*

## Digital Marketing workshop

A digital marketing workshop was organized by niche club for MBA (FT), year II students on August 19 and September 2, 2018. Around 40 students participated in this workshop. The workshop was organized in association with digital marketing training academy, Digital Vidya. The workshop covered the modules like Search Engine Marketing, Social Media Marketing and Google Analytics. The workshop included theoretical as well as hands-on exercises. At the end of the workshop students were required to submit the assignments. After satisfactory performance of the students in their assignments, they were awarded the certificate.



*Digital marketing workshop*



### Advaiya: Talk Show with Shri Vijay Rupani

The talk show was a part of the two-day event Praveg 18, a techno-management symposium organised jointly by the Institute of management and Institute of Technology, Nirma University from November 1-2, 2018.

Shri Vijay Rupani, the Honourable Chief minister of Gujarat talked about his Life Journey at the IM-NU as part of the talk show "Advaiya" through moderator RJ Dhvanit. From his early school days, to joining RSS, becoming a General Secretary in his university days, he shared all the ups and downs of his life.

He passionately shared his imprisonment experience of one year during the time of Emergency, where he utilised this phase to learn deeper about great philosophers, religious leaders and thinkers, beside learning the Russian language. During his college days, as a General Secretary he played an important role in cleaning the campus walls once the elections were over. As a Mayor of Rajkot, he was instrumental in the twin city agreement with Leicester, UK where Rajkot became the first city in the country to enter into such an agreement with a city abroad.

His mantra of patience, hard work and taking no shortcuts in life is definitely as relevant today as in any other time.

He said that he joined politics with the aim of helping the people of the nation. A sense of patriotism was instilled in him ever since he joined the Rashtriya Swayam Sevak (RSS) at the age of 7. Recalling the incident of Navnirman Andolan, he mentioned that he strongly believes in the idea that "The Youth is the Power of the Nation".

## Cultural Events

### Apratim 2018

Apratim 2018- 'Where Talent meets Magic' was held on July 27, 2018, at IM-NU Auditorium which was organized by The Cultural Committee. The theme of the event was Halloween and decor of the auditorium was done keeping it in mind. The batch of MBA-(FT) 2018-20, MBA-(FB) 2018-20 and BBA-MBA participated in the same with utmost zeal and enthusiasm. The talent night consisted of 34 performance including Ganesh Vandana, Fashion Show, Group & Solo Dance, Solo & Duet Singing, Live Art, Stand-up acts. Club Chehre and Club Fiesta were also invited for the event and left everyone awestruck with their stellar performances. Pratikriti and Media and PR committee covered the complete event with photographs, live Facebook videos and the after event interviews.



*The talented Participants at Apratim*

## Freshers' 2018

Freshers' 2018, was conducted on August 8, 2018 by Abhivyakti- The BBA Cultural Committee. Freshers of such kind was held for the first time at the Institute of Management under the BBA Programme. This fun filled event consisted of a quiz (screening round) as its first round in the hunt for Mr. and Ms. Fresher's. Moreover, to give it a grand touch the committee also organised a Green Carpet event just before the Fresher's Party. The party consisted of magnificent and panache Ramp Walk by the first year students. The students were engaged in impromptu performances as well.



*Fresher's 2018*

## Nandotsav 2018

Krishna Janmotsav – Nandotsav was organized by the Cultural Committee of IM-NU on September 3, 2018. There was an approximate footfall of 500 during the event. The Dahi Handi celebration was conducted with great enthusiasm according to the batches. Dance and refreshments added to the enjoyment of the inmates of the student-hostels. The crowd was served with thandai as the thirst quencher. There were arrangements of Gulal for the crowd.



*Nandotsav celebration*

## Avighna Chaturthi

This was an eight-day event organized by the Cultural Committee from September 13 to 20, 2018. An eco-friendly idol of Lord Ganesha was set up with rituals in the presence of a priest. Students went on a procession with the idol on a trolley along with a troupe of dhol players.



*Avighna Chaturthi celebrations*

## Jam Session 1.0

The Jam session was held on August 6, 2018 by Club Fiesta. It was a fun event which intended to cheer the students by the dance and music performances of Fiestian. It started with a couple of song performances. The event ended with DJ.

## Jam Session 2.0 by Club Fiesta

The Jam Session on September 28, 2018 was the second Jam Session of this academic year. It started with singing performances by the members of Club Fiesta followed by Open Mic session for the students. Then dance performances by members of the club added energy to the event followed by interactive dance session with the students. The event ended with an open DJ floor. The event was enjoyed by the students as it gave them a chance to show their singing and dancing talent. They had fun with their peers leaving all worries behind in the moment.



*Jam Dancers*



### Teacher's Day

On September 5, 2018, the student clubs of the BBA Programme like Abhivyakti-the Cultural Committee, Ritayan, Vichaar Dhara and Thespians hosted the event. It saw a participation of around 20 faculties and 200 students. The event began with a game called 'Box of Lies' wherein a teacher and a student were pitted against each other. Ritayan – the Music and Dance Club, conducted 'Musical Charades'. Thespians – The Drama club, paid a tribute to the teachers with a play depicting student-teacher relationship. Subsequently, the audience witnessed a mesmerizing musical performance. Vichaar Dhara – The Quiz and Debate Club conducted a JAM (Just a minute) speech session.



Teachers Day celebrations

### Garba Workshop

The Garba Workshop was organised by Club Fiesta for the students of the institute of management on October 3 & 4, 2018 to learn the garba moves as Navratri was approaching. Students participated in myriad numbers and showed their zeal for both the days of garba workshop. The tutor – Mr. Nanak Trivedi was also obliged to see the excitement of the students. First day of the workshop was for traditional garba styles while second day was for Indo western garba styles. At the end of the second day, Mr. Nanak Trivedi was presented with a memento by Fiestians. The workshop ended with a sense of satisfaction and delight.



Garba Workshop

### Exposure 2.0

On August 27, 2018, Pratikriti-the Photography Club organized Exposure 2.0. The event was a photography workshop to help interested students in understanding the technical as well as philosophical aspects of photography. This workshop was conducted by Mr. Vinay Panjwani, who is an eminent photographer in India associated with Nat-Geo and conducts workshops for Nikon.

The workshop was divided in two parts. The first half focused on the technical aspects such as the basic terminology, functions and buttons of a camera and the second half focused on the philosophy behind street photography.



Ace photographer Mr. Vinay Panjwani for Exposure



## Perspective Richter 10

Perspective Richter 10, the annual Management Cultural Fest of IM-NU was organized from December 5-7, 2018. Students from B-Schools across India took part in the plethora of events under PR10. Some of the events under Perspective wing were 'Mark-e-nova' organized by the Marketing Club, 'Lynx 6.0' organized by the Operations Club, 'Magnitude-F' by the Finance Club and 'Rasprava' by the HR Club of IM-NU. The cultural events such as Footloose, Hallabob, Rangmanch, Food Wars were organized under Richter 10 wing. The Cultural Committee also organized various recreational events such as 'Somnium' in which the famous Singer 'Hardy Sandhu' performed. The DJ Duo of Zaeden and Lost Stories (Tomorrowland fame) also performed in 'Spectrum: The EDM Night'. The students had a rib-tickling laugh when Sumit Anand performed in the Laughter Riot while Deewana group took everyone to another world with their Sufi-Bolly Music. Yahya Bootwala and Dushyant Singh were also invited to share their beautiful stories in 'Kissa Ek Baar Ka'."



*Hardy Sandhu at Perspective Richter*

## Pratidwandi

Pratidwandi was organized by News Junction during Perspective Richter 10, the national-level event of IM-NU. The event was conducted on December 6, 7 and 8, 2018. The event was based on general knowledge and strategic management in live competition with other competitors. Participants from different colleges all over India including Nirma University took part in it.

## Rasprava

Rasprava an annual national level event was organized under Perspective Richter 10 on December 6 & 7, 2018 by Imprintz club. It had Case study and simulation round. A total of 320 students in round 1 and 44 students in round 2 & 3 participated. It enabled the students to apply their theoretical knowledge on real cases and decision making skills enable them to consider various aspects when dealing with critical situations.



*Participants of Rasprava*

## Halla Bol and Rangmanch

This were the national level events of ChEhRe organized under Perspective Richter 10 by the Cultural Committee, it was an opportunity to connect with several B-Schools around the country. Halla Bol was a street play competition in which teams showcased a wide range of social issues that need to be addressed by the youth of India. Rangmanch, on the other hand, was a stage play competition which relied completely on the creative ideas of the performers and their stage presence.



*Halla Bol performance by students*

## Chai Pe Charcha – Debate – the Indian Way

This was an event conducted on December 11, 2018, to discuss the involvement of Media in Democracy through the means of an informal debate/ discussion. Students from all three years came and discussed their opinions regarding the media involvement. There was a lot of counter-questioning and heated discussions along with plenty of good points made by the participants. The audience as well as the faculty members thoroughly enjoyed the event and were full of appraisals.



*Chai pe charcha participants*

## Flash Mob

Ritayan--the Music and Dance Club of the BBA organised a flash mob on August 23, 2018. It was an independent event performed for the fresher's. It involved performances in the hallway of the new building. The music started playing in the break between the lectures and performances were held. The crowd was very enthusiastic and enjoyed the show.



*Students performing during the Flash Mob*

## PropShop 2018

PropShop 2018 was one of the major event organised by Spinshot- the Photography and Filmmaking Club of the BBA Programme received great appreciation from faculties and students. It was organised in collaboration with Ritayan, the Dance and Music Club on September 27, 2018. The main motive of organising this event was to have interaction among the students of BBA and MBA students of IM-NU. Nevertheless, students of other Institutes also participated in it. Around 250 students turned up to make this event huge success. Different photo booths with different themes were setup and more than 200 props were available for students to click photos with. Group photos for the students according to their batches had also been arranged in this event. Ritayan had set up sound system and had an open stage event for students to showcase their talent. Spinshot succeeded in not only capturing memories but creating them.



*Click it right in PropShop*



## Filmy Akhada

Filmy Ahada is an event of Chehre-the Dramatics Club of IM-NU which was held on August 29, 2018. This fun filled event refreshed the participants from the monotony of studies. The event had 3 rounds, in which one of three participants was blindfolded and had to find the teammates with sticky notes on them making a movie name out of it. Though organized for fun and entertainment, this event captures the essence of management. Teamwork, Leadership, Time Management and Strategy Formation are few of the aspects of management that the participants applied practically.



Act it out in flimi akhada

## Freshers' Event

Freshers' 2018, was conducted on August 8, 2018 by Abhivyakti- The BBA Cultural Committee. This fun filled event consisted of a quiz (screening round) as its first round in the hunt for Mr. And Ms. Freshers'. Moreover, the Committee also organised a Green Carpet event just before the Fresher's Party. The party was organized in Pharmacy Auditorium with great zeal and enthusiasm. The party consisted of magnificent and panache Ramp Walk by the first year students. The students were engaged in impromptu performances as well.



Freshers' 2018

## Social Events

### Food Drive

In India, with a population of billions, many go on an empty stomach. So, the committee members of Mavericks: The social committee of BBA decided to help them by organizing a food drive on the occasion of 72<sup>nd</sup> Independence Day i.e. on August 15, 2018. For this the members of Mavericks, the Social Committee of the B.B.A Programme, were joined by 45 volunteers and everyone gathered to make 150 paper bags each bag containing items like namkeen, khakra, chocolates, bananas, fruit juice and samosas. They started from Nirma University to distribute the packets and went to the slum areas of Tragad, Sola, SG Highway and parts of West Ahmedabad. The target of this drive was the little kids who find can happiness even in the smallest thing which comes their ways. Committee members and the volunteers interacted with the kids and briefed them about the idea of celebrating Independence Day and what is it all about. The children's face beamed with joy and the amount of happiness that it gave the members cannot be measured in terms of words. The hunger of learning something new in their eyes full of ambitions could be noticed.



Food Drive



## Ye Hichak Kaisi?

In India only 18% of the women have access to sanitary hygiene. Keeping this in mind, Mavericks, the Social Committee of the B.B.A Programme, organized an event on September 30, 2018. The Committee addressed 60 girls with the help of 20 volunteers from IM-NU, in order to spread awareness about what is generally perceived as a taboo: Menstruation. The whole idea of the event was to make them comfortable and provide necessary information regarding the same. They played and danced with the girls as well as their mothers. The games were such, which they enjoyed a lot and also learnt a few things which should be followed during the menstrual cycle. After the games, the girls were shown a few videos which created awareness regarding the importance of maintaining a proper hygiene during periods. Thereafter, in order to break the stereotypes, the committee, distributed sanitary napkins to all the girls with a message in each packet as a souvenir for the event conducted.



Students Spreading Awareness about the taboo

## Humans of Nirma

Humans of Nirma is a social media broadcasting series initiated by Mavericks, the Social Committee of the B.B.A Programme. It began from September 18, 2018 and it is an ongoing event unlike other events that have been previously organized. The aim of this initiative is to shed light on the people who work hard every day but are not known by everyone or are not appreciated as much as many other people. Each person has a story to tell. So as to let others into their lives and learn from the struggles that all of these people have gone through. The stories are shared on the social media accounts of Mavericks like Facebook and Instagram. It is truly an enlightening experience for all of them to know about their hardships and how they coped up with them. It is hoped that this little effort of Mavericks can make everybody realize their value because it is always the people behind the curtains to make the show a successful one.



Humans of Nirma- Interview being conducted

## #IAmAMaverickChallenge

Team Mavericks tried to encourage people to do social work for the society to spread love and happiness during the festival of lights from November 4 to 14, 2018. This was a social media event where people had to post a picture of them doing social work. The students who took the initiative for the challenge, were gifted vouchers as a token of appreciation.



Winner of IAmAMaverickChallenge

## Wisdom Valley- Folk with Folks

'Nothing is more beautiful than a smile that has struggled through years and tears.'

To make them smile again Team Mavericks visited the Hiramani Old Age Home on October 17, 2018 to celebrate Navratri with them. It was a joyful event. It started with a prayer service followed by a Garba in which everyone participated. The senior citizens sang, danced and had dinner together. Everyone was very happy there and they appreciated the efforts as they felt home after a long time.



*Club Maverick visiting an old age home*

## Humans of Nirma

Nirmaan - the Social Club of IM-NU organized the "Joy Of Giving Week" from October 2 to 7, 2018. This joyful week began with the Foundation Day, where the kids of Nirmaan brought their parents along. They had a wonderful time playing games and ended the day by cutting a cake. Each day of the week observed a new theme. The event, 'Chillar Party' was held on the second day of the week. The kids played both outdoor and indoor games, performed arts and crafts, and danced on the beats of popular songs. The week finally ended with a picnic to Kankaria Lake. The 'Joy of Giving' week was clearly a success, as depicted by the happy faces of the kids, their parents, as well as the students involved in the activities.



*Students happy celebrating Joy of Giving Week*

## Diwali Celebration

The Diwali Celebration was organized on October 30, 2018 near the slum areas outside the college premises, which happens to be the home of Nirmaan Kids. 15-20 students were present from the club who had bought fire crackers and sweets for the children and their families. Children enjoyed a lot lighting up the crackers which was followed by lighting the diya's. Towards the end, the children and their families were invited for the dinner in IM-NU mess and they all had their dinner.



*Diwali by Nirmaan*



## Christmas Celebration

The Christmas celebration was held on December 21, 2018 at the back lawn of IM-NU. The event was very lively with kids dancing to the tunes of songs and club members also joining them. After this, a play was shown to the kids regarding Jesus Christ's birth enacted by the very own club members. This was followed by a library visit for the kids where more decorations were done. Towards the end, the children were provided snacks, beverages and were also given some gifts. The event was a success and joyfull.



*Joy of celebrating christmas*

## Cloth Drive- Nirmaan

The social club of IM-NU organized its second clothe drive for the academic year 2018-2019 on December 19, 2018. For this drive, the donation boxes were being kept from December 16 to 18, 2018 in the Student Hostels as well as the faculty lounge. Students as well as faculty members put their hand forward for this noble cause and on December 19, these clothes were distributed to the kids and their families residing in the nearby slums.



*The cloth drive by Nirmaan*

## NSS camp

IM-NU organized a seven-day NSS Special Camp in Khodiyar village. The camp was organized from December 17 to 23, 2018. The camp was attended by 40 students of BBA-MBA Integrated Programme comprising 24 boys and 16 girls.

The social services undertaken during the camp included women hygiene, women empowerment, waste disposal, self-employment, banking, investment schemes and digitalization. Nukkad Natak, (street plays), one to one conversations, group discussions with the villagers etc. were used to address the issues effectively. Each day at the camp was dedicated to a particular topic. A cultural night was organized on the sixth day of the camp and was attended by nearly 800 villagers. On the last day of the camp, volunteers bid a farewell to the villagers and thanked them for their support and coordination.



*Participants of NSS camp*



## Sports Events

### Ice Breaking

Ice-Breaking is the first event organized by the Sports Committee from July 11 to 14, 2018. It was an inter-sectional tournament which includes 4 sports namely Lawn Tennis, Table Tennis, Throw ball and Volleyball. The footfall for the event was around 300.

### COPA

COPA is an inter-sectional football tournament held for 7 days from September 2 to 9, 2018. The tournament was played on the dome ground. The footfall for the event was around 160. Both boys and girls actively took part in the tournament.



*Students participating in COPA*

### Parakram

Parakram is a national level sports tournament. It's a three-day event where B-schools from all over India take part. This year the event was held from September 29 to October 1, 2018. In total nine institutes took part, where the defending champions IM-NU retained the title once again. The visiting teams were very happy with the infrastructure and the hospitality provided. In the end these three days witnessed some great sporting moments as all the teams displayed great enthusiasm and passion to win the prestigious trophy of Parakram.



*Playing hard in Parakram*

### Slam Dunk

Slam Dunk is an inter-sectional basketball tournament organized by Sportzzz Comm. The event was held from August 6-10, 2018. The event was organized in the basketball court. There was an active participation from MBA -FT, MBA – FB&E and IMBA.



*Slam Dunk - basketball tournament*

### Cric8

Cric8, an Inter-sectional cricket tournament for boys was organised by Sportzzz Comm - The Sports Committee of IM-NU. The event was held from October 22- 28, 2018. Cric8 2018 explored new energies and talent of IM-NU, where teams from all the sections participated enthusiastically. In the end Bravehearts emerged as the champions of the tournament.



*Students at the cricket ground*

## Smashes

This was an inter-sectional badminton tournament for girls, held alongside Cric8. The efforts put in by the participants were inspiring to watch. Bravehearts emerged as the champions with their consistent performance throughout the tournament.



*Playing hard in Parakram*

## NETZZ

NETZZ, an inter-sectional throw ball and volleyball tournament was held from November 26 - 30, 2018. Both sports are held simultaneously. In volleyball, only boys took part and in throw ball, only girls took part. The total number of participants in the tournament were 190.



*Netzz, inter-sectional event*



### Zotero Presentation

A Library Workshop on 'Zotero' was arranged on July 12, 2018 for the DPM's. This session was conducted by Library Team headed by Mr. Rakesh Trivedi. Hands on training was given to all the student of the doctoral programme.

### BBA Orientation

The staff members of Library introduced the students to our Library Resources, their accessibility on campus off campus on July 13, 2018. Students were introduced the relevance of subscribed resources and how they should select authenticated unsubscribed / open access resources on the web.



Library orientation for BBA students

### TED TALK: The mind behind Tesla

TED TALK: The mind behind Tesla, SpaceX, SolarCity by Elon Musk was screened in the library was organised on July 18, 2018.

Entrepreneur Elon Musk is a man with many plans. The founder of PayPal, Tesla Motors and SpaceX sits down with TED curator Chris Anderson to share details about his visionary projects, which include a mass-marketed electric car, a solar energy leasing company and a fully reusable rocket.



TED TALK by Elon Musk

### Jo Baka/Bollywood day

'Jo Baka' is the most trending meme in the Gujju community and we are proud of our Jo Baka from July 21 - 27, 2018. Every festival enjoys a new fresh stock of the Baka meme's. Baka was a greeting for a friend often heard in the streets of Ahmedabad, Surat but now it's the call of every Gujarati city. May it be jokes, one-liners, stupid advice, or and random lines

For this Library had displayed novels from which Bollywood movies have been made.



Bollywood day at library

## Library Week and Librarians' Day

To commemorate the birth anniversary of Dr. S. R. Ranganathan, the Father of Library Science in India, the Library of IM-NU celebrated Library Week during August 4 - 9, 2018. This included a display of books and Quiz Competition for all the users of the library.



*Library Week and Librarians' Day*

## Management Week

Management Library is celebrated Management Week during August 13 - 17, 2018. Where questions related to India were discussed.



*Management Week at library*

## Book review by Rajesh Kikani

In this event, Prof Rajesh Kikani reviewed Prof. Indu Rao's book "Cultural Governance in Indian Diamond Industry", on September 26, 2018. The book suggests that, in the so-called informal and un-organized Indian diamond industry, there exists a well-organized network of thousands of small and medium sized firms where shared values and a culture of trust and loyalty govern efficient and globally successful business. The event witnessed 21 senior faculties, staff and students of IM-NU.



*Book review*



## Book Exhibition

Book Exhibition on September 19, 2018 had been organised at Institute of Management, Nirma University. All faculties, staff and students came together for selecting books for library.



Book exhibition at IM-NU

## World Tourism Day

To celebrate "World Tourism Day" on September 27 2018, the staff members of IM-NU library pulled out travelogues and books on tourism industry available in the collection of library from September 22 - 28, 2018.



Library celebrating World Tourism Day

## Mahatma Gandhi birthday celebration:

As part of celebration of 150th birthday of Mahatma Gandhi, IM-NU Library displayed the books on Gandhi Literature in the Library during September 29 to October 5, 2018. Real Time Quiz was also done during this Celebration where a bowl with questions related to Gandhiji on Circulation counter was kept. Number of students, faculties and staff participated and won surprise prizes.

## Sherlock Holmes:

There was a topical display of books on "Sherlock Homes Seasons Series" during October 27 to November 3, 2018. Every day in evening starting at 4.00 pm they screened Sherlock Holmes movies in the library which saw a decent participation from students.

Book Review: Club Sumantra – The Literary club of IM-NU, organized "Sherlocked – A Book Review Event" in association with the library of the IM-NU on the October 30, 2018. Students reviewed books written by Sir Arthur Conan Doyle, and talked about the highlights of his writing style.

## Halloween's day:

Halloween's Day is a federal holiday at USA celebrated each year on October 31. On the occasion of the same IM-NU Library celebrated Halloween's Day by decorating library on October 30, 2018.

## Christmas Day:

As a part of Christmas Celebration, IM-NU Library was given a festive look with A Snowman, Christmas tree of red and white books and a tree of gifts and lights which were displayed in IM-NU library during December 22 - 28, 2018.



## Alumni Corner

### Alumni Day

The Institute of Management, Nirma University celebrated Alumni Day on October 6 and 7, 2018. This two-day event was organized by the Kaizen, the Alumni Relations Committee of IM-NU. Mr. Mahesh Joshi, Chief Executive & Director at L&T Valve was the chief guest of the event. The event included various fun-filled activities involving the current students as well as the faculties. All the Alumni, as well as the students, interacted with one another reminiscing about their good old days.

Around 200 alumni along with their family members attended the nostalgic reunion. The alumni were welcomed with goodie bags. After the registration process, they were free to move around the campus. The committee had stalls for purchase of Nirma merchandise. Also, a stall of craft items prepared by the children of Nirmaan Foundation (formerly, Saral) was put up to raise funds for them. The alumni didn't miss the chance to get themselves clicked at the photo booth near the registration desk. A faculty interaction session followed. The alumni met with and spoke to the faculty members during this session and re-lived their classroom memories.

Mr. Mahesh Joshi, the Chief Executive and Director, L&T Valves, was the Chief Guest to address IM-NU students on the occasion of Alumni Day 2018. Mr. Joshi chose today's special event and his alma mater as a platform to launch his book "Global Business".

The next sessions planned for the day were curriculum review sessions and a general body meeting.

Alumni Day's activities continued with various fun cultural activities with performances by the Nirmaan Foundation, Chehre & Fiesta. Some of the other events were Action Replayyy conducted by Prof. Nina Muncherji, a football match, cricket match, karaoke and dinner. These gave the alumni a chance to relive their college days, interact with old friends and colleagues and let loose in an evening of fun and frolic.



Alumni Day



## Alumni City meet

The alumni city meets were conducted in three cities viz. Delhi, Mumbai and Bangalore on December 15, 2018. The attendance close to 70 alumni across the three cities. The city meets consisted of discussion on way to strengthen Alumni-Institute relations. Another major point of discussion was about the new SAQS Accreditation granted to Institute of Management, Nirma University and the various benefits it could give the institute. During the curriculum discussion alumni recommended a more industry driven approach from MBA and suggested to focus on Big Data Analytics, Emotional Intelligence, and Entrepreneurship etc.



*Alumni City meet at Delhi*



*Alumni City meet at Mumbai*

## Vichar Vinimay from Jan. – April 2019 (Forthcoming)

No.	Name of Faculty made presentation	Date of Presentation
1	Prof. Mahesh K.C.	January 3, 2019
2	Prof. Khyati Desai	January 5, 2019
3	Prof. Sunita Guru	January 17, 2019
4	Prof. Chetan A. Jhaveri	January 19, 2019
5	Prof. Tripurasundari Joshi	January 24, 2019
6	Prof. Hardik Shah	February 2, 2019
7	Prof. Samik Shome	February 7, 2019
8	Prof. Sapna Parashar	February 14, 2019
9	Prof. Subrat Sahu	February 16, 2019
10	Prof. Indu Rao	February 21, 2019
11	Prof. Parag Rijwani	February 28, 2019
12	Prof. Sanjay Jain	March 2, 2019
13	Prof. Sameer Pingle	March 7, 2019
14	Prof. Harismita Trivedi	March 14, 2019
15	Prof. Nityesh Bhatt	March 16, 2019
16	Prof. Rajesh Kumar Jain	March 28, 2019
17	Prof. Deepak Kumar J.Danak	March 30, 2019
18	Prof. M.Mallikarjun	April 6, 2019

