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The Forthcoming Events

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From the Editor's Desk

The world faces challenges which can be only addressed by high-quality managerial skills and talent around the world. Improving the access of high quality management education to large numbers of students around the world is extremely critical. Educating students of management in the traditional way is no longer effective in ensuring that they learn to become productive managers owing to radical economic, cultural and technological changes. Fortunately, premium educators like the Institute of Management, Nirma University (IM-NU) have been innovating and transforming management education to address these challenges. Such sincere and earnest endeavours of IM-NU are also reflected in its current High rankings.

Sparsh, the Newsletter of the Institute of Management, Nirma University showcases the exemplary feats and extraordinary achievements of the students and the staff-members that define a new paradigm in the field of management. The massive and excellent record of research done at IM-NU has brought a great deal of coveted recognition. This is evident presented in the cutting-edge research demonstrated by the immense pool of diverse research papers in the 22nd Nirma International Conference on Management (NICOM -2019) and Anvesh—the 15th Doctoral Research Conference. These give unique opportunities to the students and faculty to interact with scholars, researchers and practitioners of national and international repute. This issue of Sparsh also contains an interview with some of the students of the Doctoral Programme in Management that sheds further light on their research on management.

The events of the students are guided by the necessity to develop a versatile personality. These events are organized striving to maintain a fine balance between academic excellence and extra-curricular interests of the students. The national character to these events, welcoming students from different universities across the country lends them greater diversity and inclusiveness. Events like "Genesis", "Karyaneeti", "Street Smart" and "Business Tantra" are attempts to summon talented young minds and challenge them through varied fields of knowledge and skill to bolster their holistic growth in professional as well as personal capacities. These national-level events bring together a an immense amount of energy, talent and creativity from across the country. The Institute hosts a plethora of literary and cultural events witnessing participation from top notch B-Schools of the country.

The Institute continually strives to strengthen its relations with the corporate domain through events dedicated to the alumni. This year, Pratidhwani --the 6th Alumni Conclave was celebrated on February 8, 2019 with great fervour and enthusiasm by the alumni of our Institute who have become game-changers and torch-bearers in the industry. There was a fruitful exchange of ideas, experiences and professional networking. They gave insights on how to be business leaders to the current students and aspiring managers. It was warmly appreciated by the attendees. The participants look forward to such interactions more often in the future. Through the Alumni Conclave, the Institute encourages industry interaction and prepares its students for the gruelling corporate world. Apart from this, a host of industry visits for the students further encourages a riveting interaction with eminent business houses. These events are duly documented in this issue.

I hope this issue offers a delightful and enriching reading experience!

Dr. Monali Chatterjee

Forum for Intellectual Stimulation

Rankings

IM-NU ranked as the top 25th Best B-School, published in Dalal Street in February 2019.

IM-NU ranked as the top 15th Best private B-School of India, published in Education World in May 2019.

IM-NU ranked among the best B- Schools of 2018 ranking, published in Business Today ranking, Vol. 28, No. 22, November 2019.

Competition Success Review Magazine Rankings 2019 ranked Institute of Management, Nirma University at the third position among the Top Private B - Schools of India.

DSU Rank 2019	Name of the Institute	Location	Zone	DSU Score
1	Xavier School of Management	Jamshedpur	East	136.33
2	Management Development Institute (MDI)	Gurgaon	North	133.67
2	S P Jain Institute of Management & Research (SPJIMR)	Mumbai	West	133.67
3	Department of Management Studies (DMS), IIT Delhi	Delhi	North	133
4	Faculty of Management Studies (FMS) University of Delhi	New Delhi	North	132.67
5	Indian Institute of Foreign Trade (IIFT)	New Delhi	North	132.33
5	Shailesh J. Mehta School Of Management IIT-Bombay	Mumbai	West	132.33
6	Narsee Monjee Institute of Management Studies (NMIMS)	Mumbai	West	131.33
7	Symbiosis Institute Of Business Management (SIBM), Pune	Pune	West	130.33
8	National Institute of Industrial Engineering (NIIE)	Mumbai	West	130
9	Vinod Gupta School Of Management- IIT Kharagpur	Kharagpur	East	129.67
10	Institute of Management Technology- (IMT), Ghaziabad	Ghaziabad	North	129.33
11	Xavier Institute of Management (XIMB)	Bhubaneswar	East	128.33
12	International Management Institute (IMI)	New Delhi	North	127
13	Department Of Management Studies- Indian Institute of Technology Madras	Chennai	South	126.84
14	Jainnala Bajaj Institute of Management Studies (JBIMS)	Mumbai	West	125.33
15	T A Pai Management Institute (TAPMI)	Manipal	South	124
16	Symbiosis Centre for Management and Human Resource Development (SCMHRD)	Pune	West	120.67
17	Great Lakes Institute of Management	Chennai	South	119.33
18	Indian Institute of Technology Kanpur - Department of Management Studies	Kanpur	North	118.95
19	Indian Institute of Technology Roorkee - Department of Management Studies	Roorkee	North	118
20	Institute of Rural Management, Anand (IRMA)	Anand	West	116.67
21	Goa Institute of Management (GIM)	Panaji	West	116
22	Birla Institute of Management Technology (BIMTECH)	Greater Noida	North	115.33
23	ICFAI Business School	Hyderabad	South	114.67
24	K. J. Somaiya Institute of Management Studies and Research	Mumbai	West	114
25	Institute of Management, Nirma University	Ahmedabad	West	113.33

IM-NU ranking by Dalal Street

India's Top 100 Private B-schools

Rank	2017	2018	2019	Leadership governance quality (200)	Faculty welfare & development (200)	Percentage of faculty (200)	Student intake selection process (200)	Curriculum & pedagogy (200)	Industry interface (400)	Research (400)	Infrastructure and facilities (400)	Placement (400)	International (200)	Life / soft skills (200)	Value for money (200)	TOTAL SCORE (2400)	2017-2019 Rank
NR	NR	1	1	173	175	250	177	182	351	255	382	461	155	170	148	2879	NR
2	5	2	2	172	173	249	181	180	345	225	373	474	150	174	162	2858	7
NR	6	3	3	161	167	246	180	175	350	231	367	447	152	166	156	2798	12
3	7	4	4	168	172	247	179	181	348	191	351	464	148	168	157	2754	16
5	12	5	5	163	169	248	167	172	308	253	365	433	151	164	155	2748	41
4	8	6	6	169	171	245	175	179	325	214	316	441	144	167	155	2701	20
8	20	7	7	164	170	242	172	171	315	219	367	405	147	172	153	2697	33
6	15	7	7	165	169	241	176	167	319	212	366	417	140	171	154	2697	20
NR	21	6	6	161	164	240	172	174	302	213	376	401	138	163	154	2658	51
9	18	8	8	162	166	241	174	170	290	220	377	404	137	165	152	2658	44
7	10	9	9	160	165	246	171	166	291	226	313	408	139	169	153	2607	27
13	25	10	10	158	164	239	168	161	256	224	373	348	135	162	141	2529	26
10	27	11	11	152	160	235	158	155	289	209	303	363	132	158	147	2461	34
11	29	12	12	148	159	234	154	153	271	188	348	376	136	160	151	2458	NR
12	28	12	12	153	161	237	152	150	259	203	362	343	135	157	146	2458	37
15	30	13	13	155	161	235	159	156	267	154	328	398	130	150	137	2430	NR
14	32	14	14	151	163	237	157	151	271	205	306	345	132	155	150	2423	38
18	31	14	14	147	154	233	147	162	289	148	363	344	133	154	149	2423	40
16	34	15	15	153	161	233	151	152	245	181	355	351	113	153	147	2375	40
33	43	15	15	155	162	235	154	151	263	155	359	316	130	145	150	2375	NR
26	37	16	16	148	163	227	166	148	226	151	325	384	119	161	148	2366	74
31	44	16	16	154	152	233	147	156	259	141	364	328	129	153	150	2366	NR
16	35	17	17	147	159	232	151	143	236	154	360	348	130	157	146	2363	50
20	38	18	18	146	152	235	144	151	239	153	361	356	126	147	139	2349	NR

Ranking of IM-NU by Education World

27th Annual Convocation of Nirma University

Nirma University held its 27th Annual Convocation Ceremony on April 20, 2019 where 567 students from Institute of Management and Institute of Law graduated. The Chief Guest, Hon'ble Justice Dipak Misra, Former Chief Justice of India, in his motivational speech encouraged the gathering to cultivate universal rationalism, competitive optimism and learn the art of sublimation of emotions.

Congratulating the graduating students, Justice Mishra said, "It is your hard work that has resulted in obtaining the honour from this prestigious University. However, education does not stop after one graduates or acquires a Ph.D. Keeping oneself engaged in discussion and manifold learning processes removes one away from the sphere of complacency. The more you read and the more you know, it makes you realise how less you know. That is the beauty of knowledge."

“Don’t be trapped by dogma - which is living with the results of other people’s thinking. Don’t let the noise of other’s opinions drown out your own inner voice. Have the courage to follow your heart and intuition. I urge you to dream about a better world than you received and work hard to make that a reality. Do not get disappointed by failures. Education cannot be measured in terms of the amount of information that you put into your brain, which runs riot and remains undigested throughout your lifespan. The purpose of education must be to engage in life building, character building and assimilation of ideas,” Justice Mishra added. He also talked about the important role played by educational institutions in igniting the minds of our future generations and grooming them for a more proactive role in public participation.

Degrees were conferred to 29 students of Ph.D., 246 students of MBA (Full Time), 55 students of MBA (Family Business and Entrepreneurship), 33 students of BBA-MBA Integrated Programme, 14 students of BBA 176 students of UG-IL, 5 students of M. Tech., 2 students of MCA, 5 students of B. Tech and 2 students of M.Sc. During the Convocation ceremony, several awards were given to meritorious students as an appreciation of their hard work in achieving their goal. A total of 22 medals being given to 20 students for securing overall First, Second and Third rank, the First rank according to specializations and Best student from each Programme. The medals were presented by the Chief Guest. The President of Nirma University, Dr Karsanbhai K Patel also congratulated the graduating students in his Presidential address on the occasion. Dr. Anup Singh, Director General, NU gave the concluding address at the convocation.



27th Annual Convocation of Nirma University

28th Nirma International Conference on Management (NICOM)

Nirma University held its 28th Annual Convocation Ceremony on October 16, 2019 where 1,644 students from various institutes of the University received their degrees. Students from Institute of Technology, Institute of Management, Institute of Law, Institute of Pharmacy, Institute of Science, Institute of Architecture and Planning, and Institute of Commerce received their graduation, post-graduation and PhD degrees.

The Chief Guest Mr Guenter Butschek, Chief Executive Officer & Managing Director, Tata Motors Ltd, in his inspiring speech, asked the students to evolve as a person, as a professional and as a leader. He encouraged them to aspire to become a complete package (person, professional and leader) and focus on the larger picture. He further advised the students to: “Compete with yourself, rather than with others. The new reality is to lead the change. You need to put yourself out there and prove yourself. Managers would be plenty, leaders are seldom. So, differentiate yourself.”

He also took this opportunity to thank the University for grooming the students and thanked the students for making themselves available to a brighter and prosperous India.

This year Nirma University conferred degrees to 11 PhD, 442 postgraduate and 1,191 graduate students. Of the 442 postgraduate students, the University conferred degrees to 203 M. Tech, 9 M. Tech (by Research), 72 MCA, 58 M. Pharm, 80 M. Sc, 15 LLM, and 5 MBA students. Similarly, of the 1,191 graduate students, 936 B. Tech, 99 B. Pharm, 34 BArch, 56 B. Com (Hons), 10 BA-LLB (Hons), 5 B. Com-LLB (Hons) and 51 BBA students received graduate degrees in the convocation. The University presented 39 medals to 36 students for their outstanding academic performance. These students secured the top three ranks in the various programmes or specialisation offered by the University. The Chief Guest of the Convocation presented the awards to these students.



28th Annual Convocation of Nirma University

22nd Nirma International Conference on Management (NICOM)

The 22nd Nirma International Conference on Management (NICOM) was organized by Institute of Management, Nirma University during January 17-19, 2019. The central theme of the conference was “Business, Economy and Environment: The New Normal”. The Conference had academicians and practitioners from all over the country, presenting their research in as many as 17 sub-themes viz, Business: Fostering Shareholders’ Value Creation, Energy, Climate Change and Sustainability, Global Development Goals 2030 and India, Economic and Social Aspects of Rural Development, Role of Information Systems, Digitization and Data Sciences in Business, among others, in four track sessions spread across the three-day conference. Indian Council of Social Science Research (ICSSR) was the lead sponsor of NICOM 2019 followed by Indian Oil Corporation Limited and Erhardt (India) Pvt. Ltd.

A pre-conference workshop was conducted in collaboration with Competition Commission of India on the theme of ‘Competition Law & Business Management’. The conference was inaugurated was January 17, 2019. The Chief Guest of the inaugural session Shri. Sunil R. Parekh, Senior Strategy Advisor, Zydus Cadila Healthcare Group and Founding Curator, World Economic Forum, spoke about the forces in Business, Society and Environment which are driving change in business enterprises & defining the New Normal. He also pointed out how the present scenario calls for economic & social development while preserving the environment. Dr. Anup Singh, Director General, Nirma University emphasized in his speech the need for understanding the dynamics of fast changing environment. He emphasized the need for universities to focus on start-ups and innovations by creating entrepreneurs. The inaugural function was also graced by Padma Shri Dr. Karsanbhai K. Patel, President, Nirma University.

In total, 179 abstracts and 106 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. Based on their

feedback, two volumes of books were published containing the selected 61 papers which are published by Himalaya Publishing House Pvt. Ltd. NICOM 2019 also tied up with Management Decision Journal, published by Emerald Publishing, indexed in Scopus, Web of Science, and ABDC list (B Category), recognised by UGC, for a special issue to be published after the conference. The Conference had total registrations of 157 delegates, 114 papers presentations by the participants in 16 track sessions, organized over a span of three days.

The Chief Guest for the valedictory session was Mr. Dilip Chenoy, Secretary General, Federation of Indian Chambers of Commerce and Industry (FICCI), New Delhi. Dr. Samir Shah, Associate Clinical Professor, Drexel University, USA was the Guest of Honour. Dr. Anup Singh, Director General, Nirma University and Dr. M. Mallikarjun, Director, IM-NU also shared the dais. In addition to the inauguration and valedictory sessions, three plenary sessions had also been arranged during which prominent personalities from the industry addressed the audience on various topics.



Inauguration of the 22nd NICOM at IM-NU



Valedictory session of the 22nd NICOM at IM-NU

Anvesh – the 15th Doctoral Research Conference

Anvesh – 2019, 15th Doctoral Research Conference in Management was organized on April 5-6, 2019 by Institute of Management, Nirma University, Ahmedabad. The two-day Conference had 1 workshop, 7 track sessions with 47 presentations and 3 research clinics. The Conference received 87 abstracts and 47 full papers from the areas of Human Resource & Organizational Behaviour, Finance & Economics, Marketing, Strategic Management and Entrepreneurship, Operations, Information Management and General Management. After the blind review of full papers received, 32 papers were accepted for publication and compiled in the form of two books namely, Research Frontiers in Marketing, Strategy, HRM and Information Management and Research Frontiers in Finance, Operations and General Management.

Dr. Vijaya Sherry Chand of the Indian Institute of Management, Ahmedabad delivered the inaugural address. Dr. Vijaya highlighted the importance of epistemology, ontology and also focused for robustness of research

methodology. He also emphasized on bridging the gap between academic research and its implication for the corporate world. The track sessions and research clinics were in the area of Financial Management and Economics, Marketing Management, Human Resource Management & Organisational Behaviour, Operations Management, Information Management, Strategic Management and General Management. Apart from track sessions and research clinics, as a part of the conference, an expert session was organized. Prof. Vidyut Joshi, Ex-Vice Chancellor, Bhavnagar University delivered an expert lecture on ‘Qualitative Research’, whereas Dr. Dhaval Pujara, Research & Innovation Dean, Nirma University, imparted useful insights on ‘Qualities of an effective researcher’. The session was very useful for the naïve researchers. The two-day conference concluded with a valedictory session graced by Prof. Vidyut Joshi, Ex-Vice Chancellor, Bhavnagar University as Chief Guest.



Valedictory session of the 22nd NICOM at IM-NU

9th Annual Conference on Quality Management

The American Society for Quality (ASQ) Ahmedabad Local Member Community (LMC) and Institute of Management, Nirma University jointly organized the 9th Annual Conference on Quality Management on November 22-23, 2019 at Nirma University. The theme of the conference was “Challenge the Change through Quality and Innovation”. The Conference was organized with the association partnerships of Vadodara Innovation Council, which is an extended arm of the National Innovation Council of Govt. of India; Rajkot Management Association, one of the most vibrant city-based associations of the All India Management Association (AIMA); and Project Management Institute (PMI) Mumbai Chapter, which is one of the world’s leading not-for-profit professional membership association for the project management profession. Mr. R. B. Jagyasi, Chief Operating Officer, Milacron, India was the Chief Guest; and Mr Mirkhusal Aga Director & Head, Western Region, ASQ South Asia was the Guest of Honour.



Dignitaries on the dais for ASQ conference

Orientation, Inauguration and Induction of MBA-FT 2019-2021 Batch

IM-NU welcomed its 24th batch of MBA-Full Time programme for the academic year 2019-20 on June 20, 2019. The chief guest for the inaugural function was Mr. Rajesh Vaidya, Executive Vice President Human Resources, Transpek-Silox Pvt. Ltd. The week-long induction programme included activities like interaction with faculty and staff of IM-NU, micro lab, interaction with alumni, corporate expectations from MBA, introduction to various student clubs and committees. The students were also briefed about the MBA course curriculum and pedagogy that would be followed.



Mr. Rajesh Vaidya at the Inauguration of the MBA Batch

Inauguration, Orientation and Induction of MBA-(FB & E) 2019-2021 Batch

The inauguration of the MBA (Family Business and Entrepreneurship) was organized on July 1, 2019. The chief guest of the function was Ms. Jayanti Kathale, Founder and Managing Director, Purnabramha, Bengaluru, Karnataka, India. Sharing from her experience of launching an entrepreneurial venture, Ms. Kathale gave many invaluable insights on the skills and attitudes required to run a new venture and addressed some of the challenges faced during the growth of the new venture.

The inauguration began with a welcome address by Dr. M Mallikarjun, Director, Institute of Management, Nirma University. An induction program was conducted from July 1 - 3, 2019, to welcome and orient the new batch of MBA (FB&E) 2019-21 students. The induction programme included sessions by alumni and senior faculty on themes like 'Business Opportunities for MSMEs', 'MBA for becoming

Effective Family Business Managers' and 'Gender Sensitization and Equal Opportunity'. Other sessions included a Microlab, introduction about the programme, library resources and student activities to name a few.



Ms. Jayanti Kathale, giving the inaugural speech for the Batch of MBA FB&E Programme

Inauguration, Orientation and Induction of the BBA-MBA Batch 2019-2024

IM-NU welcomed the batch of 2019-24 of Integrated BBA-MBA Programme, with an inaugural ceremony on July 17, 2019. The Chief Guest of the event was Dr. Anup Singh, Director General, Nirma University. He addressed the students and their parents and energized everyone with motivation. He talked about how the success of the students can be a collaborative effort between the faculty, parents and students. Dr. Singh also paid emphasis on learning beyond the books. Dr. M. Mallikarjun, Director, IM-NU also spoke to the young minds. The inaugural ceremony was followed by an interactive session for parents.



Students at Orientation for the BBA-MBA Batch 2019-2024

Dignitaries on Campus

Talk: Making of Union Budget by Dr. Hasmukh Adhiya

Dr. Hasmukh Adhia, Chancellor, Central University of Gujarat and Former Finance Secretary and Revenue Secretary, Government of India had been invited to deliver a talk at the IM-NU on March 15, 2019. He delivered an enriching session on “Making of Union Budget: Processes and Outcome”, where he spoke about the different Constitutional provisions and bills required to prepare the Union Budget. He also explained in detail about the various departments of the Finance Ministry and the process of developing and passing the budget.



A lecture by Dr. Hasmukh Adhiya

Inauguration of the EDP 2019-20

Mr. Rahul Sanghavi (Entrepreneur, M & E Expert, Independent Consultant and earlier head of Insights at British High Commission, Deputy Director General-NITI Aayog, and MD & CEO of Dexter Consultancy Ltd) was Chief Guest at the inaugural function of the Executive Diploma Programme (EDP 2019-20) on July 14, 2019.



Mr. Rahul Sanghavi, Independent Consultant at the Inauguration of EDP Programme

Utkrishta, the Management Conclave

Utkrishta 2019, the Management Conclave at IM-NU, was held on August 30-31, 2019 with the theme, “Managing Organisations in the Era of Transformations”. The Conclave was divided into four plenary sessions, each having a distinct topic. Mr. Pankaj Tibak, State Head Gujarat, Federation of Indian Chambers of Commerce and Industry (FICCI) delivered the inaugural speech and summarised the theme of conclave with this, “People who don’t change, become obsolete”. Apart from this, seventeen other dignitaries had graced the event with their valuable insights pertaining to HR, Marketing, Finance, Operations and IT. The event concluded with the valedictory session on changing roles of HR skills into the era of transformations.



Dignitaries during Utkrishta 2019

Mr. Varun Chugh, Master Black Belt & Innovation Leader, Novartis

Kshitij, the HR Conclave

Kshitij, the HR Conclave was held on November 15, 2019. The topic for the conclave was 'Fallacy in Perception: Debunking the Popular Misconception'. The speakers for the conclave were Mr. Dinesh Kapoor, Associate Vice President, Vinitec, Mr. Ashish Gakrey, Programme Manager, Capgemini Technology Services Ltd., Mr. Harshit Bhavsar, Chairman Universal Hunt and Ms. Garima Maheshwari, Talent Acquisition Manager Sophos. All the speakers presented their ideas on the theme. It was a learning experience for the audience present.



A session during Kshitij - the HR Conclave

Pragman 4.0, The Entrepreneurship Conclave

Swayam, the Entrepreneurship Club of IM-NU conducted the annual mega event 'Pragman 4.0 – the Entrepreneurship Conclave based on the theme "Emanating Entrepreneurship Ethos" on December 12, 2019. The Entrepreneurship Conclave was inaugurated by Mr. Yaduvendra Mathur - Ex Special Secretary of NITI Aayog. The stage was further graced by the founders of Dineout, Momoman, eQuinox Design Studio, Savvy Group & Beardo in a panel discussion about Brand Management. Mr. Assit Shah (equinox), Mr. Ruchir Joshi (Momoman), Mr. Sameer Sinha (Savy Group), Mr. Priyank Shah (Beardo) were some other notable speakers who shared their views. A talk show with the creator of Zostel - Mr. Dharamveer Chouhan was also conducted. Ms. Deepshikha Anand, the founder of SpeakIn, shared her valuable insights about how networking can help you to grow. Mr. Vivek Kapoor, Co-founder of Dineout, shared insights on his company, suggesting how the culture of doing things online would soon catch up in India. The Conclave was able to meet and go beyond all the expectations that were placed by the audience.



A lecture by Dr. Hasmukh Adhiya

Aarohan, the Conclave for the BBA Programme



A session during Kshitij - the HR Conclave

AdityaVat - the BBA Co-Curricular Committee organized Aarohan, the Conclave for the BBA Programme on December 20-21, 2019. The students were addressed by 8 speakers from diverse domains. This year the theme was 'Badlaav-Embracing the Change'. The invited speakers from different fields like sports, business and military enlightened the students with their experiences and words of wisdom.

Symposium on Management Education



The Symposium on Management Education: A transformational Journey

A Symposium on 'Management Education: A Transformational Journey' was organized by Institute of Management, Nirma University on December 7, 2019. The purpose of this Symposium was to provide aspirants of management education insights that would help them in pursuing higher studies in this area. It aimed to help students take better career decision and give them clarity on what they can expect from MBA. Eminent speakers from across India were invited to guide the students

Management Development Programme

1. 'Supervisory Skills'- MDP for NUVOCO Vistas Corp. Ltd.

The MDP was designed for mid-level managers of NUVOCO Vistas Corp. Ltd. focusing on equipping them towards becoming high performing supervisors. The programme has been designed in two phases (3 days each for phase 1 & 2, with one-month gap). The two batches of phase 1 were conducted during July 24-26, 2019 (batch 1, phase 1) and August 1-3, 2019 (batch 2, phase 1). The programme focused on understanding and appreciating supervisory role, managing time effectively to achieve business goals, working and leading teams and enhancing productivity at work for high performance. The broad topics discussed using experiential pedagogy were - insights into the self and managerial roles, goal setting, Thomas PPA, NUVOCO values and integration, prescriptive analytics, total preventive maintenance, industry and market sensitivity and strategy, financial & accounting basics, etc. The details of phase-2 are given in the table.

2. 'Professional Development Programme' - MDP for Johnson Controls-Hitachi Air Conditioning India Ltd.

The MDP was designed for mid-level-high potential (HI-POs) managers across different functional domains during June 22-24, 2019. It focused on developing them as high performing leaders to occupy higher and larger organizational roles in near future. It focused on understanding & appreciating leadership styles, managing conflicts in teams, achieving business goals, developing operational excellence and enhancing overall effectiveness at work. The broad topics discussed using experiential pedagogy were - Customer Relationship Management, Operational Planning, Budget & Control System, Data Analytics, Brand Management, Analysis of Annual Report, Employee Engagement for Higher Productivity, Cost & Profit Planning, TPS/Lean Management, Engaging Work Teams, TQM & Value Delivery etc.

Management Development Programme (MDP) 2019-20

No.	Name of the Programme	Date	Moderator
1	In-house MDP on Financial for Power Gride Company of Bangladesh Ltd. (An Enterprise of Bangladesh Power Development Board)	February 4-8, 2019	8
2	Professional Development Programme for Johnson Controls-Hitachi Air Conditioning India Ltd.	April 18- 20, 2019	38
3	Professional Development Programme for Johnson Controls-Hitachi Air Conditioning India Ltd.	June 20-22, 2019	38
4	In-house MDP: Supervisory Skill for High Performance (Phase –I) for NUVOCO Vistas Corp. Ltd.	July 24-26, 2019	22
5	In-house MDP: Supervisory Skill for High Performance (Phase –I) for NUVOCO Vistas Corp. Ltd.	August 1-3, 2019	20
6	In-house MDP: Supervisory Skill for High Performance (Phase –II) for NUVOCO Vistas Corp. Ltd.	August 21-23, 2019	19
7	In-house MDP: Supervisory Skill for High Performance (Phase –II) for NUVOCO Vistas Corp. Ltd.	September 5-7, 2019	15
8	In-house MDP: Supervisory Skills for High Performance (Phase –I) for NUVOCO Vistas Corp. Ltd.	October 14-16, 2019	20
9	Professional Development Programme for Johnson Controls-Hitachi Air Conditioning India Ltd.	November 13-15, 2019	31

10	Data Analytics and Business Modelling Using MS Excel	November 16-17, 2019	10
11	In-house MDP: Supervisory Skill for High Performance (Phase –II) for NUVOCO Vistas Corp. Ltd.	November 20-21, 2019	21
12	Two-Day Case Workshop for Ford Motor Pvt. Ltd.	November 25-26, 2019	12
13	In-house Management Development Programme Supervisory Skill for High Performance (Phase –I) for NUVOCO Vistas Corp. Ltd.	December 11-13, 2019	25
14	Professional Development Programme for Johnson Controls-Hitachi Air Conditioning India Ltd.	December 16-18, 2019	31
15	Professional Development Programme for Johnson Controls-Hitachi Air Conditioning India Ltd.	December 19-21, 2019	21





In-house Management Development Programme for Power Grid, a Company of Bangladesh Ltd.



In-house MDP Supervisory Skill for High Performance (Phase -I) for NUVOCO Vistas Corp. Ltd. on July 24-26, 2019



In-house MDP on Supervisory Skill for High Performance (Phase -I) For NUVOCO Vistas Corp. Ltd on August 1-3, 2019



Management Development Programme NUVOCO Vistas Corp (Phase-I) Ltd.-IV, December 11-13, 2019



Johnson Hitachi Programme IV, December 16-18, 2019



Johnson Hitachi Programme V, December 19-21, 2019

Institute Lecture Series

No.	Name	Designation	Topic	Date
1	Mr. Sunil Narula	Vice President – Marketing at Panasonic	Career is the trek to the top and not to the base camp	July 26, 2019
2	Mr. Jagnoor Singh	FMCG major Mondelez	Career is the trek to the top and not to the base camp	August 2, 2019
3	Mr. Kaushal Mehta	Vice President & Head - Central RMS at RIL	VUCA World – A Survival Guide	August 9, 2019
4	Mr. Bhavin Pandya	General Manager, Atlas Copco Eastern Europe	Changing Faces of Manufacturing	August 13, 2019
5	Mr. Pankaj Joshi	MD at NYSA Global	Investment Immigration	August 23, 2019



Mr. Jagnoor Singh, Branch Sales Manager, Mondelez



Mr. Kaushal Mehta, Vice President & Head - Central RMS at RIL



Mr. Bhavin Pandya, General Manager, Atlas Copco, Eastern Europe



Mr. Pankaj Joshi, MD - NYSA Global

CHRO Lecture Series – 2019

The Institute of Management, Nirma University, hosted the first Institute CHRO Lecture Series on November 29, 2019. The guest lecture was conducted by Mr. Yogi Sriram, Senior Vice President-Corporate HR and Member of Executive Committee, L&T. Mr. Sriram is a self-driven and focused HR leader with over 42 years of experience in multiple HR functions across diverse industries like Manufacturing, Hospitality, Finance, FMCG, Engineering, Petroleum, and Construction. He specializes in the areas of talent spotting, succession planning, career sculpting, organization development, talent management, and change management. He is also one of the longest-serving HR leaders in the country.



Mr. Yogi Sriram during the CHRO Lecture at IM-NU

Vichar Vinimay

'Vichar Vinimay' is a distinctive forum for faculty members to assemble once or twice a week in order to deliberate upon contemporary research ideas and studies. Each faculty receives an opportunity to make a presentation on a topic of research interest. This opportunity is not limited to faculty members but is open to doctoral students, researchers, practitioners and faculty members from other premium institutes and universities. They present research ideas not only from published research papers but also propose new ideas for research. Such a presentation is usually followed by enthusiastic interactions and an exchange of ideas, to generate new pragmatic trends in research.

List of presentations held from January 2019 to June 2019

Sr.No.	Name of the Presenter	Date of Presentation	Topic of the Paper Presented
1	Prof. Monali Chatterjee	January 1, 2019	Re-Constructing English Language in India in the Post-Colonial Era
	Ms. Neha Singh, DPM	January 1, 2019	The Choice Overload Phenomenon: A Literature Review
2	Prof. P.K. Yadav	January 5, 2019	Metamorphosis of e-Business Models
	Prof. Mahesh K.C	January 5, 2019	Statistical Modelling of Amount of Rainfall in Gujarat
3	Prof. Khyati Shah	January 10, 2019	Taxation of Listed Equity Shares in India
	Prof. Sunita Guru	January 10, 2019	Application of Analytical Hierarchy Approach for Ranking of Perceived Risks in Online Shopping
4	Prof. Tripurasundari Joshi	January 24, 2019	The Dynamics of Knowledge Sharing in the Biotechnology Industry
	Ms. Jayshree Jaiswal, DPM	January 24, 2019	Advances in Drivers of Consumer Eco-innovation Adoption Research: A Review
5	Prof. Meeta Munshi	January 31, 2019	Responsible Marketing Communication: Review of an Indian Example
	Prof. Chetan A. Jhaveri	January 31, 2019	Analytics to Enhance Supply Chain Performance
6	Prof. Hardik Shah	February 2, 2019	Can Conducive Human Resource Development Climate Enhances Employee Engagement: An Empirical Study in an Infrastructure Conglomerate
	Ms. Jha Poonam, DPM Student	February 2, 2019	Green Human Resource Management

7	Prof. Samik Shome	February 7, 2019	MGNREGA and Quality of Life: An Impact Assessment Study
	Ms Urmi Khatri, DPM Student	February 7, 2019	Impact of TCS Buyback Announcement on Returns of BSEIT Index: An Event Study Methodology
8	Prof. Sapna Parashar	February 14, 2019	Product Gender as Attribute of Product Differentiation: A Case Study
	Mr. Nishant Agrawal-DPM	February 14, 2019	Technology Advancement: An Application of Text Mining
9	Prof. Indu Rao	February 16, 2019	How does Culture Shape Behaviour?
	Ms. Aakruti Shah	February 16, 2019	Integrated Reporting: Lessons from Early Adopters
10	Prof. Subrat Sahu	February 21, 2019	Big Data Hype: The reality of its application in the Indian Context
	Ms. Pooja Thakker-DPM Student	February 21, 2019	Developing Entrepreneurial Leadership for Sustainable Entrepreneurial Ecosystem
11	Ms. Aanchal Singh, DPM Student	February 28, 2019	Responsible Marketing Communication: Review of an Indian Example
12	Prof. Sanjay Jain	March 2, 2019	Investment Behaviour And Risk Attitude of Retail Investors
	Ms. Anuja Gupta, DPM	March 2, 2019	Transfer Pricing: The Implementation of BEPS in India and China
13	Prof. Sameer Pingle	March 7, 2019	Individual and Organizational Factors Causing Toxic Work Environment
14	Prof. Nityesh Bhatt	March 16, 2019	Evaluation of e-NAM Adoption: A Case of Jetalpur Mandi, Gujarat
	Mr. Karan Radia, DPM	March 16, 2019	Understanding Industry Preferences & Barriers towards the adoption of Solar Roof Top Systems

15	Prof. Rajesh Jain	March 28, 2019	Reinventing the Route to Prosperity: A Study of Camel Milk
	Ms. Renuka Kumawat-DPM	March 28, 2019	Comparative Study of Returns on Value Stocks and Growth Stocks
16	Prof. Deepak Danak	March 30, 2019	Comparative Study of Returns on Value Stocks and Growth Stocks
17	Prof. Krishna Kanabar	April 11, 2019	Behaviour Change Communication in Swachh Bharat Mission: Analyzing the Role and Challenges
	Ms. Supriya Singh-DPM Student	April 11, 2019	Exploring Social Entrepreneurship and its Various Facets, Latent Factors Challenging Social Entrepreneurs: A Literature Review
18	Ms. Shachi Desai, DPM Student	April 18, 2019	Impact of Perceived Risk on the Adoption of Mobile Wallets

Vichar Vinimay from July – December 2019

Sr.No.	Name of the Presenter	Date of Presentation	Topic of the Paper Presented
1	Prof. Himanshu Chauhan	July 4, 2019	Dietary Food Supplements: What Consumers Perceive?
2	Prof. Mayank Bhatia	July 6, 2019	Study of Consumer Satisfaction and Loyalty with Respect to the Service Quality Determinants of Organized Retail Apparel Stores in Ahmedabad
3	Prof. Avani Raval	July 18, 2019	A Study on Challenges and Opportunities in MFs Distribution Network
4	Prof. Chitra Khari	July 20, 2019	Transcendence at Workplace Scale – Development and Validation.
5	Prof. Bhavesh Patel	July 25, 2019	FAMA'S Net-Selectivity Vs. Jensen's ALPHA: Theoretical and Empirical Comparison for Indian Equity Mutual Funds.
6	Prof. Vishal Goel	August 3, 2019	Impact of Micro Finance on Income: Evidence from Rural Areas in Selected Districts of Gujarat.

Sr.No.	Name of the Presenter	Date of Presentation	Topic of the Paper Presented
7	Prof. Poonam V Chhaniwal	August 8, 2019	A study on Employee Engagement Drivers and its Relationship to Employee Engagement with Special Reference on Genera-
8	Ms. Gunjan Sood, DPM Student	August 17, 2019	Efficiency Assessment of Indian Textile Units using Data Envelopment and Regression
9	Prof. Dhyani J Mehta	August 22, 2019	Cyclicity of Indian Fiscal Policy: Review of Literature
10	Prof. Shreshtha Dabral	August 29, 2019	Shreedharan's Dilemma: An Indian Expatriate in Germany
	Ms. Pragya Thakur-DPM	August 29, 2019	Knowledge Workers, Organizational Ambidexterity and sustainability: A Conceptual Framework
11	Prof. Diljeetkaur Makhija	August 31, 2019	Augmented Reality: A Study of Impact on Customer Dynamics and Experience
12	Prof. Tejas Shah	September 5, 2019	Prioritising Information System Characteristics For Managing Logistics Flexibility Of Indian Cooperative Dairies
	Ms. Riya Shah-DPM Student	September 5, 2019	Study of Size Effect in Indian Stock Market
13	Prof. Shashank Thanki	September 7, 2019	Lean and Green Efficiency Analysis Of Indian Manufacturing Smes
14	Prof. Praneti Shah	September 12, 2019	Sustainable Waste Management: A shift from Linear Economy to Circular Economy with Milk Run Logistics
15	Prof. Bhajan Lal	September 19, 2019	Human Capital Creation: Role of Job Satisfaction
	Ms. Jayshree Jaiswal-DPM Student	September 19, 2019	Role of Connectedness to Nature and Message Framing in Green Advertising
16	Prof. Bhoomi Mehta	September 21, 2019	Corporate Working Capital Management Of Newly Founded Firms
17	Prof. Punit Saurabh	September 26, 2019	The Emerging India-China Equations in the 21st Century: A Geostrategic Test Case

18	Prof. Ritesh Patel	October 3, 2019	Nirav Polymers: Evaluating Solar Power Plant Using Capital Budgeting
	Ms. Poonam Jha-DPM Student	October 3, 2019	Rediscovering Unity in Diversity and Inclusion at Workplace
19	Prof. Balakrishnan Unny	October 5, 2019	Internet of Things (IoT) Deployment in Wearable Healthcare: A Socio-Techno Evaluation
20	Prof. Amola Bhatt	October 10, 2019	Financial Literacy and Portfolio Diversification: An Empirical Study in Ahmedabad
	Ms. Urmi Khatri-DPM Student	October 10, 2019	Empirical Testing of Fama French Five Factor Asset Pricing Model on Indian Stock Market
21	Prof. Shahir Bhatt	October 17, 2019	Expectations from Entrepreneurial Education Programmes – Does Gender Play a Role ?
	Mr. Nishant M. Agrawal-DPM Student	October 17, 2019	Data Analytics for Operational Excellence in Retail Sector: Market Basket Analysis
22	Prof. Nikunj Patel	October 24, 2019	Cash Flow Patterns and Cross Section Returns - An Empirical Study
	Ms. Aakruti Shah DPM Student	October 24, 2019	Financial Distress and Earnings Management: Evidence from Companies listed on Indian Stock Exchange
23	Prof. Monali Chatterjee	November 7, 2019	Precarious Predicaments: A Reading of Ravi Subramanian's Novel Bankrupt
	Ms. Pooja Thakker - DPM Student	November 7, 2019	Exploring Innovation Ecosystem: Evolution, Gaps and Trends
24	Prof. Dhiren Jotwani	November 14, 2019	A Study of Telecommunications Index and Financial Development Index for Major States of India
	Ms. Aanchal Singh DPM Student	November 14, 2019	Sustainability Reporting and its Relationship with the Financial Performance of a Company: A Literature Review
25	Prof. Khyati Shah	November 16, 2019	Understanding Faceless E-Assessment
26	Prof. Meeta Munshi	November 21, 2019	Household Work and Gender Roles
	Ms. Anuja Gupta DPM Student	November 21, 2019	Waste Reduction Plan for Cut-edge Private Limited

27	Prof. Mahesh K.C	November 28, 2019	A Robust Test for the Spherical Mean Direction
	Mr. Karan Radia DPM Student	November 28, 2019	Social Media & Business-to-Business (B2B) Sales : A Literature Review
28	Prof. Sunita Guru	December 5, 2019	Finding Appropriate Copula Method for Understanding the Distribution Pattern of Symbolic Data
	Ms. Renuka Kumawat DPM Student	December 5, 2019	Impact of R&D Spending and Advertising Spending
29	Prof. Chetan Jhaveri	December 7, 2019	Supply Chain Coordination Considering Carbon Emission
30	Prof. Nirmal Soni	December 12, 2019	Cost Behaviour During Increased Competition in a Period: A Case Study
	Ms. Shachi Desai DPM Student	December 12, 2019	Customer Engagement: A Review of Literature
31	Prof. Samik Shome	December 19, 2019	Adoption and Effectiveness of Digital Health Services in India: A Study of Gujarat State
	Prof. Hardik Shah	December 19, 2019	Effects of Psychological Empowerment on Employees' Performance in Biotech Sector: Insights and Interventions
32	Ms Harshita Vyas-DPM Student	December 20, 2019	Digital Supply Chain: A Literature Review

MSP

An Orientation Workshop for the course on Managing Social Projects (MSP) was held on Saturday, August 3, 2019. This course is offered as a compulsory field course for all students of the flagship MBA Programme. The objective of the course is to sensitize students to broad social / rural realities and to contribute to the activities / objective of the partner organisations. Speakers were invited from leading Non-Governmental Organisations to give a macro perspective of the sector and the contribution by their respective organisations.

The first speaker was Mr. Govind Desai, who is the Senior Manager – Governance and Institutions at Aga Khan Rural Support Programme, India. He has an MBA degree and is also the co-founder of the social justice and critical thinking organisation URJAGHAR.

The second speaker, Dr. Janaki Shah is the Programme Coordinator at Centre for Environment Education. She has pursued her Ph.D. on Climate Change Adaptation from CEPT University. She has a decade of experience as a consultant in Sampark Initiatives Network. Dr. Mayur Joshi, the third speaker, is the founder-member and Managing Trustee of Udgam Charitable Trust and has a Ph.D. in economics. Seventeen villages under his leadership have been awarded the Nirmal Gram Puraskar. Presentations by the eminent speakers gave the students an insight into the importance of this unique course. The workshop concluded with instructions about the course overview and deliverables.



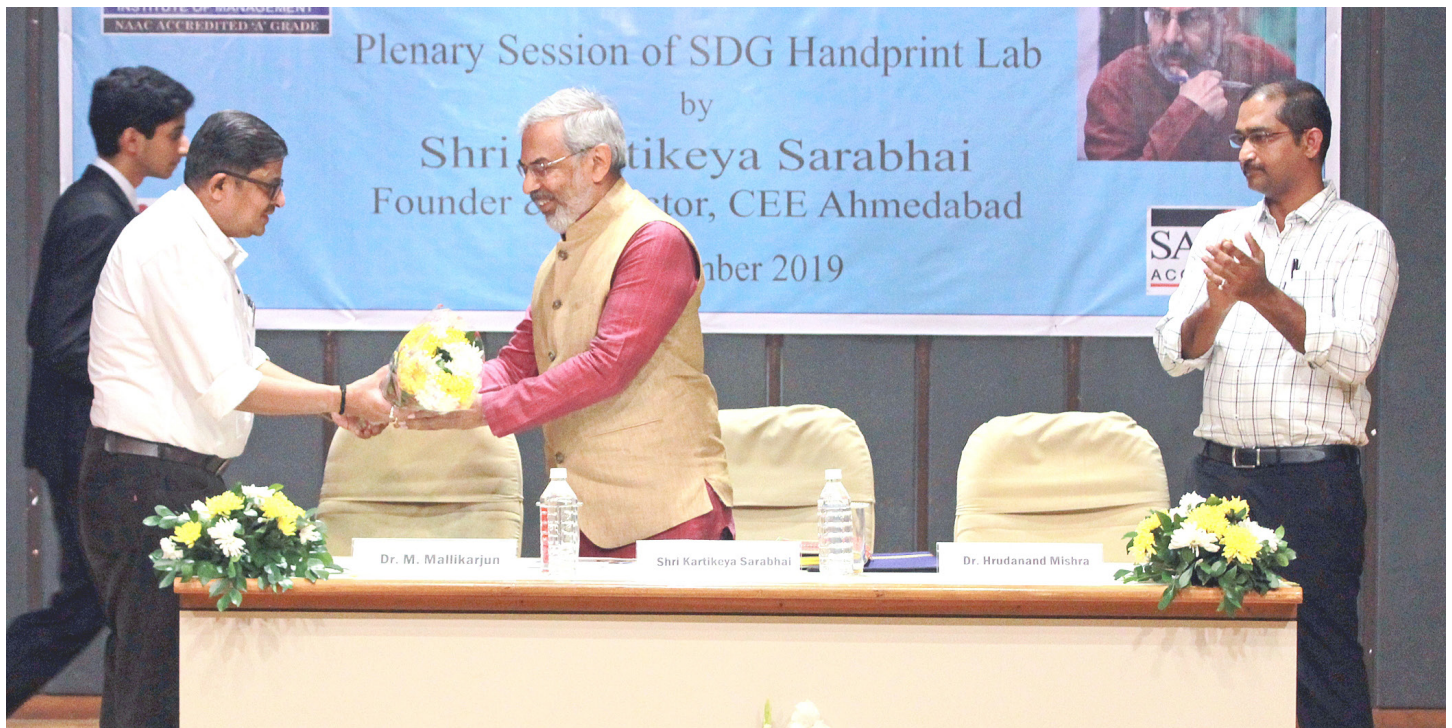
Mr. Govind Desai during the Orientation Workshop for MSP



Dr. Janaki Shah at the Workshop for MSP

SDG Handprint Lab: BBA-MBA Integrated Programme

The UNSD summit in 2015 adopted the 2030 agenda for sustainable development, an ambitious plan of action with 17 sustainable development goals and 169 targets all aimed at a universal, integrated and transformative vision for a better world. SDG Handprint Lab is a certificate programme offered by Centre for Environment Education. The programme is designed to enable youth to become active participants in achieving Sustainable Development through a Higher Education Curricular Programme which empowers students in critical thinking, research, developing innovative solutions and with the community. The programme challenges the students to understand the SDGs and targets, relate it to issues of selected Geographical area and think of solutions and Handprint actions that could lead to achieving the goals/targets in the area. The programme has been designed and implemented for First Year BBA students of batch 2019-24. The project will run for two terms which will include field visits and class room sessions. The plenary session of SDG Handprint Lab was organized on November 30, 2019. The session was addressed by Kartikeya Sarabhai; Director, Centre for Environment Education (CEE), India. The session mainly focused on climate empowerment and sensitized students about their role in the SDG Handprint Lab programme.



Shri Kartikeya Sarabhai at the plenary session of SDG Handprint Lab

Industry Visits: Report of BBA-MBA Programme

Knack Packaging Pvt. Ltd

On February 28, 2019, Industrial Visit to Knack Packaging Pvt. Ltd., Kadi-Thol Road, Kadi, Mehsana, was organized for the 3rd Year BBA Students, BBA-MBA programme of IM-NU. Students visited four sub-units and its operations at Knack Packaging Pvt Ltd. The students were briefed about the evolution of the company, its products, clients, and innovation in the production practices. Students visited the exhibition room to understand the entire product range of the company. Students also visited the four sub-units of the company such as the raw material section, production, printing, and dispatch. For each division, the accompanying executive explained in the detail system and its integration with the overall operations of the company. Students interacted with the HR and production executive

to understand the application of curriculum in practice, and resolve their doubts. Overall, this visit resulted in being a great learning experience for the students.



Students at Knack Packaging

Havmor Ice Cream Private Limited

The students in the Second Year of the BBA-MBA Integrated Programme visited one of India's fastest growing Ice-Cream brand of India, Havmor, located in GIDC, Naroda on December 18-19, 2019. The students were briefed about the production technology, facilities and capacities before going in and actually seeing them in action. The students could see the ice cream production and saw the famous Zulu Bar, Choco-Bar & Raspberry Dolly in production among others. They were also given the opportunity to visit the cold storage facility in the factory. The interaction with HR executive and production supervisor ensured the learning of the students.



Students at Havmor on December 18-19, 2019

Another batch of the students in the Second Year of the BBA-MBA Integrated Programme visited Havmor on February 13, 2019. The students were informed about the products variety, raw materials, production technology, and precautionary taken in production, production process and deep freeze facilities. Students visited the manufacturing process of the various products, and were given information on the quality control mechanism, and logistic system in the company. The interaction with HR Executives and the Production Supervisor ensured the learning of the students.

Blind People's Association (BPA)

Institute of Management, Nirma University organized an Industrial Visit at the Blind People's Association, Ahmedabad on February 25 and 27, 2019 for the students in the Second Year of the Integrated BBA-MBA Programme. At BPA, students were briefed about the various departments of the organization and the overall mission of the BPA. Students visited a printing press, ITI, an artificial limb centre, a computer centre, a museum and "vision in the dark". Specifically, students were explained how blind people develop their skills and perform their tasks through practices. Moreover, students experienced the life of the blind people for some time by visiting the dark room. Throughout the visit, a representative from BPA explained the working of various departments of the BPA and addressed the queries of the students.

On December 9, 2019, another visit of Blind People Association, Ahmedabad was organized for the students in the First Year of Integrated BBA-MBA programme. Students had the unique opportunity of visiting the Blind People's Association (BPA) and learn hands-on about how the work, the different programmes of BPA. The visit to BPA was an enlightening experience for everyone as students experienced struggles and difficulties of the blind people. The visit gave some important life lessons to the students.

Parle Products Private Limited

On February 5, 2019, Industrial Visit at Parle Biscuits Plant, Nadiad was organized for the Third Year students of the BBA-MBA Integrated Programme by IM-NU. Students visited the biscuits plant of the company. At Parle plant, the students were briefed about the company policies, precautionary measures, and production process of the biscuits. 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 and production supervisor helped the students immensely.



Students at Parle Biscuits Plant, Nadiad

Adani Ports and SEZ Ltd, Mundra, Kutch

On March 11 - 12, 2019 Integrated MBA (4th Year) and MBA (FB&E) (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 in Kutch district of Gujarat. APSEZ is ideal for global trade due to multiple benefits. This visit helped to gather information and helped to utilize practical knowledge like design of docks and shipyard. Students learned theoretical and practical design parameters.



Students at Adani SEZ

Akshaya Patra Foundation

The First year students of Integrated BBA-MBA Programme of IM-NU visited one of India's Mega Kitchens: Akshaya Patra Foundation at Santej, Ahmedabad on December 6, 2019. The students entered the work-space in batches of 30 and learned how the foundation served healthy, nutritious, and freshly-cooked mid-day meals to the government school children. Also, the variety of menu and the nutritional value of the food provided to these school-goers disclosed to the students. The guide at the kitchen informed students about the various processes and working techniques of the giant machines used to make food. Overall, this visit became a great learning experience for the students.

Ramdev Foods Pvt. Ltd.

On December 16, 2019 an Industrial visit at Ramdev Foods Pvt. Ltd., at Bavla, Ahmedabad was organized for students of the Second Year of the BBA-MBA Integrated Programme. Students visited 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 plant. Also the application of the concepts in the form of automated system for the 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 of the students and it was a great learning experience for the students.

Placement Update

Final Placement details of Batch MBA 2017-19 & IMBA 2014-19

Placements are an integral and indispensable part of the Integrated BBA-MBA Programme at IM-NU. It plays a pivotal role in giving the careers of the students a thrust and helping them shape their career trajectory, thus making it the most prominent event on campus. In the first phase of final placements at IM-NU, Information & technology (IT) and Banking, Financial Services and Insurance (BFSI) sector have lead the recruitments with companies like Infosys and Kotak Mahindra Bank coming to campus.

The season heralded the participation of 50+ companies in the placement drive, with 17 new companies visiting the campus from various industry sectors such as Automobile, BFSI, Consumer Durables, Consulting, FMCG, Hospitality, IT, Petroleum, Pharmaceuticals, Real Estate, Telecom and Textile. Moreover, the year also observed an increase in the number of Pre-Placement Offers (PPO's) given to students. The highest salary (CTC) offered was ₹12 LPA from BFSI sector. The average CTC offered to students observed a year-on-year impetus and was 8.23 LPA.

The profiles offered were Analyst, Associate Consultant, Relationship Manager, Credit Rating Analyst, Deputy Manager II, Key Account Manager, Product Manager, Assistant Manager, Business Analyst, and Officer in Junior Management Grade, Research Analyst, Sales Development, Business Enhancement Associate, Cloud Consultant Trainee and Management Trainee. With these milestones, IM-NU continued to strive forward in providing quality management education and had firmly consolidated its position as one of the premier B-Schools of the country.

Final Placement Details of MBA Batch 2018-20 & IMBA 2015-20

85 companies visited the campus for placements at the Institute of Management, Nirma University (IM-NU). This season the campus witnessed 100% placements. While average or mean compensation package this year stood at Rs 8.7 lakhs per annum, median salary at IM-NU rose from Rs. 8.5 lakhs per annum earlier to Rs 9 lakhs per annum (MBA 2018-20 and IMBA 2015-20). The maximum salary (CTC) was Rs.19.1 LPA offered by Abudawood Al Saffar Company W.L.L, Bahrain (ASC) in the FMCG sector. Sector-wise, recruitments at IM-NU MBA 2017-19 and IMBA 2014-19. were led by information technology (IT) and banking, financial services insurance (BFSI). In addition, firms from sectors like automobile, analytics, consumer durables, manufacturing, FMCG, e- commerce, logistics, real estate, consulting, telecom and pharmaceuticals participated in the placement process. Some of the major recruiters included 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, Usha International, Lindstrom and Johnson Matthey among others. The Institute also has a strong alumni network serving in various organizations in leadership and senior management roles. The alumni are engaged by the Institute to mentor the students in various engagement platforms like alumni meets, conclaves, mock personal interviews, guest lectures and student engagement programmes to name a few.



Faculty Development Programme on Research Methods

Under the auspices of Centre for Quality Assurance and Academic Development (CQAAD) of Nirma University, IM-NU organized a Faculty Development Programme on Research Methods. It was organized in two segments. The first segment was held from April 2019. The second segment was organized in August 2019 by Professor Russell W. Belk, a Distinguished Research Professor and the Kraft Foods Canada, Chair in Marketing at Schulich School of Business, York University.



Prof Russel Belk conducting session on qualitative methods in research

Awards and Achievements



Prof. Nirmal Soni

Prof. Nirmal Soni

Prof. Nirmal Soni has been awarded with a Ph. D in Economics from the Department of Economics, the School of Social Sciences, Gujarat University in April 2019 for this thesis titled “Pattern of Economic Growth in Gujarat: Implications on Quality and Nature of Employment in Pre and Post Reform Period”.

Dr. Monali Chatterjee, Assistant Professor, OB & Communication Area, IM-NU qualified UGC-NET in December 2019.

Staff Corner

Mr. Rakesh Trivedi, Library Assistant, IM-NU had successfully cleared UGC-NET in December 2019.

Expert Lectures Delivered by Faculty

Prof. Indu Rao of IM-NU delivered Keynote addresses at the Regional Conference of Lions Club International, Ahmedabad, on the topic, Udaan on Jan. 13, 2019; during the 11th International Conference on Sustainable Development and Growth, at Ganpat University, Ahmedabad, on "Sustainability: A need of Hour" on Jan. 5, 2019. For Women' Day Celebration at Cybage Software, a multinational IT consulting company, she motivated its female employees, at Infocity, Gandhinagar on March 8, 2019.

Prof. Nityesh Bhatt of IM-NU was a Chief Guest and Keynote Speaker at the Inaugural Session of 3rd National Faculty Development Programme on 'Integrating ICT in Research and Teaching' organized by SPB English Medium College of Commerce, Surat from March 14 to 20, 2019.

Papers Published in International Journals

Barot, Haresh and **Chhaniwal, Poonam** (2019). Mutual Fund: Hitches and Outlook: An Empirical Study. The Journal of Social Sciences Research. Academic Publishing Group, ISSN(e): 2411-9458, ISSN(p): 2413-6670 Vol. 5, Issue. 2, pp: 507-514, indexed in SCOPUS.

Bhatt, Shahir. & Bhatt, Amola., (2019). Managing a Growing Family Business: A Case of Tracom Stock Brokers Pvt. Ltd. International Journal of Family Business and Management, ISSN: 2577-7815 3(3), pp.1-5.

Chatterjee, Monali. (2019) "Bond with the Best: Evaluating Ruskin Bond as a Writer of Children's Stories" Bookbird: A Journal of International Children's Literature. vol. 57 no. 1, pp. 50-52. Baltimore: John Hopkins University Press. January 2019. ISSN 1918-6983, Print ISSN 0006-7377. Indexed in SCOPUS, EBSCO, Web of Science.

Khanuja, A., **Jain, Rajesh.** (2020), "Supply chain integration: a review of enablers, dimensions and performance", Benchmarking: An International Journal, Vol. 27 No. 1, pp. 264-301, ISSN 14635771 (Dec. 2019 preprint Open Access) SCOPUS, ABDC-B.

Mahesh, K. C. & Laha, A. K., (2019), A Robust Sharpe Ratio, Sankhya B: The Indian Journal of Statistics, <https://doi.org/10.1007/s13571-019-00204-y>

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Rajesh K. Jain, Y. Sowale, (2019), Changing Roles of Information and Communication Technologies in India, Asian Journal of Information and Communication, Vol.11, No.1, pp. 111-125 ISSN 22874224 (URL:<http://journal-jic.org/read.jsp?no=247&reqPageNo=1>)

Rao, Indu. (2019). Proven people practices at three leading Indian firms. *Global Business and Organizational Excellence*. Wiley. 38(3), pp. 43-49 ISSN 1932-2062

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S. K. Jain, **Rajesh K. Jain**, 2019, Use of Information Technology in Pharmaceutical Industry in India, *Asian Journal of Information and Communication*, Vol.11, No.2, pp. 97-112 ISSN 22874224

(URL: <http://journal-ajic.org/read.jsp?no=261&reqPageNo=1>)

Shah, Riya and Shome, Samik (2019). Platform Economy: Evidence from Indian Market. *SCMS Journal of Indian Management*. Vol XVI. No (1)(1): pp. 23-32. ISSN 0973 - 3167

Thanki, S. J. and Thakkar, Jitesh. (2019) "An investigation on lean-green performance of Indian manufacturing SMEs" *International Journal of Productivity and Performance Management*, Vol. 69 No. 3, pp. 489-517 <https://doi.org/10.1108/IJPPM-11-2018-0424>

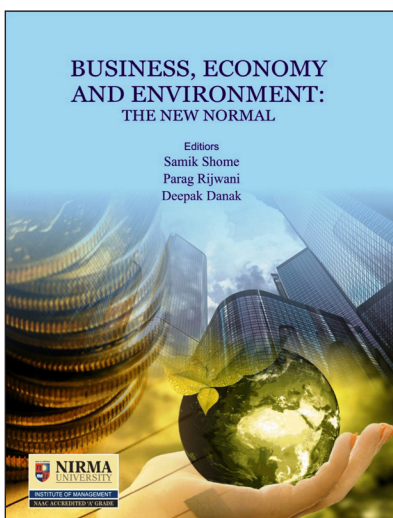
Chapters Published

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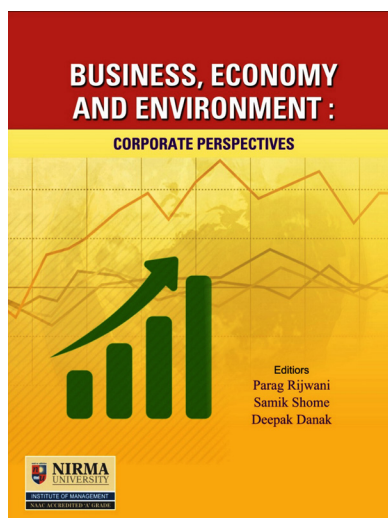
No.	Name	Chapter	Name and Details of the Book	Year
1	Chatterjee, Monali and Aakruti Shah	Integrated Reporting – Lessons from Early Adopters	Business Economy and Environment. Ed. S. Shome, P. Rijwani, D. Danak. pp. 143-151. New Delhi: Himalaya Publishing House Pvt. Ltd. [ISBN:- 978-93-5299-653-7]	2019
2	Agrawal, N., & Jain, R. K.	Technology Advancement: an Application of Text Mining	A Compendium of Ideas & Perspectives on Sustainable Development Goals, pp. 134-146. Ahmedabad: B.K. School of Professional and Management Studies, Gujarat University, Ahmedabad (ISBN: 978-93-86644-50-3)	2019
3	Bhajan Lal	Innovation as an Instrument to Challenge Business Change	Quality and Innovation. pp. 92-96 American Society for Quality India Pvt. Ltd. (ISBN 978-81-930216-5-1).	2019

Books Published

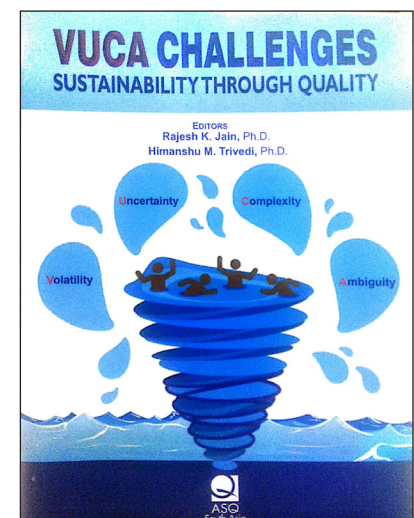
No.	Name of Book	Year of Publication	Authors/Editors	ISSN/ISBN number	Publisher
1	Business, Economy, and Environment: The New Normal	2019	Samik Shome, Parag Rijwani and Deepak Danak	ISBN 978-93-5299-653-7.	Himalaya Publishing House Pvt. Ltd.
2	Business, Economy, and Environment: Corporate Perspectives	2019	Parag Rijwani, Samik Shome and Deepak Danak	978-93-5299-654-4	Himalaya Publishing House Pvt. Ltd.
3	VUCA Challenges: Sustainability through Quality	2019	Rajesh K. Jain, Himanshu Trivedi	978-81-930216-4-4	ASQ South Asia
4	Research Frontiers in Finance, Operations and General Management	2019	Ritesh Patel Nityesh Bhatt	978-93-88237-62-8	Excel India Publishers
5	Research Frontiers in Marketing, Strategy, HRM and Information Management	2019	Nityesh Bhatt Ritesh Patel	978-93-88237-63-5	Excel India Publishers
6	Quality and Innovation	2019	Rajesh K. Jain, Himanshu Trivedi	978-81-930216-5-1	ASQ South Asia



Business, Economy, and Environment:
The New Normal



Business, Economy, and Environment:
Corporate Perspectives



VUCA Challenges: Sustainability through Quality

Presented in International Conference

No.	Name of the Faculty Member	Paper title	Name of the Conference	Venue of presentation	Date of the Conference
1	Shashank Thanki	Implementation Challenges for Lean and Green Manufacturing Strategies: A Review	5th International conference on Industrial Engineering (ICIE 2019)	S.V. National Institute of Technology, Surat.	December 12-14, 2019
2	Monali Chatterjee	Precarious Predicaments: A Reading of Ravi Subramanian's Novel Bankerupt	Challenging Precarity	Auro University, Surat,	January 27-29, 2019
2	Monali Chatterjee	A Representation of the Bengal Diaspora in the Modern Era	Migration, Diaspora and Development: An Indian Perspective	Centre for Diaspora Studies CUG, Gandhinagar	March 7-8, 2019

Projects undertaken by faculty members

Prof. Rajesh K. Jain from IM-NU and Prof. Udai Paliwal (Dean IC-NU) have been awarded a research project by ICSSR titled "Research Ambience and Research Productivity: A Study of Higher Educational Institutions in India, South Africa, and the USA" The budget of the two-year project that started on April 2019 is Rs. 11 lakhs.

Dr. Nityesh Bhatt (PI), Prof. Balakrishnan Unny R. (Co-PI), Prof. Punit Saurabh (Co-PI), Mr. Harshil Gajera (JRF) have been awarded a research project by ISRO titled "Government Agency Initiatives for Scientific Research Management with Special Reference to Institute/University Interface". The budget of the two-year project that started on November 2019 is Rs. 19.69 lakhs.

Consulting services by faculty members

Dr. Samik Shome, Chairperson, Doctoral Programme (FT) and Associate Professor of Economics was invited as a member of the 5th Common Review Mission constituted by the Ministry of Rural Development, Government of India. Along with his team, he visited the State of Rajasthan between November 4-14, 2019 to access the implementation of rural development

Newly joined faculty members



Prof. Hrudanand Misra

Area: Economics and Finance

Experience: 17 Years

Prof. Hrudanand Misra has more than seventeen years of experience in teaching and research. His current interests include issues related to Labour Market, Health and Industrial Economics. He has published research papers in peer reviewed reputed national and international journals and also presented several papers in national and international conferences. He is life member of Indian Health Economic and Policy Association and Odisha Economic Association.



Prof. Abhay Raja

Area: Economics and Finance

Experience: 13 Years

Dr. Abhay Raja is Assistant Professor in the area of Economics and Finance IM-NU, Ahmedabad. Dr. Raja holds academic distinctions of Ph.D., MBA (Finance), M.Com. (Finance), UGC-NET (Management), and Guj-SET (Commerce). Dr. Raja is a proficient trainer for various Professional Training Modules like; Research Methodology, Time Management, and Regression as a Statistical Tool for Research, etc.



Prof. Ambika Singh

Area: Communication and OB

Experience: 6.5 Years (teaching) and 4.5 years (full-time doctoral research)

Dr. Ambika Singh, an Assistant Professor at IM-NU, completed her Ph.D. at the Department of Humanities and Social Sciences, Malaviya National Institute of Technology-Jaipur, India in Feb, 2019. Her doctoral dissertation explores the individual and social paralysis gripping the American nation as depicted in American playwright, Arthur Miller's selected late plays. Her research/ academic interests include American theatre, feminism, race studies, trauma, and critical gerontology. She is also ardently devoted to using dramatic and other forms of literature to enhance English communication skills and emotional intelligence of students pursuing professional courses.



Prof. Avani Raval

Area: Finance and Economics

Experience: 6.5 Years (teaching) and 4.5 years (full-time doctoral research)

Dr. Avani Raval is an Assistant Professor in Finance and Economics Area at IM-NU, Ahmedabad, Gujarat, India. She has more than ten years of teaching experience in Account and Finance area. She did Ph.D. from Gujarat Technological University in Management. She has attended several national and international conferences and presented research papers. Her areas of interest are Accounting & Finance and Carbon Credit.



Prof. Bhavesh Patel

Area: Economics and Finance

Experience: 17 Years

Prof. Bhavesh Patel is an Assistant Professor at IM-NU, Ahmedabad. He holds an MBA in Finance and Ph. D. in Management. He has cleared UGC-NET and has graduated with B.Sc. in Chemistry. He has almost seventeen years of experience in his academic career. His areas of teaching and research include Financial Management, Investments, Portfolio Management, Management Accounting and International Finance.



Prof. Pradeep Kautish

Area: Marketing

Experience: 17 Years

Prof. Pradeep Kautish is an Associate Professor in Marketing Area at IM-NU, Ahmedabad. He has over seventeen years of experience in management teaching and research. His research areas are Green Marketing, Green Consumer Behaviour, Environmental Consciousness, Fashion E-tailing, Online Buyer Behaviour etc. His research is published in marketing journals like Asia Pacific Journal of Marketing and Logistics, International Journal of Retail & Distribution Management, Young Consumers and International Journal of Electronic Marketing and Retailing etc. along with a few management journals such as Journal of Cleaner Production, Journal of Indian Business Research, Business Strategy & Development and Journal of Modelling in Management.



Prof. Shashank Thanki

Area: Operations Management & Quantitative Techniques

Experience: 20 years

Prof. Shashank Thanki is an Associate Professor in Operations Management & Quantitative Techniques area at IM-NU, Ahmedabad. His educational qualifications include Ph.D. in the area of Operations Management from Department of Industrial and Systems Engineering, IIT Kharagpur in year 2017, Bachelor's Degree in Production Engineering and Master's Degree in Mechanical Engineering from S.V. Regional College of Engineering and Technology, Surat (now known as National Institute of Technology, Surat) in 1997 and 2001 respectively. His publications have appeared in the International peer reviewed journals like Journal of Cleaner Production, Production Planning and Control, Journal of Manufacturing Technology, International Journal of Productivity and Performance Management, Journal of Material Processing Technology etc.



Prof. Tejas Modi

Area: Economics and Finance

Experience: 13 years

Prof. Tejas Modi is an Assistant Professor in Economics and Finance area at IM-NU, Ahmedabad. He completed his Master's degree in Commerce in 2007 from S.D. School of Commerce, Gujarat University, Ahmedabad and Bachelor's degree in commerce in 2005 from Prin. M.C. Shah Commerce College, Gujarat University, Ahmedabad. His areas of interest include Corporate Finance, Financial Statement Analysis and Reporting, and International Finance.



Prof. Tirthank Shah

Area: Economics and Finance

Experience: 12 years

Dr. Tirthank Shah has more than thirteen years of experience, comprising seven years of industry experience and six years of academic experience. He is CFA and also UGC-NET qualified. His current research interest includes Behavioural Finance, Investment Management, Portfolio Construction & Management, Financial Risk Management, Impact of climate change on Investment landscape. He has presented research papers in national and international conferences and published papers in national and international journals.



Student articles

India witnessed the highest voter turnout ever in the 2014 General Elections. The voter turnout percentage was 66.4 percent. And yet these numbers might not impress you as they still seem small, what if rest of 33.6 percent of people had voted too. Would it have made any difference? Let us have a look at history and a few facts about Indian elections before we think about the main question.

In 2014, almost 63 percent of the population of India, that is 814.5 million people were eligible to vote, which is more than the current total population of the United States, Brazil, and Indonesia. Out of these 814.5 million people, approximately 537.5 million people cast their votes which is more than the combined total population of our neighbouring states Afghanistan, Bhutan, Myanmar, Nepal, Pakistan, and Sri Lanka. But these are the people who vote. 277 million people did not participate in the process of selecting the government which is going to run their country for the next five years. At this juncture, an important question arises. With just 66 percent of people expressing their opinions, are the selected candidates the true representation of our society?

From just 45.7 percent voter turnout in 1951, India has certainly come a long way ahead. India has higher turnout compared to United States (57.5%, 2012), Mexico (63.1%, 2013) and Pakistan (55%, 2013) but we are far behind many countries like South Africa (73%, 2014) and Malaysia (84.8, 2013).

Low voter turnout signals the distrust that people have towards the political system of the country. In 1951, India had 360 million eligible voters. The reason for the low turnout was primarily the state the nation was in after independence. But India has, however, developed to a great extent since then. A few of the possible reasons for low voter turnout can be 1) That 26 percent population still being illiterate. 2) Terrorism and Naxal attacks on booths can also be another reason. But one of the major reason for the low voter turnout is 'I don't live in my home state at my Place anymore', and the solution to this problem holds the potential of increasing voter turnout and making our democracy more robust.

Many people have migrated to new places for better opportunities. Due to rapid urbanization and better job opportunities in urban areas, a major chunk of the rural population has moved to urban areas. Lack of education facilities has forced students from various tier 2 and tier 3 cities and rural areas to move to higher levels for better education. This migration has given a legitimate excuse to each and every voters and that is 'I Don't Live In My Home State'. For a person studying in a place different from the place of residence, it is difficult to leave all his work and travel to his constituency to vote. In this way, many people stay away from elections of their constituency as well as of the constituencies they live in and if elections are scheduled on weekends, it is time to take off and go for a picnic rather than casting their valuable ballot. What if this was not an excuse anymore? What if you couldn't vote anytime, anywhere? What if you could vote online?

Voting online will allow people who live outside their constituency to exercise their right to vote. This will certainly help to increase the turnout and give the better and more accurate results. There are few measures through which they can be done. Election Commission can develop an online platform which voters can access and cast their votes. This is the simplest way to take elections online but has many technical drawbacks. Also creating a platform for such a huge volume of traffic is a challenging job. Privacy breach, data theft, and hacking are some of the problems that might occur. Contemporary technologies like AI can also be used to develop technologies for the online ballot. But all these will take a long time. What can be done now is to establish polling booths in every constituency for people who are from other constituencies? Though this might have its own limitations, if it is planned properly, we might solve this problem swiftly and effectively.



Ketan Wadhvani
Student-MBA Programme Batch
2018-2020
Institute of Management, Nirma
University

Life as a Ph.D. Student at Nirma University



Aakruti Patel



Nishant Agrawal



Riya Shah



Urmi Khatri



Anuja Gupta



Disha Vyas

The quest to learn never ends. At Nirma University, students are eager to explore the world beyond a Master's Degree in Management. The research has always been their calling. Disha Vyas, a student of IM-NU (MBA Programme) interacted with a few students of Doctoral Programme in Management to get an insight into their journey so far.

Here are some excerpts:

1. How and why did you decide to opt for a Ph.D.?

Aakruti Patel mentions that "My passion and experience in teaching led me to join the DPM (Doctoral Programme in Management) after clearing SLET (State Level Eligibility Test) while serving at IM-NU as an Academic Associate. I feel I can be more effective as a teacher if I undergo a Ph.D. programme from a first-rate institute." Another research fellow, Riya Shahs states that "My grandmother was the Principal in a secondary school. So, I have always been fascinated by that profession. Luckily, during my MBA I got a chance to teach under-graduate students in one of the coaching institutes. After that, I realized that I further into academia. So, after my MBA, I enrolled for a Ph.D. at Nirma University which is one of the most reputed universities in Gujarat and India at large."

2. Is it better to have a Ph.D. immediately after post-graduation or after a few years of industrial experience?

Urmi Khatri explains that "Having a corporate experience myself, I personally believe one must spend a year or two in a corporate environment to get an idea of how the real world works out there. This is because after Ph.D. one would work as a professor and teach students who mostly would

join corporate. Unless a professor has knowledge of what experience is required there, he/she won't be able to pass it on to the students." Another student, Anuja Gupta mentions that both the options have their own set of pros and cons. She says that "After joining Ph.D., at some moment, I did feel having industrial experience would have provided me an in-depth knowledge of the operations in the industry. But a Ph.D. requires a lot of dedication and commitment which at times might turn out to be difficult as you might have lost touch with studies. Also, there are people pursuing a Ph.D. along with their jobs due to which they are not able to give proper time for their research". Supporting this statement, Nishant Agrawal, who is pursuing his Ph.D. from Nirma University, also believes that one should opt for a Ph.D. after some years of industrial experience in order to learn about issues in the industries as well as social problems and how to solve them.

3. What other employment options exist for Ph.D. degree holders besides academia?

Riya Shah opines that one can explore the fields of Financial analyst, a financial consultant, and a Research analyst whereas Anuja Gupta adds that one can also move to private research firms like Deloitte and PWC along with

Government Research Forums.

Nishant suggests that Data Scientist, Management Consultant, Market Research Analyst, Operations Research Analysts etc. are also good options to consider. Thus, it is clear that academia is not the only option for Ph.D. researchers. There are various avenues where the demand is high for such degree holders.

4. In which stream are you pursuing your Ph.D.?

Based on the field of interest, all the interviewed students are pursuing different streams. Urmi Khatri is working in the field of Finance Management while Riya Shah is covering both Finance and Economics in her research. With a keen interest in Operations, Anuja Gupta is presenting her research in this area which suggests that any person willing to go into the depths of their favourite subject can pursue this programme.

5. How do you go about the process of writing a research paper?

Students have their own methods of preparing their research paper. Anuja Gupta explains, "Everything starts with a broad idea, once I have an idea (in which I am interested in doing research) I start exploring it, using literature review that helps me to identify a gap and thus decide the niche topic for my research. After that I need to define my objectives based on which hypothesis is fixed, after that, I decide my research methodology, appropriate research design, collect the necessary data and thus analyse it using

appropriate analytical tools to obtain results to fulfil my objectives. Finally, I conclude the research."

Nishant Agrawal mentions: "For writing research paper one should have a burning desire to contribute to society by providing a unique solution to the existing problem. After identifying a problem statement, I look at current body of literature, and if I am not able to find a proper answer then I start collecting relevant evidence in a systematic manner that becomes a research paper. An abundance of patience is required for these efforts."

Aakruti Shah prefers a more methodical pattern as she opines that "The base of any research paper is to seek answers to the research questions. Research questions can be encountered by doing a thorough review of literature in a particular field or an area. One also needs to develop hypotheses based on the same and with the help of primary or secondary data test those hypotheses to come to a conclusion."

Riya Shah explains, "For research papers, the topic of the paper should be interesting to the writer and to any journal publisher. Firstly, the literature review should be done and on the basis of that, the research gap needs to be identified which should be unique. Research methodology also plays an essential part in any research paper. Lastly, the research paper must have some contribution and implication to the real world; it can be for the nation as a whole or for the business or individual in particular."

Overall, it begins with an extensive amount of reading and actively looking for something that catches one's attention and then exploring the depths of that topic.

Students' Activities

Students' Achievements

Rashi Virmani, MBA (FT)-II student has won the 2nd Prize at the 27th Business School Affaire and Dewang Mehta National Education Awards, Mumbai in the category of 'Best Student in Management', winning a cash prize of ₹60,000.



Rashi Virmani with her award

Achievement of Doctoral Students

Three full-time doctoral students viz. Ms. Riya Shah, Mr. Nishant Agarwal and Ms. Urmi Khatri received an award of Centrally-Administered Full Term Doctoral Fellowship from Indian Council for Social Science Research (ICSSR) for the year 2019-20. This award comprises of a monthly research scholarship and a fund for administering their research work.



Riya Shah, Nishant Agarwal and Urmi Khatri

Academic Events

Karyaneeti

Karyaneeti – Game of Strategy is the flagship event of Club Optimus—the Operations Club of IM-NU held on February 15, 22 and 23, 2019. The event was designed in three verticals which tested the theoretical as well as practical skills of students in Operations and Supply Chain domain in a group of 3 members. The first round was an online quiz, to measure the technical knowledge about the domain. Second round was a Simulation-based round, designed to test the practical skills in the domain. The third was a Case Study round, where the team has to come out with Industry 4.0, technology implementation procedure adopted by the Industry assigned to them.



Karyaneeti presentations

Nirma Trading League

Nirma Trading League was conducted by Finesse, the Finance Club of IM-NU. It was a five-day online event conducted on MoneyBhai Platform digital from January 21- 25, 2019. Contestants were required to manage their investment portfolio by trading in equity, mutual funds, etc. Daily winners were declared according to the highest portfolio values of contestants and the winner of the overall event was decided on the basis of the highest portfolio value of the participants. The participants showed extraordinary skill and persistence to diligently trade daily and reaped amazing gains.



A Participant of Nirma Trading League

Pre-Budget and Post-Budget Session

A Pre-Budget Classroom session was organized on January 28, 2019, by Finesse, the Finance Club of IM-NU. Prof. M. Mallikarjun, Prof. Nirmal Soni and Prof. Dhiren Jotwani enlightened students about what could be expected from the budget. After the budget was declared, a Post-Budget Session was organized in which Prof. M. Mallikarjun, Prof. M.C. Gupta and Prof. Khyati Shah thoroughly discussed the highlights of the budget with the students.

Business Tantra

Business Tantra -the national-level flagship event of Finesse –the Finance Club of IM-NU was conducted in two phases on March 10, 2019. The first round was an online quiz which was conducted on the “Dare2Compete Platform” wherein participants from various prestigious B-Schools competed against each other for going to the next rounds. The second round was an offline campus round in which top 15 teams from first round participated. This round was a simulation round wherein participants started with the same bank balance, and they were required to select an industry, manufacturing output, and sell it in the open market. The winner was decided on the basis of highest net worth of the teams.



Participants in Nirma trading League

Alfaaz 1.0

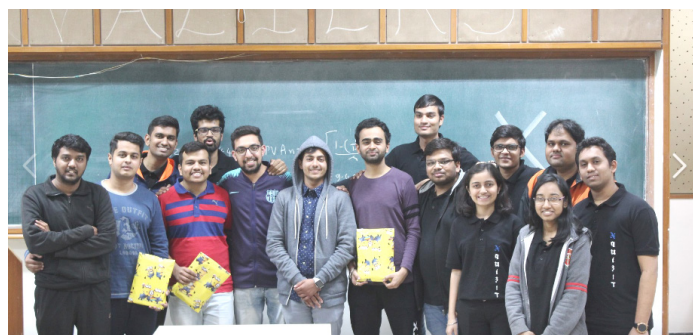
Alfaaz 1.0 was the first open mic event of BBA conducted on January 8, 2019. It was a platform for students to showcase their intellectual talents like stand up, poetry, songs(self-composed), motivational talks, etc. The participants gave commendable performances. The event was a great success, as the efforts and ideas were appreciated by everyone.



Poetry at Alfaaz

Deportes

On January 10, 2019, Club XQuizIT organized the event “Deportes”—the Sports Quiz. Deportes is a Spanish word for sports. It was an intra college quizzing event, in a team of two with various rounds of offline quizzes including pounce and bounce aimed at testing the students’ interest in the field of sports. Sports activities inculcate the habit of discipline and team spirit. Deportes aimed at achieving the same values through a sports quiz.



The Sports Quiz Deportes

Advaiya

The Student Welfare Committee of the IM-NU organized 'Advaiya', a Talk Show with Mr. Cheteshwar Pujara, an Indian international cricketer, hosted by RJ Pooja on March 18, 2019. Mr. Pujara described how his career started, the sacrifices he had to make and how after all this success he stays grounded. He ended the talk show by expressing his love for India and how much he cherishes playing for India.



Talk Show with Cheteshwar Pujara

Final Fray

The Final Fray was conducted by Imprintz—the HR Club of IM-NU on March 7, 2019. It was a farewell event for the senior batch of the students of the MBA Programme. The event had four rounds and each round tested the leadership, analytical, decision making skills of the members of a team. Teams of two comprising one senior and one junior were invited to register for the event. All the teams had to participate in all activities. The participants thoroughly enjoyed all the rounds.



Students participating in Final Fray

Street Smart

Swayam--the Entrepreneurship Club of IM-NU conducted Street Smart 2019 from January 30 to February 1, 2019. It gave the students of IM-NU an opportunity to carry-out a real-time business on the campus. It brought out the entrepreneurial spirit within the participants. The spectators of the event equally enjoyed the three-day event.



Street Smart

Cultural Events

Life@IM-NU

Life@IM-NU started around in the month of October 2019 and was concluded on March 19, 2019 on the event of closing ceremony for the senior batch of the MBA Programme. The event was organized by the Student Welfare Committee in which the students shared their experience through posters and videos. The video was circulated to boost the social media presence of the experience of students IM-NU pursuing their MBA and staying on campus to gain various experiences. The event consisted of two parts, viz. poster-making competition and video-making competition. The winners of both the events won cash prizes worth Rs. 10,000 and Rs. 60,000 respectively.

Pixel 2.0

Pixel 2.0 was a photography exhibition for all the photography lovers of BBA. It was conducted by Spinshot on March 28, 2019. It was a platform for the students to present their photographs in front of everyone. The participants submitted their best photographs. Everyone appreciated the efforts of the students and loved the exhibition.



Pixel 2.0, a Photography Exhibition

SPICMACAY

Ritayan – the Dance and Music Club of the BBA Programme of IM-NU organized a SPICMACAY (Society for Promotion of Indian Classical Music and Culture Amongst Youth) event on April 2, 2019. The Institute was fortunate to have renowned shehnai players of the country, Shri Sanjeev and Shri Ashwani Shankar. The mesmerizing performance on tabla and shehnai left the audience truly spellbound.



Shehnai players Shri Sanjeev and Shri Ashwani Shankar

NirmaLandscape

NirmaLandscape was an online photography competition from January 22-29, 2019. It was open to students as well as faculty of IM-NU. The theme of the competition was "Explore your Campus". The aim of the competition was to promote the beauty of the campus to the present as well as prospective students. The photos were submitted through social media. The participants were required to upload photos along with captions on their own Facebook accounts using unique hashtags.

Bhukkads

The event Bhukkads was a feast to reward the foodies of the BBA Programme, which was held on January 29, 2019. In the first round, around 40 participants competed to drink as many glasses of a soft drink as they could and the ones with the maximum number were promoted to the second round. In the next round participants were challenged to eat maximum plates of spicy Pani-puris. Third round was about eating the maximum number of Gulab- Jamuns. Along with this some fun activities were also arranged for the audience to keep them entertained.



Students enjoying during Bhukkads

Creative Cut 2K19

Creative Cut 2K19 is the flagship event but no less than a festival organized by Chehre—the Dramatics Club of IM-NU. It is a national level short-film-making competition that invites top colleges and universities from across India to participate and show their mettle in the domain of drama. Every year a theme is launched on which the participating teams have to submit their original films. This year, the theme was 'The Unknown Truth'. Creative Cut 2K19 was held on February 5-7, 2019. There was an overwhelming crowd engagement.



Student-Performance during Creative Cut

Carnival 2019

Club Fiesta, the Music and Dance Club of IM-NU, organized its flagship event Carnival 2019 from February 25 to March 1, 2019. The events organized were "Jam Session 4.0", a dance workshop "InSync with Sonali" with Sonali Bhadauria, "The Big Band Theory" – a performance by the rock band Spunk! and "Rhythm", an intersectional dance and singing competition.



Performance during Carnival

Genesis 2019

Abhivyakti, the BBA Cultural Committee of IM-NU organized a three- day Cultural Festival, Genesis from February 20, 2019 to February, 22, 2019. The students pursuing undergraduate programmes from colleges in and around Gujarat participated in this event. A total participation of around 650 was witnessed during the festival. Genesis was a culmination of 16 events ranging from dance and drama to innovative competitions like a makeup and computer gaming contest.



Participants during Genesis

Lohri

The Cultural Committee organized Lohri on January 13, 2019 to celebrate the harvest season. All the students gathered around the bonfire and enjoyed the music. A special performance by Abhishek Porwal, an upcoming artist was also arranged besides the DJ. As a part of the offering, traditional sesame sweet meats were also served.



Lohri Celebrations

Uttarayan

This kite festival was organized by the Cultural Committee of the MBA Programme on January 14, 2019. The students flew kites in the clear sky while relishing on seasonal fruits and sweets. The IM-NU students were joined by students from the other institutes. The kites and strings were provided by the organizing committee. To build up the excitement for the festival, a small pre-event was also organized on January 12, 2019 where the students had to compete at tying the strings of the kites.



uttarayan celebration

Social Events

Jamboree 2.0

“The noblest art is that of making others happy” - P. T. Barnum. Mavericks—the Social Committee of the BBA Programme organized Jamboree, a social cum business Fun-Fair on April 2, 2019 by doing their bit for the happiness of the underprivileged children of our society. The event saw students of the BBA Programme coming together and showcasing their entrepreneurial skills by putting up a wide variety of games and food stalls at the dome ground of Nirma University. The event also had a lot of different fun activities like puppet show, photo booths, live singing and balloon shooting. The stall owners had put their best foot forward, but a few stalls were unique and so were rewarded. The event was mainly focused towards underprivileged children who visited the event and had a wonderful and exciting evening full of fun, food and games. The children had an amazing time at the event and were really happy.



Children at Jamboree

Art Mela

Mavericks –the Social Committee of the BBA Programme of IM-NU organized this event on February 21, 2019 during Genesis, the Annual BBA Fest of IM-NU. The event gave a platform to the students, from within and outside the university, to showcase their artistic skills and creativity. The event was divided in two rounds: testing the participants with challenging and fun situations, supported by the theme and time limit, given on the spot. The event turned out to be a sweet discovery for both the participants and the organizers as the quality of submissions were beyond expectations.



Art Mela Celebrations

Paint Your Dreams

The Cultural Committee of the IM-NU, in association with the Nirmaan Foundation organized 'Paint Your Dreams', a social initiative for underprivileged children on March 17, 2019. The event was full of fun activities which included a magic show, games, and a movie screening for the underprivileged children of the society.



Children painting their dreams

Sports Events

Udaan: Run for the Heart

Following the adage, "The first wealth is health", Mavericks-the Social Committee of the BBA Programme organized a 7 km-run on January 27, 2019. It was an inter-institute event with around 35 participants from Nirma University. The participants were excited and full of energy for the run. The winner completed the marathon in 41 minutes, the first runner up in 42 minutes and the second runner up in 43 minutes. All the runners completed the run within 90 minutes. The winners and the runners-up were given medals for their achievement. The participants enjoyed the event a lot.



Winners of Udaan

Nirma Foosball League (NFL)

The event was conducted on February 14 -15, 2019 by the Expression Club of the MBA Programme. This event was team game, where the participants played a giant human Foosball. This fun-based event was one of its kind out of all those events that are organized in IM-NU.



Foosball League in action

Self-Defence Workshop

Institute of Management, Nirma University organized a defence workshop on January 10, 2019. Master Pragnesh Mesariya, who is a Black belt--4th Dan, International Referee, Taekwon-do for World Taekwon-do Federation- Korea, conducted the workshop. The workshop was organized in two halves. The first half comprised a discussion on "Self-Defence" and the second half included delivery of practical "Taekwon-do moves" by Master Pragnesh. The session made the students feel confident, and much stronger than before.



Participants in the Self-Defence Workshop

Nirma Cricket League (NCL) 2019

Sportzzz Comm, the Sports Committee of the MBA Programme of IM-NU organized NCL 2019, an Inter-Sectional Sports Tournament, from January 10, 2019 to February 12, 2019. NCL 2019 took off with NCL Run - Run for our country. This was followed by an inaugural Faculty Vs Students Cricket match. Eleven sports events were played during this tournament i.e. Basketball, Cricket, Football, Lawn Tennis, Table Tennis, Volleyball, Throwball, Chess, Carrom, Athletics and Badminton. The days were filled with hard work, passion, determination, teamwork and sportsmanship. Students showed great zeal and enthusiasm.



Cricket match during NCL

PUBG Addict 1.0

It was a gaming event organized by Clique, the IT Club of IM-NU from January 28 – 30, 2019. The event observed an overwhelming response from the students. Gaming events have proven to be an effective stress buster for the students from assignment-submissions and class tests.



Participating in PUBG

Crickshetra 2.0

The BBA Sports Committee organized an Annual intra-institute cricket league named "Crickshetra 2.0". It was organized over a span of 5 days. To divide the players in different teams, an IPL-style auction was conducted on January 21, 2019. It was decided by the committee that all the team owners will be girls and can keep a manager in their team. For girls to become owners, they had to undergo a quiz related to general knowledge of cricket. Around 100 students participated from all the three years of BBA.



Students at Crickshetra

Events from July to December 2019

Academic Events

SYZYG

The national-level open quiz event SYZYG was conducted by XQuizIT, the Quiz Club of IM-NU on September 7 and 8, 2019. Participants from different colleges and universities such as NMIMS Mumbai, IIM Kozhikode and different institutes of Nirma University showed the spirit of quizzing. Members from the audience who answered the questions correctly were awarded Zebronics headphones.



A glimpse of the open quiz event SYZYG

The Debate Competition, Dwand

The debate competition, Dwand was organized in English and Hindi. It was a three-round event and was organized for two days during August 5 and 6, 2019. The event attracted a large number of enthusiastic participants.



The team, Dwand

Monetrix

This event was organized by Finesse, the Finance Club of IM-NU on September 4, 2019. It was a monetary and finance-based event that offered a real life simulation in an exciting way. Total 115 teams participated in the event.



Monetrix in progress

Brandwizer

“Brandwizer” was organized on July 25, 2019 in IM-NU. The first round named ‘Brand Quiz’ had a quiz to test the knowledge of the participants about different brands. The second round named ‘Brand Teaser’ had a crossword puzzle to be solved. It required one member from each team to enact the brand names. The final round was named ‘Brand Relay’ and it tested the participants’ knowledge of brands, their logos and taglines. The participants were very appreciative of the event.



The winners of Brandwizer 2019

Aayam

The Business Fest “Aayam” was organized on September 13, 2019 by the BBA Co-Curricular Committee, AdityaVat. As many as 250 people participated in the event. The event comprised of seven distinct genres of competition starting with Minimalistic Marketing to Board Room Crisis to Business Law Debate. The students used their own intellect and creativity to come up with new ways to deal with the situations presented to them during the competition which enhanced their practical learning.



Team Aayam in action

Financial Modelling and Credit Analysis Workshop

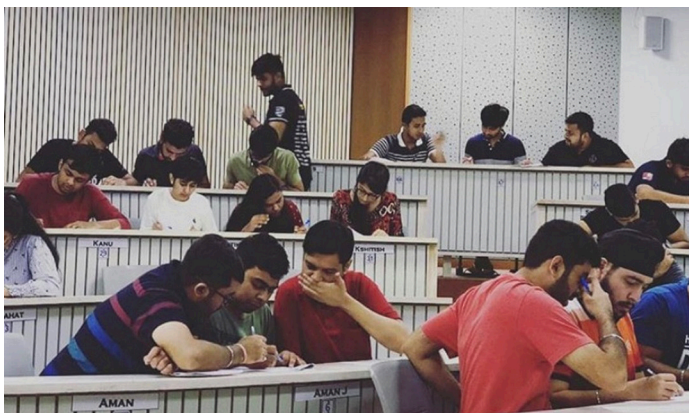
‘Finesse’ - the Finance Club of IM-NU organized “The Certification workshop in Financial Modelling & Credit Analysis” in collaboration with ‘The Money Roller’. The event was organized from September 12 to 15, 2019. It was conducted with an objective to add value to the skill set of students and to help them learn the application-based concepts of Indian Financial Markets.



The winners of Brandwizer 2019

Caught by Kotler

The event 'Caught by Kotler' helped students explore different dimensions of the market effectively in a challenging atmosphere. The event was divided in two rounds and tested the general awareness quotient of the teams about different companies. The event was based on marketing strategies. Faculty members Prof. Shahir Bhatt and Prof. Mayank Bhatia were the judges of the event.



Caught by Kotler event in progress

Digital Marketing Workshop

A two-day digital marketing workshop was organized during October 4 - 5, 2019. A total number of 41 students from the second year MBA participated in the workshop. Mr. Praful Jain, a guest trainer at Digital Vidya with a rich experience in Digital Marketing area conducted this workshop. It turned out to be a great learning experience and provided students with the deep insights on digital marketing and its practical implications.



Participants at the Digital Marketing Workshop

National Level Rajagiri National Business Quiz 2019

Two students named Arnav Singh and Abhinav Dhar won the Second Prize (Rs. 50000) in the Annual National Level Rajagiri National Business Quiz 2019 conducted at Rajagiri Centre for Business Studies, Kochi held on November 23, 2019.



Students receiving the prize at Business Quiz 2019

Midnight Mania

It was a thrilling event for the batch of 2019-21 of IM-NU. The participants got the opportunity to participate in the five different quizzes namely quiz on sports, business, travel and living, quiz in general and quiz on India. It was an intra-college online quiz event conducted over five nights from July 8 to 12, 2019.

Anveshan 7.0

A General Quiz, 'Anveshan' was conducted in two rounds. The online round was conducted on August 19, 2019 and offline round was conducted on August 21, 2019. The event began with an online quiz with participation of around 80 teams of IM-NU and around 50 teams were shortlisted for the offline round consisting of 3 rounds.

Vanijyika- "Business Standard Quiz

The business quiz – Vanijyika event was co-ordinated by XQuizIT, the Quiz Club of IM-NU. It provided an opportunity for the students of IM-NU to reflect on the happenings in the business world. This quiz saw massive participation from students in its first online quiz round on October 11, 2019. It consisted of 15 questions to be answered in 15 minutes. Top 38 teams qualified this round for the offline round. The offline quiz was conducted on October 16, 2019. The students participated in the event with great thrill and fervour. The winning teams won exciting gift coupons and goodies worth Rs. 8,000.

The Knowledge Room

This event was jointly organized on November 16, 2019 by the Library of IM-NU and Club Sumantra. A well-known author, Mr. Ashwin Sanghi delivered a talk to enlighten students about the struggles of pursuing writing as a profession. He also described his journey of becoming a New York Times best-seller author. He enlightened the audience with his rich knowledge and experiences.



Mr. Ashwin Sanghi addressing the audience during 'The Knowledge Room'

Monopoly

Swayam, the Entrepreneurship Club of IM-NU, organized Monopoly on November 19 - 20, 2019 with 185 participants. The event was filled with thrill and fun-filled games. All the teams showed great passion towards the game and they participated with full strength and enthusiasm. The event greatly appreciated as everyone enjoyed being a part of it.



Students during Monopoly

Ignus 4.0

This was organized by Clique, the IT Club of IM-NU on August 8, 2019. The event aimed to assess brand awareness and the bidding skills of the participants. It was conducted in three parts and It was a fun event that offered experiential learning to students. The first round required the participants to identify brand logos of various companies. The second round was a game in which teams had to match a selected company to its respective industry. The event was concluded with a competition which tested bidding skills of the participants. The event was a fun experience paired with more learning and strategic planning. The winners of various competitions took back a lot of goodies and exciting prizes.



Participants competing for Ignus

Cultural Events

Propshop 2.0

Propshop 2.0 was organized by Spinshot, the Photography and Film making Club of IM-NU. The event was organized on October 3, 2019 for students to come and take pictures with various styles and props. The event was well received with as many as 200 participants. It was a theme based photographic session conducted for all the students of the BBA Programme. The different themes were: Bollywood, cartoons, and Marvel/Dc and general props accompanied by a video booth. A video booth with bubbles was also installed for fun boomerangs to be shot. There was an open mic, which saw mesmerizing musical performances by the third year students. The centre of attraction was 'Jai Veeru's scooter' and colourful smoke bombs for group photographs.



Team Spinshot in action during Propshop 2.0

Open Mic @Sundown

The event was organized on September 12, 2019. The participants were allowed to present poetry, mimicry, shayari, story-telling and singing during the event. The event was well received by the participants.



Open Mic @Sundown

Breakout

Rotaract Club of IM-NU organized a fun event called 'Breakout' for the students on November 12, 2019. The event was a combination of mystery and fun activities. Participants enjoyed the event.



Breakout event in action

Exposure 3.0

The Prakriti Club organized a photography workshop 'Exposure 3.0' on November 14, 2019 to help students understand the technical as well as philosophical aspects of photography. This workshop was conducted by Mr. Rajesh Sinha, a prominent figure in the Bollywood industry. The workshop was divided in two parts. The first half focused on explaining the basics of photography through an outdoor experience in the field and the second half focused on the technical explanation with hands on experience in the class. There were 27 participants. The participants were provided with a certificate of participation as well as gift coupons.



Exposure 3.0 in action

Deja View

Deja View, the Film Club organized a film screening event on September 10, 2019. The film *Nil Battey Sannata* was screened during this event and it taught everyone to dream and change their life irrespective of their social status. The event was attended by many enthusiastic students.



Deja View Club's movie screening

Ranbhoomi

The Ranbhoomi event started on October 9, 2019 with the pre event and concluded on October 18, 2019. The issues like "Go Green" and various other social causes were taken up by the students during this event.



Ranbhoomi event winners

Apratim

'A Cinematic Extravaganza' as part of Apratim was held on July 27, 2019 in the IM-NU Auditorium and was organized by the Cultural Committee. The Cultural Committee also organized talent night. The talent night consisted of 46 performances.



A Cinematic Extravaganza event during Apratim

Comic Kala

Comic Kala was organized on September 5, 2019. The event was organized to connect students with literature and thus promoted it among the youth. The main event consisted of three rounds: the first round was a quiz related to different genres of comics, the second round was the enactment of comic heroes in given movie clips, and the third round involved the creation of new superheroes.



The event Comic kala in action

Avighna Chaturthi

Avighna Chaturthi 2019 was organized during September 2 to 8, 2019. This was organized at the SAC area on campus and was organized by the Cultural Committee. The decoration in SAC area was done keeping the theme and colours associated with Ganesha Chaturthi.



Avighna Chaturthi celebration

Talk Show with Gautam Gambhir

On September 19, 2019, Advaiya, the BBA Renaissance Club held a talk show event featuring the cricketer turned politician of high repute, Mr. Gautam Gambhir. The talk show was hosted Ms. Ekta Sandhir, a radio jockey from the morning show on FM 104 Mirchi Love Radio Station. Mr. Gambhir talked about his life before, during and after his cricket career.



In conversation with Gautam Gambhir

Freshers Party 2019 for BBA students

Abhivyakti, the Cultural Committee of BBA-MBA Integrated Programme, organized the Fresher Party to welcome first year BBA students and introduce them to their seniors. The event was organized on August 8, 2019. The students had planned entertaining competitions and activities in a relaxed environment.



Freshers Party 2019 for BBA students

Nandotsav

Nandotsav Pooja on the occasion of Maha Krishna Janmashtami was organized on August 24, 2019 at the Student Activity Centre Area. The event was organized by the Cultural Committee. The students from various educational backgrounds came for offering their prayers.



Prayer service during Nandotsav

Cuppamania

Abhivyakti, the Cultural Committee of the BBA programme organized Cuppamania on November 29, 2019. It observed five different cup games which were organized with the purpose of entertainment and recreation for students on campus.



Participants during Cuppamania

Photowalk

Spinshot, the Photography Club organized Photowalk on December 28, 2019. It was a fun event with the main aim of improving the photography skills of students and to provide students an exposure to scenic beauty to capture some creative shots. The event was organized in Polo Forest.



Photowalk event

Paradigm 4.0

Paradigm 4.0 "Crack Reveal Conquest" was organized by News Junction, the News Club of IM-NU on December 11, 2019. The aim of the event was to have some fun during a rigorous academic year. It was a three-round event that involved a quiz, to test their general knowledge. Followed by various fun tasks, to evaluate teams on the basis of their coordination and involvement. Students of IMNU enthusiastically participated in the event and enjoyed it.



Paradigm 4.0 event

FlashMob

"Make dance the mission: every moment seeks to accomplish!" Keeping this motive in mind each member of Club Fiesta, the Music and Dance Club of IM-NU performed a FlashMob at Decathlon- sports goods retailer premise on October 2, 2019. The dance performance was of around 15 minutes in which talent of whacking, ring dancing, football dancing was shown. It attracted a large crowd, which was the main idea of the performance. Everybody praised the team for their performance including the crowd, salespersons and manager. With a happy note, the performance ended, and the motive was well served.

Rangeelo Raas

Continuing the tradition, the festival of Navratri was celebrated at Nirma University with Rangeelo Raas. It was organized on October 5, 2019 by the Cultural Committee of Institute of Management. The event was celebrated with much zeal and enthusiasm.



Participants during Cuppamania



Participants shaking a leg during FlashMob

Social Events

Wisdom Valley

The 'Wisdom Valley' event was organized by Mavericks, the Social Committee of the BBA Programme. It was held on November 6, 2019. 45 students participated in the event. The committee organized their Annual visit to Hiramani Vridhasharam - an old age home. The event progressed with an open mic where the elderly had a chance to show their talent followed by 'Antakshri'. The students and volunteers also got a chance to interact with the elderly and to know about their lives.



Senior Citizens enjoying during Wisdom Valley

Kalpavruksh

The objective of this event was to make people aware about the importance of trees and their impact of climate change and on the environment. The event was organized on October 5, 2019. NSS organized the event to help develop its adopted village 'Khodiyar'. As many as 35 students participated in the event.

NSS Camp

A seven-day NSS camp from December 9 to 15, 2019 was organized in village Khodiyar. The objective of the camp was to focus and address the issues of villagers to work towards the overall development of rural citizens in collaboration with various NGOs like Red Cross, The Bindi Project etc. on various themes like self-employment, self defense, blood donation etc.



NSS Camp at Village, Khodiyar

Chhichhore- Gandhi Jayanti Celebration

Mavericks, Social Committee of IM-NU had organized an event called Chhichhore. A visit to the Gandhi Ashram on occasion of Gandhi Jayanti was arranged on October 1, 2019. It was an educational trip with the students of Hindi High School.



Gandhi Jayanti celebration



Participants during Kalpavruksh

Chillar Party

Expression, the Fun Club of IM-NU organized this even on October 4, 2019. In this event, the Expressions team tried to spread joy amongst the under-privileged children. Various fun games were organized and prizes were distributed to the winners. The Expressions team and the children had a fun time. The event concluded with a happy meal and happy faces.



Chillar Party for the under-privileged children

Sports Events

Paintball

As a part of team building exercise, 150 students were invited by Imprintz, the HR Club on October 20, 2019 for the event. The participants showed great enthusiasm reported on time so and dressed up to participate.



Participants of Paintball

Cric8

An Intersectional cricket tournament for boys was organized by Sportzzz Comm., the Sports Committee of IM-NU. The event was held from October 12 to November 18, 2019. Cric8 2019 explored new energies and talent of IM-NU.



Cric8 event in action

Netzz

An intersectional volleyball and throw-ball tournament for boys and girls was organized by Sportzzz Comm., the Sports Committee of IM-NU, from December 7 to December 11, 2019. The event witnessed some breath-taking moves and heroic performances.



Cric8 event in action

Parakram

The inter B-school national level sports tournament was organized by Sportzzz Comm - The Sports Committee of IM-NU, from October 11 to October 13, 2019. Several institutes including PDU, MICA, IISM, SBS, SARAF, PUMBA and NICMAR competed in the event. The team IM-NU defended its title and emerged as the winners of Parakram 2019.



Parakram event

Pratidhwani 2019, the 6th Alumni Conclave

The 6th Alumni Conclave of IM-NU was held on February 8, 2019. 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. The theme for Pratidhwani, 2019 was “Construct, Destruct & Re-construct—from Ideas to Implementation”. There were 11 alumni speakers from different batches and programs who shared their experiences and insights on the theme.

The esteemed alumni of the Institute addressed the audience in 6 panels: IT & Consulting, Marketing, Finance, Operations, Entrepreneurship and Human Resource. The first panel discussion on IT & Consulting was graced by Mr. Maneesh Sharma- Sr. Solution Manager, IBM India Pvt Ltd and Mr. Chintan Mehta, Associate Director, KPMG. The speaker for the Finance panel was Mr. Rituraj Saxena, Executive VP, Yes Bank Ltd. The three speakers for the Entrepreneurship panel were Mr. Siddhant Tawarawala, Founder & CEO, Wide Need P. Ltd., Mr. Raj Joisar - Vishal Engineers & Galvanizers Pvt Ltd and Ms. Shikha Shah - Founder, Fibre Labs & Co-Founder, Brew Sight LLP.

Mr. Debjyoti Sinha, Group Manager- International Business, Royal Enfield was invited for the Marketing panel. The three guest speakers for HR panel were Ms. Prerrna P Kapoor Director, Proeves, Mr. Rathin Sengupta Head of Personnel- Physical Research Laboratory and Mr. Hemant Nitsure Founder & CEO, Directus HR Services. The last session was the Operations panel that included Mr. Nishith Modi, Director, Ronson Group.



A Panel discussion during Pratidhwani 2019



Mr. Maneesh Sharma, Sr. Consultant IBM India P. Ltd. during Pratidhwani 2019

Alumni Day

IM-NU celebrated Alumni Day on October 5, 2019. This one-day event was organized by the Kaizen, the Alumni Relations Committee of IM-NU. The event "Alma Utsav" celebrated the spirits of vivaciousness and the joy of living. The alumni came back to their roots once again to be a part of IM-NU, and cherish the good old memories. The ambience of Utsav was all around with laughter and joy.

Around 150 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 set up a stall for the purchase of Nirma Merchandise and also a stall of craft items prepared by the children of Nirmaan Foundation. The alumni didn't miss the chance to get themselves clicked at the photo near the registration desk. A faculty interaction session followed, they spoke to the faculty members during this session and re-lived their memories. The next sessions planned for the day were curriculum review and general body meeting.

The Alumni Day was filled with fun-filled activities and games and adding to the charm of the day were the jaw-dropping performances by the Nirmaan Foundation, Chehre and Fiesta. The mesmerising day concluded with dinner and dancing on the tunes of garba as "Rangeelo Raas"- The Garba Night."



Alma Utsav, Alumni Day 2019

Alumni City Meet

The alumni city meets were organized in four cities viz. Bangalore, Delhi, Mumbai & Pune on December 14, 2019. The attendance close to 111 alumni across the four cities. The city meets consisted of discussions to strengthen alumni institute relations. Another major point of discussion was about future Plans for the year 2019-2020 to implement CHRO lecture series, organize a Batch Meet for the batch of 1998-2000, effectively implement the Revamp Mentorship Program.



Alumni City Meet at Delhi

Library Events

Sr. No	Event	Date of the Event
1	Book Exhibition at NICOM	Jan. 17 - 19, 2019
2	A Blind Date with Books (borrowers choose a wrapped book without knowing its title)	Feb. 9 - 15, 2019
3	Library Orientation Session for the new batch of students of the MBA FB&E	July 2, 2019
4	Library Orientation Session for the new batch of students of the BBA Prog.	July 22, 2019
5	Rainbow Book Display to celebrate the monsoon season	July 20-26, 2019
6	TED Talk screening: How to turn a group of strangers into a team - Amy Edmondson	Aug. 9, 2019
7	TED TALK: Impossible Photography by Erik Johansson	Aug. 29, 2019
8	Library Week (to celebrate the Dr. S. R. Ranganathan's birthday observed as Librarian's Day)	Aug. 5-9, 2019
9	Photography Competition—Participants could "Grab Props and give a Pose"	Aug. 23-29, 2019
10	Management Week: Management-related books were displayed	Aug. 30-Sep. 6, 2019
11	World Tourism Week from September 28 to October 4, 2019 and Mahatma Gandhi's 150th birth anniversary	Oct. 2, 2019
12	Christmas Celebration Display	Dec. 21-27, 2019



A Blind Date with Books



Celebration of Library Week



Rainbow Books and Periodical



Photography Week in action



TED Talk by Amy Edmondson



Display during Management Week



TED Talk by Erik Johansson



Display during World Tourism Day



Display during Celebrating

The Forthcoming Events

No.	Event	Date of the Event
1	NICOM	January 3-5, 2020
2	Genesis	February 18 and 19, 2020
3	Pratidhwani - the Alumni Conclave	February 1, 2020
4	Drop of Ink	February 20, 2020
5	Cyclothon	February 2, 2020



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