

## Inside this issue...

**Manthan** 02

Forum for Intellectual Stimulation

**Utthan** 14

Human Resource Development

**Samiksha** 18

Point of view

**Sakshatkar** 21

Students' Interview

**Spandan** 23

Student's Activities

**Sambandh** 27

Alumni Corner

**Sampark** 28

Library Events

**Amantran** 29

**Aagami** 30

The Forthcoming Events

## EDITORIAL BOARD

Dr Monali Chatterjee (Editor)

Mr Birju Ambani (Member)

Dr Krishna Kanabar (Member)

## From the Editor's Desk

The outbreak of the COVID 19 has abruptly coerced drastic changes in all walks of life and higher education has been no exception. This precarious situation has spelt unprecedented challenges in this domain. However, at IM-NU there are earnest attempts of converting these challenges into new horizons of innumerable opportunities.

Such sincere endeavours can be visible through the excellent rankings that the Institute has received even at the time of such crisis! IM-NU has ranked second among the A2 institutions with high scores in all its detrimental parameters by *Business Standard*.

COVID 19 has brought home many lessons to learn and opened new avenues of technology-supported education and meaningful research, emotional intelligence and individual performance. NICOM 2021 has been an excellent platform for deliberating upon such research wherein scholars across India and overseas have presented and discussed their research during this online event. During the plenary sessions of this conference the attendees received the privilege of interacting with some of the best known business leaders of the world from more than seven nations including France, Italy, USA and Austria.

Nirma University has been privileged to have Smt. Nirmala Sitharaman, Honorable Finance Minister, as the Chief Guest during the 29<sup>th</sup> Annual Convocation of Nirma University. In her speech, she laid due emphasis on the purpose of education to build a life and character.

COVID 19 has demonstrated with ample evidence how a pragmatic and scientific inclination of mind can rescue the entire human race from apocalyptic consequences. In order to achieve this amongst our students, a large number of renowned luminaries had been invited to address the students on a vast variety of topics ranging from "Next Generation Careers" by Mr Gopal A Iyer, Associate Director, Talent, EY GDS to Ms. Aarti Savur, CEO of Parisar Asha Social Entrepreneurship. The content of these online guest sessions had been tailor-made according to the requirements of the students of individual Programmes. During March 2021, IM-NU celebrated an International Teaching Month as a part of the Silver Jubilee celebrations of IM-NU, inviting several dignitaries from various parts of the world to virtual sessions for our students. The speakers included both eminent individuals from the industry as well as the academia, including Dr Rupert Beinhauer and Dr Bojan Jovanovski. Their sessions induced a fruitful dialogue and brought multidimensional perspectives to our students.

Moreover, Utkrishta, the Management Conclave and Pragman, 4.0, the Entrepreneurship Conclave brought the students in contact with illustrious practitioners and thought leaders from the corporate world. Hence the conclaves became a platform for a feast of ground-breaking and viable business ideas for the students.

In addition, this issue contains some deftly written articles penned zealously by our students. The outbreak of the pandemic could not deter the vibrancy of the students' activities that were organized online. Despite the constraint of the virtual events, the students sparked innovative thinking, creativity and a great deal of enthusiasm through a kaleidoscope of activities. A vast gamut of popular celebrities had also been invited to perform in some of the events. This issue contains some glimpses of these activities and events. Lastly, the resilience of the students to work during a crisis like this pandemic enabled them to seek successful careers as reflected through the placement updates in this issue.

Wish you a wonderful reading experience!

Stay healthy and remain safe.

**Dr Monali Chatterjee**

## New Appointment

Dr Subir Verma joined IM-NU in May, 2021 as the Director of IM-NU. Prof. Verma has more than 30 years of research, teaching, training and consulting experience at reputed institutions in India such as MDI Gurgaon, IMI New Delhi, IIM Ranchi, FORE School of Management and Delhi University.



**Dr Subir Verma**

He has served as Dean Academics at IIM Ranchi; Dean, Corporate Relations, Placements and Alumni Affairs as well as Chairman, PGD-HRM at IMI New Delhi; Chairman, Corporate Relations and Placements, Chairman, Post Graduate Programmes and Chairman, International Accreditations in MDI Gurgaon; and Chairman, Post Graduate Programmes and Chairman, International Accreditations at FORE School of Management, New Delhi.

Prof. Verma is an active trainer on Leadership, Team building, Mentorship, Change Management, HR Analytics and Negotiation skills. He has conducted International Advanced Management Programmes for GGMs and GMs of ONGC, Top Management Programmes for Dena Bank, Jai Bharat Maruti, Lanco Infratech and National Insurance, and MDPs for the senior and middle management of Navratnas and Maharatna Public Sector Enterprises such as ONGC, COAL India, BEL, IOCL-Pipeline Division, LNG Petronet, ONGC-OVL, NHPC, POWERGRID, National Insurance, Central Warehousing Corporation etc. He has also conducted workshops on Leadership, Team Building, Negotiation Skills in reputed companies such as Intel, HP, PepsiCo, Nestle, Coca Cola, Microsoft, Apollo Tyre, Baxter as also for Government of India organizations such as Chief Post Master Generals and Directors of Indian Postal Service and scientists of BIRAC. He has been a training faculty on Leadership, Team Building, Conflict Management and Negotiation Skills in AMP for Reserve Bank of India and NTPC and senior and middle managers of top scheduled banks such as SBI, PNB, BOB, Allahabad Bank, Dena Bank, OBC, Corporation Bank, Punjab & Sind Bank etc. He has consulted with Nestle India, SMEC India, SMS Demag, Kampsax, GETIT, Siemens Power, National Geographic, Government of Jharkhand and the World Bank.

Prof. Verma has authored 5 books, the most recent being “Role of Boards: Building Sustainable Competitive Edge” (Co-authored with Dr Pritam Singh and Prof. Asha Bhandarker). Prof. Verma has presented his research papers in prestigious international conferences such as AOM, APROS, EGOS, IHRM, ISA. He is an AICTE nominee on the Board of Governors of Lal Bahadur Shastri Institute of Management, Principal Member of HR and Innovations Committee as well as Resources Committee of the Bureau of Indian Standards, Government of India, Peer Reviewer of AMDISA-SAQs Accreditation, Member of the Executive Board of Asia Pacific Researchers in Organization Studies, Board of Studies in Management of Central University, Jharkhand and BIT Mesra.

Prof. Verma has been the recipient of Dr Karan Singh Gold Medal, Prof. C.J. Chacko Merit Certificate, UGC Junior and Senior Research Fellowship, AICTE Award for Travel to South Africa and Club Internationale Award for Research and Teaching in France.

We wish him every success in his new role.

## Rankings

IM-NU has been ranked 2<sup>nd</sup> in the A1 category by Business Standard, January 2021 issue.

RATINGS SUPER LEAGUE 2-A2	AUDIT SPLIT									
	OVERALL PERCENTILE	AUDIT PERCENTILE	PERCEPTION PERCENTILE	INTELLECTUAL CAPITAL	ADMISSIONS	PLACEMENTS	INFRASTRUCTURE	INDUSTRY INTERFACE	GOVERNANCE	SCALE OF OPERATIONS
<b>A1</b>										
Indian Institute of Management (IIM), Udaipur	90	85	85	80	95	95	65	80	75	95
Institute of Management, Nirma University, Ahmedabad	90	90	75	75	95	85	95	85	85	95
Indian Institute of Management (IIM), Shillong	85	85	85	85	90	85	50	80	95	95
Institute of Rural Management, Anand (IRMA), Gujarat	85	90	80	65	75	75	75	95	95	95
Xavier Institute of Management and Entrepreneurship (XIME), Bengaluru	85	80	90	75	75	75	60	85	95	75
Symbiosis Centre for Mgmt and HRD (SCMHRD), Pune	85	90	70	70	85	80	70	95	35	95
Institute of Public Enterprise, Hyderabad	85	85	80	80	90	80	70	80	70	95
International School of Business and Media (ISB&M), Pune	85	90	65	85	65	85	70	90	35	95
Institute of Management Technology (IMT), Nagpur	85	85	80	90	80	85	75	75	65	60

## 29<sup>th</sup> Annual Convocation of, Nirma University



## 29<sup>th</sup> Annual Convocation of Nirma University (Contd.)

Nirma University held its 29<sup>th</sup> Annual Convocation Ceremony on March 20, 2021, wherein 2,380 students from various institutes of the University received their degrees. Students from the 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, Smt. Nirmala Sitharaman, Honourable Minister, Ministry of Finance and Corporate Affairs, Government of India in her inspiring speech said, “Every time we pass out of a University we must also commit to building a better society, a better country. Each convocation is like a brick in the fundamental structure of society. We need to understand that convocation is the day that this foundation is strengthened.”

Smt. Sitharaman further said that it is the government’s duty to support education, support the young population; it’s a pact between the citizens and the state. Quoting Swami Vivekananda, she said: “The purpose of education is to build a life, to build character. Someone who lives by the principle is far better than the one who has

memorized a thousand books.” Concluding her speech, Smt. Nirmala Sitharaman said, “I look at Nirma University as a strong medium to disseminate the entrepreneurship spirit of Gujarat in the nation as a whole. Best of future to the university and the students.”

This year Nirma University conferred degrees to 52 PhD, 798 postgraduate and 1,530 graduate students. Among the graduating students, 1557 were male students and 823 were female students. The University presented 59 medals to 51 students for their exemplary performance in academics. Out of these 21 were male members and 30 were female members.

The President of Nirma University, Dr. Karsanbhai K Patel congratulated the students in his convocation speech and wished them success in their future endeavours. He praised the parents for constantly supporting their children during their studies. Dr Patel further said, “Students, you must not lose courage in adverse situations. Such situations test your patience and maturity. When you respond to them positively, we emerge as a winner. Testing times bring out the best in you. I am sure that you would be able to chalk out a meaningful path not for yourself, but also the welfare of society.”



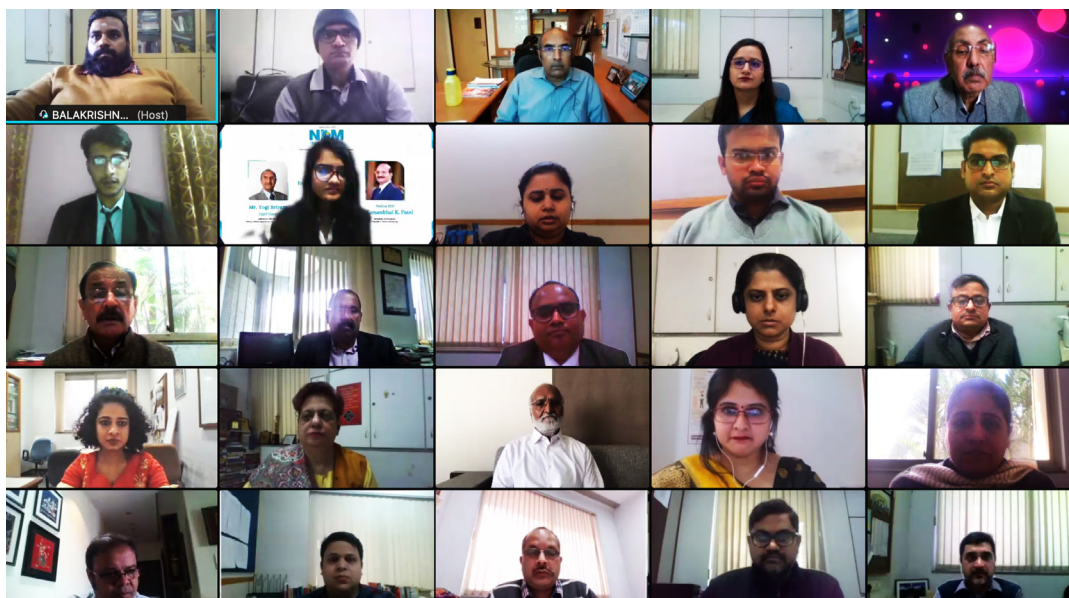
## 24<sup>th</sup> Nirma International Conference on Management (NICOM)

The 24<sup>th</sup> NICOM with the theme of “Industry 4.0: Reinventing Human Resource Management for organizational effectiveness”, was a 3-day conference that happened in virtual mode on January 7 - 9, 2021. For this conference, 87 abstracts and 54 full papers were received from India and abroad, and reviewed by two independent committees consisting of faculty members of IMNU. Around 135 delegates registered for NICOM. The research papers were presented during 3 concurrent tracks throughout the conference. The conference also hosted 5 plenary sessions in addition to the inaugural and valedictory sessions. These sessions featured eminent speakers from the industry who spoke

on different sub-themes. The inaugural session was graced by Mr. Yogi Sriram, Advisor to CEO & MD Group Human resources, Larsen & Tubro Ltd. He enlightened the audiences on the future of Human Resources and the role of Artificial Intelligence. The valedictory session of NICOM 2021 was presided by Mr. Vijay Raj Ji GGM (HR), Cuavery Asset, ONGC. He addressed the audience on the initiatives undertaken by ONGC during COVID pandemic and the learnings from the HR point of view. The international conference was graced by prominent speakers from industry and academia for the plenary sessions, including those listed below to name a few:

1. Mr. Feras Al Majed VP-HR, GBM Group, Bahrain
2. Dr. Taran Patel, Associate Professor, Grenoble Ecole de Management, France
3. Dr. Andrea Cardillo, Managing Partner, Italian office, TPC leadership, Italy
4. Dr. Anjan Bhowmick, Executive Director, Org. Devt. Asia, Aus, Nz Markets, RGA, Hong Kong
5. Prof. Dynah A. Basui, Professor Asian Institute of Management, Manila Philippines
6. Dr. Julie Albright, Digital Sociologist, USC, Board Member, Infrastructure Masons, USA
7. Dr. Rupert Beinhauer, Faculty, FH Joanneum, University of Applied Sciences, Austria

These international speakers deliberated on the contemporary themes on HRM.

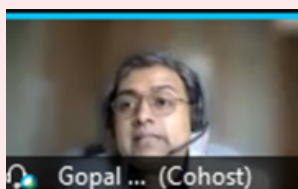


## Sessions by Dignitaries



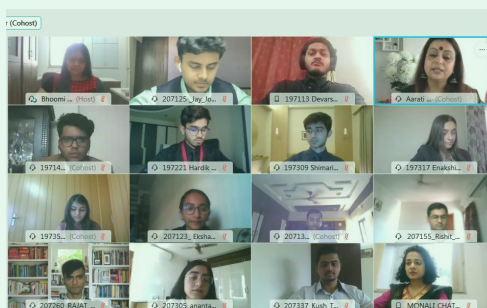
**Mr Prashant Nair**

On January 2, 2021, a guest session on “Beyond the Work View of Analytics onto the Humane Side” was delivered by Mr. Prashant Nair, Geospatial COE Lead, Global, Intelligent Analytics, Nielsen Connect. The lecture was organised by Kaizen Committee. Mr. Nair explained to the students about the efficient use of data and how Big Data can transform the universe altogether. The speaker emphasized on how the presence of huge data is going to make our lives easier. The biggest challenge faced in light of the data revolution is finding people with the required set of skills to transform data into actionable insight, especially in making good, ethical, and humane decisions. Learning analytics is about collecting traces that learners leave behind and using those traces to improve learning. The speaker lastly enlightened on the humane side of desire and aspirations.



**Mr Gopal A Iyer**

On January 16, 2021, a lecture on “Next Generation Careers” organised by the Kaizen committee. The lecture was engaged by Mr. Gopal A Iyer, Associate Director, Talent, EY GDS--Future of workforce. The speaker talked about the evolution of workforce over the decades in our country. The shift from demand-based model to hybrid model and in today’s times sharing model has changed the ways of working of the workforce. The focus has also shifted from hiring to managing outcomes. The Gig economy is growing very fast and by the end of 2021 there are going to be 6.1 million Gig employees in India. The speaker concluded, emphasizing on how the focus on self-branding, networking and leveraging LinkedIn for meaningful engagement and curating valuable content is the new way of making a digital CV.



Ms. Aarti Savur, CEO of Parisar Asha, during the talk

## Akshar- the Expert Lecture Series

Akshar- the expert lecture series was organized on February 20, 2021 by Adityavat, the Co-curricular Committee of the BBA Programme along with the Placement Committee. Ms. Aarti Savur, CEO of Parisar Asha, was the guest speaker. She shed light on Social Entrepreneurship and talked about their life-changing instances. Her words truly inspired the students. A total of 350 participants attended the event and were encouraged to play their part in societal wellbeing and follow their dreams.

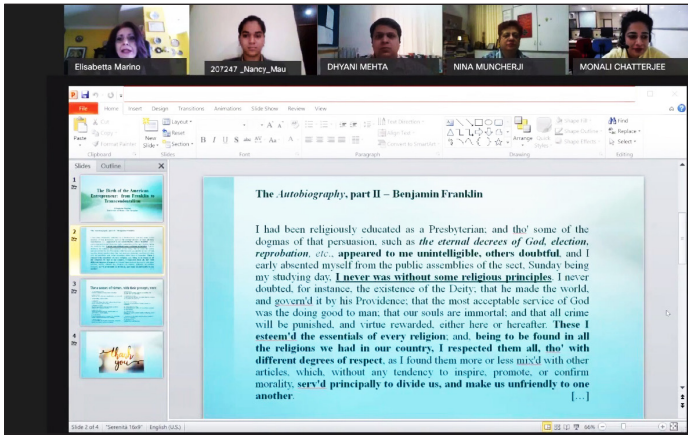
## “International Teaching week”: Sessions by International Dignitaries

As a part of our Silver Jubilee Celebrations we at IM-NU have organized an International Teaching Month (March, 2021), where international experts from different fields/ universities addressed our students, faculty and staff on a variety of topics. The major objective of this initiative was

to create a forum for learning and to gain a multicultural perspective on a topic. This initiative has been received by the IM-NU fraternity with a lot of enthusiasm as it has provided an opportunity to go beyond the borders and dive into the sea of learning.

### “List of International Dignitaries”

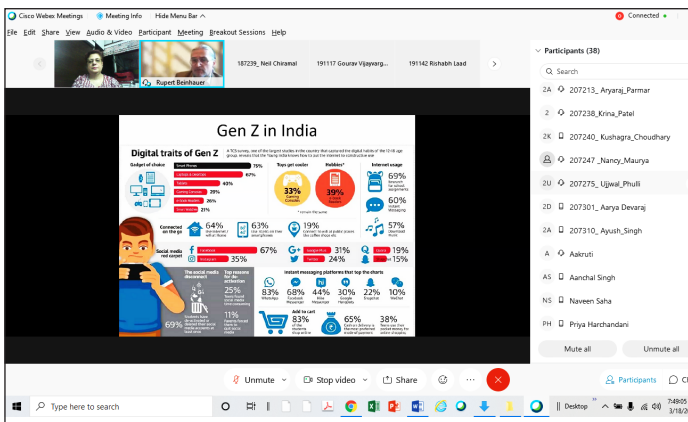
No.	Expert's Name	Affiliation	Topic	Date	Moderator
1.	Prof. Elisabetta Marino	Associate Professor English and American literature at the University of Rome, Tor Vergata	The Birth of the American Entrepreneur from Franklin to Transcendentalism	March 10, 2021	Dr. Monali Chatterjee
2.	Dr. Rupert Beinhauer	F. H. Joanneum University of Applied Sciences, Graz, Austria	Generation Z, Generation Alpha ... How do Companies Cope With The New Workforce	March 18, 2021	Dr. Nina Muncherji
3.	Dr. Bojan Jovanovski	Institute of International Management, F.H. Joanneum University, Graz, Austria.	How to give an impactful presentation – the process	March 24, 2021	Dr. Nina Muncherji
4.	Dr. Rupert Beinhauer	F. H. Joanneum University of Applied Sciences, Graz, Austria	A Modern View on Culture and its Implications on doing Business	March 25, 2021	Dr. Nina Muncherji
5.	Prof. Bashabi Fraser	Director, Scottish Centre of Tagore Studies (ScoTs)	The Relevance of Tagore's Gitanjali for Managers Today	March 27, 2021	Dr. Monali Chatterjee
6.	Dr. Bojan Jovanovski	Institute of International Management, F.H. Joanneum University, Graz, Austria.	Communication in International Teams– the New Normal Approach	March 31, 2021	Dr. Nina Muncherji



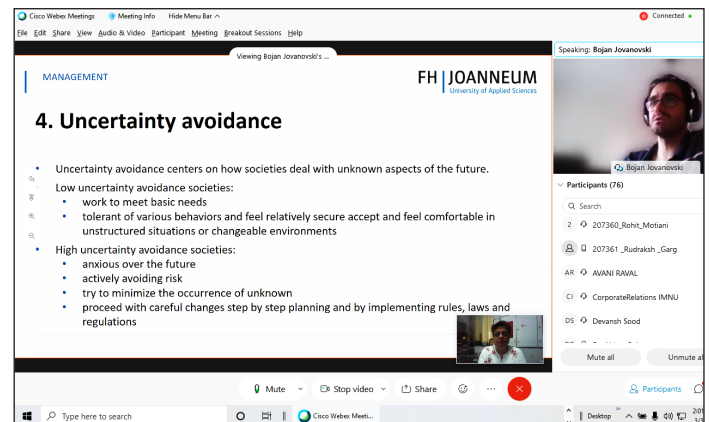
Prof Elisabetta Marino during her session



An interactive session by Prof. Bashabi Fraser



A session by Prof Rupert Beinhauer



A session by Prof. Bojan Jovanovski



## Gender Mainstreaming and Women Empowerment

An Expert Lecture on 'Gender Mainstreaming and Women Empowerment' was organized as the first event under the aegis of the RAINBOW Centre (Realizing the Aspirations, Interests & Brilliance of Young Women) set up at IMNU, co-funded by ERASMUS+ (EU). The event was organized on 8th March, 2021 (Women's Day). The event was conducted virtually and was attended by more than 300 participants (faculty, students, staff, members of the RAINBOW Project)

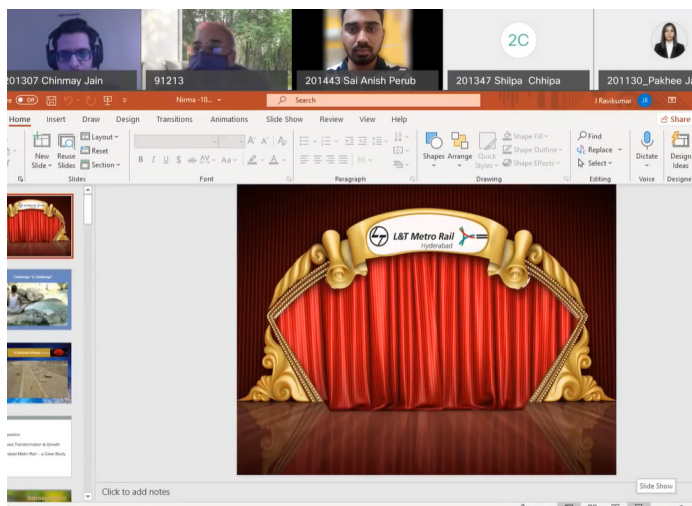
The event was also the Centre's activity as a part of the

Silver Jubilee Celebration of Institute of Management, Nirma University.

### The speakers were:

- Ms. Neha Lal (Sr. General Manager - OPs & HR, GCS Medical College, Hospital & Research Centre & NABH Assessor)
- Ms. Anjali Gulati (Founder & CEO at People Connect & Back to the Front; Alumni IMNU)

## Mr. Jayaraman Ravikumar



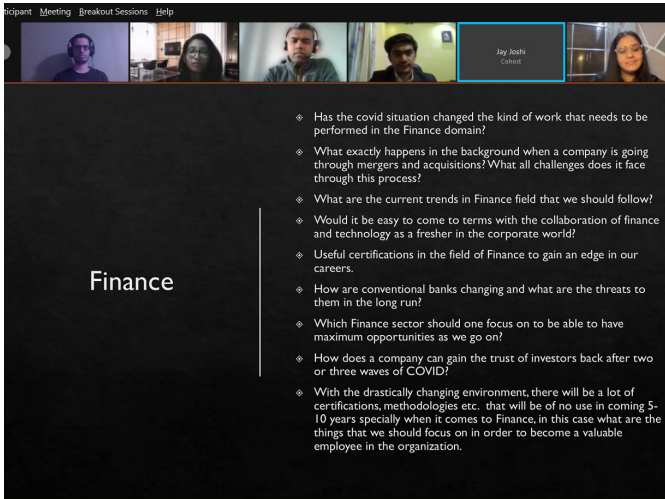
Mr. Jayaraman Ravikumar from L&T Metro Rail (Hyderabad) for the guest session

On April 10, 2021, a lecture on "Challenging the challenges Under Infra Space" organised by the Kaizen Committee. The lecture was engaged by Mr. Jayaraman Ravikumar, CFO, CXO and CRO at L&T Metro Rail (Hyderabad) Ltd. He enlightened on the mantra for being a successful leader, i.e., having a passion, seeking answers, acknowledging others, delegating the tasks, and owing up to responsibilities, and having a never-giving-up attitude. The speaker gave some influential tips on growth like size is Immaterial, always look at the time value of money, speak to your heart, never give up, always focus on positive vibes, think big, avoid Procrastination and be assertive.

He concluded, sharing some snippets from the Hyderabad Metro Project and emphasizing that life is not a cakewalk, one needs to struggle but enjoying the journey will make life enjoyable and worth living.



## Mr Vishal Acharya and Mr. Jay Joshi



Casual Connect with Mr Vishal Acharya and Mr. Jay Joshi

On April 17, 2021, a lecture on “Casual Connect with Mr. Vishal Acharya, Manager- Supply Chain & Network Ops at Deloitte, Canada and Mr. Jay Joshi, AVP at Deutsche Bank” organised by Kaizen Committee. The speakers started with how the Post- COVID Era is going to be revolutionary in the systems within the organization. Supply chain benchmarks will become the new standard in a post- COVID-19 environment. The model of tomorrow necessitates new optimization goals. They also emphasized the major financial trends with evolving customer demands and the innovative technologies like the -blockchain, the internet of things, and digitalization. The speakers concluded by giving some insights on how investing early can be beneficial (Power of compounding). The speakers talked about the various skills in these changing times like always being resilient and innovating according to the times.

## Conclaves

### Utkrishta 2021, the Management Conclave

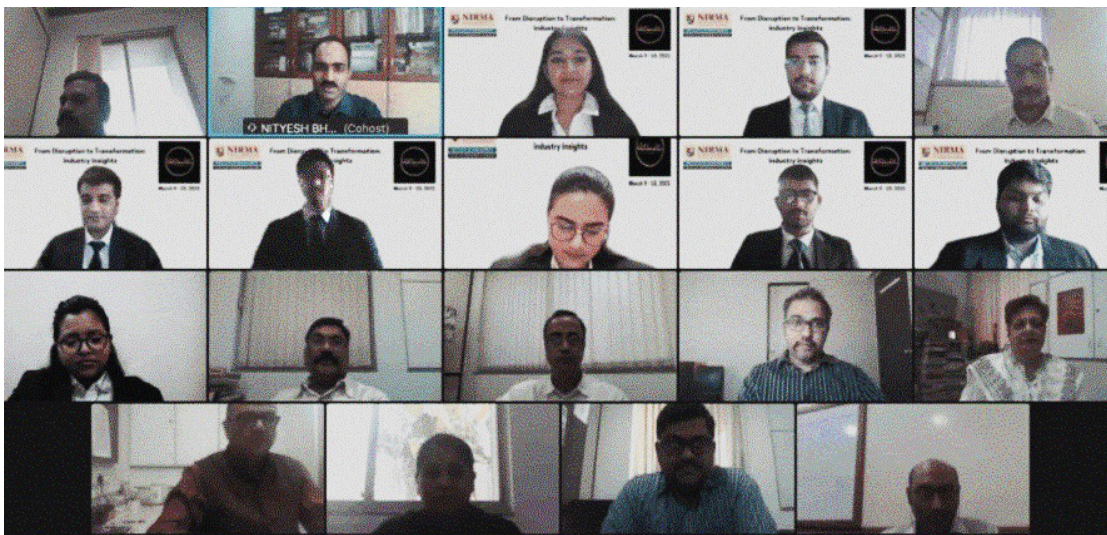
Utkrishta, the Management Conclave an annual and institutionalized event at the Institute of Management, Nirma University. It is an initiative in the direction of enabling the shift. At this forum, structured around a contemporary theme each year, thought and practice leaders representing different organisations and disciplines within management are invited to share their experiences with the management students. The theme for this year’s Utkrishta on March 9 and 10, 2021 focused on the disruption created by the progressive adoption of innovative technology by organisations. Reskilling, upskilling, unlearning, relearning, reorienting from management by subjective information to data driven decision making are just some of the ways organisations experience this disruption and adapt. This experience is transforming the business mind-set and the way organisations manage or facilitate relationships at work – between employees between employees and the

organization and between employees and their work. It is evident that technology is transforming the future of work – and the savviest enterprises are adopting new technology to help adapt quickly in times of adversity.

Without technology, remaining viable and sustaining the business in the global marketplace is unthinkable. Learning insights will emerge for the students, the managers of tomorrow, as invitees share their transformational journey.

Four sub themes have been identified under this umbrella of technological disruption

1. The Future of Work
2. Exploiting Digital Disruption
3. Managing in a VUCA World
4. Surviving in a Dynamic World



A session during Utkrishta 2021

***The speakers for these sessions were:***

### **1. The Future of Work:**

Mr. Hariharan, Director – PwC AIMS, India

Mr. Param Puneet Singh-Senior Principal Management Consulting, Accenture

Ms. Rashmi Mansaramani – CHRO - The Wave Group

Mr. Anubhav Kapoor – Group Vice President Legal and Group CS, Cummins Group

Mr. Titus Arnold – Director, Human Resource, PR & Communications. India Medtronic Pvt. Ltd.

### **2. Exploiting Digital Disruption:**

Mr. Nimesh Danani – Director - Hitachi Vantara

Ms. Namrata Somani – Delivery Centre Head, TCS Gujarat

Mr. Harshit Desai – Design Entrepreneur, Fintech Professional and Digital Disruptor

Mr. Narendra Sharma –Regional Sales Director, AIC Inc.

### **3. Managing in a VUCA World:**

Mr. Amitabh Tapadar – Executive Director - Marketing, Strategies & Business Development – Unidel Group

Mr. Pradeep Talreja – Director of Operations - Apidel Technologies

Mr. Vishal Shastri – Senior Vice President at ICICI Prudential Life Insurance Company Limited

### **4. Surviving in a Dynamic World:**

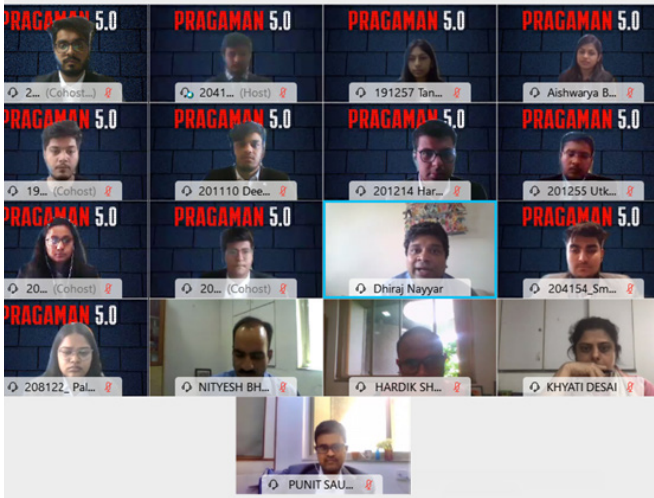
Ms. Sandhya Sharma – Chief Financial Officer – Schindler

Mr. Vijay Rane – VP, HR – infochips

Dr. Akhil Prasad – Director, Country Counsel India & Company Secretary Boeing India

Ms. Priyanka Sharma – Head of Marketing at CIGNEX

## Pragman 4.0 2021, the Entrepreneurship Conclave



The Inaugural session of Pragman 5.0

Pragman 5.0 was conducted on March 20, 2021 by Swayam, the Entrepreneurship Club of IM-NU through online mode. The theme of the Conclave was “Shifting Paradigm of Entrepreneurship”. The event was inaugurated by Mr. Dhiraj Nayyar (Director, E&P, Vedanta Ex OSD ITI AYOOG). He gave some wonderful insights in his inaugural address. Invited delegates, Mr Vinay Nathan (Co-founder & CEO Altizon systems) and Mr Tenzin Thargay, Chief Business Officer, CollegeDekho. Com, provided their entrepreneurial insights on varied perspectives. All the sessions were at the epitome of brilliance as the speakers addressed the audience on multifaceted topics. The audience was enthused by the stories of their life, achievements and experiences that were shared by the speakers.

## Placement Update: Final Placement for 2021

The Institute like all previous years had impressive campus recruitments with over 95 companies visiting virtually for final placements. The sectors which recruited this year include Automobile, BFSI, Consulting, Engineering & Manufacturing, FMCG, IT & ITES and Pharmaceuticals. We have been maintaining a track record of 100% placements.

New companies such as Arcesium, Birla Soft, Tech Mahindra, Creative Jio Labs, VE Commercial Vehicles, Tata Power & Grant Thornton also participated in the campus placements and recruited our students. Pre Placement Offers (PPOs) were given to students by JP Morgan Chase & Co., Plutomen Technologies, Smytten and Shapoorji Pallonji & Co.

The highest salary so far of INR 18.00 LPA has been offered by the Engineering & Manufacturing sector whereas the current average salary is INR 9.25 LPA. With these milestones, Institute of Management, Nirma University continues to strive forward in providing quality management education and has firmly consolidated its position as one of the premier B-schools of the country.

The profiles offered were of Associate – Financial Operations, Analyst, Senior Analyst, Corporate Analyst, Financial Analyst, Credit Analyst, Business Development Analyst, Associate Consultant, Senior Executive, Alliances & Strategy, Sales Manager, KAM Role, Collections, Manager - Customer Service & Brand Development, Sales Manager, Process Manager, Deputy Manager, Assistant Manager – Quality Assurance/ Marketing, Assistant Store Manager, and MT – IRD / RL & SP / Sales.

## Vichar Vinimay

‘Vichar Vinimay’ is a unique forum to exchange research work and ideas among the faculty colleagues and doctoral scholars at the Institute of Management, Nirma University. The faculty colleagues and doctoral scholars assemble once or twice a week to showcase their research work. The research work spans from the ideation stage to the published work. The presentation is followed by thoughtful interactions and suggestions.

Sr. No	Expert's Name	Affiliation	Topic	Date	Moderator
1	Prof. Elisabetta Marino	Associate Professor English and American literature at the University of Rome, Tor Vergata	The Birth of the American Entrepreneur from Franklin to Transcendentalism	March 10, 2021	Dr. Monali Chatterjee
2	Dr. Rupert Beinhauer	. H. Joanneum University of Applied Sciences, Graz, Austria	Generation Z, Generation Alpha ... How do Companies Cope With The New Workforce	March 18, 2021	Dr. Nina Muncherji
3	Dr. Bojan Jovanovski	Institute of International Management, F.H. Joanneum University, Graz, Austria.	How to give an impactful presentation – the process	March 24, 2021	Dr. Nina Muncherji
4	Dr. Rupert Beinhauer	F. H. Joanneum University of Applied Sciences, Graz, Austria	A Modern View on Culture and its Implications on doing Business	March 25, 2021	Dr. Nina Muncherji
5	Prof. Bashabi Fraser	Director, Scottish Centre of Tagore Studies (ScoTs)	The Relevance of Tagore's Gitanjali for Managers Today	March 27, 2021	Dr. Monali Chatterjee
6	Dr. Bojan Jovanovski	Institute of International Management, F.H. Joanneum University, Graz, Austria.	Communication in International Teams– the New Normal Approach	March 31, 2021	Dr. Nina Muncherji

Vichar Vinimay Presentation (January - May 2021) [Continued]

Sr. No	Name of Faculty	Date of Presentation	Topic
7	Prof. Meeta Munshi	March 4, 2021	Activating the Brand Activism Route in Marketing Communications
8	Prof. Khyati Shah	March 18, 2021	A Critique on the New Personal Tax Regime
9	Prof. Sunita Guru	March 18, 2021	Data Mining Applications to predict students' success in completion of MBA program
10	Prof. Mahesh K.C.	March 25, 2021	A Copula Based Statistical Model for Symbolic Data
11	Prof. Chetan A. Jhaveri	April 1, 2021	Integrated Supply Chain Inventory Model Considering Two-Level Trade Credit Financing Under Price-Sensitive and Time Dependent Demand
12	Prof. Tripurasundari Joshi	April 8, 2021	The moderating role of sales employee customer orientation on the drivers of brand affect in the Indian smartphone category
13	Prof. Abhay Raja	April 15, 2021	Sustainable Business Practices and Stock Performance: A Study of BSE Greenex and its Constituents
14	Prof. Rajwinder Kaur	April 29, 2021	Emotional intelligence and Individual performance: moderating role of transformational leadership and trust in management: role in current e-work environment

## Human Resource Development

### Expert Lectures Delivered by Faculty

Prof. Monali Chatterjee conducted an online lecture entitled "The Projection of Gender Disparities in Indian Cinema" on May 8, 2021 for SLT MA students, at the High Institute of Languages of Tunis (ISLT), University of Carthage, Tunisia and attended by participants from several countries.

### Papers Published in International Journals

**Chatterjee, Monali.** (2021) "Contextualizing Socio-Cultural Dynamics in Tagore's Novel, The Wreck" in International Journal on Multicultural Literature. (Abstracted and Indexed by Literary Reference Centre Plus EBSCO host, USA) Vol. 11, No. 1 Jan. 2021, ISSN 231-6248.

**Kautish, P. and Sharma, Rajesh.** (2021), "Study on relationships among terminal and instrumental values, environmental consciousness and behavioral intentions for green products", Journal of Indian Business Research, Vol. 13, No. 1, pp. 1-29, June 2021, ISSN 1755-4195 (print), ISSN 1755-4209 (online). The journal is ABDC 'C', ESCI and Scopus Indexed, Emerald Publishing Ltd.

**Kautish, P., Paul, J. and Sharma, R.** (2021), "The effect of assortment and fulfillment on shopping assistance and efficiency: an e-tail servicescape perspective", Journal of Retailing and Consumer Services, Vol. 59, Article No. 102393, ISSN 0969-6989 (print), ISSN 1873-1384 (online), WoS, ABDC 'A' and Scopus, Elsevier Limited.

**Kautish, P., Khare, A. and Sharma, R.** (2021), "Influence of Values, Brand Consciousness and Behavioral Intentions in Predicting Luxury Fashion Consumption", Journal of Product & Brand Management, Vol. 30, No. 4, pp. 513-531, ISSN 1061-0421 (print), ISSN 2054-1643 (online), WoS, ABDC 'A' and Scopus, Emerald Group Publishing Limited.

**Kautish, P., Sharma, R. and Khare, A.** (2021), "Multi-Item scale development for online consumption emotion construct and psychometric evaluation for relationship marketing", Journal of Relationship Marketing, Vol. 20, No. 2, pp. 91-134, ISSN 1533-2667 (print), ISSN 1533-2675

(online), WoS, ABDC 'B' and Scopus, Taylor & Francis.

**Khare, A. and Kautish, P.** (2021), "Cosmopolitanism, Self-identity, Online Communities, and Green Apparel Perception", Marketing Intelligence & Planning, Vol. 39, No. 1, pp. 91-108, ISSN 0263-4503 (print), ISSN 1758-8049 (online), WoS, ABDC 'A' and Scopus, Emerald Group Publishing Limited.

**Sharma, R., Sinha, A. and Kautish, P.** (2021), "Does renewable energy consumption reduce ecological footprint? Evidence from eight developing countries of Asia", Journal of Cleaner Production, Vol. 285, Article No. 124867, ISSN 0959-6526 (print), ISSN 1879-1786 (online), WoS, ABDC 'A' and Scopus, Elsevier Limited.

**Sharma, R., Sinha, A. and Kautish, P.** (2021), "Do economic endeavors complement sustainability goals in the emerging economies of South and Southeast Asia?", Management of Environmental Quality: An International Journal, Vol. 32, No. 3, pp. 524-542, ISSN 1477-7835 (print & online), WoS, ABDC 'C' and Scopus, Emerald Group Publishing Limited.

**Sharma, R., Kautish, P. and Kumar, D.S.** (2021), "s", Global Business Review, Vol. 22, No. 1, pp. 169-183, ISSN 0972-1509 (print), ISSN 0973-0664 (online), WoS, ABDC 'C' and Scopus, Sage Publishing.

**Sharma, S.K., Chadha, S. and Kautish, P.** (2021), "A theoretical framework of socially responsible supply chain for future research: from a literature study perspective", International Journal of Procurement Management, Vol. 14, No. 1, pp. 30-61, ISSN 1753-8432 (print), ISSN 1753-8440 (online), WoS and Scopus, Inderscience Enterprises.

**Sharma, R., Sinha, A. and Kautish, P.** (2021), "Does financial development reinforce environmental footprints? Evidence from emerging Asian countries", Environmental Science and Pollution Research, Vol. 28, No. 8, pp. 9067-9083, ISSN 0944-1344 (print), ISSN 1614-7499 (online), WoS and Scopus, Springer-Verlag.

### Book Chapters Published

**Chatterjee, Monali.** (2021) “Arthur Miller’s All My Sons as a Pivotal Text Modern American Drama” in Essays on American Literature: Signposts and Landmarks. Ed. M. Jaidka et al. Chandigarh: New Era Book Agency, Pp. 167-172. ISBN 978-81-290-0240-2.

**Chatterjee, Monali.** (2021) “Communal Ostracism in Mahashweta Devi’s “Bayen” in Re-imagine Folk: Life and Literature. Ed. Shalini Rana, Shweta Awasthi and Preeti Oza. 2021 New Delhi: Authorpress Pp. 112-119, ISBN 978-93-90588-97-8.

**Chatterjee, Monali.** (2021) “Planetary Crises and Uncanny Fortuities in Amitav Ghosh’s Gun Island.” in Amitav Ghosh: A Writer with a Difference. Edited by I.

Nityanandan. New Delhi: Creative Books Pp. 225-249, ISBN 978-81-8043-162-3.

**Chatterjee, Monali, P. K. Chugan and Anuja Sharma.** (2021) “Alternative Strategies for Contemporary Marketing for Entrepreneurs.” Revitalization of Business Strategy in Emerging Economies. Ed. N. Panchal Pp. 182-193, New Delhi: Excel India Publishers, [ISBN:- 978-81-952843-1-3]

**Unny, R.B. and Lal, B.** (2020), “Blockchain in Supply Chain Management: A Review of the Capability Maturity Model”, in Sharma, S.K., Dwivedi, Y.K., Metri, B. and Rana, N.P. (Eds.), Re-Imagining Diffusion and Adoption of Information Technology and Systems: A Continuing Conversation, Springer International Publishing, Cham, pp. 149–158



### Book Published

**Shome, Samik and Saurabh, Punit** (2021) Unlocking Management Research: A Road Map to Future Business. Ahmedabad: Boomerang Publishing. ISBN: 978-81-949561-0-5.



### Presented in International Conference

No.	Name of the Faculty Member	Paper title	Name of the Conference	Venue of presentation	Publisher and place of Publication
1.	Samik Shome	The Role of In-Game Advertising in Shaping Attitudes	International Conference on Changing Business Paradigm	Management Development Institute, Murshidabad	March 19-21, 2021
2.	Samik Shome	Role of Tele-medicine & Health Applications in the Covid Scenario	Post COVID Management Strategies: Recovery, Resilience and Adaptation	IIM, Bodh Gaya	April 23-24, 2021
3.	Monali Chatterjee	Alternative Strategies for Contemporary Marketing for Entrepreneurs	6 <sup>th</sup> InterNational Youth Symposium (iNYS).	B.K. School of Professional and Management Studies, Gujarat University, Ahmedabad	January 29-30, 2021
4.	Monali Chatterjee	The Challenges of Online Education during Covid 19	Post COVID Management Strategies: Recovery, Resilience and Adaptation	IIM, Bodh Gaya	April 23-24, 2021

### Newly Joined Faculty



**Prof. Aditya Sharma**

**Area:** Finance

**Education:** Ph.D. BITS Pilani, Pilani

**Experience:** Teaching (3.5 Years) and Industry (2 Years)

Dr. Aditya Sharma has combined industry and teaching experience of over 5 years in the field of Finance. He also has MDP teaching experience delivering lectures to middle and senior level managers on topics like Corporate Finance, Real Estate Finance and Security Analysis. He is a PhD from BITS Pilani in the area of Behavioral Finance and has also done MBA from BITS Pilani. He has completed MSc. (Hons.) Chemistry and MSc. (Tech.) Finance in Graduation program from BITS Pilani. His research interests are behavioral finance, market volatility and corporate finance.



**Prof. Mumukshu Trivedi**

**Area:** Mathematics

**Education:** : PhD, School of Technology, PDPU

**Experience:** Teaching (8 years), Research (6 years)

Over a period of eight years, he has acquired teaching experience at undergraduate and graduate levels viz. B.Tech, BSc, MSc, BA/BBA and MA at various institutes of repute namely, Pandit Deendayal Petroleum University (PDPU), Institute of Advanced Research, CEPT University Ahmedabad and ITM Universe Vadodara. Moreover, he has designed and delivered special courses at various levels in many universities/institutes. He was awarded PhD in Mathematics from Department of Mathematics, School of Technology, PDPU. His field of research broadly comprises of Fluid Mechanics, Heat and Mass transfer, nanofluid flow, Magnetohydrodynamics. As a part of his research work, he has published research articles in journals of repute and presented papers in conferences at national and international platforms. He did MSc in Pure Mathematics and BSc (Honours) from Department of Mathematics, Faculty of Science, Maharaja Sayajirao University of Baroda. He received two gold medals in M.Sc. Convocation in 2013. Along with this, he has received four awards and two scholarships at BSc and MSc levels.



**Prof. Pratham Parekh**

**Education:** Ph.D. from Central University of Gujarat

**Experience:** Industry (7 Years)

Dr. Pratham Parekh has completed Ph.D. in his education from Centre for Studies in Society and Development, School of Social Sciences, Central University of Gujarat. He has to his credit 11 research papers published in various international and national journals. He has authored 2 scholarly acclaimed books titled “Epistemes of Death” and “Infrastructure Growth & Human Development in Gujarat”. His interdisciplinary research interests range across sociological aspects related to information technology, Data Analytics & Visualizations, Human Resources Management, Labor Laws, Social Policy, Gender & Women Studies, Mythology, Medical & Health Sociology and Development Studies.



**Prof. Rafia Khan**

**Area:** Medieval Indian History of 12<sup>th</sup> - 15<sup>th</sup> century, Liberal Arts, Social Sciences

**Experience:** Industry - 5 years, Teaching and academic Consultation - 3 years

Prof. Rafia Khan has completed her graduation in History from Lady Shri Ram College, New Delhi. She has completed her post-graduation and Ph.D. from Jawaharlal Nehru University, New Delhi. She qualified NET - JRF in 2017. She has worked as an academic consultant with ABHAS, New Delhi and Bodh Shiksha Samiti, Rajasthan as a senior social sciences fellow. She has also worked as a PGT - History for a year and at an ed-tech corporate as a subject expert for a brief period.

## Augmented Creativity

When we consider an augmented human, images of cyborgs come to mind or maybe some kind of neural interface that gives you instant knowledge. We're not quite there yet. But the reality is, you are already augmented by technology in pretty magnificent ways. It's just that we've become accustomed to it through gradual change. The smartphone has been the biggest human enhancer in a long history of technology dating back to primitive tools chipped from rocks. But it's now such an integral aspect of our lives that we take it for granted. For writers, consider the middle ages before data processing software. Frightening? Now we're stressed once we can't "word process" from any device in any location via the cloud. The extent of augmentation will increase in wondrous ways for content creators. This is something to embrace, not fear -- because it's happening whether we like it or not. The only downside is that the change goes to start out coming at a furious pace. So rather than taking it without any consideration, we'd experience overwhelm and even downright fear of advancing technology.

Let's turn back to AI, as this is often the bundle of exponential technologies that the majority threatens to make humans obsolete. For years the media has focused on AI taking as many as 50 percent of all jobs this decade. Now with the pandemic and the acceleration of investment in automation, AI, and robotics, some lost jobs may never come back. Artificial intelligence has both a branding and PR problem. Science fiction has AI and robots becoming sentient, taking over, and destroying us one way or another. But that's not what we're handling any time soon, if ever. While it's true that today's machines can perform many tasks that only humans could do previously, that doesn't mean that the machines have true intelligence or grand plans for world domination.

Our machines do what we build them to do. Just like factories, and the printing press, and the textile machinery that they are destroyed out of fear and anger.

Advancing humanity has been replacing skilled workers for centuries, but it's not like the machines are the ones trying to steal your job. Humans create technology that displaces other humans, then those people do other uniquely human things that machines can't. Technological revolutions have always eliminated certain professions, while creating more new jobs overall. It is often thought: that's what is going to happen this decade also. By 2022, the planet Economic Forum predicts that automation will displace 75 million jobs worldwide while creating 133 million new ones. This was pre-pandemic, so it remains to be seen how these numbers shake out. The question is, what is going to the standard of those jobs be, and which roles are going to be eliminated? Stanford professor Andrew Ng offers this rule of thumb for determining which sorts of work are going to be better handled by automation: "If a typical person can do a mental task with but one second of thought, we will probably automate it using AI either now or within the near future."

Does that sound like writing or content creation to you? Not if you're doing it well. Actually, albeit you're doing it badly it takes more thought and life experience than that. A good poet will still remain in demand.

For example, Amazon is one of the more algorithmically driven companies on the planet, with an unrivalled ecommerce platform. Yet the corporate employs about 700 people in its communications department. Beyond the increasingly sophisticated AI that drives the Amazon platform, and therefore the robots that employment within the warehouses, Amazon must communicate with humans to ultimately succeed. Customers, but also investors, regulators, politicians, and therefore the general public.

No matter how many words GPT-3 can string together, it lacks the uniquely human skills that are necessary to communicate effectively. It's not just about words and coherent paragraphs -- it's the right words for the right people at the right time.

And that's the heart of content marketing. It's the "soft skills" that only humans have, and will continue to only have for the foreseeable future. These include creativity, strategy, empathy, imagination and communication.

These are the traits of a top-tier professional writer. But the same skills power any kind of content creation, and are certainly the ingredients for an entrepreneur with a "thought leader" approach (aka content marketing).

But we're all going to have to adapt. Kumar Krishnamurthy, an IT strategist at **PricewaterhouseCoopers**, uses a basketball analogy:

In 1979, the three-point line was introduced to the sport. From then on, some equivalent players on the court had to vary their strategy so as to shoot from longer distances

more accurately. The players had to learn new skill sets in order to operate within the new rules of the game. Fast forward to today, the three-point pointer has become a critical component of the game.

"And that's the thing [about AI]—it's not getting to reduce the amount of individuals that employment," Krishnamurthy says. "It's getting to require people to retool their skill set."



Sakshi Soni  
Student, BBA-MBA Integrated Programme,  
Batch (2020-2025)

## Inception of ISRO

On April 4, 1984, An Indian floated in space, miles above the planet, for the first time in history, and explained the encounter to another Indian... on earth. Squadron leader Rakesh Sharma was in conversation with then Prime Minister Indira Gandhi, the first and only Indian to have travelled to space. Squadron Chief Sharma sat inside the Soviet space station Salyut 7 while Mrs. Gandhi was in the Doordarshan studio in New Delhi. India's ambitions for space have acquired the defining symbol. An Indian had managed to break away from gravity's grip and had reached where few people had previously reached. The question arises how did India pull it off? Let's read about it.

Even dreaming about launching an ambitious space programme back then was an audacious notion. India was far from being able to afford it in the 1950's. And still, due to a few affable protagonists (Homi J. Bhabha, Dr. Vikram Sarabhai and others), their vision and their willingness to reposition heaven and earth for it, we have literally embarked on our own space journey, and this is where it all gets exciting. In an interview with Space historian A. Siddiqui, when the interviewer asked Vikram Sarabhai regarding his foresightedness, he responded to the most common argument that India is poor and hence it does not need a space programme. His answer was India is

poor and therefore needs a space programme to harness space technologies potential for India's development. In 1960, NASA announced international collaboration for exploring space. Many countries raised their hand for this venture, India too was one of them. Vikram Sarabhai went to NASA in 1960 with two proposals i.e. to help India building a rocket launching station and tracking station to communicate with satellites. India had a geographical advantage i.e. the magnetic equator passed through India (southern tip) which help scientists to measure cosmic rays easier. In May 1962, NASA agreed to proposal i.e. to provide rockets and train the Indian Scientists in exchange that India will assemble equipment's and a perfect launch site. Now, all India needed was a perfect place for launch site. Vikram Sarabhai and Homi J. Bhabha began the search and they selected the sleepy town in south India Thumba a small fishing hamlet near Thiruvananthapuram or Trivandrum in Kerala, as an ideal place for rocket launch. Meanwhile, department of atomic energy created a committee i.e. Indian National Committee for Space Research (INCOSPR) in 1962 with Vikram Sarabhai as the Chairman. In other words, a space program has formally begun in India.

During 1963, as a part of the contract, three Indian scientists arrived at Washington for this by March and

joined other Indian scientists. HGS Murthy, former aeronautics engineer from the Hindustan Aeronautics Limited, D Easwardas from the Department of Atomic Energy. The third? A shy, young graduate from the Madras Institute of Technology and the son of a boatman from southern Tamil Nadu. APJ Abdul Kalam has enters in the story. Kalam had by then also worked in the Aeronautical Development Establishment in Bangalore where he built a trial hovercraft. The scene is set for the first rocket launch by India. After their training at NASA, Indian space scientists have returned. The missiles and their payloads will be ready for assembly shortly. The fishing hamlet-turned-rocket launching station, Thumba, is also gearing up to kickstart the space aspirations of India.

India launching its first sounding rocket was only a small step. India did not have the money to buy equipment's. However, it has developed the launch pad which fascinated other nations. Vikram Sarabhai got the United Nations to sponsor an international rocket launching facility in Thumba. But as would fate have it, bad news kept on knocking the door. Pandit Jawaharlal Nehru, India's first Prime Minister, passed away on May 27, 1964. And 18 months after that, Homi J. Bhabha died in a plane crash on January 24, 1966. Of the three men who played a crucial role in setting up India's space programme, two have died. Vikram Sarabhai and his team of young but passionate space scientists are now solely responsible for bringing India to space.

All these incidents made a solid foundation in India Space Program and it led to formation of Indian Space Research Organization (ISRO) on the auspicious

occasion of Independence Day i.e. 15 August, 1969. Vikram Sarabhai became the first chairman of ISRO and all the operational work of building and launching rockets, satellites and satellite launching vehicles came under the organization. After leading the organization for two years, the sudden demise of Vikram Sarabhai shocked the nation. Satish Dhawan became the chairman of ISRO and shifted the headquarter from Thumba to Bangalore. A little more than three years later, Dhawan was able to see his first success as India's first satellite entered space. But certain incidents postponed the launching date and on 19 April 1975, It was a bright shiny day at the Kapustin Yar Cosmodrome near Volgograd in Russia, ISRO built India's first satellite, Aryabhata, was launched by the Soviet Union. Around 30 scientists from India including Satish Dhawan and Surendra Pal had travelled to Russia for the launch. Matching their excitement in equal measure, ISRO scientists in India were huddled at the ground stations in Bangalore and Sriharikota. At the appointed time, the Intercosmos rocket carrying Aryabhata had taken off towards the skies. Eyes and heartbeats followed it closely as it shot up with incredible speed. The Aryabhata laid the foundation for all the satellites that India would build henceforth.

Technologies



Brishank Tripathi  
Student, MBA Programme,  
Batch (2020-2022)



## Students' Interview



**Anvi Vasavada**  
**Student, BBA-MBA Integrated Programme,**  
**Batch (2019-2024)**

Like the year 2020, even 2021 has posed various challenges and opportunities for the students accessing online education amidst the COVID 19. Some of them have voiced their opinions.

This pandemic is surely not a productivity contest but we all put in extra efforts into our careers. It's to the online education that students like me could not only learn new hobbies but also go back to old ones, finish courses, and intern at great places. A tip I'd like to give all those who are still figuring out; go slow, never stop, and always be grateful. Lastly, I'm nothing but grateful that you have reached here.

### Describe your experience of studying online during COVID 19 pandemic?

**Shashwat:** My experience with the online program was positive. Online classes are the advanced and integrated way of learning with technology in academics. It is effective as it is efficient. The familiarity in virtual learning develops a level of comfort with remote workplace structure, which is the future of all businesses. All session within a course contains theoretical as well as practical knowledge. While the faculty delivers in-depth knowledge on the subject, the videos and the presentations guide the real-life practices and their implementation. Learning virtually is the transcendence of academics in the modern world. I am happy to be a part of it.

### How did the changes in the mode of study positively affect your overall development?

**Shashwat:** Being a part of an online course program has helped me to develop a wide ray of skills like enhanced typing, expertise in using MS office-tools giving virtual presentation and working in a remote team structure for a project. The scope of learning in online mode has removed the boundaries of typical classroom structure. You can attend your regular classes, work on different live projects and still have some time left for yourself.



## A Rescue Initiative

This pandemic has taught me resilience and how to convert challenges into opportunities. During the first wave of COVID-19 in July 2020, I came across a lot of news regarding Plasma Donation and shortage of it. Gradually, I became a part of "Plasma Donate Karona" campaign organized with Indian Red Cross Society and Chhatra Sansad. My team and I used to collect data of patients who recovered from COVID from various hospitals and contacted each patient urging them to donate Plasma. We were supported by various business houses including Kaushik Outdoors, Hunger's Choice and institutes like Institute of Chartered Accountants of India. It was possible to save over 180 lives with this initiative. During the second wave of COVID-19, Rathin Bhatt (pursuing his MBA, Symbiosis University), Bruneel Pandya (pursuing her BBA Hons., PDEU University) and Mr. Chiranjiv Patel (MD of PC Snehal Group), **some doctors and I created several** WhatsApp groups to help maximum people who

required support relating to COVID-19. This included spreading information about oxygen cylinders, hospitals beds, tiffin services, ambulance services I also helped with procurement of verified sources of plasma, blood, injections and essential medicines to over 1700 people by May 28, 2021. I was also awarded by the Ahmedabad Branch of WIRC of ICAI and Certificate of Commitment from Book of World Records, London and promoted as the President for Chhatra Sansad, Ahmedabad. I hope to continue my constant service to our society.



**Jay Joshi**  
Student, BBA-MBA  
Integrated Programme,  
Batch (2020-2025)

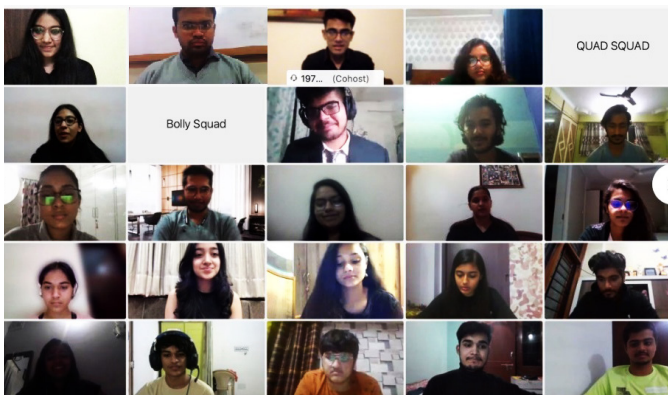


## Students' Activities

### Student Activities

#### Musical Charades

Team Ritayan held a night of Musical Charades held on January 16, 2021. As many as 18 teams and 72 participants were present for the event. This event consisted of four rounds plus a surprise round at the end. The rounds included guessing the unknown tunes of both Hindi and English music, deciphering songs from emojis, identifying the artist.



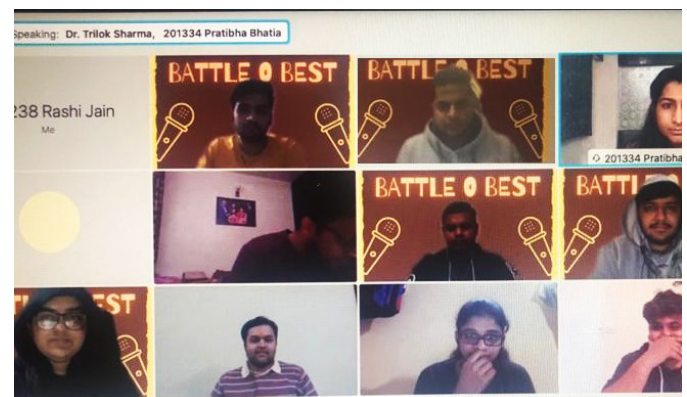
Participants in Musical Charades event

#### Event by Xquisit - Quiz Club

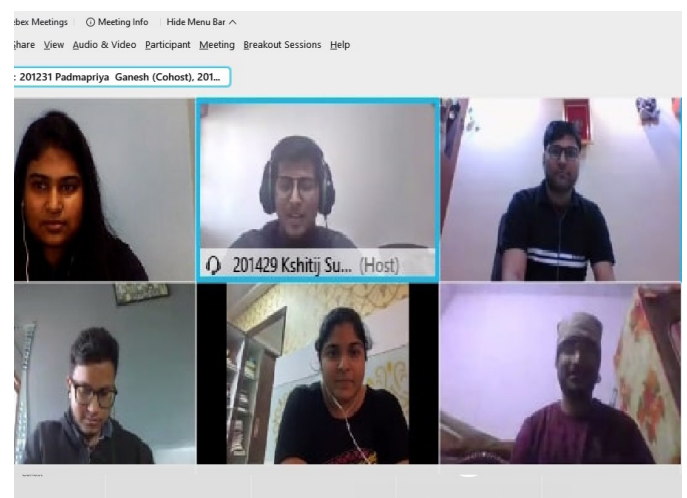
Atulya India was a quizzing event organized on the theme of India's culture, history, eminent personalities, locations, monuments etc. It was organized on February 21, 2021. Two rounds were conducted: the first round was an elimination round conducted on Google forms and the second round was the final round after which the winning team, 1<sup>st</sup> runner-up and 2<sup>nd</sup> runner-up were chosen. There were a total of 64 participants.

#### Battle-O-Best

Battle-O-Best was a magnificent event organized by Karwaan—the Public Speaking Club of IMNU on January 19, 2021. It was an inter club/committee event. The event focused on story making but with several modifications. The event observed participation from as many as 85 participants.

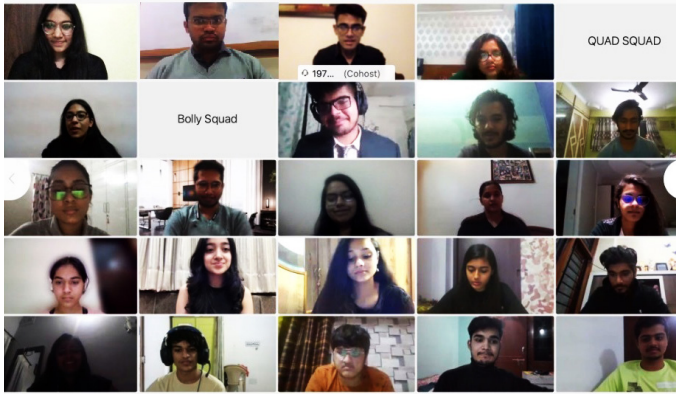


The Battle-O-Best event in progress



Atulya, a quizzing event in progress

### Pratikrosh



Participants in Musical Charades event

Pratikrosh was organized on February 13, 2021 by Optimus, the Operations Club of IM-NU. It consisted of two rounds. The first round was a strategic and sequential case-solving round, and second, a bidding round in which the finalists had to bid for the items necessary in the given situation. This event contributed in sharpening the skills of negotiation, teamwork, and strategic decision making. There were 102 participants in the event.

### Perspective Richter-10

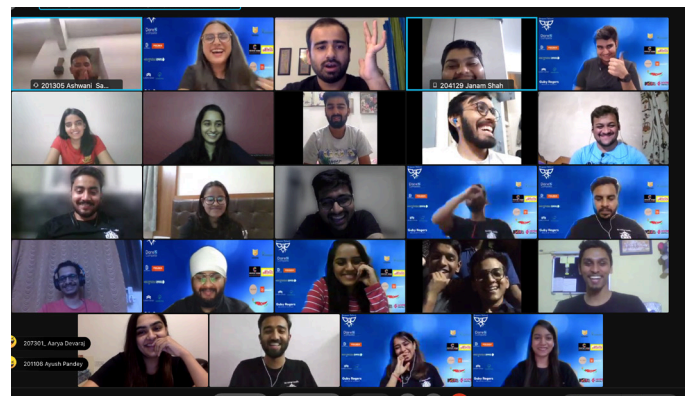
Perspective Richter-10 is the annual management and cultural festival of Institute of Management, Nirma University. This year the fest took place on the virtual platform where speakers and celebrities from different forays were invited. There were more than 350 participants in the fest. The major events of PR 10 are Nirmatatva, Mark-e-nova, Stock mania, Startup in 1 million and many more. Apart from this the events under the Cultural wing were: PR Starstruck ft. Mr. Sukhbir Singh, Mr. Subhii Joshi, Mr. Vaishali Takkar, Mr. Faridoon Shahryar and Mr. Parth Upadhyay, Laughter Riot ft. Pratyush Chaubey and Gaurav Kapoor, KISSA Ek baar ka ft. Mr. Manhar Seth and Mr. Badal Sharma, The Mind's Gambit featuring Ms. Suhani Shah. This year the organisers also paired up with Sunburn, Asia's biggest music festival and they hosted Sunburn Campus virtually under Perspective Richter-10.

### Exposure 2.0



Spinshot editing workshop ongoing

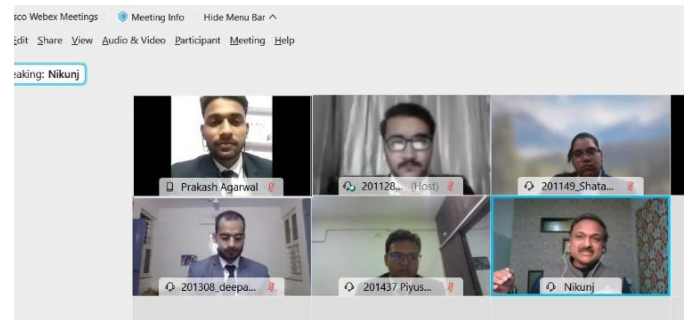
To provide the students with knowledge regarding the basics of photo-editing using Lightroom and Snapseed giving real-time experience and difference in images using presets, Spinshot, the Photography Club, organized Exposure 2.0, the Editing Workshop. As many as 40 participants attended the workshop on February 19, 2021.



Participants enjoying the segment, Laughter Riot during Perspective Richter 10

### Power to Change

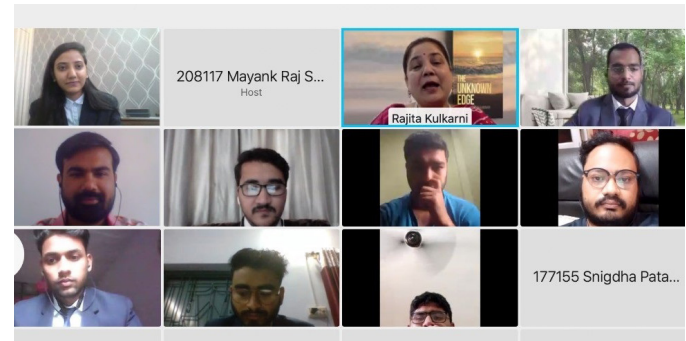
Sumantra, the Literary Club of IM-NU organized the event as part of the Knowledge room series on March 2, 2021. There were in total 57 participants in the event. The speaker of the session was Mr. Kartik Shah, who is a life coach, Human potential trainer and International Art of Living faculty. His talk on valuable insights on “Power to Change”, was followed by questions and answers. The session ended with a vote of thanks to the speaker and the audience.



Power to Change event in progress

### How to Create Versatile Personality in the Professional Life

Sumantra, the Literary Club of IM-NU organized this event as part of Knowledge room series on March 14, 2021. There were 97 participants in the event. The speaker of the session was Ms. Rajita Kulkarni Bagga, who is the President of Sri Sri University, President of World Forum for Ethics in Business, Trustee of Sri Sri Ravishankar Vidya Mandir Trust that runs over 100 educational institutions, member of FICCI Higher Educational National Task Force and a mentor of Change for Atal Innovation Mission of Niti Ayog, Government of India. The session concluded by giving a vote of thanks to the speaker and audience.

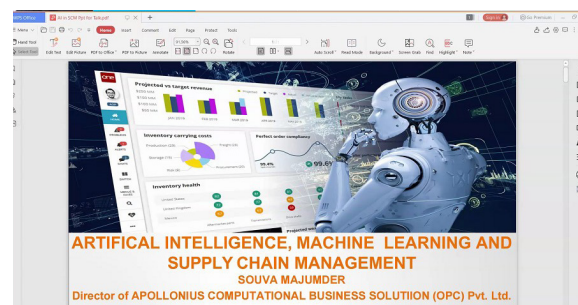


How to Create Versatile Personality in the Professional Life event ongoing

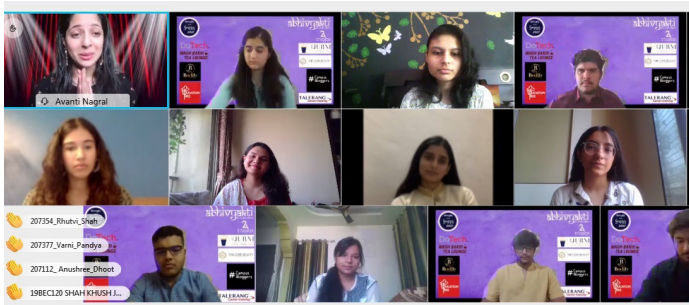
### Expert Lecture on Applications of Artificial Intelligence in Supply Chain

As part of the Silver Jubilee Celebrations, an expert lecture was organized by Operations Management and Quantitative Technique Area in association with the Optimus Club on March 4, 2021. Total number of participants for the event was 65. Mr. Souva Majumder, Director of Apollonius Computational Business Solutions Pvt. Ltd. was the speaker for the session and he shared his views on ‘Applications of Artificial Intelligence in Supply Chain’.

An Expert Lecture on 'Applications of Artificial Intelligence in Supply Chain' ongoing



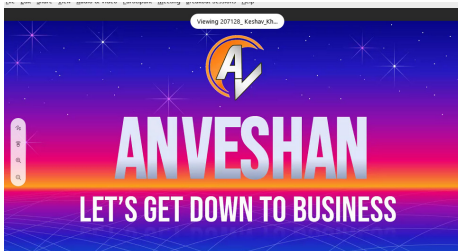
## Genesis 2021



Genesis 2021 was an enthralling event organized on April 8-9, 2021. It is a flagship event of the students of the BBA Programme. It was a two-day event, starting with the melodies of Ms. Avanti Nagral. Ms. Shveta Raina motivated the audience by narrating her success stories. Genesis 2021

was a fully packed with mystery, creativity and talent. The fest witnessed a participation of more than 1400 students from various different colleges pan-India such as Christ University, Symbiosis International, Jai Hind College, and PDPU to name a few, engaging their skill sets in the diverse line of events. Whether it be grooving to the beats or using the knowledge, acumen, and quick-wittedness in areas like business and economics, there was a tough competition in all. The exemplary events that were included in the fest were Beat the Beat, Cosmopawliton, Vyapar, Drama Marketing, Sociopoly, and many others. With this, the fest turned out to be a major success and was concluded with the announcement of the winners of various events.

## Anveshan



AadityaVat club of Integrated BBA –MBA Programme organized ‘Anveshan’ Quiz as a part of GENESIS 2021 on April 8, 2021. Anveshan was a three-round quizzing event and was hosted for all the business enthusiasts. It provided students with a platform to showcase their knowledge of business. As many as 70 participants attended the event. All the teams gave their best and were quick to answer the questions in the prescribed time. It was an entertaining and informative event.

## Vyapaar



AadityaVat club of Integrated BBA –MBA Programme also organized ‘Vyapaar - the ultimate trade off’ event. This University level event was organized on April 8, 2021 for all the enthusiast students and had three rounds. The event was a mix of entertainment, required forming strategies and taking risks. The event was also a part of GENESIS 2021. There were as many as 55 participants and all of them did bidding enthusiastically and had an experience of auction.

## Seven Sins



“Seven Sins” was an initiative taken by Thespians, the BBA Drama Club in which seven deadly sins were explained through a story of a politician and his family. This was conveyed through a series of seven episodes of short online skits. It is a zero-expense web series that was scripted, directed and edited by the Club Members. Students acted and recorded their part at their residence. The series was promoted and shared through the Instagram handle of the Thespians through posters, trailers and stories. With episodes being released at regular interval, each sin was explained with a story. The first episode was launched on May 14, 2021 and the others were gradually shared at regular intervals till June 2021.

## Alumni Corner

### Pratidhwani 2021

Kaizen, the Alumni Relations Committee of the Institute of Management Nirma University organized Pratidhwani 2021 the Alumni Conclave on the February 20, 2021. The theme for this year was “Embracing Uncertainty”. This year, the conclave was conducted virtually on WebEx platform and around 220 students attended the conclave. Our esteemed Alumni speakers gave their insights on ways to embrace the uncertain days and pave the path towards the ocean of opportunities. Nine speakers from five different domains (Banking and Finance, Marketing and Sales, Human Resource, Entrepreneurship, Information, and Technology) participated.

The first speaker of HR domain was Ms. Akansha Gandotra, Strategic and Communications Lead at Udaan.com. She spoke about how the uncertainty came as a blessing in disguise, especially in the HR industry. The second speaker was Mr. Yash Rathi, COE Learning and Organizational Development Specialist at Ford India Pvt. Ltd. He addressed all the students with a lot of enthusiasm and gave tips for managing teams during these uncertain times.

Mr. Varun Sinha, Assistant Vice President at Ziploan.in was the first speaker for the marketing panel. He emphasized the basics of lending and communication strategies. The second speaker was Mr. Omkar Joshi, Chief Creative

Officer at Garage worldwide and Head of Digital, Famous innovations. He focused on the challenges faced in the advertising industry and enlightened the students with the latest marketing tools.

Mr. Saurabh Kasat, CFO of Dairy Classic Ice- Creams Pvt. Ltd was the speaker for the Banking and Finance Panel. Mr. Kasat Focused on cash flow management during these uncertain times. The second speaker was Mr. Vaibhav Kathju, Co-Founder of Sheroes Money. He focused on how taking new initiatives can have a huge significance for the organizations.

Mr. Aashil Modi, Managing Director at Dimensions 360 was the first speaker for the Entrepreneurship panel. He focused on measures to tackle these uncertain times. The second speaker was Mr. Jitendra Chandraprakash Lakhwani, Co-Founder and CEO at Mantra2 success Consultants. He gave insights on how one can adapt even during difficult times by optimizing costs, embracing technology, training, and focusing on the key areas.

Our last speaker for the conclave in the IT panel was Ms. Divya Shah, Incident and IT problem manager at BNP, Paribas Personal Finance, England, UK. She shared her own life experiences, and various examples on how the IT sector has become so much significant in these times.



## Library Events

Sr. No	Event	Date of the Event
1.	Virtual Book Display on the occasion of Republic Day of India – Making of Independent India	January 25-29, 2021
2.	“Aapnu Amdavad:” Online Quiz Competition for Faculty, staff and student of IM-NU. The winner was awarded an e-movie ticket.	February 25, 2021
3.	Virtual Display of books related to Ahmedabad	February 26, 2021
4.	Virtual Display of books related to women leading in every field, story inspiring woman etc. on International Women's day	March 8, 2021



Invitation Sparsh, the Newsletter of the Institute of Management-Nirma University, offers a free and open forum to all those who are associated with IM-NU in some capacity or another or are interested in knowing about the current happenings and pursuits of IM-NU. The Editorial Team of Sparsh invites its readers to share their opinions, achievements or experiences that might bring a significant difference to the lives of its readers. We also welcome suggestions, comments, criticisms and queries to make Sparsh a wonderful reading experience. We take this opportunity to thank all those who have sent in their valuable suggestions so far, some of which have been extremely useful in improving the quality of this issue. Please write to:

The Editor: Sparsh- the Newsletter of IM-NU, Institute of Management, Nirma University,

Post Chandlodia, Gota, Ahmedabad 382 481 Ph: 7971652650 Fax: (079) 7439916

E-mail: [monali.chatterjee@nirmauni.ac.in](mailto:monali.chatterjee@nirmauni.ac.in)

## The Forthcoming Events

No.	Event	Date of the Event
1.	Inauguration and Orientation of MBA, Batch 2021-2023	July 8, 2021
2.	Fresher's Party for the MBA Programme	July 31, 2021
3.	Talent Night for the MBA Programme	August 14, 2021
4.	Management Conclave	September 17-18, 2021

## Vichar Vinimay

Sr. No	Name of Faculty	Name of DPM Student	Date of Presentation
1	Prof. Pratham Parekh		July 8, 2021
2	Prof. Mumukshu Trivedi		July 15, 2021
3	Prof. Rafia Khan	Aanchal Singh	July 17, 2021
4	Prof. Aditya Sharma		July 22, 2021
5	Prof. Azharuddin Shaikh		July 29, 2021
6	Prof. Tejaskumar Modi	Anuja Ajayprakash Gupta	July 31, 2021
7	Prof. Tirthank Shah		August 5, 2021
8	Prof. Avani Raval	Karan Nilesh Radia	August 7, 2021
9	Prof. Mayank Bhatia		August 17, 2021
10	Prof. Himanshu Chauhan	Renuka Kumawat	August 21, 2021
11.	Prof. Bhavesh Kumar Patel		August 26, 2021
12.	Prof. Krishna Kanabar		September 2, 2021
13	Prof. Vishal Goel	Shachi Jatin Desai	September 4, 2021
14	Prof. Poonam Chhaniwal		September 9, 2021
15	Prof. Bhoomi Mehta		September 16, 2021
16	Prof. Punit Saurabh	Supriya Singh	September 18, 2021
17	Prof. Sandip Trada		September 23, 2021
18	Prof. Praneti Shah		September 30, 2021
19	Prof. Shrestha Dabral	Harshita Vyas	October 7, 2021
20	Prof. Tejas Shah		October 14, 2021
21	Prof. Diljeetkaur Makhija	Priya Harchandani	October 16, 2021
22	Prof. Bhajanlal		October 21, 2021
23	Prof. Dhyan Mehta		October 28, 2021
24	Prof. Ritesh Kumar Patel	Dimple Bhojwani	October 30, 2021
25	Prof. Balakrishnan Unny		November 11, 2021
26	Prof. Monali Chatterjee		November 18, 2021
27	Prof. Nirmal Soni	Heemanshi Shahi	November 20, 2021



Sr. No	Name of Faculty	Name of DPM Student	Date of Presentation
28	Prof. Nikunj Kumar Patel		November 25, 2021
29	Prof. Shahir Bhatt		December 2, 2021
30	Prof. Amola Bhatt	Naveen Saha	December 4, 2021
31	Prof. Meeta Munshi		December 9, 2021
32	Prof. Mahesh K C		December 16, 2021
33	Prof. Khyati Desai	Neha Naresh Devchandani	December 18, 2021
34	Prof. Khyati Shah		December 23, 2021
35	Prof. Sunita Guru		December 30, 2021
36	Prof. Chetan Jhaveri		January 1, 2022
37	Prof. Tripurasundari Joshi		January 13, 2022
38	Prof. Pradeep Kautish		January 15, 2022
39	Prof. Shashank Thanki		January 20, 2022
40	Prof. Hardik Shah		January 27, 2022
41	Prof. Samik Shome		January 29, 2022
42	Prof. Sanjay Jain		February 3, 2022
43	Prof. Parag Rijwani		February 5, 2022
44	Prof. Jayesh Aagja		February 10, 2022
45	Prof. Sapna Parashar		February 17, 2022
46	Prof. Prabhat Kumar Yadav		February 19, 2022
47	Prof. Nina Muncherji		February 24, 2022
48	Prof. Ashwini Kumar Awasthi		March 3, 2022
49	Prof. Nityesh Bhatt		March 5, 2022
50	Prof. Rajesh Kumar Jain		March 10, 2022
51	Prof. M. Mallikarjun		March 17, 2022
52	Prof. Hrudanand Misra		March 24, 2022



Institute of Management, Nirma University

Sarkhej-Gandhinagar Highway, Post: Chandlodia, Via: Gota,  
Ahmedabad - 382 481. Gujarat, India.

Phone: 079-30642000/100/200/300/400 • Fax: 02717 - 241916

<http://www.nirmauni.ac.in/imnu>