

From the Editor's Desk

Dear Readers,

We are pleased to compile and share with you all this second edition of Sparshe Magazine of Institute of Management, Nirma University, despite the challenges of COVID-19. It was cheering to see the enthusiasm of our students and faculty members to make sure that the various events could be conducted with immense passion. This turns out to be more essential to mention as this all happened amid the questions raised about the effectiveness of online learning.

In the unprecedented times also the institute secured prominent ranking from various bodies like education world, BT-MDRA, India Today, etc. further 30th convocation was held in hybrid mode on December 17, 2021, Chief Guest Mr. Shrikant Madhav Vaidya, Chairman, Indian Oil Corporation Limited congratulated the graduating class of 2021.

Further, Various events were conducted as a part of Silver Jubilee celebrations of the institute, which includes Utkrishta, the management conclave of Institute of Management, Nirma University was held on September 17 & 18, 2021, on the theme 'Bounce Back India: Embedding Growth and Resilience'. Other Major events include ANVESH 2021 and the inauguration of The RAINBOW Centre (Realizing Aspirations, Interests, and Brilliance of Young Women) was inaugurated on Dec 10, 2021.

The issue also mentions details about various CEO lecture series and corporate Lecture series conducted for students to educate and make them aware of the changing environment of the business world. The issue will also take you through all the major events organized by the students' clubs and committees, and, the awards and achievements of students.

In the dedicated section to faculty achievements, you come across details about the recent publications and conferences attended by faculty members proceeded with the forthcoming events.

I hope you enjoy every stop on the magazine pages

Happy Reading

Dr. Rajwinder Kaur

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The Forthcoming Events

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Rankings

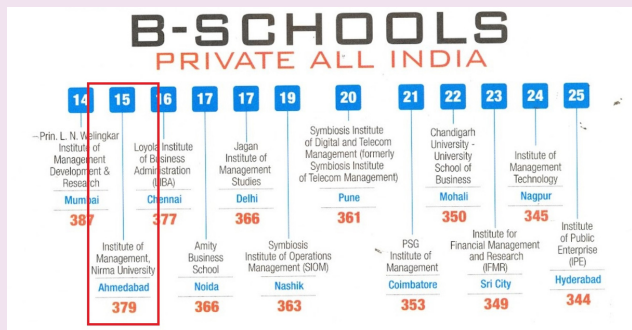
1. Ranked 17th Best private B-school published in "Education world" June 2021.
2. Ranked 37th Best B-School by a survey conducted by BT-MDRA and published in the Business Today, November 14, 2021.
3. Ranked 28th Best B-School pan India and 15th among Top Private B-School in India in the November 14, 2021 issue of The Week.
4. Ranked as 20th Best private B-School by India Today, Vol. 46, November 15, 2021.
5. Ranked 6th Best private B-school in the top leading private B-school of supreme B-School category by CSR-GHRDC B-school survey and published in the Competition Success Review, November 2021 issue.

Ready Reckoner of Top B-Schools Top Private B-Schools								
S.No.	Name of the B-School	Occupancy in Hostel - On Campus*	Programme offered by Institute*	Availability of Ph.D./ Fellow Programme in Management*	% of Core Faculty with Ph.D.*	Mode of Entrance*	Cost of Education (Tuition + Other Fees) (Rs. in Lakhs for 2 Years)*	Accreditation (National International)
1	T. A. Pai Management Institute (TAPMI), Manipal, Karnataka	Yes	PGDMM PGDMM-BKFS PGDMM-FIRM PGDMM-Marketing	Yes	74	CAT / XAT / GMAT	1740000	AACSB AMBA NBA
2	Institute of Management Technology, Ghazabad, Uttar Pradesh	Yes	PGDMM	Yes	89	CAT / XAT / GMAT	1550000	AACSB SAQS NBA
3	Xavier Institute of Management, XIM University, Bhubaneswar, Odisha	Yes	MBA	Yes	100	CAT / GMAT / XGMI / XAT	2010000	SAQS NBA
4	Symbiosis Centre for Management and Human Resource Development, Pune, Maharashtra	Yes	MBA	Yes	86	SNAP	1908725	AACSB NBA
5	Goa Institute of Management, Sattari, Goa	Yes	PGDMM	Yes	86	CAT / CMAT / XAT / GMAT	1721000	SAQS NBA
6	Institute of Management, Nirma University, Ahmedabad, Gujarat	Yes	MBA	Yes	78	CAT	1965000	SAQS NBA

Ranking of CSR-GHRDC

Overall Ranking-2021 INDIA'S BEST B-SCHOOLS							THE LIST (18-60 / 305)		
2021	2020	INSTITUTE	STATE	ZONE	GOVT	PVT			
18	18	Indian Institute of Management Tiruchirappalli	Tamil Nadu	South		G			
19	20	Great Lakes Institute of Management, Chennai	Tamil Nadu	South		P			
20	22	Indian Institute of Management Udaipur	Rajasthan	North		G			
21	24	Xavier Institute of Management, XIM University, Bhubaneswar	Odisha	East		P			
21	21	T. A. Pai Management Institute, Manipal	Karnataka	South		P			
23	DNP	Jammalal Bajaj Institute of Management Studies, Mumbai	Maharashtra	West		G			
24	23	Vinod Gupta School of Management, IIT Kharagpur	West Bengal	East		G			
25	DNP	ICFAI Business School, Hyderabad	Telangana	South		P			
26	26	Goa Institute of Management, Sanquelim	Goa	West		P			
27	27	Indian Institute of Management Kashipur	Uttarakhand	North		G			
28	30	Indian Institute of Management Nagpur	Maharashtra	West		G			
29	28	K J Somaiya Institute of Management, Mumbai	Maharashtra	West		P			
30	DNP	Jagdish Sheeth School of Management, Bengaluru	Karnataka	South		P			
31	29	Institute of Rural Management, Anand	Gujarat	West		P			
32	31	SVKM's Narsee Monjee Institute of Management Studies, Bengaluru	Karnataka	South		P			
33	DNP	Department of Industrial and Management Engineering, IIT Kanpur	Uttar Pradesh	North		G			
34	32	Indian Institute of Management Amritsar	Punjab	North		G			
35	34	Birla Institute of Management Technology, Greater Noida	Uttar Pradesh	North		P			
36	35	Lal Bahadur Shastri Institute of Management, New Delhi	Delhi	North		P			
37	36	Institute of Management, Nirma University, Ahmedabad	Gujarat	West		P			

IMNU- Ranking by Business Today



IMNU- Ranking by The Week

Rank	2018	2019	2020	2021	Institute	Leadership (governance quality) (20)	Faculty welfare & development (20)	Compliance of faculty (30)	Student intake / selection process (20)	Curriculum & pedagogy (20)	Industry interface (40)	Research (40)	Infrastructure and facilities (40)	Placement (50)	Internationalism (20)	Life / soft skills (20)	Value for money (20)	TOTAL SCORE (3400)
						144	167	254	158	153	316	270	345	417	133	156	140	2653
32	14	15	16	16	FORE School of Management, Delhi	165	160	254	155	147	318	265	357	412	134	150	136	2653
NR	NR	NR	NR	16	Great Lakes Institute of Management, Chennai	167	162	252	158	151	305	265	351	402	137	155	147	2652
37	16	19	17	17	Lal Bahadur Shastri Institute of Management, Delhi	151	165	250	155	153	319	265	361	414	130	154	135	2652
34	15	16	17	17	Institute of Management (Nirma University), Ahmedabad	151	165	250	155	153	319	265	361	414	130	154	135	2652

Ranking of Education World

30th Annual Convocation of Nirma University

Nirma University held its 30th Annual Convocation Ceremony on December 17, 2021 in hybrid mode where 2,383 students from various institutes of the University received their degrees. Students from Institutes of Technology, Management, Law, Pharmacy, Science, Architecture and Planning, Commerce and Design received their graduation, postgraduation and PhD degrees.

Chief Guest Mr Shrikant Madhav Vaidya, Chairman, Indian Oil Corporation Limited, New Delhi, congratulated the graduating class of 2021. Quoting Nelson Mandela 'Education is the most powerful weapon you can use to change the world', he says, "The degrees that are worth today will empower you to realise the dreams you and your family have seen it before the years'.

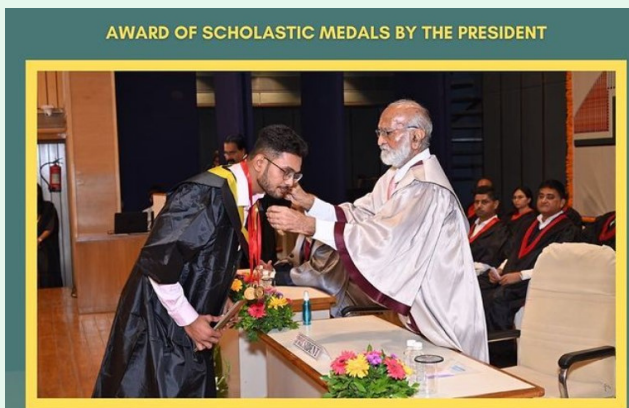
Mr Vaidya was elated to know that more than 800 women students were graduating today and was even heartening of the 53 medal winners over 50 percent were women. He further added, 'Let me remind you are carrying the aspirations of the entire nation on your shoulders, you are among the brightest of the 260 million Indian youth and if India was reaped the demographic dividend you must lead the way.' He adds, 'Most businesses and organisations are successful because their purpose extends far from profits and rate of investments.

Among the graduating students, 1548 were male students and 787 were female students. Of the 48 PhD students, 29 were male students and 19 were female students. The University also presented 60 medals to 53 students for their exemplary performance in academics. Out of these 25 were male students and 28 female students.

Ms Madhushree one of the PhD scholars graduating this year completed her PhD on the topic, 'Video Summarisation: A comprehensive study of unsupervised techniques and applications'. The thesis was supported by Visvesvaraya PhD Scheme, Ministry of Electronics and Information Technology, Govt of India, with a funding worth 35+ lakh rupees towards scholarship and hardware grant.

The president of Nirma University, Dr Karsanbhai K Patel congratulated the students and wished them success in their future endeavours. He asked them to become more responsible and help the community members to cope with the adverse impact of the COVID-19 pandemic. Concluding his speech, he says, 'Core values are deeply engraved principles that guide a company's actions. Your personal values and ethics should be sacrosanct and non-negotiable either for convenience or for short term economic gain.'

This year Nirma University conferred degrees to 48 PhD, 758 postgraduate and 1,577 graduate students.



SILVER JUBILEE CELEBRATION - 2021

The Institute of Management, Nirma University celebrated its twenty-fifth foundation day on September 24, 2021. The Institute marked the Silver Jubilee Celebration in a hybrid mode which had the potential to reach around 1600 students connected through various platforms. The event began with the CEO Lecture series followed by Alumni Meet and Cultural performances by students of the Institute.

Mr. Suresh Narayanan, Chairman & Managing Director, Nestle India Limited, addressed the event by congratulating the institute for achieving 25 years of excellence. He also stressed the significance of social and digital skills and recommended continual effort and learning. He went on to give insights on sales and operations while underlying the key principles such as clarity, competence, credibility, courage, concentration, creativity, constraints, compassion, contentment, and the importance of constant learning.



Coffee table book launch at Silver Jubilee of IMNU



Mr Suresh Narayan



Mr Suresh Narayan at Silver Jubilee celebration

The Management Conclave Utkrishta 2021

Utkrishta, the management conclave of Institute of Management, Nirma University was held on September 17 & 18, 2021 by five prominent clubs of IMNU namely: Clique- the IT and Analytics Club, Imprintz -The HR Club, Optimus - The Operations Club, Niche - The Marketing Club and Finesse - The Finance Club of IMNU. The theme for Utkrishta 2021 was 'Bounce Back India: Embedding Growth and Resilience'. The event had about 650-680 people enjoying and interacting.



Utkrishta Management Conclave

Anvesh - 17th Doctoral Research Conference

ANVESH is an annual doctoral conference for scholars in business management research, organised by the Institute of Management, Nirma University, India. The theme for the 17th doctoral conference 2021 was "Resilience, Reinvention and Reengagement: Towards the Next Normal " focused on the way towards shaping the economies of the future and it was held virtually on December 17-18, 2021. Prof. Rishiksha T. Krishnan, Director of Indian Institute of Management and Dr. Anup Singh, Director General, Nirma University inaugurated the 17th Doctoral Research Anvesh Conference.

This year, a pre-conference workshop was also organised on a day before the conference, i.e., December 16, 2021. The workshop involved a lecture on, 'Advancing Frontiers of Research through Cases', by Dr. M.R. Dixit, Ex-Professor, Indian Institute of Management, Ahmedabad (IIM-A). The two days of the conference involved eminent speakers from across the globe speaking on diverse topics ranging from 'Building a research agenda for social research. Moreover, ANVESH collaborated with the South Asian Journal of Business Studies, a Scopus, Web of Science and ABDC indexed journal published by Emerald Publication. The conference received an overwhelming response with a total of 109 abstracts with over 67 full papers from across the country.



Anvesh 2021

Inauguration and Induction of MBA, MBA (HRM) & Integrated MBA 2021-23 Batch

On July 8, 2021, the new session at the Institute of Management, Nirma University kicked off with a lot of enthusiastic students and motivating faculty for this year's batch of MBA aspirants. The students of Batch of 2021-23 of MBA, MBA (HRM) & IMBA Programme, attended this inaugural session. The welcome address was delivered by the honourable Dr Subir Verma, Director, Institute of Management, Nirma University. He welcomed the new batch with a lot of optimism and encouragement.

Furthermore, Dr Verma spoke on how the students can prepare for the upcoming years to move ahead in their careers. He wisely quoted to the students, "Apart from knowing the context of the business, you should also be well-versed with the enablers of business." Dr Verma expressed immense pleasure in welcoming the new batch and wished them a productive and fulfilling two years with the Institute.

The Chief Guest for the Inaugural Ceremony, Mr Amit Malik, CEO & Managing Director, Aviva Life Insurance Company India Ltd., then addressed the batch. He shared his own journey and the start of his exceptional corporate career with the students, guiding them in this turning point of their careers. He spoke on how to deal with different challenges in terms of jobs, internships, and goals. "Treat it as a marathon, not a sprint", he commented, on building a successful career. Mr Malik encouraged students to focus on enhancing their skills, such as understanding the business context, having a clear vision, but building adaptability, embracing the digital, getting comfortable with the metrics, and last but not the least, soft skills.



Mr. Amit Malik, CEO & MD of Aviva Life Insurance Company Ltd during the inauguration

In addition to this, he also gave some great advice to students on coping with the pressure. "Having fun and taking a break is important, normalise failure and do not be afraid to make mistakes, be nice to yourself and respect your mental and physical health, and, lastly, make friends, invest in relationships and uplift others", and with these amazing pearls of wisdom, Mr Malik concluded his speech. The session was presided over by the esteemed Dr Anup K Singh, Director-General, Nirma University. In his address, he welcomed the new batch and gave them valuable advice on how to tackle the next two years of the MBA program, and leave an illustrious legacy for future students. The vote of thanks was presented by Prof. Balakrishnan Unny, Program Chairperson, Institute of Management, Nirma University.

Orientation Inauguration and Induction of BBA-MBA Batch 2021-2026

Instead of the regular inaugural session, this year at Nirma University, the students had their induction online. Instead of going out in the bright sun, everyone turned to the bright screens and talked about the students' bright future. The BBA-MBA batch of 2021-26 inaugural session kicked off with a welcome address by Dr. Subir Verma, Director, Institute of Management, Nirma University. With his warm words, he welcomed the students of batch 21-26 of the BBA-MBA Integrated Program. He virtually welcomed the new students filled with zest and eagerness to study.

Chief Guest for the session was Dr Anup. K Singh, Director General, Nirma University. He addressed the students with an energetic speech. He advised the students to perceive this year as an opportunity to learn and develop ourselves as much as we can for ours is a dynamic world, as it has been proven once again.

After the break, the day was concluded with a session on 'Know Your Institute' was conducted by Dr Hrudanand Mishra, Prof Amola Bhatt, Prof Dhyani Mehta and Mr. Biju Thomas make the students familiar with the program.

With this, the authorities wished the students luck in their future endeavors in Institute.

EDP inaugural function

The inaugural (online) of the EDP, 2021-22 batch, was held on September 05, 2021 online. The EDP programs are offered this year in the Operations and Marketing area in online mode. Dr. Subir Verma, Director-IMNU, delivered the welcome speech to the batch. Mr. Ajay Bhatt, President, Global Human Resources, Intas Pharmaceuticals Ltd., the chief guest for the function delivered the inaugural address.

Orientation Inauguration and Induction of MBA (FB&E) Programme Batch 2021-23

The session concluded with a vote of thanks by Prof. Tejas Shah, Programme Chairperson, MBA - FB&E

The inaugural ceremony for MBA - FB&E Programme, Batch of 2021-23 took place virtually. Dr. Hrudanand Mishra, Additional Director, Institute of Management, Nirma University delivered the welcome address.

Mr. Akshat Khare, Co-founder & MD of Nessa Illumination Technologies, graced the occasion with his presence as the chief guest.



Mr Akshat Khare, Co-founder & MD, Nessa Tech during MBA FB&E Inaugural Session,

Mr. Khare shared the importance of networking and how it would help them increase their net worth. He passionately shared his entrepreneurial journey with the new batch of young and talented students and also busted the myths and misconceptions surrounding entrepreneurship. He also stressed upon the importance of education and work-life balance in this new aged era. The students were enlightened by his words.

Dr. Anup Singh, Director General, Nirma University shared his thoughts on adding value to existing business and also pursuing entrepreneurship. He motivated the students to make most use of the facilities offered by the Institute.

Final Placement Update: - Batch of 2020-22 of the MBA & Integrated BBA - MBA 2017-22

The placement season for 2022 saw an unprecedented rush of recruiters vying for the best of talent from the campus. The Institute witnessed 100% placements this year too. With 102 companies participating in the campus placement process.

The highest package of INR 26 LPA was offered by Morgan Stanley to four candidates. It rose remarkably compared to the highest package of INR 18 LPA which was offered last year. This was followed by INR 23 LPA offered to eight students by an IT/ITES firm thus breaking previous historical records. The average salary rose to INR 10.50 LPA, an increase of 15% over the previous year. The median salary also rose from INR 9 LPA to INR 10 LPA this year.

The regular profiles offered were Analyst, Senior Associate Consultant, Product Manager, Relationship Manager, Corporate Analyst, Sales Manager, Marketing Analyst, MT, etc., New profiles included APAC Transition Manager, Cloud Consultant, Analyst - Core Research Services, HRBP, Knowledge Management Associate HR & OD, Quality Consultant, Technology Analyst, HR C&B, Future Leader - Marketing, Talent growth Analyst, Group IT UX Analyst, Global View - Lead Consultant, Performance Management, Associate Lead - HR, TPD, etc.

The campus placement drive witnessed offers from prominent companies, from the sectors like Consulting, Automobile, IT&ITES, social media, BFSI, FMCG, Market Research, Manufacturing, Construction & Real Estate, Healthcare, E-commerce, Analytics, Micro Finance, Power, Consume Durables, KPO, Logistics, petroleum/oil/energy Telecom, and etc. More than 45 new companies participated in the campus hiring process, shows confidence of companies in our student's resource.

CEO Lecture Series & Institute Lecture Series

Mr. Siddharth Anand

Kaizen committee organized a webinar as a part of Corporate Lecture Series on July 23 2021. Vice President of Saregama India Ltd. - Mr Siddharth Anand was the speaker. He shared his views on OTT platforms and theatre, emphasizing how both have their niche audience. Mr Siddharth also shared how Saregama evolved from producing mainstream content to a niche segment focused on youth and storytelling.

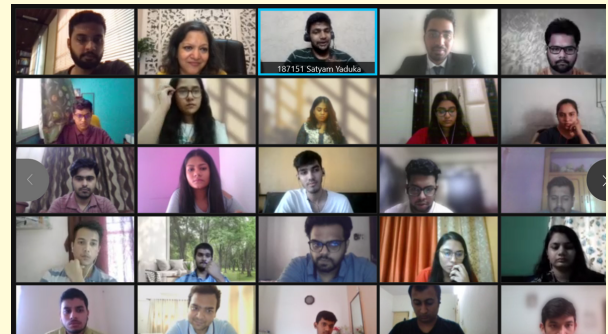


Mr Siddharth Anand- Vice President of Saregama India Ltd.

Ms. Deepali Naair

Kaizen committee organized webinar as a part of Corporate Lecture Series on August 14, 2021.

Ms Deepali Naair , CMO of IBM, India & South Asia – , She shared her views on how marketing has evolved from the past to the present and how marketing in the future will be like.



Session conducted by Ms Deepali Naair

Mr. Srikanth Velamakanni,

As part of the CEO lecture series, Kaizen organized a webinar with Mr. Srikanth Velamakanni, co-founder of Fractal Analytics, on September 3, 2021 on the topic “Demystifying AI”. He explained the students on how AI can be used to solve complicated challenges and how firms can scale up utilising AI.



Mr. Srikanth Velamakanni- Co-founder of Fractal Analytics

Mr. Ramanan Ramanathan

Akshar- The Expert Lecture Series” is an initiative by Adityavat -. It had to honour of having the presence of Mr. Ramanan Ramanathan, the Mission Director of the Atal Innovation Mission (AIM) - a flagship national innovation initiative of the Prime Minister and the Government of India under the NITI Aayog.

Around the 350 students participated in the webinar. He explained the need of innovation and creativity in today’s world. Creativity can change simple things into extraordinary, we need a revolution in the business world.

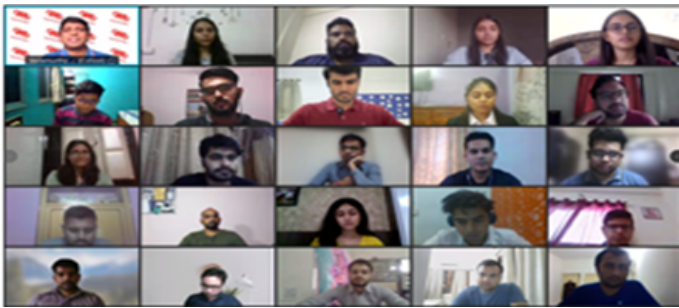


Mr. Ramanan Ramanathan presenting

Corporate Lecture Series

Mr. Vedamurthy Mallikarjunaswamy

As a part of the CEO lecture series, Kaizen organized a webinar on August 26, 2021 which was conducted on the topic "Why Project Management?" by Mr Vedamurthy Mallikarjunaswamy, Project Management Leader at Ingersoll Rand (India) Limited. The webinar focused on topics pertaining to the importance of Project Management with a brief introduction about himself as well as Ingersoll Rand (India) Limited, where his team is managing the low to high complexity Engineered to Order customer-facing 'Air Compressor' projects.



Lecture Series - Mr Vedamurthy Mallikarjunaswamy

Mr. Bharat Patel,

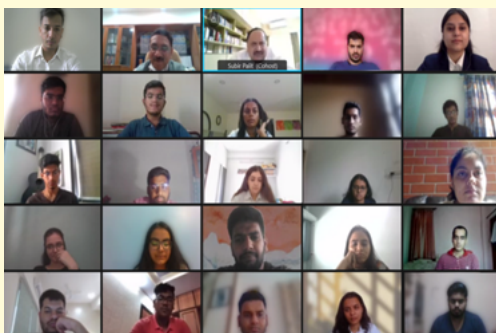
As part of the CEO lecture series, Kaizen organized a webinar on September 9, 2021 with Mr. Bharat Patel, co-founder of Yudiz Solutions, on the topic "Emerging Gaming Applications Touching on AI/ML and Blockchain". He educated the students by explaining how artificial intelligence (AI) will shape the future of enterprises and the necessity to rethink human-machine partnerships.



Mr. Bharat Patel, co- founder of Yudiz Solutions

Mr. Subir Palit

As a part of the Silver Jubilee CEO lecture series, Kaizen organized a webinar on September 21, 2021 was conducted on the topic "Stand out in the Crowd at Work "10" Power Habits That helps in Making Lasting Impressions" by Mr. Subir Palit, Country Head, Greenply Industries Limited. He focused on the application of power habits by connecting them with industry examples and how these habits have transformed people to become successful leaders.



Mr. Subir Palit, Country Head, Greenply Industries Limited

Mr. Suresh Narayanan

As a part of the Silver Jubilee CEO lecture series, Kaizen organized a webinar on September 24, 2021 was conducted by Mr. Suresh Narayanan, Chairman & Managing Director, Nestle India Limited. Mr. Suresh Narayanan has expertise in the consumer goods area and has worked under various general management roles.



Mr. Suresh Narayanan, Chairman & Managing Director, Nestle India Limited.

Corporate Lecture Series

Mr. Manoj Kohli

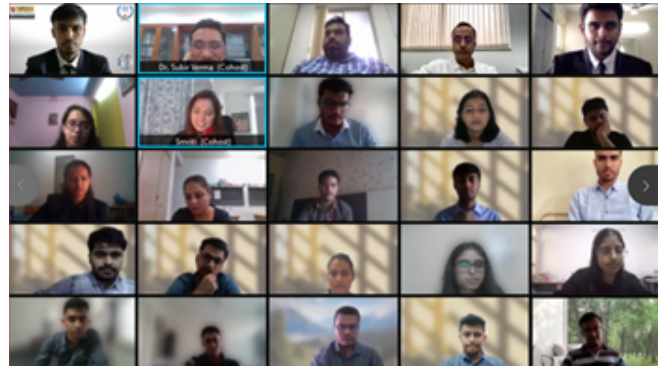
As a part of the Silver Jubilee CEO lecture series, Kaizen organized a webinar on September 22, 2021 was conducted on the topic "Future of Start-Ups in India" by Mr. Manoj Kohli, Country Head, SoftBank India. Mr. Kohli enlightened the students about the exponential growth of different sectors of India like healthcare, pharmaceutical, agriculture, etc. He also emphasized how digitization will help in changing the future of India.



Mr. Manoj Kohli, Country Head, SoftBank India.

Ms. Smriti Handa

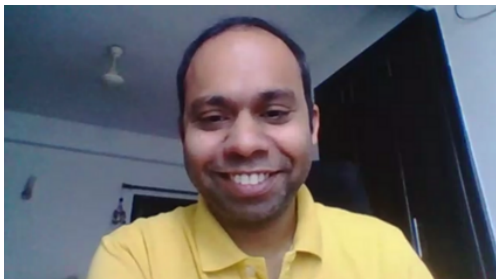
As a part of the CEO lecture series, Kaizen organized a webinar on October 9, 2021 was conducted on the topic "Diversity and Inclusion" by Ms. Smriti Handa, Global Talent Acquisition Director at Reckitt. Ms. Smriti Handa talked about various measures of diversity which included percentage of women employees across levels, hiring percentage of women and also the attrition percentage of women. She concluded the session by answering various questions that were raised by the students related to the discussion.



Focus Group Discussion – Mr Madurr Verma

Mr. Akshat Saxena

As a part of the CEO lecture series, Kaizen organized a webinar on October 9, 2021 which was conducted on the topic "Evolution of FinTech across the globe and how it is changing the SME landscape in India" by Mr. Akshat Saxena, co-founder of ePayLater. Mr. Akshat Saxena spoke about the orientation of the word FinTech and its evolution from FinTech 1.0 in the year 1866 to FinTech 3.5 in the current time. He concluded the session by answering various questions that were raised by the students related to the discussion.



Mr. Akshat Saxena, co-founder of ePayLater

Focus Group Discussion – Mr Madurr Verma

As a part of the CEO lecture series on December 11, 2021 Kaizen organized a Focus Group Discussion was conducted on the topic "The Impact of Supply Chain Management" by Mr. Madurr Verma Head- Supply Chain at UPL- Nurture Farm with more than 20 years of experience in developing cost effective and time effective logistics. Mr Verma talked about the importance of Supply chain management with a deeper perspective



Mr. Madurr Verma Head- Supply Chain at UPL- Nurture Farm

Vichar Vinimay

Sr no.	Name of the Faculty	Topic of Paper Presented	Date of Presentation
1	Prof. Mumukshu Trivedi	MHD Heat and Mass Transfer of Unsteady Nanofluid flow over a Stretching surface with temperature Jump	July 15, 2021
2	Prof. Rafia Khan	The impact of Life Cycle Hypotheses on R&D and Free Cash Flows: An Empirical Examination	July 17, 2021
3	Prof Pratham Parekh	Epistemes of Death and Dying	July 22, 2021
4	Prof. Azharuddin Shaikh	Seller's Replenishment Decision for Items following Quadratic Demand with different Payment Terms	July 29, 2021
5	Prof. Tejaskumar Modi	Impact of M&As on Profitability, Operating Efficiency, and wealth – A study of selected IT companies	July 31, 2021
6	Prof. Tirthank Shah	Role of Information Enabled Decision- Making in Increasing Resilience while Reducing Ripple Effect for the Firms	August 5, 2021
7	Prof. Avani Raval	The effect of salespersons' emotional intelligence on selling behaviors sales performance	August 7, 2021
8	Prof. Mayank Bhatia	Impact of CSR on non-financial performance and the mediating role of trust and reputation--Indian manufacturing employees' perspectives	August 21, 2021
9	Prof. Aditya Sharma	Study of Comovement of NIFTY FIFTY and India VIX: Exploring evidence of Investor Behavior in Indian Capital Markets	August 26, 2021
10	Prof. Krishna Kanabar	A review of patient experience in healthcare	September 2, 2021
11	Prof. Vishal Goel	Does service journey quality influence customer relationship quality and loyalty?	September 4, 2021

Sr no.	Name of the Faculty	Topic of Paper Presented	Date of Presentation
12	Prof. Poonam Chhaniwal	Gender Pay Gap Revisited : An Exploratory Study	September 9, 2021
13	Prof. Bhoomi Mehta	Case--Super PapersPvt Ltd: operating Budgets	September 16, 2021
14	Prof. Tejas shah	Innovative M-Car Rental Service Quality in India	September 23, 2021
15	Prof. Praneti Shah	Green Product Development Designs for sustainability and challenges in its implementation	September 30, 2021
16	Prof. Sandip Trada	Governing Relationships: The Impact of Perceived Fairness on Governance Costs in Distribution Channel	October 14, 2021
17	Prof. Himanshu Chauhan	Personality Traits & its Impact on Online Shoppers	October 21, 2021
18	Prof. Punit Saurabh	Cryptocurrency: User Adoption and Investment Decisions	October 30, 2021
19	Prof. Balakrishnan Unny	Consumer Privacy in Smartphones: A Systematic Literature	November 11, 2021
20	Prof. Nirmal Soni	One Nation One Ration Card: Issues and Challenges in India	November 20, 2021
21	Prof. Nikunj Patel	Integration of stock markets using autoregressive distributed lag bounds test approach	November 25, 2021
22	Prof. Shahir Bhatt	Can Personality Affect Ethical Behavior of Business School Students?	December 2, 2021
23	Prof. Diljeet Makhija	A study to understand the effect of personality trait on Interpersonal Communication Skills	December 9, 2021

INAUGURATION OF RAINBOW CENTER FOR WOMEN CAREER COUNSELLING AND GUIDANCE AT INSTITUTE OF MANAGEMENT, NIRMA UNIVERSITY

The RAINBOW Centre (Realizing Aspirations, Interests and Brilliance of Young Women) was inaugurated on December 10, 2021 at Institute of Management, Nirma University, Ahmedabad, Gujarat. The centre has been co-funded by ERASMUS+ (European Union) with the objective of capacity building of women so as to empower them with enhanced skills and provide them career counselling. The team which has been working on the project of setting up the RAINBOW Centre briefed the audience on the activities that have already taken place as a part of this initiative as well as shared details of the activities which the centre will undertake in the future.

The objective of the Centre is to encourage young women from Indian universities to enter the labour force. The project, which is supported by prior research and training activities, envisioned the establishment of RAINBOW Centres inside the current structures of Indian partner universities which has become a reality today. These centres will serve as career counselling and guidance centres for young women, to implement both transactional and transformational interventions at the socio-cultural, political, and economic Co-funded by Erasmus + Programme of the European Union, the facility has come up at Institute of Management, Nirma university.

Shri K. K. Patel, Vice-President Nirma University; Dr. Anup Singh, Director General Nirma University; Mr. G. R Nair, Executive Registrar Nirma University and Dr. Subir Verma, Director Institute of Management, Nirma University Inaugurated Rainbow Centre For Women Career Counselling and Guidance at Nirma University.

The event was graced by Shri K.K. Patel, Vice President, Nirma University. He said that every good initiative should start at home, which will motivate us to develop this RAINBOW initiative for the empowerment of women. He quoted "The RAINBOW center at Nirma University will stand at the top with mutual efforts of everyone."

Addressing the launch event, Dr ANUP SINGH, Director General, Nirma University, Ahmedabad, said, "All gold medals at the convocation go to women. Where have these women gone? The career path for women is difficult and usually, they deviate from their careers. "In history also 'Goddess Shakti' was worshiped as first religion. Even in Harappa, civilization people started worshipping Ardhanarishvari (half Shiva and half Parvati) it shows that women are empowered and respected since the beginning.

Outlining the salient features of the initiative, he added "The main task is to sustain Rainbow Centres. We will try to make the Rainbow Centre of Nirma University the best and the most active."

Gracing the event with his presence, Shri G.R NAIR, Executive Registrar, Nirma University, said "This is an important initiative by the university. The RAINBOW center will be used for important activities year-round."

Director Institute of Management, Nirma University, Dr. Subir Verma, thanked RAINBOW TEAM members for this initiative and wished the RAINBOW center to perform well nationally and internationally.



Inauguration of Rainbow Centre

Papers Published in International Journals/Magazines

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- Anamika Sinha, Jallavi Panchamia, Abhishek Sachan and Sunita Guru .” Choice of electives among management students in India:A conjoint analysis “ in the International Journal of Management Education. Impact factor: 2.707 , Volume-09 ,Issue-03,November 21 , ISSN:1472-8117.
- Pradeep Kautish, Rajesh Sharma and Arpita Khare (2021). “Multi-Item scale development for online consumption emotion construct and psychometric evaluation for relationship marketing” in the Journal of Relationship Marketing. Volume- 10, Issue- 02, July 21, ISSN: 1533-2667 (print), ISSN: 1533-2675 (online)
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- Ritesh Patel, “Market Integration and Portfolio Diversification Benefits: A Study of Selected Developed, Emerging, and Frontier Markets” in the Journal of Commerce and Accounting Research. Impact factor: ABDC C Category, Issue - 01, Volume - 11, January 22, ISSN 2277-2146. (online and print)
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- Ritesh Patel, John W.Goodell, Marco Ercole Oriani, Andrea Paltrinieri and LarisaYarovaya, “A bibliometric review of financial market integration literature” in the journal of International Review of Financial Analysis. Impact factor - WoS, SCIE, Scopus. Impact Factor: 5.373, ABDC - ‘A’ Category, ABS - Level 3 and Anvur - ‘A’ Category, Volume - 80, January 22, ISSN 1057-5219 (online and print)
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- Pratham Parekh, Assessing Prospects and Retrospect of Progress Monitoring of Sustainable Development Goals in India in the journal of The Journal of Oriental Research Madras. Impact factor - UGC Care Listed. Volume - 92, Issue, 95, September 21,ISSN: 0022-3301(Print).
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- Rafia Khan (November 2021). “Monument and Monumentality in a Changing Socio- political landscape: A view from Udayapura” in the Histories Journal.

Papers Published in International Journals/Magazines

- Rutvij H. Jhaveri, Prerak S. Shah, Neel N. Patel, Dhrumil M. Patel Shashank Thanki, Akash Kumar Bhoi, Jitendra Bhatia (November 2021) Studying An ICT-based solid waste management system for smart cities: a case of municipality in India in the International Journal Ad Hoc and Ubiquitous Computing with 38 volumes. ISSN : 1743-8233.
- Anurodhsingh Khanuja, Rajesh Kumar Jain (November 2021). A Study of “The mediating effect of supply chain flexibility on the relationship between supply chain integration and supply chain performance” in the Journal of Enterprise Information Management. ISSN : 1741-0398 and ABDC-A, Scopus with preprints available online.
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- Mayank Bhatia; Himanshu Chauhan; Dhiraj Kumar (July 2021). Analyzing the “Perception & Behaviour of Consumers in Indian Gold and Diamond Jewellery Market: A Review” in the Excel India Publishers. ISSN : 978-81-952843-0-6. Available in the Published as Book Chapter in Excel Books.
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CONFERENCE

No	Name of Conference	Event	Date	Title of Paper Presented	Author's Name
1	International Colloquium on Recent Advances in Accounting, Management, Communication and Technology	International	January, 2021	Power Dynamics of Big Data: A sociological exploration	Pratham Parekh
2	International Conference on Technologies for Smart Green Connected Societies	International	November, 2021	Folk Theatre as a mean of Resistance & Social Change: A Sociological Inquiry About Inception & Need for Revitalization of Bhavai	Pratham Parekh, Mahalaxmi Tiwari
3.	National Conference on Comtemporary Practices in management and technology	National	November, 2021	A socio-psycho model for studying the application of Emotional Intelligence as a recruitment tool.	Pratham Parekh
4.	International Conference on electoral integrity and constitution of India	International	November, 2021	Media, Rumor and Election: Study of 2014 General Elections	Pratham Parekh
5	International Conference on Sustainable Development	International	August, 2021	Prospects and retrospect of Sustainable Development progress monitoring in India	Pratham Parekh
6	1st International Conference on Additive Manufacturing and Advanced Materials (AM2)	International	October, 2021	Seller's Replenishment Decision for Material following Quadratic Demand with Different Payment Structures	Azharuddin Shaikh, Poonam Mishra, Isha Talati

No	Name of Conference	Event	Date	Title of Paper Presented	Author's Name
7	1st International Conference on Additive Manufacturing and Advanced Materials (AM2)	International	October, 2021	Acquisition plan for a merchant practicing duple admissible lag in payment	Azharuddin Shaikh, Poonam Mishra, Isha Talati
8	The 4th International Conference on Frontiers in Industrial and Applied Mathematics	International	December, 2021	Inventory model for Stock Dependent Demand with Different Payment Schemes	Pratham Parekh, Mahalaxmi Tiwari
9.	FORE International Marketing Conference (FIMC) 2021 Marketing in A Disruptive World	International	November, 2021	Human values, sustainability and intentions for branded organic products: A SDG perspective	Pradeep Kautish, Arpita Khare and Anshuman Khare
10.	Monument and Monumentality in the Medieval Islamic City: Perspectives from the City and Province of Chanderi	International	November, 2021	British Archaeological Association PostGraduate Conference 2021	Rafia Khanh



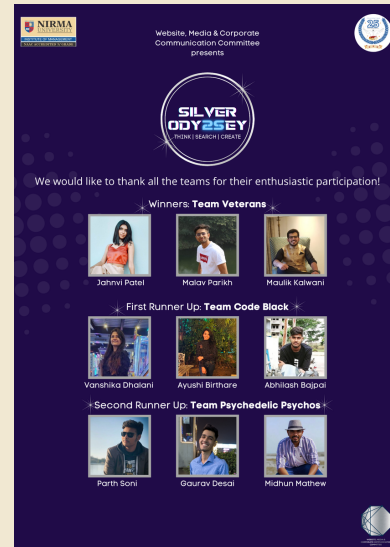
Students' Achievements

Priyal Doshi a second-year student from MBA-FT won a gold medal in the District level Powerlifting tournament 2021 at Udaipur. The tournament took place on February 14, 2021 with a total participation of around 40-50 girls.



Priyal Doshi with her award

Ms Jahnvi Patel won- First prize in Silver Odyssey Competeion organised by WMCCC. Total participants in the team were 3.



Silver Odyssey Competrtion

Nishant Patel , Khushboo Patel , Trishala Pahuja , Daga Devashish Raj Kumar Suman and Kunal Ashesh Shah from Institute of Management participated as a Team and became the third winner in GO Quant camp competition hosted by Bloomberg in association with GIFT City under the aegis of IFSCA on December 8, 2021. This competition was held online.



CONGRATULATIONS TO ALL THE WINNERS

FOR BEING THIRD WINNER IN GO QUANT CAMP FACTOR INVESTING COMPETITION HOSTED BY BLOOMBERG IN COLLABORATION WITH GIFT CITY UNDER THE AEGIS OF IFSCA



201156
TRISHALA PAHUJA



201434
NISHANT PATEL



201428
KHUSHBOO PATEL



201416
DEVASHISH DAGA



201123
KUNAL SHAH

Students' Achievements

Team "VASL", had won the short film making contest in "CHAL CHITRA" under the Annual National Level Management and Cultural Fest "Perspective Richter 10" held from February 26th -28, 2021. Team Members are Anant Bhandari , Apurva Shah, Bhumit Lathia , Smeet Patel and Palak Bansal.



Winners of Chal Chitra

Urvisha Mendpara from MBA-FT section-D, participated in 17th Senior National Roll Ball Championship 2021 representing Gujarat team and have won the gold medal.



Urvisha Mendpara with her award

Ms Dimple Bhojwani, PhD student of Institute on Management, Nirma university won Best Research paper Award for the Paper title " Cryptonomics:A Rationale for investing into profitable cryptocurrencies" , at 1st Pritam Singh Memorial (PRISM) Conference on Architecting the Future of Business: Leadership, Governance and Technology on November 17-19, 2021 organized by Jindal School of Business and Finance, O.P. Jindal Global University, Sonapat, India. This paper was co-authored by Prof Samik Shome.

Academic Events

Brandwizer

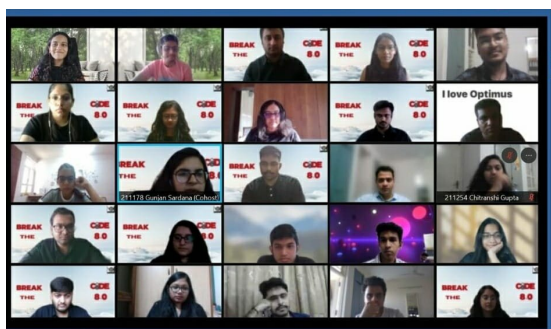
Niche-The Marketing club of IMNU organised Brandwizer, the first event of IMNU, on September 16 & 19, 2021. The event commenced with a brand trivia followed by a digital marketing pitch and concluded with a round of live advertisements. The Winner of the event was Team Brandoholics.



Event by Niche- The Marketing Club

Break the Code 8.0

The Operations Club of IMNU organized its flagship event of the academic year 2021-22- Break the Code 8.0 on October 23 & 24, 2021. The event had two rounds. In the pre-event, participants were asked to share glimpses of their MBA journey. In round 1, teams were formed randomly and were given a set of 50 questions to solve. In round 2, the teams selected were asked to prepare a resume of prominent personalities. The Event took place for 3 days as follows: October 20- Pre event (Suffernama), October 23- First Round (Capture the Pulse) and October 24- Second Round (Style the Profile). Number of Participants were 55.



Event by Operations Club

KPMG- Lean Six Sigma Green Belt Certification

The Operations Club of IMNU in collaboration with KPMG, organized the "Lean Six Sigma Green Belt certification", wherein 28 participants from the final year batches of IMNU took part and got successfully certified as Lean Six Sigma Green Belt professionals. The Event took place for 3 days as follows: October 9 & 10: Workshop, October 16 & 17 Workshop and October 28: Certification Exam. Number of Participants were 28.

Igenium 2.0

INGENIUM 2.0 was conducted by Imprintz:The HR Club of IMNU. It was a 2 day event consisting of 3 rounds. A total of 153 students participated in this event. It was organized on October 18 & 19, 2021. It emphasized on challenging students to manage time, wield analytical skills, and illustrate their practicality through highlighting their knowledge of HR. Participants demonstrated their decision making abilities, cooperation, presence of mind, analytical abilities and presentation skills during the competition.



Ignus 2.0

Academic Events

Online News Junction

This event was organised by News Junction on October 21 & 22, 2021, with a total participation of 183 students divided in 61 teams. It was a 2 days event consisting 3 rounds, namely Meme-O-Pedia, Buzzcon & Finding Memo. First 2 rounds were held on October 21, 2021 and the last round was held on October 22, 2021. Google forms were floated for the first round and for the second round 4 different Webex meetings were held where teams were competing amongst each other and for the last round every team was given clues and they had to solve murder mystery with story given.



Online News Junction

Cultural Event

'Food Drive: The Happiness Ride'

The Event was conducted by Mavericks: The BBA social committee Institute of Management on December 17, 2021. A total of 30 participants along with 25 volunteers were a part of this drive. The Food Drive was really a ride of joy wherein numerous smiles and memories were shared. The committee planned to distribute healthy and tasty as well as eco-friendly food packets to the underprivileged children. This event was wholly based on the thought, 'Happiness is felt by making others happy.'



Food Drive

Independence Day celebration

75th Independence Day was hosted by Institute of Management, Nirma University on campus. The heads of the University, institutes & departments and section heads were present on campus for the flag hoisting ceremony. The Chief Guest was Dr Anup K Singh, Director General, Nirma University

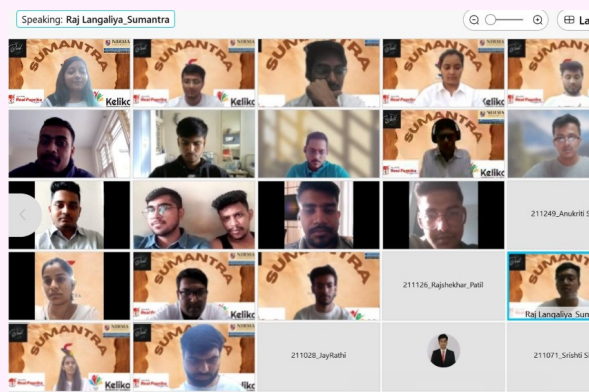


Independence Day Celebration

Cultural Events

Lekha Jokha

Lekha Jokha was a two-day online event organized by Sumantra – The Literary Club on November 15&16, 2021. Each round focused on assessing various parameters of the teams like coordination, teamwork, creativity and writing skills. The first round was a Scavenger Hunt held on November 15, 2021. There were 41 teams (3 participants in each team). Twelve teams moved to the next round and the second round was a story writing contest held on November 16 2021.



Event by Sumantra - The Literary Club

Extravaganza- Foundation day,

Extravaganza, a Cultural Potpourri was a tribute to 25 years of Institute of Management, Nirma University. The Cultural Committee organised the event on September 24 , 2021 to celebrate the 25 years of success. A total of 200 participants were present in auditorium and 500 online. The celebration began with a melodious mashup by Club Fiesta and later continued with an immeasurable performance by Chehre- The Dramatics Club of IMNU. Later various music and dance performances were done by the students of IMNU. The event was concluded with an energetic dance performance by Club Fiesta.



Event by Club Fiesta

Workshop on Personal Finance

Rotaract Club of IMNU conducted a workshop on Personal Finance on October 9, 2021 at 6:00 pm to 7:00 pm. It's very important to become financially literate in order to make the most of your income and savings. Financial literacy helps you distinguish between good and bad financial advice and make savvy decisions. Rotaract club of IMNU in collaboration with AISEC Ahmedabad had facilitated this by conducting an event in a workshop mode on the topic Personal finance for students. For this they invited a Finance expert, Mr. Arpit Arora. 32 students participated in this workshop.

Rashtriya Shayar, Shri Zaverchand Meghani's 125th Birth Anniversary, a singing competition

On the occasion of Rashtriya Shayar, Shri Zaverchand Meghani's 125th Birth Anniversary, a singing competition was organised by the Ritayan: the BBA Music and Dance Club and Abhivyakti: the BBA Cultural Committee. The competition was from August 29, 2021 to September 20, 2021. The first round was at the Institute Level from 29th August to 4th September, 2021 and the second round was at the University Level from 5th September to 20th September, 2021. The participants had to record a video of themselves singing any song(s) of Shri Zaverchand Meghani.

Cultural Events

FINQUEST

FINQUEST –was conducted on October 29, 2021 by Finesse Finance Club-IMNU. No. of Participants were 120. There were 2 rounds in the quest as follows: Round 1: Scavengers Hunt: This round had a series of questions being given to the contestants whose answers have to be found in the crossword. The answers to the questions are given in the form of images. So basically they need to scan and analyse the crossword in order to find the right answer to your question and Round 2: Portfolio Wars This was a full-fledged Portfolio Management round where they need to manage their own Portfolio based on various different market situations, trends and news in order to maximize their Portfolio Returns.



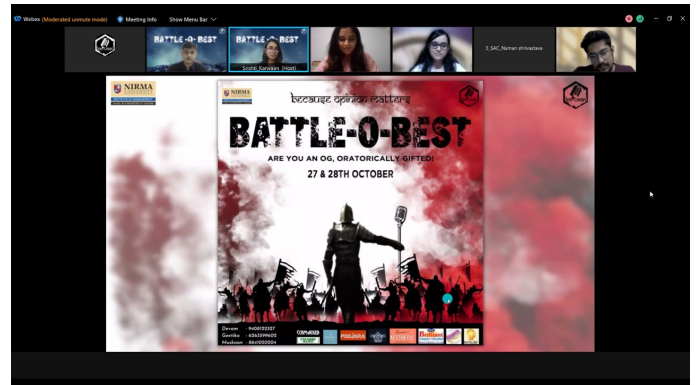
Event by Finesse - Finance Club of IMNU

Zero Ping

Zero Ping- The gaming event of IMNU consisted of 3 games: CS 1.6, BGMI, FIFA. In which BGMI was an online event and other two were offline events, which were played simultaneously in different classrooms. CS1.6 was played in groups of five whereas BGMI in groups of four and FIFA individually. Group rounds were conducted on November 13 and semi finals and finals were conducted on November 14, 2021. There were 237 participants in total.

Battle - O - Best

Battle -O - Best an inter clubs and committees event was conducted on October 27 & 28, 2021. It is a 2 days flagship event of karwaan. The event basically revolves around articulating a story. The club/committee with the best story wins the battle. Winners of the Event were as follows: Winner : ROTARACT CLUB, 1st Runner Up : SAC and 2nd Runner Up : Kaizen



Inter Clubs and Committees Event

Jam Session & DJ Night

Club Fiesta – The Music and Dance Club of IMNU organized its first offline event Jam Session & DJ Night on November 19, 2021. It started with musical performances by the music team followed by brilliant performances by the dance team of Club Fiesta. Post the performances, an executive dinner was held after which a DJ night, featuring DJ MFunk was also conducted.

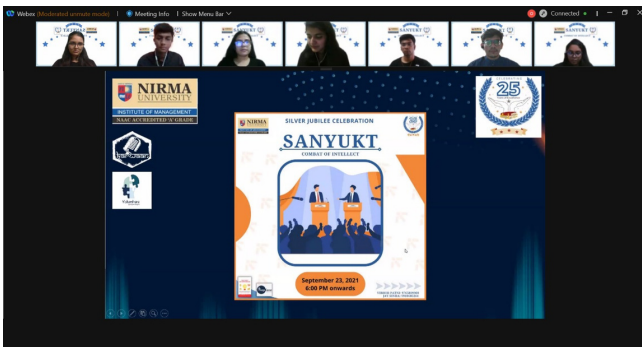


Event by Club Fiesta

Social Events

Sanyukt

Sanyukt was a Silver Jubilee celebration event conducted by Karwaan in coordination with Vichardhaara on September 23, 2021. It was a debate competition between the students and faculties. It comprised of two rounds, first round was a debate between student teams and second round was student teams against the faculties. A total of 12 students and 3 faculty member's participated in the same. The student's winners were Parth Amol and Varun Rathore. Prof Pratham Parekh was winner amongst the faculty members.



Sanyukt- Event conducted by Karwaan

ENFLAMMER

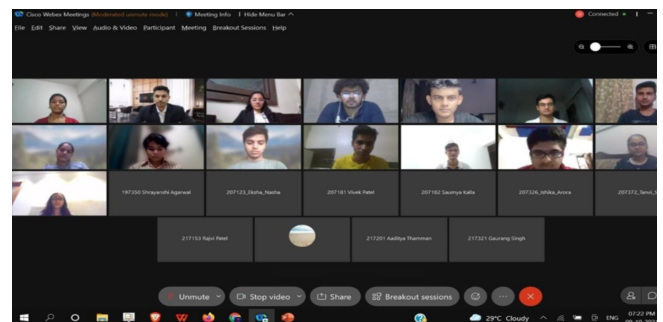
This event was organised by News Junction on October 21 & 22, 2021, with a total participation of 183 students divided in 61 teams. It was a 2 days event consisting 3 rounds, namely Meme-O-Pedia, Buzzcon & Finding Memo. First 2 rounds were held on October 21, 2021 and the last round was held on October 22, 2021. Google forms were floated for the first round and for the second round 4 different Webex meetings were held where teams were competing amongst each other and for the last round every team was given clues and they had to solve murder mystery with story given.



Enflammer

Weekend Funaroo

This event was conducted by Rotaract Club of IMNU on October 1, 2021. The event Weekend Funaroo was mainly on the lines of the Bollywood Quiz. The event was intended to break the ice with the new batch and have the fun on the weekend night. Further, the event added with the nostalgic feel of the game of Scattategories. The event was successfully conducted and it was fun having interaction with the juniors. A total of 58 students participated in this event



Event Funaroo

Am I Audible? 2.0

Expressions Club conducted this event on October 15-25, 2021. The event is a socially distant talk show where students from different divisions of MBA are called on the show as guests to share their experiences at IMNU. This event is an online episodic show which aimed to engage and allow students of IMNU across various batches to know their batchmates and seniors. Total Number of episodes were 8, having a Total Participants number 17.



Event Audible

Avighna Chaturthi

Ganesh Chaturthi marks the anniversary of Ganesh's arrival from Kailash Parvat. The Cultural Committee organises the entire festival at IMNU. This year it was held from September 10-15, 2021 with a gathering of 300 people. The festival began with the sthapana of Ganesh Murti which was followed by performing aarti for 5 days in a row. The festival was celebrated with dhol, laddoos, gulal and ended with the mesmerizing visarjan of Bappa.



Ganesh Chaturthi Celebration

Guru Vandanam

Teachers' day, a tribute to all the teachers who enlightened us. The Cultural Committee organised "Guru Vandanam", a event to celebrate them on September 6, 2021 with a gathering of 150 people this year. The celebration began with the lighting of the lamp and Saraswati Vandana. This was followed by music and dance performance by the students, cake cutting ceremony and a game 'Whisper Challenge' for the faculty.



Teacher's Day Celebrations

Ahmedabad Alumni City Meet

The Institute of Management, Nirma University was established in 1996. It has completed 25 glorious years of success and imparting world-class knowledge to students. The Institute celebrated the silver jubilee with faculties, alumni, students and the staff, on September 24, 2021. The celebration was an amalgamation of both the online and offline events.

The event started with opening remarks by Dr. Subir Verma (Director, IMNU) followed by an address by Shri K.K. Patel (VP, Nirma University). The theme of the event was 'Reminiscence', justifying the silver jubilee occasion. Professors and the management faculties gave speeches on different aspects of the theme viz. "Reminiscence - the beginning" by Prof. Nina Muncherji followed by Prof. M. Mallikarjun talking on "Reminiscence - Earlydays". Shri G.R Nair talked on "Reminiscence - History & Evolution" followed by a talk on "Reminiscence - Consolidation & Growth" by Dr. Anup K Singh. It was followed by two experience sharing speeches, given by Mr. Mahesh Solanki (OS, IMNU) and an Alumni, followed by felicitation ceremony.

Release of souvenir and Coffee table book was carried out by the Director and the guests. Coffee table book is a special edition which encompasses the entrepreneurial journey of different alumni of the institute. The first session was concluded by a Vote of thanks which was imparted by Dr. Sapna Parashar followed by the National Anthem.

After lunch, there was Alumni General Body Meet - Ahmedabad Chapter where alumni and the faculties gathered around to talk regarding the management aspects. It is one of the important and essential events for both the alumni and the management body of the institute.

After the GBM, we had a cultural event organized by The Cultural Committee named as 'Extravaganza - A Cultural Potpourri'. Whole event included performances by the various clubs and committees of IMNU such as Fiesta, Chehre, and different sections. A beautiful cocktail of dance, music and drama delighted the guests, faculties and alumni and created a wonderful end for silver jubilee celebration! The event was followed by High tea, marking the end of the silver jubilee celebration.

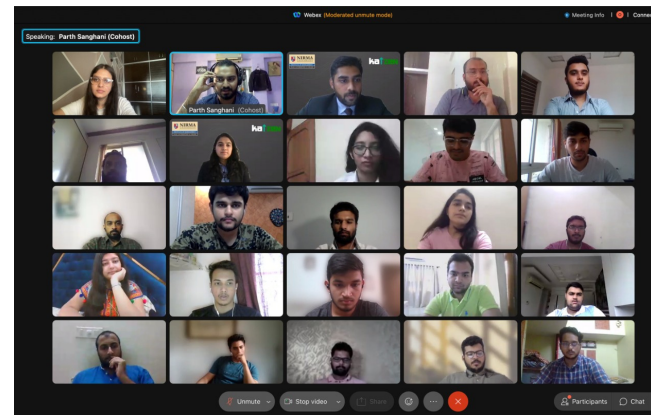
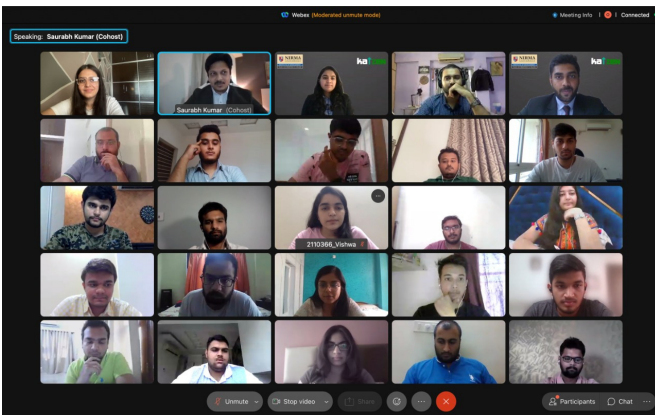


Kaizen Commitee

MBA Induction Programme – Alumni Interaction on July 14, 2021 by Devanshi Raichura (Sr. Manager, AgroStar), Deepak Krishna (Associate Creative Director, Schbang), Parth Sanghani (Google Cloud Platform Business Lead Searce), Saurabh Kumar (Sr. Consultant, Wipro)

“If you have to measure the success of an institute, they say look at its alumni base. And our alumni certainly make IMNU proud” As part of the Induction Program for the batch of 2021-2023 , the alumni interacted with the students, sharing their career journey, experiences at the campus, strategies that helped them learn better, and the cheerful memories they still associate with IMNU.

The alumni also shed some light on how to get the most out of the MBA journey and illuminated the new batch about the significance of networking and interacting



Alumini Interaction Online

Alumni support for Placements

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

Sr no.	Name of Alumini	Name of Organization	Designation
1	Harleen Sodhi	Infosys Ltd.	Senior Practice Leader - Talent Acquisition
2	Pranjal Dixit	Infosys Ltd.	Senior Associate Lead- Talent Acquisition
3	Naresh Golani	CARE Ratings	Associate Director
4	Somnath Bose	HDFC Life	Vice President Human Resources

Sr no.	Name of Alumini	Name of Organiztion	Designation
5	Deval Sarang	HDFC Life	Sales Excellence Manager
6	Anusha Maheshwari	Tata Power	Executive Trainee
7	Ziya Siddiqui	Mphasis	HR Analyst
8	Khushboo Khilji	Thoucentric	HR People and Culture
9	Arnav Sharma	Tech Mahindra	Head- Global Brand Marketing
10	Tript Arora	Searce Inc.	Product Consultant
11	Debjyoti Sinha	OLA Electric	Head Strategy & New Project, Global Business
12	Ridam Jain	Byju's	Human Resource Business Partner
13	Rohit Swarup	Explorra School of Design & Technology	Entrepreneur



Library Events

Virtual Book Display on the Occasion of Kargil Vijay Divas

On the day of Kargil Victory July 26, 2021, we put people in the book display related to Kargil, related to world war, related to peace etc.



Book Display on the Occasion of Kargil Vijay Divas

Kargil Vijay Divas Online Quiz Competition

We had an online quiz competition on Kargil Vijay Divas. It included all the faculty and students of IMNU. It asked questions on Kargil War.



Kargil Vijay Divas Online Quiz Competition

Library week

For Library Week Celebration August 9-13, 2021, we put Handwriting Analysis and Technical Writing in Related Books and India Struggle for Independent Day Related Book Topical Display.



Library week

Christmas celebration

We celebrated Christmas from December 20-24, 2021. We surprised students, instructors, and staff with gifts. To issue a book, everyone had to open the box across the table and choose the cover. It was about the beautiful gift depicted on the cover. A pen, chocolate, and two additional issues were included in the surprise present. Faculty, employees, and students all took part.



New Year Week

Celebrations of the New Year From December 27 - January 1, 2022, we hosted a meeting. It featured a display of major and minor events that have made headlines in 2021.



New Year Week

Student Book Review

Priyank Agarwal MBA FT student Reviews: *The Girl with The Dragon Tattoo*

Harriet Vanger vanished without a trace 40 years ago. Her uncle, Henrik Vanger, was the CEO of the Vanger Corporation, one of Sweden's richest business families. Mikael Blomkvist is found guilty of defamation after publishing an article in his magazine Millennium, criticizing Swedish business magnate Hans-Erik Wennerstrom. Lisbeth Salander is a private investigator and one of Milton Security's best. These three people's paths meet when Henrik Vanger employs Mikael to discover Harriet's murderer in return for proof that would re-establish his reputation in the world of financial journalism. As the investigation continues, Mikael and Lisbeth find new evidence in the case after more than forty years. But someone does not want the case to be solved.

The Girl with the Dragon Tattoo Written by Late Stieg Larsson is largely about misogyny in Sweden, which manifests itself in the form of sexism, rape, murder, and every other terrible crime you can think of. This core topic is bolstered by financial criminality, journalism, and a straightforward murder mystery. The plot takes several turns that culminate in a tidy little bow. Overall, the tale is interesting and hard-hitting, what one could anticipate from a book of this kind.

However, several changes might have been made to improve the reading experience. Larsson's writing style is extremely current. He tells you about every character's action, no matter how little. I assume that's a scenesetting method, but this much detail about a character who has no further part in the novel makes it more boring and removing or restricting it would have saved us from boredom. It also results in some dull narration of otherwise thrilling thriller material.

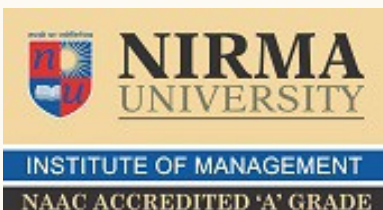
One of the most important aspects is that about 25% of the novel is completed before the *Girl with the dragon tattoo*- "Lisbeth Salander" enters the spotlight. Until then, she remains in the background, with the tale sometimes covering her life, as if she were a side character with a little influence. But the truth remains that she has a significant part to play in the plot's development, thus her delayed debut does seem strange. The sudden change, on the other hand, was perhaps the hardest element of the book to absorb. True to its topic, the book depicts the most heinous rapes and crimes in an unsettling juxtaposition of detailed, yet seemingly commonplace, detail. The scenario then switches to scenes of consenting and casual intercourse as experienced by a different character entirely.

But, towards the end, you'll fall in love with Lisbeth Salander without even realizing it. You will sympathize with her. And, even though there were many aspects about the novel that turned me off, I want to read the next two sections of the Millennium Trilogy only to find out what happens to Lisbeth. It's strange in that sense - despite the numerous paths the book went, it came through on its end. It's all about "*The Girl with the Dragon Tattoo*"... She's certainly worth reading about.

Vichar Vinimay

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1	Dwand	Jan 14-16, 2022
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3	Perspective Richter 10	Mar 25- 27, 2022
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