

JOURNEY TO THE *Silver Lining*

In this year's Al-inc edition, our alumni have shared their experiences of how optimism led their lives to the silver lining.

AL-INC TEAM

EDITORIAL TEAM



NISHA JOSE



MEGHA GUPTA



NAMITA BHATT



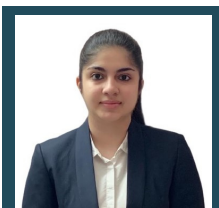
YASHA JAIN



VRINDA SHARMA



PIYUSHI GUPTA



SHUBHANGI HIRANANDANI

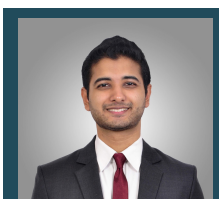


ISHA PANDE

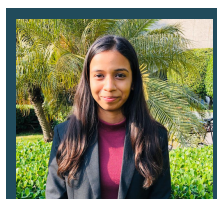


SAUMYA ANISH

DESIGN TEAM



AKHIL JACOB



SAKSHI SAXENA



RUSHANG SHAH

EDITORS MESSAGE



NISHA JOSE
MBA 2nd YEAR

It is a proud privilege to pen down the editorial message for this year's Al-inc. This edition is special, as it embarks on the 25 years of our Institutes journey. It's rightly said- Every negative, hurtful, challenging situation has a silver lining, therein is the awakening of the soul.

This year, as our institute celebrates its silver jubilee, the theme aims to reflect on the past years of our life, the experiences one took, the mistakes through we learned, the journeys we had taken, the ups and downs that we had encountered, and the optimism that has led our lives to the silver lining and allowed us to see the bright side of a scenario.

This edition will bring you a little closer to the institute, have a year in review of all the events of the institute and some thought-provoking articles. We have also incorporated the experiences of our Alumni as well as our respected faculty members.

Hope you all have a happy reading!



MEGHA GUPTA
MBA 2nd YEAR

This year's alumni magazine is here, and the team has made tremendous efforts to make this issue as inspiring and informative as possible. This year's publication is a dedication to our prestigious alumni family, who have significantly contributed to the institute's growth and reputation through their noteworthy accomplishments in the corporate world.

Having successfully completed 25 years of IMNU, as we pace towards the "silver lining", let us take a moment to pause and reflect on the past years of our lives, the ups and downs, achievements and sorrows, the opportunities that had the power to change our lives, the adversities that challenged our strength and resilience and some acquaintances and life-long friendships that made this journey beautiful and worth the experience!

The magazine features articles written by our esteemed alumni and faculties, reflecting on their experiences and learnings and treasuring their beautiful days at IMNU!

We hope that you enjoy taking a trip down the memory lane while reading this edition!

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MESSAGE FROM THE DIRECTOR



Dear Alumni,

Greetings from IMNU!

It gives me immense pleasure to address you all in this new edition of Al-Inc 2021. The theme of this year's magazine 'Journey to the Silver Linings' revolves around the 25 years milestone that our Institute has achieved. We dedicate this year to reflect on the last 25 years of our lives. The journey we've taken, the ups and downs we've experienced, and the optimism that has led our lives to the silver linings. I am grateful to our Alumni and faculty members for sharing their journeys and the lessons they learned along the way.

The Institute of Management, Nirma University aspires to develop future leaders, managers, and entrepreneurs who can contribute to the betterment of the society. The Institute is constantly assisting students to become the best versions of themselves and guiding them towards their holistic development. We provide our students with various growth opportunities for advancing their careers by encouraging them to join various clubs and committees, engage them in a variety of co-curricular and extra-curricular activities, and organize lecture series and conclaves to provide them with industry perspectives.

Our alumni have made significant contributions to the institute's growth and reputation in the corporate world. We have established a strong bond with our alumni and hope it grows stronger with each passing year. Your accomplishments have served as an inspiration to our students, and the Institute takes pride in your success. We hope you will continue to support us in our endeavors as you have been doing for the past years. I would like to thank you for staying connected and being a big support for the Institute.

With warm Regards and Best Wishes.

Dr. Subir Verma
Director

MESSAGE FROM THE CHAIRPERSON



Dear Alumni,

It is a matter of great joy and pride to announce this latest issue of 'Al- Inc' the annual alumni magazine, launched by sincere efforts from the Kaizen Committee. IMNU's 25 years of the journey is filled with prestigious accolades. The institute has earned a Grade 'A' accreditation from the National Assessment and Accreditation Council (NAAC). This achievement reflects the University's commitment to high-quality teaching and learning. We are privileged and thankful that the institute has always had strong support from alumni, who have made significant contributions. We are grateful for the past and future assistance that the institution has received from its alumni. You are a valuable ambassador for us, and we would like to continue working with you in the future. Our thoughts and efforts are centered on enhancing the teaching-learning process and stressing knowledge co-creation. As we celebrate the 25th anniversary of the institute, we aim to continue the Mentorship Program while establishing a long-term co-working space. This initiative would make it easier to provide guidance and assistance to our students during their summer and final placements, with a particular emphasis on business alertness and social adaptability. We will continue to focus on improving the quality of information dissemination and the development of new ideas and thought processes to help our students reach the pinnacle of their professional careers. We hope that you will be able to assist us in these endeavors.

Regards,

Prof. Balakrishnan Unny
Chairperson - MBA (FT)

THAT'S WHERE IT ALL STARTED...

NINA MUNCHERJI

I find myself very fortunate to have been a part of 25 years journey of the Institute of Management, Nirma University. My journey as a teacher and a faculty began here at this very Institute in the year 1997. We aimed at making the Institute one of the best in the country by continuously upgrading and improving the curriculum. Those were the days when we did not have many amenities, but we were content, satisfied, and happy with the way things were. We started small, but now we are many, not only in numbers but also in talents and achievements.

We had witnessed a lot of "firsts" in our journey, like organizing the first HR conclave, first cultural festival, and first placements where none of us had any prior experience, but we worked hard, led with optimism, and eventually achieved the goal. It was not easy; we faced challenges and difficulties, but as the saying goes, every cloud has a silver lining, and our efforts and dedication led to satisfying outcomes.



FROM THE FACULTY LOUNGE

Our institute has not only survived, but thrived over the years. This success is a true testament to the ability of the top-Management and speaks volumes about every faculty, staff member, employee, students and everyone who has contributed to what we are today. A lot of hard work has gone into making the name and reputation that the institute has today, and I am fortunate to have been a part of this journey in some way or the other. Every day begins with a sense of vigor, zeal, and purpose and I hope and wish that we can continue to do the same for years to come.

As I reflect on my 25-year journey at this Institute, I realize that I may have been the one who learned the most. We had a good time in addition to working. We played games with faculty and students, flew kites on Uttarayan, and went to lunch together. We worked hard, we played hard, and I am very grateful to have grown with this institute. I owe a lot to this institute because who I am today is an outcome of my experiences and memories here, and I had a great time. I also had dissatisfactions at times but who doesn't, but they never overpowered me. It only motivated me to give my best and bounce back with greater vigour. It has been a wonderful enriching experience here and I am looking forward to more such years ahead, growing with the Institute.

Twenty-Five Years and More: Learning Continues

HARISMITA TRIVEDI



A twenty-five-year perspective comes easy at 25/30/40 years of age. But for someone at 60+ like me, drawing this line is a challenge – the last 25 years on this site and all of life before that on the other. So I chose not to do it.

I have been a teacher for most of these twenty-five years. But believe me, I have not come across a more accomplished teacher than life – this teacher ensures complete engagement in each session (events, episodes, occurrences), ensures that assignments are google proof (you find associations, you pick up skills), and ensures learning too. Surprisingly, there is no degree at the end of the program. Complaints? Forget them! Thus seen, Life is the teacher, you and I are Learners, life's events are the Content. The learning is created by the Learner – once again you and I – by experiencing the content. Moreover, in this program called LIFE, there is no provision for repeating a course, no provision for supplementary examinations, and believe me, every course (experience) is a prerequisite for the next one. The phrase "lessons of life" explains it all.

Here are some lessons I created studying in this program called "LIFE", going much beyond the last 25 years – how far back? I don't have an answer to that one. The course is "Work and Professional Life". Other courses fall outside our scope of conversation in the given context. So, here I go ...

LAYING A PROFESSIONAL FOUNDATION

1. Be conscious of my mistakes –

It is alright to make mistakes, but it is not alright to repeat them. Examine what led to them and how a recurrence can be prevented.

2. System and structure are as important for individuals as they are for an organization –

They help deliver consistent outcomes, at least for routine tasks. The operating elements here are time – how much to what (task, relationships, associations, routines), prioritizing (what comes before what) and intensity of involvement (tasks can be delegated).

3. Time is a finite resource –

Here lies the value of timelines. The fault lies in interpreting timelines as deadlines – meaning, if one fails to reach the line, death awaits you. Timelines are not pressure tools. They are a systemic approach to ensure task completion so that individuals and organizations keep moving forward.

4. Short term gain and long term value –

In today's world of work, where at times even businesses are forced to think short term, balancing this is challenging. Greater, therefore, the need to be conscious of the difference.

5. Managers and administrators -

Administrators focus on compliance, task completion (output), and protocol. Managers focus on the rationale, task closures (outcomes), and build complementary teams. Being managerial is about being more associative and collaborative across levels. Administrators tend to foster hierarchies and draw on power and authority for support. Individuals, teams, and organizations develop better under managers than under administrators.

6. I cannot wish away my colleagues -

Good or bad, I did not give them the offer letter and I am not authorized to fire them. So accept them, work with them, be human with them. Why create negative energy?

7. There is nothing more constant than change -

"It was always like this" "We have always done it this way" are meaningless arguments against examining a need for change. Such a view, more likely, reflects a poor understanding of current contexts and laziness to examine newer data.

**"SHOW AN
OPENNESS TO
REVISIT YOUR
PERSPECTIVE,
APOLOGISE IF
YOU HAVE BEEN
ABRASIVE, BE
STRAIGHT
FORWARD"**

MATURING AS A HUMAN

1. Let me work to become aware of my own

biases - Accept them, I am human. Why feel guilty? A conscious acceptance brings objectivity leading to an examination of its influence in actions and relationships at work. And this is the essence - guarding against the influence of bias. Positive bias for someone or something has the potential to make me anti-something or someone if not guarded against.

2. Develop the character to express my

perspective, and also take a stand if required - Speak your mind, some people may disagree, some may take it personally - but it does not matter. What matters is being honest with your own self. Show an openness to revisit your perspective, apologise if you have been abrasive, be straight forward.

3. Sharing is giving

- sharing, in whatever form, expressing a point of view, sharing of tangible information, sharing tacit knowledge or sharing a colleague's responsibility contributes to building collaborative and supportive work places. Re-examine the value of tacit knowledge in today's world - the context is changing so fast that tacit knowledge can become irrelevant even before you realise it. Sharing is more powerful as a managerial tool than hoarding.

4. Learn to have difficult conversations

- it is so easy to speak about colleagues, their mistakes, unpleasantness or disagreeable behavior in their absence to the superiors rather than to the colleagues themselves. Anything unpleasant spoken about a colleague to the superior in the absence of the colleague, is a complaint. Imagine the harm you are doing to the colleague. If it matters so much to you, have the courage to have a direct conversation. Unfortunately, sometimes superiors encourage this, but be conscious of not walking into this trap.

SOMETHINGS JUST DON'T MATTER

1. Games people play – excruciatingly painful experience at times, but over time, they only leave you stronger. Interestingly, the winner here also the loser and vice versa (short term gain and long term value). Players seem to gain – promotions, visibility, financial benefits – but you don't have to pass these courses to earn the degree from LIFE.

2. My opinion and/or perspective is not accepted – how does it matter as long I am honest to myself, there is no ulterior motivated self-interest or I am not trying to harm anyone. Maybe my view is not contextually relevant? Maybe someone has a more comprehensive view?

Twenty-five years of life, a bucket full of experiences. All of it- stories with multiple hues, all shades of the rainbow, and many more ...

luminous and enlightening, nourishing and enriching – adding years and wisdom, wrinkles and glow, a quiet confidence and subtle faith in one's own self. And what is subtracted? The ego, the arrogance, the sense of doership, the need to manage appearances – all of these unconsciously melt away, get diluted, stare at their own role erosion, are pushed to the wall, and are continuously challenged. The process – arduous and strenuous as it may have been at some point in time – now makes me laugh at myself, leaving me wondering if the effort was worth it, giving me a clearer picture of what was then. The past is history but it has laid a foundation to support the future "ME". These lessons are my conversations with myself.

And here is the last lesson – the grades in LIFE are the respect I command from my near and dear ones, the clarity with which I can look into my own eyes, and my experience of oneness with the Almighty. Isn't that interesting?

— “

"LIFE IS THE
TEACHER, YOU AND I
ARE LEARNERS, LIFE'S
EVENTS ARE THE
CONTENT"

” —

Vartalap

with Alumni



Mr. Alpesh Patel

Batch -: 2002-05

Director-Marketing,
at Knack Packaging Pvt. Ltd.

1. With an experience of more than 27 years in the field of marketing what would you suggest the current batches entering the field?

My experience makes me believe that at first, we need to understand the product, its characteristics, and what value will it add to the consumer's life. As a firm what will you add to the product?

Once you understand these things, only then you can start the marketing. Entering into the field without the knowledge of these things wouldn't be the right thing to do. Therefore, My suggestion to all the students is that first, understand the product and then go further with other processes.

Taking the example of my firm, our product is packaging materials. Here, we make the packaging of various products. Let's take the fertilizer industry, you need to know about fertilizers, once you understand that you get an idea about what kind of packaging is needed for it, then accordingly you can target the players in that industry. Start with the place where you will ultimately place your product and then the chain follows.

2. The journey of Knack Packaging since 1993 must have been a great learning experience. Could you tell us some incidents or challenges you faced that made the journey memorable for you?

Yes, definitely it has been a learning experience in terms of product understanding and the industry. Everyone in the market initially provided simple packaging bags for fertilizers and cement. So, we thought of introducing branding into packaging and that worked wonders. We today produce thousands of types of bags and it has a good market.

For example, rice needs to be packed in various small and big pouches according to the quantity requirements. We thought of providing the same kind of packaging for larger quantities like 10/25/50 kg polypropylene woven bags.

The challenge is to place these bags into the market. The cost of printing such bags rises and demands a lot of investment from our side. Initially, a trial or sample is provided and then we assess if the customer is ready to pay for it. Once that happened we targeted bigger brands and the rest is history.

3. What makes the everyday hustle worth it for you even after so many years of being in the business? What do you look forward to when you wake up each day?

Honestly, what keeps me going is the new designs in my office. I like working with new designs each day. What else can be provided and what else can we innovate into the same PP woven bags is what my hustle is all about. Different designs on the bags ultimately accumulate to the wide variety of products we offer and that gives me and my firm more and more energy and motivation each day. When we made our first decks of bags, I remember keeping the bags with me until 2 o'clock in the night watching them from every possible angle and enjoying myself in the process.

4. There must have been many ups and downs in the journey of Knack Packaging since its inception, how did the company handle such times?

Yes, I see ups and downs as a very common part of the business cycle; those are bound to happen as the times change. We also need to change and provide more and more value to our customers as their expectations rise.

What we as manufacturers do is add value to the product. When we started in 1993 we were a very normal manufacturer providing packaging services, but today we are a different company after bringing various changes in our offerings at different stages and the way we deliver them to our customers. We manufacture thousands of bags each day and keep on blending to make the perfect product according to the needs and quality expectations of the customer. With changing times in terms of capital requirements, more investment is needed into technology which also brings great risks. However, the ultimate key is to enjoy the whole process and learn as much as possible.

5. When you look back at your journey, where do you feel you see a silver lining?

I am happy that I can stand on my feet and work and grow. It is more than enough for me as it keeps me going. I believe a lot of my journey is left and I have a lot to explore. I feel very young at 42 years of age, so I don't look back much. I always believe in looking forward, growing, and learning, whatever the situation be, and that is what I consider as my silver lining.



REFLECTING ON THE EXPERIENCE



**- BY PARIKSHITH NAIR
(BATCH 2019-21)**

Were the joy and the moments just a façade or was it unfeigned? Looking back amidst all the bewilderment and paranoia, Life was filled with bouts of mirth. The experiences filled the treasure trove of memories when opened fills one with nostalgia and carving a lovely smile on the face.

In the beginning, it was vague how the two years would be, far from home, in a new place with new people. It didn't take long to jell together and soon life was surrounded by people we call friends. Then came a separate bunch of people closer than you would think, with whom you would work and share moments while slowly molding your personality to what you envision to be, and everyone loves their team the most.

As they say, life is not a bed of roses, there were quite a few thorns too - the pressure of assignments and tests, the quizzes, exams, and a whole bunch of things. It is said that you appreciate the warmth only if you have experienced freezing cold. The learning would have been incomplete without the push these

gave - kept us on track of learning and development instead of just squandering it away.

Well, I guess it was all worth it and happened for the good (Very happy the path paved in front was the path that helped achieve satisfaction).

So many memories and so many lessons:

- Met different people that helped to appreciate the exposure to the diversity
- Faculties who were stern in their approach and those who were like a great friend, nothing would I change as all had the right approach to convey what they wanted.
- Memories of those MSP days, learning more about life resulting in a fresh view of the world
- All those lovely events that we participated in and the one's conducted
- That silly banter and all the hostel fun
- Running to submit assignments to try to reach club meetings on time.
- Walking around in the ground to going out to chill.



Well, life moves on, things change and that is something we all understand very well. In our case, we literally lived the change. It was an unprecedented amount of change that we had undergone; in our case we were part of the digitalization. The experience was entirely different; it was new to everyone and was a unique experience that we had.

Struggle during the change is very real; there is a lot of anxiety in the air that is already filled with uncertainty. However, at the end of the path, there was light; it was just the effort

required to go in the right direction to reach it. Distance increased among friends but friendships grew stronger. Going beyond the physical barriers we were connected in a virtual world. Time surely does fly and some moments we wish to live longer and people we wish we could have spent time longer. It was time for us to sail in different directions in the corporate world we won't forget from where we started. Connected yet so disconnected - we move ahead bearing the flag and the name from where we set sail.

**"The heart still
longs to go back
to where to set
sail from"**

LIFE HAPPENS FOR YOU, NOT TO YOU!



**- BY DIVYA SHAH
(BATCH 1996-98)**

Just yesterday we were having campus interviews in 1998. As the first batch we had the privilege of being the first to interact with Nina Mam, Mallikarjun Sir, step into this magnificent building, host the 1st International Conference and see the institute grow with time.

With my skill to build rapport with people, I was looking to specialize in HR, however with Marketing and Finance as offered specialization in 1997, I took Finance as society considered bank jobs safer for the girls. Though I was academically inclined, as a management trainee it was challenging to understand the role of the mundane tasks with no one to speak to. I was drained working 9 am to 9 pm, with no energy to enjoy life. Having found the love of my life at the institute, I decided to quit the job and lead a life on my terms. After marriage, I completed the training in web designing from Xplora Design Skool and founded Maverick Interactive. Having successfully completed projects in web designing for 2 years, I put it on hold as I welcomed my first child into this beautiful world.

After 6 months, I applied for an Admin role at a coming up school. The organization offered me a Head of Administration role due to my effective communication skills. However, during the conversation, when I referred to a young child, I was advised to consider jobs when the child was older as I seemed attached to the child. It was a setback. To work around the time available, I trained as an insurance agent. Soon, with family and fun as a priority, I chose to travel around the world with my husband.

In 2008, I came to the UK. With my family of 2 children, I turned to volunteer as a school governor and lead parent forum for the council for 7 years as I could give as much time as I had and learned about the new education system and community. Management skills were part of me. They helped in the research and methodology to prepare my children for entrance to the best schools in the UK. In 2015, with children soon to leave for University and my husband progressing in his role, I re-assessed my life goals to be independent and have an identity.

Starting on my own, I got an admin role in retail finance from my first interview. To quench my thirst for challenge, I took up internal career opportunities. 'Wheel of Life' Coaching tool had guided me in setting life goals. I wondered what am I good at? Communication! Coaching came to the fore with a positive orientation to bring clarity, enhance performance and achieve the goals. I qualified as a coach from the University of Warwick in 2019 and am currently pursuing further studies in coaching with the University of Cambridge.

At my job, I mentor women from 'Women in Business', sharing my experiences and coaching young adults to raise awareness of their strengths and potential to achieve holistic growth. I also volunteer as a life coach and support clients to get back to work.

Coaching helps me be my authentic self and live my values of respect, integrity, curiosity, and optimism. It improved my relationships and keeps me going for my next belt in Taekwondo. Coaching opened an avenue that was beyond my knowledge and consideration 25 years back. The time of the unknown, the awareness of my self-limiting assumptions and unconscious biases of the society helped develop my skills. My mantra is to be curious and be open to learning. You are not alone, build a support system with who you can laugh, cry, travel, and share your aspirations. With no one to talk to at the start of my career, I work as a life and executive coach now supporting people with their careers and bringing clarity to life. At any stage, it will be an honor to support and work with our students and alumni, to pave their own paths.

**"Life happens. Adapt.
Embrace change, and make
the most of everything that
comes your way"**

LA VITA È BELLA



**- BY ARYA DHAMORIKAR
(BATCH 2019-21)**

It's strange to look back over the last 25 years of life and search the archives for what went wrong and what went right. I have always refused to be someone who tries to stretch out years and deny age, lamenting the turn of another calendar year. Rather, I want to be fully present in each moment, celebrating each shift and change, no matter how mundane or a exhilarating the process maybe, after all, *la vita è bella* (life is beautiful). So that's the story I want to share—snippets on reflecting over 25 years of my life.

"Reflect and learn" has always been the essence of my growth and development that helped me review how far I've come from point zero. I remember that at the age of five, my parents gifted me a barbie doll with an inscription that has inspired me all through: "I can be anything." Reminding myself of my potential at every stage in life. Reminiscing a decade ago when I was a teen, ready to spread my wings and fly, I didn't know which path was best for me but I dared to

follow my heart. My journey has been a series of eureka moments through which I have learned the alchemy of life. Combine hard work, enthusiasm, and creativity to experience the becoming.

In terms of cultural conditioning, the great Indian epics like Mahabharata, with their galaxy of varied characters, evoked in me a tremendous interest in Human Psychology.

Small wonder that I graduated in psychology exploring the intriguing human mind.

My graduation years were shaped by both academic and extra-curricular experiences. One could find me at every event ranging from various

debate competitions to pageants and poetry to conferences. Undoubtedly, this helped me hone my personality and interact with exceptional people. That's when I reflected on my strengths and unflinching interest in managing human resources and developing communication. And as you can guess, I became a part of the IMNU family.



MBA for me was much more about self-awareness than joining the placement bandwagon. It sounds very superficial when one says I don't care about the CTC or the brand but meaningful work that one can enjoy. However, I strictly adhered to this philosophy and ensured that I didn't waiver along the way, even as my batchmates were securing top-notch placements.

Thankfully, life's alchemy worked, and I ended up being exactly where I was needed and started working in corporate communications.

Going through the MBA program, I couldn't see self-growth on a day-to-day basis but looking back on it now, it's apparent how much I have changed. I can see substantial development in my leadership skills, emotional intelligence, and cultural awareness.

IMNU presented opportunities to merge passion with studies. A committee role indeed offered an opportunity to further tailor the program to my career interests and gain one-of-a-kind insight into various industries. In my case, I was a part of Kaizen- The Alumni relations Committee. It enabled me to pursue my interest in facilitating institutional engagements, creating content, marketing events, and understanding the power of networking from a practical lens. It is great to hear our professors stress the importance of building connections throughout MBA, but what is remarkable is when you get to put that into practice.

Overall, what makes an experience valuable is the people you get to meet because of it and an opportunity to create connections that I was to take with me after my MBA.

Despite the effects of a pandemic on our campus life, MBA has been a colossal learning experience with some beautiful lasting friendships, which I believe will anchor all of us in this age of constant mobility.

It is a beautiful coincidence that both NIRMA and I celebrated our 25th birth anniversary together. I want nothing more than to extend this relationship and association to many more years to come.

Cheers to our Silver Jubilee

LA VITA È BELLA

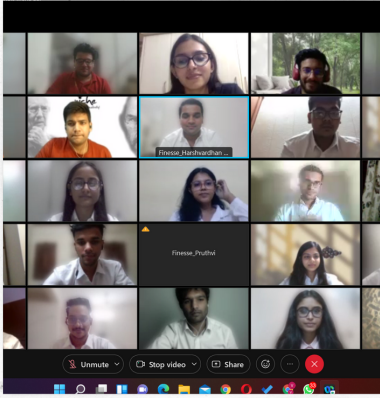
Life is Beautiful !

WHAT'S UP

@

MAJU

2020-21 YEAR IN REVIEW



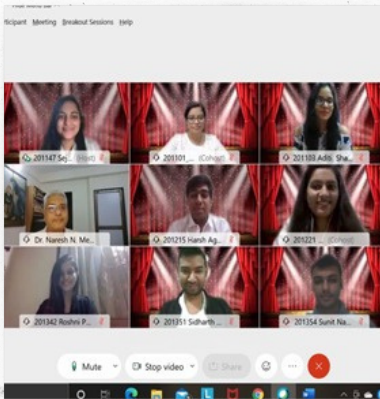
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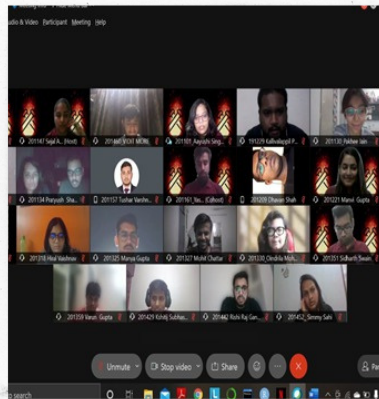
JAM SESSION & DJ NIGHT



AM I AUDIBLE? 2.0



BOXOFFICE



CLUB & COMMITTEE WAR



SILVER ODYSSEY



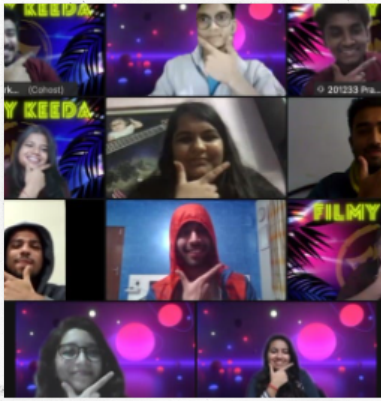
AVIGHNA CHATURTHI



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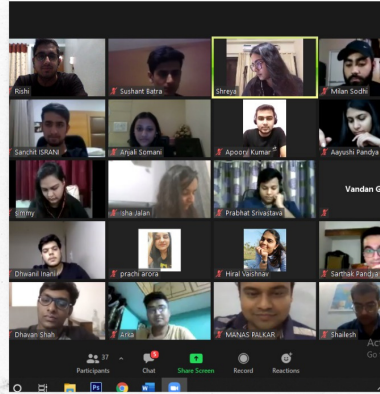
FILMY AKHADA



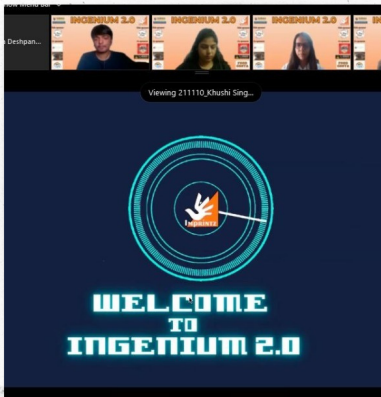
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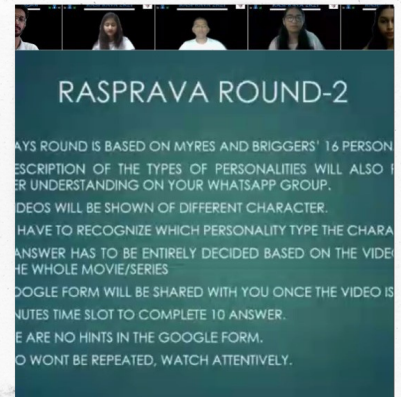
CAUGHT BY KOTLER



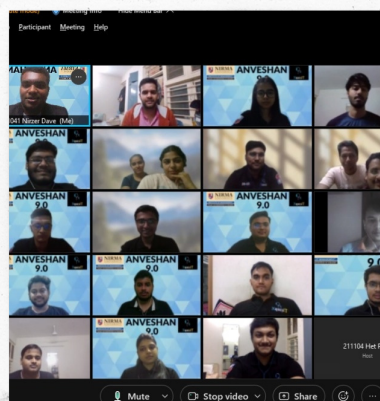
BRANDWIZER



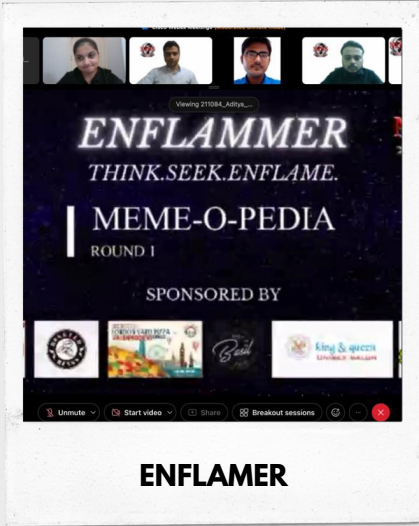
INGENIUM 2.0



RASPRAVA



ANVESHAN 9.0



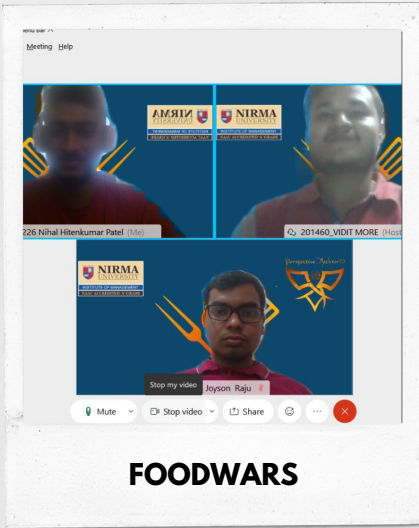
ENFLAMER



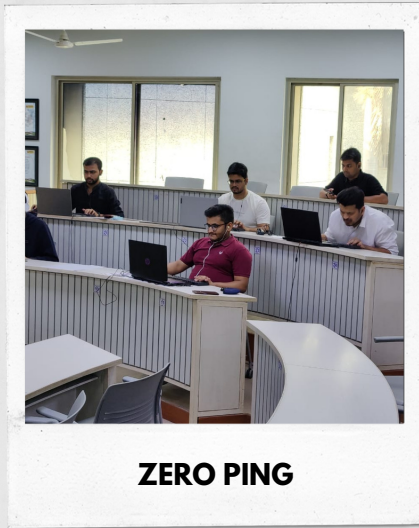
PRAGMAN 6.0



PRATIDWANDI



FOODWARS



ZERO PING



KPMG- Lean Six Sigma Certification

CEO LECTURE SERIES

This year is very auspicious for the institute as it is celebrating 25 glorious years of its academic life. To enhance the knowledge and learning of our students, Kaizen conducted many CEO lecture series, wherein reputed industry leaders shared their insights from their experience. This gave the students a better understanding of various domains and industries as well as a clearer picture of which sector they wanted to work in. The esteemed speakers came from a variety of backgrounds and the webinars were held on a wide range of topics.



MR. SURESH NARAYANAN
Chairman & MD,
Nestle India Limited



MR. SRIKANTH VELAMAKANNI
Co-founder,
Fractal Analytics



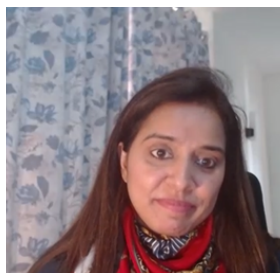
MR. MANOJ KOHLI
Country Head,
SoftBank India



MR. BHUPENDRA SURI
CEO
Creamline Dairy Products Ltd



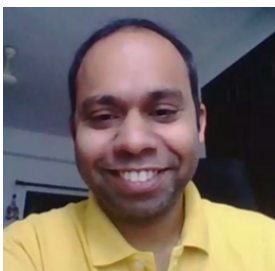
MR. SUBIR PALIT
Country Head,
Greenply Industries
Limited



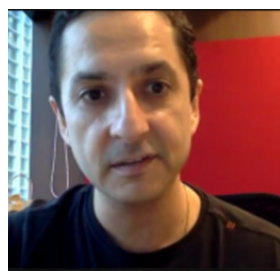
MS. SMRITI HANDA
Global Talent Acquisition
Director, Reckitt



MS. DEEPALI NAIR
Chief Marketing Officer,
IBM India & South Asia



MR. AKSHAT SAXENA
Co-founder,
ePayLater



MR. SIDDHARTH ANAND KUMAR
Vice-president,
Saregama India Ltd.



MR. VEDAMURTHY MALLIKARJUNASWAMY
Project Management Leader,
Ingersoll Rand (India) Limited

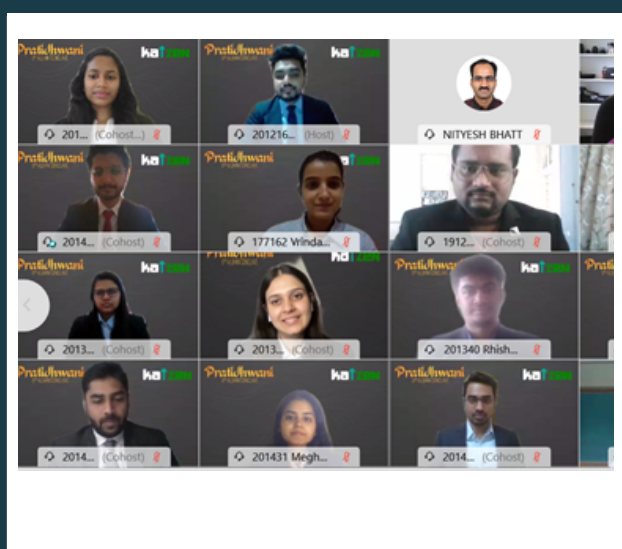
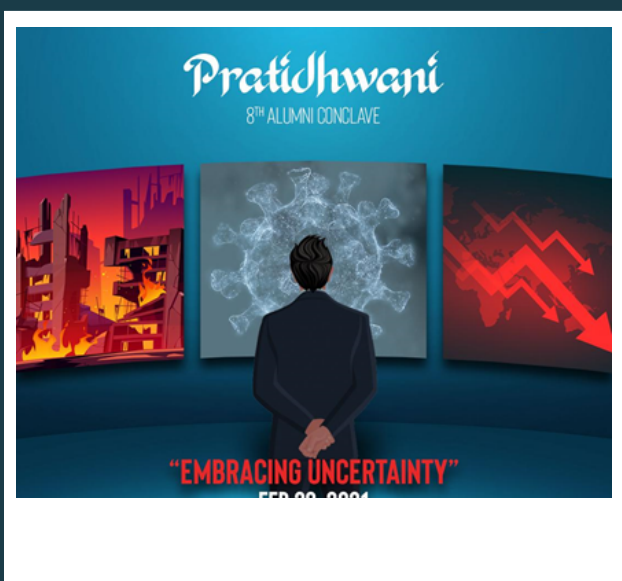


MR. BHARAT PATEL
Co-founder,
Yudiz Solutions

PRATIDHWANI

THE ALUMNI CONCLAVE 2021

"EMBRACING THE UNCERTAINTY"



Embracing life uncertainties gives us life lessons and strengthens the emotional being, that 'this too shall pass.' On behalf of the Institute of Management, Nirma University (IMNU), Kaizen - The Alumni Relations Committee hosted PratiDhwani, the 8th Alumni Conclave, on February 20, 2021, which was conducted as a virtual event for the students. The theme for the year was "Embracing The Uncertainty." Distinguished alumni from the institute with relevant experience gave their insights on ways how to embrace the uncertain days and pave the path towards the ocean of opportunities. About nine speakers from varied domains - IT, Finance, Entrepreneurship, Marketing & Sales, Advertising & Marketing, and HR addressed the crowd of over 200 students on different topics. One of the most remarkable quotes that are worth mentioning - "If you can learn from the uncertainties that came in front of others, you can be a better manager", certainly sums up the alumni conclave. The virtual conference came to an end on a high note and the audience got a lot of insights with a wealth of information to take home.

"IF YOU CAN LEARN FROM THE UNCERTAINTIES THAT COME IN FRONT OF OTHERS, YOU CAN BE A BETTER MANAGER"

UTKRISHTA 2021



Niche - The Marketing Club

The session was inaugurated by Mr. Nimish Danani, Director of Hitachi Vantara, who delivered the opening remarks. Mr. Harshit Desai, Design Entrepreneur, Fintech Professional, and Digital Disruptor, delivered the second address, followed by Ms. Namrata Somani, Gujarat Region Head, TCS Ahmedabad. Mr. Narendra Sharma, Regional Sales Director of AIC Inc., delivered the final address.

Mr. Amitabh Tapadar, Executive Director – Marketing, Strategies, and Business Development, Unidel Group, gave the inaugural address on Day 2 of the Management Conclave. Following the first talk, the students prepared for the second session, which was given by Mr. Pradeep Talreja, Director of Operations at Apidel Technologies. Mr. Vishal Shastri, Senior Vice President, ICICI Prudential Life Insurance Company Limited, delivered the closing remarks during the Plenary Session.

The second talk was given by Ms. Priyanka Sharma, CIGNEX Datamatics Incorporation's Global Head of Marketing. Mr. Vijay Rane, Vice President, Human Resources, elfochips (an Arrow Company), gave the third address, which was followed by Ms. Akhil Prasad, Director, Country Council India & Company Secretary, Boeing India, who gave the third and final address.



Finesse - The Finance Club

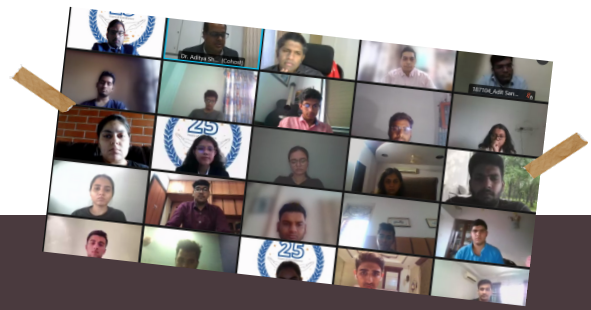
The theme for the first Plenary Session was “The Future of Work” and the first address of the session was delivered by Mr. Hariharan Mani, Director PwC AIMS.

The second Plenary Session was on the topic “Exploiting Digital Disruptions” The first address was by Mr. Nimish Danani, Director at Hitachi Vantara.

The topic for the first Plenary session on Day 2 was “Managing in a VUCA World”. The first address of Day 2 of the Management Conclave was delivered by Mr. Amitabh Tapadar, Executive Director – Marketing, Strategies & Business Development, Unidel Group.

The second Plenary Session was on the topic “Surviving in a Dynamic World”. The first address of second session was by Ms. Sandhya Sharma, Chief Financial Officer, Schindler India.

Clique - The IT Club



The Theme for Utkrishta 2021 is Bounce Back India – Embedding Growth and Resilience.

The theme of panel 1 is Resilient Leadership and People Management.

Speakers KS Bakshi, Vipul Singh, Rajiv Arora and Shravan talked about leadership characteristics, leadership affects due to pandemic, aspects of online work culture and about the uncertainty caused by the pandemic.

The theme of panel 2 is Rebooting Manufacturing in Technology.

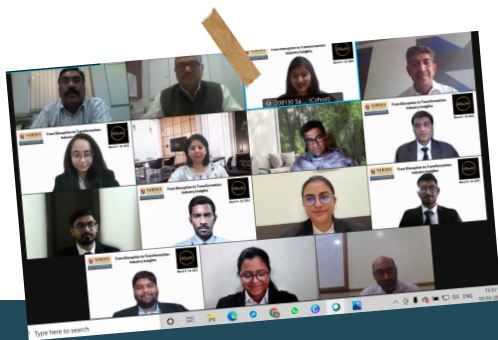
Speakers Ramashankar Panday, Rakesh Gandhi & Nikhil Agarwal talked about how the manufacturing sector is a blessing for manufacturing sector. They addressed that mindset is a perception and that humans need to evolve, adapt and advance with technology growth. They also said that digital transformation is the need of the hour.

The theme of panel 3 is Business model – A catalyst for marketing competitiveness.

Event speakers Mr. Amit, Sanjay, Snehanshu and Animesh talked about the AI era and how it could be utilised to construct business models, obtain customer information and convenience of doing business by applications of AI in B2B sector.

The theme of panel 4 is Fintech – Fueling financial revolution.

Speakers Dr. Jose, Anirudh Bhaskaran, & Sameer Parwani talked about the data security concerns and how data is shared among the companies. They also talked about the cryptocurrency and its future.



Imprintz - The HR Club

The theme focusses on the disruption created by the progressive adoption of innovative technology by organizations. Reskilling, upskilling, unlearning, relearning, reorienting from management by subjective information to data driven decision making are just some of the ways organizations experience this disruption and adapt. Without technology, remaining viable and sustaining the business in the global marketplace is unthinkable..

Four subthemes 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

Speakers from various industries like insurance, financial services, information technology, etc. were there to address students. Mr Param Puneet Singh, Mr Anubhav Kapoor, Mr Amitabh Tapadar were present there to deliver on the above mentioned topics.

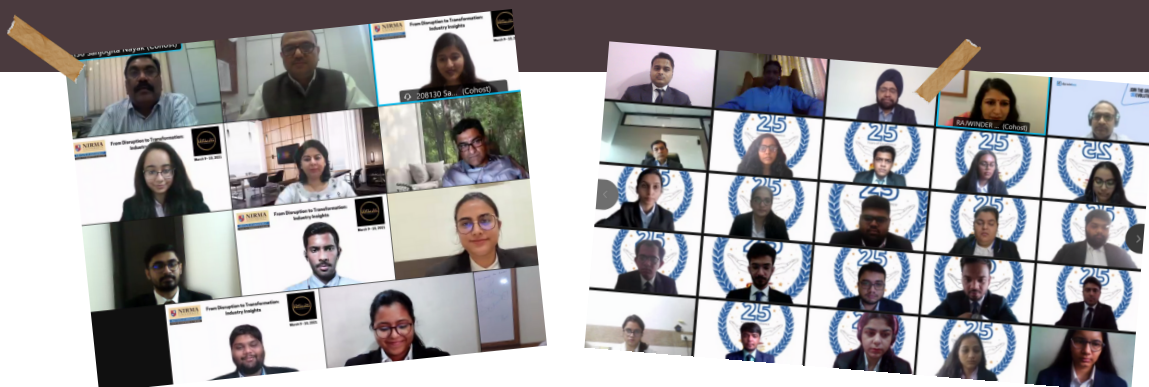
Optimus - The Operations Club

Utkrishta 2021, the Management Conclave of Institute of Management, Nirma University, was organized by five prominent clubs of IMNU namely: Niche – the Marketing Club, Imprintz – the HR Club, Clique– the IT Club, Optimus – the Operations Club and Finesse – the Finance Club of IMNU. The Conclave commenced on 9h March 2021 with the theme, “From Disruption To Transformation: Industry Insights”.

The theme for the first Plenary Session was “The Future of Work” and the first address of the session was delivered by Mr. Hariharan Mani, Director PwC AIMS. Following the first address, the second talk was given by Mr Param Puneet Singh, Senior Principal of Management Consulting in Accenture India. Commencing the next talk of the session was Ms. Rashmi Manasaramani, Chief Human Resource officer at The Wave Group.

The second Plenary Session was on the topic “Exploiting Digital Disruptions”.

Day 2 was concluded by the valedictory session by discussing changing roles of HR skills into the era of transformations. The session chair, Prof Balakrishnan Unny, concluded the session by extending the vote of thanks to the dignitaries who had graced the event with their presence. He thanked the various organizing committees involved in Utkrishta 2021, thus bringing the two-day Management Conclave to the end.



ALUMNI DAY 2020

The Alumni Relations Committee kaizen organized the first-ever virtual Alumni Day on 17th October 2020, where alumni from all over the world marked their presence to celebrate and relive their college days.

The theme for Alumni day 2020, was 'Retro-Throwback to the 90s', and the event was named Safarnama- Chalein Dil hai Jahan!. Various activities and performances were organized for the alumni to enjoy and revisit their favorite movies from the '90s like Pehchan Kaun! a Bollywood quiz game where the alumni had to guess various movies and songs from the symbols displayed. Safarnama Umang awards were organized to felicitate the inner kalakars of our alumni under different art categories. Various alumni came forward and shared their experiences, a fun chit-chat session with Pritish Narula, a stand-up comedian tickled everyone's funny bones. The event was also graced by performances from the clubs like Chehre: The Theatre Club and Fiesta - The Music and Dance Club which the alumni thoroughly enjoyed. The event ended with a heart-touching reaction video featuring some of our very own alumni which took them on a nostalgic ride down memory lane.



ALUMNI CITY MEET 2020

IMNU - Where It All Begin

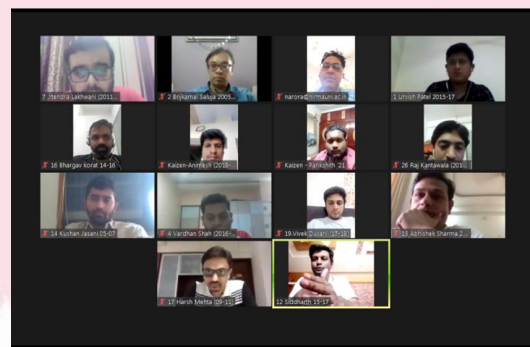


AHMEDABAD (2020)

On 31st May 2020, Kaizen facilitated a virtual alumni meeting for the alumni of Ahmedabad city group, where they talked about their work and businesses and how they can grow themselves by helping each other.

The one-hour meeting was also attended by Mr Neeraj Arora and became a platform for both formal

and informal communication. The main motive behind the meeting was to connect better to know how they can help each other grow. The response to this meeting was astounding; the alumni were engaged, enjoyed talking to each other and were interested to be a part of such meetings in the future.

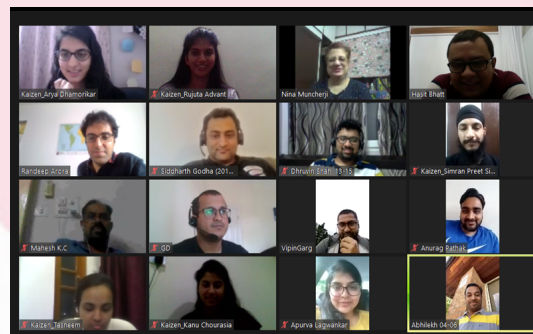


GLOBAL (2020)

On 28th June 2020, Kaizen organized a catch-up meeting for our global alumni base - Global Alumni Connect. The attendees felt a wave of nostalgia reminiscing about the good old days with their fellow alumni. The meeting ended with a quiz based on the memories from Nirma University. The main motive behind this meeting was to facilitate,

for the alumni, interactions among each other and to maintain a good relationship with their Alma Mater. It was attended by our alumni from different parts of the world from the USA to Australia and was also attended by Ms. Nina Muncherji, as our special guest, Mr. Neeraj Arora, Mr. Birju Ambani, and Mr. Mahesh KC.

The meeting, which lasted for an hour, was warmly appreciated by the attendees, and they look forward to such interactions more often.

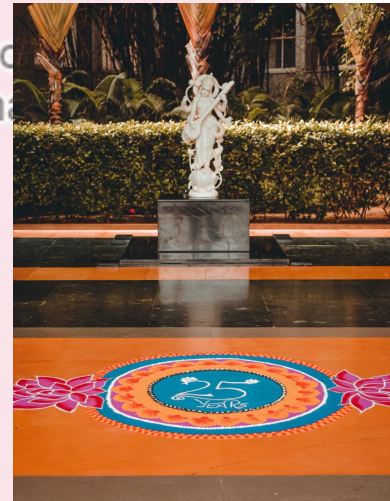




AHMEDABAD (2021)

The Ahmedabad Alumni City Meet was organized on 24th September 2021. The momentous day marked the silver jubilee celebration of IMNU's foundation day. Kaizen held the 'Ahmedabad Alumni Meet', which included alumni from diverse batches. The Alumni presented a quick introduction to themselves as well as advice on how to develop in light of the changing dynamics of the corporate world at the event. During the event, Kaizen launched the first edition of "The Coffee Table Book". This book exhibited the rich entrepreneurial experience of IMNU's Alumni base by integrating their diverse thoughts and perspectives on a single platform. The pages of 'The Coffee Table Book' highlighted the strong and eternal bond that exists between our alumni brotherhood and the institution, as well as providing a look into the entrepreneurial accomplishments of our renowned graduates who are thriving in their employment.

Following lunch, the alumni gathered for an Alumni General Body Meeting, which was followed by a cultural event arranged by the cultural committee. With the high tea, the event came to a successful conclusion.



NIRMAAN



Nirmaan is the social club of IMNU that works mainly to support underprivileged children to make their lives better. It works with NGOs and schools across the city to educate them, strengthen their skills and teach them extra-curricular activities. This is done through various events that the students organize year-round. Evening activities are particularly designed to develop new abilities and polish the old ones. Various workshops are organized around cleanliness, social conduct, sports, craft, music, dance, and communication skills. Nirmaan is not only involved in workshops and events, but it is also responsible for conducting various collection drives where food, clothes, shoes, etc. are collected and distributed amongst the underprivileged.

Nirmaan is not built for personalized motives or an aim of profit or reach. The soul purpose of the club is to spread happiness and care to those who need do not get it.

The members of Nirmaan strongly believe that 'CHANGE CAN BE BROUGHT ABOUT ONLY WHEN YOU CHANGE'. We believe that the youth has the ability to voice themselves. We all want to do something for the society. Nirmaan is what helps us channelize that energy and return good deeds to the society.

The events which Nirmaan organise every year are -

1-NMMS training

NMMS is a competitive exam for scholarship by the government for students of 8th standard which helps them to build a brighter future. Nirmaan joined hands with Tresna Foundation to conduct Training workshops for the students and helping them polish their knowledge.

2-Fund raising

Every year donations from generous people help us continue functioning for good cause and working harder towards the betterment of society.

3- Together We Can

We conducted an impactful Social Media Drive "Together We Can" by collaborating with all the Clubs and Committees of IMNU. The drive covered topics like reading, exercise, music, etc for the overall development of underprivileged children.

4-Skill based workshop

In collaboration with Tresna Foundation, we attempted to provide youngsters a bright future by conferring abilities that can be learned further. Workshops were conducted based on Dance, Sports, Storytelling, Crafting, etc. with the intention of shaping their dreams and goals, to practice triumph by making perseverance a habit.

5- Fitness Campaign

A healthy mind needs a healthy body so Nirmaan decided to take care of the same by organizing an awareness campaign.

It was conducted in the form of a challenge where students were encouraged to share videos teaching different exercises for the body, mind and heart.

6-NGO visit

Nirmaan club of IMNU recently visited an NGO Matrudham Ashram on 2nd Jan, wherein there were games, learning and fun. A simple act of spending couple hours with the children brought tremendous joy.

7- Plantation Drive

A social media awareness campaign called "Plantation Drive", was conducted in the form of a challenge. Students nominated each other and participated in huge numbers. The campaign was driven by the motto, 'You do your bit towards making this planet a better place for the future'.

8-Cloth Drive

Nirmaan organized "Cloth Donation Drive" to help and provide clothes to underprivileged group in the society. The aim of the drive was to ignite the feeling of joy of giving and help the needy in every way we can.



MESSAGE FROM THE FACULTY DESK



Dear Alumni,

Hope you are all doing well !

We are happy to celebrate the 25th year of our Institute and share the joy of the same with you. It has been a glorious journey and each one of us has contributed somehow towards the making of this great Institution. The institute owes its firm base to its alumni, establishing Nirma University as a prestigious institution.

We are proud to witness our alumni performing so well in spite of the challenges posed by the pandemic and tackling the situation like the true Nirmayans that they are. We wish to continue on this magnificent path with the support of our alumni and strengthen the bond further in the years to come.

I wish you all, the very best in your future endeavors.

- Dr. INDRANIL BANERJI
(Head-Corporate Relations)



Dear Alumni friends...

Greetings of the new Year!

I hope you all are taking good care of yourself and your family members during this testing time. As faculty members we are going through a process of readjusting to the new normal thrown by this black swan event aka the Covid 19 pandemic and I must say that you must be going through the same in your own domain. My message to you would be to remain connected to your roots, the Alma Mater in every way possible

for which we remain available as your friends and guide. Your connection will assist the growth of the institution along with your personal growth while assisting your young brothers and sisters to learn the practical challenges that life has thrown at you and the manner you faced them. Stay blessed and keep healthy.

- PUNIT SAURABH



Dear Alumni,

It is my privilege to reconnect with you all. I am proud of your various achievements throughout your career. You have remained a vital part of the institute. I appreciate your continuous support in the growth and development of the institute through guest sessions, placements, interviews, project guidance, curriculum development, to name a few. You are the real brand ambassador of the institute who holds key leadership positions in respected organizations across the globe. I feel

delighted for your efforts being done for the development of society & justifying the years spent by you at the institute. I would like to thank all of you for the constant participation and support you have extended towards your alma mater.

Looking forward to future interaction and collaboration. Wishing you all the best. Stay safe. Stay healthy.

- TEJAS SHAH



Dear Alumni,

It gives me immense pleasure to reconnect with you.

The start of the new decade was unlike anyone could have predicted. However, one thing that remained constant was the alumni's support. We'd like to express our gratitude and highlight what you made possible, even amid the global pandemic. First and foremost, thank you for your suggestions and advice for graduating students during this uncertain time.

Alumni engagement also has increased during this time of virtual learning and working. Finally, we thank you for donating your precious time for participating in virtual events as a panel member.

We are perpetually grateful to have a community that values connection and seeks opportunities to support one another. We look forward to meeting you all on campus.

- TEJAS MODI

THE ALUMNI BOARD

Sr. No.	Name	Designation
1	Dr. Subir Verma	President
2	Prof. Nityesh Bhatt	Vice President
3	Dr. Indranil Banerji	Secretary
4	Mr. Neeraj Arora	Joint Secretary
5	Mr. Birju Ambani	Board Member
6	Dr. Hrudanand Misra	Board Member
7	Prof. Sapna Parashar	Board Member
8	Prof. M Mallikarjun	Board Member
9	Prof. Parag Rijwani	Board Member
10	Prof. Sanjay Jain	Board Member
11	Prof. P K Yadav	Board Member
12	Prof. Nina Muncherji	Board Member
13	Prof. Samik Shome	Board Member
14	Prof. Hardik Shah	Board Member
15	Prof. Nikunj Patel	Board Member
16	Prof. Balakrishnan Unny	Board Member
17	Prof. Tejas Shah	Board Member
18	Mr. Digant Mandavia	Assistant Registrar
19	Ms. Akanksha Gandotra	Alumni Board Member
20	Mr. Alpesh Patel	Alumni Board Member
21	Mr. Ankit Machhar	Alumni Board Member
22	Mr. Arnav Sharma	Alumni Board Member
23	Mr. Prabhat Vijh	Alumni Board Member & Treasurer
24	Mr. Pramesh Parikh	Alumni Board Member
25	Ms. Prerna Kapoor	Alumni Board Member
26	Mr. Sharad Kumar	Alumni Board Member
27	Mr. Vaibhav Kathju	Alumni Board Member
28	Ms. Anay Mashruwala	Alumni Board Member
29	Mr. Rohit Swarup	Alumni Board Member
30	Mr. Vishal Thakkar	Alumni Board Member

TEAM

ka↑ZEN





INSTITUTE OF MANAGEMENT, NIRMA UNIVERSITY

Sarkhej-Gandhinagar Highway
Ahmedabad - 382481, Gujarat, India
www.nirmauni.ac.in
alumnirelations.im@nirmauni.ac.in

