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## From the Editor's Desk

We are elated to bring out this new edition of the SPARSH Newsletter. This edition is an eloquent expression of the progress and outstanding achievements that faculty and students at IMNU have to their credit. This magazine is an insignia highlighting a plethora of academic and extracurricular activities that IMNU undertakes to develop great leaders and achievers.

The new academic year welcomed the students of MBA, MBA (HRM) and MBA (FB&E) for 2022-24 with great zeal and enthusiasm. A grand seven-day induction program greeted the fresh batch featuring CEO lecture series and guest speakers talking on themes from design thinking to work-life balance and sharing their insights for a successful journey in corporate world.

The institute hosted Utkrishta 2022 – The management conclave, PRAGAMAN 7.0 – The Entrepreneurship conclave and the 11th Annual Conference on Quality Management during July to December 2022. A host of very eminent leaders in corporate world such as Mr. Prakash Nahata, Mr. S.Y. Siddiqui etc. graced our institute lecture series along with prominent scholars and former diplomats such as H.E. Arun Kumar Singh (IFS Retd.).

Continuing with its legacy the institute secured prominent rankings from various bodies like the Business Standard and Education World. The worthy list of faculty's achievements and publication in quality journals is just the icing on the cake. As you go through the newsletter you will witness how students express their managerial and leadership skills in organizing, collating and executing creative and well-planned events throughout their academic year. The resolve of our students is also evident in the gamut of events organized by various student-led clubs and committees and how they manage tough academic studies along with the demanding work of organizing various events.

The sincere efforts put in by the entire team of SPARSH, digital designers, students and IMNU's entire management system in providing the support have played a huge part in making this Newsletter possible.

We hope that you, the readers, enjoy reading it as much as we enjoyed working on it with dedicated efforts.

We will be back with another edition of the SPARSH soon.

Happy Reading.

**Dr. Ruchika Sharma**

## Institute Rankings

- Institute of Management, Nirma University was ranked as the 27th best B-School in India, 20th best Private B-School and the 8th best Private B-School in the West Zone by "The Week" in their 2022 B-School Rankings.
- Institute of Management, Nirma University was ranked the 38th best B-School in India, 20th Best Private B-School, 13th Best B-School in the West Zone, 8th Best Private B-School in the West Zone, 57th Best in terms of Learning Experience, 34th Best in terms of Living Experience, 46th Best in terms of Placements, 25th Best in terms of Selection Process and 43rd Best B-School in India in terms of Future Orientation by "Business Today" in their 2022 rankings of Best B-Schools in India. The Institute also received an A1 Rating by Business Today.
- Institute of Management, Nirma University was Ranked the 17th Best B-School in India and the Best B-School in Gujarat by "Education World" in their 2022 rankings of Best B-Schools in India.
- Institute of Management, Nirma University is ranked 6th in the sub-category of "Supreme B-schools" in the super-category of Top Private B-schools of India in CSR - GHRDC B - Schools Survey 2022. A total of 7 B-schools (management institutes) are mentioned in the "Supreme B-Schools" sub-category including IMNU. The super category "Top Private B-schools of India" includes 7 different sub-categories of classification. "Supreme B-schools" is one of these seven sub-categories.

2022		Leadership / governance quality (200)	Faculty welfare & development (200)	Competence of faculty (300)	Student intake / selection process (200)	Curriculum & pedagogy (200)	Industry interface (400)	Research (400)	Infrastructure (400)	Placement (500)	Internationalism (200)	Life / soft skills (200)	Value for money (200)	TOTAL SCORE (2000)
14	Institute of Management Technology (IMT), Hyderabad	162	167	254	158	156	320	260	367	401	137	158	141	268
15	Goa Institute of Management, Porim	162	165	254	154	163	317	266	346	402	132	159	143	268
15	FORE School of Management, Delhi	161	169	253	157	155	315	272	343	408	132	155	143	268
16	Lal Bahadur Shastri Institute of Management, Delhi	169	165	254	157	153	304	267	350	404	136	154	149	268
16	Prin. LN Welingkar Institute of Management Development and Research (WeSchool), Mumbai	167	166	258	154	158	314	253	352	405	136	154	145	268
17	Institute of Management (Nirma University), Ahmedabad	165	167	252	154	155	313	265	349	413	129	153	146	268

"Education World" Ranking

Department of Industrial and Management Engineering, IIT Kanpur	Uttar Pradesh
Institute of Management Technology, Greater Noida	Uttar Pradesh
Lal Bahadur Shastri Institute of Management, New Delhi	Delhi
Indian Institute of Management (IIM) Amritsar	Punjab
Indian Institute of Management Studies, Research & Entrepreneurship Education, Mumbai	Maharashtra
Institute of Management, Nirma University, Ahmedabad	Gujarat
National Institute of Agricultural Extension Management (MANAGE), Hyderabad	Telangana
Symbiosis Institute of International Business, Pune	Maharashtra
Symbiosis Institute of Operations Management, Nashik	Maharashtra
L.N. Welingkar Institute of Management Development and Research, Mumbai	Maharashtra
Centre for Business Studies, Kochi	Kerala

"Business Today" Ranking

Indian Institute of Management (IIM), Amritsar	85
Indian Institute of Management (IIM), Shillong	85
Indian Institute of Management (IIM), Udaipur	85
Institute of Management Technology (IMT), Nagpur	85
Institute of Management, Nirma University, Ahmedabad	85
Institute of Management, Anand (IRMA), Gujarat	85
Institute of Management, Mumbai	85
Institute of Management and HRD (SCMHRD), Pune	85

"Business Standard" Rankings

2	SYMBIOSIS INSTITUTE OF MANAGEMENT	Pune
3	SYMBIOSIS INSTITUTE OF BUSINESS MANAGEMENT	Pune
4	SYMBIOSIS CENTRE FOR MANAGEMENT & HUMAN RESOURCE DEVELOPMENT	Pune
5	K J SOMAIYA INSTITUTE OF MANAGEMENT	Mumbai
6	GOA INSTITUTE OF MANAGEMENT	Sanquelim
7	INSTITUTE OF RURAL MANAGEMENT ANAND	Anand
8	INSTITUTE OF MANAGEMENT, NIRMA UNIVERSITY	Ahmedabad
9	SYMBIOSIS INSTITUTE OF INTERNATIONAL BUSINESS	Pune

The Week - Hansa Research Survey 2022



## Convocation Ceremony

Nirma University held its 31st Annual Convocation Ceremony on December 10, 2022 where 2,584 students from various institutes of the university received their degrees. The Chief Guest for the occasion was Hon'ble Ms Justice Belaben Trivedi, Judge – Supreme Court of India. Students from Institutes of Technology, Management, Law, Pharmacy, Science, Architecture and Planning, Commerce and Design received their graduation, post graduate and PhD degrees. Dr Karsanbhai K Patel, President, Nirma University, presided over the event.



The Director General, Chief Guest and President, NU on the dais

Chief Guest Hon'ble Ms Justice Belaben Trivedi, Judge – Supreme Court of India congratulated the graduating class of 2022. Invoking the AUM Shanti Mantra and the Pranav Mantra of the Brihadaranyaka Upanishad along with the institute's motto, she stressed the importance of being a life-long student and learning from different turning points of life.

Enlightening the students about the uniqueness of being an educated human being, she spoke about the Lord Buddha's message of "Be the Light unto Yourself". She highlighted the importance of changing the perspective of how one should see failures - Instead of being frustrated, she motivated the students to make every failure a stepping stone for success. She emphasized the creation of "Value-driven Education" that would contribute to a just society. She summarized her address by quoting Mahatma Gandhi, "I do not want my house to be walled in on all sides and my windows to be stuffed. I want the cultures of all lands to be blown about my house as freely as possible. But I refuse to be blown off my feet by any."

This year Nirma University conferred degrees on 31 PhD, 833 postgraduate and 1,720 graduate students. Among the graduating students, 1,693 were male students and 891 were female. Of the 31 PhD students, 18 were male students and 13 were female students. The university also presented 60 medals to 51 students for their exemplary performance in academics. Out of these 25 were male students while 26 were female students.



Award ceremony for scholastic performance



Chief Guest being welcomed in the convocation ceremony

## Inauguration and Induction of MBA, MBA (HRM), MBA (FBE) & Integrated MBA 2022-24 Batch

On July 11, 2022, 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 2022- 24 of MBA, MBA (HRM) & IMBA Programme, attended this inaugural session. The welcome address was delivered by the honorable Dr Subir Verma, Director, Institute of Management, Nirma University. He welcomed the new batch with a lot of optimism and encouragement. Dr Verma expressed immense pleasure in welcoming the new batch and wished them a productive and fulfilling two years with the Institute. Furthermore, Dr Verma spoke on how the students can prepare for the upcoming years to move ahead in their careers.



Director, IMNU, Chief Guest and Director General, NU on the dais

The Chief Guest for the Inaugural Ceremony, Mr. Ganesh Nayak, Executive Director, Zydus Group, addressed the batch. He shared his own journey and the start of his corporate career in Zydus 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. He stressed the importance of staying physically fit, ensuring that the attire is well-groomed and presentable and creating a strong bonding and network with all the fellow batchmates. The session was presided over by Dr Anup K. Singh, Director-General, Nirma University. In his address, he welcomed the new batch and gave them valuable advice on how to utilize the next two years of the MBA program, and leave an illustrious legacy for future students. The vote of thanks was delivered by Prof. Nitin Pillai and Prof. Ruchika Sharma.

On July 12, 2022, the CEO address was organized as a part of the induction ceremony. The guest for the address was Mr. Saurabh Singh, President - ICICI Foundation for Inclusive Growth, Head - TASC & GBG, ICICI Bank Ltd. Mr. Singh shared the intricacies and subtleties of business dynamics in the Indian eco-system and discussed the thinking approach of connecting sociological perspectives into business development.

On July 13, 2022, Dr. Rohit Swarup, Founder Director, Explorra Education Pvt. Ltd addressed the new batch of students on the concept of Design Thinking. Mr. Swarup talked about how the process of design thinking helps in creative problem-solving. He also discussed how design thinking is applicable and crucial irrespective of the role or industry.

On July 14, 2022, Mr. Samir Patel, Maprosys, Ahmedabad delivered a keynote address on "Corporate Expectations from MBA Graduates". He shared his insightful learnings from the corporate sector and emphasized the importance of punctuality, discipline and keeping a healthy distance from needless gossip in order to succeed in the corporate setup.

On July 15, 2022, Mr Deven Kamdar addressed the students on Managing Life without Conflicts. He discussed the importance of spirituality in one's life and how to deal with anxiety. He mentioned the coordination of desires and intellect to achieve success in life. On the same day, Mr. Maharana Ray, Vice President (Probiking) Bajaj Auto Ltd, Pune, addressed the new batch on "Corporate Expectations from MBA." He commenced the session by empowering the students to be happy in life. Mr. Ray interacted with students to understand their perspective of a good job. He talked about crucial personal values and life skills. He also highlighted the power of humility, honesty, health, and hard work.

## Final Placement Update: – Batch of 2021-23 of the MBA & Integrated BBA - MBA 2018-23

The Institute of Management, Nirma University, which has been highly successful in preparing its students for successful careers in the corporate world. The statement highlights the fact that IMNU has been able to consistently fulfill its students' career aspirations by securing them jobs they desire upon completing their studies. One key indicator of the institute's success in this regard is its impressive placement record, which has been consistently strong for several years. This means that a high percentage of IMNU students are able to secure desirable jobs in their chosen fields after completing their studies. This placement record is a testament to the superior quality of IMNU's student resources, as recognized by corporate recruiters who seek out IMNU graduates. This year 87 companies visited for campus placements at the Institute of Management, Nirma University (IMNU). IMNU achieved 100% placements. While average or mean compensation package this year stood at Rs. 12.20 LPA rising from 10.50 LPA, median salary at IMNU rose from Rs. 10.00 LPA earlier to Rs.11.00 LPA this year. The maximum salary (CTC) was Rs. 30 LPA offered by Morgan Stanley in the BFSI sector. The roles which were offered to our students included Associate Consultant, Knowledge Associate, Business Analyst, CoRe Analyst, Cloud Consultant and many more. 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, E-commerce, Analytics, Consumer Durables, and et al. More than 45 new companies participated in the campus hiring process, shows confidence of companies in our students' resource. Companies like AkzoNobel, Tata Advanced Systems, Reliance Retail, Barclays, Kantar, TresVista, Brillon Consumer Products, Shadowfax, Zydex Industries, Publicis Sapient visited our campus for the first time and recruited our students. At IMNU, summer internship plays an important role in giving the students a shape and insights of the corporate world. The institute provides its students with ample of opportunities for getting their summer internship in renowned companies. The Summer Placements of Batch 2022-24 has achieved 90% plus mark as of now with an average stipend offered of Rs. 17000 while Morgan Stanley offered the highest stipend of Rs. 87000. The ongoing summer placements has seen participation from companies like Morgan Stanley, J.P Morgan Chase & Co., Cushman and Wakefield, Dell Technologies, Reliance JIO, Exide Industries, Fullerton India.

## Orientation Inauguration and Induction of BBA-MBA Batch 2022-2027

The induction programme for the new batch of Integrated BBA-MBA (2022-27) students began on September 16, 2022 with interest and enthusiasm. Dr. Subir Verma, Director of IMNU, delivered the welcome address to a packed audience hall. It was followed by an inaugural speech by guest of honor, Mr. Neeraj Agarwal, Plant Head of Tata Motors, Ahmedabad, who enlightened the audience with his words of wisdom. The keynote address was delivered by Dr. Anup K. Singh, Director General, Nirma University, who commended the students on their new journey at the institute. He assured the students support and guidance in all their future endeavors, ultimately boosting their personal growth and reputation. The first day of the induction programme concluded with an informative session on the institute's activities. The 2nd day of the Induction Programme (September 17, 2022) for the new batch of the Institute of Management, Nirma University (2022-27) commenced with a session by Dr. Anup K. Singh, Director General, Nirma University who spoke on the significance of introducing integrity and a value-belief system in the practice of management, value and ethics. Following this Mr. Mohit Mangal- career counselor and social entrepreneur enlightened the students with his insightful session. The session was followed by Prof. Nikunj Patel's briefing on the university's anti-ragging policy and hostel facilities. Major Mohommed Ali Shah, Ex-Army and TEDx Speaker led the last guest session and recounted his exhilarating experiences in various domains and left everyone in high spirits. The programme ended with a spectacular cultural performance by second-year students of the BBA-MBA programme.



## EDP inaugural function

Institute of Management ,Nirma University organized training session "Nav Disha" for IOCL Gas distributors from Gujarat State .The program had 157 participants and was organized from July 11-15, 2022 at IMNU Campus .The session was conducted by senior faculty members of the institute.

The Name of faculty members who have taken sessions in the mentioned MDP are:

- Dr. Sapna Parashar
- Dr. Mayank Bhatia
- Dr. Ashwini Awasthi
- Dr. Nina Muncherji
- Dr. Sanjay Jain
- Dr. Sanjay Jain
- Dr. Sandip Trada
- Prof. Tripura Joshi



Inauguration of the "Nav Disha" program by Prof. Sapna Parashar along with faculties of IMNU and IOCL Officials



A Group Photograph of the participants and faculties in "Nav Disha" program with Director, IMNU

## Utkrishta – The Management Conclave, 2022

Utkrishta, the management conclave of Institute of Management, NU was organised on September 23 & 24, 2022 on the theme “Reshaping Businesses for a Sustainable Future” by five clubs of IMNU namely: Niche, the marketing club, Imprintz – the HR club, Clique –The IT analytics club, Optimus – the Operations Club and Finesse – the finance club. The conclave coordinators were Prof. Aditya Sharma and Prof. Mayank Bhatia. The conclave witnessed participation of around 450 – 500 students over the span of two days. The event was graced by 6 eminent speakers - Mr. Nakul Kumar, Founder & CMO, Cashify, Mr. Aditya Agrawal, Senior VP & Head - Client services, Transunion CIBIL Ltd., Ms. Priyanka Sharma, Global head marketing, Cignex, Mr. Vikram Gupta, Founder & CEO, Strategyk Consilium Pvt. Ltd., Mr. Zenil Dumasya, Country brand manager (digital), Pfizer and Mr. Anuj Agarwal, COO, ICICI Foundation. The Plenary session on day 1 was based on the theme of “Technology based Startups and Business Transformations” and the theme of plenary session on day 2 was “Building Business Through Innovation”.



Dignitaries on the dais for the management conclave



A Panel Discussion in Progress

## 11th Annual Conference on Quality Management on “Transformation through Quality in Hybrid Era” organized by ASQ – India Section and Institute of Management, Nirma University.

The 11th Annual Conference on Quality Management was organised on November 25 & 26 , 2022 by ASQ – India section and Institute of Management, Nirma university on the theme of “Transformation through Quality in Hybrid Era”. The conference was inaugurated by the welcome address of Dr. Rajesh Jain, Chairperson, ASQ – India section. A total of 20 case study presentations were made by 12 companies. A social corporate responsibility project by Ford Plant, Sanand demonstrated the impact of individual dignity-oriented work culture training on employment of deaf and dumb employees in mainstream assembly jobs. In the true spirit of fostering deeper industrial outreach and connecting professionals across industry verticals, an industrial visit was organised on November 26 th , 2022. A Total 8 industries were a part of this industrial visit - Bosch Rexroth, Amul dairy, Amneal pharma, Klockner Desma Machinery Pvt. Ltd., Sahajanand laser technology Ltd., Waterman industries Pvt. Ltd., Erhardt + Leimer (India) Pvt. Ltd., Harsha engineers International limited. Three plenary sessions were organized on the themes “Sustainable Development through Quality”, “How to remain relevant in post covid era?” and “Quality the Way Forward”. The chief guest in the inaugural session was Dr. Viranchi Shah, Founder, Saga Lifesciences & President, Indian Drug Manufacturers Association and the guest of honor was Mr. Vimal Manchanda, Chief Operations Officer (COO), Motherson Sumi. The valedictory function was graced by chief guest Mr. Ravi Kumar Iyer. The annual conference highlighted many critical issues and associated new innovation opportunities and management practices in the field of hybrid quality in diverse industries.





Dignitaries on the dais for the conference



Distinguished Speakers for the Conference

## CEO Address

### Mr. S.Y. Siddiqui

Mr S. Y. Siddiqui, executive advisor at Maruti Suzuki was invited to give lecture on the topic "Reshaping business for sustainable future" on September 30, 2022. At Maruti Suzuki, Mr. S Y Siddiqui collaborates closely with the Managing Director on people challenges and future business strategy for 2020 and beyond. He has spent about 40 years in HR and business roles for reputable Indian and Multinational corporations. We saw a good 350 number of student participation for the lecture.



Mr. S.Y. Siddiqui

## Institute Lecture Series

### Mr. Bobby Achettu

Kaizen, the Alumni Relations Committee invited Mr. Bobby Achettu, CEO of Accelerated Growth for Institute Lecture Series on November 9, 2022. He delivered lecture on the topic 'Entrepreneurial perspective from the United States', where he spoke about his journey and topics pertaining to leadership qualities, chasing opportunities and imparted his knowledge and experience on the subject.



Mr. Bobby Achettu, CEO of Accelerated Growth



## Dr. Maina Chawla Singh

IMNU was delighted to invite Dr. Maina Chawla Singh to come and enlighten us with her deep knowledge and remarkable experience in the career designing domain on August 23, 2022. She shared her views about the imperative steps to improve placement prospects. Dr. Maina Chawla Singh is a professor, and author of two academic books and several peer-reviewed articles in international journals with an experience of over 30 years in teaching Liberal Arts courses at premier universities in the United States, India, and Israel.



Dr. Maina Chawla Singh

## Mr. Sulay Lavsi

Kaizen, the Alumni Relations Committee invited Mr. Sulay Lavsi, Founder and CEO of BUMMER for Institute Lecture Series on November 14, 2022. He delivered lecture on the topic "Branding in E-commerce" where he shared his knowledge and experience about the domain and also interacted with the students. Mr. Sulay advised the students to be patient and perseverant in the pursuit of establishing a brand in any new entrepreneurship idea. Innovative digital marketing and next-gen technology implementation was also highlighted in the talk. Around 200 students participated in the talk.



Mr. Sulay Lavsi, Founder of BUMMER

## Mr. Prakash Nahata

Kaizen, the Alumni Relations Committee invited Mr. Prakash Nahata, Head - Controlling & Portfolio Risk, Mercedes-Benz Financial Services India Pvt. Ltd to deliver a guest lecture on December 17, 2022. The topic was "Financial Risk". Mr. Prakash explained various types of risks associated with the industry and the importance of efficient risk management practices in financial functioning of the company. The guest lecture witnessed participation from around 250 students.



Mr. Prakash Nahata, Head - Controlling & Portfolio Risk, Mercedes-Benz Financial Services India Pvt. Ltd  
with Kaizen Committee

## H.E. Arun Kumar Singh (IFS Retd.)

Kaizen, the Alumni Relations Committee on behalf of Institute of Management, Nirma University hosted H.E. Arun Kumar Singh (IFS Retd.), Former Ambassador to the United States, France and Israel. The lecture was organized on August 25, 2022 on the topic "India US Relations: Past Present and Future". The insightful lecture was followed by a very interactive Q&A session with the audience. The guest lecture witnessed participation from around 250 students.



H.E. Arun Kumar Singh (IFS Retd.)

## Vichar Vinimay

Sr no.	Name of the Faculty	Topic of Paper Presented	Date of Presentation
1	Prof. Bhajan Lal	Relationship among Job Satisfaction and Human Capital Creation: A Study of Indian Managers.	July 15, 2022
2	Prof. Sanjay Jain	Effect of Brand Authenticity on Brand Loyalty and Word of Mouth: Role of Brand Trust and Brand Attachment	August 20, 2022
3	Prof. Mahesh K.C.	Robust Regression on the Circle.	July 30, 2022
4	Prof. Bhavesh Patel	Hedging Structured Index Option Portfolios-An Examination of Hedging Outcomes.	July 7, 2022
5	Prof. Meeta Munshi	Does Woke Advertising work?	July 16, 2022
6	Prof. Parag Rijwani	Corporate Financial Reporting and Board of Directors: A study of Firms listed in India.	September 17, 2022
7	Ms. Anuja Gupta	Green Absorptive capacity-based model for green innovative practices and environment performance in Indian Construction Industry.	September 17, 2022
8	Prof. Tripura Joshi	The moderating role of sales employee customer orientation on the drivers of brand affect in the Indian smartphone category.	October 15, 2022
9	Ms. Renuka Kumawat	Are ESG Disclosures Value relevant? A panel-corrected standard error (PCSE) approach.	October 15, 2022
10	Prof. Jayesh Aagja	Measuring Consumer Comfort: A study of Banks in India.	November 5, 2022



## Vichar Vinimay

Sr no.	Name of the Faculty	Topic of Paper Presented	Date of Presentation
11	Ms. Priya Harchandani	Vulnerabilities of Non-farm Employment in rural India: Evidence from NSSO and PLFS data	November 5, 2022
12	Ms. Dimple Bhojwani	Are Machine Learning Algorithms a better Technique than Regression Analysis in Price Prediction of Cryptocurrency? A Comparative Study of LSTM and LASSO and RIDGE"	November 19, 2022
13	Prof. Sapna Parashar	Minimalistic Consumption in Sharing Economies	December 3, 2022
14	Ms. Heemanshi Shahi	Study on Affective and Cognitive-Based Trust in Non-Monetized Accommodation Sector: Couchsurfing Scenario	December 3, 2022
15	Prof. Manoj K Agarwal	How to do great research and publish in the best journals: A conversation	December 9, 2022



## Faculty Award/Paper Information

- Dr. Pratham Parekh published the journal paper titled “Sociological inquiry of Big Data led Governance and public policy in India” at the National Institute for Micro, Small and Medium Enterprises, Government of India, on August 2022.
- Dr. Pratham Parekh and co-author Dr. Rajkumari Meena published a paper titled “Rethinking human security approach for responding to COVID” at the International Interdisciplinary Institute Of Human Security & Governance on Sep 2022 (ISBN 9788195721412). They won the Best Paper Award at the conference and also won the best paper award for this paper in Interdisciplinary Institute of Human Security in collaboration with the Centre for Conflict Studies, Middlebury Institute of International Studies, Monterey, California, USA; Security Women, London, United Kingdom; Department of International Relations, Central University of Jharkhand, India; Amity Institute of Liberal Arts, Amity University Mumbai, Maharashtra, India; Department of Defense & Strategic Studies, Himachal Pradesh University, Shimla, India; Department of International Relations, University of Chittagong, Bangladesh.
- Dr. Pratham Parekh gave an expert talk on “Sociological Analysis Of Inclusive, Equitable And Lifelong Learning Ecosystems in Gujarat and India ” at the First International Conference on Technologies, Sustainable Development Goals and Academia 2022 (ICTSGA-1) happened at the event Société Pour l'avancement des Arts, de la Science et de la Technologie (SPAST) foundation, Franch on July 2022.
- Dr. Pratham Parekh presented the paper titled “Sociology of Selfies: an invitation” in the Dialogues and Deliberations in Social Sciences and Humanities on July 2022. It won the best paper award at International Conference on Dialogues and Deliberations in Social Sciences and Humanities, Sabarmati University, Ahmedabad, India.
- Dr. Pratham Parekh presented the paper titled “Sociological Dimensions of Energy-Conservation Knowledge & Practices” at the International (Virtual) Conference on, Climate Change Governance and Law organized by GLS University Ahmedabad on August 2022.
- Dr. Pratham Parekh presented the paper titled “Sociological Evaluation of Basic Civic Infrastructure in 112 Aspirational Districts of India ” at the National Conference on Revving Up the Rural Non-Farm Economy: Potential and Strategies, organized by the Gujarat Institute of Development Research Ahmedabad on September 2022.
- Dr. Pratham Parekh presented the paper titled “Assessing Financial Inclusion, Skill Development and Basic Infrastructure in 112 Aspirational Districts of India ” at the International Conference on Sustainability Goals, organized by the Indian Institute of Management Bodh Gaya (IIM Bodh Gaya) collaboration with the University of Cambridge and Becker, on September 2022.
- Dr. Pratham Parekh and Dr. Bhajan Lal presented a paper titled “Assessing progress made by Indian States & UTs for the attainment of Sustainable Development Goals” at the International Conference on Sustainability Goals organized by the Indian Institute of Management Bodh Gaya (IIM Bodh Gaya) collaboration with the University of Cambridge and Becker, on September 2022.



## Faculty Award/Paper Information

- Dr. Pratham Parekh presented the paper titled “Sociological Exploration of (Re)presentation of Self in AI-driven Digital World” at the International Conference on (Re)Constructing the Self in the age of AI - Contestations, Challenges and perspectives, organized by Galgotias University in collaboration with Jean Monnet Module, Jawaharlal Nehru University, on December 2022
- Dr. Samik Shome and Aanchal Singh published the Journal paper titled “Business in Envisaging Food Security through Intracoupling: A CHANS Perspective” with ISSN: 1059-9231, in the Journal of Asia-Pacific (Volume July 2022).
- Dr. Samik Shome and Aanchal Singh published a journal paper titled - “ESG-CFP Linkages: A Review of Its Antecedents and Scope for Future Research” in Indian Journal of Corporate Governance. (ISSN: 0974-6862)
- Dr. Samik Shome and Sushma Verma presented a paper titled “Peer Influence and Adoption of Digital Finance in Micro Business in India: An Empirical Analysis using PLS-SEM ” at the 2nd International Conference on Management of MSMEs organized by the Indian Institute of Management, Amritsar (20-22 January). It won the 2nd Best Paper Award at the conference.
- Dr. Pradeep Kautish along with co-authors Hollebeek, L.D., Khare, A. and Rather, R.A. published a paper titled, “The effect of consumer values on engagement and behavioral intent: Moderating role of age (2022),” in Rajagopal, R. and Behl, R. (Eds.), “Managing Disruptions in Business: Causes, Conflicts, and Control”, Palgrave Macmillan, Cham (A Springer Group Publishing Company), pp. 263-289, ISBN 978-3-030-79708-9 (Hardcover), ISBN 978-3-030-79709-6 (eBook), (Scopus).
- Dr. Pradeep Kautish and Khare, A. published a paper titled “Investigating the moderating role of AI-enabled services on flow and awe experience (2022)” in the International Journal of Information Management, Vol. 66, Article No. 102519, ISSN 0268-4012 (print), ISSN 1873-4707 (online), ABDC A\*, WoS, SCIE and Scopus Indexed, (Journal Impact Factor 18.958), Elsevier Limited.
- Dr. Pradeep Kautish along with co-authors Siddiqui, A., Sharma, R., Sinha, A. and Siddiqui, M. published a paper titled “Evolving a policy framework discovering the dynamic association between determinants of oil consumption in India (2022)” in the Energy Policy, Vol. 169, Article No. 113179, ISSN 0301-4215 (print), ISSN 1873-6777 (online), ABDC ‘A’, WoS, SCIE, SSCI and Scopus Indexed, (Journal Impact Factor 7.576), Elsevier Limited.
- Dr. Pradeep Kautish along with co-authors Guru, S. and Sinha, A published a paper titled “Values, satisfaction and intentions: online innovation perspective for fashion apparels (2022)” in the International Journal of Innovation Science, Vol. 14 No. 3/4, pp. 608-629, ISSN 1757-2223 (print), ISSN 1757-2231 (online), Scopus Indexed, Emerald Group Publishing Limited.
- Dr. Pradeep Kautish along with co-authors Khare, A. and Sharma, R. published a paper titled “Health insurance policy renewal: An exploration of reputation, performance and affect to understand customer inertia (2022)” in the Journal of Marketing Analytics, Vol. 10 No. 3, pp. 261-278, ISSN 2050-3318 (print), ISSN 2050-3326 (online), ABDC ‘C’, ESCI, and Scopus Indexed, Palgrave Macmillan.

## Faculty Award/Paper Information

- Dr. Pradeep Kautish along with co-authors Jaiswal, D., Kaushal, V., Deshmukh, A. and Kant, R. published a paper titled "What drives electric vehicles in an emerging market? (2022)" in the Marketing Intelligence & Planning, Vol. 40 No. 6, pp. 738-754, ISSN 0263-4503 (print), ISSN 1758-8049 (online), WoS, ABDC 'A', SSCI, and Scopus Indexed, (Journal Impact Factor 4.338), Emerald Group Publishing Limited.
- Dr. Pradeep Kautish and Khare, A. published a paper titled "Antecedents of sustainable fashion apparel purchase behavior" (2022) in the Journal of Consumer Marketing, Vol. 39 No. 5, pp. 475-487, ISSN 0736-3761 (print and online), ABDC 'A', ESCI and Scopus Indexed, Emerald Group Publishing Limited.
- Dr. Pradeep Kautish along with co-authors Paço, A. and Thaichon, P. published a paper title "Sustainable consumption and plastic packaging: Relationships among product involvement, perceived marketplace influence and choice behavior," (2022) in the Journal of Retailing and Consumer Services, Vol. 67, Article No. 103032, ISSN 0969-6989 (print), ISSN 1873-1384 (online), WoS, ABDC 'A', and Scopus Indexed, (Journal Impact Factor 10.972), Elsevier Limited.





## Students' Achievements

Souvik De and Abhishek Chatterjee of first year, MBA (2022-24) won the 3rd position in a national-level case study-based competition organized by BIMTECH, named "STRATAYUDH" out of 1000+ registered participants from all across India's top B-schools on November 13, 2023. A prize money of Rs. 5000/- was won by the team. It was a marketing case study competition with a total of 3 rounds.



Abhishek Chatterjee



Souvik De



August'22 Kaizen article winners



Jalaj Shah



Umesh Dave

Jalaj Shah and Umesh Dave, students of first year MBA (2022-24) won the first runners-up (second prize) in the national article writing competition organized by IIM Rohtak's Operations Club in their monthly magazine (August 2022) titled "Kaizen". The title of the article was "Supply Chain Crisis due to Ongoing Russia-Ukraine Conflict". The contest saw participants of around 250 teams. The article highlighted the supply chain challenges that have arose from the recent Russian-Ukraine Conflict of 2022. The article presented supply chain impact on India and on the rest of the world. The competition results were announced on September 13, 2022.

Shubh Bhargave under the team name "Me and Akash" secured 2nd Position at IIM Ahmedabad's national level competition on management economics organized on October 1, 2022. The total participants in this competition were around 1000. Mr. Shubh has won the competition amidst huge competition and has brought laurels to the institute.



Shubh Bhargave

Dear all,

Congratulations for making it so far in Tradecraft, and a big thanks from our side for participating and sitting through what was a gruelling final round. We are happy to declare the results of the final round. Based on your final index scores, we have created a ranking. Congratulations to China on achieving the best outcomes. Not to mention, every team put in a commendable effort.

Country	Team Name	Rank
China	Eco-Fanatics	1
Saudi Arabia	Me and Akash	2
Brazil	SP Crafters	3
Germany	Magnum Opus	4
India	Shadows	5
United States	KDefenders	6

Team "Me and Akash"



Vedant Mathur



Gunjan Sardana



Rohil Agarwal

Gunjan Sardana and Rohil Agarwal of MBA (2021-23) along with Vedant Mathur of IMBA (2018-23) became the semi-finalist of Wipro B-PRO 2.0: Wipro's Exclusive Business Innovation Challenge. The results were declared on September 14, 2022. A total of 6,377 teams with a total of 19,131 participants took part in this competition. The teams were judged on problem-solving skills, decision making ability, innovative thinking and strategic perspective.

## Events in collaboration with Industry

### KPMG Lean Six Sigma- Green Belt Certification

Optimus- The Operations Club of IMNU conducted a 4 day Lean Six Sigma-Green Belt Certification Course, offered by KPMG on July 20 to 23, 2022. The course provided a Lean Six Sigma Competency Development Programme, which has been curated to enhance the student's knowledge regarding how it adds value to the organization and across diverse sectors. The course ended with extensive sessions of the Lean Six Sigma certification which was a blend of theoretical as well as practical applications. A total of 51 participants participated in the certification course.



The group photo of all participants in the "KPMG Lean Six Sigma Green Belt Certification

## Cultural Events

### GlamX: A Fashion Story

"GlamX: A Fashion Story" was organized on December 12, 2022 in IMNU Backlawn by The Cultural Committee, IMNU. The theme of the event was a fashion show. The event was conducted on inter Institute level where other colleges of Ahmedabad also participated. It was both a team participation event and individual participation event. Around 200 participants made the event a huge success. The winning team was "Fashion Rainbows" from GLS University, Ahmedabad. The individual winners were "Mr. Harsh Pamecha for Mr. GlamX" and "Ms. Anushka Dedania for Miss GlamX".



GlamX participants displaying a social message



GlamX participants on the fashion ramp



## Cultural Events

### Avighna Chaturthi

Ganesh Chaturthi was celebrated as "Avighna Chaturthi" by The Cultural Committee of IMNU. It was a five-day celebration from August 31 to September 4, 2022. There were daily rituals and festivities held in the SAC area. The celebration began with a rally in the campus and ended with Moorti Visarjan. During these five days, we observed a crowd of 500 people.



Avighna Chaturthi Celebration in the Student Activity Centre

### Apratim: The Talent Night

"Apratim" - The Talent Night was organized by The Cultural Committee of IMNU on September 10, 2022. The Talent Night is an event specially organized for the junior batch of the MBA program. The theme for this year was "BOLLYWOOD". Apratim provides them with a platform to showcase their talent in front of the batch. The performances majorly included dancing, singing, poetry, and mimicry. The winners were provided with different prizes. We witnessed an audience of 350 people.



"Apratim" The Talent Night participants along with judges

### Guruvandanam

Guruvandanam is a Teachers' Day celebration organised by The Cultural Committee on September 05, 2022 as a tribute to the teachers for their constant guidance and support. The event included various performances by the students of IMNU. There were also some fun activities for the dear faculty members. An audience of 150 people attended the event, in which 30 were teachers and 120 were students.



Guruvandanam Celebrations in IMNU Auditorium

### Extravaganza: The Cultural Potpourri

24th September is celebrated as the Foundation Day of IMNU. On the 26th anniversary of IMNU (September 24, 2022), The Cultural Committee organized an event called Extravaganza: The Cultural Potpourri. It included various performances of the students of IMNU from MBA as well as BBA. The performances included dancing, singing and a skit. It witnessed a wonderful audience of 500 people.



Play performed by Dramatics Club of IMNU - Chehre

## Events

### Swayam

Swayam, the Entrepreneurship Club of IMNU organized an Entrepreneurial Talk Show called E-INSIGHTS I in collaboration with CESTour Project on September 29th, 2022 in IPNU Seminar Hall. Mr. Sumesh Mangalasseri, the co-founder of Kabani Community Tourism & Services and a social entrepreneur, was the talk show's keynote speaker. Mr. Sumesh was interviewed by two student coordinators on "What is Sustainable Tourism and its Need for a Better World." Around 165 Nirma University students attended the event and found it very insightful and enriching.



Group Photograph of SWAYAM team with Guest Speaker

### IGNUS

Clique, the IT & Analytics Club of IMNU organized "IGNUS" on September 29 & 30, 2022. The participants had to showcase their technical as well as thinking skills. It consisted of 2 rounds. The first round had questions which could be answered by analyzing the dataset provided. The second round was auction, in which the teams had to bid on the companies after analyzing their parameters such as P/E ratio etc. Around 186 participants participated in event. The event saw participation of more than 100 students.



IGNUS event - Enthusiastic Participation by students

### Fintalk 1.0

Finesse, the Finance Club of IMNU organised Fintalk 1.0 on October 6, 2022. The topic of the talk was "Call for 5G, A Major Pull for FDI's" and was delivered by expert speaker CA Rinkesh Shah. The goal of the event was to give the students insights, inform them of current trends and their significance for the future, and help them grow their domain knowledge. A short Q&A round was followed by the guest being presented with a memento for his insightful session. The event was attended by around 100 students.



CA Rinkesh Shah delivering the Fintalk 1.0

### FinTalk 2.0

Finatalk 2.0 was organised by Finesse, The finance club of IMNU on December 11, 2022 on the topic of "ESG". The speaker for the event was Mr. Salim Meman, Assistant Manager, Tata Consultancy Services in online mode. The speaker began by introducing ESG and then current developments at the UN climate change conference were discussed. The causes and effects of the pollution component of ESG applications were also discussed that were highly relevant to our lives.



Fintalk 2.0 by Mr. Salim Meman



## Events

### PRAGAMAN 7.0 - The Entrepreneurship Conclave

Swayam, the Entrepreneurship Club of IMNU organized PRAGAMAN 7.0 - The Entrepreneurship Conclave on November 15, 2022 in IMNU Auditorium. PRAGAMAN 7.0 meaning 'Progression' is a one-day entrepreneurship conclave for promising young business-minded individuals from the student fraternity. The conclave featured speakers and resource people from a variety of fields who are prominent entrepreneurs and role models. The theme for PRAGAMAN 7.0 was "Realm of Technopreneurs". Renowned Co-founders from Start-up ecosystems like Sidharth Gupta (Cofounder - Treebo Hotels), Sanachit Mehra (Cofounder - Cateina Technologies), Arnab Mitra (Cofounder - Digiboxx), Sushil Singh (Director- SSR Techvision), Shivam Bansal (Cofounder - JJ Plastalloy), Siddharthsinh Vaghela (Business Head- GTPL) graced us with their presence to enlighten students about their journey and learnings.



A Plenary Session in PRAGAMAN 7.0



Mr. Siddharth Gupta, Cofounder, Treebo Hotels



PRAGAMAN 7.0 Speaker List

### Bizarre Bazaar

Finesse, the Finance Club of IMNU organized "Bizarre bazaar" on November 9 & 10, 2022 which was a one-of-a-kind 2-day event where everyone enjoyed as well as applied their learnings from their curriculum. The students implemented their negotiation skills and communication skills. Out of the eight teams, the best four were chosen for the event's final round. Each of the teams in the finale was given four companies belonging to four different sectors and the participants had to create a monopoly of any one sector to win the game. Around 200 participants participated in the event.



The Organizing Team of "Bizarre Bazar"

### Guest Lecture by Imprintz, The HR Club

Imprintz, the HR Club of IMNU organized a guest session by the CHRO of Hester Biosciences, Mr. Kshatriya Sundeep Singh on November 3, 2022. He gave the students the insights regarding Summer Internship and the emerging different opportunities in the arena of strategic human resource management. The session was followed by interaction with the students regarding the do's and don'ts during the summer internship. The session was attended by around 100 students.



Guest Session by Mr. Sundeep Singh

## Events

### INGENIUM 3.0

Imprintz, the HR Club of IMNU organized a two day event titled "Ingenium 3.0" on November 4 & 5, 2022 which consisted of three rounds. First round was the quiz round, second round was the 'Organization Development' round in which participants were to solve the questions which consisted of HR domain. Third round was themed on 'Quidditch'. Around 90 students participated in the event and the winning team was "A2S". Team "Terrific Trio" and "Master Minds" became the runner-ups.



Energetic Participation in Ingenium 3,0

### Business Enact

Chehre, the Dramatics Club of IMNU organized "Business Enact" event on November 19 & 21, 2022. The theme was the presentation of a given case-study through a short drama. The participants used various types of props and creative costumes and enacted engaging short plays on the provided case-study. "Team Kirdaar" won the first position followed by "Magical Mavericks" and "Team Sasy". 35 students participated in different teams.



Freshers (BBA) DJ Dance Party

### tHRive

Imprintz, the HR Club of IMNU organized a two day event titled "tHRive" on November 19 & 20, 2022 which consisted of three rounds. First round was the quiz round, second round was the 'PAINTBALL' competition in which participants were required to show strategic planning, coordination and team work. An energetic participation of 170 students was witnessed in the event. "Team Soul" was the winning team and "Skull Crushers" became runner-up team.



Energetic Participation in tHRive



Team Chehre - The Dramatics Club of IMNU

### Freshers by Abhivyakti - The Cultural Committee of BBA

Abhivyakti, the Cultural Committee of BBA organised "Freshers 2022" on November 15, 2022 for the first year BBA students. Students from the first, second, and third year of the BBA-MBA program participated in the event. The event witnessed the competition of Mr. and Ms. Freshers. Winners were selected through public voting and they were awarded trophies and gift hampers. The event featured a DJ dance party. A dinner was organized for the students. 400 students enthusiastically participated in the event.



## Events

### Festivista

"Festivista - Jam Session and DJ Night" event was organised by Fiesta - The Music and Dance club of MBA on November 28, 2022. It consisted of two parts- Jam session and neon DJ night. In Jam session, the club members gave energetic music and dance performances to engage the crowd. The guest of event was DJ Dewik. The theme of this event was "Neon - Glow in Dark". The footfall was approximately 500 people who grooved with the beats and twinkling lights of neon. The sponsors of the event were IR Sports, Medley sizzlers café and Sri Ganesh Foams.



Festivista DJ Dance by DJ Dewik

### Flashmob

A Flash mob was organised by the students of Ritayan- The Music and Dance club of BBA on December 25, 2022, as part of the closing ceremony of Crickshetra hosted by Khelnayak. A group of 25 dancers from the first and second year of BBA gave an energetic performance on a mashup of popular Hindi tunes, making the victory celebration even more zealous for the players as well as the audience.

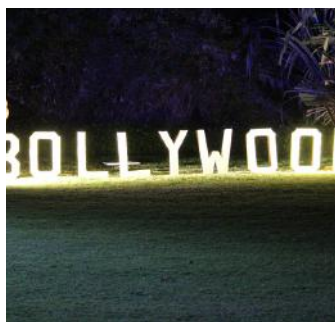
### Mavericks - The Social Club of BBA in collaboration with National Service Scheme (NSS)



Mistletoe Mania by Mavericks - The social club of BBA

### Bollywood Night

Ritayan - The Music and Dance club of BBA hosted a theme based event titled "Bollywood night", on December 17, 2022. An estimate of 250 students from all three batches of BBA participated in this event enthusiastically. All the attendees were displaying some of the most iconic Bollywood characters. A red carpet was set up for the extra glamorous feel, along with flashy photo booths. The members of Ritayan collaborated with Thespians- The drama club, and put together a dance drama showcasing the journey of Bollywood over the years.



"Bollywood Night" Decorations and Dance



"Chai Pe Charcha" discussion

Thalassemia Test Camp was organized by Mavericks in collaboration with NSS on December 1, 2022 in association with Prathama Blood Bank. "Chai Pe Charcha" was organized by Mavericks in collaboration with Adityavat on December 8, 2022. A debate competition was organized on an intriguing topic along with some Chai. Around 30 participants took part in this event. "Education Drive" and "Mistletoe Mania" was organized by Mavericks in collaboration with NSS on December 14, 2022. In this event, our team of around 20 members went to the NSS camp in Ambilariya village, educating the children.

## Events

### AAYAM – The Business Fest of BBA

The Business Fest is one of the flagship events of the undergraduate program of IMNU which was organized by AdityaVat: The BBA Co-curricular Committee on December 8 & 9, 2022. It consisted of a plethora of events that are aimed at enhancing the entrepreneurial and business skills of the participants. A total of 6 events were organized where students within Nirma University as well as other colleges participated. It was a 2 day-long event where AdityaVat also collaborated with other clubs and committees to make this a grand success.



AAYAM - The Business Fest of BBA

### Inter-Institute Football Tournament

Institute of Management, Nirma University organized the Inter-Institute Football Tournament in coordination with the Students Welfare Board on December 1 - 3, 2022, where both the men's and women's team of IMNU won the gold medal. ILNU won runners-up in both categories in the tournament, where a large crowd from various institutes came to cheer on their respective teams. 117 students from different institutes of the university participated in the event.



Inter-Institute Football Tournament

### COPA

"COPA" was an inter-sectional Football Tournament organized by Sports Committee of IMNU on November 25 & 27, 2022. Jr. E emerged as the winning team while Jr. B finished as the runners up for the coveted title. The event witnessed an enthusiastic crowd, bolstering the confidence of the participants throughout. Around 144 students participated in the event. The tournament developed the team-building aptitude of the participants and the taught a valuable lesson in sportsmanship and working together for achieving a set goal.



COPA - Football Tournament

### NETZZ

Netzz was an Inter-sectional Volleyball and Throwball Tournament organized by Sportzzz Comm, the Sports Committee of IMNU on December 15 & 18, 2022. The event was held in a knockout format. Sr. Sec. D emerged as winners in both volleyball and throwball whereas Sr. Sec. C and Jr. HRM emerged as Runner-ups in respective games. Around 162 students participated in the event.



Sr. Sec. D winners for volleyball tournament



## Sports Events

### Ice Breaking Tournament

Sportzzz Comm, the Sports Committee of IMNU organised "Ice Breaking Tournament" on August 3 - 6, 2022. The tournament was organised to break the ice between new batch of first year students and the second year senior students via competitions in basketball, volleyball, chess and many other sports. The tournament witnessed huge participation from both the batches and an equally enthusiastic crowd for cheering.



Medal Award Ceremony

Jr. Sec. C - Winners of Volleyball

### Slam Dunk (Intra-Institute Basketball Tournament)

Sports Committee of IMNU organized "Slam Dunk", an inter-sectional & intra-institute basketball tournament on September 04 - 08, 2022. A total of 128 students competed in the tournament. The tournament witnessed energetic team work. Sr. Sec. A stood as champions in boys category followed by Sr. Sec. C as runner-ups. Sr. Sec. D stood as winners in girls category followed by Sr. Sec. A as runner-ups.



Slam Dunk Basketball Tournament

### Cric8 & Smashes

Sportzzz Comm, the Sports Committee of IMNU organized an intra-institute inter-sectional cricket tournament titled "Cric8" and an inter-sectional badminton tournament titled "Smashes" on November 6 - 10, 2022. The cricket tournament for boys saw Team Sr. Sec. A emerge as winners followed by Jr. Sec. E as runner-up team. The badminton tournament featured categories of single boys & girls, doubles and mixed doubles. A total of 210 students participated in these two events.



Cric8 Cricket Tournament



Sr. Sec. D - Winners of Cric8 Cricket Tournament



Smashes Badminton Tournament

## Events

### Brandwizer

"Brandwizer 2022" was organized by Niche - the Marketing club of IMNU on August 29 & 30, 2022. The event was the perfect opportunity for Marketing enthusiasts to test their ability by indulging in fun activities. It had a footfall of 177 participants. The event had a total of two rounds. "3 Amigos" team emerged as the winner of the event. "FB Rocks" and "Brewing Minds" stood as runner-ups. The event provided a platform for the creative "out-of-box" thinking which forms a core essential trademark of a successful marketing campaign.



Brandwizer Event in Progress



### Enflammer 2.0 (Ignite the Curiosity)

News Junction club organized an event called "Enflammer 2.0" on November 23 & 24, 2022. This event was conducted in 2 rounds. The first round was an elimination round. This round was based on theme of "Kaun Banega Crorepati". The teams with the highest number of correct answers were taken forward to the second round. The teams had to solve the clues hidden in the room for a certain amount of time. The top 3 teams with the shortest amount of time to escape the room won the game. "Power Rangers" won the first position in the event. "Bhagode" and "Jods" stood as runner-ups. An estimated 120 students participated in event.



Enflammer 2.0 (Ignite the Curiosity)

### Lekha Jokha

Sumantra, the Literary Club of IMNU organised "Lekha Jokha" on September 12 & 13, 2022 which was an literary fandom event themed around creativity and logical analogy, with a mix of athletic prowess, the treasure hunt and a measure of literary creativity. A total of 114 participants showed enthusiastic participation. The team "3 Musketeers" won the competition and teams "Atrio" and "Mindless Men" stood as runner-ups.



Event "Lekha Jokha" in progress



### Ink Affair

"Ink Affair" was a two-day event organized by Sumantra, The Literary Club of IMNU on November 14 & 15, 2022. The event was literature based coordination and coding-decoding. First round consisted of an on-field game with props that consisted of famous literary works. Second round was decoding of Morse code, Caesar shift cipher mixed with mini games to acquire clues. The top three winners were "Winchester", "SAP" and "Gryffindor".



"Ink Affair" event books



Participants in "Ink Affair"



## Events

### Shaam-e-Khaas: Open Mic Event

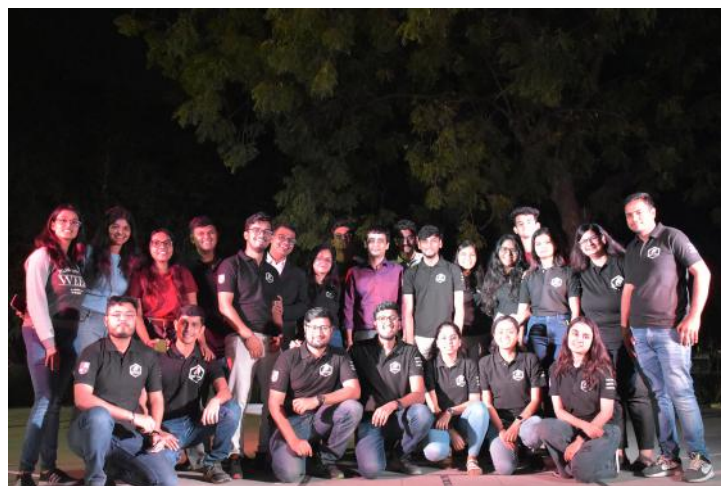
Karwaan- The Public Speaking Club of IMNU had organized "Shaam-e-Khaas", an open mic event on September 9, 2022 to showcase the talent of students through the way of Public Speaking. It included events such as poetry, singing, beat-boxing, shayaris, stand-up comedy, etc. The event saw great performances by 37 participants in front of a cheering audience of 350 students. The evening was filled with a soulful ambience of heart-winning performances by the participants.



"Shaam-e-Khaas" event group photograph

### Battle-O-Best

Battle-O-Best is a magnificent event organized by Karwaan -The public speaking club of IMNU on November 16 - 18, 2022. It was an inter club/committee event. It included heads-up, story formation with a concluding statements, and a standup- musical chair in its 1st, 2nd and 3rd rounds. It revolved around the testing of the oratory skills of the students. Swayam Club emerged as the winner. The Cultural Committee and Optimus - The Operations Club stood at second and third position respectively.



Karwaan Team in "Battle-O-Best" event

### स्त्री Shakti - Women Empowerment (December 11 - 13, 2022)

Spandan- The Social Club of IMNU organized a "Menstrual hygiene awareness campaign" on December 11, 2022 in collaboration with NGO Tresna Foundation. They visited the village Chaklasi, Nadiad and spent a memorable day with the female students of primary school from classes 6 to 12. Around 100 girls participated in this event. Club Spandan organized a Guest session on December 12, 2022. The theme of the guest session is "Women Empowerment". Three Speakers from SheUnite were invited for the guest session. The speakers were Megha Jhala - Founder and Community Manager, SheUnite, Dr. Krupa Mehta, Assistant Professor at Kadi Sarva Vishwavidyalaya, and Priya Gupta, Content creator, Food Influencer. Club Spandan organized a "Self Defense Workshop" on December 13, 2022. Ronak Chhara , 4th Dan Black Belt National Referee, National Instructor, Dy. Sp Self Defense trainer was invited. He came with a team of seven students, who are black belt holders in Taekwondo.



Menstrual Hygiene Awareness



Self-Defense Workshop



Guest Speaker Session

## Events

### ANVESHAN 10.0

"ANVESHAN 10.0" was a quiz event, organized by the Club XquizIT at Institute of Management, Nirma University on October 03-04, 2022. Round one was organized on October 03, 2022 and consisted of 90 participants with 3 participants in each team. It was a pen and paper round on General awareness theme. Round 2 was an entertainment - based round with 45 participants (15 teams). Round 3 was held on October 04, 2022 in auditorium and had 3 levels, with mixed theme. The winning team was "One Plus One". The runner-ups teams were "Panthers" and "Big Brother". The event introduced the theme of quizzing as means of sharing and gaining knowledge with fun.



Anveshan 10.0 quiz event



Anveshan 10.0 in IMNU Auditorium

### Kurukshetra

"Kurukshetra" was a Clubs and Committees-based quiz event and was organized by the Club XquizIT on November 29 -30, 2022. Participation was club-wise and there were 2 participants in each team. Round 1 consisted of 66 teams. Its theme was general awareness (any domain such as finance, marketing, HR and operations). Round 2 was the Charades round and the theme was Brand knowledge. Round 3 was "Pop till you Drop" with the theme of testing the speed, accuracy and general awareness. Round 4 was a core quiz round in which each team was given opportunity to answer 2 questions in round table format. Team "Advance 20 (TCC)", "Power Rangers (TCC)" and "Aces (SWC)" were the winning teams.



Kurukshetra Charades Round



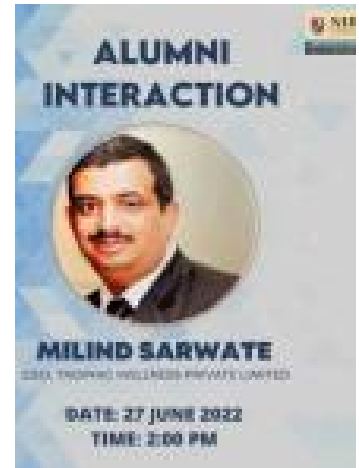
Kurukshetra Event in Classroom



## ALUMNI INTERACTION

### Kaizen- ALUMNI INTERACTION

On the occasion of the inauguration of the incubation center Nirma University, Shri Rajeev Chandrasekhar, Hon. Minister of State for Electronics and Information Technology and Union Minister of State for Skill Development and Entrepreneurship, acted as the Chief Guest and inaugurated the Incubation Center on June 27, 2022. The following alumni interacted with the students and shared their entrepreneurial journeys. Mr Siddhant Tawarawala (Proof of First Fundraising) – Founder, CEO at Peeschute, featured on Shark Tank India, Mr Milind Sarwate (How Selling Techniques can be Improved) - Chief Executive Officer at Trophic Wellness Pvt. Ltd. and Mr Vaibhav Kathju (Life after MBA) – Co-Founder, Mahila Money.



Mr. Siddhant Tawarawala & Mr. Milind Sarwate

### ALUMNI INTERACTION

On July 16, 2022, there was an Alumni interaction scheduled for the first-year students wherein Five Alumni: Mr. Sapan Oza, Regional Manager at TCS, Mr. Chintan Mehta, Director of the Technology Advisory Department of KPMG India Pvt. , Ms. Anoli Shah, Director at Stalwart, Mr. Sukhvinder Singh, Director at Singh Sports Ventures Pvt Ltd., Mr. Anay Mashruwala, Partner, Head Marketing & QC, Venus Engineering Works were invited to enlighten the students about their journey at IMNU and guide them on how to cultivate and prepare themselves in these two years for a better career ahead.



Mr. Sapan Oza & Mr. Sukhvinder Singh

### Alumni City Meet – July 16, 2022

The Alumni City Meet 2022 was held in three cities on July 16, 2022. Alumni from batches of 1998-2000 to 2019-2021 attended these city meets in Delhi, Mumbai and Hyderabad. It was an interactive event wherein the faculty members had a discussion with the alumni on the prevalent current trends in the corporate industry.



Bengaluru Chapter



Delhi Chapter



Hyderabad Chapter

## Kaizen

### Alumni day

Alumni of all past batches were invited to the two day flagship event “Alumni Day” organized on October 1 & 2, 2022 by Kaizen, the Alumni Relations Committee of IMNU. Events such as Engagement activities, General Board meeting, Faculty Alumni Interaction, Cultural Extravaganza, and sports activities were organized amongst alumni and faculty. Around 300 alumni participated in the event.



Interaction of Corporate Relations Committee with Alumni



Faculty - Alumni Interaction

### Bombay Shaving Company Focused Group Discussion

A focused group discussion was organized by Bombay Shaving Company and Bombae on December 9, 2022 to interact with the students of IMNU via Shubham Gupta who is an alumnus from 2015-17 batch, and currently working with Bombay Shaving Company. 27 students took part in this online group discussion.



A group photograph of a guest speaker session with Kaizen committee and audience in IMNU Auditorium

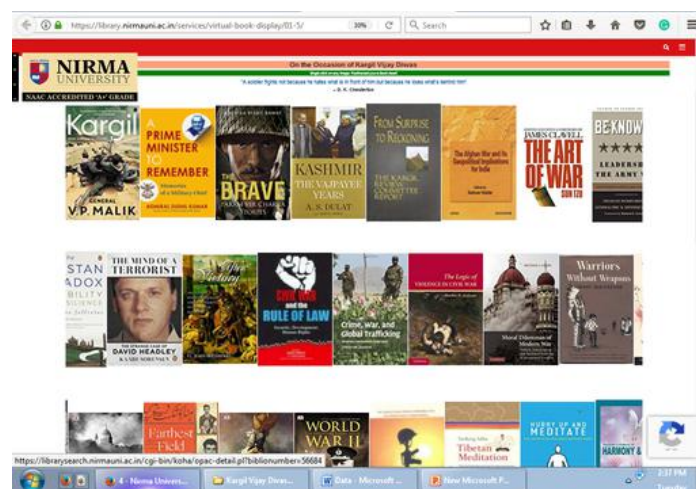


IMNU Library introduced the students to our Library Resources, their accessibility on camps off campus. Students were introduced the relevance of subscribed resources and how they should select authenticated unsubscribed / open access resources on the web.



## Induction Session - Introduction to IMNU Library Facilities

As a part of Kargil Vijay Diwas, IMNU Library organized virtual book display on War and Peace topic. The book display highlighted the documentaries of peace, battle and war stories penned down by war veterans, world leaders and military generals.



### "War and Peace" Display for Kargil Vijay Divas

As a part of marketing library resources, "topical display" of books on various topics is done every week in the library. From July 25 - 30, 2022, rainbow week was celebrated to set with the monsoon season. Books were selected from the collection based on its color. Library users were amazed to find the unique titles in the collections in their choice of color.



## Rainbow Week in IMNU Library

A Library Training on ' CMIE's Prowess IQ database ' was arranged for the MBA & FT, BBA-MBA. This session was conducted by Library Team on August 02 & 03, 2022. Hands on training were given to all the students of the MBA program. Prowess IQ software provides a large database of company related financials in various industries and sectors.



CMIE Prowess IQ Training Session

## Library Events

### Book Talk (August 06, 2022)

In this event, the book titled "The Power"; written by Rhonda Byrne was reviewed by MBA student Divyaraj Singh Jadeja. Event was attended by faculty, staff and students.



Divyaraj Singh Jadeja for Book Review

### Expert Lecture Dr Aditi Gupta (August 08, 2022)

The event was attended by all the library staff of the different institutes in the university. The topics discussed in the expert lecture included "Emerging technologies", "Information literacy", "Future of Librarianship"



A group photo of the participants in lecture

### Library Week Celebration (August 08-12, 2022)

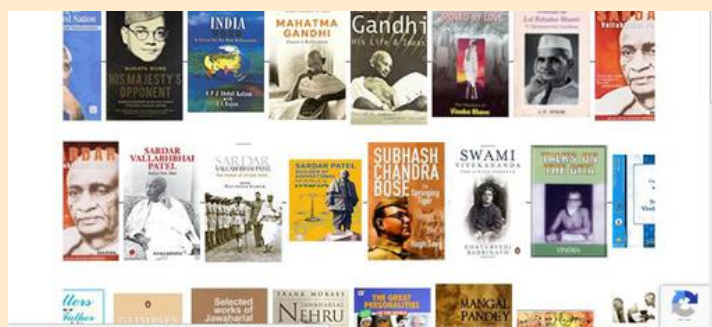
Father of Library Science in India Dr. S. R. Ranganathan's birthday is on 12th of August which is celebrated as Librarian's Day all over the country. Institute of Management Library of Nirma University declared Library Week Celebration 2022 during August 8 to 12, 2022. During this week IMNU Library had displayed books and organized Quiz Competition. All the staff, faculties and students participated in it. Chocolate & pens were given to the winners.



Library Week Celebration

### Independence Day (August 15-20, 2022)

As a part of Independence Day, IMNU Library organized a virtual book display on the topic of Freedom Fighters during August 15 - 20, 2022. The book display covered topics on freedom fighters biography, the independence struggle stories and the books written by famous historians. The book display served as a platform to inculcate the habit of reading about the rich history of our nation's freedom struggle.



Independence Week Book Display



## Library Events

### Photography Week (August 15-20, 2022)

Photography competition was organized by Management Library. Students and faculty participated in it. The winner of that competition was awarded a certificate, chocolate and pen as a gift and the participants were given certificates. IMNU Library created a Photo Booth in the Library with the tag line "Grab Props and give A POSE".



Photography Week at IMNU Library

### EBSCO's Business Source Ultimate – database training sessions (August 24, 2022)

Management Library organized EBSCO Training for MBA and MBA (HRM) Students. EBSCO Training forms an important part of a student's toolkit for successfully completing research assignments and reading the best peer-reviewed journal papers for being informed about the latest research in management world.



EBSCO Training session

### Hindi Saptah (September 12-17, 2022)

IMNU Library organized poetry competition and book review. Faculty and staff participated in it. Certificates were awarded to the winners and participants. Online quiz competition was organized during Hindi week. The winner was awarded a chocolate as a prize. The celebrations of Hindi Saptah created a new zeal, awareness and pride among the participants for the Hindi language.



Hindi Saptah Celebration in IMNU library

### Avyana (September 17, 2022)

Poems composed by faculty, staff and students were read on the occasion. Recitation of the poem was also read in it. Faculties and students of management and commerce institute participated in the poetry recitation. Poetry from genres such as veer rasa, rudra rasa, prem rasa was eloquently recited by the participants. Many participants presented their original work in the event.



Avyana - Poetry Recitation

## Library Events

### World tourism day (September 05-30, 2022)

As the world gears up to celebrate "World Tourism Day", IMNU library pulled out travelogues and books on tourism industry available in the collection. Poster competition was organized by CESTour team and IMNU library. Students and faculty from different institutes participated in it.



Sustainable Tourism CESTour & IMNU Library

### Storytelling (September 27, 2022)

Storytelling was organized by IMNU Library & Storytellers, NU. One could express the thoughts, story, poem, opinion on this platform. The students and faculty of the institute participated in it. Open Mic gave an opportunity to showcase talents in storytelling, stand-up mic, poetry, rapping and many more.



Open Mic Storytelling at IMNU Library

### Gandhi Jayanti (October 03-08, 2022)

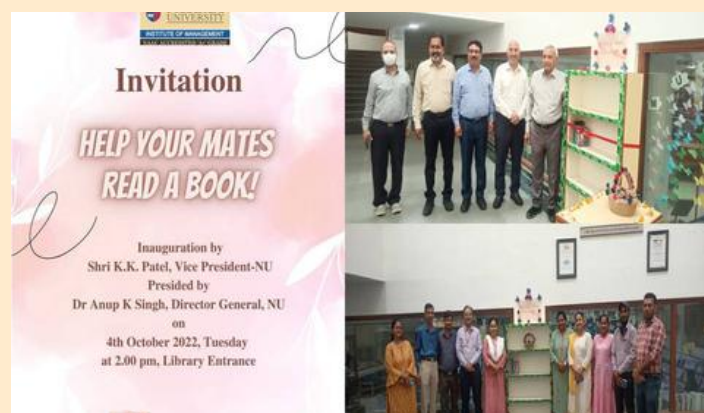
Gandhi Jayanti is celebrated every year on 2nd October. IMNU Library had organized a virtual book display on the topic of Gandhiji during October 3 - 8, 2022. The books about Gandhiji's biography, his philosophies on Satyagraha, labor, India and the world were showcased for inculcating an interest among the readers.



Gandhi Jayanti Celebrations at IMNU Library

### Help Your Mates Read a Book (October 04, 2022)

As a part of Joy of Reading, Management and Commerce Library invites you to launch, self-managed activity of Book Exchange: Help your mates read a book! It was inaugurated by Vice President, DG Sir, and Director Sir. It was attended by staff and faculty.



Inauguration of "Book Exchange"



## Library Events

### Christmas celebration (December 20-25, 2022)

As a part of Christmas Celebration, IMNU Library was given a festive look with A Snowman, Christmas tree. We surprised students, faculty, and staff with gifts. Open the box across the table and choose up 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, staff, and students all took part.



Christmas Celebration in IMNU Library

### New Year Week (December 26-31, 2022)

At the end of the year 2022 and the beginning of the new year 2023, the Institute of Management Library celebrated New Year Week. The books were displayed on the topic of "event management" and many more topics. The beginning of the New Year 2023 was marked by a celebratory ambience in the library which was welcomed by all the visitors.



New Year 2023 Celebrations in IMNU Library





## Vichar Vinmay Presentation Schedule

Sr no.	Name of the Presenter 1	Name of the Presenter 2	Date of Presentation
1	Prof. Binny Vaghela	Prof. Nitin Pillai	January 21, 2023
2	Prof. Ruchika Sharma	Prof. Rajesh Desai	February 04, 2023
3	Prof. Ansita Aggarwal	Kunjan Rajendrakumar Rajguru	March 04, 2023
4	Prof. Harsh Pratap Singh	Maheta Nidhi Haritbhai	March 18, 2023
5	Prof. Nisarg Joshi	Vijyeta Bhankhariya	April 01, 2023
6	Prof. Vishal Goel	Chandni Dave	April 15, 2023
7	Prof. Pratham Parekh	Darshana G. Kulkarni	April 29, 2023





## The Forthcoming Events

No.	Event	Date of the Event
1	NICOM 2023 26th Nirma International Conference on Management	January 05 - 07, 2023
2	PARAKRAM (Inter-Business School Sports Tournament)	January 23 - 25, 2023
3	Perspective Richter 10	February 24 - 26, 2023
4	Pratidhwani - 10th Alumni Conclave	February 04, 2023
5	Nirma Foosball League (NFL)	February 09 - 11, 2023
6	Genesis 2023	March 13 - 14, 2023
7	ANVESH 2023 18th Doctoral Conference in Management	March 17 - 18, 2023







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