

# स्पर्श



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The Newsletter of Institute of Management, Nirma University





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The Forthcoming Events

## Editorial Board

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Rohan Rehani  
Shifa Mondal

## Institute Lecture Series

### Sustainability in Focus: Dr. Bhavesh Sarna Discusses Circular Economy with IMNU MBA Students

On July 12, 2024, the Institute of Management, Nirma University, organized a highly informative session on "Sustainability and Circular Economy," led by Dr. Bhavesh Sarna from the University of Jyväskylä, Finland. The event drew over 200 first-year MBA students, offering them an in-depth understanding of the critical role that sustainability and circular economy practices play in addressing global environmental challenges.

Dr. Sarna's presentation highlighted the importance of businesses adopting sustainable practices and explained how the circular economy model can offer numerous advantages in today's corporate world. He discussed practical ways for companies to shift towards sustainability, showcasing the significant benefits these changes bring to both businesses and the environment.

Additionally, Dr. Sarna introduced the European Commission's 'Knowledge Development for Circular Economy Transition' (KODECET) project, explaining its objectives and the role of institutions like IMNU in advancing circular economy initiatives. The session left a lasting impression on students, emphasizing the relevance of sustainability and circular economy principles for their future careers and the evolving global business landscape.



### How to Win Case Study Competitions: An Expert Session by Mr. Vaibhav Sharma

On September 4, 2024, Optimus - The Operations Club at IMNU organized an expert talk titled "How to Win Case Study Competitions," led by Mr. Vaibhav Sharma with participation from 98 students. The session offered innovative strategies for excelling in both B-school and corporate case study competitions. Mr. Sharma shared practical approaches, covering key tactics for analyzing case problems, structuring solutions, and presenting winning strategies.

Drawing from his extensive experience, Mr. Sharma provided attendees with valuable insights and actionable tips for standing out in competitive environments. The session empowered students with the tools and confidence needed to tackle future case study challenges, equipping them with a roadmap to success.



## Infosys Team Shares Insights on Bridging Management and Technology

On July 24, 2024, the Kaizen Committee hosted an enriching guest lecture by a team from Infosys, focusing on the essential role management graduates play in technology organizations. The Infosys team emphasized the importance of collaboration between management and technical teams, highlighting how management skills such as strategic thinking and leadership are crucial for driving innovation and ensuring successful project outcomes in the tech industry.

The lecture delved into industry trends and challenges, including digital transformation, team management, and aligning business strategies with technological advancements. Attendees were offered practical insights on applying their management knowledge within the fast-paced technology sector. The session demonstrated how management professionals can navigate and contribute to the evolving landscape of the tech world.

An engaging Q&A session followed, where students discussed the changing managerial roles in tech firms, their career development, and expectations.



## Expert Talk: How to become a better Finance Professional

On September 4, 2024, The Institute of Management hosted a guest lecture, titled "How to Become a Better Finance Professional," delivered by Mr. Saurabh Kasat, CFO of Dairy Day Classic. During the session, Mr. Kasat emphasized the critical importance of risk preparedness and maintaining strong financial discipline in today's dynamic business environment. He shared valuable strategies for aspiring finance professionals, including the need for adaptability, deep analytical skills, and the ability to navigate uncertainty.

Mr. Kasat also encouraged students to focus on continuous learning and staying updated with industry trends, highlighting that a forward-thinking mindset is essential for financial success. His practical insights and expert guidance gave the audience a clear understanding of how to build a successful career in finance, making the session both informative and inspiring.



## Bank of America Delegation Engages IMNU Students with Insightful Lecture on Financial Industry Trends

On July 31, 2024, the Kaizen Committee had the privilege of hosting a guest lecture by a distinguished team from Bank of America, providing students with valuable insights into the financial industry. The session began with an introduction to Bank of America's global operations, focusing on its commitment to innovation and customer service. Discussions revolved around key trends, such as the increasing role of technology, the growth of sustainable finance, and the need for financial institutions to stay adaptable within evolving regulatory landscapes.

A major highlight was the emphasis on Gujarat International Finance Tec-City (GIFT City) as an emerging hub for global business in India. Mr. Rajesh Duraiswamy, Global Delivery Leader at Bank of America, further enriched the session with a presentation on the bank's CSR efforts and inclusive initiatives, encouraging students to consider the ethical impact of their careers. Mr. Aditya Jain, an alumnus of the institute and current Bank of America employee, also shared his personal experience, offering practical advice for students transitioning from academia to the corporate world.

The event concluded with an engaging Q&A session, where the Bank of America team addressed student queries about career opportunities and the future of the financial industry. The Kaizen Committee expressed gratitude to the Bank of America delegation for an inspiring and informative session, which gave students a deeper understanding of the sector and its promising career paths.



## E-Insights 8.0: Commanding Aatmanirbharta - A Vision for Defence Startups

On September 6, 2024, Swayam, the Entrepreneurship Club, organized E-Insights 8.0. This edition centered around the theme "Commanding Aatmanirbharta - Startups at the Forefront of India's Defence," with a keynote address by Mr. Ajay Kumar, former Defence Secretary of India. Mr. Kumar shared invaluable insights into the evolving role of Indian startups within the defense sector, emphasizing how these ventures are essential to realizing the vision of self-reliance (Aatmanirbharta) in national defense. He discussed how innovation and entrepreneurship could drive technological advancements in defense, placing India on a path toward greater security and autonomy.

The session, skilfully moderated by Dr. Rajesh Kikani, concluded with an engaging Q&A segment, where students had the opportunity to gain practical advice from Mr. Kumar's extensive experience. His address highlighted the critical intersection of defense and entrepreneurship and inspired future entrepreneurs to explore the immense potential within this sector. E-Insights 8.0 was a dynamic platform that sparked curiosity, motivating the next generation to contribute to India's defense ecosystem with cutting-edge ideas and solutions.



## Innovation and Business Strategy: Healthcare

On September 11, 2024, Ms. Neha Lal, a distinguished healthcare management leader from Adani Healthcare, delivered an insightful guest lecture on "Innovation and Business Strategy in Healthcare" to an audience of 389 participants. The session commenced with a Saraswati Vandana, setting a tone of reverence and learning. Ms. Lal discussed the dual aspects of healthcare, highlighting that while health is an individual responsibility, care is a systemic provision. She provided a comparative analysis of healthcare spending between the U.S. and India, shedding light on the urban-rural healthcare divide and emphasizing the five critical A's—Awareness, Access, Absence, Affordability, and Accountability—that continue to pose challenges to India's healthcare system.

Ms. Lal's lecture also explored the transformative impact of AI and robotics in revolutionizing patient care, even as current insurance frameworks lag in accommodating these advancements. A case study on Practo was presented, demonstrating how technological integration and scalability can create a resilient, pandemic-proof healthcare model. The session left the audience with valuable insights into the future of healthcare, innovation, and business strategy, and underscored the urgent need for systemic changes in India's healthcare landscape.



## FinTalk 1.0: Navigating the Fixed Income Landscape

On September 12, 2024, Finesse, The Finance Club hosted FinTalk 1.0, an insightful speaker session led by Mr. Heeru Tejwani, Senior Vice President at Motilal Oswal Private Wealth. The session, titled "Roadmap to Fixed Income," focused on educating students about key terminologies in fixed income, along with recent developments in debt markets and trends in the global financial landscape.

Mr. Tejwani also shed light on the tools employed by the RBI to manage liquidity, offering practical insights into how monetary policies influence the fixed-income market. Attendees praised the session for its clarity and depth, finding it a valuable opportunity to enhance their understanding of fixed-income investments and their role in shaping the broader financial ecosystem.



## Are you ready to Excel as a consultant? – Guest Lecture by Mr. Amar Pendse

On November 21, 2024, Kaizen - The Alumni Relations Committee organized an engaging guest lecture featuring Mr. Amar Pendse, Managing Director at PwC, on the topic "Are You Ready to Excel as a Consultant?" The session offered students a comprehensive glimpse into the consulting world, highlighting its high earning potential, diverse challenges, and opportunities for continuous learning.

Mr. Pendse seamlessly connected these insights with real-life examples, sharing success stories and practical skills crucial for excelling in consulting, such as communication, problem-solving, and adaptability. Adding a hands-on element, he led a mock problem-solving activity that allowed students to apply consulting frameworks in a practical setting. The event concluded with a dynamic Q&A session, leaving participants inspired and better equipped to navigate the exciting challenges of a consulting career.



## Inspiring Ethical Leadership and Sustainability: A Session by Mr. Anirban Bhattacharyya

On December 17, 2024, Mr. Anirban Bhattacharyya, author, and founder of Amplo Global Inc., delivered an insightful session on ethical leadership and sustainability. He emphasized the importance of self-awareness in ethical decision-making and discussed actionable solutions such as carbon credits to promote sustainability. The session offered a compelling mix of theory and practical strategies, inspiring participants to incorporate ethical principles into their leadership approaches while championing sustainable practices.



## International Collaborations: Shaping the Future of Research at IMNU

On December 10, 2024, Prof. Doris Kiendl and Prof. Johannes Oberndorfer from FH JOANNEUM University of Applied Sciences, Austria, conducted an engaging session titled "Shaping the Future: Steps Towards Sustainable Transition," fostering discussions on sustainability.

On December 11, 2024, Dr. Vinod Singhal from the Georgia Institute of Technology shared invaluable insights on securing postdoctoral fellowships in U.S. universities and producing high-quality research papers.

On December 18, 2024, Prof. Dr. Shailendra Pandit from the University of Illinois at Chicago highlighted the transformative role of artificial intelligence in research, inspiring scholars to embrace innovation.

On December 19, 2024, Dr. Priyanka B. Dave from Western Michigan University delivered an inspiring session on "Navigating Global Academic and Non-Academic Career Pathways Post-PhD," equipping scholars with actionable strategies for diverse career opportunities.

These interactions exemplify the institute's commitment to fostering global academic collaboration and supporting the professional growth of its PhD scholars.



## Faculty-Led Off-Campus Sessions

### IMNU's Dr. Nityesh Bhatt and Dr. Samik Shome Lead Session on Sustainability and Circular Economy at Gujarat University

On July 30, 2024, Dr. Nityesh Bhatt and Dr. Samik Shome from the Institute of Management, Nirma University, addressed over 200 Integrated MBA students at B.K. School of Business Management, Gujarat University, on the critical topic of "Sustainability and Circular Economy." They emphasized the importance of these concepts in addressing global environmental challenges and driving sustainable development, offering practical strategies for integrating circular economy practices into various industries.

Dr. Bhatt and Dr. Shome stressed the need for innovation and responsible resource management, sharing real-world examples of how circular economy principles can be applied to foster sustainability. The session concluded with a lively interactive discussion where students shared their sustainability initiatives and brainstormed future actions, demonstrating their active commitment to sustainability.



Additionally, the speakers provided insights into the KODECET Project, explaining its goals and the key role played by IMNU in promoting circular economy practices on a global scale. The event inspired students to take actionable steps towards building a more sustainable future, leaving them equipped with valuable knowledge on sustainability and its applications.



## IMNU Delegation Explores Circular Economy Innovations in Finland

From September 09 - 16, 2024, Prof. Nityesh Bhatt, Prof. Samik Shome, and Prof. Sandip Trada from IMNU represented the institute at a KODECET Project Review Meeting held at the University of Jyväskylä, Finland. As part of the Erasmus+ project, this meeting focused on the transition to a circular economy. The delegation actively engaged in structured reviews and collaborative discussions aimed at furthering sustainable practices.

In addition to the review sessions, the team visited leading companies to observe cutting-edge circular economy initiatives in action. They also held insightful conversations with academicians and industry leaders in Helsinki, delving into the practical implementation of sustainability strategies. A field visit to Tallinn provided further exposure to advanced environmental practices, equipping the team with valuable knowledge to strengthen IMNU's academic and practical approach to sustainability.

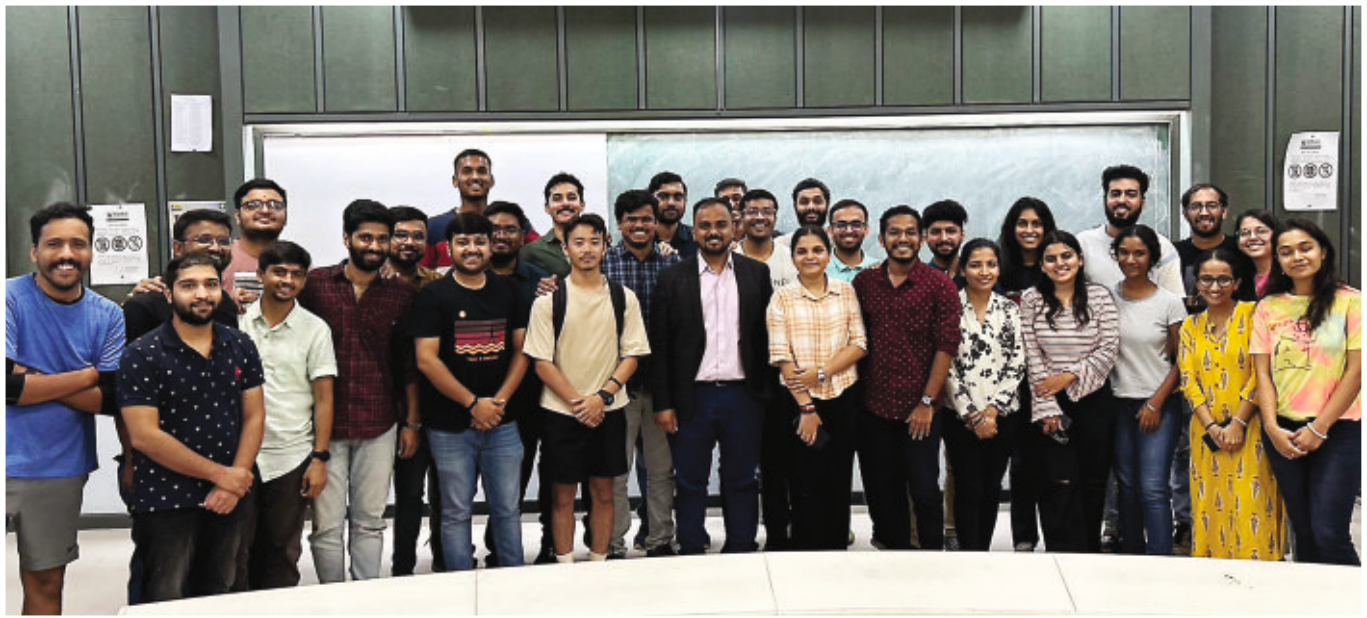


## Workshops for students

### KPMG Lean Six Sigma Green Belt Certification Workshop: Mastering Process Optimization

On September 8, 2024, Optimus –The Operations Club hosted the KPMG Lean Six Sigma Green Belt Certification Workshop, led by expert trainers Mr. Shashank Srivastava (Lean Six Sigma Consultant) and Mr. Praveen Pavithran. This comprehensive workshop provided 62 participants with an in-depth understanding of Lean Six Sigma methodologies, focusing on process optimization through data analysis, root cause identification, and continuous improvement techniques.

Through real-world examples and case studies, attendees gained practical skills in implementing Lean Six Sigma practices, making the workshop an enriching experience. The combination of theory and hands-on learning equipped participants with essential tools to enhance operational efficiency in various professional settings.



## Management Development Programmes

Sr. No.	Name of the Programme	Date	Programme Leader	Participants
01	Management Development Programme – Finance for Non-finance Executives	July 18-20, 2024	Prof. Ritesh Patel	06
02	Management Development Programme on Advanced Microsoft Excel for GSPC Group	September 18, 2024	Prof. Dinesh Panchal	13
03	Management Development Programme on Engaging Customers: Creating Excellence For Union Bank of India	October 17-18, 2024	Prof. Hardik Shah	30
04	Management Development Programme for Bank of Baroda on Capacity Building Program for Secretarial Excellence	November 11-12, 2024	Prof. Hardik Shah	32
05	Management Development Programme “PRAGATI”- An Initiative for Capability Building for BPCL LPG Distributors	November 28-30, 2024	Prof. Hardik Shah	30
06	Management Development Programme for Bank of Baroda on Capacity Building Program for Secretarial Excellence	December 2-3, 2024	Prof. Hardik Shah	31
07	Management Development Programme “PRAGATI”- An Initiative for Capability Building for BPCL LPG Distributors	December 9-11, 2024	Prof. Hardik Shah	25
08	Management Development Programme “PRAGATI”- An Initiative for Capability Building for BPCL LPG Distributors	December 12-14, 2024	Prof. Hardik Shah	29
09	Management Development Programme on Team Building and Leadership Skills for GSPC, Gandhinagar	December 17, 2024	Prof. Hardik Shah	20



## Achievements

### Institute Rankings

#### NIRF:

Ranked at 55th position in the National Institutional Ranking Framework (NIRF), Ministry of Education, Government of India ranking 2024.

#### India Today:

Institute of Management secured 8th rank in the West Zone and 19th rank among top private B-schools in India By India Today, 2024.

#### The Week:

Institute of Management secured 27th best B-School overall and 16th among Private All India B-Schools. (Source: 'The Week-Hansa Research Survey 2024')

WEST		
RANK	NAME OF THE INSTITUTE	CITY
1	S.P. JAIN INSTITUTE OF MANAGEMENT & RESEARCH (SPJIMR)	Mumbai
2	SVKM'S NMIMS, SCHOOL OF BUSINESS MANAGEMENT	Mumbai
3	SYMBIOSIS INSTITUTE OF BUSINESS MANAGEMENT (SIBM) PUNE	Pune
4	SYMBIOSIS CENTRE FOR MANAGEMENT & HUMAN RESOURCE DEVELOPMENT (SCMHRD)	Pune
5	GOA INSTITUTE OF MANAGEMENT	Sanquelim
6	K J SOMAIYA INSTITUTE OF MANAGEMENT	Mumbai
7	INSTITUTE OF RURAL MANAGEMENT ANAND	Anand
8	INSTITUTE OF MANAGEMENT, NIRMA UNIVERSITY	Ahmedabad
9	SYMBIOSIS INSTITUTE OF OPERATIONS MANAGEMENT	Nashik
10	SYMBIOSIS INSTITUTE OF INTERNATIONAL BUSINESS (SIIB)	Pune
11	S.P. MANDAL'S PRIN. L. N. WELINGKAR INSTITUTE OF MANAGEMENT DEVELOPMENT & RESEARCH, MUMBAI	Mumbai
12	INSTITUTE OF MANAGEMENT TECHNOLOGY, NAGPUR	Nagpur
13	BALAJI INSTITUTE OF MODERN MANAGEMENT (BIMM)	Pune
14	SIES COLLEGE OF MANAGEMENT STUDIES	Navi Mumbai
15	ITM BUSINESS SCHOOL, NAVI MUMBAI	Navi Mumbai
16	PRESTIGE INSTITUTE OF MANAGEMENT AND RESEARCH, INDORE	Indore
17	PUNE INSTITUTE OF BUSINESS MANAGEMENT (PIBM)	Pune
18	SYMBIOSIS CENTRE FOR INFORMATION TECHNOLOGY (SCIT)	Pune
19	INTERNATIONAL SCHOOL OF BUSINESS & MEDIA (ISBM), PUNE	Pune
20	N.L. DALMIA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH	Mumbai
21	SYMBIOSIS SCHOOL OF BANKING AND FINANCE	Pune
22	UNIVERSAL AI UNIVERSITY	Karjat
23	BALAJI INSTITUTE OF MANAGEMENT AND HUMAN RESOURCE DEVELOPMENT (BIMHRD)	Pune
24	SCHOOL OF MANAGEMENT, D.Y. PATIL (DEEMED TO BE UNIVERSITY)	Navi Mumbai
25	JAIPURIA INSTITUTE OF MANAGEMENT, INDORE	Indore

### B-SCHOOLS

### PRIVATE ALL INDIA

RANK	COLLEGE	CITY	SCORE
1	XLRI - Xavier School of Management	Jamshedpur	890
2	S.P. Jain Institute of Management & Research (SPJIMR)	Mumbai	802
3	Management Development Institute (MDI)	Gurugram	776
4	Symbiosis Institute of Business Management (SIBM)	Pune	761
5	SVKM'S NMIMS School of Business Management	Mumbai	727
6	Institute of Management Technology (IMT)	Ghaziabad	712
7	Xavier Institute of Management	Bhubaneswar	701
8	Symbiosis Centre for Management and Human Resource Development (SCMHRD)	Pune	697
9	T A Pai Management Institute (TAPMI)	Manipal	679
10	Goa Institute of Management (GIM)	Sanquelim	668
11	Institute of Rural Management Anand (IRMA)	Anand	651
12	Birla Institute of Technology & Science (BITS)	Pilani	648
13	Symbiosis Institute of International Business (SIIB)	Pune	636
14	Prin. L.N. Welingkar Institute of Management Development & Research	Mumbai	629
15	Lal Bahadur Shastri Institute of Management (LBSIM)	Delhi	625
16	Institute of Management, Nirma University	Ahmedabad	607
17	Symbiosis Institute of Operations Management (SIOM)	Nashik	603
18	Loyola Institute of Business Administration (LIBA)	Chennai	591
19	Amity Business School	Noida	584
20	Chandigarh University - University School of Business	Mohali	576
21	Symbiosis Institute of Digital and Telecom Management	Pune	568
22	PSG Institute of Management (PSG College of Technology)	Coimbatore	555
23	Prestige Institute of Management and Research	Indore	550

## Faculty Awards and Achievements

### Dr. Poonam Chhaniwal gets National Recognition for Sustainability Research

Dr. Poonam Chhaniwal and Prof. G. Haritha brought great honor to our institution by securing the First Prize for their exceptional case study, "Circularity and Sustainability in Action: The Recykal Way." Their pioneering research was recognized at two esteemed national-level competitions: the National Case Study Competition organized by the Indian Institute of Public Administration (IIPA), New Delhi, on October 8, 2024, and the FIIB Research Conference held in New Delhi on October 14, 2024. Their work, centered on innovative strategies for sustainability and the circular economy, was commended for its practical applicability and transformative impact.

This outstanding achievement was celebrated in a grand award ceremony organized by IIPA on November 4, 2024. The honorable Vice President of India, Shri Jagdeep Dhankhar, along with Mr. Surendra Nath Tripathi (Director General of IIPA), presented the award to the duo. This recognition highlights their unwavering commitment to advancing research insustainability while reinforcing our institution's dedication to addressing global challenges with academic excellence and impactful contributions.

### Dr. Ritesh Patel Wins Best Paper Award for Pioneering Work on Connectedness between Socially Responsible Investment and Carbon Markets: Implications for portfolio diversification strategies

Dr. Ritesh Patel won the Best Paper Award in the Sustainable Financial Management category for the paper titled "Connectedness between Socially Responsible Investment and Carbon Markets: Implications for portfolio diversification strategies" at the 9th International Conference on Energy Infrastructure and Management 2024 (ICEIM-24), held on December 13-14, 2024.



### Dr. Punit Saurabh Delivers Presidential Address on Family Business Professionalization at Golden Jubilee Event

Dr. Punit Saurabh, Assistant Professor at IMNU, delivered the Presidential Address on "Succession Planning and Professionalization of Family Businesses" at the Golden Jubilee Celebrations of the Bhavnagar Chambers of Commerce and Industries, Sihor Chapter, on December 21, 2024.



### Prof. Nityesh Bhatt Reappointed as Nirma Limited Chair Professor in Management

Prof. Nityesh Bhatt from the Information Management Area has been reappointed as the Nirma Limited Chair Professor in Management for promoting research, academic excellence, and outreach activities. His term of appointment will be three years, starting from December 2024.

### Prof. Avani Raval, Prof. Himanshu Chauhan and Prof. Haritha Guduru bag Best Business Case Award

"Prof. Avani Raval, Prof. Himanshu Chauhan and Prof. Haritha Guduru received Best Business Case Award at the International Conference on Emerging Trends in Business Analytics and Management Sciences 2024 (BAMS-ORSI 2024), held from 12-14 December, 2024 at the Shailesh J. Mehta School of Management (SJMSOM), Indian Institute of Technology Bombay (IIT-Bombay). The title of the case is "Navigating Strategic Challenges and Growth: Uma Exports' Capacity Expansion within the Shiv-Shakti Ginning Group".

## Students Acheivements

### IMNU Students Triumph as Runner-Up in StrategiX 2024 National Case Challenge

In a stunning showcase of talent and ingenuity, Kenil Rajyaguru, Chhavi Mittal, Ayush Jha, and Sounak Bhunia from IMNU's batch of 2024-26 proudly emerged as the Runner-up in the esteemed StrategiX 2024: National Case Challenge, hosted by the Cutting-Edge Visionaries (CEV) of SVNIT, Surat. This highly competitive event, held in July 2024, saw participation from over 3,300 teams nationwide, all tackling real-world business dilemmas. Their outstanding performance not only highlights their exceptional analytical prowess but also reflects IMNU's dedication to nurturing innovative minds ready to tackle the challenges of tomorrow.



### Hrshikesh Bukate from IMNU wins 1st Runner-Up at GNLU Pitching Competition for Women's Empowerment Solution

On September 6, 2024, Hrshikesh Bukate, a student of the Institute of Management, Nirma University, was declared the 1st runner-up at the GNLU Social Entrepreneurship Pitching Competition. His innovative solution addresses crimes against women through a comprehensive approach, offering therapy, judicial assistance, self-defense training, and a 24-hour helpline. This holistic initiative aims to empower women and provide them with critical resources for safety and support.

With the backing of the Centre for Entrepreneurship and E-Cell, Hrshikesh's project aspires to make a meaningful impact on enhancing women's safety and well-being. His recognition at the competition underscores the importance of social entrepreneurship in addressing pressing societal issues, and his vision reflects a commitment to fostering positive change.



## Ritika Mishra, a student at IMNU shines as a Top 20 Finalist in Prestigious ITC Case Study Competition

Competing in the prestigious “ITC Case Study Competition” in Kolkata marked a significant milestone in Ritika Mishra's academic journey, as she was selected among the top 20 female participants from across the nation to represent her institution held on September 27, 2024. The experience not only provided her the opportunity to collaborate with peers from diverse institutions but also offered the privilege of presenting in front of ITC's distinguished Sales and Trade Distributions team. Engaging in this competition allowed her to delve into complex business scenarios, enhancing her strategic thinking and communication skills in a high-stakes environment.



Grateful for the unwavering support from Dr. Himanshu Chauhan and the placement cell, Ritika acknowledges their pivotal role in her preparation and success throughout this transformative journey. The competition, with its blend of intellectual rigor and real-world challenges, broadened her horizons and instilled deeper confidence to tackle future professional endeavors. This life-changing experience not only deepened her academic understanding but also reinforced her commitment to excellence, making her proud to represent her institution on such a prestigious platform.

## Institute of Management, Nirma University Triumphs at The Consultica Challenge 2024

On October 14, 2024, The Institute of Management, Nirma University, proudly clinched first place at The Consultica Challenge 2024, a prestigious national-level consulting case competition organized by the DTU Consulting Group, Delhi Technological University. Team Parindey, comprising Radhesh Shah, Yuvraj Neema, and Supriya Jain, excelled across three rigorous rounds, showcasing exceptional analytical thinking, problem-solving, and presentation skills. This remarkable achievement reflects the institute's commitment to fostering critical thinking and strategic acumen among its students.



## Institute of Management, Nirma University Wins Sankriya 9.0

The Institute of Management, Nirma University, secured first place at Sankriya 9.0, a premier operations and supply chain management competition hosted by IBS Hyderabad on October 28, 2024. Represented by Saurabh Khakhkhar and Prexa Mehta, the duo triumphed over 315 participants from top B-schools across India, excelling in Excel-based challenges, CESIM simulations, and case study analyses. This victory highlights the institute's commitment to fostering strategic thinking and operational excellence.



## Institute of Management, Nirma University Excels at Vendition Vendetta 2024

The Institute of Management, Nirma University, proudly secured third place at Vendition Vendetta 2024, conducted on November 8-10, 2024 which is a prestigious marketing competition hosted by IIM Indore. Team Market Mosaic, comprising Aditya Chauhan, Siddharth Digap, Vidhi Mandovara, Akanksha Vyas, and Dhruvin Dave, showcased exceptional marketing skills through innovative strategies, engaging social media content, and impactful presentations. This achievement underscores the institute's dedication to nurturing talent and fostering excellence in its students.



## Faculty Publications

### Faculty Publications

1. Bhatt, A., Mehta, B., Raval, A., & Joshi, N. (2024). An Inquiry into the Effect of Working Capital Management on Firm Performance Using a Combined Approach of Bibliometric and Thematic Analysis. *Copernican Journal of Finance & Accounting*, 13(3).
2. Raval, A., & Desai, R. (2024). Reviews and directions of FinTech research: bibliometric–content analysis approach. *Journal of Financial Services Marketing*, 29(3), 1115-1134.
3. Mishra, S. K., Sahoo, B. K., & Nayak, R. (2024). Beyond Survival: Assessing the Subcontracting Strategy in India's Unorganised Manufacturing Enterprises. *The Indian Journal of Labour Economics*, 67(4), 973-991.
4. Guru, B. K., Yadav, I. S., & Nayak, R. (2024). Effects of COVID-19 on Investor Sentiment: Evidence from Commodity Futures Using Google Search Volume Index. *Asia-Pacific Financial Markets*, 1-21.
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8. Thanki, S., Guru, S., & Shah, B. (2024). Analyzing barriers for organic food consumption in India: a DEMATEL-based approach. *British Food Journal*, 126(12), 4459-4484.
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12. Sao, R., Chandak, S., Barhate, B., & Mondal, S. (2024). Social Media and Gen Z's Mental Well-Being: Impact of Excessive Usage on Anxiety, Stress, and Depression Levels Analysis. *PURUSHARTHA- A Journal of Management, Ethics and Spirituality*, 17(1), 23-38.
13. Mandić, A., Walia, S., & Kautish, P. (2024). The antecedents of pro-environmental tourist behaviour of Gen Z: an eastern society perspective. *Anatolia*, 35(3), 407-424.
14. Patel, N., Kautish, P., & Shahbaz, M. (2024). Unveiling the complexities of sustainable development: An investigation of economic growth, globalization and human development on carbon emissions in 64 countries. *Sustainable Development*, 32(4), 3612-3639.
15. Mehmood, K., Kautish, P., Mangla, S. K., Ali, A., & Kazancoglu, Y. (2024). Navigating a net-zero economy future: Antecedents and consequences of net-zero economy-based green innovation. *Business Strategy and the Environment*, 33(5), 4175-4197.
16. Mehmood, K., Kautish, P., & Shah, T. R. (2024). Embracing digital companions: Unveiling customer engagement with anthropomorphic AI service robots in cross-cultural context. *Journal of Retailing and Consumer Services*, 79, 103825.
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### Book Authored

1. A Quick Guide Book to Hinduism Kindle Edition, by Pratham Parekh.

### Book Chapters:

1. Kautish, P., Siddiqui, M., Kulkarni, N., & Siddiqui, A. (2024). A Review of Measurement of Energy Footprints Across Different Industrial Sectors. Energy Footprint and Sustainability, 5-21.
2. Parekh, P. (2024). Assessing Financial Inclusion, Skill Development and Basic Infrastructure in 112 Aspirational Districts of India. In Modeling Economic Growth in Contemporary India (pp. 187-213). Emerald Publishing Limited.
3. Parekh, P., & Lal, B. (2024). Assessing Progress Made by Indian States and UTs for the Attainment of Sustainable Development Goals. In Modeling Economic Growth in Contemporary India (pp. 175-186). Emerald Publishing Limited.
4. Shah, H. (2024). The Happiness Blueprint: Rejuvenating Mental Health, Emotional Wellbeing and Breaking Stigma in Exploring the Relationship between Employee Happiness and Workplace Dignity. Modern Book House. ISBN No. 978-8-19791738-7



## Alumni Meets

### Alumni Meets

#### Mumbai City Alumni Meet 2024

On August 31, 2024, the Mumbai City Meet 2024 brought together alumni for an evening of nostalgia, camaraderie, and celebration. Organized to strengthen the bond between alumni and their alma mater, the event featured insightful addresses by esteemed faculty and guests, reflecting on shared experiences and future aspirations.

The gathering fostered meaningful connections among alumni from different batches, creating an atmosphere of warmth and fellowship. The vibrant setting, engaging conversations, and delightful cuisine added to the charm of the evening, making it a memorable reunion. The event concluded on a high note, reinforcing the spirit of unity and leaving attendees with cherished memories of their time together.



#### Sannidhya Alumni Day 2024

On October 5, 2024, Kaizen- the Alumni Relations Committee organized Alumni Day, a nostalgic journey for graduates of Nirma University. The theme, "Sannidhya: Memories Revisited," set the stage for a day of laughter, camaraderie, and reflection. The day started with a warm welcome as alumni registered, received special mementos, and enjoyed a delightful breakfast. Club Expressions added excitement with interactive games like "Guess the Movie" and "Glass Pyramid Relay," sparking friendly competition.

The General Body Meeting became a platform for alumni to engage with the Director, senior faculty, and members of the 1999 batch, focusing on strengthening ties between past and present students. A special highlight was the Silver Jubilee celebration of the 1999 batch, honored with a symbolic sapling, marking 25 years of connection with the university.

Post-lunch, an interactive session allowed alumni to share cherished memories, accompanied by a touching video tribute. Performances in the IMNU Auditorium brought energy and emotion to the event. Club Karwaan's storytelling, Club Fiesta's lively dance, and Club Chehre's poignant drama created a tapestry of nostalgia and joy. The evening saw alumni exploring the campus through a Walkathon, reminiscing about hostel life, followed by a vibrant Garba night and a grand executive dinner. With a beautifully decorated venue reflecting the theme, Alumni Day 2024 was a true celebration of the past, present, and future of Nirma University's thriving community.



## Delhi City Alumni Meet

On November 16, 2024, the Delhi City Meet 2024 brought together alumni in a vibrant celebration of their enduring connection with their alma mater. The event, organized with meticulous planning, fostered nostalgia, inspiration, and camaraderie, providing a platform for alumni to reconnect and engage meaningfully.

The evening commenced with a warm welcome, setting the tone for an engaging gathering. A series of insightful speeches followed, including an address by the Director, who emphasized the significance of alumni contributions in shaping the institution's future. Faculty members shared updates on campus developments, placement challenges, and institutional growth, reinforcing the strong bond between the alumni and the institute.

A highlight of the event was an alumni contribution that reflected the spirit of giving back. The gathering was further marked by a group photo, symbolizing the unity and shared memories of the attendees. The networking session, accompanied by a delightful dinner, facilitated meaningful interactions, strengthening professional and personal ties among alumni.

The evening concluded with a token of appreciation for attendees, reinforcing their connection with the alma mater. The Delhi City Meet 2024 was not just a reunion but a celebration of shared experiences and continued commitment to the institution's legacy.



## Pratidhwani – The Alumni Conclave 2024

On December 7, 2024, the Pratidhwani Alumni Conclave, organized by the Kaizen Committee, united distinguished alumni for an inspiring day of discussions and networking. Key sessions featured speakers like Mr. Chintan Mehta, Mr. Nishith Modi, Ms. Ayushi Godha, and Mr. Rajat Gupta, covering sustainability, generative AI in MSMEs, and financial inclusion via UPI. The event also saw the launch of AI-inc, the alumni magazine-themed Perspectrum. The conclave emphasized innovation, collaboration, and cultural values, leaving attendees inspired.



## Alumni Reunion 2024 – Batch of 2002

On December 14, 2024, the Alumni Reunion for the Batch of 2002 was held at the Institute of Management, Nirma University. Coordinated by the Kaizen Committee, the event featured speeches from Dr. Anup K. Singh and Mr. G.R. Nair, nostalgic reflections by alumni, and musical performances. Activities included a campus tour, networking lunch, and an interactive session with students. The day concluded with souvenir distribution and a heartfelt vote of thanks by Mr. Saju Sebastian, celebrating the enduring bond within the Nirma community.



## Events by Clubs and Committees

### Ice Breaking

From July 27 to 30, 2024, "Ice Breaking," a four-day multisport extravaganza, was successfully organized by the Sportzzz Committee. The event featured an exciting blend of three sports—Volleyball, Table Tennis, and Chess—that kept both participants and spectators energized and engaged throughout the competition.

The primary objective of the event was to foster values such as teamwork, talent, and camaraderie among students, offering them a chance for holistic development through the joy of sports. Additionally, it provided a much-needed break from the academic rigors, allowing hardworking students to refresh and recharge.

The event was meticulously planned and executed, with all safety protocols and guidelines strictly followed to ensure the well-being of participants. Thanks to the seamless organization and enthusiastic participation, "Ice Breaking" was a resounding success, bringing vibrancy and spirit to the campus.



## Aadhaar Card Registration and Updation Drive

On August 22, 2024, the NSS unit at IMNU hosted a successful Aadhaar Card Registration and Updation Drive at Nirma University. With the support of Kotak Mahindra Bank and 20 dedicated NSS members, the drive offered students and staff a hassle-free way to update their UID details, ensuring smooth coordination and efficient service.

Key university officials attended, underscoring the institution's commitment to accessibility and community welfare. This initiative not only streamlined a vital service but also highlighted Nirma's dedication to empowering its community through thoughtful, student-centric actions. A small step, yet impactful, making life a little easier for everyone on campus.



## Apratim – The Talent Night: A Mesmerizing Evening of Talent and Creativity

On August 22, 2024, lights, music, and a sea of applause filled the IMNU Auditorium as Apratim – the Talent Night took center stage. Organized by the Cultural Committee, the auditorium buzzed with excitement as an audience of over 700 eagerly awaited the performances. 40 talented participants took the stage, delivering a spectacular array of acts. From soulful singing and stirring poetry recitations to captivating dance routines and enchanting instrumental performances on the flute and tabla, the night was a celebration of creativity and skill.

The judging panel, featuring Ms. Akansha Shah and Mr. Karan Patel, had the challenging task of selecting winners from such a diverse range of talent. Krishna Mehta stole the show, emerging as the winner, while Devesh Pandey secured the 1st runner-up spot, and Akshara Nair took the 2nd runner-up. Yash Gaggar claimed the Audience Choice Award, leaving a lasting impression on the crowd.

Apratim was more than just a talent competition—it was an exhilarating celebration of IMNU's creative spirit, bringing together students for a night of joy, artistry, and unforgettable memories.



## Muskaan: Spreading Joy and Kindness at CHINMAY Institute

On August 28, 2024, Spandan- the Social Club, organized the heartfelt event Muskaan at the CHINMAY Residential and Day-Care Institute for Mentally Challenged Children. With over 30 Spandan members actively involved, the event was a beautiful blend of joy, compassion, and community spirit.

The day began with a warm welcome, as refreshments were distributed to the children. A campus tour followed, giving the club members insight into the institute's programs aimed at nurturing and supporting these special children. The atmosphere soon burst into life with fun games, dancing, and two playful cartoon mascots, making the experience even more magical for the kids.

To top off the day, each child was gifted stationary items and chocolates, adding a personal touch of love. The institute's owners were felicitated and for their efforts and dedication. Muskaan was a touching reminder of how small acts of kindness can create lasting happiness, both for the children and everyone involved.



## Shaam-E-Khaas: A Celebration of Talent and Expression

On September 2, 2024, Karwaan - The Public Speaking Club, organized Shaam-E-Khaas. This open mic event provided a platform for IMNU students to showcase their talents in public speaking, poetry, Shayari, singing, stand-up comedy, and beatboxing. Held in the M-Block auditorium, the event featured performances by individuals, pairs, and groups, creating an engaging and diverse showcase of talent.

A standout segment of the evening was "Hasi ki Mehfil," where two groups of four performers each delivered a comedic performance that had the audience roaring with laughter. With a crowd of 500 attendees, Shaam-E-Khaas was not only well-received but a resounding success, reflecting the vibrant talent and enthusiasm of the IMNU community.



## Guruvandanam 2024

On September 5, 2024, Guruvandanam 2024, IMNU's annual Teacher's Day celebration, was held in the IMNU Auditorium and was organized by the Cultural Committee. The event was a heartfelt tribute to the educators who have continuously guided and inspired students throughout their academic journeys. Faculty members were honored with enthusiastic performances by students, including music, dance, and other cultural displays that showcased the talent and gratitude of the IMNU community.

In addition to the performances, teachers actively participated in a series of fun and engaging games, fostering a spirit of camaraderie and connection between students and faculty. The event served as a meaningful opportunity to express appreciation for the relentless efforts of the teachers in shaping the futures of their students. Guruvandanam stands as a testament to the bond between educators and learners, reinforcing the value of mentorship and guidance in academic life.



## Brandwizer 2024

On September 5-6, 2024, Niche-The Marketing Club conducted a two-day carnival of creativity and marketing brilliance, attracting 416 participants. Teams competed in a series of dynamic challenges that tested their brand knowledge, innovation, and strategic thinking. Day 1 started with Binge the Brand, a trivia round that pushed participants to showcase their in-depth understanding of various brands. The atmosphere was electric as teams battled it out, highlighting their marketing expertise in a fun and engaging way.

Day 2 brought the final round, Make Your Marque, where participants presented inventive product pitches, demonstrating their creativity and marketing acumen. Esteemed judges Prof. Sanjay Jain and Prof. Jayesh Aagja praised the teams for their innovative solutions and compelling presentations. Brandwizer 2024 was not just a competition but a celebration of marketing talent, offering participants an unforgettable experience of learning, collaboration, and creativity.



## Avighna Chaturthi

From September 7–14, 2024, Avighna Chaturthi, a grand celebration of Ganesh Chaturthi, was organized by the Cultural Committee, bringing the joyous presence of Ganapati Bappa to the IMNU campus. The week-long festivities were marked by devotion, with aartis performed twice daily, creating a spiritually charged atmosphere as students came together to offer their prayers. This sacred event symbolized the removal of obstacles and the promise of new beginnings. Hundreds of students participated wholeheartedly, reflecting the unity and cultural vibrancy of the IMNU community.

On the final day, the campus bid a heartfelt farewell to Ganapati Bappa. The celebration culminated in a vibrant visarjan procession, where students danced to the lively beats of the dhol, filling the air with energy and joy. Avighna Chaturthi was not just a religious celebration but also a beautiful expression of collective faith and enthusiasm, strengthening the bonds within the IMNU community.



## Slam Dunk 2024

On September 8-9, 2024, there was an exciting inter-sectional basketball tournament SLAMDUNK 2024 organized by Sportzzz Committee. For two days, 15 teams, both men's and women's, competed fiercely, with around 150 participants showcasing their athleticism and team spirit. The event drew an enthusiastic crowd of 120-130 supporters, who cheered passionately for their respective teams. Day 1 saw 11 thrilling matches, while the finals on Day 2 delivered high-intensity basketball action.

In the men's category, Senior Section A of MBA emerged victorious, with Senior Section B of MBA finishing as the runners-up. In the women's category, Senior IMBA secured the championship, followed by Junior Section A of MBA. Sportzzz Committee ensured the smooth execution of the tournament, prioritizing the safety of all participants and maintaining discipline throughout the event. SLAM DUNK 2024 was not just a celebration of basketball but also of sportsmanship, teamwork, and IMNU's vibrant sporting culture.



## Analytics Unleashed

On September 9-10, 2024, Clique – IT & Analytics Club organized Analytics Unleashed, and provided a hands-on learning experience for students in data visualization and analytics. The first session, led by Mr. Shreyan Mehta, (Founder of Karta Dharta) and an AI researcher, explored the practical uses of Google Sheets and Gemini. Mr. Shreyan shared his expertise in product management and Agile coaching, demonstrating the advanced functionalities of Google Sheets for efficient data management. His interactive session allowed participants to enhance their skills in data analysis and visualization, equipping them with essential tools for the industry.

Mr. Aashish Babaria, (a Power BI core visual communications representative at Microsoft), conducted an engaging session on Power BI. With a deep background as a data analyst, visualizer, and developer, Mr. Aashish provided students with invaluable insights into using Power BI for creating impactful data visualizations. Participants learned how to translate raw data into meaningful reports, fostering a better understanding of data-driven decision-making. Analytics Unleashed successfully bridged the gap between theoretical knowledge and practical applications, preparing students for the demands of the ever-evolving field of data analytics.



## Networkshetra 1.0: Fostering Connections Across Institutions

On September 11, 2024, Swayam, the Entrepreneurship Club, in collaboration with E-cell Nirma University, hosted Networkshetra 1.0, an inter-institutional speed networking event. The event started with registration and ice-breaking games, setting a lively tone for the day. The highlight of the event was the speed networking session, where participants had the opportunity to engage in quick, dynamic conversations with peers from various institutions, facilitating meaningful interactions.

Following the networking activity, attendees participated in group discussions and debates on thought-provoking and debated topics, promoting critical thinking and open dialogue. The day concluded with an open networking session over high tea and an energetic jamming session performed by MBA Full-time students. Networkshetra 1.0 provided a platform for forging valuable connections, blending fun with professional networking in an engaging and collaborative environment.



## Rang Taali: A Vibrant Garba Workshop

On September 13-14, 2024, Club Fiesta - The Music and Dance Club, hosted Rang Taali, a lively two-day Garba workshop that brought together 580 enthusiastic participants. The workshop, led by professionals from Rang Rasiya Garba Classes, blended authentic garba moves with Bollywood-inspired choreography, offering a dynamic fusion of traditional and modern elements of the beloved Gujarati dance form.

The event kept spirits high with energizing dance sessions and refreshments. The workshop created a vibrant and festive atmosphere, preparing participants for the upcoming garba season with both fun and finesse.



## Avyana

On September 16-17, 2024, Avyana, a two-day event jointly organized by the IMNU Library and Sumantra - The Literary Club, was held to celebrate Hindi Diwas. The event aimed to honor the richness of the Hindi language while showcasing the creative talents of students from both the Institute of Management and the Institute of Commerce. On the first day, the event titled "Jan Manch" captivated the audience with original poetic performances from students, alongside riddles that kept the atmosphere lively and interactive. The presence of Prof. M. Mallikarjun as a special guest added to the significance of the celebration, as students eagerly shared their work with an appreciative crowd.

The second day of Jan Manch continued with more performances, including a notable presentation by Mrs. Shweta Trivedi from the Institute of Commerce. The event was judged by Prof. Shahir Bhatt and Prof. Richa Mishra, who provided valuable feedback and shared their thoughts on the poetic use of the Hindi language. Prof. Mishra's comments on the depth and beauty of Hindi poetry enriched the overall experience for both participants and attendees. Over 20 students performed a range of original works, including poetry, Shayari, and ghazals, rekindling a love for the Hindi literary tradition. As Avyana came to an end, it left the audience with a renewed admiration for the language and its literary heritage, aiming to build a community that nurtures artistic expression and creative engagement.



## Freshers' Party 2024: A Warm Welcome for the New IMBA Batch

On September 20, 2024, Abhivyakti, the BBA Cultural Committee, hosted the Freshers' Party 2024 at the campus to warmly welcome the IMBA batch 2024-29. The event was filled with excitement as new students participated in a series of games to compete for the coveted titles of Mr. and Ms. Fresher. Alongside the competitive spirit, the evening featured lively music and dance performances, keeping the crowd entertained and energized.

As the night progressed, the much-anticipated crowning of Mr. and Ms. Fresher took place, marking a memorable moment for the new students. The event concluded with a vibrant dance floor, creating an inviting `joyous atmosphere for the newcomers to bond and celebrate the beginning of their IMBA journey. The Freshers' Party 2024 set a positive and festive tone for the new academic year, leaving lasting impressions on all attendees.



## IMNU's 29th Foundation Day

On September 24, 2024, the Institute of Management, Nirma University celebrated its 29th Foundation Day, reflecting on its legacy of academic excellence and institutional growth. The event commenced with a ceremonial lamp-lighting, followed by an address from Chief Guest Lt. General Suresh Sharma, who shared insights on principles for a successful life. Dr. Debasish Mallik, Director and Dean, reiterated the institute's vision and commitment to academic rigor.

The ceremony honored outstanding MBA and BBA students for their academic achievements and featured cultural performances by BBA students. The occasion underscored IMNU's dedication to holistic education and leadership development, reinforcing its mission to cultivate future professionals and thought leaders.



## Melange: A Sporty-Cinematic Extravaganza

On October 1, 2024, XQUIZIT – The Quiz Club, hosted its first event of the academic year 2024-2025. With over 180 quiz enthusiasts stepping up to the challenge, the event was nothing short of a blockbuster in the world of trivia.

This cinematic-sporting quiz was not just a test of knowledge but a celebration of the fusion of two passions: sports and films! From decoding iconic movie dialogues to unraveling epic sporting moments, each round brought excitement, energy, and a healthy dose of competition. Teams battled it out in a contest that showcased their expertise and quick thinking, keeping everyone on the edge of their seats.

MELANGE was not just about winning—it was a testament to the spirit of togetherness, where the seniors and juniors united, creating a shared journey of excitement and discovery. Amid exams and tight schedules, our seniors showed remarkable dedication, stepping up to guide and support with unwavering commitment. Their contributions, alongside the energy and enthusiasm of the juniors, brought the event to life.

Going far beyond being an event—it was an experience filled with moments of laughter, collaboration, and learning. The true victory lay in the bonds we forged, the memories we created, and the sense of community that grew stronger with every question.



## Heritage Walk and Cleanliness Drive

On October 2, 2024, the NSS unit at IMNU organized a Cleanliness Drive and Heritage Walk to commemorate Gandhi Jayanti. The event witnessed the enthusiastic participation of 44 individuals, comprising volunteers, core committee members, and the Faculty Coordinator.

The program commenced with a Heritage Walk, offering participants an opportunity to immerse themselves in the rich cultural heritage of Ahmedabad. This experience fostered a deeper appreciation and pride in the city's history and traditions.

Subsequently, the Cleanliness Drive, inspired by the motto of the Swachh Bharat Abhiyan, saw students taking a solemn oath and actively contributing to maintaining cleanliness in public spaces. The initiative aimed to raise awareness about the significance of hygiene and the collective responsibility of building a clean community.

The drive culminated with the participants cleaning the university premises, reinforcing their commitment to the values of cleanliness and social responsibility.



## INGENIUM 5.0: Exploring HR Dynamics

On October 2, 2024, Team Imprintz – The HR Club, hosted Ingenium 5.0, a thrilling event that brought together 32 teams to demonstrate their HR expertise, strategic thinking, and teamwork across three engaging rounds. The competition began with the Quiz Round, an online challenge that tested participants' HR knowledge and general aptitude, setting a competitive tone for the event.

The excitement escalated in the Bidding Round, where teams competed to build virtual managerial teams within a budget, under the evaluation of Mrs. Teena Jobaliya, HRD Manager at Unified Global Tech. The finale, The Dragon Maze, a Game of Thrones-inspired challenge, tested communication, coordination, and leadership as blindfolded team members navigated a maze guided by their leader. Ingenium 5.0 brilliantly highlighted the importance of innovation, strategy, and collaboration in HR, leaving participants and spectators with a memorable experience.



## Battle-O-Best: Public Speaking Competition

On October 7, 2024, Karwaan- The Public Speaking Club, organized an event titled Battle-O-Best, with each round focusing on a distinct aspect of public speaking.

The first round featured a word-guessing game utilizing closely related sentences and phrases to challenge participants' linguistic skills. The second round simulated a courtroom scenario in which teams contested cases for or against a specified topic, showcasing their argumentative abilities. The third round included a news debate complemented by an Emotional Regulator, allowing teams to exhibit their emotional intelligence and adaptive communication skills.



## Showdown 2024

On October 10, 2024, Expressions-The Fun Club hosted Showdown 2024, a celebration of strength, strategy, and synergy, uniting participants in a thrilling multi-round competition. Starting with Tug of War, this high-energy opener tested physical strength and team coordination as participants strived to pull their opponents across the center line. The adrenaline continued in Dodge Bomb, a fast-paced battle of reflexes and strategy. Players navigated the arena, aiming to eliminate opponents while dodging incoming throws, with an exciting twist allowing eliminated participants to impact the game from behind enemy lines. This round's dynamic gameplay and tactical elements promised edge-of-the-seat excitement.

The competition advanced to Cannon Carrom, a fusion of precision and quick thinking, where teams scored points by targeting balls of varying values in a timed showdown. Strategic positioning and accuracy became key as players navigated the rules and the clock. The final chapter, the Relay Challenge, brought all-round energy and teamwork to the fore. Teams were required to race against time on a surprise course, relying on seamless transitions and stamina to clinch victory. Together, these four diverse challenges ensured Showdown 2024 remains a memorable event that fosters excitement, skill, and the thrill of competition.



## KURUKSHETRA 3.0: Battle of Intellect

On October 14, 2024, XQuizIT – The Quiz Club organized Kurukshetra 3.0, a themed event where 44 teams battled through strategic games and quizzes. The event was designed around the theme of a 'War', aiming to foster a thrilling environment where teams could battle it out through strategic games and knowledge-based challenges. The primary objective was to offer a platform where participants could test their teamwork, problem-solving abilities, and knowledge across multiple disciplines.

A total of 44 teams, each comprising three members, participated in the event, representing various clubs and committees across the institute. The participants came from diverse academic and professional backgrounds, bringing a wide array of perspectives to the competition, which added depth to the event. The teams competed in several rounds, starting with a highly engaging MCQ-based quiz in Round 1, which featured 40 questions on general knowledge. The quiz was designed to balance fun with competitiveness, ensuring that participants were challenged and entertained.

The subsequent rounds increased in complexity, with each round progressively testing different aspects of the participant's skills, including teamwork, analytical thinking, and strategic decision-making. The event was structured in a way that ensured a fair and objective evaluation of each team's performance, with eliminations after every round, leading to the showdown between the top teams. Throughout the event, the participants exhibited remarkable enthusiasm, and the spirit of healthy competition was evident throughout.



## Filmy Mela: Celebrating Cinema

On October 16, 2024, Chehre - The Dramatics Club hosted Filmy Mela, which brought together 304 participants from various institutes for an exciting inter-institute competition celebrating films and creativity. The event challenged participants' movie expertise and collaborative skills through two innovative rounds.

The first round, Tambola with a Twist, replaced traditional numbers with film posters. Teams guessed films based on soundbites, memes, and character clues, with top scorers advancing to the next round. In the second round, Reverse Dumb Charades, three team members acted out films, songs, or memes, while the fourth, wearing headphones, guessed them. Teams raced against the clock, and the most accurate guesses secured victory, making the event a thrilling blend of fun and



## Wisdom Valley

On October 19, 2024, Mavericks, the BBA Social Committee, organized a visit to 'Swarg Community', a retirement home, in the morning from 9 am to 12 noon. The team was warmly welcomed by the residents and engaged in various activities, including games, singing, and meaningful conversations, fostering a spirit of camaraderie and joy.

During the visit, the committee distributed shawls, snacks, and a commode chair, creating moments of happiness and connection with the residents. As the event concluded, the team departed with heartfelt blessings and cherished memories, reflecting the profound impact of the visit on both the residents and the committee members.



## SAHARA: A Day of Joy with the Elderly

On October 20, 2024, Spandan – The Social Club, organized an event at Jeevan Sandhya Old Age Home, bringing together 40 volunteers to create a day filled with warmth and togetherness. The event began with heartfelt conversations between students and seniors, followed by engaging games such as Cricket, Musical Chairs, and Ring Toss. Club members also honored the old age home's management for their dedicated service.

The celebrations continued with lively cultural performances, a nostalgic Bollywood quiz, and a vibrant Garba session that added a festive touch. The event concluded with volunteers serving meals, distributing thoughtful gift bags and ice cream, and cherishing the seniors' inspiring life stories. It was a day that celebrated the joy of compassion, leaving lasting smiles and creating beautiful memories for everyone involved.



## Crosshunt 4.0

On October 21-22, 2024, the much-anticipated event, Crosshunt 4.0 was organized by SWC, offering participants an exhilarating treasure hunt experience. The event featured three progressively challenging rounds designed to test teamwork, problem-solving skills, and adventurous spirit. The first round involved task sheets with specific activities, while the second round saw 32 selected teams navigating obstacles using provided maps.

The final round was a race against time, where teams followed a series of interconnected clues leading to the ultimate destination. The event concluded with the winning team triumphantly reaching the final point, marking the end of an engaging and unforgettable journey.



## Mind Mash

On October 23, 2024, Shared Shelf – The BBA Book Club organized a unique and engaging event titled MindMash. The evening featured an exciting game that combined elements of Pictionary, Dumb Charades, and Taboo. Participants drew chits with book titles and had two minutes to describe them by sketching, acting, or speaking. For an added challenge, those who chose to speak were restricted from using a specific “taboo” word mentioned on the chit.

The event witnessed enthusiastic participation from 29 members, making it a memorable experience for all. The winners were awarded hampers and certificates in recognition of their creativity and quick thinking. MindMash was a delightful blend of entertainment and teamwork, leaving participants inspired to explore books refreshingly and collaboratively.



## Dwand: A Battle of Words

On November 7, 2024, Karwaan – The Public Speaking Club, organized Dwand, an exhilarating one-day debate competition held in both English and Hindi. This institution-level event saw 49 talented participants showcase their wit, eloquence, and argumentative skills.

The fierce competition celebrated intellectual rigor and oratory excellence, with top performers awarded prizes in both language categories. Dwand was a dynamic platform that highlighted the power of expression, making it a memorable event for participants and spectators alike.



## Ball of Betrayal 2.0: Death's Masquerade

On November 19-20, 2024, Sumantra – The Literary Club, hosted Ball of Betrayal 2.0: Death's Masquerade. This event offered a night filled with intrigue, mystery, and elegance, where masks hid secrets and alliances were challenged, creating unforgettable experiences for all participants. A total of 37 teams took part in the event, enhancing the excitement and competitive atmosphere. Team Jane Eyre emerged victorious, while Team Dorian Gray secured the runner-up position.



## Pixel Quest

On November 10-11, 2024, Clique - The IT Club, organized Pixel Quest, a two-day event that blended creativity, logic, and teamwork. Day 1 featured an engaging Pictionary round, where 11 teams demonstrated quick thinking and artistic flair.

Seven teams advanced to Day 2, diving into an intense riddle-solving challenge. By cracking six intricate riddles and combining their solutions, participants unlocked the ultimate puzzle. The event was a stimulating experience, highlighting the participants' analytical skills and collaborative spirit.



## Nirma Trading League

From November 12 to 14, 2024, the Finesse Club organized the Nirma Trading League, an intra-B-school portfolio management challenge. The event, held on the StockGro platform, provided participants with a virtual capital of ₹10,00,000 to engage in real-time equity trading to maximize their portfolio returns. The competition attracted 593 participants, and after three days of trading, the top three performers were awarded prizes totaling ₹25,000.

The winners were Abhishek H.R. from Christ University, who secured the first position with a reward of ₹12,000, followed by Sehjad Padaniya and Arham Shah from Nirma University, receiving ₹8,000 and ₹5,000 respectively. The event was made possible through sponsorship by StockGro.



## Blood Donation

On November 14, 2024, in celebration of Children's Day, Club Spandan, in collaboration with the Students' Welfare Board, the Organization of Civil Engineering Students (ITNU), and the Civil Hospital, successfully organized a Blood Donation Camp. The event received an overwhelming response, resulting in the collection of 205 blood samples.



## SuperProcure

From November 21-26, 2024, Club Optimus – The Operations Club, in partnership with SuperProcure, organized a three-day certification program centered on logistics, supply chain management, and digital transformation. The event, which saw the participation of 104 individuals, featured expert speakers Ms. Manisha Sharaf and Ms. Neha Garodia and provided attendees with a mix of theoretical insights and practical training on using SuperProcure software. This program offered valuable skills that helped bridge the gap between academic learning and real-world industry practices.





### LEAD THE CHANGE WITH DIGITISATION IN LOGISTICS & CAREER GROWTH IN SUPPLY CHAIN



**About the speaker:**

- Co-founder and CRO of SuperProcure
- Co-founder of TruckHall, a tech-driven logistics start-up
- Experience of over 10 years in supply chain innovation

**Keynote Speaker:**

**21 NOV**  
THURSDAY  
4 - 5pm

**22 NOV**  
FRIDAY  
3:30 - 4:30pm

**Ms. Manisha Sharaf**

**VENUE: ONLINE**

**Coordinators:**

Aneri	Sparsh
M: 7226068080	M: 9098624559

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### SOFTWARE SESSIONS



**About the speaker:**

- Associate Director at SuperProcure, driving logistics efficiency.
- Held Leadership positions in Swiggy Dineout and PagarBook.
- Expertise in Logistics tech, market expansion, and team leadership.

**Keynote Speaker:**

**26 NOV, 2024**  
TUESDAY

**Ms. Neha Garodia**

**VENUE: ONLINE**

**Coordinators:**

Aneri	Sparsh
M: 7226068080	M: 9098624559

## Carnival

On November 23-24, 2024, Club Fiesta successfully hosted its flagship event, Carnival, drawing over 600 enthusiastic participants. The first day featured a mesmerizing musical fusion, showcasing a collaboration between Club Fiesta and the acclaimed band The Side Hustle. This captivating performance spanned a diverse range of genres, from classical to contemporary, offering attendees a truly unforgettable auditory experience. The second day highlighted an 'Underground' - themed dance battle, providing a dynamic platform for students to exhibit their exceptional hip-hop talents.



## Jab Things Met

On November 26, 2024, Chehre - The Dramatics Club, hosted Round 1 of Script-to-Stage: Conversations in Motion, where 55 participants across 15 teams submitted original scripts featuring imaginative dialogues between inanimate objects like a chair or fan. Evaluated on originality, humor, and dialogue quality, the best scripts advanced to the next round.

Round 2, held on November 29, 2024, brought these scripts to life through Prop Scene Acting. Teams of 3-5 members performed as objects such as sofas or coffee mugs, using gestures and movements to portray their actions vividly. Performances were judged on creativity, emotional expression, engagement, and execution, making it a memorable showcase of talent and innovation.



## Samvidhan Se Samvad

On Constitution Day, 26th November 2024, the NSS team of the Institute of Management, Nirma University, organized Samvidhan Se Samvad, providing a platform for students to engage with and express their views on constitutional values. The event commenced with a lamp-lighting ceremony and Saraswati Vandana, followed by addresses from DG, NU, Dr. Anup K. Singh and Chief Guest, Shri Manish Pandya, who emphasized the Constitution's significance, particularly its secular and sovereign principles.

The speech competition consisted of two rounds. In the first, each participant delivered a three-minute prepared speech, while in the second, eight finalists presented impromptu speeches on given topics. Mrs. Himani Kapadia and Dr. Trilok Sharma adjudicated the event, awarding Renab Jha the first prize (₹5000), with Aayush Rao (₹3000) and Maharishi Jha (₹1500) as first and second runners-up, respectively.



## Treasure Hunt 2024

On November 29, 2024, Abhivyakti, the BBA cultural committee, organized an engaging event titled "Treasure Hunt." The event was specifically designed for first, second, and third-year students enrolled in the Integrated MBA program. It was held at the Dome Ground and featured four rounds, each presenting unique challenges.

The primary objective for participants was to complete each round efficiently to advance to subsequent stages. "Treasure Hunt" fostered a vibrant atmosphere, effectively combining elements of competition, teamwork, and critical thinking, thereby delivering a memorable and enriching experience for the Integrated BBA-MBA students.



## Udaan

On November 30, 2024, Spandan – The Social Club of IMNU, along with various clubs and committees, hosted 'UDAAN', a heartwarming event for 50 underprivileged children from Humankind. The day was filled with engaging activities, creative sessions, and moments of pure joy. A special honor was presented to Mr. Uttam Sharma, founder of Humankind, in recognition of his inspiring efforts. The event concluded on a sweet note with ice cream, thoughtful gifts, and unforgettable memories for all.



## COPA

On December 1-4, 2024, Sportzzz Comm organized "COPA 2024," an exhilarating inter-sectional football tournament featuring 13 teams and 156 participants. The event followed a knockout format, with 45-minute matches in the group stage and 60-minute matches in the semi-finals and finals. After an intense and thrilling competition, the Sr. IMBA students claimed the title, narrowly defeating the Sr. D students. The enthusiastic and animated crowd added to the excitement, making the tournament an unforgettable experience for players and spectators.



## Aarohan- The BBA Conclave

On December 6-7, 2024, AdityaVat: The BBA Co-Curricular committee organised Aarohan – The BBA Conclave which was a meticulously curated two-day guest lecture series. Designed around a carefully selected theme each year, the event brought together distinguished speakers from various domains, including business leaders and industry innovators. Through thought-provoking discussions, Aarohan fostered intellectual exploration, encouraging students to broaden their perspectives and gain valuable insights into diverse fields. The conclave aimed to provide a transformative experience, offering young individuals a platform to explore new ideas, enhance critical thinking, and develop a deeper understanding of the evolving professional landscape.

In addition to insightful lectures, Aarohan served as a vital networking platform, facilitating interactions between students, eminent personalities, and fellow attendees in an intellectually stimulating environment. The event was structured to ensure a comprehensive and enriching experience, with each day featuring a diverse range of topics that inspired creativity and innovation. Through meaningful engagements, participants not only acquired knowledge but also established connections that contributed to their academic and professional development.



## Bizarre Bazaar

On December 11-12, 2024, Finesse – The Finance Club organized the thrilling "Bizarre Bazaar" event, bringing together 40 teams of four members each for an exciting blend of finance and fun. Day 1 featured strategic and collaborative financial games inspired by the iconic Money Heist series, while Day 2 elevated the excitement with a life-sized Monopoly game that simulated real-world financial scenarios. The event left participants with unforgettable experiences of learning and laughter!



## Rannbhoomi

On December 9-11, 2024, Rannbhoomi- the flagship three-day event, was organized by NiCHE – The Marketing Club. This highly anticipated competition witnessed the enthusiastic participation of 10 teams, each comprising 20 members, and drew an impressive audience of students. Designed to evaluate participants' marketing acumen and corporate insights, the event unfolded over three dynamic days.

Day 1 commenced with Smriti Chakra, a challenge emphasizing brand recall and agility. On Day 2, Tark-Vitark, a stimulating debate on the acquisition of a small company, tested participants' analytical and strategic skills. The grand finale on Day 3 featured Aar Ya Paar, an innovative obstacle race combining physical endurance with marketing expertise.

Ultimately, Section E claimed victory, while Section C secured the runners-up position, culminating in an engaging and intellectually rewarding competition.



## Roomies: Dosti-Dhoka-Dhamaka

On December 15-16, 2024, Expressions Fun Club organized a two-day event “Roomies” that tested the camaraderie, communication, and teamwork of roommates through a series of engaging challenges. Day 1 began with Hum Aapke Hain Koun, an icebreaker round that explored how well roommates knew each other, delving into their habits, quirks, and preferences. This interactive session created a lively and competitive atmosphere, setting the stage for the next day's challenges.

Day 2 featured three unique games designed to push teamwork to its limits. The day started with Volleyball Twist, a creative spin on volleyball where roommates played using a cloth, emphasizing synchronization and trust. This was followed by Knots and Shots, a collaborative relay race involving octopus-style formations and blindfolded challenges, which tested communication, adaptability, and cooperation under pressure. The event concluded with Cone Carnage, a thrilling finale combining physical and mental challenges. One blindfolded participant navigated obstacles guided by their partner's instructions, culminating in tasks like toppling cones and solving equations.



## Prof Forum: Women-Centric Debate

On December 19, 2024, The Rainbow Center organized the Professor's Forum: Women-Centric Debate, an event that fostered intellectual engagement and meaningful dialogue on women-centric themes. The forum featured eight distinguished faculty members and attracted 93 student registrations. Chief Guests Prof. Indira Nityanandam and Mr. Nayan Parikh enriched the discussions with their profound insights. The event began with an introduction to its objectives and framework, followed by structured debates adhering to well-defined rules to ensure fairness and engagement. This initiative exemplified The Rainbow Center's commitment to promoting constructive conversations within the academic community.



## NETZZ

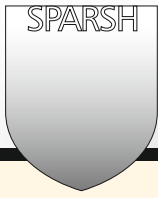
From December 20 - 22, 2024, the Sports Committee, hosted "NETZZ 2024," an electrifying inter-sectional volleyball and throwball tournament. The event saw enthusiastic participation from 15 volleyball teams and 6 throwball teams across men's and women's categories, with a total of 170 participants. Conducted in a knockout format, Sr. FB&E emerged as champions in both volleyball and throwball, while Sr. D and Jr. A secured the runner-up positions in their respective games. The spirited crowd's energy elevated the players' performances, making the tournament a memorable celebration of sportsmanship and enthusiasm.



## The Best Manager 2.0

On December 23 - 24, 2024, the Optimus Club organized "The Best Manager 2.0," an intra-institute case competition with 68 participants for a two-day challenge focused on Operations Management. The event consisted of two rounds: a Quiz competition in the first round, which tested participants' knowledge and led to team eliminations, and an offline case study analysis presentation in the second round. Mr. Ajay Kumar, an operations and supply chain expert, judged the competition and added valuable insights to the participants' performances. The event was a remarkable platform for showcasing analytical skills and strategic thinking.





Date	Event
Jan 8-10, 2025	28th Nirma International Conference on Management (NICOM 2025)
Jan 21, 2025	Business Tantra conducted by Finesse (Finance Club)
Jan 25, 2025	Survivors Gambit conducted by Clique (IT Club)
Jan 27, 2025	Music concert (Artist: Aditya Hulo conducted by Fiesta (Music Club)
Jan 27, 2025	Anveshan 12 conducted by Xquizit (The Quiz Club)
Jan 27-28, 2025	Inter-Institute Football Tournament conducted by Sports Committee of IMNU
Jan 28, 2025	Pre-Budget Session conducted by Finesse (Finance Club)
January 20-21, 2025	Stree Shakti conducted by Spandan (The Social Club)
February 4, 2025	Post-Budget Session conducted by Finesse (Finance Club)
February 6, 2025	Drum Pulse: Together conducted by Fiesta (Music Club)
February 7, 2025	One act play conducted by Chehre - The Dramatics Club
February 13-14, 2025	Ignus 9.0 conducted by Clique (IT Club)
February 13 - March 19, 2025	NCL conducted by Sports Committee of IMNU
February 28 - March 1, 2025	ANVESH: 20th Doctoral Conference in Management
March 2-4, 2025	Zeroping conducted by Clique (IT Club)
March 6, 2025	Case Study Competition conducted by Finesse (Finance Club)
March 7-9, 2025	We Beat as One conducted by Fiesta (Music Club)
March 7-9 2025	Mark-e-Nova conducted by Niche (Marketing Club)
March 7-9 2025	Excavate conducted by Clique (IT Club)
March 7- 9 2025	PERSPECTIVE RICHTER-10 conducted by The Cultural Committee (TCC)
March 8, 2025	Start up in one million conducted by Swayam
March 8-9 2025	Euphoria conducted by Fiesta (Music Club) (part of PR-10)
March 8-9, 2025	Footloose conducted by Fiesta (Music Club) (part of PR-11)
March 9, 2025	Enigma Enclave conducted by Xquizit (The Quiz Club) ) (part of PR-11)
March 11-12, 2025	Street Smart conducted by Swayam
March 18-19, 2025	CPR training conducted by Spandan (The Social Club)



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