

स्पर्श



■ Volume 25 ■ No. 3-4 ■ January-June, 2025

The Newsletter of Institute of Management, Nirma University





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28th Nirma International Conference of Management (NICOM) 2025

The 28th Nirma International Conference on Management (NICOM), themed “Business and Sustainability: Creating Synergy for the Future,” was held from January 8 to 10, 2025, bringing together distinguished academicians, industry leaders, and researchers from across the globe.

As a precursor to the conference, a pre-conference workshop was organised on January 7, 2025, titled “A Primer on Publishing in Top-Tier Journals,” conducted by Dr. Paurav Shukla, Professor of Marketing and Head of Research for the Digital and Data-Driven Marketing Department at Southampton Business School, University of Southampton, UK. The session provided valuable insights into the nuances of high-impact academic publishing and was well received by researchers and faculty participants.

This year, NICOM received an overwhelming response with 114 full paper submissions from Indian universities and 21 submissions from international institutions across Australia, Canada, Germany, France, the UK, and the US. In total, 251 abstracts were submitted, reflecting the conference's wide academic reach and growing global recognition.

The research contributions explored diverse dimensions of sustainability, reinforcing the conference's objective of bridging academic insights with industry practices. During the inaugural ceremony, the dignitaries unveiled Prasthawana: Book of Abstracts, which showcased the key academic contributions and thematic diversity of the conference.

Day 1: Inauguration and Foundational Keynotes on Sustainable Business Practices

The inaugural ceremony was graced by distinguished dignitaries, with Dr. H. Rao Unnava (Dean, UC Davis) as the Chief Guest and Dr. Puneet Gupta (Board Member, UTI Pension) as the Guest of Honor. The presence of Padma Shri Dr. Karsanbhai Patel (President, Nirma University), Shri K. K. Patel (Vice-President, Nirma University), Dr. Anup K. Singh (Director General, Nirma University), and Dr. Debasis Mallik (Director, Institute of Management, Nirma University) further added to the stature of the event.

In his welcome address, Dr. Debasis Mallik emphasized the critical role of sustainable business practices, with a focus on emerging initiatives such as carbon credits and equitable labor laws. The keynote addresses by Dr. H. Rao Unnava and Dr. Puneet Gupta highlighted the urgency of addressing climate change, ensuring food security, and fostering careers built on curiosity and integrity.

The panel was further graced by the presence of distinguished academicians, including Mr. Nayan Parikh (Emeritus Professor, Nirma University) and Dr. Arpan Yagnik (Associate Professor – Advertising & Communication, Penn State University, USA), whose insightful contributions added immense academic depth to the event.



Day 2: Expert Keynotes and Research Dialogues on Environmental Sustainability

The second day of NICOM 2025 dived deeper into sustainable business practices with two impactful sessions and vibrant parallel track sessions. The first session featured Dr. Satish Kumar Sinha (Head, Sustainability, Adani Enterprises), Mr. Jaideep Malaviya (Board Director, International Solar Energy Society), and Ms. Susmita Bhattacharjee (Managing Director, Pushan Renewable Energy Pvt. Ltd.). Dr. Sinha introduced the GSE framework, emphasizing the balance between governance, society, and environment, along with actionable steps for emission compliance and accounting. Mr. Malaviya stressed the need for a net-zero carbon ecosystem, addressing challenges like the 1.5°C global temperature limit, and highlighted the role of rooftop solar and circular economies. Ms. Bhattacharjee showcased innovative solar-powered solutions such as banking kiosks, rural shops, and dairy operations, illustrating their dual impact on environmental sustainability and income generation.

The second session brought together Mr. Kapil Mahajan (Business Leader, Tata Advanced Systems Limited), Dr. Bhavesh Sarna (University of Jyväskylä, Finland), and Mr. Chinmay Bhuta (Director, Alps Chemicals). Mr. Mahajan shared Tata's CSR initiatives in education, livelihood, and health, while emphasizing the importance of governance and ethical compliance in regulated industries like aerospace. Dr. Sarna highlighted the transformative role of AI in circular business models, despite challenges in implementation. Mr. Bhuta provided insights into optimizing resources and reducing waste in manufacturing to enhance both efficiency and sustainability.

Throughout the day, engaging parallel track sessions enabled scholars to present research on topics ranging from green supply chains to sustainable innovation, fostering rich academic discourse.



Day3: Future-Facing Solutions and Celebrating Research Excellence

The final day of NICOM 2025 continued the momentum with a keynote session, a track session, and the Valedictory Ceremony. The session featured Ms. Vanita Keswani (CEO, Madison Media Sigma) and Mr. Pranay Piplani (Vice President, Soothe Healthcare). Ms. Keswani introduced a framework for segmenting industries based on carbon footprint, emphasizing sustainable market strategies that drive long-term growth. Mr. Piplani discussed resource management and innovative packaging solutions, showcasing how small operational changes can yield significant environmental benefits over time.

Research excellence was celebrated with awards for best papers in both faculty and student categories. Faculty winners included Ms. Ananya Mishra and Dr. Pradeep Kautish from the Institute of Management, Nirma University, for their joint paper on marketing analytics. Student accolades went to Ms. Jinal Panchal (Department of Psychology, PDEU) and a team represented by Mr. Meet Dave, Ms. Mahi Moradiya, Ms. Mahi Thakkar, Ms. Moksha Jain and Ms. Malay Dagli (Institute of Management, Nirma University) for their studies on job stability and work-life conflict, respectively.

The Valedictory Ceremony featured addresses by Dr. Mehul Pandya (MD & Group CEO, CareEdge Group) and Shri Vaibhav M. Gade (GM, IOCL Gujarat). Mr. Pandya reflected on sustainability's shift from a peripheral concept to an organizational priority, citing India's renewable energy advancements. Shri Gade explored the potential of green hydrogen and cost-effective fuels, urging businesses to align with global sustainability standards.



ANVESH 2025: 20th Doctoral Conference in Management

Day 0: Pre-Conference Workshop

The ANVESH 2025 conference commenced with a pre-conference workshop on “Crafting an Effective Literature Review”. The session, led by Dr. Pradeep Kautish, attracted over 70 participants, including doctoral scholars, assistant professors, and MBA students from across Ahmedabad. In alignment with the conference theme of “Exploring Innovative Practices in Management”, the workshop addressed the practical challenges researchers face while conducting a literature review and introduced innovative strategies to enhance the quality of academic writing. Dr. Kautish also emphasized approaches for publishing in reputed journals, making the session highly relevant for emerging scholars.

Dr. Joris Ebbers, Professor of Entrepreneurship and Innovation at Luiss Business School, Rome, Italy, delivered the keynote address on the topic “Managing Creativity: Lessons from the Entertainment Industry.” With his extensive expertise in the field of entrepreneurship, innovation, and the dynamics of creative industries, Dr. Ebbers provided valuable insights into how creativity can be effectively managed and harnessed within organizational contexts. His session offered practical lessons drawn from the entertainment industry, making it highly engaging and relevant for the audience.

This year, ANVESH received 98 abstracts and 30 full paper submissions from scholars, reflecting the growing academic engagement with innovative management research. The interactive workshop, coupled with the diverse research submissions, not only enriched participants' understanding but also contributed significantly to strengthening their research orientation and advancing innovative practices in management.

Day 1: Inauguration and Track Presentations

ANVESH 2025 was formally inaugurated on February 28, 2025. The inaugural session featured distinguished dignitaries including Dr. Ranjan Banerjee, CEO and Professor at Nayanta Education Foundation, Pune, who served as the Chief Guest. He was joined by the Guest of Honor Dr. P. N. Tekwani, Dean, Faculty of Doctoral Studies and Research, and Dr. Debasis Mallik, Director, Institute of Management, Nirma University. The Conference Chairpersons, Dr. Samik Shome and Dr. Azharuddin Shaikh, also addressed the audience, emphasizing the conference’s enduring legacy.

The day included track presentations in Finance and Accounting, HRM and OB, Marketing, and General Management during the morning session, and in Sustainability, Public Policy, and Economics in the evening. A dedicated online track also facilitated presentations from scholars across India and internationally, including the USA, Norway, and Bangladesh. A total of 50 presentations were delivered, sparking insightful discussions and critical feedback from attending faculty and peers.



The highlight of the day was the keynote address by Dr. Srikanth Dahagam, Chief Human Resources Officer at GoApptiv, on “Opportunities Beyond Academia Post-PhD”. He shared actionable insights on how doctoral scholars can leverage their research skills in the corporate and industrial sectors.



Day 2: Research Clinics, Paper Presentations, and Valedictory

The final day featured a Research Clinic led by domain experts from IMNU, tailored to doctoral scholars in their advanced years. Scholars engaged with faculty in HRM (Dr. Nina Muncherji, Dr. Nidhi Bansal), Finance (Dr. Nikunj Patel, Dr. Amola Bhatt), Marketing (Dr. Sapna Parashar, Dr. Jayesh Aagja), and Research Methodology (Dr. Jayesh Aagja). The clinic adopted a personalized, problem-solving approach, addressing research design, methodology, data analysis, and publication strategy.

Concurrently, the track presentations continued with 30 more research papers in HRM, Sustainability, Information Systems, Operations, General Management, and Finance. A Best Paper Track featuring scholars from premier institutes such as IIM Bangalore and IIM Indore was also conducted, encouraging high-quality competitive research.

A special workshop on "Case Study Development during PhD" was conducted by Mr. Ritesh Thakkar, Co-Founder, Avon Finserve Pvt. Ltd., and Dr. Poonam Chhaniwal, Assistant Professor at IMNU, emphasizing the significance of contextual case development in management research.

The conference concluded with the valedictory ceremony, graced by Prof. Arya Kumar, Senior Professor and Dean of Alumni Relations, BITS Pilani. His address reflected on the academic insights gained during the conference and appreciated the high standards of research presented.



Placement 2025 – Rising Stronger, Placing Better!

The Institute's Campus Placement Season 2024–25 stands as a testament to its enduring resilience, strategic foresight, and the growing confidence of the industry in its talent pool. The season was characterized by an effective blend of Pre-Placement Offers (PPOs), on-campus interviews, and virtual recruitment processes, reflecting adaptability and sustained industry engagement across all programs.

Striking Numbers, Stronger Partnerships: Placement 2025

This year, the institute welcomed more than 160 recruiters—marking an impressive 83% rise over the previous year. Several organizations returned multiple times during the season, reflecting both the growing confidence in the talent pipeline, their dynamic hiring requirements and our strong association. Notably, the inaugural batch of the B.Tech-MBA integrated program achieved a phenomenal placement rate, setting a high benchmark and reaffirming the market relevance of this unique program.

Amid a challenging job market and a 33% increase in batch size, the Placement Committee and the Volunteers executed a forward-looking engagement strategy. Despite a reduction in intake by certain recruiters, the institute onboarded 80 new corporate partners, underscoring its agility and expanding corporate reach. A few students chose to pursue highly selective career opportunities, guided by specific preferences related to role profiles, organisational reputation, or geographic locations. Some wanted to pursue business and plan their startup.

Recruitments this year came from a rich tapestry of industries, including BFSI, consulting, IT, FMCG, manufacturing, and analytics. Esteemed organisations such as JP Morgan, ICICI Bank, BNY Mellon, Tata AIG, Arcesium, Bain & Company, Adani Wilmar, Dabur, PepsiCo, ITC, Amul, Mercedes-Benz India, and Morgan Stanley have reinforced the institute's reputation for producing versatile, industry-ready professionals.

A milestone achievement for the year was the international placements secured by Balmer Lawrie and PGI, a glowing endorsement of the global competence of the graduating batch. The highest package offered stood at ₹70.00 LPA (on confirmation) by Balmer Lawrie, for the MBA HRM programme, while the average salary stood at 11.10 LPA, reflecting both the high quality and competitiveness of the talent pool. An encouraging number of PPOs were extended, with companies like JP Morgan, PepsiCo, Health Ark, Tata AIG, and Wipro rewarding stellar internship performances with full-time offers.

We also thank our Alumni who played a crucial role—bringing companies to campus, joining selection panels, and strengthening our corporate connect. Their contribution reflects the enduring trust and pride in the institute.

The placement season of 2024–25 isn't just a numerical success—it's a narrative of transformation, collaboration, and future readiness. With a forward-thinking curriculum, increased industry interface, and unwavering institutional support, the institute continues to forge pathways that empower students to thrive in a competitive and ever-evolving global workplace.

Strengthening Global Collaborations: IMNU Signs MoUs with Leading International Universities

In a significant stride towards enhancing global academic cooperation, the Institute of Management, Nirma University (IMNU) has entered into a series of Memoranda of Understanding (MoUs) with prestigious international universities in the United States. These collaborations aim to foster cross-border academic exchange, research partnerships, and global learning opportunities for students and faculty members.

Representing the Institute, Dr. Debasis Mallik, Director, Institute of Management, Nirma University, along with Dr. Mehul R. Naik, Director, International relations, formalized these partnerships during his visit to the United States.



The MoUs were signed with:

- **The University of California, Davis**, in the presence of Dr. Joanna Regulska, Vice Provost and Dean, and Dr. H. Rao Unnava, Dean, Graduate School of Management.
- **UIC Business, University of Illinois Chicago**, with Dr. Sandy Wayne, Dean, UIC Business.
- **Broad College of Business, Michigan State University**, with Dr. David Souder, Dean, and Dr. David J. Frayer, Assistant Dean.

These collaborations are poised to create avenues for student and faculty exchange programs, joint research initiatives, global immersion opportunities, and curriculum enrichment, further strengthening IMNU's vision of nurturing globally competent management professionals.

Through such international partnerships, IMNU continues to expand its global footprint and reaffirm its commitment to academic excellence, innovation, and global engagement.



Bengaluru City Meet

The Bengaluru City Meet, held on March 1, 2025, was a heartwarming evening that brought together 109 esteemed alumni to celebrate their enduring bond with the Institute of Management, Nirma University. Organized by the Kaizen Committee, the event was marked by a vibrant blend of nostalgia and networking. The evening commenced with a warm welcome and an insightful presentation on recent developments at IMNU, followed by thoughtful addresses from —Dr. Neeraj Arora (Head- Corporate Relations), and faculty members Dr. Ashwini Awasthi, and Dr. Parag Rijwani, who emphasized the importance of continued alumni engagement.

Adding further richness to the gathering, the alumni shared reflections on their professional journeys and the formative role IMNU played in shaping their paths. The evening progressed with engaging conversations over dinner, fostering new connections and reigniting old ones. As a gesture of gratitude, attendees were presented with personalized merchandise, serving as lasting reminders of a truly memorable night. The event encapsulated the spirit of togetherness, leaving everyone with a renewed sense of pride and belonging to the IMNU community.



International Industrial Orientation Tour: An Experiential Learning Journey Across Key European Industries

The MBA (Family Business and Entrepreneurship) students of Nirma University undertook a 15-day International Industry Orientation Programme from 23rd April to 7th May 2025 across France, Belgium, the Netherlands, Germany, and Switzerland. The programme combined academic learning, industrial exposure, and cultural immersion to enhance students' understanding of global business practices, operational models, and cross-cultural management.

A group of 35 students from the 2024–26 batch, accompanied by faculty members Prof. Nina Muncherji and Prof. Satish Nair, participated in the tour. The itinerary covered Paris, Brussels, Amsterdam, Essen, Frankfurt, Munich, and Zurich, along with excursions to Mt. Titlis and Interlaken.

Industry visits included Mercedes-Benz and BMW in Germany, ThyssenKrupp Steel in Essen, Lindt Chocolate Factory in Zurich, and Fossier Biscuit Factory in Brussels, among others. Students observed operations in automotive, steel, food, fashion, and luxury goods sectors while linking theory to practice.

Academic assessments involved pre-visit research, daily logs, reports, and presentations. The programme enriched students' perspectives on family business governance, succession, innovation, and global scalability. Throughout, students demonstrated discipline, teamwork, and professionalism while engaging with industry experts and cultural contexts, making the programme a transformative experiential learning opportunity.



Industrial Orientation Tour: An Experiential Learning Journey Across Key Indian Industries

As part of the experiential learning framework of the MBA in Family Business and Entrepreneurship (2024–2026) at the Institute of Management, Nirma University, a comprehensive 15-day domestic industrial orientation tour was organized from April 23 to May 7, 2025. This initiative involved 31 students and two faculty coordinators- Dr. Parag Rijwani and Prof. Diljeet Kaur Makhija, who visited key industrial hubs including Coimbatore, Ooty, Mysore, Bangalore, Pune, Nashik, and Mumbai. The objective of the visit was to facilitate real-world exposure to operational, managerial, and entrepreneurial practices across various sectors such as manufacturing, FMCG, textiles, automotive, digital commerce, beverages, and media. Each company visit offered firsthand insights into sector-specific operations, technological advancements, sustainability measures, and strategic practices that bridged academic learning with industrial realities.



Throughout the tour, students engaged in interactive sessions with industry professionals, observed live production lines, and analyzed business models and organizational strategies. Companies like Whirlpool, Parle-G, Hindustan Coca-Cola Beverages, Sula Vineyards, and Jumbotail showcased innovations in automation, AI-enabled logistics, customer-centric operations, and environmentally sustainable processes. The experience enabled students to internalize key concepts related to lean manufacturing, digital marketing, customer relationship management, and strategic finance. The visit significantly enhanced their understanding of cross-functional business integration and deepened their appreciation for innovation-driven growth in Indian industries. This orientation tour ultimately contributed to the development of managerial acumen, entrepreneurial thinking, and professional confidence among participants.



Expanding Horizons: IMNU's Global MBA and International Immersion

The Institute of Management, Nirma University (IMNU) continues to strengthen its global footprint through meaningful academic collaborations and immersive international experiences. In May 2025, IMNU organized an International Immersion Programme at Michigan State University, USA, which was attended by 33 students from the MBA (2024–26) batch. The cohort comprised 19 students from the MBA Programme, 6 students from the MBA Phase of the Integrated B.Tech. (CSE)-MBA Programme, and 8 students from the MBA Phase of the Integrated BBA-MBA Programme. Conducted in lieu of the 6-Credit Summer Internship Project, the three-week programme offered students an invaluable opportunity to gain global exposure, engage with international faculty, and explore diverse management practices. The cohort was accompanied and guided by Prof. Diljeet Kaur Makhija, who provided continuous academic support and mentorship throughout the immersion.



These initiatives reflect IMNU's unwavering commitment to nurturing globally competent leaders by fostering cross-border academic collaboration and enriching educational experiences within the realm of higher education.



Institute Lecture Series

"The Journey of a Start-up" by Mr. Shivanshu Makkar

The Kaizen Committee hosted a guest lecture on "The Journey of a Start-up", delivered by Mr. Shivanshu Makkar, Associate Vice President - Retail Business at CARS24, on January 29, 2025. The session offered a deep dive into the dynamic world of start-ups, highlighting the essential mindset, strategies, and execution models that shape entrepreneurial success.

Mr. Makkar began by sharing anecdotes from his early career at McKinsey and his current role at CARS24, sparking curiosity among students with the question, "How many of you want to start your own business?" He emphasized the importance of self-awareness in deciding one's entrepreneurial journey. Through compelling real-world examples such as Airbnb, Tesla, Microsoft, and CARS24 itself, he illustrated how ideas evolve, but it's the team, execution, and adaptability that ultimately determine success.

The session unpacked the core pillars of start-up success—product, demand, and distribution, stressing that visionary ideas must be matched with flawless execution. Quoting, "Vision without execution is hallucination," Mr. Makkar explained how sales experience, strategic hiring, and customer centricity play critical roles in scaling a business from 1 to 10 and eventually from 10 to 100. He encouraged students to become future-ready entrepreneurs by learning AI, speaking the tech language, and building a strong personal brand. Case studies on rebranding CARS24 and a connected car device business model further enriched the learning experience.

The lecture concluded with key takeaways on data-driven decision-making and long-term value creation, echoing his powerful message— "In God we trust, all others must bring data." The session served as an inspiring roadmap for aspiring entrepreneurs, underlining the importance of execution, continuous learning, and customer obsession in today's start-up ecosystem.



'Contemporary India: Issues and Challenges' by Dr Sugata Bose, grandnephew of Netaji Subhash Chandra Bose

On January 7, 2025, the Institute of Management, Nirma University, hosted a lecture on 'Contemporary India: Issues and Challenges' by Dr. Sugata Bose, former Member of Parliament and Gardiner Professor of History at Harvard University. Dr. Bose, a grandnephew of Netaji Subhas Chandra Bose and grandson of Sarat Chandra Bose, offered profound insights into India's democratic evolution and contemporary issues.

The event was honoured by the presence of Dr. Anup K Singh, Director General of Nirma University, and Dr. Hrudanand Misra, Additional Director of the Institute of Management.

Dr. Bose delved into the progression of democracy and fundamental rights, emphasising the critical role of higher education in shaping India's future. Reflecting on the visions of Mahatma Gandhi and Netaji Subhas Chandra Bose, he highlighted their

shared aspiration for an inclusive and free India. The influence of Rabindranath Tagore on the Swadeshi movement and the Indian national anthem was also discussed, with Dr Bose singing a stanza to the audience.

Sharing personal anecdotes, Dr. Bose recounted Subhas Chandra Bose's dramatic 1941 escape from house arrest, aided by his nephew Sisir Kumar Bose. He stressed the importance of safeguarding constitutional values and fundamental rights, urging students to think critically and contribute actively to India's democratic journey.

During the Q&A session, Dr. Bose spoke humbly about his family legacy, emphasising individuality and humility. He inspired students to fortify India's democracy through their efforts.

Dr. Anup K Singh, in his vote of thanks, praised Dr. Bose for an enriching lecture that brought history to life. Quoting poet Pradeep's patriotic lines, he reminded the audience of their duty to preserve the nation's democratic heritage:

हम लाये है तूफ़ान से कश्ती निकाल के, इस देश को रखना मेरे बच्चों संभाल के ।



“Everything is Possible” by Mr. Parvez Siraj: Unlocking Human Potential

On February 3, 2025, the Institute of Management, Nirma University hosted an inspiring guest lecture by Mr. Parvez Siraj, Vice President at Lupin Limited, on the theme “Everything is Possible – Elements of Unlocking Our Potential.”

Mr. Siraj shared powerful anecdotes from his life, emphasizing the importance of mindset, continuous learning, and persistence. His story of practicing basketball tricks for months to inspire his daughter highlighted the value of consistency and determination. He also introduced a scientific perspective on happiness, explaining how attitude (40%) plays a greater role than circumstances (10%), reinforcing the importance of a positive outlook.

The session concluded with a practical three-step framework for achieving goals: Find your purpose, visualize success, and share your journey. Mr. Siraj’s multifaceted journey and optimistic approach left the audience deeply motivated.



The Strategic Role of HR in Shaping Modern Business: Insights from Industry Leader Mr. Kshatriya Sundeep Singh

On February 8, 2025, Imprintz, the HR Club of the Institute of Management, Nirma University, organised a guest lecture featuring Mr. Kshatriya Sundeep Singh, Head – People & Culture at RENÉE Cosmetics and a recipient of the HR 40 Under 40 Award. The session aimed to bridge classroom learning with real-world industry perspectives.

Mr. Singh spoke on the evolving role of Human Resources in a rapidly changing business landscape, highlighting Talent, Customers, and Investors as the three key pillars of growth. He shed light on shifting customer expectations, hybrid work models, and HR's emerging strategic function in organisational transformation.

With practical insights into leadership, adaptability, and decision-making, the session empowered students to prepare for the challenges of the future.



Nirma Talks: How to Ace the Interview

A thought-provoking session titled “How to Ace the Interview” was held on February 24, 2025, as part of the Nirma Talks series, featuring Ms. Anusha Khurana, Commissioner of Income Tax. With over 20 years of experience in public administration and leadership, Ms. Khurana brought valuable insights to the table, guiding students on how to navigate the interview process with confidence and clarity.

Addressing a packed audience of aspiring management professionals, she stressed the importance of effective communication, personal branding, and emotional intelligence in creating a lasting impression. She also underscored how authenticity, self-awareness, and purpose-driven responses can distinguish a candidate in highly competitive interview scenarios. Ms. Khurana elaborated on the significance of aligning individual strengths with organisational goals, while also shedding light on the often-overlooked aspects of body language, posture, and storytelling during interviews. Her emphasis on leadership traits and adaptability provided students with a broader understanding of how to not only crack interviews but also build meaningful, long-term careers.

The interactive session left participants inspired and equipped with practical strategies to enhance their personal and professional readiness—reinforcing the objective of Nirma Talks to bridge the gap between academic learning and industry expectations.



Expert Talk on Strategies for Gender-Inclusive Workplaces: A Women Development Cell Initiative

As part of the Women Development Cell (WDC) activities at the Institute of Management, Nirma University, an expert talk titled “Strategies for Gender-Inclusive Workplaces” was successfully organized on March 27, 2025. The session, conducted by Ms. Sneha Agarwal, Director of Hotel Hillock, aimed to promote awareness and dialogue around gender inclusivity in professional environments. The event witnessed enthusiastic participation from over 50 students and faculty members, who actively engaged in the discussions. Ms. Agarwal, a seasoned professional in the hospitality and real estate sectors with more than 14 years of experience, shared her journey as a woman leader

The session underscored several key themes including overcoming societal norms, balancing professional and personal responsibilities, and the role of small actions in fostering inclusive work environments. Ms. Agarwal shared inspirational anecdotes from her career, particularly her active involvement in the development of The Hillock Ahmedabad while managing family responsibilities. She stressed the need for breaking gender barriers and creating leadership opportunities for women. The talk concluded with a vibrant Q&A session, where students posed insightful questions on gender biases, inclusivity policies, and organizational practices. Ms. Agarwal's responses, grounded in real-life experiences, enriched the learning experience and encouraged attendees to contribute actively to building equitable workplaces.



Vichar Vinimay

Vichar Vinimay, the faculty–doctoral research colloquium of the Institute of Management, Nirma University, is designed to encourage intellectual exchange and promote a vibrant research culture within the Institute.

The Vichar Vinimay series serves as an enriching platform for faculty members and doctoral scholars to present their ongoing research and exchange scholarly perspectives.

Sr No	Name Of Presenter	Topic of Paper Presented	Date of Presentation
1	Prof. Sandip Trada	The Direct and Moderating Effects of Fairness and Governance	29th March 2025
2	Doctoral Scholar Vijyeta Bhankhariya	An Investigation of the Role of Victims' Community Identity in Social Media Activism	29th March 2025
3	Prof. Diljeet Kaur Makhija	Shri Nakoda Synthetics Pvt. Ltd.	5th April 2025
4	Doctoral Scholar Vatsala Gupta	Behavioural Economics Perspective of 'Pricing Strategies	5th April 2025
5	Doctoral Scholar Vidyadhari Chandaka	The Impact of Social Media Influencers on Lonely Consumers Purchase behaviour	12th April 2025

Induction Session for MBA Batches 2025-27

The Institute of Management, Nirma University organized the MBA Induction Program 2025 for the incoming batches of the academic year 2025–27 from June 19 to 26, 2025. This thoughtfully curated, week-long initiative served as a structured and immersive orientation to the world of management education. Designed to nurture professional readiness, community engagement, and academic discipline, the program caters to students across the MBA (Full-Time), MBA (Human Resource Management), MBA (Family Business & Entrepreneurship), Integrated BBA-MBA, and B.Tech. (CSE) – MBA programmes.

Academic and Institutional Orientation

The program offered students a deep dive into the academic rigour and institutional ethos of IMNU. Through sessions on case-based pedagogy, collaborative learning, faculty interaction, and library and digital resources, students were introduced to the academic structure and evaluation framework of their respective programmes. Briefings on institutional values, clubs, research culture, and mentoring mechanisms helped inculcate a sense of purpose and ownership in the learning journey.

Outbound Training Program: Building Teams Beyond Classrooms

A key experiential component of the induction programme was the Outbound Training Programme, held on campus as part of the leadership and team-building module. Coordinated by Dr. Nina Muncherji, the programme featured a series of structured group activities, simulated problem-solving exercises, and reflective sessions designed to foster interpersonal communication, collaboration under pressure, trust-building, and leadership-in-action.

The training provided students with a dynamic and engaging environment to step beyond their comfort zones, interact with peers, and develop a strong sense of camaraderie—aligning perfectly with IMNU's philosophy of experiential and holistic learning.



Corporate Expectations from Fresh MBA Graduates

On June 25, 2025, a dedicated session on “Corporate Expectations from Fresh MBA Graduates” was conducted, reinforcing the relevance of management education to real-world demands. This event marked the commencement of the 30th batch of MBA (Full-Time), 22nd batch of MBA (Family Business & Entrepreneurship), 13th batch of Integrated BBA-MBA, 6th batch of MBA (HRM), and 3rd batch of B.Tech. (CSE) – MBA.

Mr. Rajesh Tara, Senior Vice President – HRM, Usha International, addressed the cohorts of MBA (Full-Time) and B.Tech. (CSE) – MBA, highlighting the growing importance of emotional intelligence, adaptability, ethical grounding, and strategic communication in emerging business leaders.

Simultaneously, Mr. Amit Jain, Director – Gift City, Apex Group, engaged with the Integrated BBA-MBA and MBA (HRM) students. He emphasized the value of smart relationships, time-consciousness, and global business acumen, encouraging students to look beyond boundaries and adopt a multi-dimensional approach to leadership.

These sessions not only introduced students to industry expectations but also laid the foundation for aligning their academic learning with professional aspirations.



Inaugural Ceremony

The formal Inaugural Ceremony, held on June 26, 2025, was the concluding highlight of the induction program. The ceremony served as a symbolic and celebratory launch of the students' academic journey, in the presence of faculty, invited dignitaries, and family members.

Mr. Sudhir Sharma, Head – Talent Acquisition, Adani Group, delivered the keynote address to the MBA (Full-Time) and B.Tech. (CSE) – MBA students. He encouraged them to move beyond conventional thinking, embrace innovation, foster peer-to-peer learning, and adopt a problem-solving mindset to succeed in an evolving global workplace.

Dr. Anup K. Singh, Director General, Nirma University, spoke about India's transformation in the post-liberalization era and advocated for a multidisciplinary and reflective approach to management education. Dr. Nityesh Bhatt, Director, Institute of Management, Nirma University, welcomed the new entrants with insights on structured personal growth, campus immersion, and academic discipline as cornerstones of a meaningful MBA experience.

In the latter half of the ceremony, students from Integrated BBA-MBA, MBA (Family Business & Entrepreneurship), and MBA (HRM) programmes were addressed by Mr. Sanjay Kumar Verma, Director – HRBP Global HR, Johnson Controls – Hitachi. He inspired students to pursue resilience, adaptability, and lifelong learning, while balancing core values with experimentation and innovation.

The ceremony concluded with a vote of thanks by Dr. Jayesh Aagja, Chairperson – MBA Programme, and Dr. Sapna Parashar, Chairperson – Integrated BBA-MBA Programme, marking the close of a rich and transformative induction experience.



Faculty Achievements

Dr. Samik Shome Receives the AIMS-IBA Outstanding Management Researcher Award

The Institute of Management, Nirma University, is delighted to announce that Dr. Samik Shome has been honoured with the esteemed AIMS-IBA Outstanding Management Researcher Award, recognizing his exemplary contributions to the domain of management research. The award was conferred during the 22nd AIMS International Conference, held from January 2 to 4, 2025 at the Indian Institute of Management (IIM), Kozhikode.

Presented by Prof. Debashis Chatterjee, Director of IIM Kozhikode, this accolade is a mark of academic distinction, awarded to individuals who have consistently demonstrated excellence, innovation, and impact in the field of management. Dr. Shome's recognition comes as a result of his extensive scholarly work, which has significantly influenced contemporary thought leadership and enriched the management research landscape.

Dr. Shome shared, "I am deeply honoured to receive this recognition from the Association of Indian Management Scholars (AIMS). My heartfelt thanks to the esteemed jury members for considering me worthy of this award."

Over the years, Dr. Shome's research has not only advanced academic inquiry but also provided valuable insights into the evolving dynamics of global management practices. His dedication to fostering intellectual growth and practical relevance has earned him widespread acclaim within both academic and industry circles.

The AIMS-IBA Outstanding Management Researcher Award stands as one of the highest recognitions in the field, celebrating scholars who shape the future of management through their commitment to research excellence and thought leadership.



Faculty Members from IMNU Win Best Business Case Award at IIT Bombay Conference

The Institute of Management, Nirma University, proudly celebrated a moment of academic excellence as its faculty members were honoured on March 13, 2025 with the Best Business Case Award at the International Conference on Emerging Trends in Business Analytics and Management Sciences (BAMS-ORSI 2024). The prestigious conference was hosted by the Shailesh J. Mehta School of Management (SJMSOM), IIT Bombay, from December 12 to 14, 2024.

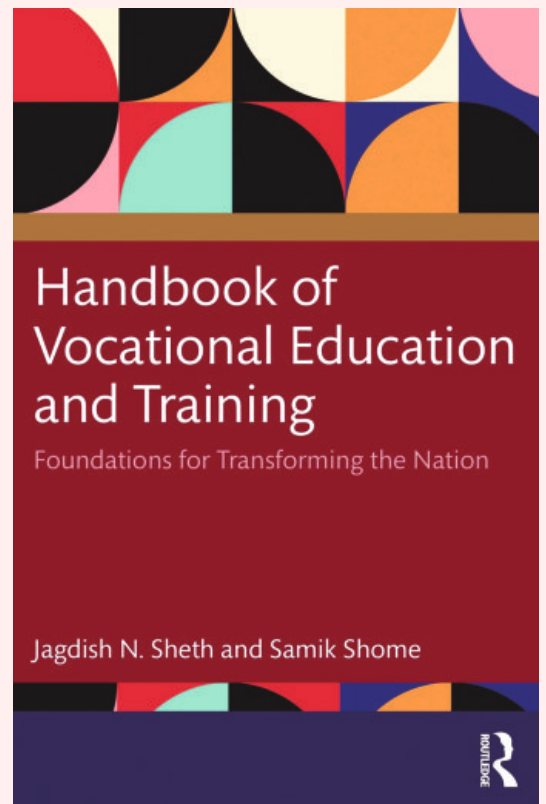
The award-winning case study, titled "Navigating Strategic Challenges and Growth: Uma Exports' Capacity Expansion within the Shiv-Shakti Ginning Group," was collaboratively authored by Prof. Avani Raval, Prof. Himanshu Chauhan, and Prof. Haritha Guduru. The case explored the strategic and operational intricacies encountered by Uma Exports during a critical phase of capacity expansion, blending practical relevance with academic depth.

This accolade reaffirmed IMNU's strong research orientation and its faculty's dedication to advancing management thought through real-world business insights. The recognition at such a renowned academic platform further reinforced the Institute's growing presence in national and international scholarly forums.



Handbook of Vocational Education and Training: A Comprehensive Framework for National Development

The Handbook of Vocational Education and Training: Foundations for Transforming the Nation, authored by Prof. Jagdish N. Sheth and Dr. Samik Shome, served as a significant contribution to the discourse on skill development and employment generation. The book provided a detailed analysis of how Vocational Education and Training (VET) systems had been designed and implemented in both developed and developing countries, including Germany, Japan, China, India, and regions across Africa and Latin America. It emphasized the strategic importance of VET in enhancing national capacity, promoting global competitiveness, and addressing employment challenges. Through a series of global case studies, the authors showcased both exemplary models and recurring challenges in VET implementation. Targeted towards policymakers, educators, curriculum developers, and stakeholders from public and private sectors, the handbook also functioned as a valuable resource for students of technical education, lifelong learners, and participants in executive development programs. By outlining 16 critical success factors, the book equipped readers with actionable frameworks for adapting VET models to various socioeconomic settings while aligning them with international benchmarks and innovations.



The significance of the handbook was further elevated by the foreword authored by Professor Philip Kotler, globally acknowledged as the Father of Modern Marketing. His words provided an inspirational prelude to the text, underscoring the transformative role of VET in national progress. The publication also received commendations from a distinguished panel of academic and policy leaders, including Prof. Anil Sahasrabudhe, Prof. D. P. Singh, Dr. Raj Nehru, Prof. Chin Tiong Tan, Prof. Anders Gustafsson, Prof. Reza Jafari, and Prof. Venkata Ramana. Their endorsements lent additional credibility and intellectual depth to the work, establishing it as an authoritative guide for stakeholders engaged in vocational and technical education worldwide. As a result, the handbook positioned itself as an essential reference for shaping effective, inclusive, and future-ready VET ecosystems across diverse national contexts.

Dr. Rajesh Kumar Jain Honoured with ASQ Member Leader Excellence Award 2025

On May 4, 2025, Dr. Rajesh Kumar Jain was conferred with the prestigious ASQ Member Leader Excellence Award by the ASQ India Section, recognizing his sustained and impactful contributions to the global quality community. This distinguished award celebrated Dr. Jain’s exemplary leadership, commitment to member engagement, and dedication to the advancement of the quality profession over more than a decade of service. As a founding member of the Ahmedabad Local Member Community (LMC) since 2010 and a member of ASQ since 2009, Dr. Jain played a pivotal role in strengthening ASQ’s presence in India. His efforts in organizing twelve Annual National and International Conferences in Ahmedabad significantly elevated ASQ’s visibility among corporate professionals, academia, and students alike.



In addition to his leadership in event management, Dr. Jain’s mentorship in ASQ Certification Courses and his efforts in establishing and nurturing student chapters empowered aspiring quality professionals and enriched the ASQ learning ecosystem. His tenure as Chair of the ASQ India Section (2020–2022) and ongoing role as Nomination Chair since 2020 exemplified his strategic foresight and dedication to organizational development. Dr. Jain’s contributions to ASQ publications and his thought leadership further demonstrated his commitment to promoting excellence in quality management. The award stands as a tribute to his unwavering service, strategic vision, and the far-reaching impact he has made within the ASQ community both in India and globally.

Students Achievements

Yashita Manghnani Secured First Prize at IIT Bhubaneswar’s Financial Case Study Competition

The Institute of Management, Nirma University, is proud to share that Ms. Yashita Manghnani secured the First Prize in the Financial Case Study Competition held during Finance Week at the Indian Institute of Technology, Bhubaneswar, on January 2, 2025.

The event witnessed participation from 155 students representing premier institutions across India. The competition aimed to evaluate participants’ ability to address real-world



Achievements

financial challenges through innovative and practical solutions. Ms. Manghani's case study, titled "Ditto Insurance Penetration in Rural Areas," was lauded for its analytical rigor, creativity, and viability in expanding insurance access in underserved rural communities.

This achievement reflected her strong problem-solving abilities, commitment to socially relevant issues, and excellence in financial analysis.

IMNU Students Secure All India Rank 4 at Maadhyam 2025

Saurabh Khakhkhar and Prexa Mehta achieved All India Rank 4 at Maadhyam 2025, a national-level competition organised by N.L. Dalmia Institute on February 22, 2025. Competing against over 100 teams, their paper on Go-To-Market Strategies was lauded for its strategic depth and practical relevance.

Their achievement highlighted strong analytical skills and reinforced the Institute of Management, Nirma University's commitment to academic excellence and industry-focused learning.



Bank of Baroda Achievers Awards 2025

As part of its initiative to promote excellence in higher education and student development, Bank of Baroda instituted the "Bank of Baroda Achievers Awards" on March 25, 2025. The objective of this initiative is to acknowledge and encourage meritorious students excelling in academics, sports, and all-round activities (including arts and social services) at selected higher education institutions.

Three students were conferred with the award, each receiving a prize of ₹31,000, amounting to a total disbursement of ₹93,000. The awardees were as follows:

- **Academics:** Ms. Kirti Desarla (23IBM136), for her distinguished academic record with a CGPA of 8.52.
- **Sports:** Mr. Animesh Sharma (23IBM109), in recognition of his noteworthy accomplishments in the field of sports.
- **All-Rounder:** Mr. Saurav Khakhkhar (23MBA648), for his exemplary



performance in national-level competitions and achievements at state-level sports events, along with a commendable academic performance reflected in a CGPA of 7.38/10 up to Term V of the MBA programme.

This initiative by Bank of Baroda underscores its commitment to fostering academic rigor, sporting excellence, and holistic student development, thereby contributing to the overall advancement of higher education.



Team Aartha Secures Semi-Finalist Position at CASEino by Grant Thornton Bharat LLP

A team comprising Saurabh Khakhkar, Vikash Soni, and Vrushank Chavda from the Institute of Management, Nirma University achieved the distinction of being semi-finalists in CASEino, a prestigious nationwide case study competition organized by Grant Thornton Bharat LLP on April 9, 2025. The competition attracted participation from over 4,300 teams and more than 15,000 students representing 120+ premier B-schools across India. Designed to bridge the gap between academic learning and industry application, CASEino challenged participants with real-world business problems in a simulated consulting environment.

Team Aartha demonstrated analytical rigor, collaborative problem-solving, and strategic thinking throughout the competition. Engaging in extensive research and high-pressure presentations, the team addressed contemporary industry issues and proposed actionable solutions before panels of industry experts. The competition not only honed their consulting acumen but also provided invaluable exposure to current market dynamics and professional standards. Their accomplishment stands as a testament to their competence, commitment, and the strong academic foundation provided by the Institute of Management, Nirma University.



Team 'The Revampers' Secured First Runners-Up Position at National-Level Case Competition by KIIT

Aditya Chauhan, Shruti Sharma, and Ujjwal Somani from the Institute of Management, Nirma University secured the first runners-up position in Sell-It: A Battle of Wits, a seven-day national-level case competition organized by the Kalinga Institute of Industrial Technology (KIIT), Bhubaneswar. The competition witnessed participation from institutions across India and tested students on their strategic thinking, marketing insights, and problem-solving abilities in real-time business scenarios.

Competing under the team name The Revampers, the trio showcased strong analytical skills, creative pitch formulation, and cohesive teamwork throughout the event. Their achievement reflected not only their individual excellence but also the Institute's emphasis on industry-relevant learning and case-based problem-solving.



ChEhRe Secures 3rd Prize at Natya Sangram 2025

Bringing stories to life with passion and precision, ChEhRe, the Dramatics Club of the Institute of Management, Nirma University, secured 3rd Prize at Natya Sangram 2025, an online stage play competition hosted by Rangpunch – The Dramatics Club of SBM, NMIMS Mumbai, on February 22, 2025.

The team's recorded performance captivated the jury with its compelling narrative, strong character portrayals, and innovative direction. Competing against dramatic ensembles from leading institutions across India, ChEhRe stood out for its artistic expression, teamwork, and ability to convey powerful messages through theatre.

The recognition reflects the club's dedication to nurturing creative talent and promoting the performing arts as a vital form of communication and social commentary. It also highlights the vibrant cultural spirit fostered at the Institute of Management, where academic rigor is complemented by opportunities for artistic exploration and expression.



Faculty Publications

Utthan highlights the distinguished research and publications of IMNU's faculty, exemplifying the institute's enduring commitment to academic excellence, intellectual rigor, and the advancement of knowledge.

Publications

- 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).
- Bhayani, S. (2025). ESG PRACTICES AND CORPORATE DIVIDEND DECISION: A MODERATED MEDIATING ANALYSIS. *Journal of Commerce and Accounting Research*, 14(1), 10-21863.
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- Chhaniwal, P. & Makhija, D. (2025). The Swiggy Story: The Company that got its teeth into India's appetite for Food Delivery. *Advances in Consumer Research*, 2(2), 487-502.
- Chouhan, V., & Goswami, S. (2025). EVALUATING SMES EXCHANGE AS AN EMERGING PLATFORM IN INDIA. *Journal of Commerce & Accounting Research*, 14(1).
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- Patel, R. (2025). Analyzing the energy markets and financial markets linkage: A bibliometric analysis and future research agenda. *Review of Financial Economics*, 43(1), 23-61.
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- Raman, R., Kautish, P., Siddiqui, A., Siddiqui, M., & Nedungadi, P. (2025). The role of metaverse technologies in energy systems towards sustainable development goals. *Energy Reports*, 13, 4459-4476.
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Club-Committee Events

Business Tantra: A Power-Packed Finance Strategy Showdown

Finesse – The Finance Club of IMNU successfully organized Business Tantra, a stimulating two-round finance competition that blended analytical rigour with strategic acumen. Held on January 11, 2025 (online) and January 21, 2025 (on campus), the event challenged participants to step into the roles of decision-makers in the world of finance and mergers.

The event witnessed enthusiastic participation, with 80 teams of three members each competing in Round 1, which featured a fast-paced online quiz. The quiz, presented in the form of a 12-question crossword, tested participants on their financial literacy, logical reasoning, and decision-making speed. Scoring was based on both accuracy and completion time, adding to the intensity and competitive spirit.

The top 8 shortlisted teams from Round 1 advanced to Round 2, held at Nirma University, Ahmedabad. This round took the competition to another level with a live, interactive game inspired by Shasn, the acclaimed political strategy board game. Designed around the theme of Mergers and Acquisitions, teams were required to navigate through high-stakes negotiations, influence virtual stakeholders, and devise effective financial strategies to achieve dominance. The round was not only intellectually demanding but also immensely engaging, combining finance with gameplay and real-time decision-making.

The competition concluded with Team KRR and Team Triple Threat emerging victorious, showcasing outstanding financial insight, strategic foresight, and collaborative decision-making. Their ability to adapt quickly, assess risks, and influence outcomes impressed both the organizers and audience.

Business Tantra stood out as a celebration of finance beyond textbooks—bringing concepts to life through competition, creativity, and critical thinking. The event was a testament to Finesse’s continued efforts in providing a platform for budding finance enthusiasts to explore, learn, and lead.



Stree Shakti: Empowering Women Through Awareness and Action

On January 20-21, 2025, Spandan – The Social Club of the Institute of Management, Nirma University, organized Stree Shakti, a two-day initiative dedicated to celebrating womanhood and raising awareness about Breast and Cervical Cancer among underserved communities.

The first day saw the team visit Nadiyana village's primary school, where they conducted informative sessions for children and their mothers on crucial topics such as Good Touch and Bad Touch, menstrual hygiene, and cancer awareness. The session featured expert insights from Ms. Parul of the Ashirvad Foundation, helping to break stigmas and foster open dialogue. Activities like poster making and a career awareness session further engaged the students, culminating in the distribution of mementos to the school, prizes for outstanding posters, and gifts for the children.



On the second day, Spandan hosted an impactful awareness session on Breast and Cervical Cancer for over 120 women staff members working on campus, led by Ms. Archana Somani, also from the Ashirvad Foundation. The session provided vital information on early detection and preventive care, followed by refreshments and iron tablet distribution to support women's health. Through Stree Shakti, Spandan successfully combined education, empathy, and empowerment—reinforcing the importance of community outreach and health awareness.



Spreading Smiles and Knowledge: Mavericks' Outreach at Ambaliyara Village

On January 24, 2025, Mavericks – The BBA Social Committee of the Institute of Management, Nirma University, conducted a meaningful outreach initiative at Ambaliyara Village, bringing together education and celebration in a day filled with learning, laughter, and connection. With the active involvement of 25 committee members and the participation of over 100 village children, the day began with an Education Drive aimed at enhancing academic curiosity and conceptual understanding. The sessions focused on mathematics and geography, using Indian political maps to conduct interactive quizzes, group problem-solving activities, and visual demonstrations. Children participated eagerly, and to support their continued learning, the team distributed educational kits comprising essential stationery items.

The second half of the day was dedicated to Mistletoe Mania, a joyful celebration that transformed the learning space into a festive zone, decorated with blue and white balloons. Through ice-breaker games, the team fostered a spirit of camaraderie, followed by lively song and dance performances that brought smiles to every face. The event concluded on a sweet note with the distribution of snacks and goodies, leaving the children beaming with happiness. The initiative successfully blended the spirit of education



and celebration, reinforcing the importance of community engagement and the profound impact of small gestures of kindness. The cheerful faces and heartfelt interactions stood as a reminder of the lasting connections such events can build between students and society.



Inter-Institute Football Tournament Witnesses Enthusiastic Participation and Sporting Excellence

The Institute of Management, Nirma University, in collaboration with the Students Welfare Board, successfully organized the Inter-Institute Football Tournament on January 27-28, 2025. The event brought together a spirit of sportsmanship, camaraderie, and healthy competition, with over 130 participants from various constituent institutes of Nirma University. The tournament featured both men's and women's football categories, and witnessed thrilling matches, strategic gameplay, and an electrifying atmosphere as students turned out in large numbers to cheer for their respective teams.

In the men's category, the IMNU team emerged as the champions, clinching the gold medal after a series of competitive matches, while the IAPNU team secured the silver medal with commendable performances throughout the tournament. In the women's category, the ITNU team secured the gold medal, showcasing impressive teamwork and athleticism, while the IMNU women's team earned the silver medal, reflecting the growing strength and enthusiasm for women's sports within the campus.

The sidelines were filled with enthusiastic spectators and supporters from across the university, who contributed to the lively and vibrant atmosphere. The event not only celebrated athletic excellence but also fostered inter-institute interaction, teamwork, and mutual respect among students. With its



dynamic energy and enthusiastic participation, the Inter-Institute Football Tournament reaffirmed Nirma University's commitment to holistic student development through sports and extracurricular engagement.



Post-Budget 2025 Session

Finesse - The finance club of IMNU hosted a post-budget session following the Union Budget 2025 announcement by Finance Minister Smt. Nirmala Sitharaman on February 1. The discussion unpacked several impactful reforms, including a revamped



New Tax Regime with zero tax on income up to ₹12 lakh (₹12.75 lakh for salaried individuals), revised tax slabs, and an enhanced Section 87A rebate. Other highlights featured increased TDS thresholds, an upcoming Income Tax Bill to simplify legal processes, and a revised return window extended to four years.

The session also explored broader economic measures such as 100% FDI in insurance, tax reliefs for the shipping and aircraft leasing sectors, and extended benefits for startups. Reforms in transfer pricing, marginal relief adjustments, and exemptions for up to two self-occupied homes were also discussed. The session provided attendees with a clear understanding of Budget 2025's vision for a streamlined, inclusive, and investment-friendly tax ecosystem.

Club Fiesta Strikes a Chord with 'Drum Pulse – Together, We Beat as One'

On February 6, 2025, Club Fiesta successfully hosted its third event, “Drum Pulse – Together, We Beat as One,” an energetic and immersive drumming session that resonated with enthusiasm and unity. The session was led by the dynamic Mr. Rujul Vora, who introduced participants to the powerful rhythms of the African djembe, offering an unforgettable hands-on musical experience.

With each beat, students explored the essence of teamwork, self-expression, and collective energy, transforming the space into a hub of vibrant sound and synergy. The event not only offered a unique cultural and musical exploration but also reinforced the value of collaboration in a creative and engaging format.

The event was proudly sponsored by DG Opticals, whose generous support contributed to the success of this memorable experience.



NCL 2025 – A Celebration of Sportsmanship and Spirit

Sportzzz Comm – The Sports Committee of IMNU successfully organized NCL 2025, the annual intersection sports tournament, spanning from February 13 to March 19, 2025. The event witnessed enthusiastic participation from 224 students across the MBA first and second years.

Featuring nine diverse sports—Football, Athletics, Volleyball, Table Tennis, Cricket, NCL Run, Throwball, Carrom, and Chess—NCL 2025 promoted not only physical fitness but also teamwork, discipline, and healthy competition among students.



The tournament culminated with the Hypernova Heroes (Senior IMBA) being crowned Overall Champions, while the Ferocious Mavericks (Senior FB&E) finished as Runners-up. With a strong focus on well-being and fair play, the event was meticulously planned and executed, ensuring smooth operations and high engagement throughout.

NCL 2025 exemplified the institute’s commitment to holistic student development by balancing academic rigour with the spirit of sportsmanship.



‘Thrive’ – A Dynamic HR Challenge for Budding Strategists

The HR Club of the Institute of Management, Imprintz—successfully hosted its flagship intra-institute event, ‘Thrive,’ on February 22–23, 2025, drawing enthusiastic participation from over 220 students.

Designed to test a blend of knowledge, strategy, and team synergy, Thrive featured a multi-round format challenging students on various aspects of human resource management and crisis adaptation. The event began with an online quiz round that assessed participants’ knowledge in HR and general awareness, setting the stage for more intensive tasks ahead.



On Day 1, participants were grouped into regional teams specializing in essential resources such as water, food, energy, shelter, and healthcare. This round simulated real-world crisis scenarios, requiring participants to manage limited resources, adapt to unexpected challenges, and collaborate to achieve regional development goals. Key global issues like energy crises, urban development, food insecurity, and water scarcity were embedded into the simulation, pushing participants to think critically and respond dynamically.

The final day of the event brought a competitive and high-energy close with paintball-based team games, where participants engaged in rounds such as domination, elimination, and capture-the-flag, all designed to build teamwork, leadership, and strategic execution.

The event concluded with the team led by Ashish Chauhan, Prabhjot Singh, Gouri Nayar, Ayush Jha, and Akansha Vyas securing the first position, while the team comprising Shivanshu Soni, Aviral Sharma, Abhishek Pathak, Manvi Mertia, and Ayush Singh finished as runners-up.

Sumantra Hosts 'Drop of Ink' – A Thought-Provoking Case Study Competition

On February 27, 2025, Sumantra – The Literary Club of the Institute of Management, Nirma University, organized 'Drop of Ink,' a compelling case study competition that encouraged participants to engage in analytical reasoning and real-world problem-solving.

The event provided a platform for students to demonstrate their critical thinking, strategic insight, and creativity as they tackled complex business scenarios. With enthusiastic participation and stimulating discussions, the competition fostered an environment of innovation and learning, making it a rewarding experience for all involved.



Genesis 2025: A Celebration of Culture and Creativity

Genesis 2025, organized by Abhivyakti – The BBA Cultural Committee, was held on February 28 and March 1, 2025, under the vibrant theme 'Pixelated Euphoria'. The inter-institute fest brought together over 1,000 students from across Nirma University, offering a lively mix of music, comedy, and cultural events.

Day one featured a grand opening with a performance by Ritayan – The BBA Music and Dance Club, followed by acts from Shlok Oza, Jimil Mehta, The Step Brothers, and a show-stopping comedy set by Nishant Suri, Khushagra Srivastava, and



Kaustubh Agarwal during the Big Gig. Competitions like Paracosm, It's All in It 3.0, and Spontaneous Dubs added to the excitement.

Day two included engaging events such as Squid Game, Paintball, and Bollywood Buzz, culminating in a magical Pronite performance by Ms. Shreya Jain.

Guided by Prof. Avani Raval and Prof. Ashwin Raiyani, and coordinated by Yuvraj Neema and Mahi Thakkar, Genesis 2025 was a vibrant and memorable celebration of talent and student spirit.



Perspective Richter10

PR 10: National-Level Cultural and Management Fest at IMNU

The Institute of Management, Nirma University organized Perspective Richter 10, its annual national-level cultural and management fest, from March 7 to 9, 2025. Celebrated as one of the largest events on campus, the fest brought together a unique blend of intellect and creativity by integrating managerial competitions with cultural performances. The event featured over 4,700 registrations and participation from more than 1,200 students across top universities in India. A total of 20 competitions were conducted by 19 clubs and committees, testing the strategic, analytical, and leadership capabilities of participants.

Pre Events: Setting the Stage for Perspective Richter 10

This year's edition also included two popular pre-events: Dhun – A Jamming Night on 21st February 2025, featuring the soulful performance of Chintan Trivedi, and Carpe Diem on 25th February 2025, a carnival-style celebration with food stalls, games, tarot reading, and creative engagement corners. The festivities officially commenced on 6th March 2025 with the Emyrean Parade, a vibrant showcase of dance performances by all student clubs and committees, setting an energetic tone for the days to follow.

Day 1: The Fusion of Expression and Laughter

The inaugural day of the main fest witnessed a vibrant blend of artistic expression and humor. Kissa Ek Baar Ka captivated the audience with a soul-stirring storytelling session featuring the renowned poet, Ms. Nidhi Narwal, whose evocative narratives left a lasting impact. The evening was further enlivened by Laughter Riot, which brought much-needed comic relief through engaging stand-up performances by acclaimed comedians Mr. Nirav Rajgor and Mr. Madhur Virli, setting a spirited tone for the days ahead.





Day 2: Youth Voices and Musical Vibes

The second day commenced with the Under 25 Summit held on 8th March, which served as a platform for emerging influencers from across the nation to share their personal journeys, challenges, and creative insights. Their narratives offered valuable perspectives on youth-driven innovation and resilience. The day concluded with the Somnium x Day 1 musical showcase, featuring high-energy performances by the Blood Brothers Band and the Anand Bhaskar Collective, creating an electrifying atmosphere.



Day 3: A Grand Culmination of Talent and Celebration

The final day was marked by a highly anticipated concert under Somnium x Day 1, headlined by popular Bollywood singer Amaal Mallik. His performance drew an enthusiastic crowd of over 4,000 attendees, making it one of the most memorable highlights of the fest. With a cumulative cultural footfall surpassing 7,500, Perspective Richter 10 concluded on a grand note with the felicitation of winners and runners-up across various competitions. The three-day celebration stood as a testament to creative synergy, experiential learning, and the enduring spirit of collaboration.



Mark-e-Nova: A Celebration of Marketing Ingenuity

Mark-e-Nova, the flagship marketing event, conducted by Niche from March 7-9, 2025, under the umbrella of Perspective Richter 10, witnessed the enthusiastic participation of over 400 students from diverse institutions across the country. Designed as a platform to showcase strategic acumen and creative brilliance, the event challenged participants to rethink branding paradigms and execute innovative marketing campaigns.



The competition commenced with rounds that tested participants on their ability to redesign and reposition brands, followed by the dynamic Pitch Perfect Campaign round, where teams crafted imaginative marketing solutions under unique constraints. The top-performing teams advanced to the prestigious High-End Rebrand Challenge, where they were tasked with elevating ordinary products into aspirational luxury brands through compelling narratives and premium positioning strategies.

The ingenuity, strategic depth, and dedication exhibited by all teams made Mark-e-Nova an unforgettable experience. Emerging victorious was Team Lesss Go from the Institute of Management, Nirma University, while Team Elite from GLS University secured the position of runners-up. The event stood as a testament to the power of creative thinking and collaborative excellence in the realm of marketing.



Escape Room

As part of Perspective Richter 10, Spandan – The Social Club of IMNU organized an electrifying Escape Room experience on March 9, 2025 that transported participants into a gripping world of mystery and intrigue. Teams were challenged to outwit a formidable villain by decoding clues, solving intricate puzzles, and making their escape—all within a ticking time limit. The event tested not only logic and problem-solving abilities but also team coordination under pressure.

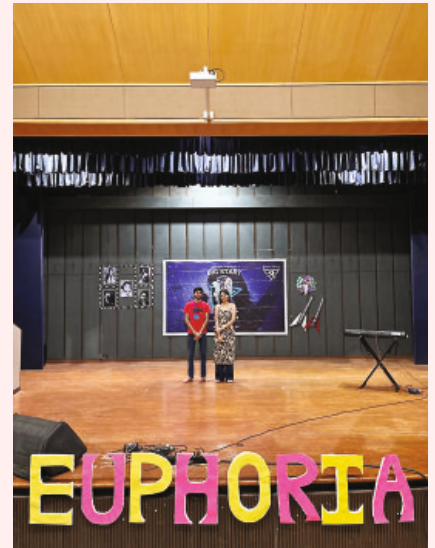
The overwhelming response spoke volumes about the event’s success, with an astonishing 929 participants competing in the first round and 120 teams advancing to the second. The immersive atmosphere, thrilling storyline, and well-designed challenges created an unforgettable experience that kept everyone on edge. Escape Room stood out as a true crowd-puller and a testament to the creativity and dedication of the organizing team.



EUPHORIA 2025: Where Legends Come Alive

EUPHORIA 2025 was a soul-stirring musical journey organised by Club Fiesta from March 8-10, 2025 that paid homage to legendary artists who have left an indelible mark on the world of music. Organized as a three-round event, it brought together soloists, duets, and groups in a celebration of timeless voices across generations. Each performance served not only as a tribute but also as a testament to the enduring power of music to connect hearts and eras.

The event began with Round 1, where participants submitted 1–2 minute unedited video performances, offering a glimpse of their vocal prowess. Round 2 challenged contestants to deliver a live tribute to a pre-90s music legend, evoking nostalgia and reverence. The grand finale, Round 3, pushed creativity further as performers took the stage to honor iconic artists from the 90s or contemporary era. With each round, EUPHORIA 2025 brought legendary music to life once again—leaving the audience captivated and inspired.



FOOTLOOSE 2025: Tap Away to The Beat!

Club Fiesta from March 8-10, 2025 orchestrated this dynamic three-round dance competition brought together the best of solo, duet, and group performances, showcasing exceptional talent, creativity, and cultural vibrancy. The event served as a platform for participants to express themselves through powerful storytelling, captivating choreography, and stylistic flair.

Round 1 invited dancers to submit 1–2-minute unedited videos, giving a raw and authentic glimpse into their skills. In Round 2, participants lit up the stage by embodying iconic Bollywood characters through live performances—many enhanced with props and costumes. The grand Round 3 challenged performers to blend two distinct dance styles in a seamless fusion, highlighting versatility and innovation. From traditional grace to contemporary energy, the event truly celebrated the art of dance in all its forms.



Rasprava – A Battle of Minds at PR10

Rasprava, organised by club Imprintz from March 7-9, 2025, was an intellectually enriching competition that brought together sharp minds from across the country in a series of uniquely curated rounds. Designed to test strategic thinking, decision-making, and human resource insight, Rasprava served as a true reflection of real-world managerial challenges.

The event commenced with Round 1 – the Online Quiz, where teams competed virtually in a rapid-fire test of knowledge encompassing management concepts, current affairs, logical reasoning, and industry trends. This round filtered out the most informed and agile thinkers. The shortlisted teams advanced to Round 2 – the Bidding War, a strategic simulation requiring teams to bid on diverse management profiles within a limited budget to form an ideal taskforce. The round mimicked real-world recruitment challenges, demanding a fine balance of skills, cost efficiency, and foresight. The final round, Round 3 – the Case Study Challenge, presented participants with a live management issue with a focus on Human Resource strategies. Teams were expected to analyze the problem holistically and present practical, innovative, and people-centric solutions.



Rasprava was more than a competition—it was a holistic management experience, offering participants a platform to demonstrate their analytical aptitude, teamwork, and strategic depth in a dynamic and realistic setting.

Enthuse: Unleash Your Potential

Enthuse was a high-energy, group-based event organised on March 8, 2025 that perfectly blended fun with challenge, encouraging participants to step out of their comfort zones and tap into their hidden potential. Designed across three engaging rounds, the event tested teamwork, agility, coordination, and presence of mind. With participation expected from 80 to 150 teams, each comprising exactly four members, Enthuse promised an action-packed experience on campus grounds—tentatively set at the Dome Ground and BBA Lawn.

The event kicked off with Round 1 – an Online Quiz hosted on Unstop, where participants answered 15 rapid-fire questions within 10–12 minutes, setting the stage for the most responsive and well-rounded teams to proceed. Round 2 – Blind Jackpot, brought teams face-to-face in a unique coordination task where two blindfolded members navigated a scoring zone guided solely by their teammates' directions. The final challenge, Round 3 – Dizzy Dribble, combined speed, balance, and strategy as teams spun to disorient themselves before dribbling a hockey ball through an obstacle course. The fastest, most coordinated team emerged victorious.

From mental agility to physical dexterity, Enthuse truly lived up to its name—igniting energy, laughter, and the spirit of teamwork in every participant.



BIZMEME

BIZMEME was a vibrant three-round competition organised by Expressions: The Fun Club from March 8-10, 2025 that brought together creativity, wit, and marketing insight in a uniquely engaging format. Designed to test participants' humor, branding acumen, and spontaneity, the event offered a platform for innovative expression in a lighthearted yet intellectually stimulating environment.

The competition commenced with a business-themed quiz, challenging participants on their knowledge of the corporate world. This was followed by a live jingle creation round, where teams crafted catchy and original brand jingles on the spot. The final round, a brand decoding challenge conducted across social media, tested participants' ability to interpret and recreate brand identities with flair. The event saw enthusiastic participation and outstanding performances, culminating in the distribution of exciting prizes to the most creative and sharp-witted teams. BIZMEME successfully blended learning with laughter, leaving a lasting impression on all who took part.



Aawahan

Aawahan was a nationally hosted public speaking organised by club Karwaan on March 7-8, 2025. The event aimed at fostering articulate expression and critical thinking among participants. The primary objective was to promote the art of public speaking while providing a competitive platform that challenged individuals to present their ideas with clarity, confidence, and conviction.

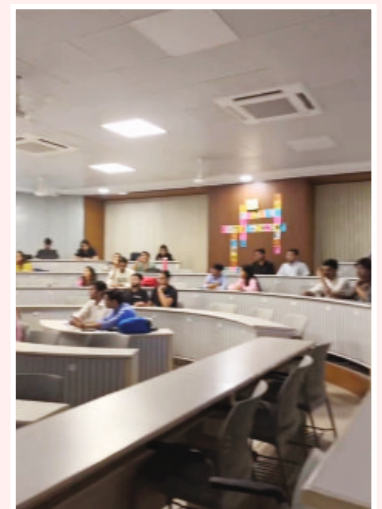


The event featured multiple engaging rounds, including group discussions, debates, and a dynamic press conference simulation. Each round tested participants on their spontaneity, argumentation, and ability to communicate effectively under pressure. The event witnessed enthusiastic participation and showcased remarkable oratory talent. Emerging victorious were Idea Igniters, while Team RCB secured the position of runner-up. Aawahan successfully lived up to its vision of celebrating voices that inspire, inform, and ignite ideas.

Enigma Enclave

Enigma Enclave, the flagship quiz competition curated by Club XQuizIT on March 9, 2025, was a cornerstone event of Perspective Richter 10 at the Institute of Management, Nirma University. True to its name, the event offered a thrilling and intellectually enriching experience—"Enigma" representing the thrill of solving complex challenges, and "Enclave" symbolizing the inclusive and vibrant community of knowledge seekers it brought together.

Far beyond a traditional quiz, Enigma Enclave served as an immersive platform that celebrated presence of mind, decision-making under pressure, and a deep passion for learning. With a structured progression across three rounds—an Online Elimination, an On-Campus Quiz Showdown, and the Grand Finale—the competition tested participants across diverse domains including business, politics, science, sports, and entertainment. Open to B-school students nationwide, the event honed strategic thinking, cross-functional awareness, and analytical acumen—skills vital for the leaders of tomorrow. Enigma Enclave wasn't just about winning; it was about growing through challenge, curiosity, and camaraderie.



Excavate 2k24

Excavate 2k24, organized by Clique: The IT Club as part of Perspective Richter 10, was a dynamic three-round competition crafted to ignite students' technological acumen, analytical thinking, and entrepreneurial mindset. The event served as a comprehensive platform for participants to engage with real-world IT challenges, sharpen their decision-making skills, and explore the intersection of data and innovation.

The journey began with Round 1 – Tech Trivia Sprint, a high-speed quiz that tested participants' foundational knowledge of the IT landscape. Round 2 – DataTycoon Challenge brought a strategic twist, with teams making investment decisions in a Monopoly-style game driven by data insights and market foresight. The final stage, round 3 – IT Innovator Showdown, challenged participants to pitch original, IT-based business ideas to a panel of industry experts, blending innovation with practical application. With enthusiastic participation throughout, Excavate 2k24 successfully combined strategy, creativity, and real-world relevance, offering a stimulating experience for aspiring tech leaders.



INVESTAVERSE

ERT Capital orchestrated INVESTAVERSE on March 8-9, 2025 under PR10, a finance-centric event designed to test and sharpen participants' grasp of investment fundamentals. This comprehensive event offered a holistic platform for students to apply theoretical knowledge in a dynamic and



interactive setting, structured across three progressive rounds. The journey began with a quiz round, delving into core investment concepts, followed by a financial report analysis task that challenged participants to assess real-world company performance. The final round culminated in a live, on-ground stock market simulation, where participants actively traded based on various market scenarios, fostering quick thinking and informed financial decision-making.

INVESTAVERSE proved highly successful in promoting applied financial learning by immersing students in realistic investment challenges. Participants gained valuable hands-on exposure to financial data interpretation, significantly enhancing their analytical and strategic skills, and cultivating a deeper understanding of market dynamics. This impactful experience is set to benefit their future financial pursuits.

Case Study Competition: Sharpening Financial Acumen

On March 6, 2025, Finesse, The Finance Club of IMNU, successfully hosted its Case Study Competition, providing a vital platform for 65 students to apply their financial and strategic thinking to real-world business challenges. The competition featured multiple rigorous rounds. It commenced with an initial case study evaluation by Prof. Ritesh Patel on March 5, 2025. The intense final presentations were held on March 6, 2025, before an esteemed jury, including Prof. Jayant Verma (Retd. Prof, IIM - A) and Prof. Nayan Parikh (Emeritus Prof, IMNU).

Participants delved into cases authored by leading academicians, an experience that significantly enhanced their critical thinking and presentation skills, which are crucial for a successful career in finance. With attractive cash prizes worth ₹10,000 at stake, the event offered an engaging learning experience, motivating students to showcase their problem-solving abilities. Congratulations to Team Alpha Analysts for clinching the winner's title, and Team Capital Minds for securing the runner-up position.



Event Name: LitWit 3.0 – Igniting Imagination, One Word at a Time

LitWit 3.0, organized by Club Sumantra under the banner of Perspective Richter 10, was an inter-institute literary event designed to foster creativity, quick thinking, and storytelling among students. With a vision to explore the intricate relationship between literature, language, and visual imagination, the event offered a vibrant platform for literary enthusiasts to showcase their linguistic and narrative flair.

Structured across three thoughtfully curated rounds, the competition challenged participants on multiple fronts. Round 1 – The Literary Adaptation Quiz, conducted on the Unstop platform, featured 25 questions centered on literary works adapted into films, testing knowledge across both classic literature and popular culture. Round 2 – The Lexi Doppelgängers, a synonym matching game, pushed participants' vocabulary recall under time pressure, requiring sharp memory and coordination. The final and most creative round, Story Weaving with Visual Prompts, tasked the top 11 teams with crafting original stories using four unrelated images while adhering to a given genre. Evaluated by Professors Shahir Bhatt and Nitin Pillai, entries were judged on creativity, structure, grammar, and narrative coherence.

Out of the shortlisted teams, Team Tale-Tellers emerged as the winner, while Team Dark claimed the runner-up position—both recognized for their compelling storytelling and linguistic finesse. LitWit 3.0 succeeded in cultivating a culture of literary appreciation and demonstrated the enduring power of words to engage, inspire, and connect.



World Environment Day Celebration

The Institute of Management, Nirma University (IMNU), in association with the Students' Welfare Board (SWB), successfully organized a Tree Plantation Drive to commemorate World Environment Day on June 5, 2025, at the stadium area behind IMNU. The initiative aimed to engage participants in green activities centered around environmental awareness and sustainable practices. The event, symbolizing Nirma University's commitment to environmental conservation and sustainability, witnessed the gracious presence of Dr. Anup K. Singh – Director General, Nirma University; Mr. G. Ramachandran Nair – Executive Registrar; and Dr. Hrudanand Misra – Additional Director, IMNU, along with heads of various institutes, faculty members, staff, and students. The drive was coordinated by Prof. Punit Saurabh from IMNU, underscoring the institute's collective commitment to fostering a greener and more sustainable future.





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