

# स्पर्श



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## KODECET Digi-SUSTEACH Centre Inaugurated at Nirma University

As part of a broader effort to strengthen teaching, research, and practice in the Sustainable and Circular Economy (SACE) domain, the Digi-SUSTEACH Centre was inaugurated on July 17, 2025, at the Institute of Management, Nirma University (IMNU). The centre was inaugurated by Dr. Anup K. Singh, Director General, and Mr. G. R. Nair, Executive Registrar, as part of the KODECET (Knowledge Development for Circular Economy Transition) project, a European Union-funded consortium connecting six institutions from Finland, Austria, India, and Thailand. Principal Investigator, Dr. Nityesh Bhatt, gave a summary of the goals and milestones, tying the initiative to a larger plan to create open-course content, train faculty, and promote university-industry collaboration through outreach and hackathons in India and Thailand over the course of a 36-month project.

The inaugural remarks by Dr. Anup K. Singh urged the academic community to integrate SACE perspectives into pedagogy, research, and institutional practices, emphasising the institute's dedication to sustainability-led management education and highlighting that a comprehensive, stakeholder-wide commitment is essential for meaningful environmental and social impact. Industry representatives, heads of institutions, over sixty faculty members, and students attended the launch and committed to supporting the UN Sustainable Development Goals.

The immediate next steps include launching student-led circular economy micro-projects, piloting classroom cases with active industry participation, and co-developing open modules with partner universities to establish a living laboratory for circular economy education. The project is being actively driven at IMNU by a core team of five faculty members: Dr. Nityesh Bhatt, Dr. Samik Shome, Dr. Sandip Trada, Dr. Harsh Pratap Singh, and Dr. Avani Raval, who will collectively steer implementation, experimentation, and measurable outcomes over the project's 36-month duration.



## Induction for Integrated BBA–MBA Batch

Through an exciting, multi-day induction program held from July 21 to 25, 2025, IMNU welcomed the 13th batch of Integrated BBA–MBA (2025–30). During the orientation; program expectations, and student support touchpoints were interwoven with academic briefings, campus resource familiarization, and interactive sessions aimed at fostering a sense of community and confidence among new students.

Prominent speakers added practical insights on leadership, innovation, and career development to the proceedings. In their speeches, Mr. Deepak Tamoli, Senior GM at Wagh Bakri; Mr. Mohit Mangal, CEO of iQue Foundation; Dr. Kartikeya Sarabhai, Founder of the Centre for Environment Education; and Ms. Saloni Sureka, Senior Manager at HDFC Life, emphasized early-career decision-making, adaptability, and values-driven growth. They also urged students to develop curiosity, resilience, and professional readiness as they begin their programs.

The induction concluded with mentorship sign-ups, program advisories, and an action sheet for the first 100 days, which encouraged participants to curate learning portfolios, interact with clubs and labs early, and match academic choices with emerging industry themes for a purpose-driven start.

On July 25, 2025, Dr. Anup K. Singh, Director General, Nirma University, presided over the event, which was attended by Mr. Siddhartha Nangia, Co-Founder of Smytten, as Chief Guest. Mr. Nangia traced his entrepreneurial journey by fusing supply-chain excellence and operational rigor with the agility needed to create modern consumer brands, drawing on his more than fifteen years of leadership experience at Unilever and Almarai.

In his speech, he urged the students to adopt innovation with discipline, maintain a laser-like focus on the customer, and convert insights into long-term brand development. Setting an aspirational tone for the batch as they begin their integrated management program, he emphasized executional clarity, teamwork, and resilience while highlighting how data-led decision-making and customer empathy underpin both startup scaling and large-enterprise performance. A Q&A section provided students with useful heuristics for overcoming the transition from insight to execution by breaking down playbooks for early-stage brand building, including testing value propositions, creating retention loops, and coordinating omni-channel presence with capital discipline.



## Inauguration of BBA (Honours) Programme

A major milestone in the institute's undergraduate expansion was reached on July 25, 2025, when IMNU launched its new BBA (Honours) program under the direction of Dr. Anup K. Singh, Director General, Nirma University. Dr. Kapil Maithal, President of Vaccines and Diagnostics at Zydus Lifesciences, graced the event as the chief guest. His leadership in creating ZyCoV-D, the first human DNA vaccine in history, exemplified the program's focus on scientific rigor, innovation, and societal relevance. By linking fundamental business education with cutting-edge innovations that promote both national resilience and global competitiveness, his speech provided the cohort with an inspiring backdrop.

The keynote highlighted how evidence-driven decision-making, cross-disciplinary collaboration, and purpose-led leadership convert innovations into widespread impact, drawing on lessons learned from India's pandemic response. By encouraging students to develop curiosity, analytical depth, and ethical responsibility as fundamental professional habits, the BBA (Honors) launch matched academic goals with industry expectations. With this focus, the curriculum emphasizes creativity, applied learning, and community service, putting students in a position to tackle real-world problems.

The program's goal of combining fundamental business training with cutting-edge innovation and societal impact was furthered by an interaction round that followed the speech and focused on converting scientific innovation into scalable businesses—intellectual property pathways, regulatory readiness, and partnership models.



## Five years of the National Education Policy (NEP) at IMNU

The IMNU organized a two-day event on July 31 and August 1, 2025, to celebrate the fifth anniversary of the National Education Policy (NEP) 2020. The event combined academic contemplation with entrepreneurial implementation.



Dr. Pratham Parekh, assistant professor at IMNU, gave a thought-provoking talk about the effects of colonial education, belief systems, the Indian way of thinking, and the development of India's business model. He encouraged participants to challenge presumptions and relate cultural context to modern management and policy practices.

The students presented their entrepreneurial endeavors, inspiring teams to transform their academic knowledge into persuasive business proposals that reflected Indian culture. By connecting traditional knowledge with contemporary business design and highlighting innovation, market relevance, and narrative clarity, the exercise emphasized NEP 2020's focus on experiential, multidisciplinary learning and value-driven enterprise.

## Inaugural Session of the Executive Diploma Program in Marketing, Operations and Business Analytics

On September 7, 2025, IMNU proudly hosted the inaugural session for its new batch of the Executive Diploma Program (EDP) in Marketing, Operations, and Business Analytics. This advanced program is strategically designed to empower working professionals with a dual expertise that is critical in today's dynamic business environment. The energy in the room was palpable, reflecting the participants' commitment to levelling up their managerial skills and decision-making effectiveness.

The inaugural session commenced with an engaging, formal orientation. Program coordinator Dr. Lalit Arora thoroughly highlighted the ambitious objectives, the rigorous academic structure, and the high standards of the course. A key theme of the orientation was the program's unique architecture: a powerful blend of deep conceptual understanding and immediate, practical application. This ensures that the learning directly translates into actionable solutions for contemporary business challenges that participants face daily.

The EDP is more than just a course; it represents a strategic investment in lifelong professional development. By focusing on revenue-generating engine (Marketing), the efficiency powerhouse (Operations), and a transformative (Business Analytics); IMNU is equipping leaders to drive holistic organizational growth. The enthusiasm from the incoming cohort assures us that this program will significantly enhance the professional landscape for these executives, making them catalysts for change within their respective organizations.



## IMNU Celebrates 30th Foundation Day

The IMNU, commemorated its 30th Foundation Day on September 24, 2025, marking the milestone with a celebration that both honoured its legacy and celebrated the institute's progressive vision. The atmosphere was one of profound reflection and inspiration, as students, faculty, and alumni came together to recognise three decades of academic excellence and leadership.

The highlight of the ceremony was the presence of Chief Guest Mr Sanjay Kaul, (Senior IAS Officer and MD & CEO of GIFT City). Taking the stage, Mr Kaul delivered a compelling address with both conviction and optimism about India's ascendant position in the global economy. He reflected on how the nation has firmly established itself as a hub for entrepreneurship, innovation, and sustainable growth, positioning it to lead the future of global business and society. His words served as a potent call to action for the younger generation, declaring, "The future is not something to wait for; it is something to create." This resounding message urged the audience to step forward with vision, responsibility, and courage.

The day wasn't solely focused on external inspiration; it also celebrated achievements from within the institute's community. Distinguished academic achievers from both the BBA and MBA programmes were formally recognised for their dedication and excellence. Their recognition drew applause, adding to the pervading spirit of pride and serving as a powerful reminder that the institute's enduring legacy is carried forward most vividly through the successes and values embodied by its students. The 30th Foundation Day stood as a powerful testament to the institute's journey and a beacon for its future aspirations, reinforcing the Institute of Management's unwavering commitment to shaping leaders who not only achieve business excellence but also embrace a deeper responsibility toward society. The programme was presided by Director General, Dr. Anup K. Singh. The event was coordinated by Dr. Gunjan Anand.



## Utkrishta '25: The Management Conclave

IMNU organized Utkrishta '25: The Management Conclave on October 9 to 10, 2025, as a flagship knowledge-sharing platform aimed at fostering meaningful dialogue between academia and industry. The two-day conclave brought together senior leaders and domain experts to deliberate on contemporary managerial challenges, leadership agility, and strategic decision-making in an increasingly complex business environment.

### Day 1: Navigating Growth, Strategy, and Digital Leadership

The Institute of Management, Nirma University inaugurated Utkrishta 2025 – The Annual Management Conclave on the theme "Leading India in a BANI World." The inaugural ceremony was graced by Chief Guest Shri Jagdeep Kochar, CEO (IT & IT Services), IMS Group, in the presence of Dr. Nityesh Bhatt, Director & Dean, IMNU, and Conclave Coordinators Dr. Satish K Nair and Dr. Chetan Jhaveri.

Day 1 featured an insightful panel on marketing titled "The Marketer's Challenge: Driving Customer-Centric Growth in a BANI World," featured Mr. Ashish Bhatia, Chief Operating Officer, Agilus Diagnostics, and Mr. Abhishek Gupta, Managing Director & Chief Customer Officer, Pantomath Capital Advisors Pvt. Ltd.

The second session on operations, “Rewired for Risk: Operational Resilience in an Era of Constant Volatility,” featured Mr. Mandar Shirsavakar, Founder & CEO, Translytics, Mr. Satya Pal, Senior Director, Delhivery, and Mr. KIRAN KUMAR PANDA, FIE, CE, Executive Vice President, Atul Ltd.

The final session on human resources, “HR at the Crossroads: Making Sense of Complexity Through Data and Human Insights,” was delivered by Mr. Sudhir Aggarwal, Chief Human Resource Officer & Director, Orbit Techsol.

The day reflected IMNU’s commitment to fostering meaningful academic–industry dialogue and preparing future managers with clarity of thought and leadership values.

## Day 2: Resilience, People Strategy, and Data-Driven Decision-Making

On Day 2 of Uthkrishtha 2025, the conclave continued its focus on navigating a BANI world by shifting attention toward finance, digital transformation, entrepreneurship, and business continuity. The day commenced with the finance session, “Revisiting Financial Decision-Making in a BANI World: From Fragile to Agile,” featuring Mr. Ketan Pancholi, Senior Vice President, GIFT Co. Ltd., and Dr. Shravani Shahapure, Associate Director, Deloitte, who shared insights on building resilient financial strategies and adopting agile decision-making frameworks in uncertain environments.

This was followed by the digital transformation and analytics session, “Thriving in Tech Turbulence: Building Resilient Enterprises for a BANI World,” featuring Ms. Mehjabeen Taj Aalam, Chief Digital & Information Officer, Raychem RPG (P) Ltd., and Mr. Tejinder Oberoi, Executive Director, Cygnet Infotech. The speakers highlighted the strategic role of technology, data, and analytics in enhancing organizational resilience and enabling informed leadership.



The entrepreneurship and family business management session, “Leading a Business in a BANI World: From Conception to Continuity,” brought together Dr. Arnab Banerjee, Director, Supply Chain AI Solutions & Innovations, Micron Technology, and Mr. Ashish Bhuta, Chairman and Managing Director, Jenburkt Pharmaceuticals, who shared practical perspectives on innovation-led growth and sustaining long-term business continuity. The conclave concluded with a valedictory address by Mr. Jajati Mohanty, Chief Executive Officer, Schiebel Systems India Pvt. Ltd., who reflected on leadership effectiveness and strategic foresight in an era of constant change.

With insightful discussions and valuable takeaways, the second day equipped students with perspectives essential for future leadership. The sessions emphasized agility, analytics, innovation, and people-centric leadership as critical enablers of sustainable performance. Overall, the two-day conclave successfully reinforced IMNU’s commitment to industry-integrated learning by providing students with nuanced, practice-oriented insights into contemporary management and leadership challenges in a BANI world.

### Trust and Integrity for Competitive Edge: Vigilance Awareness Session

As part of Vigilance Awareness Week, IMNU hosted an interactive session on “Trust and Integrity for Competitive Edge” on October 30, 2025. The session was led by Mr. Shubhendu Mohanty (Chief General Manager – Retail, Gujarat) and Mr. Sumanraj Sharma (Chief Manager – Vigilance, HPCL). It aimed to sensitize students to the critical role of ethics, transparency, and integrity in enhancing organizational performance and competitiveness. The speakers provided practical insights into how value-based leadership can shape corporate culture and ensure sustainable stakeholder trust.

Through detailed discussions and real-life examples, participants explored various facets of institutional accountability, compliance frameworks, and the strategic importance of ethical conduct in managerial practice. The session emphasized that integrity is not merely a regulatory requirement but a strategic asset that can differentiate organizations in competitive markets. Students were encouraged to reflect on how ethical decision-making and vigilant practices contribute to long-term sustainability, organizational reputation, and risk mitigation.

The interactive nature of the session facilitated engagement with scenarios involving ethical dilemmas, governance challenges, and compliance risks. Participants analyzed potential consequences of ethical lapses and discussed proactive strategies to foster a culture of trust within organizations. The session concluded by reinforcing IMNU’s commitment to nurturing responsible managers who can balance performance objectives with principled conduct. By highlighting the interplay between ethics and strategy, the program successfully demonstrated how trust and integrity serve as cornerstones of sustainable competitiveness in modern business environments.



## Management Development Programme for BPCL: "PRAGATI"-Cultivating Entrepreneurial Leadership

The IMNU successfully convened "PRAGATI" – An Initiative for Capability Building for Bharat Petroleum Corporation Limited (BPCL) a bespoke Management Development Programme (MDP) dedicated to the capability building of Bharat Petroleum Corporation Limited (BPCL) LPG distributors. Held from December 18 to 20, 2025, this initiative aimed to fortify the entrepreneurial acumen and strategic marketing competencies of its participants. The program's pedagogical focus centered on the optimization of customer touchpoints, equipping distributors with sophisticated methodologies for the acquisition, service, and retention of a contemporary clientele. By integrating theoretical rigor with industrial pragmatism, the MDP addressed the evolving challenges of the energy distribution landscape. The MDP hosted 24 dealers from Gujarat and Maharashtra, fostering a collaborative environment for professional growth and intellectual exchange. This successful endeavor further solidifies IMNU's reputation as a premier hub for executive education and its unwavering commitment to enhancing industrial leadership.



## International Conference

### Nirma University Hosts International Conference on Industrial & Applied Mathematics

The Institute of Management (IMNU) and the Institute of Technology (ITNU), Nirma University, jointly organized the 8th International Conference on Frontiers in Industrial and Applied Mathematics (FIAM 2025) on the Nirma University campus from December 20–21, 2025. The two-day international conference was sponsored by GUJCOST and the Department of Science and Technology (DST), Government of Gujarat, and served as a significant academic platform for



global scholarly engagement. The inaugural session was graced by the Chief Guest, Prof. Miguel A. F. Sanjuan, King Juan Carlos University, Spain, marking a distinguished beginning to the conference.

The conference brought together eminent academicians and researchers from across the world, representing diverse domains of mathematics and its industrial applications. FIAM 2025 featured a series of keynote addresses, invited talks, and track presentations, fostering rigorous discussions and interdisciplinary dialogue. The conference was coordinated by the organizing secretaries Dr. Mumukshu Trivedi and Dr. Azharuddin Shaikh from IMNU, and Dr. Kunal Pathak from ITNU. Overall, FIAM 2025 reinforced Nirma University's commitment to advancing research excellence, innovation, and global academic collaboration in the field of industrial and applied mathematics.

## Guest Lecture Series

### Session on “Navigating Scholarly Publishing: Strategies for High-Impact Journals” for Faculties and PhD Scholars

IMNU hosted a Session by Dr. Jay Kandampully, Professor at The Ohio State University in the United States, on July 11, 2025, for a session titled "Navigating Scholarly Publishing: Strategies for High-Impact Journals." The discussion, which was framed around the art and discipline of academic publishing, focused on developing a strong research question, expressing a theoretical contribution, and matching methodology to the expectations of reviewers and the scope of the journal. It also provided helpful advice on how to construct cogent narratives from introduction to discussion and how to position manuscripts for editorial fit.

The session focused on modern research workflows, discussed the emergence of AI-enabled tools and emphasized that originality, rigor, and the researcher's judgment are ultimately what constitute meaningful scholarship. Among the subjects covered by the participants were journal targeting, revise-and-resubmit tactics, ethics and transparency, and the significance of a continuous research trajectory that links concepts, data, and implications from various projects to improve publication results and scholarly impact.

Together with a submission roadmap that places a high priority on journal fit and reviewer empathy, participants took away practical checklists that helped turn promising drafts into competitive manuscripts.



## IMNU Hosts SBI Life IdeationX 2.0: Igniting Innovation in Insurance

On July 16, 2025, IMNU was pleased to host the SBI Life IdeationX 2.0 campus launch, which involved over 350 MBA students in an interactive investigation of innovation and inclusivity in the life insurance industry. The DIVE framework, which links market insight, brand purpose, and disciplined experimentation to speed problem-solving in complex, regulated environments, was presented by Mr. Ravindra Sharma, EVP & Chief of Brand, Corporate Communication & CSR at SBI Life.

In support of this viewpoint, Mr. Santosh Chacko, Zonal Director-East, described new trends influencing life insurance in the future, such as digital distribution, customer-centric product design, and fostering trust via open risk communication. The launch emphasized how cross-functional skills—data literacy, storytelling, and ethical decision-making—help young managers hone their skills for careers at the nexus of technology, finance, and societal impact while enabling them to contribute to inclusive protection solutions at scale.

Student teams participated in mini-briefs that translated the DIVE lens into customer journeys, mapping digital trust moments, inclusion gaps, and friction points. This demonstrated how ethical design and narrative clarity can increase protection access while bolstering brand equity.



## "Life: Learning or Winning" by Mr. Debabrata Sarkar

On July 17, 2025, Mr. Debabrata Sarkar, a TEDx speaker and IIM Calcutta alumnus, spoke at IMNU, for an insightful session called "Life: Learning or Winning." He pushed students to reframe setbacks as formative experiences that improve judgment and foster long-term growth, challenging the traditional win-lose mindset and highlighting how curiosity, consistency, and self-reflection turn temporary setbacks into enduring strengths.

He demonstrated how purpose-driven goals link effort with impact, how humility grounds ambition, and how resilience is developed via intentional practice through personal tales and original artwork. The workshop urged students to build their careers on service and values, to value iterative development over perfection, and to develop their creative confidence by viewing every obstacle as an opportunity to grow and learn.



To ensure that growth is evident, compounding, and rooted in service, the session concluded with a call to action, asking participants to set "learning metrics" in addition to performance goals. These metrics could include journaling experiments, monitoring improvement cadences, and sharing lessons with peers.

## IMNU Hosts NEP@5 Tech Workshop on AI & VR Applications

In honor of the fifth anniversary of NEP 2020, the IMNU, in partnership with Yudz Solutions, hosted a Skill Development Workshop on July 30, 2025. This event aimed to connect capacity-building with the policy's focus on hands-on, technology-enabled learning. In addition to establishing technical literacy as a fundamental managerial skill and grounding digital transformation themes in actual business constraints and use-case validation, the agenda brought together faculty and students for practical exposure to cutting-edge technologies.

The sessions were led by industry experts from Yudz Solutions, including Mr. Rajat Patel, Tech Lead, Mr. Ayaz Saiyed, Team Lead – AI/ML, Mr. Debanjan Ghosh and Mr. Aryan Dhrafani, Game Developers. Applications in healthcare triage and remote diagnostics, logistics planning and warehouse automation, and immersive commerce for product discovery and training were examined in special sessions on "AI Agents" and "Virtual Reality in Business." The workshop connected technical innovation with business strategy by tying solution design to data governance, user experience, and ROI measurement. Emphasizing deployability, ethical use, and quantifiable results strengthened industry readiness.

The focus of capstone demos was on deployment checklists, including security, latency, interoperability, and total cost of ownership, so that prototypes could move into pilots. Participants also documented business cases with governance notes and success metrics to support responsible scale-up.



## "Artificial Intelligence in Higher Education & Research" by Dr. Chirantan Chatterjee

Dr. Chirantan Chatterjee, a professor of development economics at the University of Sussex in the United Kingdom, delivered a thought-provoking session at IMNU on July 31, 2025. He brought a global policy lens to the changing intersection of academia, innovation, and artificial intelligence. Dr. Chatterjee conducted two separate sessions for students and faculties. The session titled "Artificial Intelligence in Higher Education," was attended by more than 300 students, focused on interdisciplinary curricula, responsible tool adoption, and an academic culture prepared for the future. It also examined how AI is changing learning design, assessment integrity, and skills development.



The second session titled "Applications of Artificial Intelligence in Research," was attended by more than forty faculty members and PhD scholars which highlighted useful ways to improve the quality of research, from problem framing and data stewardship to transparent methods, reproducibility, and manuscript readiness. By aligning AI use with ethical standards, domain theory, and editorial expectations, Dr. Chatterjee urged scholars to strike a balance between opportunity and governance while maintaining the originality, rigor, and social relevance of research.

## “Supply Chain & Business Model of Quick Commerce in Retail” by Mr. Sanchit Bhasin and Ms. Tanya Chaturvedi

On August 2, 2025, Mr. Sanchit Bhasin, City CEO of Blinkit, Gujarat and Ms. Tanya Chaturvedi, Growth Manager, Blinkit, Gujarat delivered a session at IMNU. They explained the rapid commerce supply chain mechanics and how they affect contemporary consumer behavior. In order to demonstrate how store proximity, real-time inventory accuracy, and route orchestration support dependability, basket economics, and customer trust, the session demythologized dark-store architecture, last-mile optimization, and demand forecasting at sub-hour delivery SLAs.

The speakers, who placed a strong emphasis on operating discipline, linked network design to profitability levers such as fill rates, pick-path efficiency, on-time delivery variance, and unit economics. They also highlighted how consumers are shifting toward convenience, micropurchases, and impulse-capture in the age of instant delivery. With a practical understanding of how quick commerce is reshaping Indian retail through data-led execution and agile supply chain governance, students engaged in trade-offs regarding service levels, assortment depth, and cost-to-serve.



## "Technology Resurgence and Industry Revolution 4.0" by Prof. Dhruvad Mathur

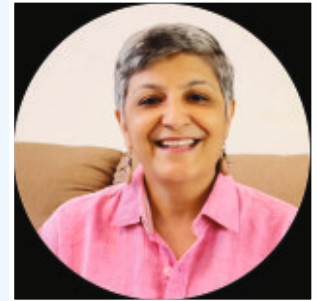
Prof. Dhruvad Mathur from SP Jain Global, Dubai, delivered an expert talk at IMNU on August 2, 2025, titled "Technology Resurgence and Industry Revolution 4.0." The talk provided a global perspective on how business intelligence is changing in tandem with advancements in automation and cyber-physical systems. In addition to demonstrating real-world BI applications that combine data pipelines, edge analytics, and decision dashboards to drive operational visibility and strategic responsiveness, the session also traced the evolution of drones from niche deployments to mainstream enterprise use.

In order to frame Industry 4.0 as a leadership imperative rather than a tools race, Prof. Mathur emphasized responsible innovation and linked technology adoption with ethics and governance—algorithmic accountability, data stewardship, and policy readiness. Attendees discussed practical issues like guardrails, ROI, and scale-up, and they came away with a clear strategy: start with results, instrument data processes, and operationalize BI with governance built in so that intelligence supports judgment rather than replaces it.



## “Consumer Journey and Branding” by Ms. Vanita Keswani

Ms. Vanita Keswani, CEO of Madison Media Sigma, led a session on "Consumer Journey and Branding" at IMNU on August 6, 2025. The session focused on how authentic brands ground purpose in quantifiable outcomes throughout the entire funnel, from awareness and consideration to advocacy and loyalty. She emphasized that, to satisfy changing expectations across fragmented consumer pathways, brand truth clarity, consistent experience, and clever channel orchestration are crucial, drawing on modern media practice.



Insights, creative, and media must collaborate to transform attention into trust and long-term equity, the session emphasized, with a focus on purpose alignment and accountability. With a playbook to integrate authenticity into content, community, and commerce so that brand narratives translate into long-lasting relationships, attendees talked about useful levers like journey mapping, experience gaps, and outcome-linked metrics.

## “Sustainability as a Managerial Responsibility” by Mr. Ashish Agrawal

On August 8, 2025, Mr. Ashish Agrawal, founder of Paryavaran Mitra, spoke at IMNU about "Sustainability as a Managerial Responsibility," emphasizing the importance of mindful consumption and incorporating environmental responsibility into daily leadership choices. Talking about sustainability as a strategic lever rather than a compliance checkbox, the discussion linked individual habits and campus practices to more general objectives like community stewardship, waste reduction, and responsible sourcing. In order for responsible decisions to compound in both the personal and professional domains, participants worked on practical ways to operationalize intent, such as establishing quantifiable goals, auditing footprints, and coordinating incentives. Through project work, advocacy, and consistent, values-driven decision-making, the session urged students to approach sustainability as a fundamental management competency and turn awareness into action.



## Anti-Ragging Week

In partnership with the UGC initiative and the Centre for Youth (C4Y), IMNU is commemorated Anti-Ragging Week 2025 from August 12 to 18. The event included student rights and responsibilities awareness, a poster-making competition to creatively condemn ragging, and a reel-making competition to spread the message through powerful storytelling. The stance is clear: ragging has no place here, and every student deserves a campus where safety and respect are non-negotiable issues.

The week concluded with a session, conducted for students featuring the Anti-Ragging Documentary by UGC. The session aimed to sensitize students to the issues of ragging and raise awareness about its serious implications on mental health and campus harmony. It also reinforced the institute's commitment to maintaining a safe, inclusive, and ragging free campus environment.



## "Research and Post-Doctoral Fellowship" by Prof. Ankit Katrodia, North-West University in South Africa

On August 18, 2025, Prof. Ankit Katrodia of North-West University in South Africa led a session for PhD scholars at IMNU titled "Research and Post-Doctoral Fellowship" which outlined international research pathways with an emphasis on South African opportunities, funding sources, and institutional ecosystems. The presentation focused on developing competitive proposals, matching host strengths with topics, and using academic platforms to demonstrate fit and impact.

The interactive session highlighted the importance of academic networking, conferences, and co-authorships in establishing an international profile while deepening understanding of application cycles, supervisor outreach, and publication strategies. The participants departed with a useful road map that included defining research questions, mapping possible mentors, and organizing submissions to meet fellowship deadlines and expectations.



## "Organizational Change and Culture" by Mr. Shaleen Sharma

Mr. Shaleen Sharma, CEO of Prudent Corporate Advisory Services Ltd., spoke at a session held by IMNU on August 20, 2025, on the topic "Organizational Change and Culture."

Noting that cultural influence is not restricted to formal authority and that people at all levels can shape norms and behaviors, he emphasized the importance of clear communication, flexibility, and setting an example. By putting concepts into practice and providing practical advice on identifying culture, gaining sponsorship, and maintaining change through routines and feedback, the session enhanced participants' comprehension of organizational dynamics.



## "Category Management in Modern Retail" by Ms. Vanessa Upadhyay

Ms. Vanessa Upadhyay, from Category Management team, CaratLane gave an enlightening talk on category management in modern retail at IMNU on August 22, 2025. She focused on how consumer-centric category design influences choice, navigation, and conversion in contemporary retail formats. In order to demonstrate how role-setting, margin mix, and promo architecture influence both the shopper experience and category profitability, the presentation linked assortments, planograms, and pricing ladders with journey stages.



Ms. Upadhyay, who emphasized data-led execution, explained how lifecycle-aware merchandising, cross-sell adjacencies, and demand sensing fit in with operational limitations and brand storytelling. In order to help retailers balance uniqueness and velocity and convert category strategy into long-term competitiveness, participants examined useful levers such as scorecards, seasonal refresh cycles, and channel-specific tactics.

## “Cloud and AI: Shaping the Future of Business” by Mr. Krutarth Rindani

Mr. Krutarth Rindani, Senior DevOps Engineer at McAfee, spoke at IMNU on August 23, 2025, about "Managing Business on Cloud," which covered platform patterns, reference architectures, and essential AWS services for scalable, resilient applications. The session linked cost governance, observability, and reliability practices that support contemporary digital operations with cloud foundations, including computation, storage, networking, identity, and security.

Mr. Rindani presented AI as a force multiplier and provided examples of how data platforms, event-driven pipelines, and managed ML services can speed up analytics use cases while upholding access, privacy, and compliance regulations. Participants worked on FinOps, MLOps, and migration blueprints, and they came away with practical advice on how to match cloud-native design and responsible AI adoption with business objectives.



## “Data-Driven Decisions in Human Resource Management” by Ms. Shaili Trivedi

Ms. Shaili Trivedi, Head of Talent Acquisition at VOLANSYS, spoke at a session held by IMNU on August 26, 2025, about how analytics is changing HR in the areas of workforce planning, retention, and recruitment. The discussion linked practical results like bias-aware screening, time-to-hire reduction, and quality-of-hire improvement with data hygiene, competency mapping, and funnel analytics.

In order to connect employee choices with business impact, participants looked at dashboards for attrition risk, skills adjacency, and engagement sentiment. A practical way to incorporate HR analytics into daily operations was provided by the emphasis on ethical data use and open communication, which allowed for evidence-based talent strategies and quantifiable return on investment.



## “Social Entrepreneurship and Eco-Feminism” by Padma Shri Dr. Shyam Sunder Paliwal

Padma Shri Dr. Shyam Sunder Paliwal, was welcomed by IMNU on August 28, 2025, for the Institute Lecture Series on "Social Entrepreneurship and Eco-Feminism," highlighting his groundbreaking Piplantri model, which links women's empowerment and environmental restoration. He demonstrated how local stewardship and the dignity of work can scale impact by framing sustainability through community action.

The session focused on measurable social outcomes, purpose-led leadership, and institution-community partnerships. After learning about replicability—governance, incentives, and metrics—students left with a blueprint for integrating gender inclusion and ecological regeneration into enterprise models. Director General, Dr. Anup K. Singh chaired the session.



## “Managing Business on Cloud” by Mr. Parth Sanghani

IMNU hosted an online session titled "Managing Business on Cloud," led by Mr. Parth Sanghani, an AWS Account Manager, on August 29, 2025.. The session covered how cloud architectures facilitate innovation, scalability, and efficiency. The main building blocks of computing, storage, networking, and security were discussed in the session, along with how they relate to reliability, cost control, and business objectives.

The presentation presented data platforms, managed machine learning services, and integration patterns that reduce time-to-value while preserving compliance and access controls, positioning AI as an accelerator. Participants took away a checklist for FinOps and observability, useful migration tips, and instructions on how to convert use cases into cloud-native designs.



## “Crafting Minds, Shaping Markets” by Mr. Sunil Kanojia

Mr. Sunil Kanojia, a seasoned management consultant and former director of Sintex Industries Limited and group director of Capital Maharaja Group, gave a fascinating expert session on shaping marketing at IMNU on August 29, 2025. He



reinterpreted positioning as the art of occupying a specific, defensible space in the customer's mind—where clarity of promise, consistency of experience, and category context align to build lasting preference—by fusing experience and insight.

With a focus on disciplined choice—serving the appropriate segments with compelling value propositions—he dissected the STP framework (Segmentation, Targeting, Positioning) and integrated the functions of USP and ESP for significant differentiation. He demonstrated how psychological, functional, and economic factors influence choices along the way, tying theory to practice and advising marketers to connect narrative, proof, and delivery in order to help brands turn attention into advocacy and trust.

### **“Understanding Consumer Behaviour in a Competitive Market” by Mr. Suryakumar Sharma**

On September 4, 2025, IMNU hosted an engaging session on Consumer Behaviour with Mr. Suryakumar Sharma, Strategic Consultant of Gelco Electronics Pvt. Ltd. With over 28 years of experience in marketing, brand management, communication, and advertising. The event gave students a unique chance to get a real-world look at how brands are built and thrive in a competitive market.

Mr. Sharma captivated the audience by explaining how successful products are created from a deep understanding of consumer psychology, solid market research, and the ability to fill needs that haven't been met yet. He talked about how changing customer expectations and clever advertising campaigns shape people's perceptions, loyalty, and buying habits. Using relatable examples from his own career, he showed how innovative strategies and empathetic marketing can turn simple products into beloved brands.

The session wrapped up with an interactive Q&A where students asked thoughtful questions about brand recall, the influence of digital media, and emotional marketing. Mr. Sharma's honest answers connected academic theory with practical insights, leaving everyone inspired to apply what they learned in the classroom to real-world situations.



### **“Strategic Leadership in the Era of Disruption” by Mr. Rahul Sangal**

On September 6, 2025, IMNU was honored to host Mr. Rahul Sangal, Chief Digital & Strategy Officer at Dixon Technologies, for an illuminating guest session on “Strategic Leadership in the Era of Disruption”. The auditorium was buzzing with excitement as students and faculty gathered to hear from a leader whose career is a perfect example of innovation, adaptability, and forward-thinking strategy.

Drawing from his extensive and unique career, Mr. Sangal shared valuable insights on how modern leadership is changing in the face of constant technological and market disruptions. He stressed that in today's unpredictable business world, success isn't about rigid long-term planning. Instead, it comes from using flexible, short-term strategic cycles that allow for constant reinvention. He also introduced



the idea of “T-shaped skills”—a mix of deep expertise in one area and a broad knowledge of many others. He encouraged students to develop both depth and versatility to stay relevant in dynamic professional environments.

Mr. Sangal also highlighted that the ability to unlearn and relearn are crucial skills for leaders navigating change. He emphasized that while technology and innovation are important, the foundation of true leadership is internal, built on humility, courage, and integrity. He motivated attendees to build emotional resilience and stay clear-headed amid external uncertainties.



## “Talent Blueprint: Strategies for Success in Corporate” by Mr. Avinash Kumar

On September 12, 2025, IMNU hosted an expert talk on "Talent Blueprint: Strategies for Success in Corporate", organized by Kaizen, The Alumni Relations Committee. The session was delivered by Mr. Avinash Kumar, HR Talent Acquisition and People Partner at Toyota Kirloskar Motors.

During the keynote address, Mr. Kumar shared his versatile professional journey, emphasizing the significance of self-discovery, perseverance and communication as a life skill for a successful career. He outlined several latest HR trends shaping the corporate world, including the hybrid work culture, the role of Generative AI in talent management, the shift toward human leadership, and the increasing focus on people analytics and employee well-being.

Addressing contemporary HR Challenges, Mr. Kumar identified key organizational pain points such as leadership development, measuring employee effectiveness, limited Learning and Development opportunities, and succession planning. Furthermore, he cited inadequate compensation, limited local growth opportunities and poor management practices as the driving forces of employee attrition. Mr. Kumar provided practical Interview Tips for students transitioning from campus to corporate, advising them to prepare thoroughly, ask meaningful questions and showcase stability and clarity of goals.



## Navigating Complex Organizations” by Ms. Gunjan Yogendra

On September 12, 2025, IMNU hosted an insightful guest lecture on the theme, “Navigating Complex Organizations,” delivered by esteemed alumnus Ms. Gunjan Yogendra, Volunteering Mentor, Katalyst India. Ms. Yogendra, who belongs to the batch of 1998–2000, has extensive professional experience spanning sales, research, project management, analytics, and enterprise strategy.

Ms. Yogendra began her keynote address with sharing her objective to convey the learnings gained over her years in the corporate world. She illustrated her experience working in a pre-sales team, emphasizing the need for extensive research and clarity on stakeholder responsibilities and accountability in complex organizations. Ms. Yogendra stressed that despite the differences in pace and structure between small and large organizations, people remain at the core of every organization.

She delved into the psychology of big organizations, explaining that every organization is shaped by its own values, work culture, attitudes, and emotions. To successfully navigate the maze of matrix structures, she outlined ground rules for success, including prioritizing organizational goals, transparent communication, building cross-functional relationships and ensuring accountability.

Ms. Yogendra concluded by underscoring that staying relevant in an environment of constant change requires continuous adaptation through “sharpening the saw,” which involves updating knowledge, remapping personalities and applying influence principles.



## “Don’t Miss a Beat - Heart Health Matters” by Dr. Sameer Dani

IMNU hosted the Institute Lecture Series on September 29, 2025, coinciding with World Heart Day. Organised by Kaizen, the Alumni Relations Committee, the session focused on a vital health topic: “Don’t Miss a Beat – Heart Health Matters.” The distinguished speaker was Dr. Sameer Dani, CEO, Apollo CVHF Heart Institute, Ahmedabad, who brought both expertise and a sense of urgency to the packed auditorium.

Dr. Dani emphasised that robust heart health isn’t a matter of chance but the cumulative outcome of daily choices and lifestyle. He presented a realistic view of India’s escalating health crisis, pointing to diabetes as a silent epidemic and the rising burden of cardiovascular diseases. He emphasised that prevention is entirely possible through a consistent blend of a balanced diet, regular exercise, emotional well-being, and greater awareness.

The discussion seamlessly blended medical science with everyday practicality. Dr Dani highlighted specific issues prevalent in India, such as the “thin fat” syndrome, where people who appear lean still carry dangerous visceral fat. He emphasised the importance of early screening to identify hidden risk factors before they become life-threatening. Mr. Tushar Dave, DGM-Healthcare Services, Apollo CVHF was also present during the event.

He disseminated a more progressive outlook and suggested that artificial intelligence and advanced diagnostics are poised to revolutionise preventive cardiology by enabling earlier and more precise interventions that could save countless lives.

His talk was followed by a highly interactive Q&A, where students asked keenly about lifestyle management, the subtle first signs of cardiac distress, and the role of emotional intelligence in managing stress-related health issues. Dr Dani



responded with passion, reinforcing that even the smallest, consistent actions like a mindful walk after a meal or practising calmness hold the power to redirect one's health trajectory. His core message was a powerful call to action: the ultimate responsibility for a healthy heart rests within ourselves.

## “Lean Startup Methodologies” by Dr. Jaimin Vasa

IMNU hosted a special guest lecture for its second-year BBA students on September 30, 2025, featuring Dr. Jaimin Vasa, Chairman and MD of Vasa Pharmachem Pvt. Ltd. The event, supported by the Student Advisory Committee, centred on the practical application of Lean Startup Methodologies in innovation and entrepreneurship.

Dr. Vasa, an accomplished industry leader, articulated the crucial role of lean thinking for new ventures. He explained that effective product development, research, and implementation must prioritise agility, efficiency, and a sharp focus on the customer. Drawing from his extensive experience, he linked these theoretical frameworks to real-world scenarios, demonstrating how startups can significantly minimise risks while accelerating the learning process. His emphasis on the power of iteration and rapid feedback cycles provided students with a clear roadmap for transforming initial ideas into sustainable, viable businesses.

The lecture was particularly inspiring because Dr. Vasa framed entrepreneurship not simply as a business goal but as a discipline rooted in resilience, consistent effort, and dedication. As he concluded, he left the young audience with the powerful insight that true success is not dependent on a single breakthrough moment but is instead the direct result of persistence and continuous improvement. For the students, the session served as an important spark, encouraging them to view their own ideas with renewed conviction and to tackle future challenges with the pragmatic mindset of true innovators



## International Expert Session on Strategic Thinking and Leadership

IMNU organized an International Expert Session on “Strategic Thinking and Leadership” on October 4, 2025. The session was conducted by Prof. Sheb True (Vice Provost and Associate Professor, Kennesaw State University, USA), who brought an extensive global perspective on contemporary management practices. The program aimed to provide students with an understanding of how strategic thinking can be leveraged to drive organizational innovation and sustain competitive advantage in a dynamic business environment. Prof. True's discourse focused on the importance of value-driven leadership, emphasizing the need for managers and aspiring leaders to go beyond conventional operational approaches and embrace visionary strategies that anticipate market shifts and identify latent opportunities.

During the session, Prof. True elaborated on the relevance of the Blue Ocean Strategy, highlighting its applicability in fostering



differentiation and avoiding the pitfalls of hyper-competitive markets. Through illustrative examples and case discussions, participants explored how organizations can innovate to create uncontested market spaces rather than merely competing within saturated sectors. The interactive format encouraged students to engage in scenario-based exercises, helping them appreciate the nuanced balance between analytical rigor and creative thinking in strategic decision-making. Prof. True also stressed the significance of ethical considerations, collaborative leadership, and stakeholder alignment in formulating strategies that are sustainable and socially responsible.



Furthermore, the session shed light on the evolving role of leaders in navigating complexity, uncertainty, and rapid technological change. Prof. True encouraged students to cultivate strategic agility, emphasizing continuous learning and adaptability as essential traits in global business contexts. By the end of the session, students had not only gained insights into contemporary strategic frameworks but also developed a deeper awareness of the cognitive and behavioral competencies required for effective leadership in a competitive and rapidly transforming business landscape.

## Digital Transformation Enabling India's Socio-Economic Growth

IMNU, through Kaizen – the Alumni Relations Committee, hosted an insightful session under the CEO Lecture Series on "Digital Transformation Enabling India's Socio-Economic Growth" on November 3, 2025, featuring Dr. Ganesh Natarajan, Chairman, 5F World Pvt. Ltd. The session highlighted the transformative role of technology in shaping India's development journey.

Dr. Natarajan elaborated on how innovation, data analytics, and artificial intelligence are acting as powerful enablers of socio-economic progress. Drawing from his extensive leadership experience, he emphasized the concept of "dual intelligence," highlighting the need to balance human creativity, empathy, and judgment with the efficiency and scalability of AI-driven solutions. By connecting theoretical insights with real-world examples, he demonstrated how digital transformation can foster inclusive growth while addressing complex societal challenges.

Dr. Natarajan's perspectives reinforced the importance of responsible leadership in a digital era, leaving the audience motivated to harness technology for meaningful impact. The event reaffirmed IMNU's commitment to exposing students to contemporary leadership thinking and preparing them to contribute effectively to India's evolving socio-economic landscape.



## Insight Forum: Beyond Gender: Voices for an Inclusive Tomorrow

The Women Development Cell (WDC) of the IMNU, organised an Insight Forum titled “Beyond Gender: Voices for an Inclusive Tomorrow” on December 9, 2025. The session was led by Dr. Falguni Vasavada, Professor at MICA, renowned TEDx speaker, content creator, and fashion influencer, who shared powerful perspectives on gender equity, inclusivity, and breaking societal stereotypes. Through interactive discussions, real-life narratives, and reflective short films, students explored essential themes of equity, mutual respect, shared responsibilities, and the need to challenge patriarchal structures in contemporary society.

The session offered meaningful insights and contributed to fostering awareness, confidence, and inclusive leadership among future managers at IMNU. By highlighting the importance of identity expression and authentic conduct, the forum encouraged students to develop empathetic and progressive mindsets for both personal and professional spaces. The successful organisation of the event was made possible through the dedicated efforts and coordination support of Ms. Praneti Shah, whose contribution played a key role in ensuring the smooth execution of the forum. The event concluded with an expression of gratitude to Dr. Vasavada for her inspiring contribution to reinforcing a respectful, responsible, and inclusive culture at the Institute.



### Faculty Achievements

#### Dr. Samik Shome Strengthens Global Academic Collaborations at KSU

Dr. Samik Shome, Professor at IMNU, went as a visiting professor and rural management consultant at Kennesaw State University's (KSU) Coles College of Business from July 31 to August 15, 2025. He helped create the MBA Rural Management Concentration and worked with PhD candidates on research development. He also met Prof. Jagdish N. Sheth, co-author of "Vocational Education and Training: Foundations for Transforming the Nation," during the visit, demonstrated IMNU's dedication to significant, international academic collaborations.

During the visit, Dr. Shome spoke to Cohort 17 of KSU's PhD in Business Administration program about "The Research Journey: From Student to Scholar," offering helpful advice on how to formulate research questions, develop a scholarly persona, and match methods with contributions. The exchanges improved teamwork and created opportunities for collaboration in research mentoring, curriculum innovation, and thought leadership in rural management.



#### Dr. Vishesh Pratap Gurjar Wins Best Paper Award at VIT Vellore



At the National Conference on "Vision of Self-reliant Bharat: Revisiting Pragmatism, Idealism and Unification in Sardar Vallabhbhai Patel's Thought," which was held from August 4 to 5, 2025, by the Department of Social Sciences, VIT Vellore, in cooperation with ICSSR, Dr. Vishesh Pratap Gurjar, a faculty member at IMNU, was awarded

the Best Paper Award. In his paper "Sardar Vallabhbhai Patel's Vision of Federalism: Unifying a Diverse Nation," he emphasized how important Patel was in forming national integration and Indian federalism.



The award honors scholarly work that bridges the gap between history and current policy, demonstrating IMNU's commitment to conducting research that advances national dialogue. The work provides a current perspective on governance and unity by re-examining constitutional design, center-state relations, and consensus-building, thereby bringing scholarly research into line with India's development priorities.

### Dr. Poonam Chhaniwal and Dr. Diljeetkaur Makhija get National Recognition for Social Enterprise Case Study

Dr. Poonam Chhaniwal and Dr. Diljeetkaur Makhija were conferred the Excellence Award for their impactful case study titled “Asan Cups: Scaling the Social Enterprise for Accessible Menstrual Hygiene Products” at the National Case Study Competition and Conference organized by the Indian Institute of Public Administration, New Delhi, on September 25, 2025. The case study was recognized for its strong academic rigor and its focus on addressing a critical social issue through innovative and sustainable business models.

The recognition highlights the faculty members' significant contribution to promoting social entrepreneurship and improving access to menstrual hygiene products through research-driven, case-based learning. The award underscores their commitment to socially relevant education and innovation, reinforcing IMNU's emphasis on integrating academic excellence with meaningful social impact.

### Dr. Bhajan Lal Kardam receives Best Paper Award at PRISM-FIMC 2025

Dr. Bhajan Lal Kardam was conferred the Best Paper in Track award at the Dr. Pritam Singh Memorial & FORE International Management Conference (PRISM-FIMC 2025), held from November 19 to 21, 2025, at the FORE School of Management, New Delhi. The recognition was awarded for his research paper titled “The Role of Risk Cognition in the Link Between Entrepreneurial Personality and Firm Performance in the Post-Pandemic Economy,” which was acknowledged for its valuable contribution to scholarly discourse on sustainability, risk cognition, entrepreneurship, and firm performance in a post-pandemic context.

The recognition reaffirmed his commitment to pursuing impactful academic research and contributing meaningfully to the field of management and entrepreneurship.



### Dr. Poonam Chhaniwal & Dr. Diljeetkaur Makhija Receive Ivey Case Award

Dr. Poonam Chhaniwal and Dr. Diljeetkaur Makhija were honoured with the globally renowned Ivey Case Award by Ivey Publishing for their case study titled “Thenga: Crafting a Sustainable Future with Coconut Shells” at the BIMTECH Emerging Insights Awards on November 26, 2025. The award recognizes the case study's strong academic contribution and its focus on sustainability-driven innovation through responsible business practices.

The recognition highlights the faculty members' commitment to developing high-quality, globally relevant teaching cases that promote sustainable development and social impact. The achievement further reinforces IMNU's emphasis on academic excellence, case-based pedagogy, and meaningful research aligned with contemporary global challenges.



## Dr. Nityesh Bhatt on CNBC Awaaz

On 4th December, Dr. Nityesh Bhatt, Director I/C - IMNU shared his views on 'Sustainability and Circular Economy' in an event organized by CNBC Awaaz channel. Session was attended by Management students, academicians and industry professionals. Apart from sharing various dimensions of sustainability with contemporary frameworks and real-time industry examples, he exhorted the participants for mindset change for saving mother nature.



## Students Achievements

### Top Honor at FICCI–AIOE Global Industrial Relations Summit

IMNU students Vanshika Sood and Pavitra Ranka won the First Prize in the Student Paper Writing Competition at the 3rd Global Industrial Relations Summit, held in New Delhi on July 22–23, 2025. The summit was organized by the All-India Organisation of Employers (AIOE) in partnership with the Federation of Indian Chambers of Commerce and Industry (FICCI), with assistance from the International Labour Organization (ILO) and the International Organisation of Employers (IOE).

The summit featured in-depth discussions on critical themes such as the future of work, social dialogue, labour code reforms, inclusion, and workforce transformation in an AI-powered workplace. Emphasizing industrial relations as a strategic lever for sustainable growth, the summit highlighted the importance of constructive engagement among employers, workers, and governments. The



award-winning paper by the IMNU students, focused on social dialogue in the evolving workplace, resonated strongly with these themes and was appreciated for its policy relevance, analytical depth, and clarity of thought.

Echoing the summit's emphasis on stakeholder dialogue and navigating regulatory reforms for compliance and inclusive growth, the recognition underscores IMNU's strength in policy-oriented scholarship and the students' ability to translate conceptual frameworks into practical pathways for consensus-building in dynamic labour markets.

### Merit Recognition in the National Finance Contest at IIT Kharagpur

Among a field of over 1,172 teams, IMNU students Chaahat Sisodia and Keval Thakkar won a Certificate of Merit at Vittarth, a national equity index design competition co-hosted by IIT Kharagpur and IIT Guwahati. This demonstrated the multi-round evaluation, emphasis on transparent factor logic, and investability-aware construction that characterizes such competitions. In line with best-practice expectations for robustness and replicability in index design, their methodical and data-driven approach to index creation emphasized universe screening, rebalancing rules, and disciplined factor selection.

Through clear documentation and validation considerations, which are widely emphasized in competitive finance challenges and professional examples of newsletter-worthy achievements, the outcome demonstrates analytical precision and practical readiness, connecting financial theory to implementable product design. The submission reflects the spirit of applied quantitative thinking of the contest and enhances the institute's presence in national-level finance competitions in July 2025 by striking a balance between theoretical justification and operational considerations.

The evaluation's judges stressed data hygiene and rulebook articulation clarity, pointing out that open back-testing procedures and drawdown diagnostics significantly boost credibility.



### IMNU Students Shine at Rising Youth Network MUN

Hasta Mehta and Krishna Thakkar, both first-year BBA students at IMNU, excelled at the Rising Youth Network Model United Nations (RYN MUN), which was organized by Global Indian International School (GIIS), Ahmedabad, from August 15–17, 2025. The event included more than 500 delegates from various committees and agendas. Hasta Mehta earned a Special Mention in the All-India Political Parties Meet (AIPPM) Committee. His performance reflected strong capabilities in policy framing, negotiation, and structured argumentation under time-bound parliamentary debate formats. Krishna Thakkar was awarded the Best Delegate accolade in the Global Business Forum Committee, representing Johnson & Johnson, where she demonstrated strategic thinking, business acumen, and persuasive communication.



The conference featured a broad range of committees and topics related to governance, international business, and diplomacy, highlighting the significance of thorough research, stance clarity, and teamwork in committee proceedings. Confirmed by institutional updates highlighting the accomplishments of the two delegates in their respective committees at the GIIS–RYN MUN 3.0 conclave in Ahmedabad, the recognitions demonstrate IMNU's increasing visibility in national oratory and public policy arenas.

## IMNU Triumphs at JPMorgan Chase National Competition

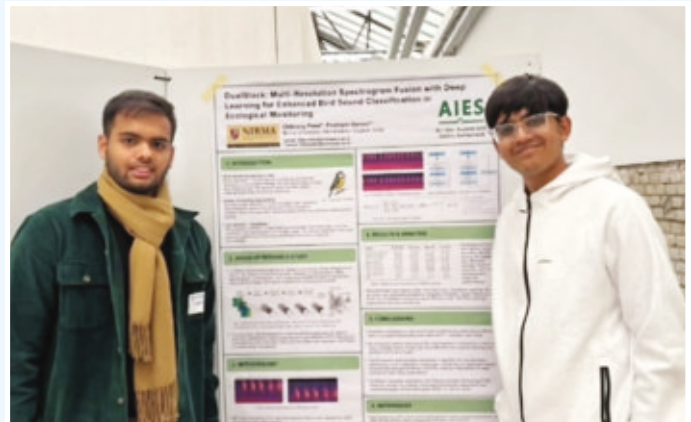
At the F<sup>3</sup>: Finance Fast Forward 2025 national-level case study competition, which culminated in a grand finale on August 22, 2025, IMNU students Hetavi Patel and Kush Faldu took first place. The competition was organized by JPMorgan Chase. In contrast to finalists from ten top B-schools in India, the team presented to the firm's senior leaders a solution that integrated strategic clarity and analytical rigor, converting financial modeling and market insight into a workable, risk-aware roadmap.

This achievement highlights the institute's focus on cross-functional problem-solving, where persuasive storytelling, scenario testing, and hypothesis-driven analysis come together to convince an expert jury. Results that match technical depth with business impact also demonstrate competitive readiness for high-stakes finance roles, enhancing IMNU's national visibility.



## IMNU Representation at the AI + Environment Summit 2025

IMNU was represented by Chitrang Patel (IMNU) and Pratham Verma (ITNU) at the prestigious AI + Environment Summit 2025 in Zurich, Switzerland. As the sole representatives from an Indian institute at this global platform, the duo showcased their research poster titled "DualStack: Multi-Resolution Spectrogram Fusion with Deep Learning for Enhanced Bird Sound Classification in Ecological Monitoring." This achievement highlights Nirma University's burgeoning influence within the international research community and its dedication to pushing the boundaries of interdisciplinary innovation.



The summit provided a high-level arena for the students to demonstrate how advanced deep learning techniques can be applied to critical environmental challenges like ecological monitoring. By successfully presenting their work on a global stage, the participants underscored the university's commitment to academic excellence and forward-thinking research. This milestone not only reflects the caliber of IMNU's talent but also reinforces the institution's vision of fostering collaborative, technology-driven solutions for a sustainable future.

## National-level Marketing Case Competition, "Vendition Vendetta" Held at IIM Indore

IMNU proudly acknowledges Team Avinya for their remarkable achievement in securing third place at the national-level marketing case competition, "Vendition Vendetta." Held at IIM, Indore from November 30 to December 2, 2025, the competition saw the team—comprising Kenil Rajyaguru, Chhavi Mittal, Kushal Kothari, Avinash Mulani, and Anshika Harlalka—stand out on a prestigious stage. After competing against 40 teams from across the country, Team Avinya's advancement to the finals underscored the high caliber of talent and preparation fostered at IMNU.



The team's success was driven by their quick thinking, structured problem-solving approach, and an impactful live case presentation that deeply impressed the judging panel. By excelling in such a rigorous national environment, Team Avinya has brought significant pride to the institute, showcasing the students' ability to apply marketing theories to complex, real-world scenarios. This accolade further reinforces IMNU's reputation for producing management professionals capable of competing and succeeding at the highest levels of academic and professional excellence.

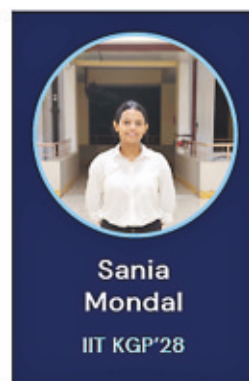
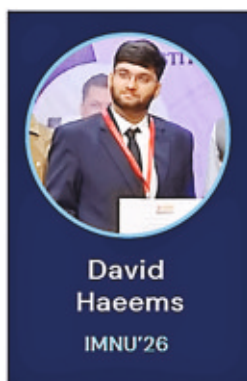
### National-Level Recognition for IMNU Students at FinSpire 2025, Jadavpur University

IMNU acknowledges the achievement of its students at FinSpire 2025, a national-level case study competition organised by the Finance and Consulting Club of Jadavpur University, held on November 21, 2025. Team Beer Pressure secured the 1st Runner-Up position, showcasing strong strategic thinking, financial acumen, and clarity of problem-solving in a highly competitive academic environment.

The team comprised Shifa Mondal and David Haems from IMNU, in collaboration with peers from IIT Kharagpur, reflecting the strength of cross-institutional and interdisciplinary teamwork. Progressing through multiple rigorous rounds, the team presented its final solution before a jury of senior industry professionals from EY and Deloitte. The achievement highlights IMNU's focus on experiential learning, analytical rigor, and preparing students to excel on national academic platforms.



## ◆ FINSPIRE '25 - JetRoyal Case Presentation Team "Beer Pressure"



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Club-Committee Events

**IMNU Hosts International Training under EU-Funded KODECET Project**

From July 21 to 24, 2025, IMNU hosted the Erasmus+ KODECET (Knowledge Development for Circular Economy Transition) Project's "Training of Trainers" program, which brought together 16 participants from partner institutions in Finland, Austria, and India for immersive sessions on sustainability and the circular economy. In line with the consortium's roadmap for capacity-building, open courseware, and institutionalization through Digi-SUSTEACH centres, the program integrated pedagogical design with applied SACE (Sustainable and Circular Economy) content, allowing academic practitioners to collaborate on modules, classroom cases, and outreach formats that can be modified for a variety of contexts.

The cohort participated in cultural immersion activities in Ahmedabad outside of the classroom, interacting with senior university officials, Padma Shri awardee Kartikeya Sarabhai, and leaders from the Centre for Environment Education (CEE) to contextualize sustainability within local governance, industry practice, and civic engagement. Through workshops, hackathons, and cross-border partnerships, these discussions strengthened the program's goal of connecting curriculum innovation to community outcomes and preparing trainers to cascade learning in their own institutions.

The ToT ended with facilitator rubrics and peer-reviewed micro-teach sessions to standardize delivery quality; participant reflections pledged to host inter-campus hackathons to disseminate best practices throughout the consortium, co-offer cross-listed electives, and incorporate CE rubrics into assessments. The visit also included Heritage-walk, Gandhi Ashram, and Adalaj-ni-vav to understand the sustainability practices.



## “Samvaad” – The Elocution Competition

On July 30, 2025, The Karwaan club hosted "Samvaad"—The Elocution Competition—for MBA students with the theme "Ancient Indian Wisdom and Management" as part of the 5th anniversary celebrations of NEP 2020. More than 250 students attended the event, which was well-planned and had a high level of audience participation. From a preliminary round, 17 finalists were chosen to give engaging speeches that linked Indian heritage to modern leadership and business philosophy.

The finalist addresses translated traditional insights into frameworks that are ready for the workplace by examining concepts like dharma-centric decision-making, the pursuit of artha in line with ethics, and the development of composure and resilience as managerial virtues. Apart from exhibiting exceptional oratory skills, Samvaad'25 provided a forum for intellectual leadership originating from India's traditions, motivating attendees to combine ageless ideas with contemporary management techniques. Judges emphasized the ability to connect classical concepts with contemporary organizational challenges and the authenticity of voice; participants were given carefully selected reading lists and feedback notes to improve their arguments, allowing for a smooth transition from stage craft to thought leadership.



## Apratim 2025: The Talent Night

On August 1, 2025, The Cultural Committee hosted “Apratim: The Talent Night” for MBA students. The Talent Night celebrated the breadth and depth of student talent by illuminating the IMNU campus with poetry, dance, music, and stagecraft. The evening, combined polished solo performers with exciting group shows to produce a potent display of ingenuity, self-assurance, and camaraderie.

The event turned the stage into a platform for expression and cooperation with its colorful themes, careful production, and eager audience participation. Apratim 2025 was a memorable evening that enhanced campus culture and encouraged upcoming performers to take center stage.



## Ice Breaking Tournament

The Ice Breaking Tournament 2025, organized by Sports Committee, brought new students together through competitive, team-oriented competition to kick off the academic year. With competitions in women's throwball, chess, and volleyball, the tournament promoted friendship, healthy competition, and an inclusive athletic spirit that set a positive tone for the term.

Peer support and high participation made for an exciting environment for making new friends and strengthening class bonds. Both seasoned athletes and novices found a place on and around the court thanks to the format's ability to strike a balance between competitive intensity and a friendly atmosphere, creating momentum for a busy campus sports calendar in the future.



## NetworkShetra 2.0

On August 20, 2025, Swayam, the Entrepreneurship Club at IMNU successfully organized NetworkShetra 2.0, a dynamic networking event aimed at fostering meaningful professional connections among students, alumni, and industry enthusiasts. The event witnessed enthusiastic participation, with engaging discussions, interactive sessions, and collaborative activities that encouraged students to exchange ideas, share entrepreneurial insights, and strengthen their communication and networking skills. Designed as a platform for experiential learning, it allowed participants to explore the real-world significance of networking and relationship-building in the entrepreneurial ecosystem.

Concluding on a highly positive note, NetworkShetra 2.0 embodied the essence of IMNU's collaborative and growth-oriented culture. Students walked away with new perspectives, valuable connections, and a renewed sense of community within the institute.



## Click and Connect

On August 25, 2025, Pratikriti—IMNU's Photography Club—hosted "Click and Connect," a one-day exhibition with the theme "Capturing the Life and Landscape of Nirma University." With 72 entries from students and faculty, the exhibition featured vibrant views of campus life and its tranquil surroundings. The curation placed a strong emphasis on composition, storytelling, and the emotional impact of commonplace scenes, transforming well-known university locations into captivating images that spoke to the local population.

The show honored creativity and campus pride equally among student and faculty categories, capturing the essence of Nirma University through photographs that combined landscape and life to create an unforgettable visual story. "Click and Connect" provided an invigorating experience of visual storytelling and artistic expression by capturing moments that emphasized both academic vibrancy and natural beauty.



## Slam Dunk 2025

From August 23 to 26, 2025, Sportzzz Comm, the Sports Committee of IMNU, hosted Slam Dunk 2025, a thrilling three-day inter-cohort basketball tournament which featured high-energy plays, nail-biting finishes, and electrifying crowd support as teams battled it out on the court with passion and determination. The atmosphere was charged with enthusiasm, cheers, and sportsmanship, reflecting the students' love for the game and their commitment to teamwork. The event not only showcased raw talent and athletic excellence but also strengthened the bonds among the IMNU community, bringing students together across batches in a spirit of friendly rivalry and unity.

Beyond the scores and victories, the event embodied IMNU's belief in holistic development—balancing academics with physical vigor and collaborative spirit. The resounding applause and lively participation made the tournament an unforgettable experience for players and spectators alike. Concluding on a triumphant note, the event stood as a testament to IMNU's vibrant athletic culture, marking a memorable and inspiring start to the academic year.



## Welcoming “Nirmacha Vignaharta”: Ganesh Chaturthi Celebrations at IMNU

On August 27, 2025, the Cultural Committee of IMNU, celebrated Ganesh Chaturthi with great joy, devotion, and enthusiasm, bringing the IMNU community together in the true spirit of unity and tradition. The campus was filled with festive energy as students, faculty, and staff came together to welcome Lord Ganesha with chants, music, and vibrant decorations. The beautifully crafted idol, affectionately named “Nirmacha Vignaharta,” symbolized the collective hopes and positivity of the IMNU family.

The celebration continued with a traditional puja, where prayers were offered for wisdom, prosperity, and success in the academic year ahead. The divine ambiance, filled with devotion and togetherness, created moments of reflection and happiness for everyone present. The event not only reinforced cultural and spiritual values but also highlighted IMNU's commitment to celebrating diversity and fostering a strong sense of community among its members.



## Shaam-E-Khaas: A Night of Words, Wit, and Wonder

On September 2, 2025, the IMNU auditorium was buzzing with creativity and expression for Shaam-E-Khaas, Karwaan's signature open mic event. It was a fantastic night where twenty talented students from the university got to share their passion. The performances were incredibly diverse, ranging from poetry and storytelling to stand-up comedy and soulful music. The whole evening really showed the power of words and emotions to connect people.

The highlight of the night was a special performance by the amazing guest speaker, Mr. Ranmal Jain. His eloquence and humor added so much to the already lively atmosphere. His presence was truly inspiring, and his words of encouragement made everyone feel a sense of camaraderie, motivating them to keep chasing their creative dreams.

Shaam-E-Khaas was much more than just a series of performances. It was a true celebration of art, authenticity, and courage. The event proved how IMNU's clubs create safe spaces for students to express themselves fearlessly, share their stories, and build emotional intelligence through performance and storytelling.



## RaasRang: Celebrating Tradition, One Step at a Time

The IMNU was full of life on September 3-4, 2025, thanks to RaasRang. Hosted by Club Fiesta, this two-day Garba workshop was a vibrant celebration that dove deep into the rhythmic traditions of Gujarat's most beloved dance form. A whopping 521 students joined in, all eager to master the traditional Garba steps and experience the joy of their culture.

Professional instructors from Rangrasiya Garba Classes led the workshop. Their expert guidance transformed the sessions into a lively mix of learning and celebration. The campus was filled with the infectious energy of Navratri, with rhythmic beats, colorful outfits, and synchronized movements everywhere you looked.

The event was sponsored by Nidhivan Na Garba, UBoat Gota, and Oven the Bakery. Their support helped make the atmosphere even more festive, complete with delicious refreshments and fun giveaways. RaasRang was more than just a dance workshop; it was a celebration of heritage and community. It reminded everyone how celebrating traditions together creates an unspoken bond of joy and unity. The event's huge success showed the club's commitment to promoting India's rich culture and highlighted IMNU's belief in helping students grow in a holistic way through art, tradition, and a strong community spirit.



## Muskaan

Spandan, the Social Club of IMNU, organized “Muskaan” on September 4, 2025 at the Chinmay Residential and Day-Care Institute for Neurologically Divergent Children. Twenty-five volunteers engaged more than fifty children through interactive games, dance performances, and lively cartoon mascots, which helped create a cheerful and inclusive environment. The visit included a campus tour, the distribution of snacks, and the gifting of stationary items to instill learning. The thoughtfully planned activities fostered joy and connection, reinforcing empathy, social responsibility, and community partnership as key values of the club's outreach.



## KPMG Lean Six Sigma Certification Course by Optimus

This year's professional upskilling calendar kicked off with a major success as IMNU's Operations Club hosted the prestigious KPMG Lean Six Sigma Green Belt Certification Course from September 5 to 7, 2025. This intensive, 30-hour workshop, attended by 60 students, cemented IMNU's reputation for providing hands-on, industry-recognized credentials. The course provided participants with the definitive toolkit for achieving process excellence through data-driven problem solving.

Delivered by experts from Optimus, the program was a deep dive into the DMAIC (Define, Measure, Analyze, Improve, Control) framework. Students engaged in structured modules and rigorous applied exercises, moving beyond theory to build practical competence in quality management and continuous improvement methodologies. The atmosphere was one of focused intensity, with future managers eagerly learning how to spot and eliminate waste and variability across various business processes.

This certification initiative is a direct reflection of IMNU's unwavering focus on industry-aligned learning and enhancing student employability. Acquiring the Green Belt not only signifies a mastery of operational thinking but also drastically improves a professional's marketability in roles demanding efficiency and quality control. The successful completion by this cohort ensures that they are now prepared to become process innovation leaders, ready to deliver measurable bottom-line improvements in their future organizations.



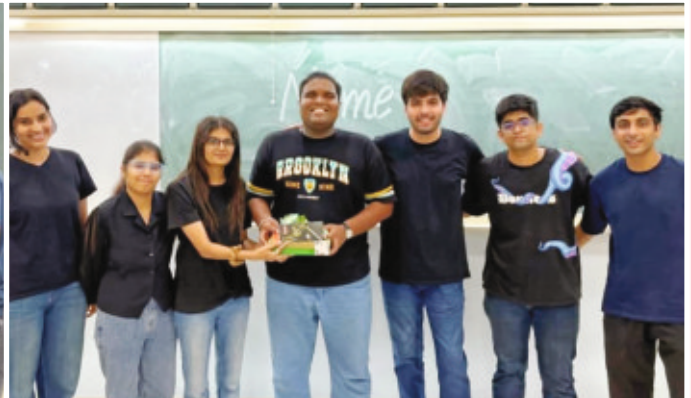
## Meme Carnival 2025: A Celebration of Wit, Creativity, and Campus Spirit

The Website and Media Committee (WMC) of IMNU brought the fun with its signature event, Meme Carnival 2025, on September 8-9, 2025. With over 200 excited participants, this two-day event was a hub of creativity and laughter, celebrating humor as a vital part of student life.

The campus was buzzing as students from both the MBA and BBA programs came together to test their wit, reflexes, and teamwork. The event was packed with interactive and hilarious games like Perfect Drop, Mystery Bottle, Steady Sticks, Pick n Play, and Cup Quest. Each game was designed to mix some friendly competition with pure fun and laughter.

The main event was the highly anticipated Caption Card Competition, which really put participants' creativity and quick thinking to the test. Team "The Croods" from MBA II Year took first place, with members Khushi Mulla, Khyati Sharma, Shalini Bhadoria, and Raghav Modi. The runners-up were Team "Better Luck Next Time" from MBA I Year, made up of Saksham Arora, Michael Fernandes, Ritik Nagpal, and Chinmay Dole.

Sponsored by AJ Wonder, Meme Carnival 2025 was more than just an event; it was a great reminder of how important humor and creative expression are for building connections and creating a positive campus culture. By combining entertainment with teamwork and innovation, WMC once again showed IMNU's commitment to helping students become well-rounded individuals who bring enthusiasm, originality, and a collaborative spirit to every part of their university life.



## Avyana: A Journey Through Poetry and Emotion

On September 9-10, 2025, Sumantra – The Literary Club of IMNU hosted Avyana, a two-day Hindi poetry event that celebrated the beauty and depth of language through heartfelt performances. The event was held in two sessions, from 1:00 to 3:00 PM on the first day and 4:00 to 6:00 PM on the second, and drew an intimate audience of about sixty and forty attendees respectively. Everyone was completely captivated by the rhythm and emotion of the spoken poetry.

Avyana gave budding poets a platform to express their feelings, thoughts, and dreams through their own original work. The atmosphere was both thoughtful and inspiring, filled with verses that felt incredibly authentic and filled with cultural pride.



The poems covered a wide range of topics, from love and identity to resilience and hope, beautifully reflecting the many experiences of student life and the emotional landscape of youth.

Beyond the literary aspect, Avyana created a strong sense of community and belonging. It highlighted how poetry is not just an art form but also a bridge that connects hearts and minds. The event ended with a powerful feeling of inspiration, leaving both the performers and the audience enriched by a shared celebration of creativity and Hindi literature.

## BrandWizer 2025: The Times Square Takeover Ignites Marketing Creativity

On September 12, 2025, Niche, The Marketing Club of the IMNU, successfully hosted its flagship competition, BrandWizer 2025: The Times Square Takeover. This was a two-day event brought together nearly 170 students, with enthusiastic participation from 42 MBA teams, to test their strategic acumen and creative thinking.

The competition featured several engaging rounds, including crosswords, logo bingo, and brand-sudoku along with newspaper-style marketing games designed to challenge memory and brand recall.

On September 13, 2025, the event featured a high-energy relay followed by product ideation, where students had to develop brand names, taglines, and solutions to real-world problems.

The final rounds were judged by Mr. Rutvij Rajpurohit (Founder of Sane Creatives Studios), and Prof. Jayesh Aagja, whose presence added immense value to the competition. The event ended with a prize distribution ceremony where Team Powerpuff Five, comprising Mansi Pareek, Rashi Shah, Riya Singh, Mahek Murjani (MBA-FT, 1st Year), and Diya Bohra (IMBA, 1st Year), secured the first position. The first runner-up position was bagged by Team Baby Kotlers, consisting of Chiranjitsinh Gohil, Anshu Yadav and Sakshi Shah (MBA-FT, 2nd Year), along with Manya Gupta and Aaditya Kamboj (IMBA, 1st Year). The event successfully celebrated innovation and marketing acumen.



## Regional Round of National Financial Literacy Quiz 2025 organized at IMNU

On September 13 and 14, 2025, the Regional (Western) Round of the National Financial Literacy Quiz (NFLQ) 2025 was organised at IMNU by the National Institute of Securities Markets (NISM) in conjunction with Securities and Exchange Board of India (SEBI).

The quiz aligned with NISM's objective to improve financial literacy among young people. The event witnessed enthusiastic attendance from approximately 100 undergraduate and postgraduate institutes hailing from Maharashtra, Gujarat, Goa, Madhya Pradesh, and Rajasthan. The tournament demonstrated outstanding passion and understanding from the participants, underscoring the growing relevance of financial literacy.



Notably, teams from both IMNU and the Institute of Commerce at Nirma University successfully reached the finals. The success of the event was attributed to the dedicated efforts of NISM and IMNU, led by Dr. Punit Saurabh and Dr. Lalit Arora.



### FinTalk 1.0: A Journey into India's Retail Finance with Mr. Sanjay Shukla

The IMNU, was the site of significant industry engagement on September 30, 2025, as students and faculty gathered for FinTalk 1.0, the flagship event organized by Finesse, the university's Finance Club. The evening was dedicated to connecting future finance leaders with those currently shaping India's financial architecture, and the distinguished guest was Mr Sanjay Shukla, Managing Director of the National Housing Bank.



Mr Shukla immediately established a commanding presence as he began his keynote address, "The Evolution of Retail Finance in India." He opened by stressing the profound economic influence of housing, which impacts over thirty-two sectors, ranging from construction materials to banking. Using this foundation, he walked the audience through the journey of retail finance, explaining how instruments such as credit cards, gold loans, and microfinance have become critical tools for financial inclusion. He highlighted the transformative effect of government initiatives since 2014, including zero-balance Jan Dhan accounts and Direct Benefit Transfers (DBT), noting that the country now proudly records more than seven hundred million active bank accounts.

The session was enhanced by Mr. Shukla's personal reflections. He shared powerful moments from his professional life, like seeing a shopkeeper in a remote village use UPI with the same ease as an executive in a metro city, calling this widespread digital adoption India's true fintech revolution. He was also candid about the sector's structural issues, noting that small business lending remains fragile due to limited access and systemic hurdles.



## NSS Cleanliness Drive under Swachh Bharat Initiative

The National Service Scheme (NSS) unit of IMNU organised a cleanliness drive on October 2, 2025, in observance of Mahatma Gandhi's birth anniversary, under the Swachh Bharat initiative. Student volunteers reaffirmed their commitment to a cleaner and greener environment by taking a collective oath, reinforcing the values of civic responsibility and social consciousness advocated by the Father of the Nation.

To ensure focused action, volunteers were divided into two dedicated teams—one assigned to cleaning Charodi Lake and the other to cleaning the surroundings of the Nirma University campus. Through active participation, the teams collected plastic waste and cleared public spaces, successfully amassing over 60 kg of waste. The drive served as a meaningful reminder of the power of collective action in environmental conservation and reflected the institute's continued emphasis on community engagement and responsible citizenship.



## HR Analytics Workshop by KPMG for MBA (HRM) Students

IMNU organized the HR Analytics – Leveraging Data for Strategic HR Decisions workshop from October 6 to 10, 2025, for second-year MBA (HRM) students by KPMG. The programme was organized by Imprintz – The HR Club of IMNU and was designed to enhance students' analytical capabilities by strengthening their understanding of data-driven decision-making in the field of human resource management. The workshop witnessed the active participation of 48 students, creating an engaging and application-oriented learning environment.

The workshop focused on developing technical proficiency in three key tools—Microsoft Excel, Orange, and Power BI—widely used for HR data management, analysis, and visualization. Through hands-on learning and practical applications, the initiative equipped students with industry-relevant skills, reinforcing IMNU's commitment to preparing future HR professionals for an increasingly analytics-driven business environment.



## Enflammer 5.0

Enflammer 5.0, organised by News Junction – The News Club of IMNU, was held on October 11, 2025, and provided an intellectually stimulating platform that tested participants' awareness, wit, and quick thinking. The event witnessed enthusiastic participation, with teams competing across multiple engaging rounds designed to challenge their understanding of current affairs, media literacy, and general awareness.

The competition featured a variety of innovative rounds, including decoding real versus fake headlines, solving jumbled news, nostalgic video identification, and sound recognition challenges, which kept the atmosphere dynamic and engaging throughout. The event concluded with a felicitation ceremony, making Enflammer 5.0 a memorable and thought-provoking experience that reinforced critical thinking and informed engagement among students.



## Sahara 2025

Sahara 2025, organised by Spandan – The Social Club of IMNU, was held on October 11, 2025, and a heartwarming outreach initiative that celebrated respect, empathy, and intergenerational bonding. Held at Jeevan Sandhya Old Age Home, the event brought together over 100 student volunteers who spent meaningful time engaging with the residents, fostering an atmosphere of warmth and mutual connection.

The day unfolded with interactive activities and games such as cricket, ball-in-a-basket, and musical chairs, complemented by heartfelt conversations that brought smiles and joy to everyone present. Sahara 2025 reflected the institute's commitment to social responsibility and community engagement, reinforcing the values of care, compassion, and collective well-being among its students.



## Staff Development Programme: “Brand You – Self-Development”

IMNU organized a Staff Development Programme titled “Brand You: Self-Development” on October 18, 2025, for staff members of the UG and PG departments. The programme was designed to strengthen personal and professional competencies by imparting essential management and self-development skills aimed at enhancing workplace effectiveness and individual growth. The workshop was conducted by Prof. Nityesh Bhatt, Director & Dean, IMNU whose insights and guidance added significant value to the learning experience.

The programme witnessed the participation of 20 staff members and focused on broadening work perspectives, building confidence, and fostering a proactive approach to



professional responsibilities. Overall, the initiative reflected IMNU's commitment to continuous staff development and capacity building, contributing positively to institutional growth and efficiency.

## TECHNOVA: Driving Digital Transformation in Global IT Operations

On October 28, 2025, IMNU organized an expert session under the TECHNOVA initiative, focusing on “Driving Digital Transformation in Global IT Operations.” The session was led by Mr. Nilesh Vohra, Partner – CIO Consulting, Infollion, who provided a comprehensive overview of the ongoing evolution in global IT management. Mr. Vohra emphasized the shift of technologies such as cloud computing, automation, and cybersecurity from optional enablers to fundamental drivers of organizational success. He stressed the importance of aligning digital initiatives with broader business strategy to ensure measurable impact on performance, scalability, and resilience.

The session delved into case studies of organizations that successfully integrated digital technologies into operational frameworks, illustrating best practices for digital leadership and IT governance. Students were exposed to critical concepts such as the strategic adoption of enterprise automation, optimization of global IT processes, and leveraging cybersecurity as a competitive advantage. The discussion highlighted how IT leaders can act as strategic partners, driving innovation while managing operational risks.

In addition to technical insights, Mr. Vohra underscored the human and cultural aspects of digital transformation. He emphasized the importance of fostering a culture of continuous learning, adaptability, and collaboration to overcome resistance and accelerate the adoption of new technologies.



## E-Insights: Bridging Worlds – Business Beyond Borders

Swayam – The Entrepreneurship Club of the IMNU organised E-Insights: Bridging Worlds – Business Beyond Borders on Nov 3, 2025, featuring Mr. Robinder Sachdev, President of Imagindia, as the guest speaker. The session offered a thought-provoking



perspective on the evolving global landscape, where borders are simultaneously dissolving and tightening amid shifting geopolitical realities. Mr. Sachdev introduced the concept of a “new world matrix,” shaped by global disruptions such as the pandemic and changing power equations, and emphasised values of coexistence, non-violence, and hope as essential foundations for a sustainable future.

The session concluded with an engaging interactive discussion, during which Mr. Sachdev shared insights into Imagindia, his entrepreneurial journey, and the importance of building soft power and global credibility for startups. He encouraged students to think beyond geographical boundaries while remaining rooted in strong values and purpose-driven leadership. The event concluded with Prof. Nityesh Bhatt presenting a memento to the speaker, marking a meaningful close to an insightful exchange on global entrepreneurship and leadership.

### IMNU Shines at Inter-Institute Football Tournament 2025

IMNU successfully hosted the Inter-Institute Football Tournament 2025 from 3rd to 5th November 2025 in coordination with the Students Welfare Board. The tournament witnessed enthusiastic participation from 195 students representing various institutes, creating a highly competitive and energetic sporting environment. Matches across categories showcased skill, teamwork, and sportsmanship, drawing significant engagement from participants and spectators alike.

In the men's category, ITNU (Institute of Technology, Nirma University) secured the Gold medal, while IPNU (Institute of Pharmacy, Nirma University) emerged as the Silver medalist. In the women's category, ITNU (Institute of Technology, Nirma University) clinched Gold and IMNU proudly won Silver. The event was marked by a vibrant and spirited atmosphere, with large crowds cheering passionately for their teams, reinforcing the spirit of camaraderie, healthy competition, and athletic excellence within the IMNU campus.



## Filmy Mela

Filmy Mela, organised by Chehre – The Dramatics Club of the IMNU, brought together an impressive 96 teams in a vibrant celebration of cinematic knowledge, creativity, and teamwork. Spread across two engaging days which are Nov 4 and 6, 2025, the event created an energetic atmosphere where students came together to celebrate their shared passion for films while showcasing sharp observation skills and quick thinking.

Participants competed in a series of entertaining and intellectually stimulating rounds such as Filmy Tambola, Reverse Dumb Charades, and Movie Trivia, each designed to test memory, creativity, and teamwork. The event concluded on a high note, emerging as a delightful blend of entertainment and intellect, and reinforcing IMNU's culture of creativity, collaboration, and holistic learning.



## Ingenium 6.0

Imprintz – The HR Club of the IMNU organized Ingenium 6.0, a two-day HR and management simulation event designed to evaluate participants' analytical thinking, strategic decision-making, and collaborative ability in competitive environments. The event immersed students in experiential learning through three engaging rounds — an Online Quiz, a strategic Bidding Round, and an interactive Maze Round that emphasised real-time HR problem-solving and situational judgment.



With 104 participants actively competing across teams, Ingenium 6.0 created a dynamic platform for students to engage with practical HR scenarios while operating under time-bound challenges. The event concluded with insightful performances that reflected strong leadership, teamwork, and managerial competence, reinforcing Imprintz's commitment to fostering applied learning, professional excellence, and future-ready HR leaders within the IMNU community.

## Nirma Trading League (NTL 2025)

Nirma Trading League (NTL 2025), a national-level trading competition and the flagship event of Finesse, the Finance Club of IMNU, commencing on November 11, 2025. The three-day league was designed as a high-impact experiential learning initiative, offering participants an opportunity to engage with financial markets through a structured and realistic trading environment.

The competition started with trading activities aligned to real-time National Stock Exchange (NSE) market hours. This alignment ensured that participants operated within authentic market conditions, enabling them to execute trades in response to live price movements, volatility, and market news. The real-time simulation closely mirrored actual trading scenarios, thereby enhancing the practical relevance of the exercise.

Participants were evaluated based on the profitability of their portfolios at the conclusion of the competition, encouraging disciplined trading behavior, informed risk-taking, and strategic decision-making.

The event was hosted on Unstop and StockGro, significantly expanding its digital reach and facilitating seamless participation from institutions across the country. The league witnessed enthusiastic engagement, with an expected participation of approximately 1,000 students from B-schools nationwide, positioning NTL 2025 as a large-scale inter-institutional trading competition.



## Kurukshetra 4.0

Club XquizIT – The Intellectual Hub of the IMNU, organised Kurukshetra 4.0, an inter-club and inter-committee, strategy-driven competition designed to challenge participants' problem-solving abilities, strategic thinking, and team coordination in a competitive environment on November 7, 2025. The event comprised two engaging rounds featuring multiple game-based challenges that required participants to navigate uncertainty, collaborate effectively, and make informed decisions under time pressure.



With the participation of 108 students across various clubs and committees, Kurukshetra 4.0 served as an intellectually stimulating platform that fostered constructive competition and experiential learning. Following an intense and closely contested final round, the Student Welfare Committee emerged as the Winner, while Finesse secured the Runner-up position, reflecting the high level of preparation and strategic acumen demonstrated by the participating teams.



### Spreading Smiles Among Senior Citizens Through the SNEH Initiative

NSS of IMNU organized a heartwarming outreach initiative titled “SNEH – Old Age Home Visit” on November 14, 2025, at Jivandhara Vrudhashram, Lambha, with the objective of spreading joy, care, and companionship among senior citizens. The initiative witnessed enthusiastic participation from 51 student volunteers who came together to create a positive and engaging environment for the elderly residents. Through meaningful interactions, the volunteers aimed to foster emotional connection and social inclusion.

The visit featured engaging interactive sessions and delightful cultural performances by the volunteers, creating moments of happiness and shared laughter. The event concluded with the distribution of gift bags and mementos, leaving behind warm memories for both the residents and the participants. Overall, the SNEH initiative reflected NSS IMNU's continued commitment to community service and social responsibility, while making a meaningful impact through compassion and human connection.



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## Investomania

Investomania 2025, the flagship finance event organized by Finesse – The Finance Club of IMNU, was successfully conducted on November 18 to 19, 2025, witnessing enthusiastic participation from 30 students. The two-day event was designed to provide a rigorous and practical exposure to equity markets through a structured, competitive format. The event comprised two rounds aimed at testing participants' financial knowledge, analytical ability, and strategic decision-making. In Round 1, teams were allocated a virtual corpus of ₹1 crore and participated in a real-time stock market simulation. Participants were required to construct and actively manage equity portfolios while responding to dynamic market movements, thereby applying theoretical finance concepts in a realistic trading environment. Based on portfolio performance and strategic justification, shortlisted teams advanced to the next stage. Round 2 consisted of a high-intensity finance quiz that evaluated conceptual clarity, market awareness, and overall financial acumen. Emphasis was placed not only on returns generated but also on investment rationale, risk



assessment, and the ability to defend strategic choices. The competition concluded with Dalal Street ke Badshah securing first place, followed by Badmash Company and The OGs in second and third positions respectively.

## Battle-O-Best

Karwaan – The Public Speaking Club of IMNU successfully organized Battle-O-Best, its flagship inter-club competitive event, conducted on November 20, 21 & 23, 2025. The three-day intellectual conclave witnessed the participation of 100 students, comprising 25 teams of four members each, representing various clubs and committees of the Institute. Conceived as a rigorous academic and co-curricular platform, Battle-O-Best was structured across three knockout rounds, each progressively designed to assess critical reasoning, articulate expression, persuasive discourse, teamwork, and stage presence. The format challenged participants to demonstrate intellectual agility, clarity of thought, and composure under competitive pressure. The event fostered an atmosphere of scholarly competition and collaborative learning, marked by engaging deliberations and dynamic



performances. Esteemed faculty members and invited judges offered incisive evaluations, significantly enriching the participants' learning experience. Following a series of closely contested rounds, Team Kaizen, representing the Alumni Committee of IMNU, emerged as the winner, while XQuizIT, the Intellectual Hub of IMNU, secured the position of first runner-up, earning recognition for their consistency and rhetorical excellence. Overall, Battle-O-Best stood as a testament to Karwaan's enduring commitment to cultivating eloquence, intellectual depth, and leadership acumen, thereby reinforcing its significance within IMNU's academic and co-curricular landscape.



## Udaan

Udaan, organized by Spandan – the Social Club of the IMNU was a community outreach initiative aimed at spreading joy, creativity, and meaningful social engagement, held on November 22, 2025. Hosted on the Nirma University campus, the event welcomed over 50 children from the Humankind NGO for a day of experiential learning and interactive play. The event began with breakfast, followed by a series of interactive games conducted by 11 university clubs and committees, creating a lively atmosphere filled with enthusiasm, teamwork, and campus-wide collaboration.



The children participated in creative workshops such as stone painting and keychain making, encouraging self-expression and imagination. The day concluded with the distribution of goodies, ensuring a memorable and rewarding experience for every participant. With active involvement from multiple student bodies, Udaan served as a dynamic platform for social impact, reinforcing Club Spandan's commitment to community service while leaving a lasting impression on both the children and the IMNU community.

## Youth Unscripted: A Dialogue on Independent Thinking

The Literary Club of IMNU successfully organized Youth Unscripted: A Dialogue on Independent Thinking on November 21, 2025, featuring Mr. Rishabh Shah, Founder of the Indian International Movement to Unite Nations (IIMUN) and author of Young, Wired & Not Woke. The session focused on the impact of digital algorithms on individual thinking and highlighted the growing need for students to cultivate independent perspectives beyond curated online narratives. Mr. Shah emphasized the importance of critical engagement with information, encouraging participants to question, analyze, and reflect rather than passively consume digital content.



Further, the speaker urged students to view universal ideas through an Indian lens and to consciously choose role models who positively influence their values and life direction. The interactive discussion and thought-provoking insights fostered self-awareness, critical thinking, and intellectual independence among the participants. The event concluded with meaningful reflections, leaving students inspired to approach ideas with greater clarity, confidence, and discernment in an increasingly digital world.

## MBA's Got Latent

Swayam – The Entrepreneurship Club of the IMNU, hosted MBA's Got Latent, an innovation-driven event designed to challenge students' creativity, strategic thinking, and ability to perform under time pressure on November 27, 2025. The event provided a high-energy platform where participants were encouraged to think entrepreneurially while navigating uncertainty and competition.



The competition revolved around mystery boxes, where teams engaged in intense trading rounds before crafting and pitching their final products. With the participation of 12 teams and over 50 students, the event witnessed enthusiastic engagement and dynamic idea exchanges. The experience culminated in a showcase of entrepreneurial acumen, reflecting Swayam's continued commitment to fostering innovation, collaboration, and future-ready leadership among IMNU students.

### Ignus: Exploring Analytical Thinking and Logic

Clique – The IT Club of the IMNU, organized Ignus, a two-day analytical thinking event that brought together logic, speed, and strategic decision-making held on Nov 28-29, 2025. The first day tested participants' logic and speed through a high-pressure Puzzle Round and a Maze Challenge. Competing against the clock, participants had to navigate complex problems to secure a spot in the next phase, with shortlisting based strictly on their performance timings.

The momentum carried into Day Two with the high-energy Bidding Game, where teams transitioned from logic puzzles to strategic financial analysis. Participants were required to evaluate various sectors, companies, and financial ratios to make calculated bids and earn stars. Following an intense competition, Team Real Moh Maya emerged as the winners, with Team 11 securing the position of Second Runner-Up. The event stood as a testament to the students' ability to blend strategic decision-making with quick mental processing.



### Showdown 2025 by Expressions – The Fun Club

Showdown 2025, organised by Expressions – The Fun Club of the IMNU, was a dynamic two-day competitive event held on December 4 to 5, 2025, that celebrated physical strength, coordination, and team synergy. The first day featured an energetic Tug of War competition, drawing active participation from over 50 teams and showcasing remarkable determination as 17 teams successfully advanced based on their performances. The second day challenged participants through a Blindfold Path Tracing round followed by a high-stakes final clash, specifically designed to test trust, communication, and strategic execution under pressure.



After an intense and closely contested finale, Team Limbusena emerged as the winners. The Runner-Up position was secured by Team Godfather. The event successfully highlighted team spirit, resilience, and competitive enthusiasm on campus, making it a memorable exercise in experiential learning and reinforcing the importance of collaboration and coordination among the students at IMNU.

### Exposure 8.0 by Pratikriti – The Photography Club

Exposure 8.0, organised by Pratikriti – The Photography Club of the IMNU, brought an exciting twist to campus life through its dynamic "Explorers Game" held on December 7, 2025. The event featured a fun and interactive Spin-the-Wheel Bingo Challenge, where participants were required to complete time-bound, location-based tasks across the Nirma University campus. This unique experiential learning format encouraged participants to think critically while navigating complex scenarios in a high-energy environment, fostering collaboration, creativity, and agility.

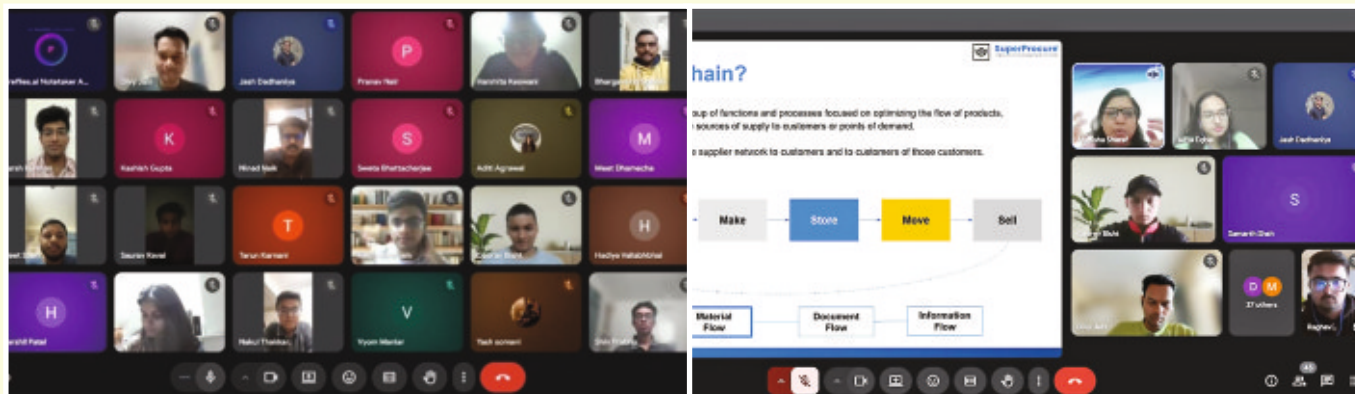


The competition witnessed a strong demonstration of teamwork and strategic problem-solving, concluding with DJ and Gang emerging as the winners. They were followed by Dobble as the First Runner-Up, with Kannu ke Superstars & Showdown securing the position of Second Runner-Up. Exposure 8.0 successfully blended exploration and adventure-filled engagement, reinforcing the spirit of healthy competition and campus-wide enthusiasm at IMNU.

### SuperProcure- Optimus, The Operations Club of IMNU

Optimus– The Operations Club of IMNU, organised SuperProcure, a three-day certification programme conducted from December 9 to 11, 2025, designed to strengthen participants' understanding of logistics and transportation management in contemporary supply chain environments. The programme introduced students to SuperProcure, a digital logistics platform that facilitates efficient transportation planning, real-time tracking and process optimisation through technology-driven solutions. With the participation of 64 students, the certification served as an experiential learning initiative that bridged theoretical concepts with industry-relevant applications.

The structured training sessions enabled participants to gain hands-on exposure to digital logistics workflows, including freight management, shipment visibility, operational control and data-enabled decision-making. At the end of the programme, 57 students successfully earned their certification, reflecting their dedication, engagement, and competence in applying SuperProcure's tools and functionalities.



## PRATIDHWANI 2025 – The Alumni Conclave

Pratidhwani 2025, the 13th Alumni Conclave of the IMNU, was held on December 6, 2025, under the theme "Synnovate: Reconnecting Voices to Redefine Tomorrow". The event commenced with a soulful rendition of Saraswati Vandana and the traditional lighting of the lamp, followed by an address from the Director who emphasized that alumni remain the institute's strongest foundation. The inaugural segment included the unveiling of ALINC, the Annual Alumni Magazine, themed "Synapse," which officially marked the start of a day focused on the fusion of synthesis and innovation within technological and managerial paradigms like Industry 5.0 and Agent AI.

The conclave featured five diverse sessions led by distinguished, each bringing rich industry perspectives. The sessions were delivered by Ms. Praneta Shukla, Head of Strategy, Planning & Execution and Chief of Staff at Razorpay; Mr. Achin Jain, Head of Sales Excellence at Nuvoco Vistas Corp. Ltd.; Mr. Rajesh Kishanpuriya, Managing Director at Ideazfirst; Mr. Naresh Golani, Head – Digital Initiatives at CareEdge Group; Mr. Pramesh Parikh, Vice President at Prudent Insurance Brokers; Mr. Sanjay Shah, Director at MindSyncX Labs LLP; and Ms. Nidhi Sarma, Fractional CHRO and HR Mentor.

Across sessions covering consumer-centric futures, people systems, digital finance, operations, and entrepreneurial resilience, speakers highlighted the critical role of human trust in B2B sales, empathetic leadership in HR, structured automation in operations, and personal well-being in sustaining long-term success. The event concluded by reinforcing the importance of cross-functional synergy and holistic growth, providing students with a comprehensive roadmap for navigating modern business ecosystems. Overall, Pratidhwani 2025 reaffirmed IMNU's strong alumni connect and its commitment to preparing students for meaningful, future-ready professional journeys.



## Bizarre Bazaar, Finesse – The Finance Club of the IMNU

Finesse – The Finance Club of the IMNU, organised Bizarre Bazaar, a two-day finance and strategy-based event conducted on December 11 to 12, 2025 which witnessed the participation of 192 students. Designed to promote entrepreneurial thinking and financial decision-making, the event provided participants with an engaging platform to apply concepts of resource allocation, revenue generation, and strategic planning in a simulated marketplace environment. On the first day, students gathered and leveraged diverse resources to build revenue-generating territories, encouraging creativity, analytical reasoning, and business acumen through experiential learning.



The top-performing teams from the first round advanced to the Monopoly Challenge on the second day, where eight shortlisted teams competed through cash-flow management, property acquisition, negotiation, and adaptive strategy in a competitive setting. The event not only strengthened participants' understanding of financial literacy and economic principles but also nurtured skills such as

strategic foresight, collaboration, and persuasive communication. Following an intense and engaging competition, Team Ladoos and Power Puff Girls were declared the Winning Teams, reflecting their effective planning, adaptability, and financial acumen. Overall, Bizarre Bazaar served as an enriching learning initiative that successfully bridged theoretical knowledge with practical financial application.

## House of Heirs – Escape Room by Udyami

House of Heirs – Escape Room, organised by Udyami – The Family Business Club of the IMNU, event conducted on December 15, 2025, brought together enthusiastic participants for an immersive and intellectually engaging challenge centred on strategy, teamwork, and decision-making under pressure. The event offered a unique experiential learning format that encouraged participants to think critically while navigating complex scenarios in a high-energy environment.



Designed around the themes of legacy, leadership, time management, and collaboration, the escape-room experience unfolded across three structured rounds that demanded coordination, analytical thinking, and swift execution within strict time limits. With active participation from 15 teams, the event showcased strong problem-solving abilities and team spirit. The competition concluded after an intense and closely contested finale, making the event a memorable exercise in experiential learning and reinforcing Udyami’s commitment to nurturing leadership and strategic thinking at IMNU.

## Talkback: Conversations that Challenge Perspectives

The Rainbow Center of IMNU organised a Guest Speaker Session titled “Talkback: Conversations that Challenge Perspectives” on December 17, 2025, featuring Ms. Jaini Sankhala, Certified POSH Trainer at AMA Ahmedabad. The session aimed to build awareness and foster informed dialogue around the Prevention of Sexual Harassment (POSH), encouraging participants to reflect on dignity, respect, and safety in professional environments.



Ms. Sankhala elaborated on the rationale behind POSH, highlighting how power dynamics influence consent and workplace interactions. She discussed the importance of psychological safety and clarified what constitutes sexual harassment across physical, verbal, non-verbal, and digital behaviour, emphasising that the impact of an action matters more than intent. The session also covered the legal framework of POSH under the 2013 Act, rooted in the Vishakha Guidelines (1997), and outlined the role of the Internal Committee in addressing complaints. The interaction offered meaningful insights and reinforced the importance of responsible, respectful conduct in the workplace.

## COPA '25 by SportzzComm

COPA '25, organised by SportzzComm at the IMNU, was an exciting inter-sectional football tournament that brought together teams from across all MBA programmes conducted from December 13 to 15, 2025, with participation from both junior and senior sections. The tournament was marked by high energy, competitive spirit, and commendable sportsmanship, creating an engaging atmosphere throughout the matches.



The event concluded with a thrilling grand finale between Senior Section F and Senior Section E, where Senior Section E emerged victorious after an intense contest. COPA '25 successfully fostered unity, teamwork, and campus-wide enthusiasm, making it a memorable sporting event that reinforced the spirit of collaboration and healthy competition at IMNU.

## Dwait – A Night of Dual Narratives

Dwait – A Night of Dual Narratives, organised by ChEhRe – The Dramatics Club of the IMNU, , conducted on December 16, 2025, was a powerful stage performance that explored the duality of power, truth, and silence within the contemporary socio-political landscape. The production presented a layered and thought-provoking narrative that invited reflection on the complex interplay between authority, morality, and human vulnerability.



Through compelling storytelling and expressive performances, the play examined how power dynamics influence decision-making, how silence often emerges from fear, and how narratives are shaped and controlled by those in authority, frequently obscuring truth beneath public perception. The cohesive teamwork and strong performances made Dwait a memorable theatrical experience, reinforcing the role of theatre as a medium for critical dialogue and social reflection at IMNU.

## RannBhoomi 2025 by Niche

RannBhoomi 2025, organised by Niche – The Marketing Club of the IMNU, was a three-day experiential marketing competition held from December 17 to 19, 2025. Designed as a section-wise challenge for MBA programmes, the event focused on strategic thinking, agility, teamwork, and the practical application of marketing concepts in dynamic and competitive scenarios.



The competition unfolded across three distinct days: Day 1 – Astra Vaar featured a life-sized Snake and Ladder format integrated with marketing-based physical tasks; Day 2 – Astra Vaani centred on product design and presentation evaluated by academic and industry experts; and Day 3 – Astra Vijay tested speed, accuracy, and decision-making through engaging head-to-head marketing challenges. Based on cumulative performance across all three days, Section E emerged as the winner, with Section D securing the runner-up position. RannBhoomi 2025 stood out as a strong demonstration of experiential and industry-relevant learning, reinforcing IMNU’s emphasis on applied management education.

## Industrial Visit to Amul Madhur Dairy Plant

Students of the Integrated BBA-MBA programme at IMNU undertook an industrial visit to the Amul Madhur Dairy Plant on December 20, 2025. The visit was organised to provide students with first-hand exposure to large-scale dairy operations and to enhance their understanding of industry practices beyond the classroom. Through guided interactions and structured walkthroughs, students were introduced to key operational areas of the plant. The successful organisation of the visit was made possible with the support and coordination of Dr. Punit Saurabh and Dr. Shaurya Srivastava, whose efforts played a key role in facilitating the industry interaction.



During the visit, students gained valuable insights into milk procurement, processing, quality control, and supply chain management within a cooperative business model. The experience helped them understand how operational efficiency, coordination, and quality standards are maintained in a real-world industrial environment. Overall, the visit proved to be highly informative and successfully bridged theoretical management concepts with practical industry applications, enriching the students’ learning experience.



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