

SVKM'S NMIMS UNIVERSITY
SCHOOL OF Business Management

Student Council & Various Cells Details – 2017-18

Student Council

1. Functionality of the cell

The Student Council is the apex student body at NMIMS and represents the batch of the full-time students at the campus. A team of 13 Executive members supports the Administration with responsibility for each student body or activity on campus. Additionally, the Student Council Representatives (SCRs) and Class Representatives (CRs) are required to co-ordinate with the body. The raison d'etre of the Student Council is to be a formal communication channel between the students, faculties and the administration.

While it seeks to address any queries and resolve any issues that the students and/or admin may face, the Student Council also relentlessly strives towards the enrichment of the campus experience. It helps navigate all student-related activities at NMIMS, and bears the sole responsibility for organizing “Paragana” – The annual seminar and flagship B- School festival, “Euphoria” – The annual cultural fest, and all the college sporting events. The Council also assists in all public relations activities and supervises the various student publications and newsletters at NMIMS

2. Differentiating Factor of the Cell

The Student Council is responsible for the activities of 14 other student bodies in the college.

3. Team Member Details

Faculty In-Charge Student Activities: Prof. Hari Iyer
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4. List of Major Events

- MANAN: Traditional welcome for the first year students
- Parichay: Intra-college B plan competition
- Augustus: Intra-college cell activities under the Council's banner
- Paragana: Annual B-School Fest
- Seminars: TEDxNMIMS, Corporate Seminars and Illuminar
- Euphoria: Annual Cultural Fest
- Sports: Arcadia, NM Soccer League and NM Cricket League (Intra-college) & Samarthya (Intercollege)

Core Cells

Placement Committee

Placement Committee at SBM, NMIMS, a team of young minds with excellent industry exposure, synergizes well on cross-functional skills to serve varied interests of the batch. They maintain an excellent rapport with the batch and stay abreast with relevant market insights aiding the students of the batch to deliver the toughest interviews successfully. They proactively contact companies and conduct the placement process, thereby popularizing the brand SBM, NMIMS to the corporate fraternity. The team is result oriented and works towards placements for summers and finals of nearly 1,000 students across all programs namely MBA and MBA Human Resources.

Major events of Placement Committee include Final Placements, Summer Internship, PrePlacement Talks, Corporate Visits, and Industry Interactions with Alumni & Guest Lectures.

Director (Placements) - Ms. Shobha Pai

The Placement committee for the academic year 2017-18 is as follows:

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Industry Institute Partnership Cell (IIPC)

1. Functionality of the Cell

The Industry Institute Partnership Cell is an interface between the academia and the industry which functions to bridge the gap between the expectations of the industry and the development of the students, by providing corporate projects. It is also the consulting division of NMIMS and is responsible for carrying out research with the aid of the industry. It aims to provide exposure to the students and build their intellectual capital by means of corporate (live) projects, guest sessions, preparatory workshops, case study competitions and business conclaves, while simultaneously strengthening the sphere of consulting at NMIMS.

2. Differentiating Factor of the Cell

Our aim is to supplement the theoretical knowledge of the students with the practical insights of the Industry and our initiatives are in sync with this motive.

- 1) Practical approach to learning: IIPC brings in corporate projects to provide an opportunity to the students to apply their classroom learning and experience the functioning of a corporate.
- 2) Industrial trends: Guest sessions and workshops are organized regularly to introduce the students to emerging trends and arm them with the skills required to succeed.
- 3) Consultancy: The consultancy arm of IIPC introduces, coaches and develops the skills of the students who are interested in pursuing a career in consulting.
- 4) Research: The research division works in collaboration with the industry to publish white papers and provide a platform to ideate and share original ideas.

3. Team Member Details

Faculty In-Charge-Dr. Bala Krishnamoorthy Associate Dean (Accreditation) & Professor and Area chair- Strategy
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4. List of Major Events

- Meet the iCONS: An interactive session with the star performers at various corporate competitions who have represented NMIMS on multiple such coveted platforms
- Concentric: A 3 day Consulting event aimed at providing business insights of the consulting industry to the management students, via workshops, speaker sessions and national level case study competitions
- Concrux: A guesstimate event to help students understand the consulting process
- Management Consulting Conclave: The flagship national level consultancy convention on current and emerging fields attended by various eminent CXO's of the industry
- Convisage: An all India case study challenge in the field of strategy consulting
- Mantrana: The bi-annual consulting magazine highlighting consulting trends and developments

Social Responsibility Forum (SRF)

1. Functionality of Cell

The Social Responsibility Forum (SRF) is the student body of NMIMS that strives to promote social sensitivity among MBA students by executing various short-term and long-term civic engagement activities. The activities undertaken by the cell range from conducting various drives like 'Blood Donation' and 'Joy of Giving Week' to handling long term projects like the 'Fireflies Program', 'Lighthouse Project' and 'Green Batti Project', wherein MBA students volunteer to interact with the social upfront of the profit and non-profit organizations. We provide a platform for various social organizations like India Donates (Crowdsourcing platform) and Vision India to create awareness amongst our students thus encouraging them to offer their skills through volunteering, special projects and research related activities inclined towards the benefit of these organizations.

2. Our Differentiating Factor

SRF is a forum for young, proactive and enthusiastic leaders who believe in solving problems skilfully thereby creating a sustainable future. In addition to providing a broad base for social projects and initiatives, SRF also offers the students with numerous opportunities which involve application of their management skills to solve the upcoming social problems. These also provide them with an opportunity to interact with the leaders of the social change.

The values that unite the forum are:

- Profound sense of purpose in life
- A will to give back to the society
- Commitment to devote considerable time and energy so as to be an initiator of Social Change

SRF differentiates itself with its unique '**We Care**': **Civic Engagement Internship** in which 604 students are placed in 240 organizations across 25 states of the country. The program aims at sensitizing the students with a sense of social development.

3. Team Member Details

Faculty-in-Charge – Dr. Meena Galliarra

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4. List of Major Events

- Sadbhavna: the annual flagship event during which numerous events such as Vagyuddha (Parliamentary Debate), Samadhan (Case Study), We Innovate etc. are conducted over the course of several days.
 - Vagyuddha: Debate competition on topics of social sensitivity.
 - Samadhan: Case Study competition on social causes
 - NGO Skit and Dance: Skit and Dance competition for childrens of different NGOs
- Blood Donation Drive and Thalassemia Check Up
- Joy of Giving Week: A donation drive involving the contributions (clothes, food, etc.) from students for the underprivileged.
- NGO Mela: A festival to boost the visibility of NGOs by providing them a forum to sell their products and promote the causes they work for. A marketing competition is also conducted to help increase the sales proceeds for the NGOs
- NGO Sports Day: An engagement of young kids in sports thus promoting a spirit of sportsmanship in them.
- Marathon: A run to support a cause or NGO.
- Social Consultancy Projects: Short and long term projects at NGOs and social enterprises where students can apply concepts from the classroom to provide solutions to various social organizations for the live business problems they are facing. SRF has associated with many organizations like SOS and I-Volunteer.
- We Care Civic Internship: Facilitation of the activities related to the 3-week We Care Civic Engagement Internship in association with the Jasani Center for Social Entrepreneurship and Sustainability Management
- We Innovate: A social B-plan competition based on students' experiences during their We Care internship
- We Care Photography and Documentary Workshop and Competition

Alumni Relations Cell

1. Functionality of the Cell

NMIMS Alumni Relations Cell focuses on strengthening alumni -institute linkages to foster a symbiotic relationship between the alumni and the institute.

2. Differentiating Factor of the Cell

The Alumni Relations Cell, NMIMS, School of Business Management has helped form the "NMIMS Business School Alumni Association" under Section (25) of the Companies Act, 1956 incorporated on 13th July, 2011.

3. Team Member Details

Faculty In -Charge - Prof. Dr. Hitesh Kalro

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4. List of Major Events

- Grand Alumni Mumbai Meet
- Domestic Chapter Meets (Delhi, Kolkata, Chennai, Hyderabad, Bangalore)
- International Alumni Meets (London, San Francisco, Dubai, New York)
- Coffee Meets (Pune, Ahmedabad, Delhi, Kolkata, Chandigarh, Mumbai)
- Monthly Alumni Newsletter – ‘Aluminous’
- Lead The Way Mentorship Program
- Engagement with alumni through our Portal, E-mail, Social Networking sites (Facebook, Twitter, LinkedIn)
- Alumni Round Table Conferences- Alumni are invited to the college to address the students on a variety of topics
- Orientation Week Sessions for first year students
- Workshops for alumni like Memory Magic workshop, Wealth Creation & Growth workshop
- Batch Reunions
- Book Launches
- Rendezvous- Down the Memory Lane

Functional Cells

Finomenon

1. Functionality of the Cell

Finomenon, the finance cell of NMIMS represents as the knowledge centre as well as support to the students for all matter related to finance. From conducting special sessions explaining careers in finance to in depth equity research seminars where investment analysis is explained, Finomenon is always actively working in Finance, for the students, by the students.

2. Differentiating Factor of the Cell

Finomenon is not just a cell but the 'Mecca of Finance' at NMIMS, bustling with activities throughout the year. The 'Finance cell in the financial hub of the country' is dedicated at providing its members a networking opportunity with students, faculty, alumni and business leaders.

3. Team Member Details

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4. List of Major Events

- Illuminar, a business conclave where top leaders from the industry and students congregate for panel discussion and speaker sessions to discuss events making a mark in the global financial world.
- Finance Week- A week where we celebrate finance and is full of sessions by business leaders, competitions based on Mergers and Acquisitions, requiring in-depth knowledge of finance. It consists of:
 - Sim-Quest – Simulation game
 - Dice of Zeus – Mergers and Acquisitions
 - Fin-Analyst – Paper Presentation
 - Stock Mogul – Online stock trading
- Samriddhi, a student managed investment fund under whose umbrella we conduct Investment Research sessions, provide periodic in-depth understanding of the global financial markets so that students are updated with the happenings in the always changing financial world.
- Moolyankan, signifies valuation – our Flagship event requiring immense research and analysis to create a stock pitch and then convince the who's who of the industry with your pitch

Not Just Marketing (NJM)

1. Functionality of the Cell

Not Just Marketing (NJM) is the Marketing Cell of NMIMS. It is a congregation of creative minds that blends passion and enthusiasm in the pursuit of marketing and related domains. In essence, NJM is a dynamic and enthusiastic entity that is always looking to enhance the quality of its work and facilitate the development of management students as business leaders of the future.

2. Differentiating Factor of the Cell

NJM's initiative 'ConQuest' offers disguised market research insights in the form of corporate projects to reputed companies. The cell has a 10-year long history of conducting this program with giants like Ford, Unilever, Mondelez, Mahindra ICICI Bank and many more.

As part of its knowledge-share initiatives, NJM publishes Buzz – The Markazine, a biannually release authored by management students. The magazine encourages them to work on Industry Research, analyze marketing trends and test their knowledge by writing articles that reach thousands of readers. Podcasts are also released on a quarterly basis covering interviews with successful students and experts from the industry.

NJM holds a notable online presence on prominent websites as well. The cell also organizes guest talks and corporate conclaves in which senior executives from renowned companies such as Raymond, United Breweries, The Hindu, Nivea etc. come to impart their knowledge. It also holds seminars on campus and boasts of a strong industry interface that it aims to build with every year.

3. Team Member Details

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4. List of Major Events

- Pitchfork
- Augustus
- ConQuest – Disguised Market Research
- Last Marketer Standing
- Buzz – The Markazine (Quarterly) & Buzz Podcasts (Quarterly)
- NJM Week
- Case Study Competitions
- Guest Sessions
- 'SummerIce' - Batch Preps

OPTUMIZ

1. Functionality of the cell

Optumiz is the operations and supply chain management cell of NMIMS. Founded in the year 2007, Optumiz has been an active cell conducting various events like guest sessions, panel discussions, seminars, case study competitions, paper presentations, etc. with a commitment to enrich the student community with knowledge about the current trends in the field of operations management.

2. Differentiating factor of the cell

In the past Optumiz has conducted various national level events and competitions where students from other esteemed B-schools like IIMs, IITs, SP Jain and NITIE has shown active participation. The industry too has been showing its interest and appreciation, with their active participation in

Optumiz's initiatives: especially the annual flagship event Optitude. During this flagship event, industry stalwarts, experienced faculty and interested students are invited to carry out panel discussion, paper presentation, etc. and share their rich knowledge and experience.

3. Team members

Faculty in charge – Dr. PN Mukherjee

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4. List of major events

- Flagship Event – Optitude: Every year Optumiz hosts its flagship event "Optitude", the Operations Conclave, which boasts of the whos-who from the operations domain who gather on one platform to discuss industry trends and challenges faced in the domain of Operations and Supply Chain.
- TEDxNMIMS – In association with Student Council of NMIMS
- Simulation Games - Victrix Mortalis, Turbulent Times
- Conclave -Emerging Corporate Conclave: Industry Stalwarts, Expert consultants, and other eminent speakers gather together to discuss and understand the challenges faced by MSME and Emerging Corporatesto provide valuable insights.
- ISCEA Ptak Global Supply Chain Case Competition – (Asia Qualifier-India): Optumiz in association with ISCEA and PTAK prize hosted the Asia Qualifier-India of ISCEA Ptak - Optumiz - Global Supply Chain Case Competition.
- Operations Term of the Day (OTOTD): It is a daily mailer-capsule of the operations' terms that the management students should understand irrespective of their background and specialization. It has been subscribed by students of more than 20 top b-schools of India including IIMs, IIFT, NITIE, etc. Along with the email, OTOTD is also published on the Facebook page of Optumiz.
- Tri-Annual Magazine - CATENA AUREA

SummIT

1. Functionality of the cell

SummIT, the Technology cell at NMIMS focuses on developments and changes in the vast world of Technology. SummIT works on the ideology that technology and business have become so interwoven that businesses cannot function effectively without technology today. This ideology drives SummIT and its individuals to function as an effective team in its pursuit to enable students to embrace the power of Technology and use it to positively influence the corporate world.

2. Differentiating Factor of the Cell

SummIT is known for its regular engagements with Corporate through CIO Connect and Leader Connect where senior management of esteemed companies interacts with students and provide invaluable exposure through experience-sharing. SummIT also organizes workshops such as Advanced Excel workshop, Adobe Photoshop and PMI's PMBOK workshop that provide a powerful skillset to students to solve issues and present them when they venture into the corporate world.

3. Team members

Faculty In -charge – Prof Vikas Gadre
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Details of Team Members:

Member name	Designation	Email Address
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4. List of major events

- CIO/Leader Connect: Leadership session series where industry stalwarts come and interact with students about technological impacts on businesses and sectors.
- Khoj: An intense international online treasure hunt competition organized as a part of the annual college fest, Paragana
- Kickstart: A techno-strategic simulation event which challenges the problem-solving skills of students
- Ace the Case: A national level case study competition
- Zero Respect: An exhilarating LAN gaming event conducted during Euphoria
- MindIT: The event has technology as its theme but the nuanced idea keeps changing thus fostering creativity and innovation.
- Inter'n'Act: A platform for first-year students to be exposed to cracking the process and comprehending learnings of summer Internship from second year students.
- Workshops: Advanced Excel, Adobe Photoshop, PMI's PMBOK

HRuday

1. Functionality of the Cell

As the HR cell of NMIMS, Mumbai, HRuday aims to strike a chord at the ‘heart’ of all businesses – the businesses’ Human Resources. True to its name, HRuday seeks to catalyze the Rise (uday) of the HR function as a specialization at NMIMS. We organize events, workshops and publish a monthly online newsletter called “ensHRine”.

2. Differentiating Factor of the Cell

- 1) Batch Prep for the 1st year
- 2) Association with SHRM and NHRD
- 3) Strong Industry Interaction

3. Team Member Details

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4. List of Major Events

- PANKH: National Level Summer Project Competition only for HR
- SAMAVESH: National Level Flagship Event where corporate honchos come and share their HR related experiences

Interest Cells

ADverb

1. Functionality of the Cell:

ADverb is the Media Marketing and Advertising Cell of SBM, NMIMS. It caters to the creative side of marketing by conducting activities related to Branding, Advertising, Media Communications and more.

2. Differentiating Factor of the Cell:

ADverb is primarily the creative nerve centre of NMIMS. The core idea of ADverb is to impart media marketing and advertising knowledge to the students by organizing various guest sessions and workshops by eminent industry experts as part of ADweek and ADventions.

It also gives the students a platform to explore their potential and showcase their talent by participating in various events organized throughout the year.

ADverb also plays a huge role in the summer placement preparation through AD-Times which involves posting ppts on various marketing companies of different sectors.

3. Team Member Details

Faculty in Charge – Dr. Sreeram Sivaramakrishnan
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4. List of Major Events

- IAL (Indian Advertising League): Game of Brands, spread over a period of 1 month engaging participation from pan India business schools
- AD-Times: A summer prep initiative for first year students which involves posting ppt and other communications about the various marketing companies
- ADweek: Week comprising of workshops & seminars by eminent industry experts, national level competitions(online) involving Advertising & Media communication concepts
- ADventions: Industry expert Seminars on marketing and current topics
- Brand Housie: Brand recognition event
- Notepad: Pan India article writing competitions and articles to be uploaded on ADvent- the ADverb blog.

Entrepreneurship Cell

1. Functionality of the Cell

Entrepreneurs are gradually yet steadily becoming the backbone of the Indian economy. Promoting the entrepreneurial spirit may perhaps be one of the best methods to develop the young generation. Seeds of Leadership are implanted among students of SBM, NMIMS through various events and activities such as guest lectures. Workshops and seminars are organized to allow the students opportunities to interact with industry experts. E-cell's Annual Summit- Ennovate hosts such discussions and interactions where students and participants get a taste of the various flavors of Entrepreneurship. Students with innovative ideas are readily provided with Mentorship, guidance and support to go ahead with implementation along with access to wide network of venture Capitalists through our coveted association with National Entrepreneurship network and Mumbai Angels. Our national level business plan competition Sutra is held every year in order to give a platform to budding entrepreneurs to showcase their ideas to venture capitalists and gain funding for their business plans.

2. Differentiating Factor of the Cell

Entrepreneurship is living a few years of your life like most people won't, so you can spend the rest of your life like most people can't. Apart from providing concrete support in terms of networking and platform, E-Cell members provide moral support and personal guidance to students interested in carrying forward their ideas. A possibility beyond regular placements is created for students exclusively by E-Cell. From the nurturing of the idea to the implementation stage, E-Cell gives a complete support to students.

3. Team member details

Faculty in Charge – Prof. Seema Mahajan
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Name	Position	Email Id
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4. List of major events:

- Ennovate- Annual Summit
- Sutra- National Level B-Plan Competition
- Pucca Baniya
- Perfect Pitch

Ecolibria

1. Functionality of the Cell

Ecolibria, The Economics and Strategy Cell, NMIMS focuses on the latest developments in application of principles of economics and strategy in the context of modern day business. The objective of the cell is to promote critical thinking among the students along the lines of economics – lack of which has been lamented by former RBI Governor Dr. Raghuram Rajan. Ecolibria provides ample opportunities for the students to learn from seasoned professionals by organising guest lecture series, formal and informal events, seminars, panel discussions etc.

2. Differentiating Factor of the Cell

Ecolibria is one of the young cells on campus. Though we are a young cell, we deal with the mother of all social sciences – Economics! The cell nurtures the economics and strategy enthusiasts to become future leaders. We provide students platform to conduct research on key sectors driving Indian Economy. Ecolibria is also a platform to interact with the top officials in the Consulting domain. Leveraging on the strong bonds with the professional world, Ecolibria opened door to the possibility of interning with consulting giants Ernst and Young in 2014-15.

3. Team Member Details

Faculty in Charge – Dr. Chandrima Sikdar
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Member Name	Designation	E-mail Address
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4. List of Major Events

- Eco-Week
- Release of biannual magazine 'Eco Shastra '
- Eco-Sutra – Sector Research Competition
- Quaestus 2.0
- Game of Shackles
- The Consigliere 3.0

Mantavya

1. Functionality of the Cell

Mantavya - The Literary and Quizzing Cell of NMIMS, is a platform where mavericks, writers, quizzers, debaters, readers and creative minds confluence to come up with events that can challenge one's grey matter. It organizes mind sports to sharpen the intellectual, inquisitive and argumentative instincts. It conducts quizzes, debates, public speaking events and extempore on a regular basis. If you wish to learn while having fun, then Mantavya is the place to be!

2. Differentiating Factor of the Cell

- We hold theme based quizzes & national level corporate quizzes to pique one's curiosity and knowledge
- National level competitions like Model United Nations & Whodunnit attract crowd from across the country
- Renowned Quizmasters from the Bombay Quiz Club like Mr. Amit Pandya(National Level Tata Crucible Winner), Mr. Souvik Basu and Mr. Alekhya Chakrabarty come to conduct our flagship quizzes

3. Team Member Details

Faculty In Charge – Manjari Srivastava
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4. List of Major Events

- Business of Brands: National Level Corporate Quiz
- NM Model United Nations: National Level Model United Nations
- Melange: Inter-college general quiz
- Dr Hyde & Mr Jekyll: Inter-college public speaking competition

Nepathya

Nepathya is the cultural cell of SBM, NMIMS. It is responsible for conducting all the major cultural events at NMIMS. It also facilitates and supports the various cultural clubs of the college:

Zephyr - The Dance Team
RangPunch - The Dramatics Club
Oxymorons - The Rock Band of NMIMS
Verve - Fashion Show Team

Nepathya provides the perfect platform for students to showcase their cultural talent. It provides a well-needed respite from everyday challenges of a B-school. Nepathya is one of the most active cells with events & workshops held throughout the year. Events like dance, drama, musical nights and cultural fests are a great crowd puller and leave the audience enthralled. The aim of Nepathya is to conduct cultural events of the highest standards and its objective is to take NMIMS to new cultural heights.

2. Differentiating Factor of the Cell

The key differentiator is the scale and the number of events. The cultural events organized by Nepathya caters to maximum crowd not limited NMIMS but also the neighbouring colleges. Moreover, it is the only cell which supports four cultural clubs (Dance, Drama, Fashion, Rock Band) which are choreographed by the best artists in the entertainment industry. All our events are backed by celebrity judges from the Entertainment Industry.

3. Team Member Details

Faculty in Charge – Prof. Hari Iyer
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4. List of Major Events

- Aaghaz - Intra Collegiate Cultural event / talent hunt- under Parichay for junior batch
- Fahrenheit - Inter Divisional Cultural Event under Augustus
- Salsa Workshop - Dance workshop organized in association with Salsa India
- Paragana - Performances by College Cultural Clubs
- Euphoria - Flagship Intercollege Cultural Fest